ABTA
The Travel Association

HOLIDAY HABITS
2025-26

FOREWORD: DETERMINED TO DISCOVER

We launch this edition of ABTA's Holiday Habits report at our annual Travel Convention in October 2025, which has the theme 'The Road Ahead: Reasons to be Cheerful'.

When you look at current global political, economic and environmental challenges, that theme could feel a little bit of stretch, not least as they all affect travel.

But as this report shows, there are plenty of reasons to be cheerful.

Confidence to travel is high – with ABTA's Travel Confidence Index up six points on last year. More people went on holiday over the last 12 months than the previous year, with increases in both UK and overseas trips.

Despite financial pressure on households continuing, travel maintained its position as the engine of the 'experience economy', typically prioritised as a purchase over consumer goods, such as new technology and eating out.

That confidence and keenness to travel is down to the work of the travel industry, and ABTA members in particular. Travel agents continue to be seen as trusted advisers – with more people than ever saying they have a better holiday when they book with one.

Value for money remains at the forefront of people's minds – and decision making – and is among the top reasons people book with a travel professional and choose to travel on a package holiday.

But it isn't all plain sailing. The global backdrop adds pressure to travel businesses. For example, the majority of people are aware of protests about the impact of tourism on local people and places (overtourism), and members report some customers raising this with them. As our research shows, it's not changing where people plan to travel but, for some customers, extra reassurance is needed that their holiday will be a great experience.

Another influential factor shaping travel is the growing use of AI, something travel businesses have been using behind the scenes for the last few years, but is now becoming part of the holiday planning process. Twice as many people used AI for holiday inspiration this year than last year.

UK travellers remain 'determined to discover' the world, despite what is happening across the globe. Our research finds 65% of people say that holidays are the most important time of year and 80% say they are important for their mental health.

Holidays are a wonderful thing, a view shared by the UK public. As we navigate numerous challenges, this is a solid foundation on which ABTA can continue to help our members trade well, and inspire people to travel with ever-growing confidence.

Mark Tanzer
CHIEF EXECUTIVE

ABOUT THE RESEARCH

This report is based on research with a nationally representative sample of 2,001 UK adults and was carried out from 21 July-1 August 2025. It looks at people's holiday habits in the 12 months prior to then and what their travel plans are for the year ahead.

Any references to 'the last year' or 'the past 12 months' refer to August 2024 to July 2025, with 'next year' referring to the 12 months from August 2025.

This is an annual piece of research, which has been conducted each summer since 2010 by The Nursery Research and Planning (www.the-nursery.net) on behalf of ABTA.

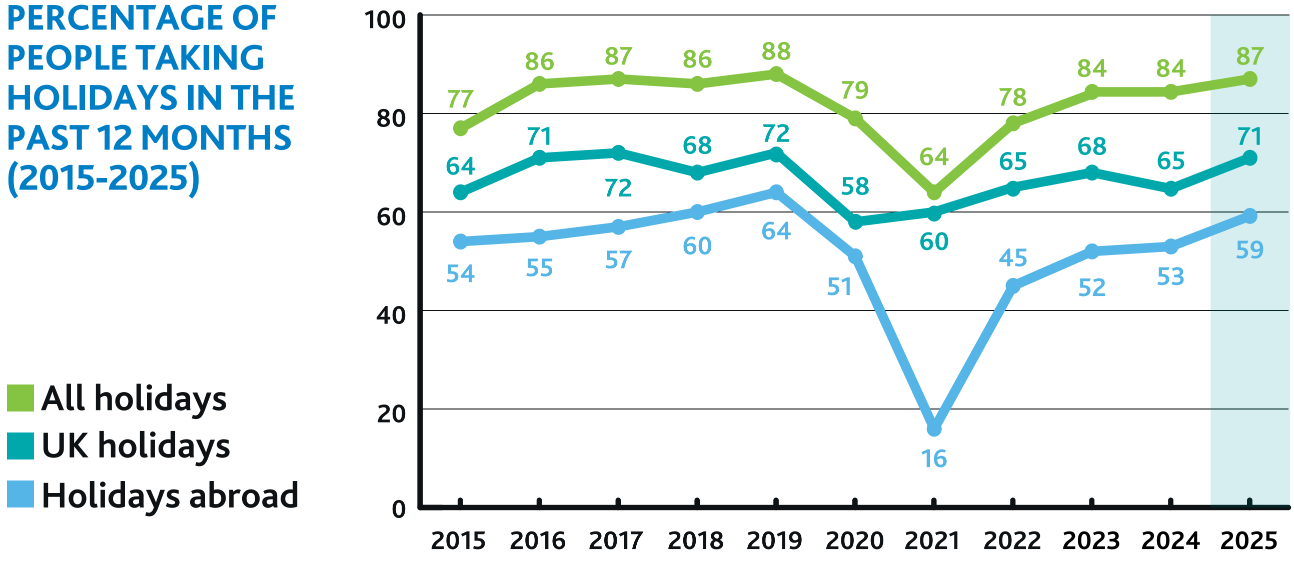
SECTION 1

WHAT THE LAST 12 MONTHS TELL US

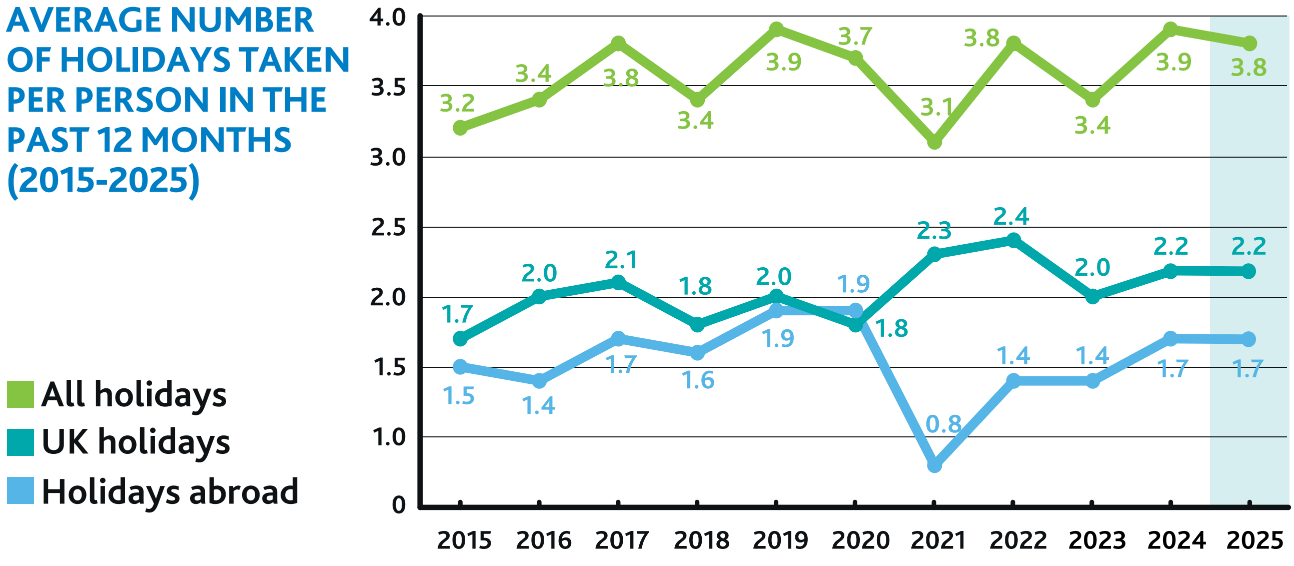
HOW MANY HOLIDAYS DID WE TAKE?

