What’s trending and influencing travel in 2020
INTRODUCTION

Kuoni has set the pace in the premium travel market for the past 55 years. Throughout that time, the company has set out to be a leader of luxury. Today, Kuoni is a retailer, creator and trendsetter – a reliable barometer of how the ABC1 market is planning, buying and experiencing travel in 2020.

World events don’t care about holiday plans. So, when a crisis such as last year’s Sri Lanka attacks, Australia’s bushfires or the outbreak of coronavirus strike, Kuoni’s frontline staff and support teams behind the scenes have to step-up to advise clients on the clearest path through difficulty.

While the digital transformation of the travel industry is well-documented and holidays are easier than ever to book online, there is a strong future for human connections. Conversations are still central to booking special and often complex trips; and a trend for real destination expertise is growing.

Looking back over the past year, it’s only right that we address the nation’s growing concern for the environment. Our own insight points to a picture of travellers being more mindful about the travel choices they make. Collectively, the travel industry needs to work together to promote and protect the natural beauty of the world and find ways to negate its carbon footprint.

In this report, we look back at the past 12 months and ahead to 2020 to see what’s shaping the way we travel.
WHAT’S INFLUENCING TRAVEL

Health fears in the form of coronavirus, a surge of consumer confidence attributed to #BorisBounce, and a host of television personalities showcasing the world on the small screen. These are just a few of the factors swaying how we plan our travels in 2020.

STABILITY — FOR NOW

Though far from united, we are at least less divided than this time last year. ABTA’s reassurance that no changes will be made to travel in the EU until at least the end of 2020 – be it passport or visa requirements, or medical assistance – has buoyed consumer confidence. Despite the fluctuations in the value of sterling, luxury bookings are up and travellers appear to be making the most of a precious window of stability.

GOOD TASTE

Sales are soaring for street food experiences. Nothing beats an exotic meal in authentic surroundings, and many of the dishes we love today are from the street: Columbian arepas, Vietnamese banh mi, Korean fried chicken, Taiwanese bao, American barbecue... Tasty and affordable, street food satisfies in a way even the smartest restaurants can’t. Eaten outside, from a banana leaf, a soft taco or on a stick, our appetite for culinary adventure is best sated on the go.

ROYAL REBELS

In 2019, Kuoni declared winter ‘Canada’s Coolest Season’. Now it may be welcoming its coolest, if controversial, couple. Toronto and Vancouver are frequently touted among the world’s most ‘liveable’ cities – the former has the urban vibe of New York with none of the crowds; the latter the draw of the Pacific and the Coast Mountains. Whether Harry and Meghan settle in either remains to be seen, but they’re certainly a smart choice for a short break.

THE SMALLER SCREEN

Traditionally, movies have fuelled holiday inspiration, but quality television – from blockbuster box sets to wildlife documentaries – can really get under the skin of a destination. Comedy cuts to the chase – Sue Perkins, Richard Ayoade and Romesh Ranganathan have all set a high bar in sideways glances from unusual situations. Monty Don’s American Gardens should stir interest in lesser-known stateside destinations, while Anita Rani is getting ready to launch her next travelogue on Channel 5, The Ganges with Anita Rani.

HEALTH ALERTS

At the time of writing, the outbreak of coronavirus in Wuhan, China, has dominated the headlines, creating a major health alert that is impacting bookings to China and destinations worldwide. While the story plays out and travel itineraries are updated and adapted, it’s another reason why clients favour experienced travel firms who are able to react quickly to world events.

FINANCIAL SAFETY

The untimely end of Thomas Cook shocked the industry, but Operation Matterhorn – the record-breaking repatriation of 150,000 holidaymakers – shored up faith in customer protection. Combine this with a demand for tailor-made holidays and it’s clear the public still values the security of a respected tour operator. Kuoni believes the high street has a future: our expert finder matches clients with more than 300 specialists in 48 stores. Kuoni was pleased to employ ex-Thomas Cook agents to increase our retail foothold.

