



## **Contiki challenges 18-35s to 'Run the World' – as it launches its new European Run Club adventures.**

*Run Clubs look set to be one of the hottest trends of 2025, and the youth travel experts expect their new European trips to be just the start of a global adventure.*

Run Clubs are booming, and for Contiki's 18-35 audience, they represent more than a fitness trend – they're a way to connect, explore, and build community in an increasingly fragmented, online world.

Since 2022, Contiki has been running designated active trips, in response to growing demand from travellers – with 36% of respondents in Contiki's annual Voice of a Generation survey citing 'adventure' as a key motivator for travel. Product Development Director Emma McMahon says, "The appetite for active trips with Contiki is clearly increasing; we saw bookings on our active trips surge 105% from 2023 to 2024." Surveying its active travellers, the youth travel experts realised that morning runs were particularly popular. Emma affirms, "Whether along the Adriatic Coastline in Croatia, Norway's breathtaking fjords, or New Zealand's Lake Wanaka – group runs always emerged as trip highlights."

So now, Contiki is taking it to the next level. In 2025, the brand will launch its industry-first Run Club travel style – tailored for active travellers who want to explore Europe's iconic destinations alongside like-minded runners.

Contiki's Run Club features two itineraries in 2025: European Highlights (14 days, departing 25th August) and European Whirl Plus (19 days, departing 7th September). These trips combine Contiki's signature elements – cultural hotspots, expert guides, and lifelong friendships – with a variety of runs through Europe's most stunning routes, taking in iconic sites such as the Eiffel Tower or Colosseum along the way.

Beyond the physical challenge, Contiki's Run Club trips provide a natural setting for connecting with fellow travellers who share a passion for both running and adventure. Whether bonding over a post-run espresso in a Parisian café or swapping training tips beside Rome's storied architecture, these itineraries offer a social experience designed to bring kindred spirits together.

Contiki CEO Adam Armstrong says: "To create the kind of communities Run Clubs foster but on a global scale, with plenty of wanderlust thrown into the mix, is what Contiki is all about. We've stayed at the forefront of youth travel since 1962 by anticipating and engaging with the wants and needs of each generation. And now, across 6 continents, from Run Club adventures to our new 'Chill' product category, we're confident there truly is a Contiki for everyone."

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## **Images**

Hero Images: [Run Club](#)

## **ABOUT CONTIKI**

Contiki are the world leaders in social youth travel. We've been 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 our core values 'Make Every Moment Count' and 'We're about people'. We don't just talk the talk, we walk the walk and live by our brand philosophy of 'Travel.Together.' which means to travel 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](#).