

An aerial photograph of a tropical beach. The water is a vibrant turquoise color, and the sand is a light, pale yellow. A small boat is visible on the sand in the middle of the frame. The overall scene is serene and idyllic.

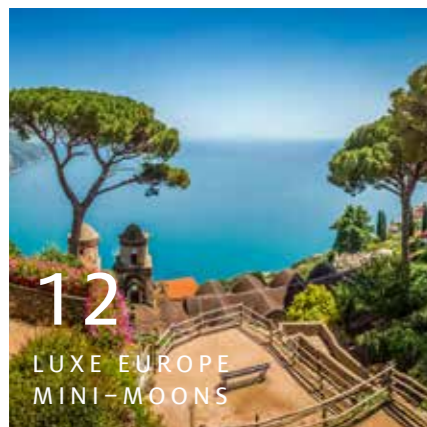
KUONI

HONEYMOONS REPORT

TOP HONEYMOON
TRENDS FOR

2021

HONEYMOONS REPORT



INTRODUCTION

Wedding and honeymoon plans have been thrown into disarray over the past six months as a result of the coronavirus crisis. Behind the scenes, travel experts at Kuoni have helped thousands of couples rearrange their plans, moving the entire honeymoon into 2021 or in some cases, 2022. They've been pulling out all the stops to recreate intricate tailor-made itineraries for no extra cost.

If alternatives couldn't be found, Kuoni has offered full refunds throughout the crisis. The honeymoons of doctors, nurses and essential workers have been refunded or re-arranged and this has led to some emotional moments with some customers shedding tears. They were so overwhelmed to have a voice at the end of the phone to help "fix" their honeymoon dilemma.

As the months have gone on, there has been a steady stream of new honeymoon enquiries and over the past few months Kuoni has seen bookings grow steadily each week.

At this point in the year, Kuoni is in a position to report some clear honeymoon trends emerging as destinations start re-opening their borders and confidence in travel gradually starts to return. Weddings and civil partnerships are now happening again – with limited numbers and social distancing of course – but plans are back in action.

The team at Kuoni have continued to work throughout lockdown, not only to help customers with their bookings, but also to seek out new destinations, hotels, experiences and offers to create a collection of honeymoons to wow couples. They've also offered the added security of flexibility to support couples who may wish to make changes to their honeymoon along the way.

TOP 10 HONEYMOON DESTINATIONS FOR 2021

Kuoni's top 10 list is based on forward bookings for 2021 and includes both re-booked honeymoons and new bookings.

1
MALDIVES



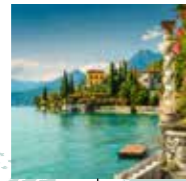
10
SEYCHELLES



8
THAILAND



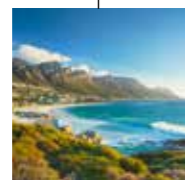
6
ITALY



9
GREECE



4
KENYA &
TANZANIA



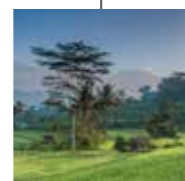
5
SOUTH AFRICA



3
MAURITIUS



2
SRI LANKA



7
BALI



Portmeirion, Wales

AND FOR SHORTER MINI-MOON ESCAPES:

1. Italy
2. Greece
3. Spain
4. UK
5. Ireland



"I've worked really closely with couples since the coronavirus (Covid-19) started to impact so many summer honeymoon plans. It's been really rewarding to help couples reshape such a special trip at an emotional time for them. They've had the huge disappointment that their weddings aren't going ahead and at times we've all been in tears!

But I've seen a theme emerge- now that there's an extra year to save, they have the opportunity to make their plans that little bit more special by upgrading the flights, arranging a helicopter flight instead of a car transfer so they can arrive in style, changing their room type to a villa with private pool or extending their honeymoon by a few days.



I have also have spoken to couples who are keen to find places that will guarantee social distancing and also offer the ultimate in relaxation and seclusion after the pressures this year has brought. Wide-open spaces in Africa are also in high demand and luxury lodges with outdoor sunken pools on the deck are one of the most requested honeymoon choices for the year ahead."