The total number of people taking a holiday in the last 12 months rose by three percentage points to 87%, the first increase in two years, although the average number of holidays each person took dipped slightly to 3.8. With very nearly nine out of ten people taking a holiday, this is the highest it has been since 2019. When broken down by ‘UK holidays’ and ‘Holidays abroad’, that increase is by six percentage points year-on-year to 71% and 59% respectively. This points to the growing confidence to travel translating into bookings – and so to an increasingly robust industry.

> *Nearly nine out of 10 people took a holiday in 2025, the highest proportion since 2019*



PERCENTAGE OF PEOPLE TAKING HOLIDAYS IN THE PAST 12 MONTHS (2015-2025)



AVERAGE NUMBER OF HOLIDAYS TAKEN PER PERSON IN THE PAST 12 MONTHS (2015-2025)

Base: respondents who took a holiday in the past 12 months

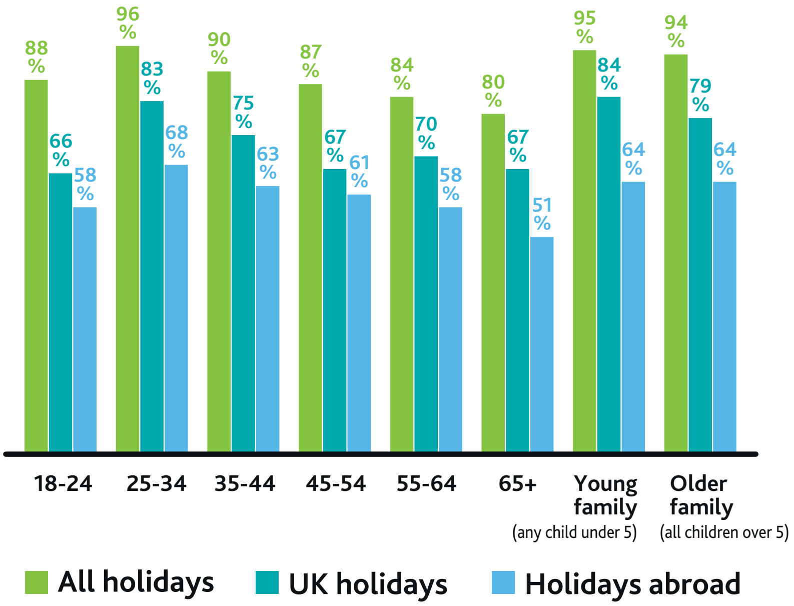
NB – The 2020 data in these charts covers August 2019 to July 2020, reflecting a period of six months of travel prior to the emergence of the COVID pandemic. Figures do not always reflect the total due to rounding.

WHO TRAVELLED?

It's families and 25-34 year-olds who travelled the most in the last year, and they did so in slightly higher numbers than the year prior to that. The number of families going on holiday outstripped others by at least eight percentage points. The number of older travellers, those aged over 65, who took a holiday rose by three percentage points year-on-year, to 80%.

The number of people travelling by themselves rose by two percentage points to 19% in the last year, reaching the highest level of solo travel this decade. Those who are aged between 25-34 years old demonstrate the most willingness to see the world solo (23%), followed by those aged 18-24 and 35-44 (both 20%).

HOW DIFFERENT AGES AND LIFE STAGES TRAVELLED IN THE PAST 12 MONTHS



Base: all respondents who took a holiday in the past 12 months

AVERAGE NUMBER OF HOLIDAYS TAKEN PER PERSON IN THE PAST 12 MONTHS BY LIFE STAGE

All respondents	3.8	2.2	1.7
Under 45 (no kids at home)	3.2	1.8	1.4
Younger family (any child under 5)	5.9	3.4	2.6
Older family (all children over 5)	4.8	2.7	2.1
Over 45 (no kids at home)	3.1	1.7	1.4

Base: all respondents who took a holiday in the past 12 months
Numbers may not total due to rounding

WHERE DID WE GO?

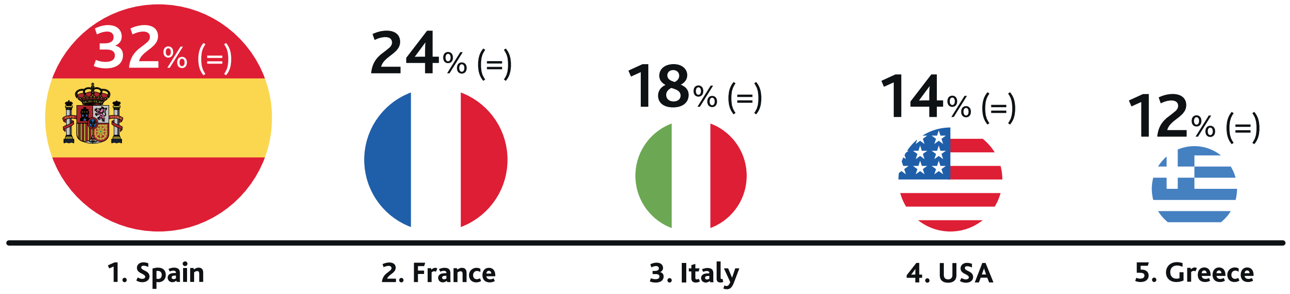
The UK's nearest neighbours were once again the most popular choice for holidays in the last year, with just over eight out of ten respondents stating they had visited Europe. Its popularity extends across all generations and life stages, with Millennials (81%) to Baby Boomers (88%), and young families (76%) to those over 45 with no kids at home (85%), all identifying it as their preferred continent.

Europe's popularity is reflected in its dominance of the most favoured countries visited by UK holidaymakers in the last 12 months, with Spain retaining its top position and market share, along with France, Italy and Greece rounding out the top five spots. Indeed, European destinations take 10 of the top 15 countries visited, with only the USA (14%), Australia (7% – a growth of two percentage points year-on-year), and the UAE (6%) representing the long haul market.

Any analysis of where UK travellers holidayed in the last 12 months should also take into account the conflicts and political turmoil during that period – to which the travel industry is potentially sensitive. However, any impact appears to be marginal, with 95% of respondents to our survey saying they aren't put off travelling overall, as a result of the conflicts in Ukraine and the Middle East, or political changes in the USA. This figure is even lower for those who travelled abroad in the past 12 months, with 97% saying they would continue to travel regardless.

That resilience when it comes to travel is further demonstrated when asked if recent heatwaves in the Mediterranean have caused people to think twice about a holiday there. Nearly 65% of respondents answered 'No' (an increase of three percentage points on when the question was last asked in 2023).