SOCIAL SWITCH OFF

Did we hit peak influencer in 2019? Certainly the public knows more about the corrosive side of social media and are more cynical about sponsored posts, fake news and the need for validation that drives Facebook and Instagram. Must everything worth remembering be photographed and shared? In 2020, smart travellers are getting back to basics and experiencing a destination for themselves, not for likes.
Kuoni’s top 25 list is based on booking numbers for 2020 holidays, with sales figures taken on 6 January 2020. We have compared these sales figures to the same time last year, shown in brackets, so you can see if a destination has changed in popularity.
WHAT’S TRENDING IN 2020

Take a look at Kuoni’s top 10 most popular destinations for 2020.

1 Maldives

The Maldives is Kuoni’s top destination for the 17th year running, with bookings up +6%. In 1972, Kuoni was the first UK tour operator to offer Maldives holidays and the region has seen steady growth, welcoming over 1.5 million visitors in 2019.

The government is hoping to increase worldwide visitor numbers to over seven million by 2027, helped by heavy investment in airport links, including the one billion USD development of Velana International Airport.

Kuoni continues to cherry-pick the best resorts to ensure an authentic stay and new additions include Reethi Faru, with memorable dining locations including cabanas lit by flaming torches; and OBLU Select at Sangeli, which has a dedicated adults-only island, and one of the Maldives’ first all-vegetarian restaurants.

Seven islands are exclusive to Kuoni guests in the UK, including the new-look five-star Maafushivaru, opening in March, and Kuramathi Maldives, which continues to be Kuoni’s most popular island.

2 Mauritius

Mauritius is a steady favourite and has leapt up to second place. The island isn’t just about the beaches – travellers are tempted by stunning national parks, botanical gardens, rum factories and Port Louis, one of the best cities in the world for street food. It’s a great all-rounder, appealing to families and honeymooners, with hotels ranging from the luxurious pool villas and butler service at Maradiva; to Kuoni’s best-seller, the rustic-chic all-inclusive Zilwa Attitude, where you can choose to have dinner with a local family in their home, or sail across to a deserted island for a barbecue.

Social and environmental sustainability practices are becoming key selling points for Mauritius hotels looking to attract the conscious traveller, and new additions such as Lagoon Attitude are making an impact with a ban on single-use plastic, eco-workshops and the promotion of a Mauritian-made 100% natural sun cream to reduce the risk of coral damage.

3 Thailand

Thailand remains in Kuoni’s top three destinations for 2020 and Koh Samui, Bangkok and Phuket continue to be top sellers, helped by Kuoni exclusive hotels – Rocky’s Boutique Resort in Koh Samui and Warina Phuket Resort. The biggest areas of growth are Khao Lak and Koh Phangan, fuelled by new hotels such as Kalima Resort & Spa Khao Lak, which is tucked away in the mangrove forest close to a beautiful, almost deserted, stretch of unspoilt beach.

The majority of Kuoni’s bookings are twin-centres, but the company has seen a surprising 10% increase for 2020 holidays taking in three or more stops. Guests aren’t staying longer than the traditional 10-14 night itineraries, but are adding an extra destination to see more during their holiday. Kuoni has seen interest in Singapore and Koh Samui combinations, owing to a direct flight with Singapore Airlines; and 33% of Kuoni’s Thailand bookings are made through Kuoni’s northern stores, pushed by Qatar Airways and Emirates flights from airports including Glasgow and Manchester.

4 Sri Lanka

Sri Lanka has dropped two places in Kuoni’s top 10 due to the 2019 Easter bombings, where the FCO advised UK citizens against all but essential travel for a period of six weeks. This affected forward bookings for 2020, though tourism is returning and shows resilience, helped by some great value offers. Sri Lanka still sits within the top five trending destinations for 2020 as the country is hard to replicate; an island with a diverse mix of beaches, ancient cities, rock temples and the chance to go on safari – all easily combined in one holiday.

Kuoni’s private car and driver/guide service is one of the company’s biggest sellers, offering great value for exploring the island. When it comes to group touring, Kuoni’s best-selling escorted small group tour is Sri Lanka Explorer, a 12-night discovery of the islands tea plantations, sacred cities, botanical gardens and wild elephant hotspots.