Stacey Owens, Kuoni honeymoon expert

KEY FACTS

Average value

The average booking value of a honeymoon has jumped by just over £530 from 2019 to 2021 (so far):

Average spend per booking

2019	£7,709
2021	£8,247

Planning ahead

People are booking their honeymoon further in advance than ever before, with lead times increasing to 497 days for 2021. While this reflects people re-booking due to cancelled plans this year, the team at Kuoni are also getting honeymoon enquiries for 2022 and even 2023:

Average lead time (days)

2019	354
2021	497

WHAT'S TRENDING



1 Private pool villas

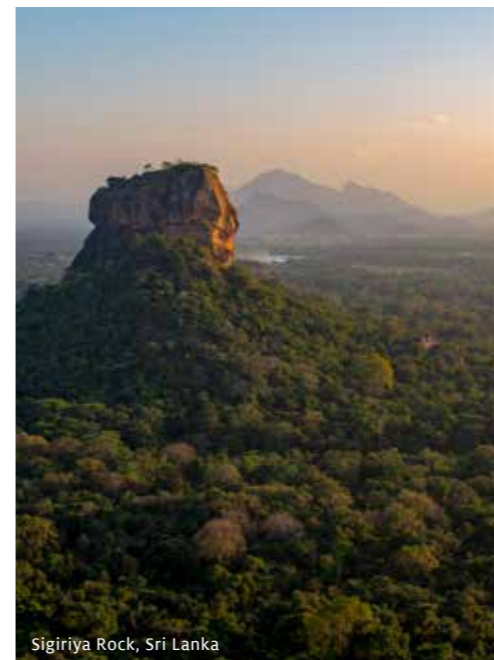


2 Secluded luxury away from the crowds

3 Private in-villa dining



4



Multi-destinations, adventure & beach

WHAT'S TRENDING



5
Saving and upgrading

Beach Pool Villa, Milaidhoo Island, Maldives



Mimosa House, Corfu

The double honeymoon

6



WHAT'S TRENDING



Ullswater at Glenridding, Lake District

8

Luxury breaks closer to home



Railay beach, Krabi, Thailand

9

Long-haul winter sun in 2021



7
Spa, health and relaxation

Lefay Resort & Spa, Lake Garda, Italy

10

African safaris with tented camps





Water Pool Villa, Maafushivaru, Maldives

Demand for private villas has never been higher, with all Kuoni's travel experts reporting a noticeable increase in couples asking for private and luxurious places to stay.

The Maldives has always been a best-seller for Kuoni but it's racing even further ahead right now. Those beautiful pool villas that the island resorts are famous for are one of the main reasons it's a trending destination.

It's certainly the front-runner for honeymoons in 2021. Kuoni's honeymoon experts report that it is by far and away the most requested destination. More than half of all Kuoni's honeymoon bookings are for the Maldives and its secluded island retreats are more appealing than ever in the current climate.

Water villas and beach villas just a few paces from the turquoise ocean or a white-sand beach respectively are in high demand, particularly those with private pools, as couples seek luxury in their own surroundings. The country is taking its time to open up with care, so it respects social distancing, hygiene and cleanliness measures without losing its relaxed and exclusive holiday vibes.

THERE ARE ALSO SOME EXCITING NEW RESORTS:

- A retreat that's ideally suited to the honeymoon market recently reopened. Maafushivaru is an island that really stands out; it's a newly-styled resort that's set to reopen and become the perfect romantic haven. This boutique island is already in demand with strong advance bookings for 2021.
- Spa, health and wellness is also a hot trend. The new Kagi Maldives Spa Island, which is the Maldives' first dedicated wellness haven, is scheduled to open in September this year, with a focus on restorative health, fitness and nourishing menus. This boutique five star retreat in the North Malé Atoll has 50 villas each with a private pool. Forty of these rustic-chic villas are set out over the water.

HONEYMOONS CLOSER TO HOME

Luxury holidays in the UK and Ireland were added to Kuoni's collection during lockdown as more couples eyed trips closer to home as travel restrictions continued. For the first time in its history, Kuoni - a company famed for long-haul travel - introduced its first UK and Ireland collection.



