

# Organising Group Trips & Holidays Survey

Group planning insights

Magazines and media habits

Exhibitions

## Results & Analysis

This document contains the results of an online survey canvassing people associated directly with the UK group travel market between 8th September and 19th October 2025. The results contained herewith are based on 387 genuine respondents.



## Group planning insights

**WE ASKED:** Who do you organise group trips for?

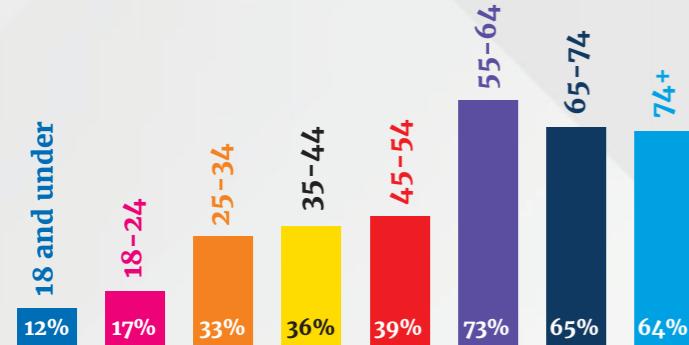
**Respondents said...**

Social Club	16%
Retirement Club / Association	14%
Friends	13%
Special Interest Group	12%
U3A	12%
Women's Institute / Guild	7%
Customers of the business I work for	6%
Sports Club	6%
Family	5%
Other	5%
PROBUS	4%*

\* answers included: community centres, church, Arts Society, student groups, Retired NHS Staff, Local Over 50s, Village Travel Group, Dance Class and more.

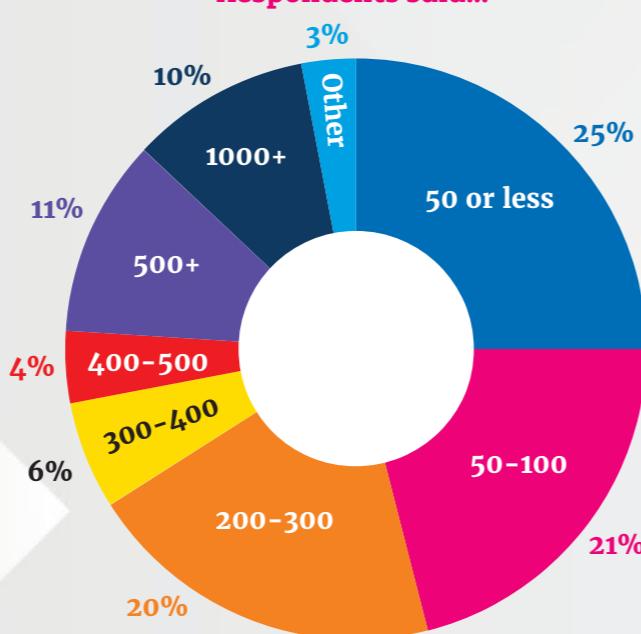
**WE ASKED:** What age ranges do you have in your group? (select all that apply)

**Respondents said...**



**WE ASKED:** How many members are there within your group in total?

**Respondents said...**



**WE ASKED:** How far ahead do you normally plan group trips and holidays?

Type	3 months or less	3 months+	6 months+	12 months+	18 months+	n/a
Day Trips	14%	27%	34%	20%	3%	2%
Theatre Trips	21%	21%	23%	11%	2%	22%
Short Breaks in Britain	11%	15%	26%	30%	3%	15%
Short Breaks Abroad	7%	11%	26%	29%	5%	22%
Short Haul Holidays (a week+)	5%	9%	18%	29%	16%	23%
Long Haul Holidays	2%	4%	9%	16%	15%	54%
Cruise Holidays	2%	8%	12%	12%	16%	50%

**For day trips 27% said they plan them 3 months or more in advance, with 20% planning them 12 months or more ahead.**



**WE ASKED:** How far do you / would you travel as a group for...

**Respondents said...**

Type	Up to 25 miles	Up to 50 miles	Up to 100 miles	Up to 200 miles	200 miles+	n/a
Day Trips	12%	17%	52%	12%	5%	2%
UK Short Breaks (2-5 nights)	2%	2%	11%	21%	49%	15%
UK Holidays (6 nights or more)	1%	1%	13%	24%	46%	15%

