



# Travel Trends for 2025





## Contents

Loving long-haul	03
Five-star fans	04
Baecations are back	05
Experiencing winter	06
Inspiration polarisation	07

## About the research

This report features research from ABTA’s annual Holiday Habits survey which asks how people travelled in the 12 months prior and what their travel plans are for the year ahead. The research is carried out each summer with a nationally representative sample of 2,000 UK adults by The Nursery Research and Planning ([www.the-nursery.net](http://www.the-nursery.net)) on behalf of ABTA. The 2024 survey was carried out from 24 July to 2 August 2024, so any references to ‘the last year’ or ‘the past 12 months’ refer to August 2023 to July 2024, with ‘next year’ referring to the 12 months from August 2024.

Two of our trends feature data from different generations, which we define as follows: The Silent Generation = born 1928-1945, Baby Boomers = born 1946-1964, Gen X = born 1965-1980, Millennials = born 1981-1996, Gen Z = born 1997-2012. Our survey is answered by people aged 18+, so our Gen Z data covers respondents born between 1997 and 2006. References to Gen Z should be noted with the caveat that younger Gen Z members were not covered by our research.

# 1. Loving long-haul

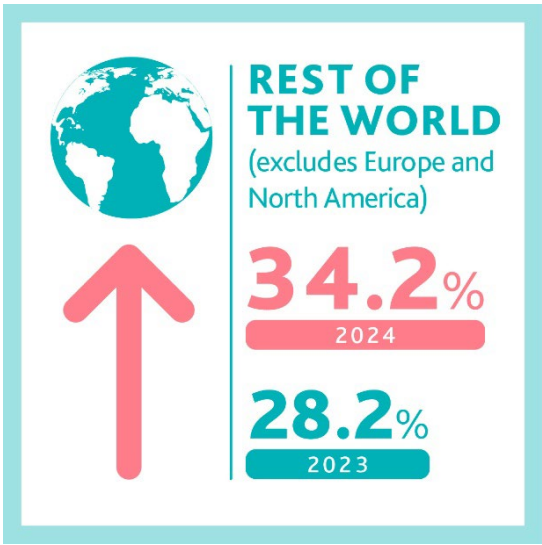
2025 is set to be a year where we expand our horizons, with people increasingly looking to explore more far flung and less familiar destinations.

Our data reveals a growing trend for long-haul travel. While Europe remains the top choice to visit in the year ahead, the proportion of people intending to travel there is unchanged. The number of people looking to go to North America – which is home to many of the UK’s most popular long-haul destinations – is up 1.6 percentage points.

But it is long-haul destinations in the rest of the world where we are seeing greater increases, with more than a third (34.2%) of people planning to visit these long-haul locations (up from 28.2% last year).

Asia is the continent set to welcome the biggest year-on-year rise in visitors, with Japan, Thailand, India and China amongst the favourite places people plan to visit. South Africa and Kenya are among the most popular options for those planning to head to Africa. The expected rise in visitors to Oceania<sup>1</sup> is being driven largely by travel to

## Where people are planning to travel in the next 12 months (Base: All respondents)



Australia – which our Holiday Habits 2024-25 report revealed as the 9th most popular destination for the year ahead.

This love for long-haul builds on travel patterns from the past 12 months, when there was a notable year-on-year jump in travellers to Asia (up 4.7 percentage points to 15.2%), the Middle East (up 1.9 percentage points to 10.2%) and Africa (up 2.1 percentage points to 10.0%).

<sup>1</sup> The geographic region encompassing Australia, New Zealand and the Pacific Islands

	2023 (for travel from summer 2023 – summer 2024)	2024 (for travel from summer 2024 – summer 2025)	Change year-on-year (in percentage points)
Europe	52.3%	52.3%	=
North America (including the Caribbean)	12.8%	14.4%	+1.6
Asia	8.9%	11.0%	+2.1
Africa	5.1%	7.0%	+1.9
Oceania	4.3%	6.0%	+1.7
Middle East	5.5%	6.0%	+0.5
South America	3.3%	4.7%	+1.4



