

Walking and Cycling Holidays - UK - April 2013

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"Brands could make better use of social media channels to connect holidaymakers before a holiday, to group those with common interests or motivations together and allow holidaymakers to begin interacting and forging relationships before a holiday even begins."

– Harry Segal, Research Analyst

In this report we answer the key questions:

- How can brands encourage repeat business through social media?
- How can brands gain from concerns over environmental responsibility?
- How can brands tempt holidaymakers to venture overseas?
- Is there an opportunity for brands to market products targeted at singles?

This report examines walking and cycling holidays taken by UK residents and explores motivations behind and consumer attitudes towards taking such a holiday. The report also investigates core drivers behind change in the market and key players and products in the industry.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market