TS **TravelSpy · Industry reports**

13 November 2026: Walking and cycling packages need route checks, clear support and complete costs

UK Tour & Package Opportunity Spotlight · 13 November 2026 · Published 13 November 2026

This UK Tour & Package Opportunity Spotlight recommends testing supported walking and cycling holidays on operational reliability and transparent costs, not an assumed booking boom. Portugal’s removal of severe-weather information on 12 November changes the national-advice context, but Madeira’s route register still requires itinerary-specific decisions. (gov.uk)

Headlines

- Portugal’s weather-advice update is not a trail-level all-clear: recommendation—reconfirm each walking programme.[1][2] (gov.uk)
- Madeira’s PR1 and PR7 are listed closed; PR1.2 is open and PR6 has controlled circulation.[2] (ifcn.madeira.gov.pt)
- The latest populated ECB observation checked is 12 November: EUR 1 = GBP 0.83595, not a consumer exchange-rate guarantee.[3] (ecb.europa.eu)
- Madeira walking and Murcia cycling listings describe product features—not measured demand or guaranteed availability.[4][5] (hfholidays.co.uk)

Key figures

70%[6]

UK adults intending an overseas holiday

2026 · ABTA’s representative UK-adult survey wave, released on 13 October 2026, measures intentions for the next 12 months, not bookings or walking-and-cycling demand.[6]

19,203,000 visits[7]

UK resident visits abroad — historical background

2023-Q4 · The stored ONS estimate was released on 17 May 2024 and is stale background, not evidence of November 2026 demand.[7]

299,351,416 passengers[8]

UK airport passengers — historical access context

2025 · The CAA figure, released on 13 February 2026, includes inbound and connecting traffic and must not be interpreted as UK resident outbound demand.[8][9]

Why this opportunity now?

The immediate recommendation is operational reassessment rather than demand-led expansion. FCDO Portugal advice, current at 13 November 2026, records the removal of severe-weather information on 12 November and also covers Madeira, Porto Santo and the Azores. Recommendation: reassess departures against this updated national position, while requiring local confirmation of roads, transfers and walking routes; neither a continuing blanket warning nor an unsupported all-clear is appropriate.[1] (gov.uk)

Actual disruption occurred during the reporting window. Anadolu’s 11 November report, citing Lusa, recorded at least 222 arriving and departing flight cancellations at Lisbon and Faro that morning, with another 16 at Madeira Airport, attributed to Storm Charles. These are airport-wide observations, not UK-flight counts or a verified full-day total, and do not establish continuing disruption on 13 November. Recommendation: confirm individual services and delayed-arrival arrangements before releasing immediate departures.[10] (u.aa.com.tr)

The demand backdrop remains dated. ABTA’s 2026 survey wave, released on 13 October, found 70% of representative UK adults intended an overseas holiday in the following 12 months; that is neither a completed-year outcome nor active-holiday bookings.[6] The frozen evidence pack contains no new or revised records since the 6 November edition and no dedicated walking-and-cycling booking series.[9] Recommendation: test a clearly specified proposition with limited inventory exposure, rather than treating unchanged statistics as this week’s news.

What the evidence says

Madeira provides route-level operational evidence. IFCN's classified-trail register, last updated on 12 November 2026, lists PR1 Vereda do Areeiro and PR7 Levada do Moinho as closed, while PR1.2 Vereda do Pico Ruivo is open. PR6 Levada das 25 Fontes is open with controlled one-way circulation and a bypass for the return section. These are published statuses, not evidence that every restriction began this week.[2] (ifcn.madeira.gov.pt)

Recommendation: sell a specified walking grade and an approved alternative programme, not an unconditional promise of an iconic trail. Require suppliers to record route checks, transfer access, reservations and the guide's decision before each walk. Match substitutes to the advertised difficulty where possible and explain material changes before commitment. The mixed register supports itinerary-specific checks, not an island-wide operating assumption.[2] (ifcn.madeira.gov.pt)