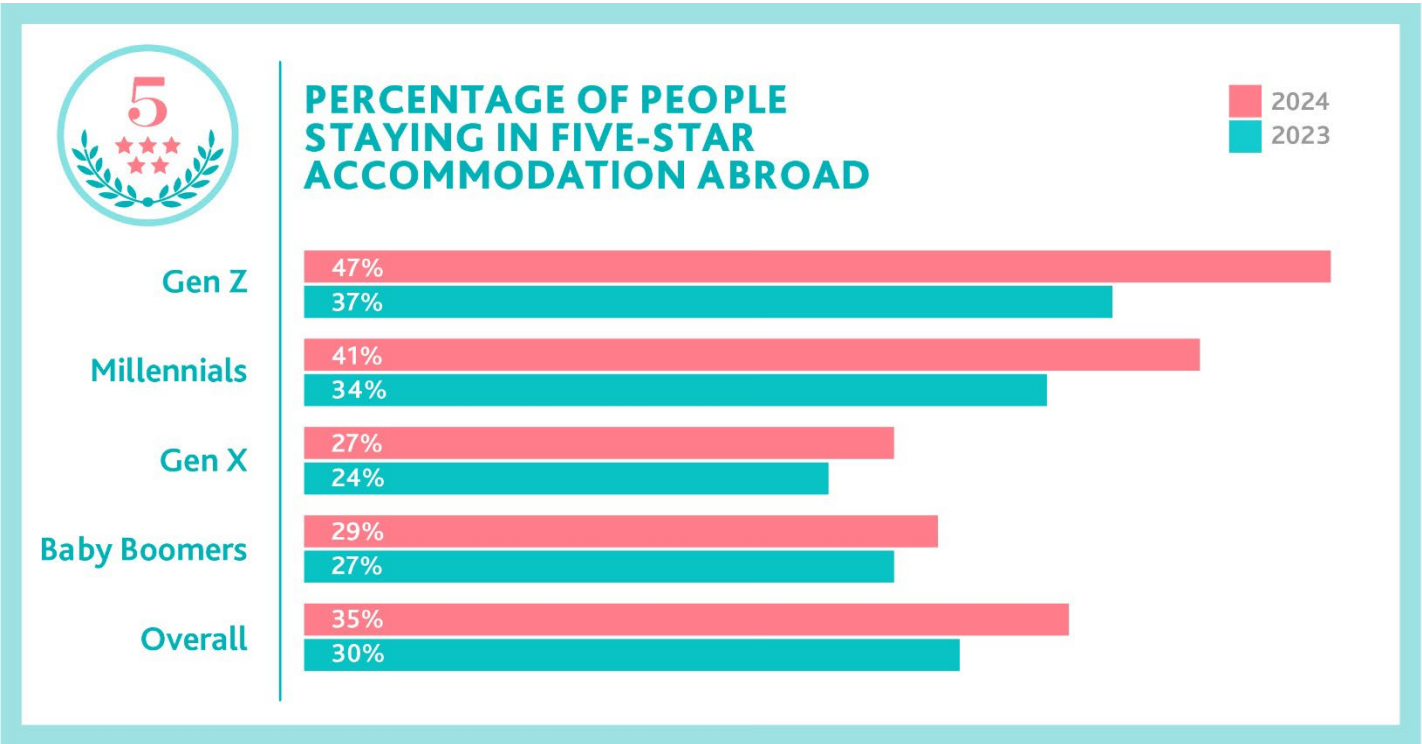
## 2. Five-star fans

When it comes to overseas holidays, trading up is on trend, with an increasing number of people treating themselves to five-star stays. Our 2024 data shows 35% of people who went on a holiday abroad in the past 12 months stayed in five-star accommodation, up from 30% the year before.

It was Gen Z, more than any other demographic, that splashed out, with almost half (47%) of this group saying they stayed in five-star accommodation when holidaying abroad, up from 37% the year before.



Gen Z appears to be lining up some luxury for next year too. When asked about their holiday spending plans for the year ahead (including breaks at home and abroad), more than one in five (22%) of Gen Z say they’re planning to spend more on their holidays next year so they can upgrade their accommodation, compared with 14% of Millennials, 11% of Baby Boomers and 8% of Gen X.



Base: All people who took a holiday abroad in the past 12 months.



