

**KUONI**

Honeymoon  
Trends 2017

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Lion Sands Game Reserve, South Africa

# How honeymoons have evolved

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The earliest record of 'honey moone' dates back to 1546. The Merriam-Webster dictionary records the idea that the first month of marriage is sweetest.

Some records suggest the term comes from the words 'mead' and 'methaglin', both drinks made from fermenting honey along with spices. They were drunk at wedding celebrations which often lasted a full month, giving rise to the word 'honeymoon'.

Honeymoons in the modern sense date back to 19th century Britain when upper classes went on bridal tours to visit relatives unable to attend the wedding. During the Belle Époque, it was considered beneficial for a new wife's health to go on a voyage to the French Riviera or romantic Italian Cities such as Rome or Venice. Honeymoons are one of the first instances of modern tourism.

Just one generation ago, honeymoons tended to focus around a fly and flop beach getaway to recharge and indulge after the excitement and stress of the wedding.

However today's honeymooners are slightly older and increasingly well-travelled, meaning the stakes are higher when it comes to planning this special trip.

Couples are looking for more wow factor, more stimulation, and greater interaction with the locals in a non-touristy way.

Expectations are at an all-time high when it comes to food, décor, spa, activities and experiences. There is far more choice when it comes to combining adventure with luxury and more resorts are putting an emphasis on bespoke, authentic experiences, which are often very romantic.



# What's trending

Kuoni's top honeymoon destinations, based on total number of bookings (to date)

2017

- 1 Maldives
- 2 Mauritius
- 3 Sri Lanka
- 4 Indonesia (*Bali*)
- 5 Thailand
- 6 USA
- 7 Italy
- 8 Malaysia
- 9 Kenya
- 10 south Africa
- 11 Seychelles
- 12 Mexico
- 13 St Lucia
- 14 Tanzania
- 15 Antigua
- 16 Greece
- 17 Barbados
- 18 Vietnam
- 19 La Reunion
- 20 Canada

2018

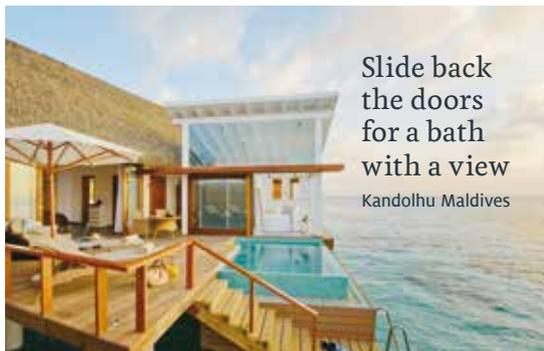
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- 11 St Lucia
- 12 Vietnam
- 13 Tanzania
- 14 Kenya
- 15 Barbados
- 16 Italy (*expected to rise late 2017*)
- 17 Seychelles
- 18 New Zealand
- 19 La Reunion
- 20 Australia



Top LGBT honeymoon destinations 2017

- 1 Maldives
- 2 Thailand
- 3 Indonesia (*Bali*)
- 4 Malaysia
- 5 USA

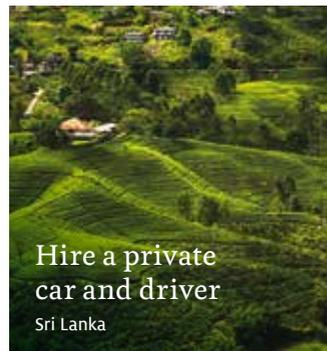




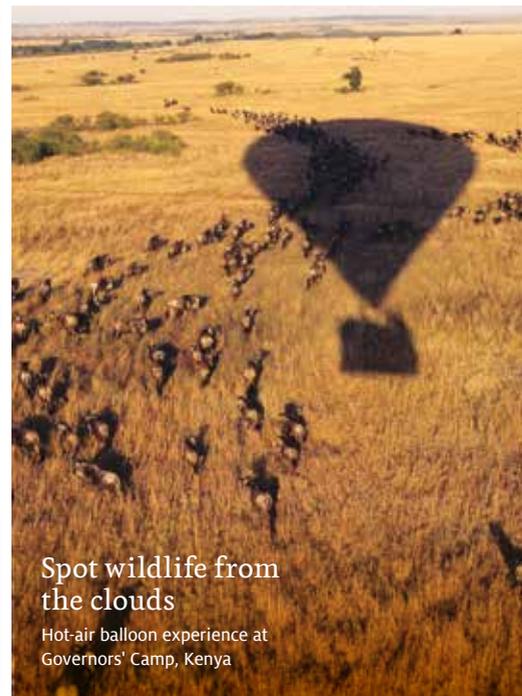
Slide back the doors for a bath with a view  
Kandalhu Maldives



