



**Contact Information:** LOCAL PRESS CONTACT.

**EMBARGOED: Not for release prior to xxx 07:00 AWST.**

---

**v1:**

**The Travel Buzz, Without the Booze**  
***Contiki Announces Stirring Journey Through Britain & Ireland, Curated Specially for the Sober-Curious***

**v2:**

**The Travel Buzz, Without the Booze**  
***Contiki Answers Gen Z's Call for Sober Travel, Launching First Ever 'Sober Curious' Trip across Great Britain & Ireland***

**LONDON, January [Date], 2024**

Want to limit your alcohol intake? Or thinking of living a booze-free life altogether? You're not alone. In fact, in Contiki's 2024 Voice of a Generation Survey, 83% of respondents aged 18-35 said they'd be interested in a completely sober travel experience.

Now, the youth travel expert has announced its very first trips curated for the sober curious – an unforgettable journey through Britain and Ireland where the only shots travellers will take are of medieval castles and quirky villages. No headaches. No hangovers. Just vibrant days, lively nights, and clear-headed mornings where they can feel the full thrill of adventure.

The 6 limited edition departures – open for booking in January and running on 20th August 2025 – tap into a global wellness trend and the rising interest in mindful, alcohol-free travel.

According to World Finance, Gen Z's alcohol consumption is 20% lower on average compared to previous generations. Sobriety as a way of life has gained traction in recent years too, with Google searches for 'sober travel', 'sober curious', 'sober events', and more all on the rise.

To maximize impact, Contiki is teaming up with Polka Drops, purveyors of premium non-alcoholic wine and spirits in Australia – tapping into an engaged, sober curious community.

Why Polka? Due to a shared vision that resonates with sober-curious consumers and aligns with Contiki's mission for its first sober-curious tour; a focus on powerful life moments, without the idea that 'something's missing'.

Contiki built its name on communal fun and social spontaneity—but this new trip proves that travellers don't need booze to bring the buzz. They'll swap pubs for hilarious events at Edinburgh Fringe and genuine late-night connections; clubs for immersive cultural experiences and illuminating conversations. By morning, they'll bound out of bed, bright-eyed and eager to explore the best bits of Britain and Ireland, from the grand gothic drama of Edinburgh to the jaw-dropping coastlines of Galway. This is Contiki on a clear head, and it's still an absolute blast.

The departure is a twist on Contiki's bestselling Great Britain & Ireland trip. It's 16 days long and covers everywhere from Edinburgh to London, Galway to York. If they're after something a bit shorter, travellers can also join a variety of country combos, 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 CEO, Adam Armstrong 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 Beajolais 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."

Ben Mellows, Director of Polka Drops says ""We are thrilled to partner with Contiki for their very first sober-curious trips, championing a fresh approach to travel. This initiative is all about creating unforgettable travel memories and fostering genuine connections without the emphasis on the traditional drinking culture. Drinking preferences are ever evolving and it's great to have global brands like Contiki providing an exciting new initiative that speaks to what people are looking for in adventure and fun today."

Check out the new trips at [contiki.com](https://contiki.com).

### **Trip Highlights:**

- 
- **Baking Class:** Roll up your sleeves and perfect your skills in a cozy, hands-on baking class, crafting delicious local treats.
- **Farm-to-Table Feast:** Savour a locally sourced dinner that celebrates Britain and Ireland's best seasonal produce.
- **Edinburgh Fringe Show:** Experience the world's largest arts festival, soaking up the energy and creativity of this iconic event
- **Yoga Class:** Clear your head even more with a rejuvenating yoga class, offering the perfect pause in your adventure.

- Glenshane County Farm MAKE TRAVEL MATTER® Experience: Learn sheepdog herding for real and meet the adorable lambs and collies at this idyllic, sustainable farm in Northern Ireland.

- Ends -

## Images

**Hero Image:**

**Secondary Images:**

## ABOUT CONTIKI

Contiki are the global leaders in travel for 18-35s. We've been providing amazing travel experiences for young travellers since 1962. Imagine how good you'd be at something if you'd been doing it for more than 60 years?

Everything about Contiki is deeply rooted in our brand philosophy of 'Travel.Together.' which means to travel in accordance with one another, the destinations we visit, the cultures we enjoy 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 [TTC.com](http://TTC.com).

For more information please contact;

Local press office information.