Murcia is a contrasting cycling-product benchmark, not a destination-demand ranking. Explore's undated listing describes a moderate route with luggage transfers but no accompanying support vehicle. It therefore cannot substantiate a claim of vehicle-supported riding or current sales growth.[5] (explore.co.uk)

The stored ONS series records 19,203,000 UK resident visits abroad in 2023-Q4, released on 17 May 2024. It is stale, all-destination background and cannot select between these propositions.[7] No valid UK Google Trends series is available in this frozen pack; it cannot supply a search-interest comparison to fill the activity-specific demand gap.[9]

Recommendation: assess the propositions separately, using the same enquiry definitions and cost checklist. Avoid combining national travel intentions, airport throughput and product descriptions into a single demand estimate.

Access from the UK and affordability

Recommendation: compare departure-specific UK airport quotations before choosing distribution priorities. HF Holidays' Madeira listing describes a flight-inclusive option from London Gatwick with baggage and transfers; other airports are subject to availability and price variation. This is advertised access, not a verified flight schedule.[4] (hfholidays.co.uk) The stored CAA total of 299,351,416 passengers in 2025, released on 13 February 2026, includes inbound and connecting passengers: it proves neither UK resident demand nor capacity on a particular active-holiday route.[8][9]

The ECB table’s latest populated observation checked was 12 November 2026: EUR 1 = GBP 0.83595; the 13 November cell was blank. Recommendation: use this only as a dated reference when reviewing euro-denominated supplier costs. Compare complete sterling quotations, conversion arrangements and payment dates, without claiming improved affordability or an obtainable consumer rate.[3] (ecb.europa.eu)

Madeira’s permit costs also belong in the comparison. IFCN’s FAQ, last updated on 2 June 2026, lists €4.50 for an individual classified trail other than PR1 and €22.50 for combined trails over 3 days, excluding PR1, for visitors without an operator agreement. Each intended trail still requires a reservation, subject to date and entry-slot availability. Recommendation: establish the supplier’s applicable tariff and include reservation administration; multi-day pricing does not guarantee unrestricted access. These are standing charges, not a November announcement.[11] (ifcn.madeira.gov.pt)

Recommendation: show lunches, equipment, single-room supplements, insurance and disruption contingencies alongside the core quotation. Obtain comparable live sterling quotations, departure-specific flight inventory and supplier operating confirmations before ranking value or scaling either proposition. Compare equivalent room occupancy, baggage, assistance and cancellation terms rather than headline prices alone.

Tour and package propositions

Recommendation — supported Madeira walking: test a single-centre programme with local leaders, explicit grades, confirmed transfers and pre-agreed alternatives. HF Holidays’ undated benchmark lists 7 nights, walking grades 4 and 5, 7 breakfasts and 7 dinners, and in-destination transport. Listed departures include 16–23 November and 30 November–7 December 2026, with an enquiry prompt rather than confirmation of remaining availability. Recommendation: obtain a departure-specific quotation and operating itinerary.[4] (hfholidays.co.uk)

Recommendation — clearly qualified Murcia cycling: test separate standard-bike and e-bike quotations. Explore includes a hybrid bicycle and advertises e-bikes for an additional £100, subject to availability and price changes. Its listing warns that some insurance policies exclude e-bikes. Recommendation: confirm the bicycle, rider experience, insurance and recovery arrangements before accepting a booking; do not let luggage transfer imply roadside vehicle support. Treat these advertised features as a specification to check, not a departure commitment.[5] (explore.co.uk)

Recommendation — target customers with departure flexibility, without assuming age or fitness. Surrey County Council’s England school calendar places autumn half term on 19–30 October

2026 and term end on 18 December, making 13 November term time in that jurisdiction. Academies, voluntary aided and foundation schools may differ, and schools set INSET days. This is not a UK-wide calendar or evidence of lower November prices. The page was reviewed on 4 June 2026; that is not an original-publication date.[12] (surreycc.gov.uk)

Recommendation: use enquiry questions to distinguish customers seeking guiding, luggage handling, mechanical assistance or complete vehicle support. Present those services separately, and test whether clearer descriptions improve qualified conversion rather than merely generating more clicks. Ask about preferred pace, previous experience and acceptable itinerary substitutions before recommending either format.