TOP COUNTRIES VISITED IN THE PAST 12 MONTHS
(DIFFERENCE IN RANKING COMPARED TO 2024)



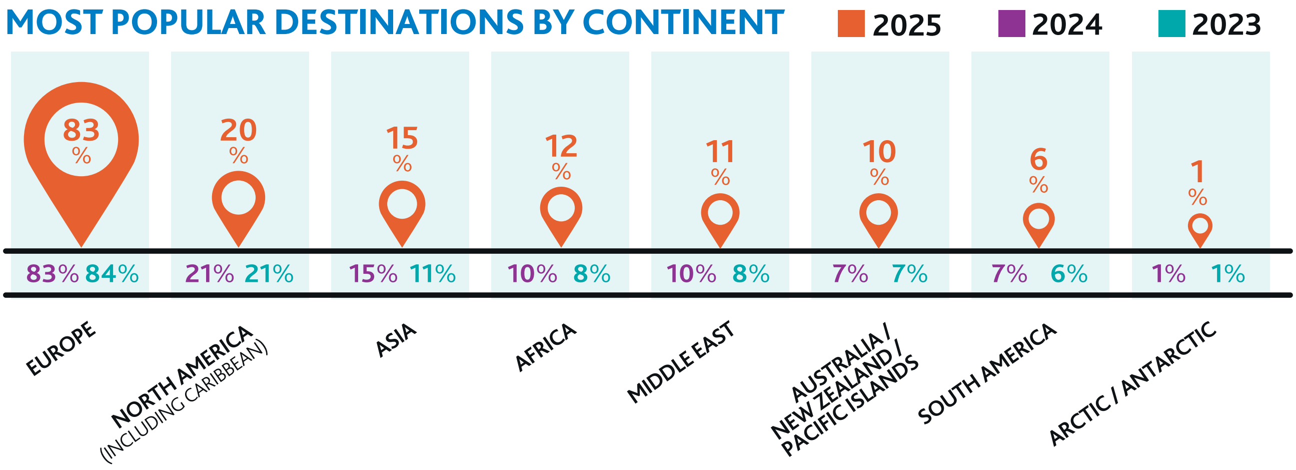
6. Germany 12% (+1)
7. Portugal 11% (-1)
8. Turkey 8% (=)
9. Australia 7% (+3)

10. Austria 7% (+1)
11. Cyprus 6% (+6)
12. Ireland 6% (+1)
13. United Arab Emirates 6% (-2)

14. Croatia 6% (+1)
15. Netherlands 5% (=)

Base: respondents who took a holiday in the past 12 months

MOST POPULAR DESTINATIONS BY CONTINENT



Base: respondents who took a holiday in the past 12 months

WHAT KINDS OF HOLIDAY DID UK TRAVELLERS TAKE?

Beach holidays, city breaks, and countryside trips remain the top three holiday types, with city breaks increasing by four percentage points year-on-year and almost on par with beach breaks. Beach holidays are people's favourite across all groups, especially families, with 58% taking a trip to the coast in the last 12 months – perhaps attracted by good-value ways to keep children entertained. 55-64 year-olds lean more toward city breaks, with 55% opting for urban getaways.

Younger to mid-life travellers (25-34 and 35-44 years of age) also took beach holidays the most (57% and 51% respectively), followed by city breaks (45% and 47% respectively). For adventure holidays, it's the 18-24 (23%) and 25-34 (26%) year-olds who lead the way – figures that perhaps reflect a desire among those age groups to go 'off the beaten track' before commitments like mortgages and having a family take hold.

> *11% of 18-24 year-olds took a rail holiday, up three percentage points year-on-year, and 9% of them chose a coach break, on par with the over-65s*

THE MOST POPULAR TYPES OF HOLIDAY IN LAST 12 MONTHS

🟧 2025 🟪 2024

	2025	2024
Beach holiday	48%	48%
City break	47%	43%
Countryside break	25%	27%
Multi-destination trip	15%	15%
Adventure holiday	13%	12%
Cruise	12%	12%
Lakes and mountains	11%	13%
Wellbeing break	7%	7%
Motorhome / camping trip	5%	5%
Train holiday / interrailing	6%	5%
Coach holiday	6%	5%
Safari	4%	4%
Winter sport (skiing / snowboarding)	4%	3%

Base: respondents who took a holiday in the past 12 months

SPOTLIGHT ON ALL-INCLUSIVE HOLIDAYS

The growing popularity of all-inclusive holidays over the last few years – driven by people seeking value for money and the confidence which comes from knowing in advance what their holiday will cost – has continued over the last 12 months. According to our data, 25% of respondents stayed at their accommodation on an all-inclusive basis – a two percentage point increase over last year. For families with children over five, it was second only to staying in purpose-built or serviced apartment accommodation when holidaying abroad.

STEADY SAILING FOR CRUISE

The popularity of cruise holidays held steady at around 12% overall, rising to 20% for families with children under five. It's possible to assume that the strong demand derives from cruise's well-documented ability to cater for all ages and tastes on a single ship and the all-inclusive nature of the product, making it easier for families to plan and budget.

Looking ahead, 15% of respondents indicated that they might take a cruise in the coming year, rising to 20% of 25-34 year olds. By life stage, 25% of respondents with children under five years old, and 14% of those with children over five years old, think they might book a cruise in the next 12 months.

Ocean cruising has maintained its position as the type of cruise people would be interested in taking, at 56% slightly increasing on last year and 21 percentage points higher than adult-only cruising in second place (35%). It also ranks above cruising around the UK (32%), river cruising (27%), and no-fly cruises (21%).

Respondents to this year's survey who are interested in a cruise in the next 12 months have shown a growing appetite for longer voyages, with twice as many people expressing an interest in cruises of over 21 days (12% this year compared with 6% the previous year). At the other end of the scale, cruises of just 3-5 days in length also rose by five percentage points to 27%. The most popular length of cruises people expressed an interest in are a seven, 10 or 14 day cruise (37%, 35% and 33% respectively).

TYPES OF CRUISE PEOPLE WOULD BE INTERESTED IN TAKING

	Average	18-24	25-34	35-44	45-54	55-64	65+
Ocean	56%	38%	41%	48%	74%	70%	72%
Adult-only	35%	39%	28%	28%	38%	46%	39%
Cruise around the UK	32%	27%	49%	41%	15%	22%	24%
River	27%	16%	19%	11%	24%	46%	43%
Food focused*	22%	17%	36%	32%	21%	6%	9%
No-fly	21%	19%	7%	4%	26%	31%	43%
Wellness	20%	23%	37%	32%	14%	5%	2%
Expedition	20%	33%	27%	22%	18%	15%	10%

Base: respondents who took a cruise in the last 12 months and those who plan to take a cruise in the next 12 months

*Food focused cruises refer to those where the main priority is the dining options available on board and food-based excursions.

SECTION 2

HOW WE BOOKED OUR HOLIDAYS IN THE LAST 12 MONTHS

TRAVEL PROFESSIONALS CONSOLIDATE POSITION AS TRUSTED EXPERTS

34% of respondents used travel professionals to book their holidays in the last 12 months. The benefits of ease of booking, helping to get value for money, and having access to their expert help and advice all remain steady or marginally increased since last year.

The confidence travellers feel when they've booked through an agent (at 41%, a five percentage point increase year-on-year) is the joint-second most popular reason people give for using them which, following another year of high-profile disruptions to travel, should come as no surprise. More than a fifth (22%) stated that they have a better holiday when they've used a travel professional to book it – an increase of five percentage points overall year-on-year, and rising to 30% of 18-24 year-olds. The expertise that travel agents can also bring to organising holidays when disability or mobility requirements are a factor (16%), or when there is a large group (13%), were also mentioned.

