

Touring and Adventure Holidays - UK - 2023

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- The impact of the rising cost of living on the touring and adventure holidays market.
- Future interest in group touring holidays.
- Barriers towards group touring holidays.
- Considered budget, destinations and companions for a group touring holiday.
- Important factors when booking a group touring holiday.

Nearly one-fifth of travellers aged 65 and over would be most likely to go on a touring holiday on their own. The growing number of one-person households provides opportunities for brands to appeal to a larger number of older singles. Older consumers defiantly refuse to conform to the prevailing norms and expectations of 'older people' in today's society, and so operators would do well to promote the social aspect of tours, as well as opportunities to try new activities and experiences, to solo older travellers.

The price of holidays offered has become the leading factor when travellers decide which company to book a touring holiday with. As household budgets become increasingly squeezed, travellers will continually analyse the cost-value analysis associated with such holidays. Brands offering low deposits, the option to pay in instalments and providing a booking calendar that shows prices on a range of dates, will appeal to a wider range of customers amid the cost of living crisis.

Interest in group touring holidays has declined in the last year, despite the lifting of international travel restrictions. With some consumers believing they do not offer enough value for money, brands will have to up their game to increase the perceived value amid the rising cost of living. Effective ways to do so include promoting the convenience of touring holidays, as well as providing premium options for those looking for an upgraded experience.



"Interest in group touring holidays has declined in the last year, despite the lifting of international travel restrictions."

- Jennie Bryans, Travel and Leisure Analyst, February 2023

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Touring and adventure holidays continue to be popular amongst Gen Zs, who remain keen for the reassurance of travelling within a group. There is an opportunity for brands to develop photography tours for this generation, given the growing interest in both digital and physical photography and video amongst Gen Zs.

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