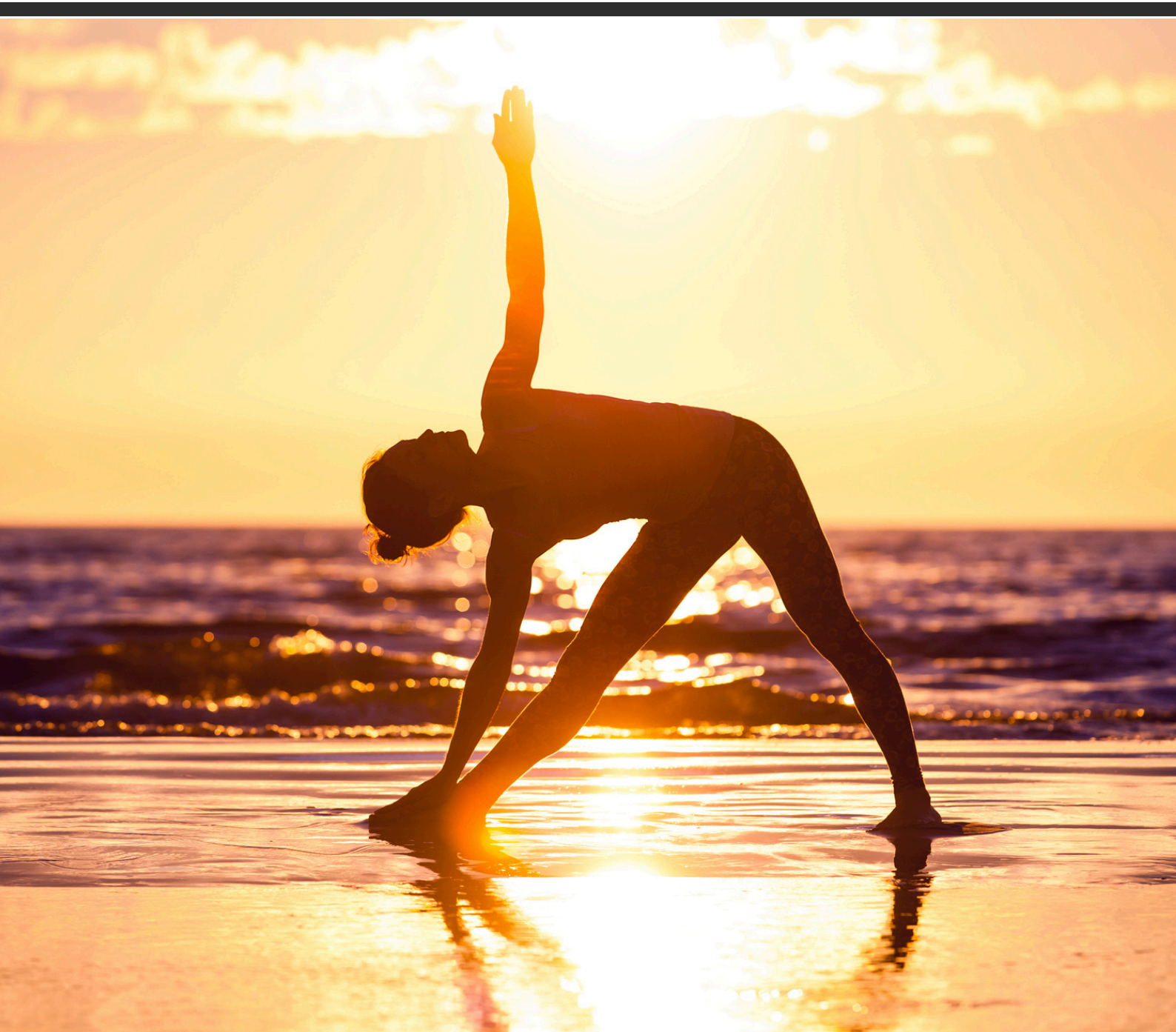


# 2025 TRENDS REPORT

YOUR ULTIMATE TRAVEL FITNESS GUIDE



# INTRODUCTION

For the second year running, Neilson Beach Clubs is thrilled to present our cutting-edge trends report, offering unparalleled insights into the dynamic world of active holidays in 2025.

As leaders in the travel and active holiday industry, we pride ourselves on having our finger firmly on the pulse of evolving consumer desires. This year, we dive deep into the exhilarating intersection of travel and fitness, exploring how and why more and more travellers are seeking adventure and invigoration in their summer getaways.

Building on the success of our inaugural report, this year's edition focuses specifically on the fitness trends set to dominate the travel sector. Leveraging our extensive customer base and exceptional expertise in active holidays, we've identified the key trends shaping the future of travel fitness. This report underscores Neilson Beach Clubs' unwavering commitment to delivering GOOD ENERGY, showcasing how we are constantly innovating to meet the evolving needs of our active clientele.