Risks and operator tests

Government advice needs date discipline. Spain’s FCDO page, current at 13 November 2026 and updated on 10 November, still describes a national strike planned for 11 November. That event date is past: the notice alone does not verify continuing disruption. Recommendation: check the particular Spanish transport services required for a Murcia itinerary rather than repeat the announcement as a future warning.[13] (gov.uk)

Entry guidance checked for Portugal and Spain applies to full British-citizen passports, not every UK resident. It requires issue dates less than 10 years before arrival and expiry at least 3 months after intended Schengen departure. Both describe EES biometric registration, which is free; Portugal advises allowing extra immigration time and says no action is required before arrival at the border. These are standing requirements, not a newly verified November commencement announcement. Recommendation: check nationality, residence status and documents individually, and avoid a tight arrival-to-first-activity connection.[14][15] (gov.uk)

Recommended operator tests—not measured results: - Route readiness: record departures with confirmed primary and alternative itineraries; stop release when essential confirmations are missing. - Assistance clarity: record misunderstandings about luggage transfers, guiding and roadside recovery before payment. - Commercial viability: track qualified enquiries, confirmed bookings, cancellations and contribution after assistance costs, separately by proposition and departure airport. - Delivery resilience: record missed activities, transfer failures, itinerary substitutions and additional operating costs.

Recommendation: agree commercial and safety decision thresholds before testing and review actual delivery alongside conversion. Obtain live quotations and supplier operating confirmations before any scale-up decision. The frozen pack has no dedicated walking-and-cycling booking

series.[9] Accordingly, treat the opportunity as a proposition to validate, not a forecast.

Data gaps and limitations

- The frozen TravelSpy pack contains no new or revised records since 6 November and no dedicated UK walking-and-cycling booking series; this is not a claim about all data available elsewhere.[9]
- The stored ONS outbound series ends in 2023 and is stale; the cited 2023-Q4 estimate was released on 17 May 2024.[7][9]
- No valid, unambiguous UK Google Trends series is stored in this evidence pack.[9]
- Recommendation: obtain comparable live sterling quotations, departure-specific flight inventory and supplier operating confirmations before ranking value or scaling either proposition.
- The operator listings describe advertised product features, not measured bookings or guaranteed departure availability. Recommendation: reconfirm the intended departure and operating itinerary directly.[4][5] (hfholidays.co.uk)
- The retrieved ECB table has no populated 13 November observation; 12 November is its latest populated observation.[3] (ecb.europa.eu)
- The 11 November cancellation report does not establish continuing disruption on 13 November, and Spain’s strike announcement does not verify post-event transport conditions.[10][13] (u.aa.com.tr)
- The cited entry pages provide standing EES guidance, not evidence of an edition-week commencement date. Recommendation: verify any proposed border-policy change separately before presenting it as news.[14][15] (gov.uk)

Methodology

Figures come from market-specific statistics stored by TravelSpy with source timing and attribution, or cited published research. Each report is drafted by an AI research analyst, automatically checked figure-by-figure against the stored records, and independently fact-checked by a separate AI reviewer before publication. Sources keep their own periods, populations and units and are never blended. Sentiment, search interest and price indices are not bookings; airport passengers include nonresidents and connections. First-observed dates are not provider publication dates.

- **UK travel research**: included
- **UK resident outbound travel**: included
- **UK search interest**: not included (No valid, unambiguous UK series stored for this source.)