Sip cocktails on top of a skyscraper  
Banyan Tree Bangkok, Thailand



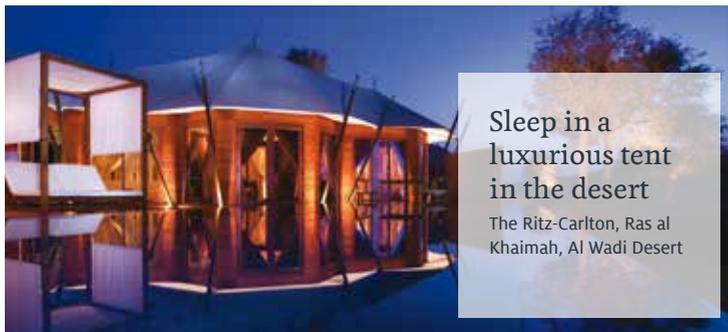
Hire a private car and driver  
Sri Lanka



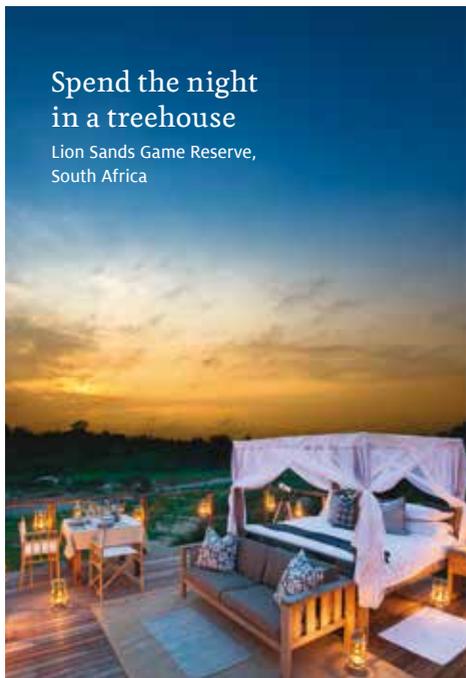
Spot wildlife from the clouds  
Hot-air balloon experience at Governors' Camp, Kenya

