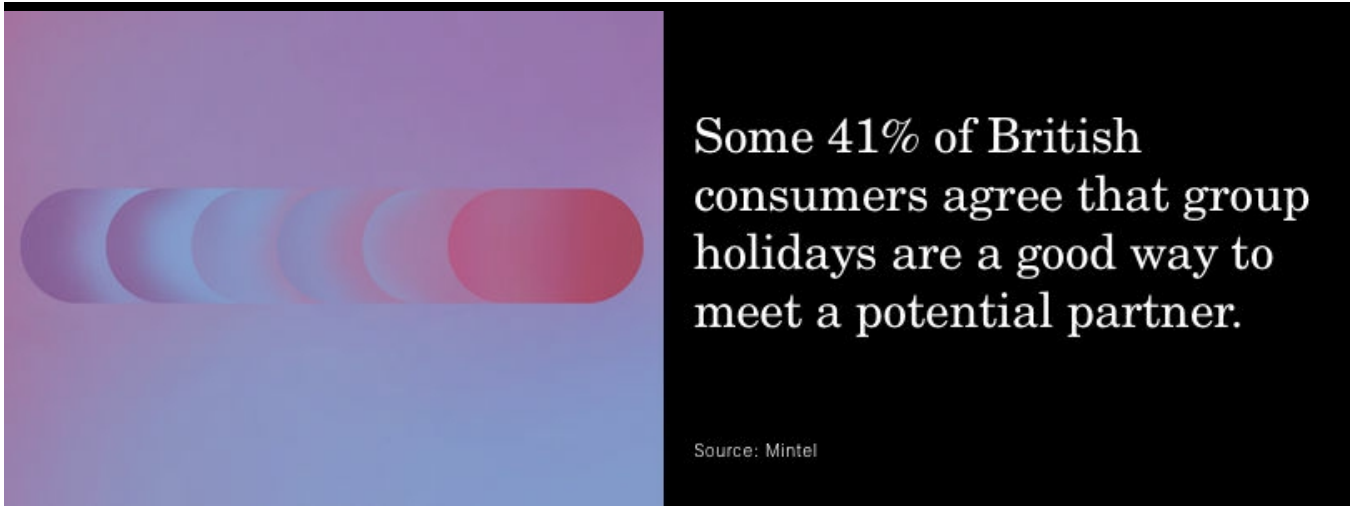


STAT: BRITISH CONSUMERS ARE TRAVELLING TO FIND ROMANCE

By Livvy Houghton and Holly Friend

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Group holidays are ideal for sparking romantic encounters on holiday, a new **study** from Mintel has found. While 57% of Generation Z believe that group holidays are a good way to meet a partner, so do a third (32%) of those aged over 65, suggesting that travel operators should not ignore this demographic.

These findings highlight the opportunity for travel and hospitality brands to cater to friendship groups as opposed to pushing romantic narratives that are focused solely on the couple. 'In an age of social media, it could be that meeting someone in person, with a shared love of travel, provides the perfect antidote to online dating,' says John Worthington, senior travel analyst and Mintel. 'One way to appeal to this trend could be by highlighting occasional real-life examples of couples having met on group holidays to be used alongside stories of lasting friendships.'

For more on the hotels that are being positioned as an opportunity to make lasting connections with strangers, read our microtrend **Serendipity Hotels**.