



# Touring and Adventure Holidays - UK - 2022

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## This report looks at the following areas:

- The impact of COVID-19 on the touring and adventure holidays market
- Future interest in group touring holidays
- Considered booking channels for group touring holidays
- Purchase drivers and important factors when booking a group touring holiday
- Interest in products, services and special-interest touring themes

The environment has become a bigger consumer priority in general. This shift is seen in the touring and adventure holidays market too. In November 2021, 27% of potential group touring holidaymakers said that ethical travel is most important when choosing a group touring holiday, up from 23% in March 2020. A product that is set to benefit from this shift are escorted rail tours.

The touring and adventure market will likely recover at a slower pace than the overall holiday market as some travellers remain cautious about participating in group touring holidays. Despite consumer caution, COVID-19 has created opportunities in the touring and adventure market to increase the average spend per trip as consumers show more interest in longer tours and luxury experiences following missed opportunities to travel.

COVID-19 uncertainty and travel restrictions continue to pose a big threat to the recovery of the group touring and adventure market, particularly that of overseas tours.

Flexible itineraries and local experiences remain important factors for group touring holidaymakers, while consumers show increased interest in physical activities or challenges. This is likely a result of consumers' growing need to care for their wellbeing and the impact that lockdowns and restrictions had on consumers' lifestyles.



“The touring and adventure market will likely recover at a slower pace as some travellers remain cautious about participating. Flexible itineraries and local experiences remain important factors for group touring, while consumers show increased interest in ethical itineraries and physical activities.”

– Narmada Sarvanantha,  
Travel and Leisure Analyst,  
February 2022

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## Table of Contents

### OVERVIEW

- Key issues covered in this Report
- COVID-19: market context
- Economic and other assumptions
- Products covered in this Report

### EXECUTIVE SUMMARY

- **The five-year outlook for the touring and adventure holidays market**

Figure 1: Outlook for the touring and adventure holidays market, 2022-26

- **The market**
- **Travel will remain a consumer priority, but some will be forced to compromise**
- **Desire to travel remains strong**
- **Companies and brands**
- **TruTravels' new fitness and wellness travel style 'FitVentures'**
- **New Intrepid experiences have a sustainable focus**
- **G Adventures and Hostelworld partnership**
- **Bamboo Travel introduces new 'Adventure Korea' tour**
- **The consumer**
- **Consumers remain cautious about group-based travel**

Figure 2: Overall interest in group touring holidays, by age, 2020 and 2021

- **Escorted rail touring almost meets pre-pandemic interest**

Figure 3: Future interest in group touring holidays, 2020 and 2021

- **Specialist tour operators are most favoured...**
- **...but other booking channels have the potential to account for a higher share of bookings**

Figure 4: Considered booking channels for group touring holidays, 2021

- **Quality of accommodation and price remain dominant purchase drivers**

Figure 5: Purchase drivers when booking a group touring holiday, 2021

- **Luxury and sustainability are growing themes**
- **Opportunity for group touring segment to appeal to physical activity interest**

- **Growth potential for lesser-known tourist sights**

Figure 6: Important factors for group touring holidays, 2020 and 2021

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Executive Summary

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- **Long-duration trips are in higher demand**  
Figure 7: Products and services consumers would be interested in when going on a group touring holiday, 2020 and 2021
- **Opportunity to cater to keen appetite for solo travel**
- **COVID-19 has fuelled interest in new hobbies**  
Figure 8: Interest in special-interest touring themes, 2021
- **Special-interest group tours should promote localism through food**

## ISSUES AND INSIGHTS

- **Consumer expectations of corporate ethics will become stronger**
- **Technology can unlock hyper-personalised wellness experiences**

## MARKET DRIVERS

- **Booking levels remained stable in the lead-up to winter...  
...but Omicron led to cancellations**  
Figure 9: Holiday bookings in the last three months, 2019 vs 2021
- **Relaxation of the UK's entry requirements will boost holiday bookings**  
Figure 10: Plans to book a holiday in the next three months, 2019 vs 2021
- **Travel brands have an opportunity to unlock pent-up savings...  
...but inflationary concerns pose a threat**  
Figure 11: Consumer concerns over cost of living, by age, 2021
- **Consumer expectations of corporate ethics will become stronger**