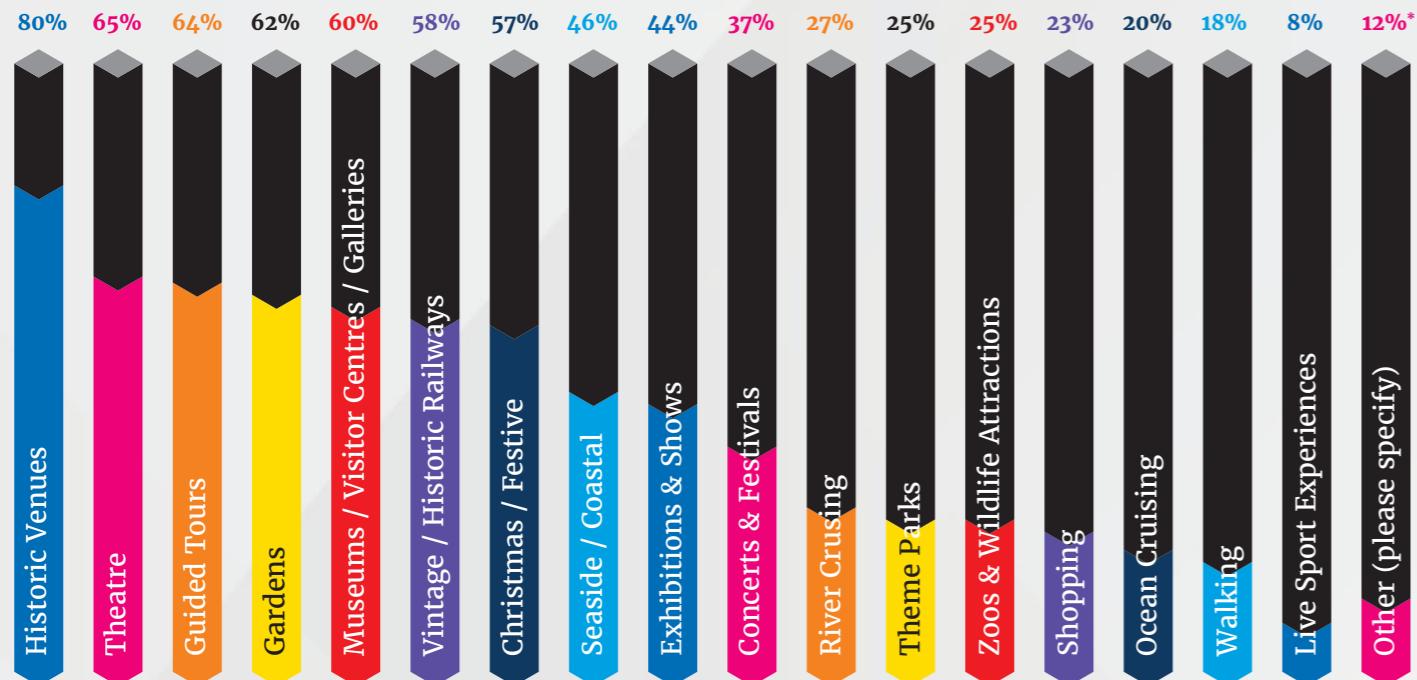
**WE ASKED:** How many trips do you organise in a 'normal' year?