The top 10 is based on Kuoni’s highest booking numbers for 2020 holidays, with sales figures taken on 6 January 2020. We have compared these sales figures to the same time last year, so you can see if a destination has changed in popularity.
Bali

Bali is up one place in our top 10 and Kuoni customers still favour an ubud and beach combination to experience two sides of the island. Bali is great to visit during our summer months and peak wedding season, so it’s a top choice for honeymooners. Kuoni’s experts have also seen an interest in Singapore and Bali twin centres.

Kuoni has added new destinations such as Lovina in the north of Bali, offering a less-commercialised experience of black sand beaches, local fishing communities and wild dolphin watching. Kuoni has also added new hotels in Lombok and the Gili Islands, which include the brand new pool villas at The Kayana Lombok; and The Royal Santian Luxury Beach Villas in Bali will be exclusive to Kuoni guests in the UK from April 2020.

Italy

Italy has jumped up one place in our top 10 and we still expect to see the usual lift in late bookings as we head into the spring and summer months. Puglia holidays are up, for both touring and single-centre holidays, with Kuoni’s Highlights of Puglia tour the most popular for 2020. Despite Brexit uncertainty, escorted touring in Italy is up +14%. While demand for the traditional favourites of Sicily, Sardinia and Tuscany remain strong, it’s Puglia that’s seen the most noticeable rise.

Kuoni has also added new hotels to its 2020 portfolio for 2020. This year, Kuoni has added six new hotels to its Italy portfolio for 2020. The company will promote popular driving destinations such as California and New England, including a ‘Great American Road Trips’ stand at BBC Countryfile Live, featuring a Mustang. California is Kuoni’s top-selling self-drive destination, followed by New England.

USA

Forward 2020 bookings for the USA are down, possibly affected by USA’s political backdrop and the weakness of the pound. However, it still remains a hugely strong destination for Kuoni and holds firm in the top 10. A shining light is tailor-made road trips, which are taking a bigger share of Kuoni’s USA bookings due to focused marketing efforts – including a ‘Great American Road Trips’ stand at BBC Countryfile Live, featuring a Mustang. California is Kuoni’s top-selling self-drive destination, followed by New England.

Road trips will continue to be a focus in 2020 for Kuoni. The company will promote popular driving destinations such as California and New England, alongside less well-known routes in Oregon and the Carolinas, both of which are now served by a new British Airways direct flight. Opening up new areas ensures travellers have more choice: Times Square or a boutique hotel in a quiet residential area of Brooklyn; the Napa Valley or Oregon’s wineries, craft breweries and field-to-fork dining scene.

Vietnam

After years of declining numbers, Vietnam is trending again and is Kuoni’s top-selling escorted touring destination for 2020, overtaking India. The most popular tour is Highlights of Vietnam, which includes an overnight cruise in Halong Bay and spending time with a local family in one of the city’s ancient garden houses. River cruises are gaining in popularity and the Mekong Discovery itinerary is the top choice for Kuoni customers, offering them the chance to explore Angkor Wat and cruise along the Mekong River.

As with Thailand, Kuoni has seen a shift in customers asking for itineraries with three or more destinations – a hot choice being Hanoi, Ho Chi Minh and a beach stay. Customers are going for a similar duration as the traditional twin-centre, but packing more into their holiday time. Kuoni added Phú Quoc island in 2018 and the region has become more popular than Halong Bay with Kuoni customers. From Bangkok, the incredible white sand beaches can be reached by a direct Bangkok Airways flight, a similar flight time to the Bangkok-Phuket route, giving a fresh Thailand and Vietnam twin option.

Antigua

Antigua enters our top 10 for 2020. Virgin Atlantic is adding flights into Antigua from June 2020, increasing its service from three to four times a week. More flight availability means Antigua is looking great value for money. This year, Kuoni has added two new hotels for customers. The first is Hammock Cove Antigua, a collection of brand new ultra-modern villas, each with a plunge pool and personalised cocktail counter on your veranda. Kuoni has also added the Royalton Antigua Resort & Spa, featuring the island’s first ever overwater bungalows.