TOP REASONS FOR BOOKING WITH A TRAVEL PROFESSIONAL

Base: All booked with a travel professional in the past 12 months

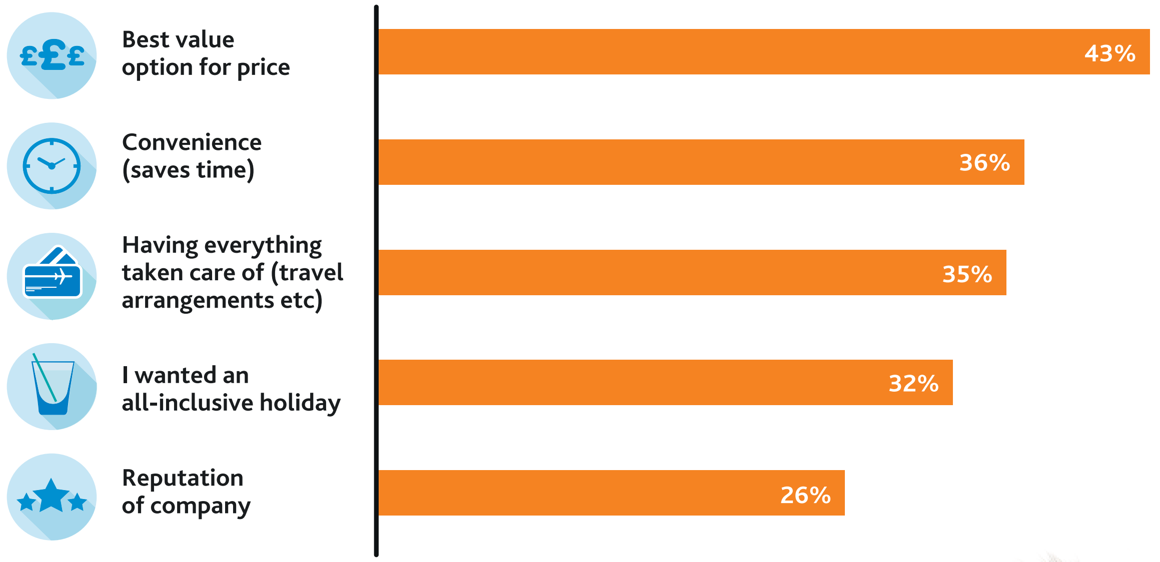
PACKAGE HOLIDAYS RETAIN THEIR POPULARITY

Package holidays remain the most popular type of holiday in the last 12 months, with 54% of respondents saying they'd booked one (a two percentage point increase over last year), and 61% booking their holiday abroad as a package. It is particularly favoured by families with children – 78% of people with children under five and 70% with children over five booked a package holiday abroad in the past year.

Year-on-year, the top reasons for choosing a package are unchanged, with the best value option for price the top choice at 43%. This is particularly the case for 18-24 year olds (47%) and an increase for this group on the previous year (35%). For over-65s, having everything taken care of is their primary motivation for choosing a package (57% of this group).

For families, the top three reasons for choosing a package were price, convenience and wanting an all-inclusive package.

TOP REASONS FOR BOOKING A PACKAGE



Base: All who have booked a package holiday in the past 12 months

HOLIDAYS ARE EVEN MORE OF A SPENDING PRIORITY

Holidays have become even more of a spending priority, ringfenced as the last area where people are willing to cut back. Only 28% of people now say they would cut back spending on holidays to cover the day-to-day cost of living, the lowest figure seen over the past few years.

> *People are nearly twice as likely to cut back spending on eating out than their holidays to cover the cost of living*

Not only are people willing to make spending sacrifices to protect their holiday, in the year ahead more of them expect to spend more on travel than last year – a rise of three percentage points year-on-year.

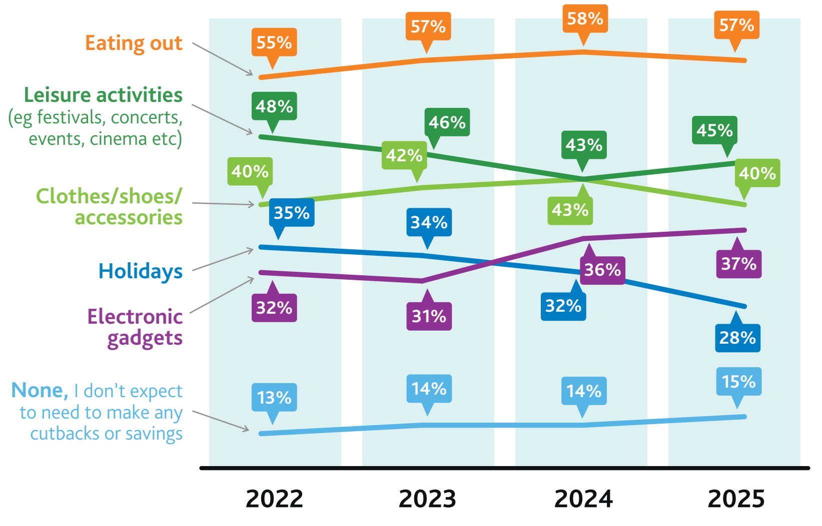
Why? Nearly half (49%) of those who expect to spend more will be doing so because they expect to go on more holidays, up from 46% last year, and rising to 56% of 25-34 year olds. Overall, more than a quarter (26%) of respondents are willing to spend extra to ensure they get the destination they want, while more than a third of those asked (38%) cited 'the cost of holidays is going up' as the reason for them expecting to spend more.

Of the 15% saying they will spend less, the rising cost of energy, food and essentials are the leading reason (47%) – double those saying they are planning fewer holidays (23%). Older holidaymakers feel this most acutely, with 60% of over-65s citing rising costs as their reason for cutting back.

More widely, the share of respondents who felt the cost of living would force changes to holiday plans fell from 57% to 53% in the past year, with choosing cheaper accommodation the most common way to save money (23%), followed by taking fewer holidays (22%) and eating out less while away (19%) the third.

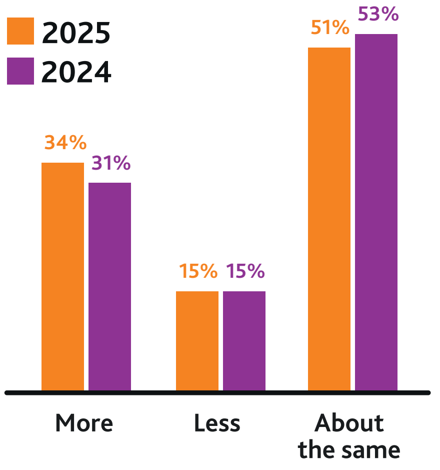
Only 6% said the cost of living would have such an impact that they would not go away at all – a substantial drop from 2022 (14%).

ACTIVITIES WHERE PEOPLE PLAN TO REDUCE THEIR SPENDING TO COVER THE COST OF LIVING



Base: all respondents

HOW MUCH PEOPLE PLAN TO SPEND ON THEIR HOLIDAYS NEXT YEAR COMPARED TO THIS YEAR



Base: respondents who went on holiday in the last 12 months (Note: figures exclude those who said "unsure")

THE TRAVEL CONFIDENCE INDEX

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).

