

Holiday Activities and Experiences Abroad - UK - 2022

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Interest in types of paid-for holiday activities and experiences abroad
- Preferred time of booking activities
- Factors influencing consumers' choice of activities
- Attitudes towards activities and experiences abroad.

Historically, most holidaymakers have booked paid-for activities whilst at the destination. However, research for this Report shows that many would prefer to book activities ahead of departure. For example, the vast majority of potential holidaymakers say they would be most likely to book a live sporting event (72%), a hands-on learning activity (68%) or a live cultural event (64%) in advance.

Concerned about the rising cost of living, consumers will adopt a mindful approach to spending and many will be keen to remain in control of the total cost of their holiday. Given half of consumers would be influenced by a discounted price when choosing which activity to take part in, all-inclusive holiday deals that offer access to a range of activities for travellers to choose from are likely to appeal.

In addition to the impact of high inflation, COVID-19 still presents a threat to the overseas travel market and activity operators who rely on international tourism. Ongoing uncertainty will provide operators in the domestic market with greater opportunities to sell experiences to those missing out on their usual adventures abroad.

Wellness and sustainability have become bigger priorities for consumers since the start of the pandemic, meaning brands that develop and promote experiences that are good for consumers' wellbeing or for the environment are better positioned to manage price increases. Meanwhile, amid ongoing uncertainty, brands that offer flexible rebooking options and provide access to positive customer reviews will be more likely to attract bookings.



“COVID-19 has spurred interest in holiday activities. Travel companies should cater to demand for experiences that allow consumers to feel they are discovering the real side of a destination. This could be done through connecting them with local people and informing them about attractions and establishments.”

– **Narmada Sarvanantha,**
Travel and Leisure Analyst,
March 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 holiday activities and experiences market**

Figure 1: Category outlook for holiday activities and experiences, 2022-27

- **The market**

- **Booking levels have doubled year-on-year**

Figure 2: Holiday bookings and intentions 2018-22

- **Increased confidence in overseas travel**

- **Consumers are concerned by rising prices**

- **Companies and brands**

- **Activity operators expand their portfolios**

Figure 3: Leading providers of holiday activities and experiences, by estimated number of activities offered, 2022

- **New TUI-powered platforms disrupt the activities and experiences space**

- **Viator partners with Booking.com**

- **The consumer**

- **Holidays remain a priority but confidence in overseas travel yet to fully return**

- **A third of Brits ready to experience Europe again**

Figure 4: Planned holiday destinations, 2021

- **The online booking space has become highly favourable**

Figure 5: Preferred booking channels for holidays abroad, by age, 2021

- **More consumers are on the lookout for wellness activities**

- **Opportunity to sell last-minute wellness experiences**

Figure 6: Interest in booking paid-for activities, by age, 2021

- **High demand for booking holiday activities in advance**

Figure 7: When holidaymakers are most likely to book paid-for activities, 2021

- **COVID-19 has spurred interest in small, locally-led experiences**

Figure 8: Purchase drivers for paid-for activities, 2021

- **Sustainability is a growing priority for holidaymakers**

What's included

Executive Summary

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Figure 9: Attitudes towards activities and experiences abroad, 2021

- Video content can help to convince potential purchasers

ISSUES AND INSIGHTS

- COVID-19 has spurred interest in small, locally-led experiences
- Potential for online to become the dominant booking channel for activities and experiences
- Video content can help to convince potential purchasers
- More consumers are on the lookout for wellness activities

MARKET DRIVERS

- Consumers have become less concerned about COVID
- Booking levels have doubled year-on-year

Figure 10: Holiday bookings and intentions 2018-22

- Increased confidence in overseas travel
- Conflict in Ukraine leads to airspace closures
- Inflationary pressures are mounting
- Consumers are concerned by rising prices...

Figure 11: Interest in booking paid-for activities, 2021

- ...but built up savings are likely to boost 2022 holiday bookings

Figure 12: Consumer concerns about household finances, 2021-22

LAUNCH ACTIVITY AND INNOVATION

- New TUI-powered platforms disrupt the activities and experiences space
- TUI powers upgraded Eurostar platform...
- ...and partners with icelolly.com
- New experiences for the adventurous traveller
- Year-long adventure with Airbnb
- Rong May Glass Bridge brings the thrill factor to adventurous travellers
- Viator partners with Booking.com
- TripAdvisor's audio experience
- Sustainability initiatives
- New eco-friendly resort in Panama
- Exploring sustainability through 'Seeing the Invisible'
- Urban Vineyard gives tourists a cultural experience
- Airbnb Experiences partners with Singapore Brand Office
- Airbnb promotes sustainable tourism with City of Florence
- Culture Trip launches multi-day tours

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- Icheon airport to accommodate global museum

ACTIVITY AND EXPERIENCE PROVIDERS

- **Activity operators expand their portfolios**
Figure 13: Leading providers of holiday activities and experiences, by estimated number of activities offered, 2022
- Viator/TripAdvisor
- Musement/TUI
- Klook
- GetYourGuide
- Airbnb Experiences

PLANNED HOLIDAY DESTINATIONS

- **Holidays remain a priority but confidence in overseas travel yet to fully return**
- **A third of Brits ready to experience Europe again**
Figure 14: Planned holiday destinations, 2021
- **Keen appetite among 35-54s to holiday in the UK**
Figure 15: Planned holiday destinations, by age, 2021
- **Immersive experiences reshape the visitor attraction space in the UK and European destinations**

HOLIDAY BOOKING CHANNELS

- **The online booking space has become highly favourable**
Figure 16: Preferred booking channels for holidays abroad, by age, 2021
- **Potential for mobile bookings to spearhead holiday and experiences market**

INTEREST IN PAID-FOR ACTIVITIES

- **More consumers are on the lookout for wellness activities**
- **Opportunity to sell last-minute wellness experiences**
- **Traditional holiday activities appeal less to the younger generation**
Figure 17: Interest in booking paid-for activities, by age, 2021
- **Younger consumers desperate for new, exciting adventures**

TIME OF BOOKING ACTIVITIES

- **High demand for booking holiday activities in advance**
Figure 18: When holidaymakers are most likely to book paid-for activities, 2021
- **Brands can motivate older consumers to book in advance**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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PAID-FOR ACTIVITY PURCHASE DRIVERS

- **COVID-19 has spurred interest in small, locally-led experiences**

Figure 19: Purchase drivers for paid-for activities, 2021

- **7 in 10 consumers are likely to prioritise brands offering a discounted price and showing good customer reviews**
- **Local experiences will win more people over**

Figure 20: TURF Analysis – Holiday Activities and Experiences Abroad, 2021

ATTITUDES TOWARDS ACTIVITIES AND EXPERIENCES ABROAD

- **Sustainability is a growing priority for holidaymakers**
- **Immersive experiences will allow many holidaymakers to enjoy something new**

Figure 21: Attitudes towards activities and experiences abroad, 2021

- **Video content can help to convince potential purchasers**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**
- **TURF Analysis methodology**

Figure 22: Table – TURF Analysis – Holiday Activities and Experiences Abroad, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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