

2024 TRENDS REPORT

YOUR ULTIMATE ACTIVE TRAVEL & FITNESS GUIDE



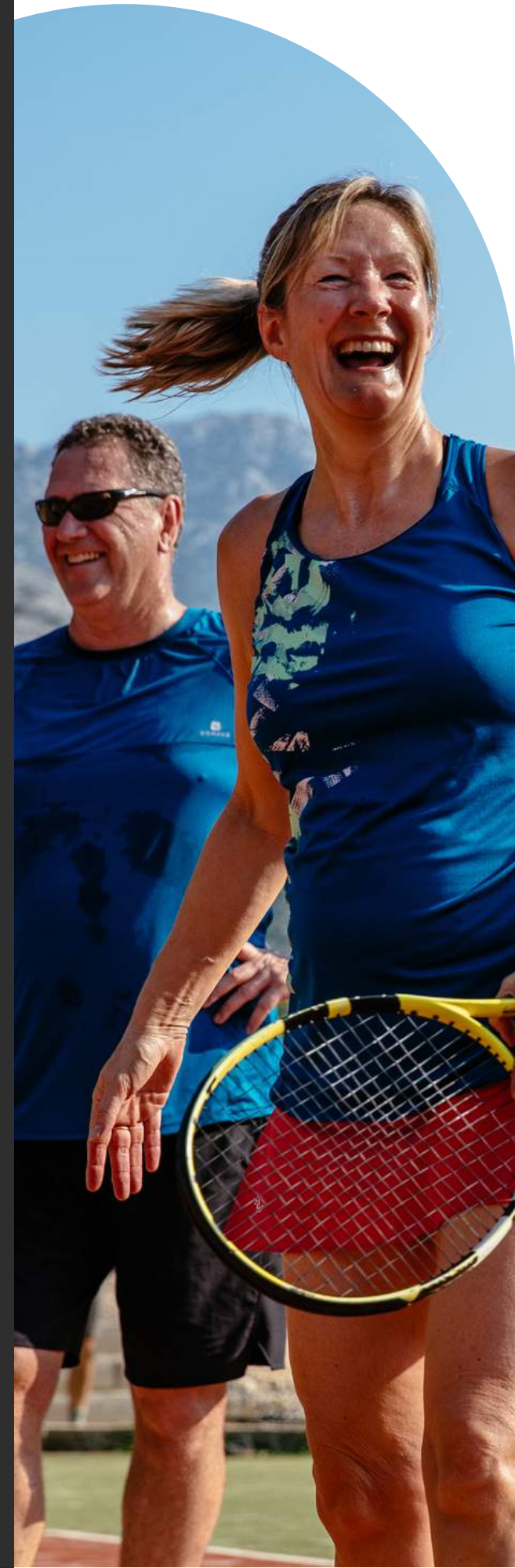
INTRODUCTION

As we embark on a new year, we look ahead to the evolving preferences of those who seek adventure and time away from the hustle and bustle of everyday life. With more of us increasingly seeking experiences over possessions, the allure of activity and spending quality time with family and friends beckons louder than ever - and Neilson Beach Clubs' commitment to providing Good Energy active holiday experiences has never been more relevant.

With this backdrop, I am pleased to present the Neilson Beach Clubs 2024 Trends Report. At the core of the report is the recognition that today's holidaymakers seek more than just relaxation and a chance to recharge; they want engagement, challenge and an opportunity to connect with the destinations they visit. Our report highlights the dynamic interplay between evolving consumer preferences and the innovative offerings that Neilson Beach Clubs has created to meet the needs of our customers.

We hope this report serves as a compass for those active holidaymakers seeking to navigate the currents of modern travel. Here's to a new year of adventure, discovery and the indelible memories that await us on our holidays in 2024.

DAVID TAYLOR
Chief Executive Officer



THE RISE OF *Active Holidays*

The demand for overseas active holidays continues to surge as consumers prioritise their health and fitness now more than ever before, and are seeking holidays that allow them to do this in a relaxing environment.