# The world's best honeymoon experiences

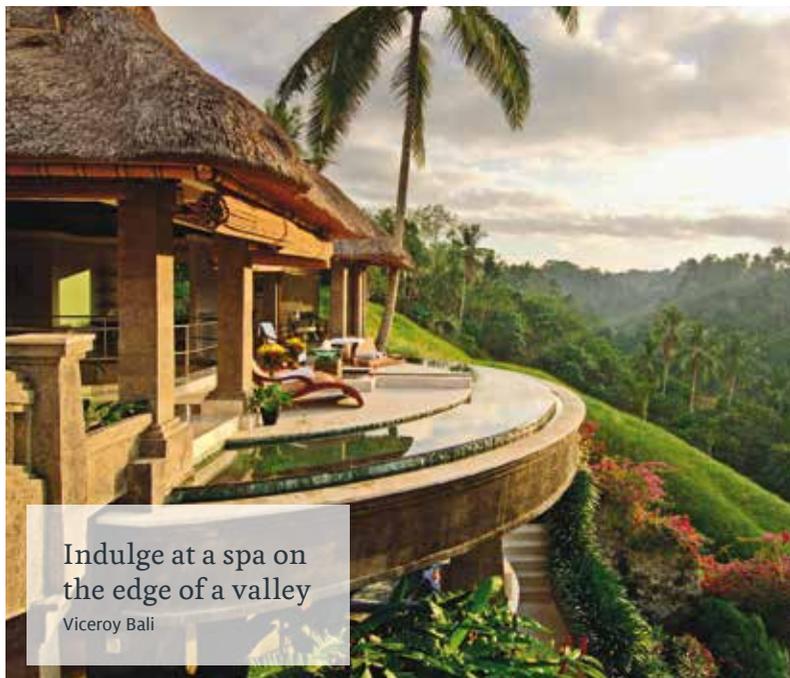
Picked by Kuoni's experts



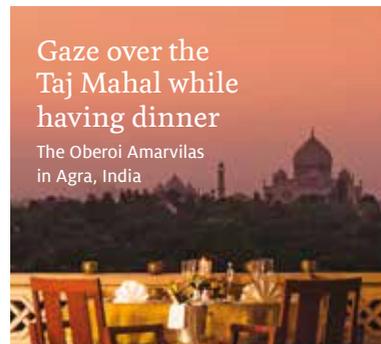
Sleep in a luxurious tent in the desert  
The Ritz-Carlton, Ras al Khaimah, Al Wadi Desert



Spend the night in a treehouse  
Lion Sands Game Reserve, South Africa



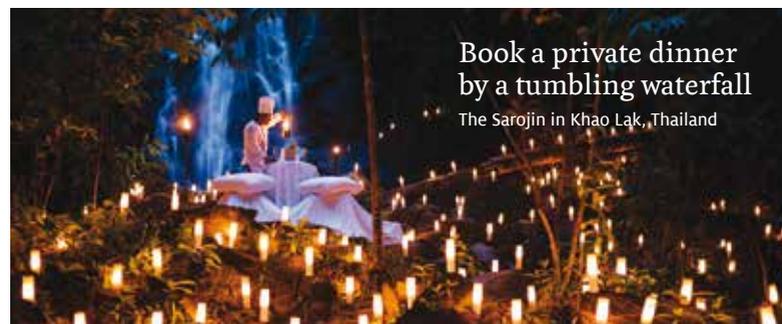
Indulge at a spa on the edge of a valley  
Viceroy Bali



Gaze over the Taj Mahal while having dinner  
The Oberoi Amarvilas in Agra, India



Walk the Inca Trail (with massages and Champagne en-route)  
Luxury version of Kuoni's Classic Inca Trail tour



Book a private dinner by a tumbling waterfall  
The Sarojin in Khao Lak, Thailand



## Six key trends

### **Villas with pools go through the roof**

It's not just a *room* with a view that matters today, it's all about a *bath* with a view or a *bed* with a view. Private pool villas and over-water villas with views to die for are de rigueur, particularly in the Indian Ocean where Kuoni has seen a 20 per cent rise in bookings year-on-year for wow-factor private villas with pools.

### **Discover the world with tours for two**

From exploring South Africa to the highlights of Costa Rica, honeymoons with a twist of adventure are on the rise. All of Kuoni's escorted tours can be booked privately just for two on any date, which has sparked demand from wander-lusting couples who want to see more of the world, but in comfort and style.

### **One honeymoon, two adventures**

Kuoni has seen a steady increase in honeymooners combining more than one destination since 2014, with Kuoni's travel experts reporting Sri Lanka & the Maldives, Dubai & the Maldives and Singapore & Bali the most popular combinations.

### **Two bites of the cherry**

The majority of couples get married in the summer, which doesn't always match the best weather in some long-haul destinations, so Kuoni is seeing more couples opting for a short, European stay immediately after their wedding with Italy and Greece the most popular - and heading off for a longer stay later in the year.

### **No age limit**

From twenty-somethings to seventy-somethings, honeymoons now span the age spectrum. Marriage rates among the over-65s increased by almost a half between 2009 and 2014, according to the Office of National Statistics and that has been reflected in Kuoni's honeymoon bookings, with those aged between 35 and 79 accounting for 26 per cent of all honeymoons in 2016.

### **Instagram – take me there**

Images are all important when it comes to honeymoon inspiration. Whether it's an open-air treehouse or champagne dining on a private sandbar, wow experiences captured on camera are helping to secure bookings like never before. Couples who see something on Instagram are increasingly influenced by the experience.