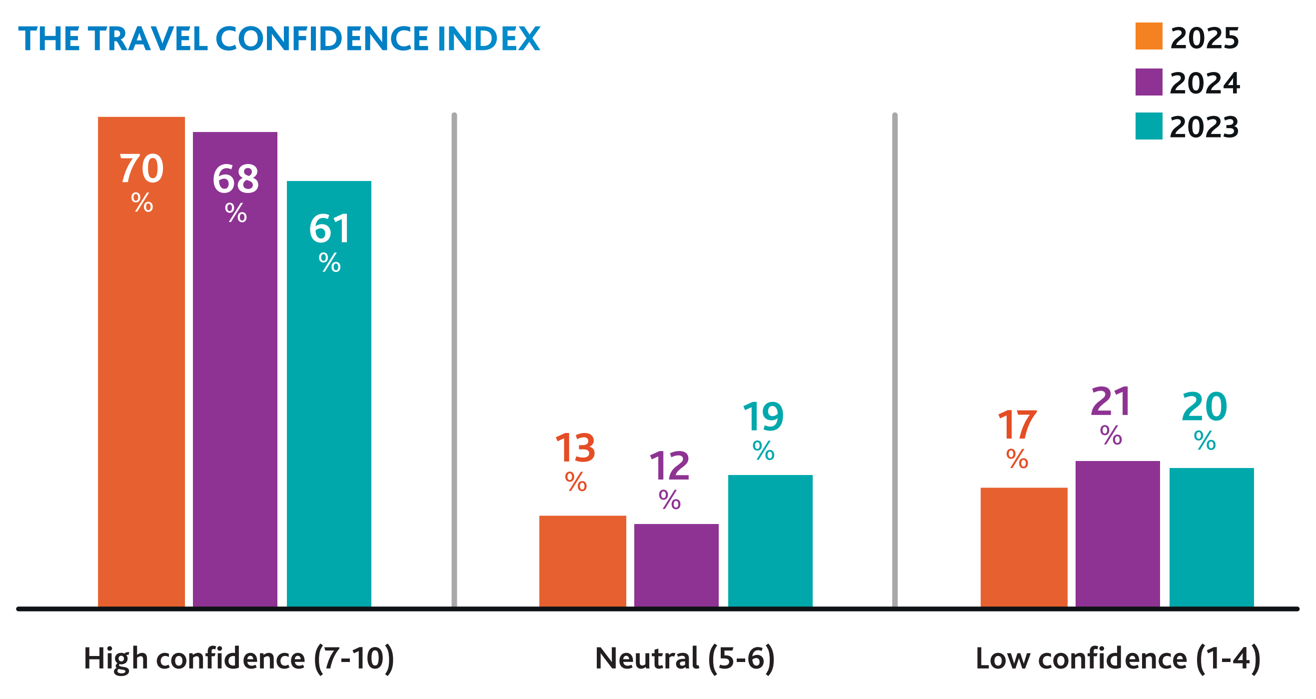
THIS YEAR'S RESULTS

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



Base: All respondents

WHAT GIVES PEOPLE CONFIDENCE TO TRAVEL?

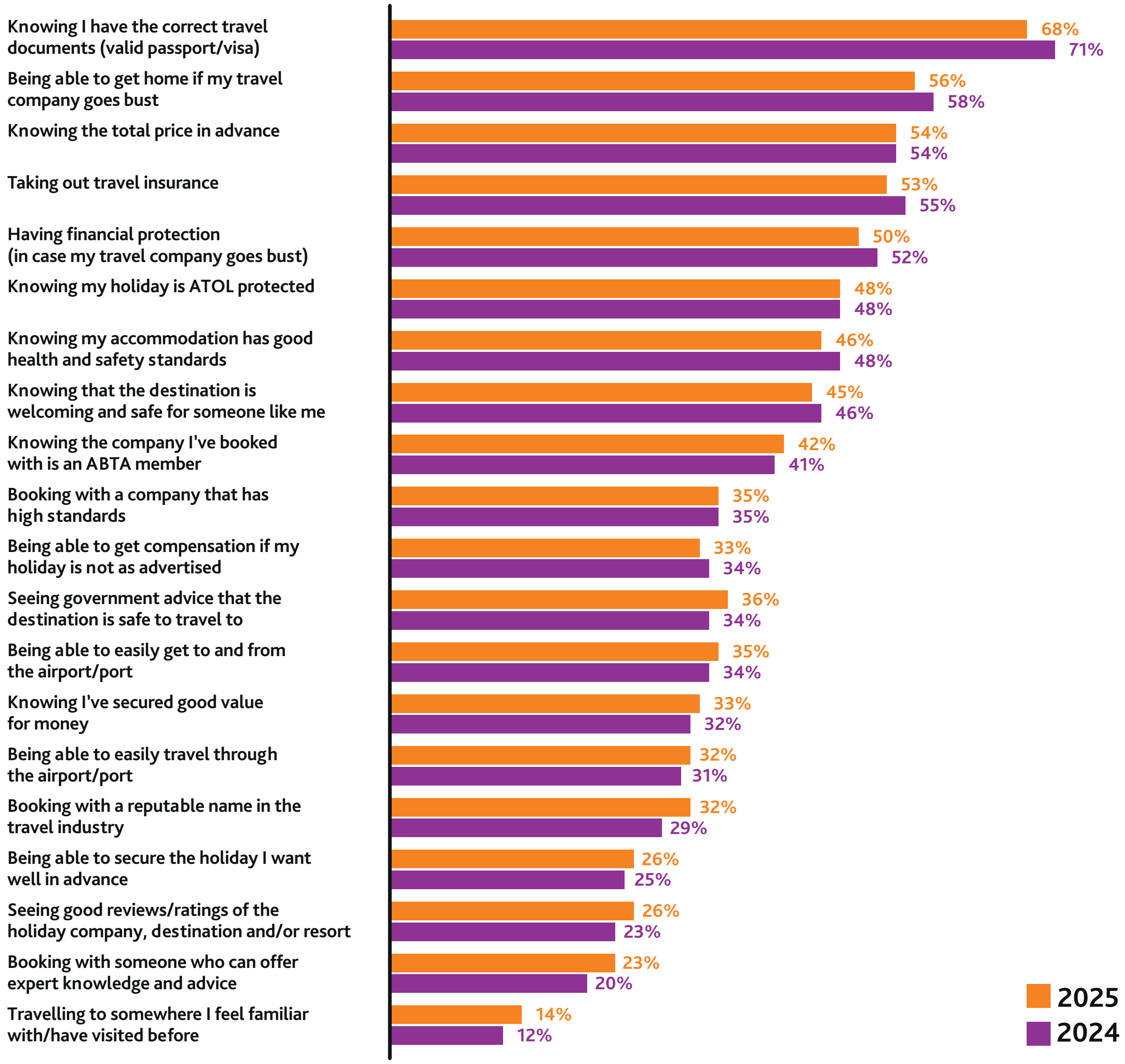
This year's Travel Confidence Index has reinforced the fundamental areas where travel companies can reassure customers as they book and approach their holiday. Respondents ranked various confidence builders as 'essential', 'important', 'nice to have' or 'not important', with 'knowing I have the correct 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.