Giant's Causeway, Northern Ireland

The Kuoni team have even re-arranged a honeymoon for a couple who were due to go to the Maldives and decided to book a romantic road trip in Scotland instead. They chose a bespoke itinerary with special places to stay pre-booked throughout. Kuoni has seen a steady flow of couples asking about honeymoons in the UK & Ireland.

One of the reasons closer-to-home holidays are doing well is that many younger couples are environmentally conscious and don't feel comfortable about long-haul flights. In addition, there's a demand for a short honeymoon immediately after the wedding followed by the main overseas trip at a later date. UK & Ireland are also popular honeymoon destinations for people getting married for a second time.



St Martin's, Isles of Scilly

Couples are excited about moonlit kayaking, island-hopping in Skye and the remote Outer Hebrides, crossing a rickety bridge to a **private Scottish island** retreat that's equipped with beautiful spa facilities, or staying in an atmospheric English castle that doesn't skimp on luxury. Kuoni can suggest hotels with Michelin-starred dining options or delicious home-cooked cuisine and tell couples where to upgrade rooms to receive those extra special touches.

A **classic car** can add some extra sophistication to a honeymoon; couples can hire a range of models like a Jaguar E-type, Morgan 4/4 and an MGB Roadster.



Isle of Skye

EXTRA SOPHISTICATION

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LUXE EUROPE MINI-MOONS

Following news that the FCO travel advice and quarantine measures were dropped for some safe “corridors” interest grew over the summer for short, later breaks in Europe as some couples were finally able to marry with smaller, socially distanced ceremonies. Those couples welcomed a chance to have a break straight after the wedding. Changes to quarantine requirements since though have caused ongoing confusion as decisions continue to be made about removing countries or adding destinations to the government’s safe travel list.

While short breaks after the wedding are nothing new, Kuoni has seen more people than usual asking about a luxury mini-moon escape this year. This will be followed by a big long-haul adventure in 2021 or 2022 as they see longer-haul travel in the near future as being too risky. Many hotels are keen to attract couples with added-value upgrade offers.

Italy and Greece top Kuoni’s short-haul honeymoon list. The top honeymoon island in Greece is Santorini with its chic resorts, rooftop Champagne bars and sunsets to die for. In Italy, Ravello is frequently requested; the Belmond Hotel Caruso really stands out as a famed honeymoon spot where couples can enjoy romantic candlelit dinners and vistas of the Amalfi Coast.

Croatia is also one to watch. The unspoilt island of Lošinj has something new and exciting in the shape of the Boutique Alhambra. This hotel is in one of the most secluded coves on the island, features a superb restaurant and has a fabulous spa where you can enjoy couples treatments.



Despite the world lockdown and widespread travel restrictions, the average cost of a honeymoon has actually gone up slightly for 2021.

A common theme amongst couples who have had to delay their plans, is upgrading the experience. They’ve chosen to plan now and travel later so they have longer to save for their dream trip.



The Royal Santrian’s luxury beach villas

BALI CONTINUES TO WOW WITH BOUTIQUE POOL VILLAS:

Bali is listed as number seven on Kuoni’s best-sellers list for 2021 and it’s the perfect place to save up and splash out. Couples with summer weddings are frequently drawn to Bali because the weather is at its best in July and August and Kuoni has reported a stream of enquiries for next summer. A popular pairing for 2021 is the Viceroy Bali in the lush surroundings of Ubud followed by a stay in one of The Royal Santrian’s luxury beach villas. This is definitely a honeymoon worth waiting (and saving up) for.



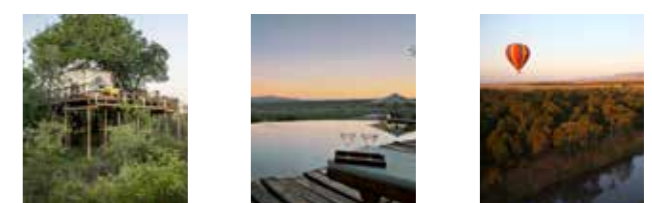
Viceroy Bali

SAVING & UPGRADING

Upgrades to pool villas, helicopter transfers and business class seats are all things that the Kuoni team have been booking for couples in recent weeks.