## MARKET BACKGROUND

- **The five-year outlook for the touring and adventure holidays market**  
Figure 12: Outlook for the touring and adventure holidays market, 2022-26
- **Desire to travel remains strong...  
...but touring and adventure holidays will likely take longer to fully recover**

## LAUNCH ACTIVITY AND INNOVATION

- **For travellers who say 'challenge accepted'**
- **G Adventures and Hostelworld partnership**

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- Bamboo Travel introduces new 'Adventure Korea' tour
- Contiki's mini adventures hosted by locals
- New company campaigns
- Driver features in new Shearings TV advert
- Newmarket Holidays' campaign incentivises travellers to book
- Innovations focused on wellness
- TruTravels' new fitness and wellness travel style 'FitVentures'
- TSC World Travel launches new wellness tours
- Innovations around sustainability
- New Intrepid experiences have a sustainable focus
- Contiki is carbon-neutral
- G Adventures offers travellers the chance to discover the Trans Bhutan Trail
- Tour operators offer new cultural experiences
- Riviera Travel offers Japan Garden Discovery Tour
- Martin Randall Travel offers cultural tour of India
- A selection of new escorted tours

**TOURING AND ADVENTURE HOLIDAYS SUPPLIERS**

- Escorted touring – key elements
- Group adventure – key elements
- Financial performance

Figure 13: Leading escorted tour operators, by revenue, January 2022

Figure 14: Leading group adventure travel tour operators, by revenue, January 2022

**FUTURE INTEREST IN GROUP TOURING AND ADVENTURE HOLIDAYS**

- Consumers remain cautious about group-based travel  
Figure 15: Overall interest in group touring holidays, by age, 2020 and 2021
- Escorted rail touring almost meets pre-pandemic interest  
Figure 16: Future interest in group touring holidays, 2020 and 2021
- Younger consumers show high interest in group touring holidays
- Demand for adventurous experiences expected to increase  
Figure 17: Future interest in group touring holidays, by age, 2021
- Group touring holidays should continue to expand their domestic offering

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- **Connecting with local culture remains integral to overseas group touring holidays**

Figure 18: Interest in destinations for group touring holidays, 2021

## GROUP TOURING AND ADVENTURE HOLIDAY BOOKING

- **Specialist tour operators are most favoured...**
- **...but other booking channels have the potential to account for a higher share of bookings**

Figure 19: Considered booking channels for group touring holidays, 2021

- **Younger travellers are more inclined to book through OTAs and accommodation providers...**
- **...while over-45s prefer booking via specialist escorted tour operators**

Figure 20: Considered group touring holiday booking channels, by age, 2021

## PURCHASE DRIVERS

- **Quality of accommodation and price remain dominant purchase drivers**

Figure 21: Purchase drivers when booking a group touring holiday, 2021

- **Opportunity to appeal to younger consumers' desire to improve their wellbeing**
- **Technology can unlock hyper-personalised wellness experiences**

Figure 22: Purchase driver "health/wellness benefits of the holiday", by age, 2021

- **Opportunity to appeal to older consumers' desire for high-quality accommodation...**

Figure 23: Purchase driver 'quality of accommodation', by age, 2021

## IMPORTANT FACTORS

- **Luxury and sustainability are growing themes**
- **Opportunity for group touring segment to appeal to physical activity interest**
- **Growth potential for lesser-known tourist sights**

Figure 24: Important factors for group touring holidays, 2020 and 2021

## FUTURE OPPORTUNITIES

- **Long-duration trips are in higher demand**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 25: Products and services consumers would be interested in when going on a group touring holiday, 2020 and 2021

- **Opportunity to cater to keen appetite for solo travel**

Figure 26: Consumers' interest in group touring holidays just for solo travellers, by age, 2021

### SPECIAL INTEREST OPPORTUNITIES

- **COVID-19 has fuelled interest in new hobbies**
- **Older consumers show high interest in history and culture**

Figure 27: Interest in special-interest touring themes, 2021

- **Special-interest group tours should promote localism through food**

Figure 28: Interest in special-interest touring themes, by age, 2021

- **Wildlife experiences have the potential to boost group touring holidays**

### APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

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

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