**Respondents said...**

Type	1-10	11-20	21-30	31-40	50+	n/a
Day Trips	52%	27%	11%	5%	3%	2%
Theatre Trips	46%	19%	7%	5%	2%	21%
UK Short Breaks	79%	3%	2%	1%	0%	15%
European Breaks & Holidays	51%	19%	4%	1%	0%	25%
Long Haul Holidays	29%	11%	6%	1%	0%	53%

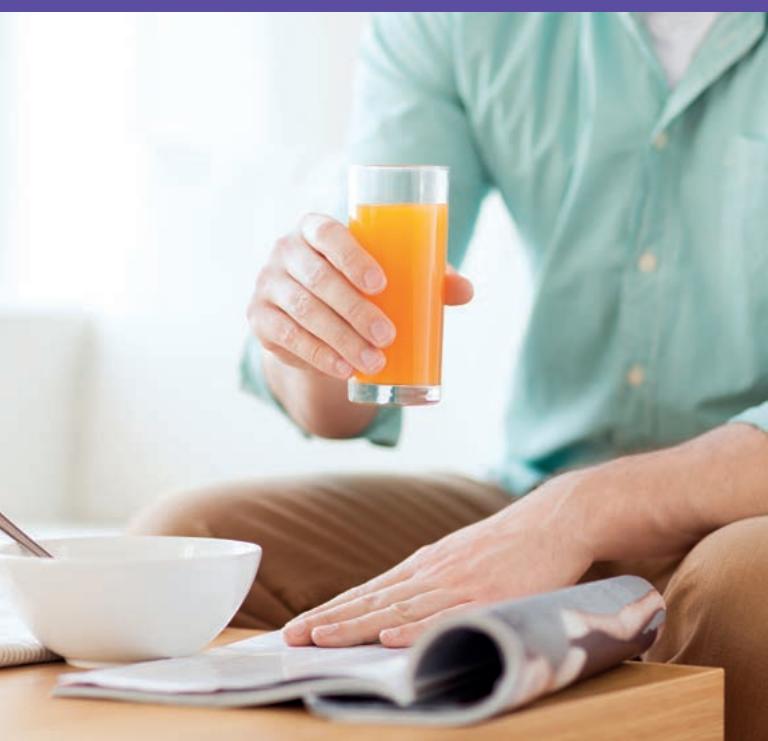
**WE ASKED:** What type of trips / excursions do you usually organise? (select all that apply)

**Respondents said...**



\* answers included: dance themed, mystery tours, boat trips, immersive experiences, escape rooms, food experiences, distilleries, breweries.

## Magazines and media habits



**WE ASKED:** What magazines or publications do you read or use on a regular basis to find ideas and advice for group trips and holidays? (select all that apply)

**Respondents said...**

Group Leisure & Travel	100%
Who's Who in Group Leisure	55%
Coaching Venues & Excursions Guide	39%
Group Travel World	22%
The Blueprint Guide to Group Travel	9%
Group Travel Today	6%
Coach Tours UK	5%
Coach Touring	4%
Discover Britain for Groups	3%
Other (please specify)	14%*

\* answers included: tour operator brochures, AGTO Traveller, School Travel Organiser, tourist board publications, newspaper articles, Royal Academy Magazine.

**WE ASKED:** Which magazine or publication is your preferred reading choice? (select only one)

**Respondents said...**

Group Leisure & Travel	93%
Who's Who in Group Leisure	3%
Coaching Venues & Excursions Guide	2%
Other	1%*
Group Travel Today	1%
The Blueprint Guide to Group Travel	0%
Coach Tours UK	0%
Coach Touring	0%
Discover Britain for Groups	0%
Group Travel World	0%

\* answers included: tourist board publications, newspaper articles, Royal Academy Magazine.

**100% of respondents said they read Group Leisure & Travel magazine on a regular basis...**

**WE ASKED:** When selecting or considering trips, visits, holidays or any form of group travel, which magazine or publication is your most trusted and important source of information? (select only one)

**Respondents said...**

Group Leisure & Travel	90%
Other	5%*
Coach Tours UK	2%
Coaching Venues & Excursions Guide	1%
Group Travel Today	1%
Who's Who in Group Leisure	1%
The Blueprint Guide to Group Travel	0%
Coach Touring	0%
Discover Britain for Groups	0%
Group Travel World	0%

\* answers included: AGTO Traveller, individual tourist board publications, Royal Academy Magazine.

