

Kuoni Travel Trends Report 2010 Highlights Rising Holiday Destinations

KUONI

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Kuoni has released its 2010 Holiday Report, which highlights their top destinations for this year. Comparing data from their 2009 Longhaul Report, there has been a fair bit of movement in Kuoni's top ten with Sri Lanka a particular highlight - moving from position six in 2009 to fourth place in 2010.



The way people travel has changed a lot since Kuoni produced its first Longhaul Report 30 years ago. In fact the 2010 report also shows that trends in travel can change quite dramatically year-on-year as the economy and consumer attitudes to travelling, changes with time.

Longhaul holidays are on the rise with the Maldives, [holidays to Thailand](#) and the USA staying firm at position one, two and three respectively. New entries into the top ten include China and Hong Kong (position eight), Singapore (position ten) and Malaysia has moved up two positions to number six.

With the peace process in place and the rise in popularity of [Sri Lanka holidays](#), holidays to Malaysia, Switzerland and [Egypt holidays](#) have had to make way.

Areas to watch out for that are showing great momentum in 2010 and are currently just sitting outside of the top ten are India, Oman, Indonesia, Mauritius and Cuba.

Kuoni's report has also highlighted a few consumer trends in terms of attitudes to holidays in 2010. There has been a growth in clients wishing to 'get under the skin' of a country and to engage at a deeper level with locals, learning more about traditional and authentic ways of life in the destination visited.

There has also been an increase in holidays for personal fulfilment with many holidays not being just about time out from the office or daily routine; they are also about a rich, rewarding and life enhancing experience for the individual. The holiday becomes a catalyst for character growth.

The internet allows clients to research far and wide and helps them define what they wish for in a holiday. More clients want to discuss and 'sanity check' their findings with a respected travel expert such as Kuoni before booking, especially if the itinerary is complex, the destination long-haul or off the beaten track.

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About

Kuoni:

Kuoni, the [luxury holiday](#) operator, was established in 1906 in Switzerland by Alfred Kuoni, a visionary adventurer and explorer of his time who opened some of Europe's first travel agencies. Today it has branch operations in over 40 countries.

For 104 years Kuoni has been creating holidays with a spirit of adventure and has been recognised consistently, winning coveted awards such as: 'The World's Leading Tour Operator' for 11 years in a row at the World Travel Awards. Kuoni has been 'Britain's Best

Longhaul Tour Operator' for the past 28 years as voted by Travel Agents.

Kuoni offers luxury breaks in a number of beautiful locations, including a range of holidays in Thailand, Dubai and Egypt as well as a host of memorable experiences such as; brewing coffee at ancient Fazendas, track chimpanzees in the wilds of Tanzania, salsa dancing in Havana, learning to be a gaucho or cowboy, or cruising on a Harley along the American coast. The company's Authentic Experiences enables travellers to do as the locals do or learn from experts in their field.

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