36%¹ of Brits would rather go on an activity filled holiday simply to relax

Half of UK holiday makers say it's important to learn new skills

65% agree it's important to have activities that match passions of multi generations

72%¹ say it would be fun to learn a new sport while on holiday

Doctor, TV personality and author of “Your Health in Your Hands” Dr. Emeka Okorochoa says *“Mental health is at the forefront of everyone’s agenda. Exercising releases endorphins and happy feelings, making it the easiest way to maintain a healthy lifestyle. Neilson Beach Clubs not only provide accessible opportunities for people to try new things but also to create fun, exciting memories with your loved ones.”*



FROM OUR TEAM ON THE GROUND

At Neilson Beach Clubs, we have been hosting guests on our award-winning activity holidays for more than 40 years. Our Beach Clubs are packed with a fantastic range of more than 20 activities to give endless ways to have fun whilst on holiday.

On the water we offer activities ranging from the more relaxed, such as paddle boarding or kayaking, to the more energetic such as windsurfing and foiling, wakeboarding or water-skiing; whilst on land we have road cycling and mountain biking, climbing, racket sports, fitness classes, yoga and spa treatments.

So there really is something for everyone, and at each Beach Club we have a great team of friendly and experienced activity experts to help our guests create memorable holiday moments – whether they need help improving their skills or are seeking tips and confidence to give it a go for the first time.

Both of us started our careers with Neilson Beach Clubs working as activity experts and now our role is to ensure our activities across all clubs meet the needs of our guests. We're constantly looking at how we can broaden the appeal of our activities as well as continuing to cater for the more adventurous guests we have visiting.

We hope to see you at one of our clubs soon for a Good Energy top-up.

ALLY BLACKLOCK & ANGUS WHITTAKER
Operations Managers



Holiday Trends

<p>1</p>  <p>Picklecore is the new cultural obsession for the UK's fastest growing sport, Pickleball</p>	<p>Over a third (38%)</p> <p>would be interested in playing Pickleball on their travels</p>	<p>15%</p> <p>would like to follow trends that celebrities are involved in</p>
<p>2</p>  <p>Famil-E-Rides are cross-generational family fun bike rides</p>		<p>Nearly 2/3 (65%) believe it's important to have a range of activities on offer when on holiday to match passions of all generations</p>
<p>3</p>  <p>A Sportcation is a vacation where you try new activities while learning new skills</p>	<p>42%</p> <p>would like to learn a new sport on holiday</p>	<p>41%</p> <p>say it's because they can't try these sports at home</p>
<p>4</p>  <p>Relative personality is an individual that only finds relaxation while being active</p>	<p>Over a third (35%) can't relax when they are sunbathing</p> 	<p>29%</p> <p>feel most relaxed when they are being active</p> 
<p>5</p>  <p>Repeat retreat is the rise of holiday makers booking their next trip within one week of returning</p>	<p>34%</p> <p>would book a holiday as soon as they return from the last one</p> 	<p>38%</p> <p>of those say it's so they have something to look forward to</p> 
<p>6</p>  <p>Solo-moon is a solo traveller holidaying alone, seeking group exercise</p>	<p>Over half would consider going on holiday alone</p> 	<p>57% say it's so they can do whatever they want</p> <p>28% say it's to meet new people</p>
<p>7</p>  <p>Boomerang tourism refers to adult kids joining their parents for holidays abroad. A by-product of the rising cost of living</p>	<p>54%</p> <p>would take up their parents offer to go away</p> 	<p>73%</p> <p>think the quality time together would be nice</p> 



Fred Sirieix

Good Energy Officer

“As GEO (Good Energy Officer) of Neilson Beach Clubs, going on active holidays with my family is something I get extremely excited about. Health and fitness has always been a passion of mine and I’ve fully embraced the Good Energy lifestyle last summer when I visited Messini Beach Club and I can’t wait to do it all again at Buca Beach Club this year.”

There is no better way for families to get their endorphin-infused activities than on a holiday with Neilson Beach Clubs across Europe.”