South Africa

South Africa is still holding firm in our top 10, up +9%, and the value of the rand is still one of the biggest pulls to the country, ensuring incredible food and drink at affordable prices. Kuoni experts say a glass of wine will set you back around £1.80 on average. Escorted touring is up +18% and the popularity is driven by the country’s diverse mix of cities, beaches, winelands, battlefields and the opportunity to go on safari. Kuoni’s 11-night Classic South Africa escorted small group safari is the most popular, which includes wine-tasting in Franschhoek’s vineyards.
JORDAN: A BEACH STAY WITH A DIFFERENCE

Giant gorge crevices leading to ancient wonders and relaxing beach stays edging the Dead Sea. Jordan has jumped up 12 places in Kuoni’s most popular holiday destinations list, from 50th place in 2019 to 38th place for forward 2020 bookings. Kuoni’s new Israel and Jordan collection has helped raise the profile of the destination with customers, and the addition of Israel has opened up a new twin-centre option.

TOURISM RETURNS TO EGYPT

Kuoni experts are seeing demand for Egypt and this is set to increase now that Sharm El Sheikh is open for business. Nile cruises have seen a resurgence (see p14); and The Grand Egyptian Museum in Cairo, known as GEM, is under construction and due to open in late 2020. Also driving interest is the exhibition Tutankhamun: Treasures of the Golden Pharaoh at London’s Saatchi Gallery. The UK is hosting the 150 original artefacts until May 2020, when they are due to return to Egypt for permanent display within GEM.

ONES TO WATCH IN 2020

Learn from a local

A small group tour can open the door to a destination in a way that an independent trip sometimes can’t – a benefit of having a knowledgeable local guide by your side. Escorted touring is up 10% for Kuoni and a huge growth area for 2020, with the addition of touring in Colombia, Madagascar and Israel. Vietnam is Kuoni’s best-selling touring destination, with Italy, South Africa, Russia, Namibia and East Africa all doing well. South Korea tours have seen an incredible lift of +94% in sales, a knock-on effect given the demand for Japan.

TOP EUROPE DESTINATIONS FOR 2020

1. Italy
   - It is up one place and stands firm in our top 10. Most are high-value bookings, often led by extended families travelling together and wedding parties. Kuoni saw a large increase in Puglia sales in 2019, with Kuoni’s escorted small group tours selling out, so the company expects the demand to continue. Sorrento and Amalfi bookings are also on the rise.

2. Greece
   - Brexit is having less of a bearing on our Europe sales compared to this time last year, and Greece has jumped up two places. Kuoni has added hotels in Rhodes, Kos and Corfu, including the ultra-modern Angsana Corfu. Off-the-beaten track small islands such as Skopelos are ones to watch, and the country is putting heavy investment into modernising its 14 regional airports.

3. Spain
   - Spain is up four places, driven by Tenerife hotels such as the chic adults-only Iberostar Grand El Mirador; and the family-friendly Bahía Del Duque. Kuoni has introduced 15 new hotels for 2020, hand-picking the best 4* and 4.5* hotels to meet customer demand.

4. Portugal
   - Kuoni has seen a rise in demand for holidays to the Algarve. The company’s collection combines the destination’s great value food and drink with some of the world’s best hotels.

5. Turkey
   - Turkey holiday sales are up for 2020. Kuoni has seen sales bounce back and the company has added new hotels such as Ajwa Hotel Sultanahmet in Istanbul, a boutique hotel with incredible panoramic views. Kuoni has also created a new turkey tour, taking customers to Gallipoli and Ephesus, a Greek city with the remains of one of the Ancient Seven Wonders of the World.