More than just a collection of trends, this report serves as an indispensable guide for anyone seeking adventure and wellbeing in 2025. At Neilson Beach Clubs, we are dedicated to not just understanding, but anticipating consumer preferences. By constantly analysing needs and behaviours, we ensure every Neilson experience is meticulously crafted to deliver lasting memories. Consider this report your trusted companion on the journey to your perfect active holiday.

**DAVID TAYLOR**  
Chief Executive Officer



# THE RISE OF FITNESS TRAVEL

The lines between holiday relaxation and maintaining a fitness routine are blurring. No longer content with simply lounging by the pool, UK holidaymakers are increasingly seeking active getaways that nourish both body and mind. This shift reflects a growing cultural emphasis on holistic wellbeing, where physical activity is viewed not as a chore, but as an integral part of a fulfilling and rejuvenating holiday experience.

Let's start by taking a look back at 2024...

## TOP 10 ACTIVITIES

1. Fitness classes
2. Paddle boarding
3. Kayaking
4. Tennis
5. Dinghy sailing
6. Mountain biking
7. Water skiing & wakeboarding
8. Windsurfing
9. Road cycling
10. Pickleball



The popularity of watersports has remained consistent - water skiing, wakeboarding and dinghy sailing



Fitness classes were the most popular activity across Beach Clubs



Swim coaching has risen by over 36%



Wakesurfing has risen by over 35%



Pickleball has risen by over 23%

## FROM OUR TEAM ON THE GROUND

Here at Neilson Beach Clubs, we live and breathe activity, it's who we are. With over 25 carefully curated activities across 7 Beach Club locations, we've seen first hand how travel and fitness are becoming intrinsically intertwined – and it's a connection we're passionate about. We're not just witnessing this trend, we're living it, day in and day out, alongside our guests.

From the tranquil waters where guests enjoy paddle boarding and kayaking, to the exhilarating rush of windsurfing, foiling, wakeboarding, and water skiing, there's an on-the-water experience for everyone. And the energy doesn't stop there! On land, you'll find everything from road cycling and mountain biking adventures to challenging climbs, competitive racket sports, invigorating fitness classes, restorative yoga, and pampering spa treatments.

But what truly sets these experiences apart is our incredible team. These aren't just instructors; they're passionate experts who love sharing their craft. Their dedication is infectious, and it's a big reason why so many of them return season after season, contributing to the Neilson Beach Clubs legacy of over 40 years. It's the people, combined with our exceptional activity offerings, that make a Neilson holiday so special. In our Beach Clubs, travel and fitness aren't just linked; they're a match made in heaven, creating unforgettable experiences for our guests.

**ALLY BLACKLOCK & ANGUS WHITTAKER**  
Operations Managers



A man with a grey beard and a blue helmet is smiling while riding a bicycle on a dirt path. Other cyclists are visible in the background.

A word from...

# Fred Sirieix

Good Energy Officer

As Neilson Beach Clubs' Good Energy Ambassador, I've experienced first hand the magic that happens when you combine travel and fitness. For me, fitness isn't just a daily practice; it's a way of life, and those who know me can attest to my daily mantra of 301 push ups every morning. I can't think of a better way to capture that magical feeling than by sharing incredible, sun-drenched experiences with my family in stunning coastal locations.

When I visited Buca Beach Club last summer I tried everything from perfecting my skills at water skiing to trying out pickleball for the first time. Neilson Beach Clubs doesn't just provide all-activity inclusive holidays, they deliver Good Energy; creating lasting memories for the family fuelled by a shared sense of adventure.

This report beautifully captures that spirit. It's more than just a trend analysis; it's a reflection of the transformative power of combining exploration and wellbeing. We've created a testament to the joy of pushing your limits, discovering new passions, and connecting with loved ones in breathtaking settings. It's about finding your own version of "Good Energy" and embracing it fully.



# FITNESS TRENDS TO WATCH

## HOLISTI-DAYS



## FIT-TING IT IN



## SIGHTSEEING STRIDERS



## WAVE CHASERS



## EFFICIENT ESCAPISM





# HOLISTI-DAYS

Nearly 60% of Brits cited relaxation as their primary holiday motivation. This desire for tranquillity is driving demand for "Holisti-Days" that prioritise mental and physical wellbeing through slower-paced activities like yoga, Pilates, and paddle boarding. These activities offer a welcome respite from the stresses of daily life, allowing holidaymakers to reconnect with themselves and nature.



Someone who understands and feels the positive benefits working out has on their mental and physical wellbeing. They like a slower pace of activity style like yoga, Pilates, paddle boarding or fitness classes.