**WE ASKED:** Do you keep copies of magazines, guides, directories, etc to use for future reference?

**Respondents said...**

Yes	86%
No	14%

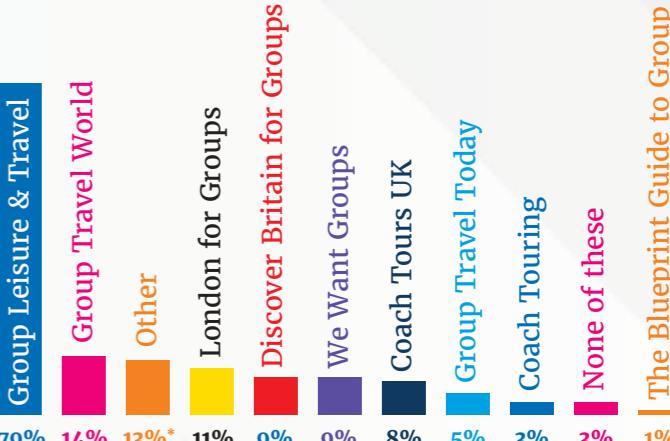
**WE ASKED:** When reading and looking for ideas, what formats / platforms do you use?

**Media consumption preferences:**



**WE ASKED:** What websites do you visit or use to find ideas and advice for group trips and holidays? (select all that apply)

**Respondents said...**



\* answers included: TripAdvisor, National Trust, English Heritage, venue websites, tour operators, tourist boards, newspapers.

**WE ASKED:** Is it important to you to know the source of the information / content you are reading?

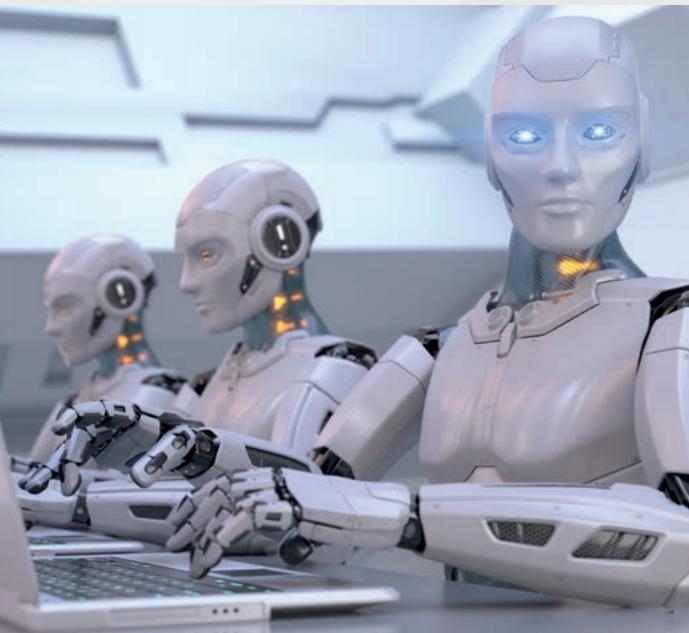
**Respondents said...**

Yes	95%
No	5%

**WE ASKED:** How much do you trust answers and content generated by Artificial Intelligence (AI) compared to that generated by the team at Group Leisure & Travel?

**Reader Trust Preferences by Content Source:**

Group Leisure & Travel	94%
Both About the Same	6%
AI-Generated Content	0%



**WE ASKED:** Which website is your preferred reading choice? (select only one)

**Respondents said...**

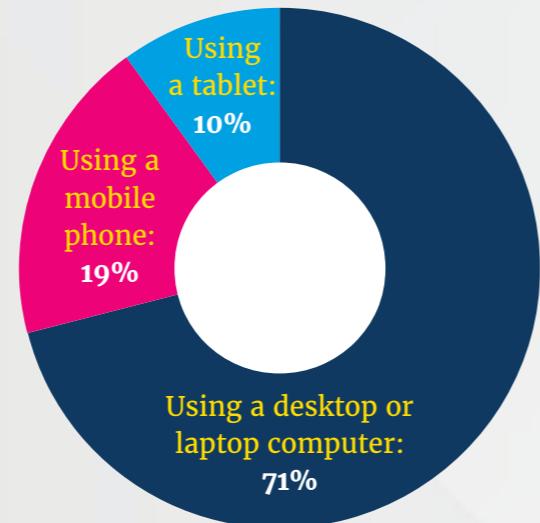
Group Leisure & Travel	61%
Other	6%*
London for Groups	4%
Discover Britain for Groups	3%
We Want Groups	2%
Group Travel Today	1%
Group Travel World	1%
None of the above	1%
The Blueprint Guide to Group Travel	0%
Coach Tours UK	0%
Coach Touring	0%

\* answers included: tourist boards, TripAdvisor, English Heritage, National Trust.