TOP 5 TOURING DESTINATIONS

1. VIETNAM
2. KENYA
3. CHINA
4. INDIA
5. JAPAN

NEW FLIGHTS IN 2020

- **London Heathrow > Portland, USA**
  - British Airways
  - Launching June 2020

- **London Heathrow > Dalaman and Bodrum, Turkey**
  - British Airways
  - Launching May 2020

- **London Heathrow > Rhodes, Greece**
  - British Airways
  - Launching July 2020

- **London Heathrow > Podgorica, Montenegro**
  - British Airways
  - Launching July 2020

- **London Luton > Verona, Italy**
  - easyJet
  - Launching March 2020

- **London Gatwick > Sharm El Sheik, Egypt**
  - easyJet
  - Launching September 2020

- **Manchester > Sharm El Sheik, Egypt**
  - easyJet
  - Launching June 2020

+94% SOUTH KOREA TOURS
RAIL AND SAIL DRIVEN BY ALASKA

Rail and sail combinations are up, fuelled by Alaska cruises twinned with a Canada adventure. The trend shows no sign of stopping and the majority of Canada bookings now include an Alaska cruise. Kuoni’s top-seller itinerary is Mountain Rails & Alaska, a 15-night journey featuring Celebrity Cruises and the Rocky Mountaineer. Kuoni has also seen growth in combining a cruise with one of the incredible wildlife lodges in the Great Bear Rainforest, British Columbia. These include off-the-grid lodges such as the remote Spirit Bear Lodge, where you can seek out the rare Kermode bear.

JAPAN INVESTING IN CRUISE MARKET

The demand for Japan continues, especially for Japan cruises where sales are up significantly. Kuoni’s biggest seller for 2020 is the Kyoto, Tokyo & Japan Voyage, combining a few days in Kyoto, a Bullet Train ride to Tokyo and a cruise to remote islands in southern Japan on Celebrity Millenium. The 2020 Olympics in Tokyo is set to boost further demand due to exposure of the destination and the government has been investing heavily in new cruise terminals, with the aim to dispense tourists to lesser-visited areas and islands.

LUXE EXPEDITION CRUISING

Expedition cruising is a growth area for Kuoni and the company has added new Galapagos cruises for 2020. Celebrity Flora has luxury all-suite accommodation for only 100 guests and sustainability at its core, including a state-of-the-art anchor-free positioning system. Its core, including a state-of-the-art anchor-free positioning system. Celebrity Cruises and the Rocky Mountaineer. Kuoni has also seen growth in combining a cruise with one of the incredible wildlife lodges in the Great Bear Rainforest, British Columbia. These include off-the-grid lodges such as the remote Spirit Bear Lodge, where you can seek out the rare Kermode bear.

THE NILE: MOST-WANTED RIVER CRUISE

The Nile is back in Kuoni’s number one spot for river cruising. Kuoni’s best-selling itinerary is Jewels of the Nile, up 20%, a 10-night journey that includes a few nights in Cairo before boarding the Mvemvick MS Sunray and ticking iconic sights off the list such as the Valley of the Kings and Temple of Hatshepsut. Kuoni’s second biggest seller is a Mekong River cruise on board the luxurious Lotus Mekong Navigator, featured as part of the Mekong Discovery escorted small group tour of Vietnam and Cambodia. It gives guests the chance to visit small, rural communities that are not easy to reach via land.

JAPAN, CHINA OR VIETNAM?

Japan, China or Vietnam. They’re all able to suggest ideas and create one-off itineraries, combining a mix of must-sees and lesser-known destinations. Cambodia will be coming to the collection soon.

THIS TIME, IT’S PERSONAL

Rather than directing customers to book online, the Alfred& website is there to initiate a conversation with an expert. The new collection is available to customers through Kuoni stores and travel agents, as well as direct so customers can call one of the team and benefit from their pool of local knowledge.

BIG IN JAPAN

Since launching in January, Japan is the overwhelming star. Aside from the big hitters such as Tokyo and Kyoto, Japan boasts such an array of regional diversity, from the tsu Peninsula – known for its natural hot springs and white sandy beaches – to ancient Takayama, where the narrow streets hark back to Japan’s golden era, the Edo period. There are surprises, too, whether natural or man-made. The Peace Memorial Park in Hiroshima is a place of contemplation, while the wild monkeys bathing in the hot springs at Nagano are a source of delight.

A BRIGHT, GREEN FUTURE

Alfred& has taken care in choosing its partners, from hoteliers to ground handlers, to promote environmentally and socially responsible travel throughout the programme. There is a focus on drawing visitors away from congested areas into lesser-known spots to combat overtourism. Tailor-made bookings allow the freedom of choosing smaller, independent businesses, which can monitor their carbon footprint and actively encourage recycling. Kuoni’s animal welfare policy prevents the support of any wildlife attractions that are unethical.