# HOLISTI-DAYS





29% of holidaymakers are motivated to maintain fitness on holiday to reduce stress. Plus 39% said it's likely they would go on a fitness holiday where you can disconnect from devices completely.



It's not surprising that 61% of Brits said they are interested in a holiday designed to improve mental health. We're seeing more customers every summer participating in more holistic activities - especially the morning sunrise yoga or Pilates and yoga sessions," says **Ally Blacklock, Operations Manager at Neilson Beach Clubs**

# HOLISTI-DAYS





# FITTING IT IN

# FIT-TING IT IN

“For the majority of our customers, fitness isn't something to be squeezed in – it's a non-negotiable part of their lifestyle. These active-goers embrace a 'work hard, play hard' mentality and crave adrenaline-fuelled adventures, and family-friendly activities,” says **Angus Whittaker, Operations Manager at Neilson Beach Clubs**

An active-goer who seeks fitness activities no matter where they are. From a quick gym workout while on a business trip, to booking annual active holidays for their families. Taking part in high-adrenaline activities fits in with their 'work hard play hard' personality.



56% of Brits said it's important to maintain their fitness routine while on holiday. Plus, 37% value their regular gym routine while away.



In today's hyper-connected world, the lines between work and leisure are increasingly blurred. For many, maintaining a consistent fitness routine provides a sense of structure and control amidst the demands of a busy schedule.

# FIT-TING IT IN





# SIGHTSEEING STRIDERS

Those who combine a long race - from a 10k bike ride to running a marathon - with a beach break, to enjoy sights from ground-level while travelling on holiday.



A third of Brits expressed interest in running sightseeing tours, while others are embracing activities like marathon running and cycling as a way to explore new destinations from a ground-level perspective.

# SIGHTSEEING STRIDERS





# SIGHTSEEING STRIDERS

“This emerging trend caters to the adventurous spirit, offering a unique and engaging way to experience European landscapes from the ground. We're seeing a shift towards inter-generational groups signing up to our guided tours. Whether it's cycling along coastal paths or mountain valleys, our customers want to earn their views and immerse themselves in the local culture,”  
**says Joe Nally, Head Bike Guide at Neilson Beach Clubs**

53% of Brits reported up to 2 hours of fitness activities per day during a typical 7 night holiday; viewing active travel like cycling and running as the best way to discover a destination and create unforgettable holiday memories.





**WAVE**  
**CHASERS**



Individuals who thrive on being active in or around the water. From aqua-aerobics and swimming to wakesurfing, water skiing and kayaking these holiday-goers enjoy working on their marine muscles wherever they can.



Almost a quarter of Brits plan to incorporate more water-based activities into their holidays in 2025. From swimming and kayaking to the thrill of wakesurfing and wakeboarding, the allure of the water is undeniable.

# WAVE CHASERS





“This trend reflects a growing appreciation for the restorative power of nature and the joy of being active in the open air,” says **Sam Shaw, Activities Manager at Neilson Alana Beach Club**

Interestingly, research found that a significant portion of adults (42%) said swimming appeals to them on their next trip, highlighting the potential for holidays to foster new skills and passions.

# WAVE CHASERS





# EFFICIENT ESCAPISM

## Trends Report 2025

The fast-paced nature of modern life has also fuelled a trend towards shorter, more active getaways. "Efficient Escapism" sees holidaymakers maximising their time off with packed itineraries that seamlessly blend fitness activities with work and leisure.



Holidaymakers who need shorter, more frequent active holiday getaways due to limited time with work commitments. Think short European breaks packed with activities all in one destination. From tennis to fitness classes, kayaking and dinghy sailing there is something for the whole family via our inclusive kids clubs.



# EFFICIENT ESCAPISM



21% of Brits typically enrol in fitness classes while on holiday prior to going, to guarantee their endorphin-infused fix while on the move.



“This trend is particularly appealing to those juggling busy schedules, offering a chance to recharge and return home feeling refreshed and energised. Our holidays are ideal for those looking to make the most of a long weekend with days full of sunshine and activities,” says **Holly Watts, Activities Manager at Nelson Vounaki Beach Club**

# EFFICIENT ESCAPISM





For more information:



[www.neilson.co.uk](http://www.neilson.co.uk)



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**WINNER**  
**11 YEARS**  
IN A ROW



#### METHODOLOGY

<sup>1</sup>Research data obtained on behalf of Neilson Beach Clubs through an online survey conducted by OnePoll between 16th - 19th December 2024 among 2,000 UK Adults.

<sup>2</sup>Activity data obtained from Neilson across summer 2024 for guests staying at their Beach Clubs between May and October.