



Special Occasion Holidays – UK – December 2019

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This report looks at the following areas:

- Later marriage offers growing opportunities
- Cohabitation honeymoons
- The empty nester holiday
- The jobymoon
- A lifetime of occasions

Travel is playing an increasing role in the celebration of special occasions and life events. Some 54% of consumers have taken a holiday to mark a special occasion over the past five years. 'Big birthdays' and anniversaries are the most popular reasons, but new opportunities are emerging. Compared with an average break, consumers are likely to travel further and stay longer when going on holiday to mark a special occasion. There is strong and growing demand for multi-generational trips and luxury travel.



"People are marking milestone occasions with multi-generational family getaways, and see life transitions as opportunities to realise long-held travel dreams or indulge in luxury."
- John Worthington, Senior Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **Covered in this Report**

EXECUTIVE SUMMARY

- **The market**
- **Consumer appetite for travel is undiminished**
Figure 1: Holiday booking and intentions, February 2016–October 2019
- **Companies and brands**
- **Adventuremoons, LGBT+ weddings at sea and divorce holidays**
- **The consumer**
- **'Big birthday' bashes are the most popular occasions for a holiday**
Figure 2: Special occasion holidays taken in the past five years, October 2019
- **Travellers go further and stay longer on special occasions**
Figure 3: Duration of most recent special occasion holiday taken, October 2019
- **City breaks are favoured for birthday celebrations**
Figure 5: Type of most recent special occasion holiday taken, October 2019
- **Multi-gen and skip-gen holidays**
Figure 6: Future special occasion holidays – plans & preferences, October 2019
- **Experience gifts are a popular add-on to special occasion trips**
- **Proposal holidays**
Figure 7: Future special occasion holidays – marketing opportunities, October 2019
- **What we think**

ISSUES AND INSIGHTS

- **Later marriage offers growing opportunities**
- **The facts**
- **The implications**
- **Cohabitation honeymoons**
- **The facts**
- **The implications**

What's included

Executive Summary

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- **The empty nester holiday**
- **The facts**
- **The implications**
- **The jobbymoon**
- **The facts**
- **The implications**
- **A lifetime of occasions**
- **The facts**
- **The implications**

THE MARKET – WHAT YOU NEED TO KNOW

- **Holiday demand still strong**
- **Ageing population will drive increase in milestone celebration breaks**
- **Silver splicer and LGBT+ wedding trends offer growing opportunities**
- **Rising wedding costs make overseas nuptials attractive to Millennials**
- **Honeymoons and mini-moons**

MARKET BACKGROUND

- **Consumers are reining in spending but lower prices are helping to relieve pressure on households**
Figure 8: UK average weekly earnings (excluding bonuses)* vs CPI inflation, percentage change year-on-year, January 2017–October 2019
- **Pound stages mini-recovery after summer slump**
Figure 9: Pound versus euro exchange rate, June 2016–November 2019
- **Holidays remain a high priority despite uncertainty**
Figure 10: Holiday booking and intentions, February 2016–October 2019
- **Holiday growth has stalled but volumes are still near record levels**

Figure 11: Trends in the number and value of domestic holidays taken by UK residents, 2014–18

Figure 12: Trends in the number and value of overseas holidays taken by UK residents, 2014–18

- **Older age milestones will offer the biggest opportunities**

Figure 13: Trends in the age structure of the UK population, by gender, 2013–23

Figure 14: Long-term projections in the age structure of the UK population, by gender, 2016–41

What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 15: Number of people aged 90 and over in England, 2002-18

- **Skip-gen travel**
- **Marriage rate is stabilising after long-term decline**

Figure 16: Number of marriages and marriage rate in England & Wales, 1970-2016

- **Silver splicers**

Figure 17: Number of people entering opposite-sex marriages in England & Wales, by gender and age, 2007-16

- **Same-sex marriage is creating a new product area for travel brands**

Figure 18: Number of people entering same-sex marriages in England & Wales, by gender and age, 2014-16