STAY & CRUISE INTO 2020

Stay & cruise holidays are more innovative – and popular – than ever. Kuoni has seen a rise in cruise holiday bookings in the luxury sector, so what are travellers booking for 2020?

Alfred& by Kuoni

THE ULTRA-SPECIALIST

Kuoni takes pride in its experts and is now reaching further into the ultra-specialist market. In 2018, Journey Latin America was acquired and, since then, sales through Kuoni stores have grown, with the top selling destinations being Peru, Costa Rica and Brazil.

This year sees the launch of an entirely new sub-brand, Alfred& Asia – named after Alfred Kuoni – which will deepen knowledge and expertise, initially for bespoke Asia holiday bookings.

ALFRED& THE EXPERTS

This entirely new division is backed by a six-strong team who are all Asia experts, having lived, studied or travelled extensively through Japan, China or Vietnam. They’re all able to suggest ideas and create one-off itineraries, combining a mix of must-sees and lesser-known destinations. Cambodia will be coming to the collection soon.

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“We are seeing a real spike in interest for Japan; it offers a mix of adventure and independence alongside luxury and a richness of culture. We have had a surprising number of family enquiries, too: the Anime tradition and Studio Ghibli have provided a fantastical image of Japan which really chimes with kids’ expectations. Aside from Tokyo, I would recommend visiting Hakone, which has wonderful views of Mount Fuji and a good choice of traditional ryokans offering incredible gastronomic experiences. In Kyoto you can see geishas wandering the narrow streets – a real cultural insight – and on Mount Koya you can immerse yourself in Buddhist life; you can even stay overnight in a temple and rise early with the monks to pray!”

Alfred& Asia travel specialist, Venetia Cook
**TAKING ACTION**

Nobody wants to say: “Do you remember holidays?”, but if we fail to make changes, travel as we know it could become a thing of the past. There is no single solution – giving up flying is unrealistic, and potentially damaging to the destinations that rely on tourism for an income. But to travel responsibly is to live responsibly: lots of small actions add up to decisive change.

**SLOW TRAVEL**

True luxury means freedom of choice: the freedom to choose rail over air, low impact lodges over energy-intensive hotels, local produce over imported food. We have all been forced to confront the realities of our carbon footprint, but one of the benefits of cutting back on flying might be seeing more along the way. Slow down, stay longer, do more and spend more in the local community: it all adds up to a better trip.

**CUTTING CARBON**

The science is complex, but done correctly carbon offsetting can make a difference. Personal choice is key and familiarising ourselves with the different standards helps to make an informed decision. Gold Standard is a robust certification, and audited by the rules of the Kyoto Protocol. Kuoni offers the option to offset with Gold Standard so customers can be sure their holiday has a social benefit, as well as an environmental one.

**OVER AND UNDER**

Venice is flooded – literally and figuratively – Manhattan is choked by traffic, and the quiet paradise of the Pacific is somewhat less than secluded at times. Seeing the wider world is a fine balance between financial benefit and environmental burden; so, if you are concerned about contributing to over tourism, speaking with a Kuoni expert will help decide where and when to go. Swap Venice for the Lido, Manhattan for Brooklyn, or India’s ‘Golden Triangle’ for Kerala. You won’t miss out on anything by considering the alternatives.

**ON THE HOME FRONT**

Practising what we preach, Kuoni launched a Stay Beautiful campaign last year to encourage staff to travel responsibly. A partnership with Water-to-Go was one of the key initiatives: this new filtration system could be a step change in providing clean water and reducing use of single-use plastic. Kuoni has given its own branded version of the bottle to more than 250 staff on educational trips.

Single use plastics have also been phased out of the head office catering; brochures and tickets are delivered in compostable packaging; and reusable canvas bags have been issued to staff. This low key approach involves all staff and hopes to use their ideas to promote sustainability.

