



Contiki Launches First Ever 'Sober Curious' Tour Across Great Britain & Ireland



Social tour brand Contiki has launched a special departure of its Great Britain and Ireland tour, tailored for the sober curious

LONDON, X January 2025: Contiki, the social tour brand for 18-35-year-olds, is kicking off the new year with the launch of *The Reimagined Great Britain & Ireland Tour*—its first-ever itinerary designed specifically for the “sober curious”. This groundbreaking offering responds to insights from Contiki’s recent Voice of a Generation survey, which revealed that an impressive 83% of 18-35-year-old travellers would consider booking a fully alcohol-free travel experience. The trend aligns with broader research from World Finance, highlighting that Gen Z consumes 20% less alcohol on average compared to previous generations.

Renowned for its communal spirit and spontaneous social vibe, the new tour will bring the same Contiki fun without the booze. The reimagined 18-day itinerary swaps traditional pub and bar stops with enriching and memorable experiences. Highlights include a magic and comedy show in Bristol, an evening walking tour of Dublin to discover local folklore, a farm-to-fork dining experience in Manchester, and vibrant performances at the Edinburgh Fringe Festival. Mornings will be a fresh start, as travellers wake up bright-eyed and ready to explore the most stunning sights of Britain and Ireland. From the dramatic gothic architecture of Edinburgh to the breathtaking coastlines of Galway, this tour invites young adventurers to rediscover the region through a fresh lens—proving that the journey is just as thrilling without the hangover.

MD, Kelly Jackson says, “The data doesn’t lie. Young travellers are not only drinking less in general, but are also increasingly curious as to what a completely sober travel experience would look like. Of course our travellers can still enjoy an Aperol in Rome or some Beaujolais wine at the Contiki Château if they want to, but these sober curious trips are part of a suite of cultural experiences we offer which prioritise the buzz of travel over anything else.”

The 6 limited edition departures – open for booking in January and running from 20th August 2025 – tap into a global wellness trend and the rising interest in mindful, alcohol-free travel. The 18-day long trip covers everywhere from Edinburgh to London, Galway to York. For a shorter getaway, individual legs of the trip are also available to book, including:

- England & Scotland (11 days)
- Scotland & Ireland (13 days)
- England in a Week (6 days)
- Scotland in a Week (6 days)
- Ireland in a Week (8 days)



Contiki's 18-day Sober Curious: Great Britain and Ireland trip departs 20 August 2025 and is available to book from 15 January 2025 <https://www.contiki.com/en-gb/travel-styles/new-trips>

– Ends –

For media enquiries, please contact: ttc@wearelotus.co.uk

About Contiki

Contiki are the world leaders in social youth travel, providing amazing travel experiences for young travellers, from 18-35 years old, since 1962. Imagine how good you would be at something if you had been doing it for more than 60 years?

Everything about Contiki is deeply rooted in its core values 'Make Every Moment Count' and 'We're about people'. Contiki doesn't just talk the talk, it walks the walk and lives by the philosophy of 'Travel. Together.' which means to travel with one another, the destinations visited, the cultures enjoyed and the environment, too.

About The Travel Corporation

The Travel Corporation is a global portfolio of 18 exceptional, market leading travel brands including the world's number one escorted tour operator Trafalgar, award-winning Uniworld Boutique River Cruises, premium guided vacation company Insight Vacations, youth travel specialists Contiki, and Celtic travel experts Brendan Vacations among many others. After more than a century of blending transformative travel with extraordinary service, the esteemed company remains committed to its signature 'Driven by Service' philosophy and to consistently delivering outstanding experiences and value to travelers, guests, and partners. Committed to MAKE TRAVEL MATTER™, TTC is dedicated to creating a positive impact on people, the planet, and wildlife. This commitment is reflected in the philanthropic work of its not-for-profit TreadRight Foundation, as well as its How We Tread Right sustainability strategy, a five-year plan aligned to advance the United Nations Sustainable Development Goals. For more information, visit www.TTC.com.