

# THE ABTA TRAVEL CONFIDENCE INDEX 2025-26

ABTA's Travel Confidence Index is now in its third year, giving us a longer-term view of how the UK population feels about their holidays, and their readiness to plan and book their time away.

The results show a continuation of the upward trend shown last year, particularly among younger travellers and in the role that travel professionals play in providing accurate information, guidance, expertise and support to their customers.

# THE TRAVEL CONFIDENCE INDEX

## HOW WE CALCULATE THE TRAVEL CONFIDENCE INDEX

Our Travel Confidence Index is calculated by asking a nationally representative sample of 2,001 UK adults to rate how confident they are currently feeling about taking an overseas holiday on a scale of one to 10, with one being not confident at all and 10 being extremely confident.

Excluding those who rate their confidence levels as neutral (five or six out of 10), the scores are calculated by taking away the percentage of those with low confidence levels (one to four) from the percentage of those with high confidence levels (seven to 10).

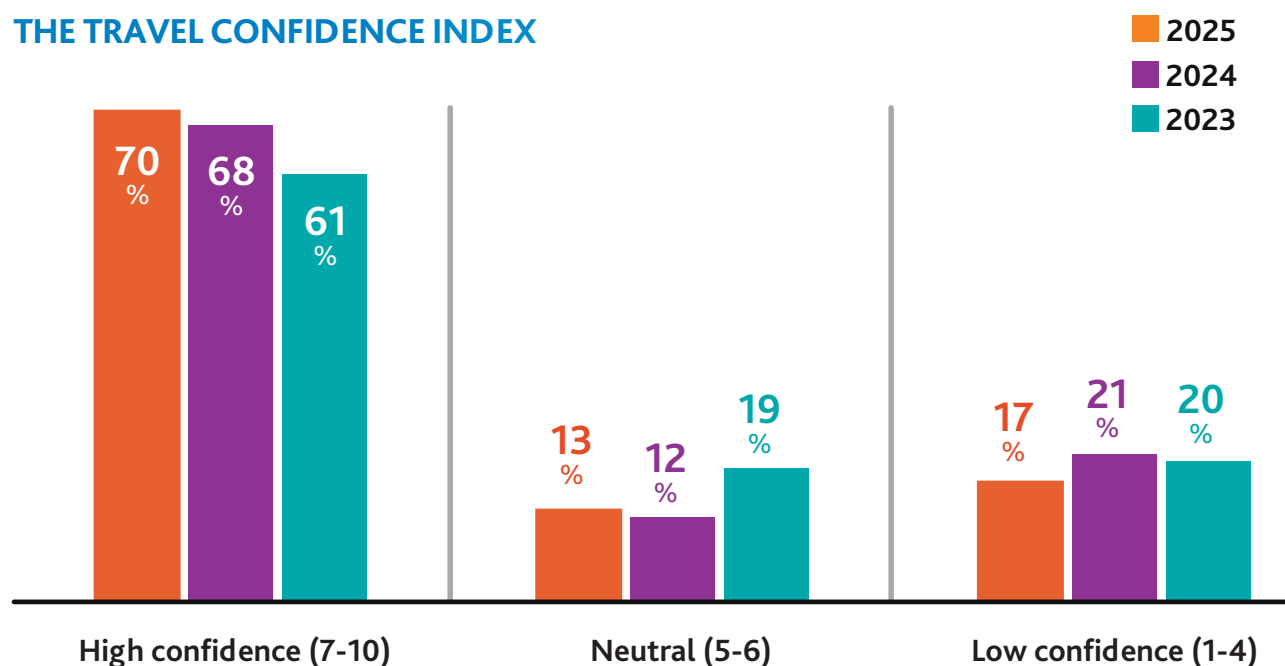
## THIS YEAR'S RESULTS

This year's Travel Confidence Index stands at +53, an increase of six points over 2024, and +12 points compared to when ABTA first introduced the measure in 2023. The change has resulted both from an increase in those expressing confidence, and a decline in those who are less confident to travel.