**THE MINDFUL MENU**

Going vegan alone won’t save the planet – although it is one change that could reduce your carbon footprint – more examples can be found at goldstandard.org. Alternatively, if you enjoy a good cut of red meat, eat it in South America, where it is the lifeblood of the local economy. Again, choice is everything, and Kuoni purposefully seeks hotels where vegetarian or vegan, organic, or dairy-free options are freely available, not difficult add-ons to an inflexible menu.

**THE LAST STRAW**

There’s no simpler improvement for hotels than removing plastic straws, but Kuoni’s hotel partners in the Maldives in particular have made good progress in eliminating all unnecessary single-use plastics. Kanuhura, Constance Moofushi Maldives, Niyama, Cinnamon Dhonveli, Kuramathi and Reethi Beach resorts have all introduced glass bottles or aluminium cans in place of plastic, and also invested in water desalination plants. Individually, they’re active in social initiatives such as school improvement projects and supporting local charities.
Honeymooners are getting older and wiser. Back in the early 1970s, honeymooners were in their late 20s – and a steady rise over the past 50 years means couples are now nearing 40 when they tie-the-knot.

Kuoni travel experts are seeing this trend in store, plus a rise in couples in their 50s and 60s creating a tailor-made adventure to celebrate a second marriage. We’ve also seen a rise in familymoons, as part of a blended family or due to couples choosing to have children before tying the knot.

**Maldives is Top Honeymoon Destination**

The Maldives tops the honeymoon hot list, with couples tempted by tiny island idylls, overwater villas, sunset cruises and some of the world’s best beaches. The top 20 honeymoon destinations have barely changed over the past three years. The firm beach favourites remain top of the wish list; but Kuoni’s travel experts report a continued demand for epic tailor-made adventures to destinations including Canada, New Zealand and Kenya.

At what age do we tie-the-knot?*

- **35 Years Old**
  - Women marrying men

- **37 Years Old**
  - Women marrying women
  - Men marrying women

- **40 Years Old**
  - Men marrying men


**2020’s Hottest Honeymoon Destinations**

1. Maldives
2. Mauritius
3. Sri Lanka
4. Bali
5. Thailand
6. Seychelles
7. South Africa
8. Tanzania
9. USA
10. Italy

**Honeymoons in Numbers**

- **£7695**
  - Average spend of a Kuoni honeymoon booking

- **2-3 hours**
  - Average length of a honeymoon appointment in a Kuoni store

- **22%**
  - The honeymoon market makes up 22% of all Kuoni bookings

- **+12%**
  - Of honeymooners upgraded their flights

**One for the Wish List**

Kuoni will be offering Governors’ Camp Collection’s new property, Mugie House from June 2020. The nine luxury cottages are set in the Mugie Conservancy in Laikipia, Kenya. A quiet safari experience and spectacular views are just a few of the draws. Kenya leads the way in sustainability and Mugie House adds to this with a cutting-edge community grazing program and empowerment projects.

**IT’S ALL ABOUT THE EXPERIENCE**

Here are the romantic experiences added to Kuoni’s 2020 honeymoons so far...

- A barbecue on a deserted island at Maaafushivaru, Maldives
- Dining by a candlelit waterfall at The Sarojin, Thailand
- Sharing a double bed in the sky with Qatar Airways’ QSuite
- Hot-air balloon flight over the Maasai Mara during a stay at Governors’ Camp, Kenya
- A couple’s spa treatment overlooking a valley at Viceroy Bali
- Spending the night in a treehouse at Lion Sands in South Africa
Sales of Kuoni weddings abroad are up a staggering +40% for 2020 forward bookings. This could be the company’s biggest year for planning incredible ceremonies, so what’s driving demand?

IN PURSUIT OF THE PRIVATE ISLAND
Kuoni’s travel experts are seeing demand for private island weddings. Within our top five wedding locations for 2020, two are set on private islands where the wedding couple and their guests can have it all to themselves.

1 ZILWA ATTITUDE, MAURITIUS
Book a ceremony on the resort’s uninhabited island, Gran Zil for a rustic, personal and laid-back beach wedding for up to 25 guests.

2 KURAMATHI, MALDIVES
You can’t legally get married in the Maldives but wedding blessing ceremonies have soared after the island was featured on The Mummy Diaries. Couples can say their vows on the mile-long sandbank with the sparkling lagoon behind them.