- **Civil partnerships are set to grow again following a change in the law**

Figure 19: Number of civil partnerships in England & Wales, 2006-18

- **Cohabitation honeymoons**

Figure 20: Number of people cohabiting in England & Wales, 2002-18

- **The cost of getting hitched**

- **Honeymoons, mini-moons & maxi-moons**

Figure 21: National Wedding Survey top 10 honeymoon destinations, 2019

- **One in six couples have an overseas weddings**

Figure 22: Estimated number of trips abroad made by UK residents to get married, 2012-18

- **Popular wedding destinations**

- **Babymoon breaks**

Figure 23: Number of live births and general fertility rate* in England & Wales, 1970-2018

- **Silver splitters**

Figure 24: Number of divorces of opposite-sex couples in England & Wales, 2007-17

Figure 25: Number of people getting divorced in England & Wales, by gender and age, 2007-17

- **Post-divorce travel**

- **Solo-moons**

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Personalised weddings**
- **Large group weddings**
- **LGBT+ weddings at sea**

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- Adventurous honeymooners
- Pop the question packages
- Divorce holidays
- Experience gifting

LAUNCH ACTIVITY AND INNOVATION

- Long-haul/luxury travel brands are most likely to market special occasion holidays
- New wedding products
- Adventuremoons
- Renewing vows at sea
- Pop the question holidays
- Virgin launches divorce holidays
- Gift experiences

THE CONSUMER – WHAT YOU NEED TO KNOW

- 54% of adults have taken a special occasion holiday
- Milestone birthdays are the most popular occasion
- 6% of adults have been on honeymoon in the past five years
- Special occasion holidays are more likely to be overseas
- Personalisation is key
- Multi-gen celebration holidays
- Gifting and marketing opportunities

SPECIAL OCCASION HOLIDAY TAKING

- Milestone birthdays are the most popular reason for a special occasion holiday
 - 12% of adults have taken a holiday for a 'marital occasion' in the past five years
- Figure 26: Special occasion holidays taken in the past five years, October 2019
- Birth breaks
 - Celebrating success
 - Multiple celebrations

SPECIAL OCCASION HOLIDAY TAKING – DESTINATION

Figure 27: Most recent special occasion holiday taken, October 2019

- Special occasion holidays are twice as likely to be long-haul as normal holidays

Figure 28: Destination of most recent special occasion holiday taken, October 2019

- Older special occasion travellers are especially likely to go long-haul

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Figure 29: Most recent special occasion holiday taken, by destination, October 2019

SPECIAL OCCASION HOLIDAY TAKING – DURATION

- Special occasion travellers stay longer than average**

Figure 30: Duration of most recent special occasion holiday taken, October 2019

Figure 31: Duration of most recent special occasion holiday taken, by destination, October 2019

Figure 32: Special occasion holidays, by duration of most recent trip, October 2019

SPECIAL OCCASION HOLIDAY TAKING – HOLIDAY TYPE

- City breaks, beach holidays, cottages/villas & cruises are the most popular special occasion holidays**
- Figure 33: Type of most recent special occasion holiday taken, October 2019
- Figure 34: Special occasion holidays, by type of most recent holiday taken, October 2019
- Holiday type demographics for special occasion trips**

FUTURE SPECIAL OCCASION HOLIDAY TAKING

- Big birthdays in the second half of life are set to be the largest growth area**

Figure 35: Special occasion holidays planned in the past five years, October 2019

SPECIAL OCCASION HOLIDAY TAKING – PLANS AND PREFERENCES

- Personal touches are key**
- Rekindling memories**
- Retirees, honeymooners and jobbymooners plan once-in-a-lifetime holidays**
- One in four adults expect to take a multi-generational holiday to mark a family occasion**
- Photoshoots**

Figure 36: Future special occasion holidays – plans & preferences, October 2019

SPECIAL OCCASION HOLIDAY TAKING – FURTHER OPPORTUNITIES

- Travel experiences preferred to presents**
- Half of under-40s would like to receive targeted offers in the run-up to a big occasion**

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Figure 37: Future special occasion holidays – marketing opportunities, October 2019

- **Empty nester and (finally) nest-leaver holidays**
- **Proposal holidays**
- **Strong interest in weddings abroad**

Figure 38: Future special occasion holidays – further opportunities, October 2019

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Definitions**
- **Abbreviations**
- **Consumer research methodology**

What's included

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Full Report PDF

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