- **UK airport passenger context**: included
- **UK travel sentiment**: included

References

1. Portugal travel advice — source note: updated 12 November 2026; current at 13 November 2026. Foreign, Commonwealth & Development Office. https://www.gov.uk/foreign-travel-advice/portugal
2. Percursos Pedestres Classificados — source note: last updated 12 November 2026. Instituto das Florestas e Conservação da Natureza, Madeira. https://ifcn.madeira.gov.pt/pt/atividades-de-natureza/percursos-pedestres-recomendados/percursos-pedestres-recomendados.html
3. ECB euro reference exchange rate — Pound sterling; observation used: 12 November 2026. European Central Bank. https://www.ecb.europa.eu/stats/policy_and_exchange_rates/euro_reference_exchange_rates/html/eurofxref-graph-gbp.en.html
4. Wild Landscapes of Madeira. HF Holidays. https://www.hfholidays.co.uk/holidays-and-tours/guided-walking-madeira
5. Cycle Southern Spain - Murcia. Explore Worldwide. https://www.explore.co.uk/holidays/cycle-southern-spain-murcia
6. UK travel and holiday research: intention pct (annual), 2026. ABTA, 2026-10-13. https://www.abta.com/news/holidays-remain-popular-despite-year-disruptions-cost-living-brings-caution
   Source: ABTA; cite publication URL, release, revision and methodology. Values converted to canonical units; not bookings.
7. UK resident outbound travel: UK resident visits abroad (quarterly), 2023-Q4. Office for National Statistics, 2024-05-17. https://www.ons.gov.uk/generator?format=csv&uri=/peoplepopulationandcommunity/leisureandtourism/timeseries/gmaf/ott
   Source: Office for National Statistics; cite publication URL, release, revision and methodology. Values converted to canonical units; not bookings.
8. UK airport passenger traffic: UK airport terminal passengers (annual), 2025. UK Civil Aviation Authority, 2026-02-13. https://www.caa.co.uk/data-and-analysis/uk-aviation-market/airports/uk-airport-data/uk-airport-data-2025/december-2025/
   Source: UK Civil Aviation Authority; cite publication URL, release, revision and methodology. Values converted to canonical units; not bookings.
9. TravelSpy report evidence inventory. TravelSpy, 2026-11-13T07:00:20+00:00.
   Snapshot of TravelSpy evidence only, not a claim about data available elsewhere. UK travel research: available. ABTA survey findings are not bookings; retain the study methodology and population. UK resident outbound travel: available. ONS resident travel estimates; publication frequency is not report frequency. UK search interest: unavailable. No valid, unambiguous UK series stored for this source. Search interest is a normalized index, not traveller counts or bookings. Only identically normalized series are comparable. UK

airport passenger context: available. CAA UK airport passengers include non-residents, inbound and connecting traffic. They are not UK resident outbound demand. UK travel sentiment: available. Survey intentions and sentiment are not bookings; retain the survey methodology and population.

10. Portugal on alert as Storm Charles closes schools, cancels hundreds of flights. Anadolu Agency, 2026-11-11. https://u.aa.com.tr/en/europe/portugal-on-alert-as-storm-charles-closes-schools-cancels-hundreds-of-flights/4120731
11. Perguntas Frequentes — Taxas — Percursos Pedestres Classificados — source note: last updated 2 June 2026. Instituto das Florestas e Conservação da Natureza, Madeira. https://ifcn.madeira.gov.pt/pt/atividades-de-natureza/percursos-pedestres-recomendados/faq-s-taxas-percursos-pedestres-classificados.html
12. School term dates — source note: reviewed 4 June 2026. Surrey County Council. https://www.surreycc.gov.uk/schools-and-learning/schools/term-dates
13. Spain travel advice — source note: updated 10 November 2026; current at 13 November 2026. Foreign, Commonwealth & Development Office. https://www.gov.uk/foreign-travel-advice/spain
14. Entry requirements — Portugal travel advice. Foreign, Commonwealth & Development Office. https://www.gov.uk/foreign-travel-advice/portugal/entry-requirements
15. Entry requirements — Spain travel advice. Foreign, Commonwealth & Development Office. https://www.gov.uk/foreign-travel-advice/spain/entry-requirements

Talk to TravelSpy about this report

Want the data behind it, a briefing for your team, or the same analysis for your own market? Contact us at travelspy.io/contact.