**Respondents said they are conscious of where their content comes from and are wary of AI.**

**WE ASKED:** When reading online and using the web, what do you prefer?

**Respondents said...**



**WE ASKED:** How do you use social media and what social media platforms do you use?

When it comes to the use of social media, nearly a quarter of respondents (22%) confirmed that they do not use social media at all. However 38% told us it was a useful tool to 'communicate with group members' but a further 22% said they 'do not use social media for any group travel purposes'.

**The most popular social media platforms:**

Facebook	72%
Instagram	17%
LinkedIn	16%
X (formerly Twitter)	8%
Pinterest	6%
Bluesky	1%
Snapchat	1%
Tik Tok	1%
Threads	1%
Other (please specify)	9%*
None of the above	20%

\* answers included: WhatsApp, Google, Nextdoor.

## Exhibitions



**WE ASKED:** What exhibitions do you visit to get group travel ideas and meet contacts? (select all that apply)

**Respondents said...**

Group Leisure & Travel Show	69%
Excursions	31%
British Tourism & Travel Show	16%
London for Groups Live	11%
Other (please specify)	3%*
None of the above	14%

\* answers included: World Travel Market, local tourist board shows.

**The survey once again confirms that more GTOs visit and prefer the Group Leisure & Travel Show to any other exhibition in the sector. Popular speakers such as expert, Simon Calder continue to attract quality visitors to the annual event.**

**WE ASKED:** What is your preferred exhibition to visit? (select one)

**Respondents said...**

Group Leisure & Travel Show	62%
Excursions	23%
British Tourism & Travel Show	5%
London for Groups Live	5%
Other (please specify)	5%*

\* answers included: World Travel Market, local tourist board shows.

# And finally...

**WE ASKED:** If you have any comments about Group Leisure & Travel magazine and its portfolio we'd love to hear your thoughts. Here are a selection of answers...

It is a very good magazine. Interesting to read about featured GTOs and how they operate. I always flick to the 'Grumpy Group Organiser' for his topical views on the world of travel.

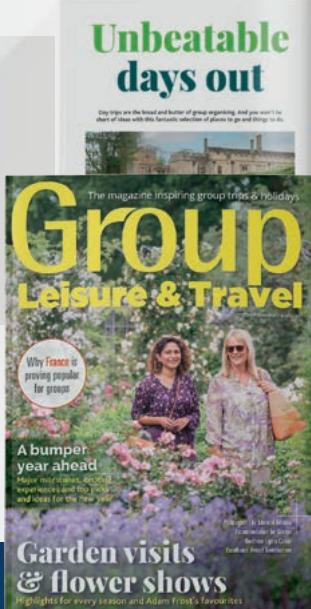
I always look forward to an hour or two pouring over it, and I trust its content. I love the 'Grumpy Group Organiser' and am definitely turning into him!

Love receiving the magazine, it's really colourful and full of ideas and useful tips/information, plus honest reviews.

I find Group Leisure & Travel magazine so helpful for every aspect of my needs, including new ideas and helpful advertising.

There are so many ideas, suggestions and helpful advice in the magazines. I look forward to reading other GTO adventures as well as the feedback from other sources.

I quickly scan the new edition, mark things of interest. The adverts are as interesting as the editorial content.



To find out more about what the Group Leisure & Travel portfolio can do for you, head over to our website at [medipack.groupleisureandtravel.com](http://medipack.groupleisureandtravel.com) or scan the QR code. Call 01908 613323 or email [sales@groupleisureandtravel.com](mailto:sales@groupleisureandtravel.com).