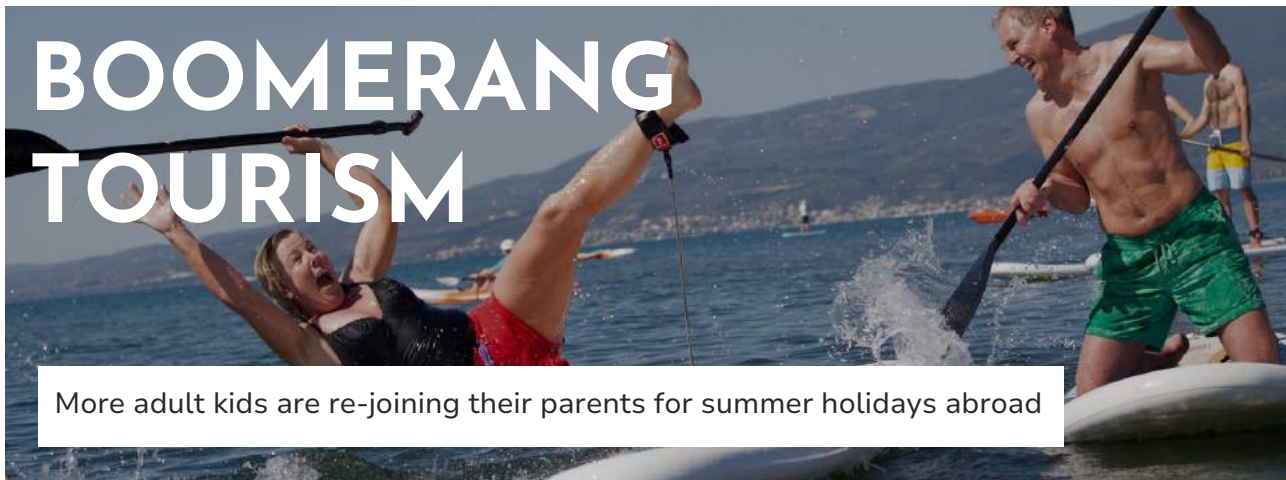


HOLIDAYMAKER TRENDS

Explore who is travelling abroad

HOLIDAYMAKER TRENDS

A summary of consumer trends and audience types



BOOMERANG TOURISM

More adult kids are re-joining their parents for summer holidays abroad



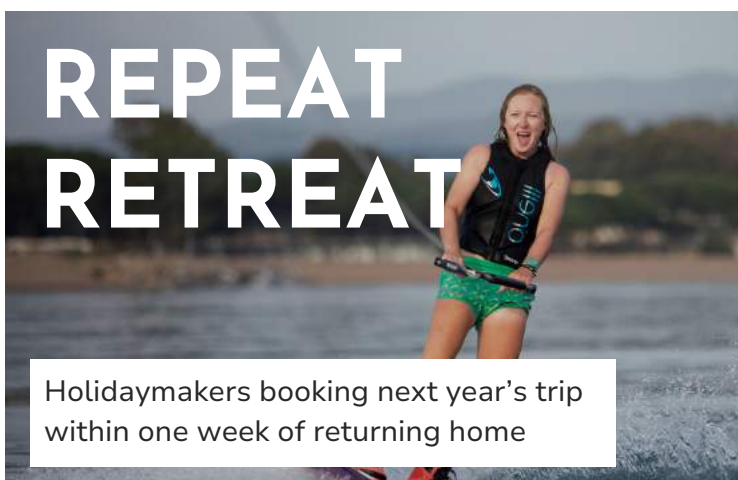
SPORT CATION

A vacation where guests participate in water and land activities while learning a new skill



RELACTIVE PERSONALITY

Holidaymakers who only find relaxation when being active



REPEAT RETREAT

Holidaymakers booking next year's trip within one week of returning home



SOLO MOON

Solo s holidaying alone, seeking group experiences

BOOMERANG

Tourism

Boomerang Tourism is the shift of more adult kids joining their parents for summer holidays abroad.

The UK is seeing a surge in 'boomerang kids' according to the Office for National Statistics as the number of young adults unable to afford their own home, and moving back in with their parents, increases. As a result, Neilson Beach Clubs predicts a rise in Boomerang Tourism in 2024, with more adult children than ever opting to join their family summer holidays abroad.

BOOMERANG

Tourism



Amidst the rising cost of living, more adult kids are joining their parents for summer holidays abroad.



BOOMERANG *Tourism*



Over 41%¹ of Brits aged 18 -34 would join their parents on holiday if they offered. 54%¹ said this is because they would cover the cost for them and 73%¹ think the quality time together would be nice.