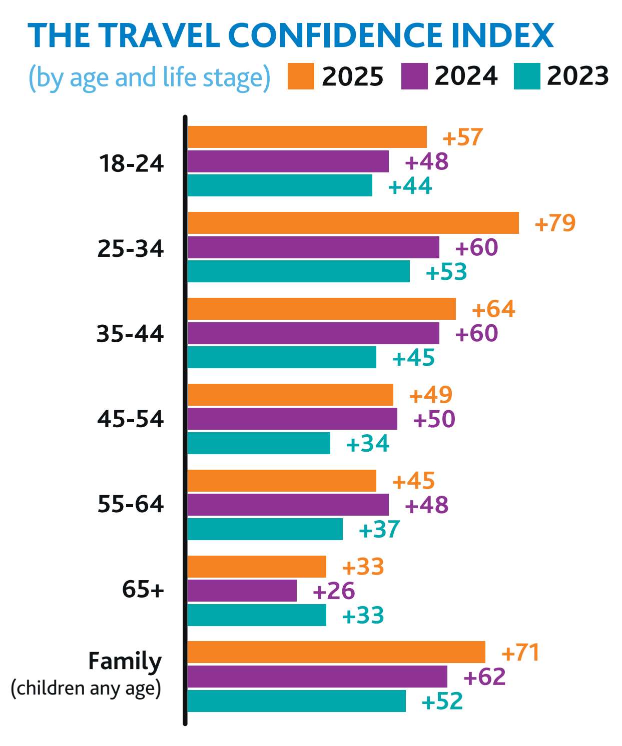
The Travel Confidence Index

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)

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

SECTION 3

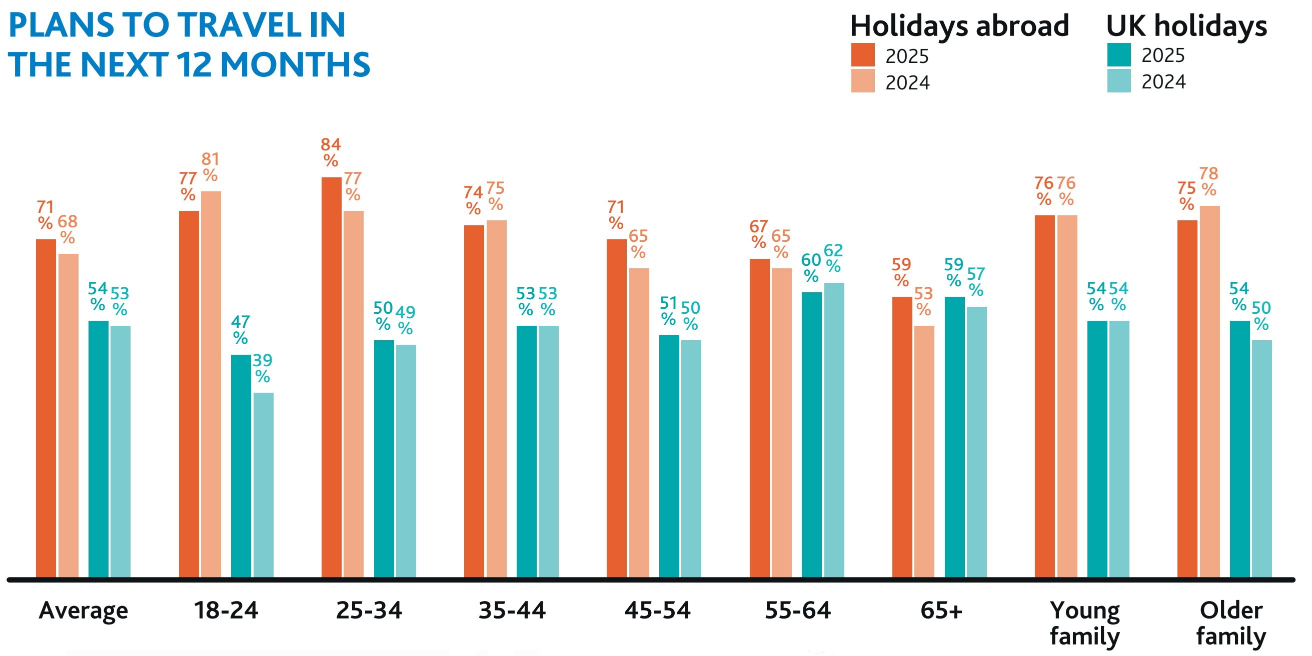
OUTLOOK FOR THE YEAR AHEAD

PLANS FOR THE YEAR AHEAD

The number of people expecting to take a holiday in the next 12 months has risen again, by three percentage points for holidays abroad, and by one point for those in the UK. Over 65s are showing the fastest growing intention to head overseas in the coming year, rising six percentage points, while younger respondents have indicated a renewed desire to explore the UK, with 18-24 year olds (plus eight percentage points) showing the most growth.

Nearly half (46%) of all those who intend to take a holiday in the next 12 months have booked or started to book their trip (up by two percentage points on this time last year). When just considering holidays abroad, that figure rises to 48% (up four percentage points), with 41% the figure for UK holidays (an increase of two percentage points year-on-year). Across age groups and life stages, the percentage of people who have already booked their holiday abroad is split roughly 50/50, with 18-24 year olds showing a greater propensity to leave it until later despite being more likely to take an overseas trip – 42% have so far booked compared with 49% of over 65s. For UK holidays those positions are reversed; 41% of those aged 18-24 having already booked their domestic trip versus 36% of 55-64 year olds, and 38% of those over 65.

PLANS TO TRAVEL IN THE NEXT 12 MONTHS



Base: All respondents

WHERE ARE PEOPLE PLANNING TO GO?

UK travellers' preferred destinations for their overseas holidays in the next 12 months remain broadly the same as 2024. That pattern is echoed when the data is considered at a continental level as well, with plans to travel to North America (including the Caribbean) steady at 14%, Europe nudging up fractionally from 52% to 55%, and Africa and Asia increasing by two percentage points to nine and 13% respectively. Those planning to go to the Middle East in the next 12 months rose by one percentage point to seven percent while intention to visit Australia stayed at six per cent.

Despite this, our research has shown that people are willing to explore new places, with a significant proportion likely to visit a country (48%) or a city/resort (54%) they haven't been to before.

Perhaps surprisingly – given the practicalities and multiple needs to accommodate – it is young families with children who are the most adventurous life stage, with around two-thirds stating that they are likely to visit a new country (69%) or a new resort or city (75%) in the next 12 months, compared to less than half of respondents aged over 45 years without children at home.

City breaks and beach holidays, at 46% and 47% respectively, top the rankings of the kinds of holidays UK travellers expect to take in the coming 12 months, followed by countryside breaks (25%), multi-destination trips (17%), a trip to the lakes and mountains (16%), a cruise (15%), and adventure holidays (14%). City breaks are most popular among 55-64 year olds, with adventure holidays scoring highest among the 18-24 (25%) and 25-34 year-old groups (31%).

TOP 15 DESTINATIONS FOR THE YEAR AHEAD

(difference in ranking compared to 2024)

1.Spain	23%	(=)
2.France	14%	(=)
3.Italy	14%	(+1)
4.USA	14%	(-1)
5.Greece	10%	(=)
6.Portugal	7%	(=)
7.Germany	5%	(=)
8.Turkey	5%	(=)
9.Australia	5%	(=)
10.UAE	5%	(=)
11.Japan	5%	(+2)
12.Canada	5%	(=)
13.Croatia	3%	(-2)
14.Netherlands	3%	(+3)
15.Thailand	3%	(=)

Base all planning on travelling abroad in the next 12 months

WHEN ARE PEOPLE PLANNING TO TRAVEL?

Our survey offers a glimpse into the timings of people's intentions to travel abroad, which reinforces a trend over the past few years towards more shoulder season travel.

Overall plans to travel in April (15%) and June (18%) have risen by two and three percentage points respectively compared with last year, while plans for travel in September have increased by two percentage points to 17%.