3 RENDEZVOUS, SAINT LUCIA
Guests can get married on a romantic private island, choosing a conch shell aisle on the white sand beach that leads to a beautiful driftwood frame.

4 PARADISE COVE, MAURITIUS
This boutique adults-only hotel has a private peninsula with spectacular views of the ocean and northern islands.

5 SAN FRANCESCO CLOISTER, ITALY
Closer to home, couples can choose an 8th-Century cloister in Sorrento with elegant archways overflowing with bougainvillies and vines.

“From hairstyling and false eyelashes to flowers and live bands, our role is about event managing the perfect day – only without the simplicity of everything being readily available in the UK. Overseas weddings are more sophisticated than ever and, over the past year, we’ve noticed a trend in couples coming into our stores and showing us their Pinterest boards full of wedding inspiration, which is helping us match them to the right resort or wedding location. People trust us with the most important day of their lives and we’re on hand to find the answers to all of their questions, make everything happen and exceed their expectations.”
Charlotte Hoather, Kuoni Weddings Assistant

WEDDINGS IN NUMBERS

+40%
Weddings abroad
Kuoni 2020 bookings including a wedding

£8,483
Average cost of a Kuoni wedding abroad in 2019

£31,974
The average cost of a uk wedding in 2019*

*According to the Hitched National Wedding Survey 2019

COUPLES UP THE ANTE FOR A SPECTACULAR LOCATION
Sales of Kuoni weddings abroad, outside of the traditional hotel location, have increased. Italy, Greece, Portugal, Canada and the USA are the popular choices for a non-hotel wedding, with a demand for iconic locations, including:
- Private clifftop in Santorini with sweeping views over the caldera
- Lake Louise Ice Castle in the Canadian Rockies
- Central Park’s Conservatory Gardens, New York

Kuoni offers 70 wedding venues abroad

Quirkiest request for 2020... An underwater wedding in Fiji
MODERN FAMILY
RAISING THE BAR ON FAMILY HOLIDAYS

From campervan road trips in California to wildlife adventures on safari in Kenya, the bar is continually being raised when it comes to family travel. In 2019, a new family holidays collection from Kuoni launched to tap into the growing demand for premium experiences around the world that accentuate happiness levels and negate stress levels.

Family holiday bookings for Kuoni have risen by 10% for 2020, with a luxury take on self-drives, villa holidays, cruise, safaris and hand-picked hotels that go way beyond simply having a kids’ club. Anecdotally, travel experts at Kuoni report that children are driving the agenda as never before, with young travellers central to selecting the holiday and many paying a close eye on the environment, conservation projects and how animals are cared for in destinations.

A home-from-home
The villa holiday is being taken up a gear for 2020. Wine tours for grown-ups, cooking lessons for all ages, guided hikes and boat hire are all in demand according to Kuoni Villas, operated by sister company CV Villas. Requests for a cook service have risen 10% to create a home from home without the hassle. Puglia has seen huge growth and popularity, led by villas with modern interiors, private pools and sweeping views.

Family time at sea
Kuoni has introduced private yacht and catamaran holidays with Plain Sailing. Each yacht has its own skipper and host, so families can enjoy a private experience and discover hidden coves and unspoilt beaches. The most popular charter so far with families is Sailing Croatia’s Islands from Dubrovnik.

Getaways with the grandparents
There’s no slowdown in the trend for multiple generations travelling together, with bookings for this type of group trip up 8%. Kuoni’s family travel experts report that these types of holiday are often paid for by grandparents to celebrate a big occasion – and Africa safaris are the top choice, with the older generation wanting to share a passion for wildlife and learning with their grandchildren. South Africa is especially popular, offering a malaria-free safari experience; and the suggested Kenya and South Africa adventures in Kuoni’s new Family Holidays brochure have been key to driving demand.

TOP 10 FAMILY DESTINATIONS
1. Maldives
2. Mauritius
3. Thailand
4. Greece
5. USA
6. Mexico
7. UAE
8. Italy
9. Spain
10. Portugal

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