Kuoni’s travel experts report that many couples are adding experiences such as balloon trips over the Maasai Mara, private Champagne picnics on sand bars in the Maldives or overnight stays in a South African tree house to their booking. From dinner by candle light on the beach to moonlight kayaking, destinations and hotels are getting ever more inventive about creative and romantic ‘wow’ moments. Photography of ultra-awesome experiences really helps to tempt couples; an experience which stands out is the candlelit dinner next to a waterfall at The Sarojin in Thailand.

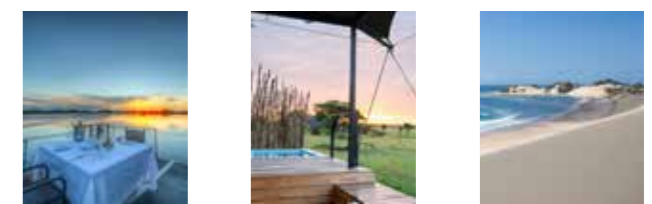
TOP AFRICA UPGRADE EXPERIENCES WORTH SAVING FOR:



Enjoy an outdoor bush bath or a tree house sleepover under the stars in Garonga, South Africa

Swim amongst the stars at Mara Bushtops in Kenya

Soar over Maasai Mara during a hot air balloon flight from Governors’ Camp, Kenya



Dine on a floating deck in Botswana’s Okavango Delta at Xugana Island Lodge

Sip on sun downers in your private plunge pool as you watch the sunset overlook the plains of the Serengeti at Lemala Nanyukie

Settle down for sunset drinks on the sand dunes at Anantara Bazaruto, Mozambique



SRI LANKAN ADVENTURES



Honeymooners will get a very warm welcome in Sri Lanka as the country pulls out all the stops to wow couples with a blend of culture, adventure, beaches and luxury spas. Visitors can pack a lot of activities into their holiday, including safari experiences, tea plantation visits and jungle walks, so there's a strong demand for 2021 honeymoons. The 'tear-drop isle' is frequently combined with the Maldives.

ADVENTURE IN SRI LANKA FOR ALL BUDGETS

To cater for all budgets, Kuoni has added two smaller hotels in the less visited areas along the southeast coast – a world-class surfing area – allowing couples to plan more varied adventures of the island.

The simple boutique Kottukal Beach House by Jetwing and the eco-chic retreat Jetwing Surf both offer something quite different for Kuoni; they each just have a handful of

rooms and have been chosen to open up itineraries to the unexplored shorelines of the southeast region, with its laid-back beach scene.

The northern tip of Sri Lanka, a real off-the-beaten track destination, is also included, with the addition of Jetwing Jaffna. This opens up more areas of the country which can be added to tailor-made itineraries.



INDULGENT AFRICAN SAFARIS

Rooms with the wow factor are high on the wish list for couples and Kuoni's Africa destinations are packed with plenty of these. Baths on the decking, beautiful tented camps and tree houses are the most requested types of accommodation for honeymooners.

At the new Governors' Mugie House, couples can get an authentic behind-the-scenes safari experience in northern Kenya's wildlife corridor.

Wildlife is one of the main draws for young couples who care about conservation and want an authentic experience without crowds. Here, newlyweds can see herds of elephants drinking at the waterhole close to the main house and watch leopard and cheetah on a game drive straight from the airstrip. There's rarer wildlife to be found, too, like the Grevy's zebra, reticulated giraffe and Jackson's hartebeest.

The house and its facilities are beautiful. An infinity pool overlooks the Laikipia plateau and individual stone cottages feature plush bathtubs and open fires.

COUPLES' INTEREST IN CONSERVATION GROWS:

A stay at Governors' Mugie House goes beyond the traditional wildlife-viewing experience. At this family-run Governors' property, they really want guests to come away with an understanding of the culture and ecosystem of this incredible region. You can track lions with rangers, head out with the anti-poaching unit and visit the low-impact cattle ranch and farm that operates alongside the lodge. Here, they use cutting-edge conservation techniques to create a productive ecosystem for the community as well as preserve the abundant wildlife.