**2025**  
**Travel Confidence Index is**  
a six-point increase year-on-year

**+53**

### THE TRAVEL CONFIDENCE INDEX



Base: All respondents

# WHAT GIVES PEOPLE CONFIDENCE TO TRAVEL?

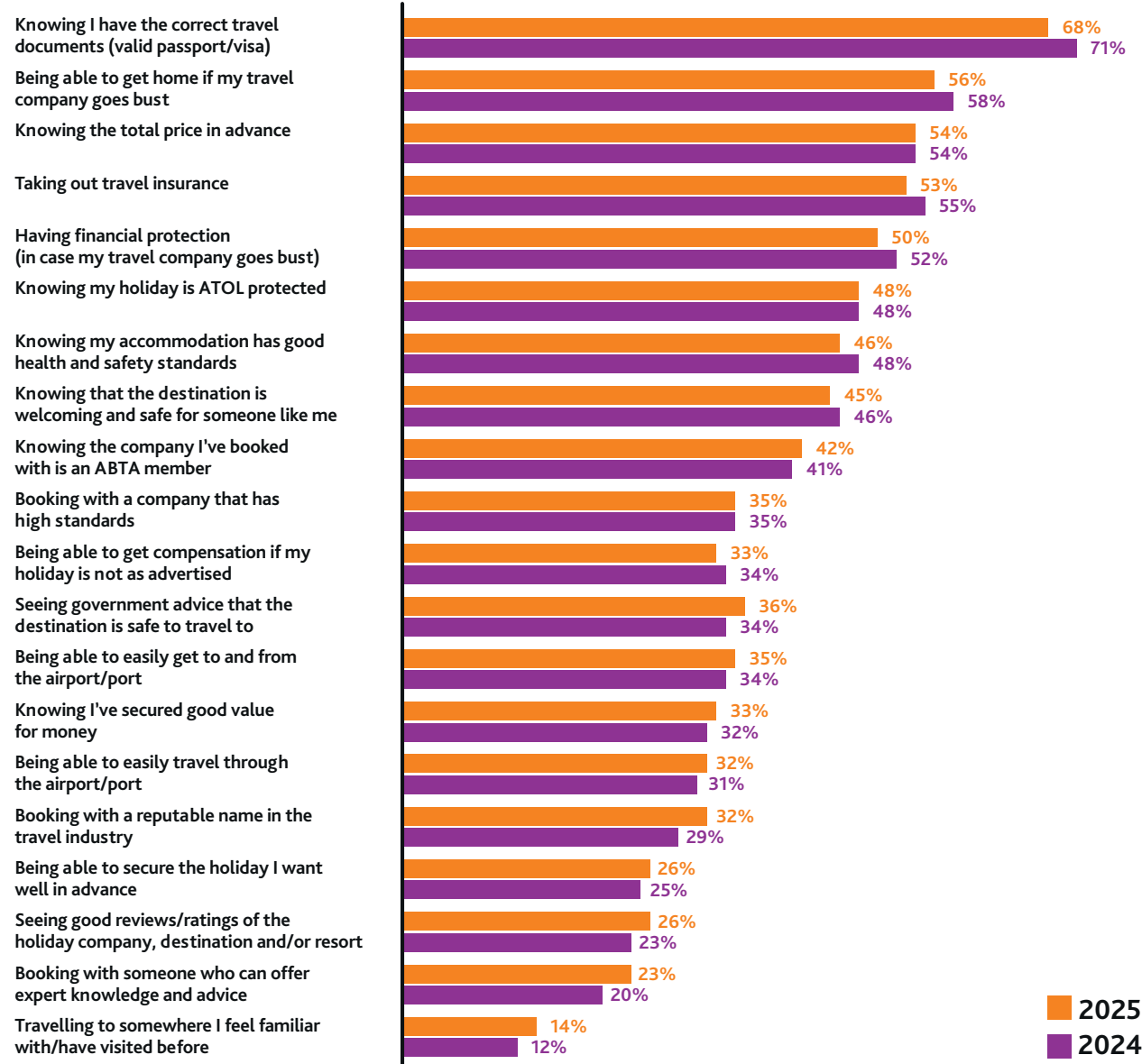
This year's Travel Confidence Index has reinforced the fundamental areas where travel companies can reassure customers as they book and approach their holiday. Respondents ranked various confidence builders as 'essential', 'important', 'nice to have' or 'not important', with 'knowing I have the correct documents for travel' being seen as the most essential factor. At 68%, it scores higher than financial considerations like knowing they have got value for money (33%) or knowing the total price in advance (54%).

