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Brit Tourist Sues Over Quad Bike Crash Abroad

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A British man is taking legal action against travel firm Tui UK following a serious quad biking accident during a holiday excursion. The 57-year-old tourist, who suffered multiple injuries, is now warning others to take precautions when accepting or booking trips overseas, particularly when safety standards are unclear.

Tony Holliday, a property developer from Cumbria, sustained a fractured leg, head trauma and shoulder injuries after being thrown from a quad bike during a complimentary excursion in Cape Verde in March 2023, according to court documents. The trip, offered by tour

operator Tui UK as compensation for earlier travel issues, including lost luggage and poor accommodation, was promoted as suitable for beginners. However, Holliday's legal team now argues the activity was dangerously misrepresented and lacked adequate risk assessments.

His legal representatives at Stewarts state that the excursion was described by TUI staff as beginner-friendly, even though TUI's website labels it a "high-adrenaline off-road adventure" involving "powerful machines," court papers show. Court filings led by barrister Sarah Prager KC allege that TUI did not make clear the quad biking trip was operated by a local provider rather than by TUI directly. Holliday only discovered this distinction after the crash occurred.

Holliday is seeking more than £500,000 in damages, citing both physical injuries and long-term mental health impacts, including post-traumatic stress disorder and sleep disruption. "Although I went through it, I didn't witness what my family had to witness," he said. "So it's not just me who has suffered. I think the full family has suffered through this. It should never have happened."

His wife, Bev Holliday, emphasised the need for stronger awareness among travellers. "Make sure that you've got the right insurance in place, that you're going through your tour operator, and just think carefully about the excursions that you take your family on," she advised. The family has stressed the importance of thorough due diligence, something they admit they did not fully grasp until it was too late.

Chris Deacon, Partner in Stewarts' International Injury department, noted that booking excursions as part of a package holiday can offer legal protection under the Package Travel and Linked Travel Arrangements Regulations. However, he warned that many small or local providers abroad may lack proper insurance, and that travellers often assume incorrectly that their travel insurance will cover high-risk activities such as quad biking or watersports.

A TUI spokesperson said: "We are sorry Mr Holliday was injured during his holiday in Cape Verde. As this is now a legal matter, we are unable to comment further at this time." The company is opposing the claim and is expected to file its formal defence in the High Court later this year.

As international travel continues to recover, this case underscores the importance of personal responsibility, risk awareness, and clear communication between travellers and

tour operators. Relying on vague assurances or verbal claims, particularly in high-risk activities, can leave travellers dangerously exposed.

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