“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

This report looks at the following areas:

- Later marriage offers growing opportunities
- Cohabitation honeymoons
- The empty nester holiday
- The jobbymoon
- 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.
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
   Figure 4: Destination 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
The empty nester holiday
The facts
The implications
The jobbymoon
The facts
The implications
A lifetime of occasions
The facts

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

The implications

Holiday demand still strong
Consumers are reining in spending but lower prices are helping to relieve pressure on households

The Market – What You Need to Know

Holiday growth has stalled but volumes are still near record levels
Older age milestones will offer the biggest opportunities

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

Silver splicers

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

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

Cohabitation honeymoons

The cost of getting hitched

Honeymoons, mini-moons & maxi-moons

One in six couples have an overseas wedding

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
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 Holidays - UK - December 2019

**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
  - Older special occasion travellers are especially likely to go long-haul
- Figure 28: Destination of most recent special occasion holiday taken, 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

**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
  - 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
Special Occasion Holidays - UK - December 2019

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Consumer research methodology