We also asked respondents about intention to travel in September-December 2025. With our research conducted in July/August 2025, one would expect higher levels of intention to travel looking a short time ahead rather than a year ahead – for example, 24% of people said they were planning on going on holiday abroad in September 2025. So, the data is presented with a caveat that for the later months of 2026, people will be less likely to have made firm holiday plans than they will have done for late 2025. Actual numbers intending to travel later in 2026 will be likely to grow over time.

When the data is examined by life stage, unsurprisingly – given they are not restricted by the school holidays – more adults over 45 without children plan on travelling abroad in September (22%) and May (21%), taking advantage of cooler months and after the summer crowds have dissipated. Under 45-year-olds with no kids at home more favour travelling in June and July (21% respectively), whereas families with children both under and over 5 years old favour travel in school holiday months of April, July and August.

WHEN PEOPLE ARE PLANNING TO TRAVEL ABROAD IN 2026

	2026											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Average*	**10%**	**12%**	**13%**	**15%**	**17%**	**18%**	**14%**	**16%**	**17%**	**9%**	**5%**	**6%**
Under 45 (no kids at home)	14%	11%	11%	12%	17%	21%	21%	15%	14%	8%	2%	4%
Young family (any child under 5)	12%	10%	12%	16%	9%	15%	14%	19%	12%	7%	9%	15%
Older family (all children over 5)	5%	13%	12%	18%	15%	17%	19%	25%	12%	5%	2%	5%
Over 45 (no kids at home)	10%	13%	15%	15%	21%	19%	9%	11%	22%	11%	6%	4%

Base: All planning on taking a holiday abroad in 2026

* While the data does show that people intend to travel throughout the year, there is a word of caution on the proportion of people intending to travel each month. Given that our survey was carried out in July 2025, people are more likely to select the months that are closer to when the survey was carried out, as they will more likely have concrete plans for nearer in the future. For example, while not shown here, data for September 2025 shows 24% of people planning to take a holiday abroad. These figures should therefore be considered a 'snapshot' of travel intentions.

SECTION 4

HOW ARE UK TRAVELLERS ENGAGING WITH AI?

HOW ARE UK TRAVELLERS ENGAGING WITH AI?

AI is widely seen as the next great leap for travel, as it is for many industries, having already reshaped the sector in ways customers don't see – from streamlining operations and optimising pricing, to enhancing internet search and fraud detection. In the last year, though, it has begun to step forward as a creative co-pilot people can use to research, plan and book. From chatbots and itinerary tools, to translation and marketing, AI has the potential to bring major changes to consumer behaviour.

In the last 12 months, the share of people using AI for holiday inspiration doubled to 8%, rising to 13% of 18-24 year-olds. It's 25-34 year-olds who are using AI more than anyone else for holiday inspiration – more than three times that of 45-54 year-olds (5%) and six times that of 55-64 year-olds (3%).

While it still lags behind some of the more traditional sources of inspiration, including general internet searching (48%), travel websites/guidebooks (36%) and holiday brochures (25%), its jump in popularity over the past year could be a sign of things to come.

> *The number of people using AI for holiday inspiration has doubled year-on-year*

MOST POPULAR SOURCES OF HOLIDAY INSPIRATION BY AGE GROUP

	AVERAGE	18-24	25-34	35-44	45-54	55-64	65+
General internet searching	48%	36%	37%	46%	55%	59%	48%
Recommendations from family and friends	41%	39%	41%	41%	43%	44%	37%
Travel websites and guidebooks	36%	25%	36%	36%	37%	45%	32%
Online forums	26%	22%	32%	29%	30%	29%	17%
Holiday/destination brochures	25%	20%	28%	22%	21%	25%	30%
Social media platforms	22%	42%	41%	32%	17%	9%	4%
Travel agents and tour operators	21%	15%	23%	22%	19%	21%	22%
Online video sites	20%	31%	27%	31%	20%	15%	7%
Films or TV shows	12%	16%	11%	17%	13%	13%	7%
Newspapers, magazines or blogs	11%	8%	11%	10%	9%	11%	13%
Podcasts/travel-related audio	6%	7%	11%	11%	4%	3%	1%
AI	8%	13%	18%	14%	5%	3%	1%

Base: All respondents

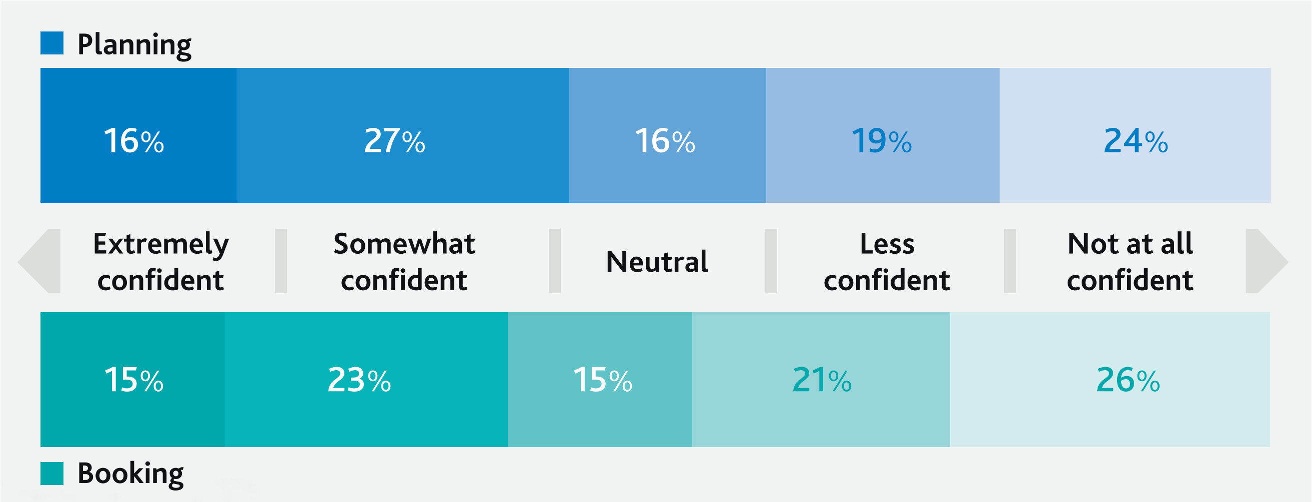
CONFIDENCE IN AI FOR PLANNING AND BOOKING HOLIDAYS

However, while inspiration is one thing, it's another to trust AI to plan or even book your holiday. Confidence levels vary when it comes to the use of AI for these purposes. 43% of respondents said they'd be confident to some degree letting an AI tool plan their holiday, with 38% saying they'd be confident letting it book for them. As might be expected, it's the younger generations who are most confident in handing over the planning and booking of their holidays to AI.

For the travel industry, the emergence of AI represents both a challenge and an opportunity. The potential for it to automate and accelerate processes, power marketing, and create ever-more personalised and creative itineraries for clients could make it an invaluable tool.

Yet, the number of travellers actually having sufficient confidence in it to book a holiday are still low, with only 15% extremely confident to do so – which perhaps reflects the infancy of the technology and some of the inconsistencies in terms of quality and reliability of information. However, as the technology itself improves and people become more familiar with it, that reticence and low levels of confidence may begin to recede. Agents will have to continue to emphasise the value of the human touch, first-person experience and individual expertise that AI will never be able to replicate.