SportCATION



SportCATION

The **Sportcation** is a vacation where holidaymakers participate in water and land activities to learn a new skill.

“There’s truly no greater feeling than being in the sunshine, moving your body and enjoying an activity that releases endorphins with your friends and family.”
Fred Sirieix, Good Energy Officer

Nearly two thirds (65%)¹ of Brits believe it’s important to have a range of activities on offer when on holiday to match passions of all generations.



Neilson Beach Clubs are seeing rising levels of popularity for a Sportcation with 7 out of 10² customers in 2023 returning from prior summers to relive the experience again.

Neilson Beach Clubs Racket Sports Ambassador Mark Petchey says *“We have seen a rise in holidaymakers wanting to get more out of their holiday and get active - either by learning a new skill like Pickleball or even bettering their skills and technique with a sport they’ve played for years, like tennis.”*

“Neilson Beach Clubs has a great product offering which allows families and individuals alike to get a bit of everything, at no extra cost. And don’t get me wrong, a drink and laugh at the bar watching the sunset go down at the end of the day? Who doesn’t love that Good Energy feeling!”

SportCATION





RELACTIVE

Personality

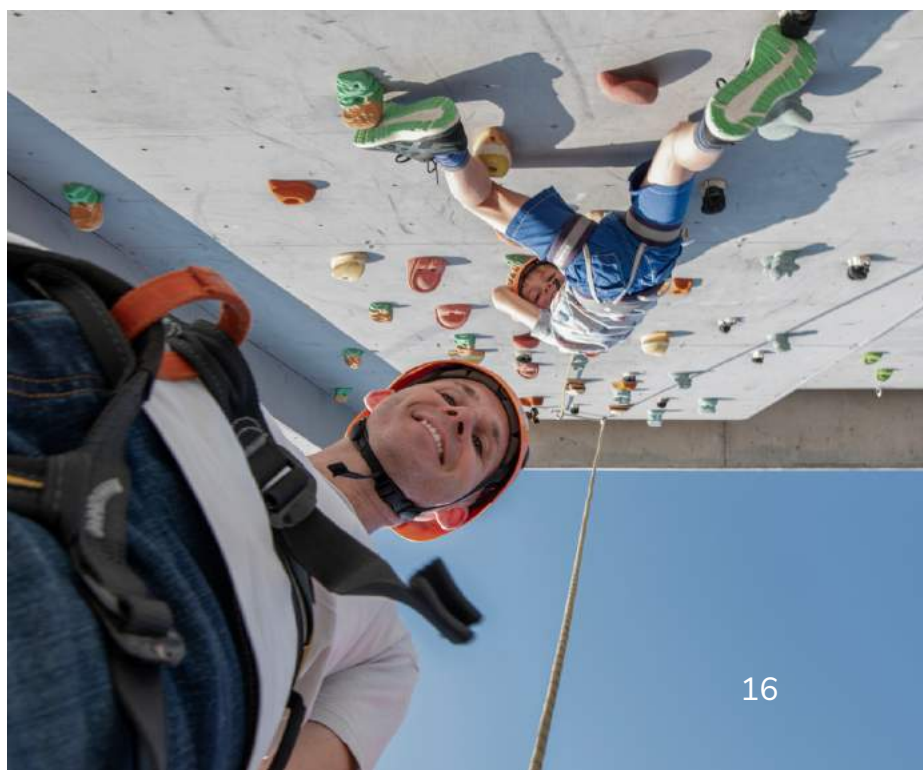
Over a third (35%) of Brits can't relax when they are sunbathing and 29% feel most relaxed when they are being active.

An individual that only finds relaxation when being active.



RELACTIVE *Personality*

Connected to the Sportcation trend, Neilson Beach Clubs has identified a new type of holiday goer. The brand has seen an increase in 2023 to 91%² of holidaymakers participating in multiple activities while on a summer holiday.



A group of people are participating in a fitness class on a wooden deck overlooking a beach and ocean. They are lying on mats, some with their arms raised, suggesting a yoga or Pilates session. The background shows a sandy beach, a blue ocean with several kayakers, and a clear sky.