Governors' Mugie House, Laikipia, Kenya

SEYCHELLES UP ARE ON THE UP

With its dazzling white shorelines and hypnotic coral reefs, the Seychelles is a picture-perfect collection of tiny islands that are home to some of the most beautiful beaches and exclusive hotels in the world. The Indian Ocean in general is soaring ahead for 2021 honeymoons and Hilton Seychelles Labriz Resort & Spa and Hilton Seychelles Northolme Resort & Spa are two of the most popular options.



Sanctuary Pool Villa, Hilton Seychelles Labriz



Grand Ocean View Pool Villa, Hilton Seychelles Northolme Resort & Spa

Hilton Seychelles Labriz, which is located on Silhouette Island, has beautiful Sanctuary Pool Villas. These are perfect for honeymooners as they give them the privacy of their own pool, decking area and garden. The private gazebo is the ideal place to enjoy a catered private barbeque beneath the lush tropical forest canopy. There are also some great honeymoon special offers such as a personalised 'Barefoot Beachfront' dining experience and complimentary romantic in-villa spa experience.

The Hilton Seychelles Northolme Resort & Spa, which is set on the island of Mahé, has incredible Grand Ocean View Pool Villas. As an exclusive here, honeymooners will receive Champagne and canapés whilst floating in the pool as part of a special experience.

These two are a perfect combination for a spot of island hopping in the Seychelles.



VIDEO APPOINTMENTS



During lockdown, everyone has got to grips with video apps. While stores have been closed, Kuoni have launched a new video appointment service that's really taken off.

Rather than being an anonymous voice at the end of a phone, couples are able to book appointments with a Kuoni travel expert and talk through their ideas and plans 'face to face'.

Travel experts can share their screen and show customers images, videos and floor plans so they can be inspired, get ideas and have some insight about what's being recommended.

"Last year we got engaged in Thailand on a Kuoni holiday, so naturally, we thought of Kuoni to help us craft our perfect honeymoon, but we weren't sure how it would work during lockdown. Fortunately, we discovered that Kuoni were launching their own video appointments service, so we were eager to give it a go. We got in touch with Kuoni to request the appointment, and the rest fell into place really easily. Jemma and Andrew, our Personal Travel Experts, went above and beyond to make sure we were perfectly set up for our upcoming appointment. I was impressed at how simple and easy Zoom was to set up, and the meeting link was sent in advance so we had everything we needed ahead of time.

On the afternoon of the appointment I was excited to begin planning our dream honeymoon, although I was slightly tentative about how a video appointment would compare with an appointment in store. With our coffees in-hand to mimic an authentic Kuoni experience, we began our appointment. Both Jemma and Andrew were waiting for us and made us feel relaxed immediately. They were very friendly, professional and made us feel that the honeymoon was in safe hands. The opening conversation, usually the most challenging part of meeting people for the first time, was so natural it was almost as if we had known Jemma and Andrew for years. I could not have asked for a better start to the meeting and felt very excited to begin talking about our trip."

Victoria, blogger



THE DOUBLE HONEYMOON

Having two honeymoons has been an emerging trend for a few years, but it's now more common than ever. As long as travel restrictions are in place, more and more couples will be planning shorter trips to one of Europe's safe "corridor" destinations immediately after their wedding for a short blitz of luxury travel glitz. But there's no compromise on the luxury long-haul escape; longer trips are by far the most popular and many of the far-flung hot spots are at their best during the winter months.



COUPLES ARE TURNING TO TRUSTED HOLIDAY COMPANIES

Flexibility is the buzz word as we're working out how to navigate our way through living in a world with coronavirus. Couples are turning to trusted brands who promise flexibility and a personal approach if anything changes along the way and they have to reshape their holiday plans.

Honeymoons are too important to get wrong and Kuoni has enhanced its terms and conditions favourably to ensure that honeymooners are looked after throughout the booking process.