CONFIDENCE IN AI FOR PLANNING AND BOOKING HOLIDAYS



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

SECTION 5

RESPONSIBLE TRAVEL

RESPONSIBLE TRAVEL

Over the 13 years we have been asking people about their attitudes towards sustainability and holidays, more people have become aware of the potential impact of travel, the responsibility of the travel industry and destinations to manage this impact, and the actions they could take themselves. However, in recent years, the data has remained pretty static across the range of indicators we assess.

This could be for a number of reasons, including the action already taken by travel businesses. For many companies, the sustainability of their operations is now part of business as usual, as the industry recognises the need to evolve, without waiting to be driven by consumer demand.

People feel limited by what they can do themselves and this may be because we are an island nation, meaning there is a heavy reliance on air travel.

When asked to what extent do you agree with the statement ‘I don't feel like there is much I can do as a consumer around climate change and carbon emissions when it comes to holidays’ just 25% disagreed (with the rest of the responses almost evenly split between neutral and agree).

The top three concerns about impact are the same as last year. Travellers once again expressed concern about the local environment, in terms of waste and plastic pollution, as well as the importance of preserving the culture and heritage of destinations, and welfare of animals in tourism.

TOP CONCERNS ABOUT THE IMPACT OF HOLIDAYS

65%	2024 **66%**	2023 **68%**	1	**The welfare of animals in tourism**
64%	2024 **66%**	2023 **64%**	1	**Preservation of culture and heritage**
64%	2024 **66%**	2023 **66%**	2	**Waste and plastic pollution**
63%	2024 **63%**	2023 **63%**	3	**Nature conservation**
58%	2024 **57%**	2023 **58%**	4	**How local people are impacted by tourism**
57%	2024 **57%**	2023 **59%**	5	**The impact of overtourism**
57%	2024 **56%**	2023 **58%**	5	**The impact of climate change**
52%	2024 **53%**	2023 **53%**	6	**Water stress**

Base: All respondents

WHO ARE THE MOST CONSCIOUS TRAVELLERS?

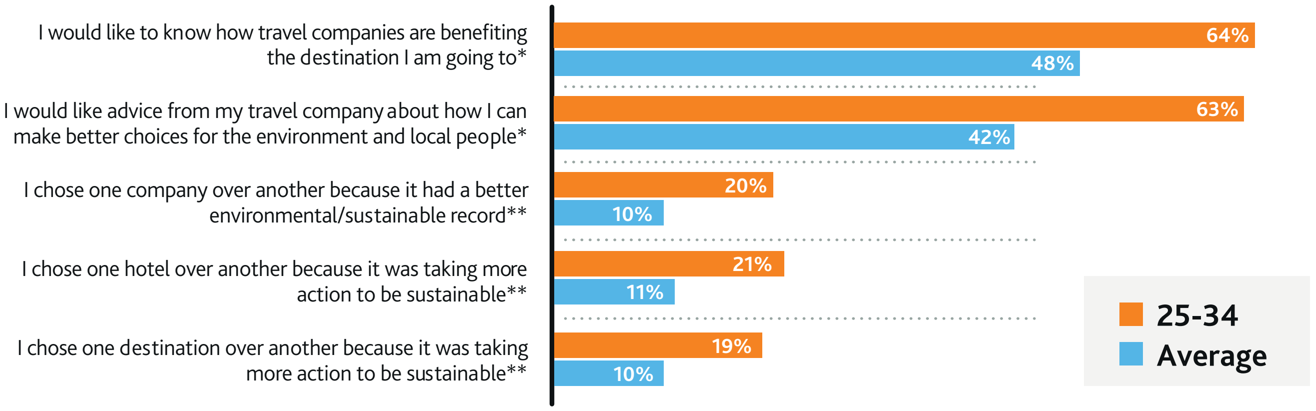
While attitudes overall remain consistent with previous years, there is one group of people whose strength of feeling outstrips others: 25-34 year olds. When looking at the concerns about the impact of holidays, 25-34 year olds are above average for five out of eight concerns highlighted – sometimes by 10 to 20 percentage points.

Despite higher levels of awareness and concern, and doing more than other groups whilst on holiday, they are also more likely to feel pessimistic about their ability to have an impact. 47 percent said they feel there is not much they can do as a consumer around climate change, carbon emissions and the environment (compared to 39% average).

It is also worth noting their commitment to sustainability doesn't detract from their desire to travel overseas, with 62% saying they care about sustainability but aren't prepared to give up their holidays abroad (27% neutral and 12% disagree).

All in all, it suggests this age group is perhaps both most engaged and concerned when it comes to sustainability, meaning they are a good audience for businesses to speak to about their credentials; they have high expectations of business, and are keen to take action themselves.

ARE 25-34 YEAR-OLDS THE MOST CONSCIOUS TRAVELLERS?



*All respondents ** Respondents who had taken a holiday over the last 12 months

OVERTOURISM

Protests in overseas destinations about the perceived impact of tourism have been widely reported across UK media over the past 12 months, leading to 77% of people saying they are aware of the protests, rising to 81% of those who have been abroad. It does, however, vary by age, with 18-24 year-olds less aware (61%) compared to over 65s (89%). The latter could be explained by this group's greater consumption of traditional news media.

Despite awareness of the protests, when looking at where people say they have travelled and plan to travel in the coming 12 months, there doesn't seem to be a signal of any sizable change in travel intentions. For example, when looking at Spain, which has been home to many of the protests and at the centre of the news stories, 32% of people said they travelled there over the past 12 months, and 23% are already looking to go there over the coming year, in line with 2024 figures (31% and 24% respectively).

Concerns about the impact of overtourism on destinations are consistent with previous years, with 57% citing this as a concern, although rising to 64% of 25-34 year-olds. In addition, 58% of people said they are concerned about the impact on local people, again mirroring the two years prior.

UK holidaymakers are keen to support local people at their destination – when asked what action they took while on holiday to support sustainability, 43% said they supported local businesses and traders, and 36% said they tried to buy local products and produce as much as possible.

CONSUMER VIEWS OF ABTA*

This year's research underscores the positive view that consumers have of ABTA, with over 80% of those asked again associating it with confidence, reliability, and expertise. They also consider the brand to be a source of reassurance and safety.

of consumers associate ABTA with confidence

THE POWER OF THE ABTA BRAND*

The power of the ABTA brand remains very strong, with 77% of respondents stating that they would recommend booking with an ABTA member to their friends and family, and 73% stating that they only trust companies that are members of ABTA. More than half, 52%, are willing to pay more for a holiday booked through an ABTA member. Each of those datapoints represents a five percentage point increase on last year.

recommend booking with an ABTA member to their friends and family

*Research by The Nursery Research and Planning (www.the-nursery.net)
of a nationally representative sample of 1,000 UK adults in February 2025.

ABOUT ABTA

ABTA is a trade association for UK travel agents, tour operators and the wider travel industry. We're the largest travel trade body, with over 4,300 travel brands in membership who have a combined annual UK turnover of over £40 billion. We work closely with our members to help raise and maintain standards and build a more sustainable travel industry, and provide travellers with advice, guidance and support.

Our members sign up to a code of conduct and commit to agreed service standards and fair trading. When you need clear travel information, and accurate and impartial advice relating to your trip, we're here for you. When you book with an ABTA member, reliable advice comes as standard. This means that booking with our members brings peace of mind.

ABTA also offers services to help you on your travels – ABTA Travel Insurance and ABTA Travel Money.

All this together means we help you travel with confidence.

ABTA
Travel with confidence

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TikTok: ABTAlovetravel