# Kuoni's honeymooners

## Who are our honeymooners?

Aged mainly between 25 – 34 years old, our honeymooners are career focused, ambitious and believe in paying more for exceptional quality. On average they earn £30k per annum and spend over £6,000 on their honeymoon.

## How people are booking

Talking with one of our Personal Travel Experts makes honeymooners feel special with 87 per cent of them booking in one of our stores or with a Kuoni travel agent partner, highlighting the importance of speaking to a trusted advisor.

## Honeymoon by appointment

Often Kuoni's honeymooners will request more than one appointment with a Personal Travel Expert in their local store,

lasting on average two to three hours. Experts spend quality time getting to know them and making them feel special with added touches such as champagne on arrival.

## Premium flying on the up

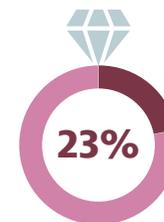
Airlines are innovating in premium flying more than ever before, which has resulted in more of our honeymooners choosing to upgrade their travel experience to premium cabins, making each step of their honeymoon as memorable as possible.

## Social media sharing

When it comes to social media sharing, honeymooners like the idea of unplugging from the world but in reality they still want to be connected to the internet, but within the context of castaway luxury.



## Quick facts



The honeymoon market makes up 23 per cent of all Kuoni's bookings



Average spend of Kuoni honeymoon



Average Kuoni honeymoon appointment lasts 2 – 3 hours



87 per cent of Kuoni honeymooners book in-store

# John Lewis Gift List

As the exclusive travel partner of the John Lewis Gift List, couples booking a Kuoni honeymoon have the option to add it to their list, giving friends and family the opportunity to make contributions towards the holiday experience of a lifetime.

## A shift in gifts

With a John Lewis Gift List, couples can add gifts from across our fashion, home and

electrical assortments alongside their Kuoni honeymoon. We're increasingly seeing couples use this flexibility to create lists that reflect their lifestyles and even include their honeymoon essentials. From portable speakers and action cameras, to beauty essentials and beachwear; a John Lewis Gift List is now so much more than traditional homeware. For more inspiration, we've created the ultimate honeymoon gift list with our top picks.

## John Lewis THE GIFT LIST

# The Ultimate John Lewis Honeymoon Gift List



1. GoPro HERO5 Black Edition Camcorder – £359.99
2. Bose® QuietComfort® Noise Cancelling® QC35 Over-Ear Wireless Bluetooth NFC Headphones With Mic/Remote, Black – £329.95
3. B&O PLAY by Bang & Olufsen Beoplay P2 Portable Splash-Resistant Bluetooth Speaker – £149
4. John Lewis Zurich 79cm 4-Wheel Suitcase, Merlot – £169
5. John Lewis Seagrass Fedora Hat, Beige – £22
6. John Lewis Sea Floral Print Swim Shorts, Blue – £35
7. John Lewis Satin Rosehip Print Camisole And Short Set, Blue/Pink – £35
8. John Lewis Balinese Palm Print Kaftan, Black – £45
9. AND/OR Lera Tassel Toe Post Sandals, Cream – £59
10. Yves Saint Laurent Mon Paris Eau de Parfum – £91
11. Laura Mercier Foundation Primer – £30
12. Charlotte Tilbury Instant Look In A Palette – £49
13. Omorovicza Queen Of Hungary Mist – £48
14. Omorovicza Gold Shimmer Oil – £52

# About Kuoni UK

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Kuoni Travel UK is part of DER Touristik, one of Europe's leading travel groups. Kuoni has continued to set the pace in luxury worldwide travel in the UK market for over fifty years and is regularly voted one of the best holiday companies in the country by readers of national newspapers and travel industry titles. The company excels in creating tailor-made holidays and honeymoons to more than 90 destinations around the world.

Since 2008 Kuoni has grown its retail network across the UK and can be found in 47 locations on premium high streets and in selected John Lewis department stores. Each store is unique in design and showcases Kuoni's Personal Travel Experts and personalised customer service. Kuoni also has ten Partner stores, which are leading independent travel agents with a first class reputation in their towns and cities.

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