However, despite the protection it can offer, only just over half (53%) of respondents view 'taking out travel insurance' as essential in making them confident to travel.

Overall, the areas considered to be 'essentials' scored fairly similar to last year. The largest increases – of three percentage points – came in areas of familiarity and reassurance: 'booking with a reputable name in the travel industry', 'seeing good reviews/ratings', and 'booking with someone who can offer expert knowledge and advice'.

## WHAT GIVES PEOPLE CONFIDENCE TO TRAVEL?

(percentage ranking each point as 'essential' )



Base: All respondents \*Percentages may not sum to 100% due to rounding.

## The Travel Confidence Index

### HOW HAVE LEVELS CHANGED BETWEEN DIFFERENT TRAVELLERS?

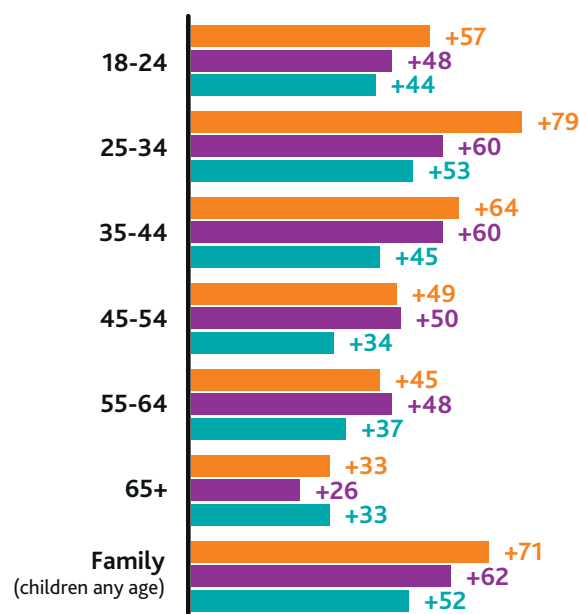
It's younger travellers where the Travel Confidence Index has increased the most – up from +48 to +57 among 18-24 year olds, and from +60 to +79 among the 25-34 age group. This latter figure is the highest for any age range and well above the overall index score of +53. These groups may have fewer family financial commitments than other age ranges, which may affect some perceptions.

At the other end of the scale the 65+ age group, while still having the lowest confidence, still has a respectable +30 overall, up from +26 in 2024.

Conversely, mid-life travellers – possibly more mindful of squeezed household budgets – have shown a slight year-on-year loss of confidence. Though still ahead of scores recorded when the Travel Confidence Index launched in 2023, this year's results for this group point to a need for travel companies and agents to continue to work hard to acquire, convert, and retain every customer.

#### THE TRAVEL CONFIDENCE INDEX

(by age and life stage) 2025 2024 2023



#### WHERE ELSE IS CONFIDENCE PARTICULARLY HIGH?

Two particular types of traveller emerge from this year's research as particularly confident. Those who booked with a travel professional scored +78 – up from +72 last year and the highest score yet in the three years of the Index.

Even further ahead are those who booked a package holiday, also rising by six percentage points to their

highest level yet, in this case from +74 to +80.

These exceptionally-confident groups appear to be reaping the benefits of a booking in a way which prioritises planning, convenience and accessing expert knowledge. In both groups, only 5% ranked themselves with low confidence in travelling overseas.



Booked with a travel professional **+78**

Book a package holiday **+80**