RELACTIVE

Personality

Ally Blacklock, Operations Manager at Neilson Beach Clubs

says “With more and more people incorporating fitness programmes into their daily routine, we redesigned our fitness offering in 2023 to provide a better blend of cardio, strength and conditioning and holistic classes. On the back of these changes we saw a 14%² increase in Beach Club guests participating in fitness classes and it is now our second most popular activity after stand-up paddleboarding.”

95%² of guests said wakeboarding, waterskiing and wakesurfing give them the highest Good Energy feeling, closely followed by mountain biking at 93%².





REPEAT

Retreat

The rise of active holidaymakers booking next year's trip within one week of returning home.

Over a third (34%)¹ of Brits would book a holiday as soon as they return from their last one.

38%¹ of respondents said it's because they want to have something to look forward to.

REPEAT

Retreat





People are increasingly using their time away from everyday life to not only recharge their batteries mentally, but stay in shape physically. We call this 'switching off by switching on'.

Neilson Beach Clubs has seen seven in 10² customers returning for another holiday the following year.

REPEAT

Retreat



SOLO *Moon*



The rise of solo travellers holidaying alone, seeking group experiences.



At Neilson Beach Clubs, the two most popular activities are Paddleboarding at 91%,¹ closely followed by fitness classes at 89%.¹

SOLO *Moon*



Over two thirds (69%)¹ of Brits would consider going on holiday by themselves.



For 57%¹, this is so they can do whatever they want, 45%¹ said they would travel alone to experience new things and 28%¹ to meet new people.

SOLO *Moon*





RISING SPORT TRENDS

Explore the top sporting activities Brits' are trying out on holiday

RISING SPORTS TRENDS

A summary of popular sporting activities in 2024



The new cultural obsession for the UK's fastest growing sport, Pickleball



The shared passion for cross-generational, fun family bike rides taking place together



Pickle CORE

“Pickleball is a fun sport that combines elements of badminton, tennis, and table tennis. Played both indoors and outdoors on a badminton-sized court and a slightly modified tennis net. Two or four players use solid paddles made of wood or composite materials to hit a perforated polymer ball over a net.”

- Pickleball England

Picklecore is the new cultural obsession for the UK’s fastest growing sport: **Pickleball.**

Over a third (38%)¹ of Brits would be interested in playing Pickleball on their travels.

Pickle

CORE



Trends Report

“Pickleball is a great participation sport perfect for friends and family looking for a more accessible game” says **Mark Petchey, Neilson Beach Clubs Racket Sports Ambassador**



Neilson Beach Clubs ambassador and one of the UK's most successful and influential tennis players, Mark Petchey has fast-tracked his qualification to become a certified Pickleball instructor at Neilson Beach Clubs to keep up with the demand for Pickleball. In 2024 Neilson Beach Clubs will be quadrupling the number of courts across their Beach Clubs.

Pickle

CORE





15%¹ of Brits like to follow a sport trend that celebrities are involved in.

“There’s never been a better time or easier way to learn to play this increasingly popular game! I first played Pickleball at Messini Beach Club over the summer of 2023, and can’t wait to go back and play again.”

Fred Sirieix, Good Energy Officer

Pickle

CORE





FAMIL *e* RIDES

Nearly two thirds (65%)¹ of Brits believe it's important to have a range of activities on offer when on holiday to match passions of all generations.



The shared passion for cross-generational, fun family bike rides taking place together.

FAMIL-e-RIDES



During summer 2023, Neilson Beach Clubs brought their first ever fleet of electric bikes to their Beach Clubs, making cycling a more accessible activity for all cross-generational, family rides.



FAMIL RIDES



Angus Whittaker, Operations Manager at Neilson Beach Clubs says *“Our cycling routes are graded to reflect terrain difficulty and the distance our guests want to ride, which has often meant that some family members feel the route may be beyond them. But since we introduced electric bikes, we’ve been delighted to see guests of all ages from grandparents down to older children (13+) give it a go!”*



For more information:



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METHODOLOGY

¹Consumer Survey Data obtained on behalf of Neilson Beach Clubs through an online survey conducted by OnePoll between 23rd - 27th November 2023, among 2,000 UK respondents based on holiday trends.

²Data from Neilson customer service questionnaires for Summer 2022 and Summer 2023 for guests staying at their Beach Clubs between May and October of each summer.