### 3. Baecations are back

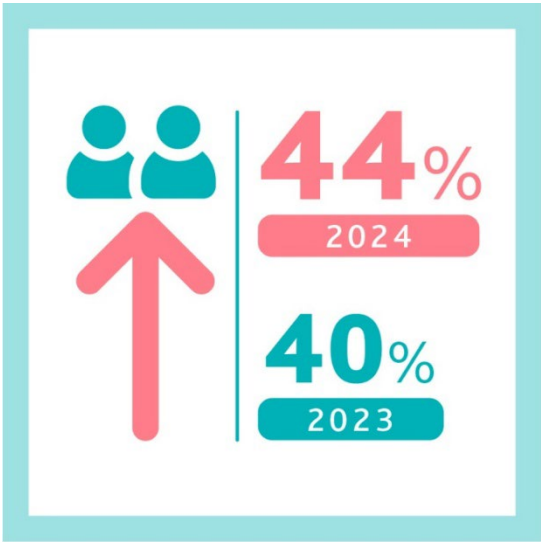
Couples-only holidays are where it's at, with people increasingly choosing to travel with their partners (or 'baes'<sup>2</sup>) over anyone else.

As many as 44% of travellers said they went on holiday with their significant other in the past 12 months, up from 40% the year before.

The biggest rises in 'baecations' are among those aged 25-34 (rising to 41% from 29% the year before) and 35-44-year-olds (up to 34% from 27%).

This trend isn't isolated to couples without children, however. Our data shows that parents<sup>3</sup> are joining in too, with 29% of them opting for a baecations in the past 12 months, up from 21% last year. That doesn't mean they're shunning family holidays (62% of them said they also travelled with their immediate household family), but with our latest data showing they took an average of 5.9 trips this past year, it seems parents are increasingly adding a couple's getaway into their yearly list of breaks.

With demand for holidays looking strong for next year, we expect baecations to continue to rise in 2025.



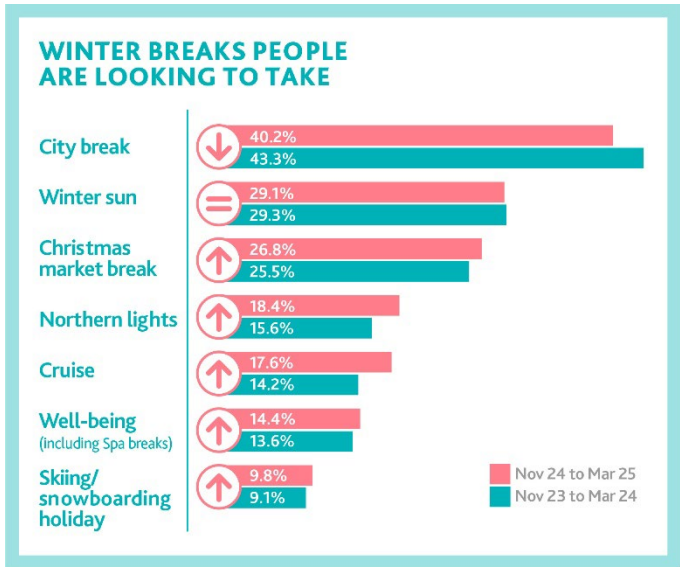
<sup>2</sup> 'Bae' is a casual term of endearment for a person's significant other, often referring to 'Before Anyone Else'.

<sup>3</sup> 'Parents' refers to all survey respondents living in a household with at least one child aged 15 or under.



# 4. Experiencing winter

People are increasingly moving towards experiences for their winter breaks, as they seek out unique activities for this time of year.



Base: All planning on taking a trip between November and March.

While city breaks and winter sun remain the most popular options – people are still looking at the more traditional getaway – Christmas markets, trips to see the Northern Lights and cruises are all showing signs of increasing popularity, as are wellbeing and spa breaks, and ski and snowboarding.

When the Northern Lights were seen over the UK in recent years there was talk that this may have dampened demand to see them elsewhere, but it seems to have had the opposite effect, whetting people’s appetite to see them ‘in situ’, with almost one in five people (18.4%) looking to take this type of trip this winter.

When comparing a similar question we asked in 2019, just 6% of people who were planning to go on a winter break said they were going to see the Northern Lights. While the numbers aren’t directly comparable, it is more evidence to support a growing interest in experiential winter trips.





## 5. Inspiration polarisation

Holidaymakers have more sources of inspiration than ever before when researching their next trip – from the latest technology in the form of AI, to ‘old school’ holiday brochures, and with websites, social content and much more in between.

The trend towards tech is not, as many might think, the only show in town though.

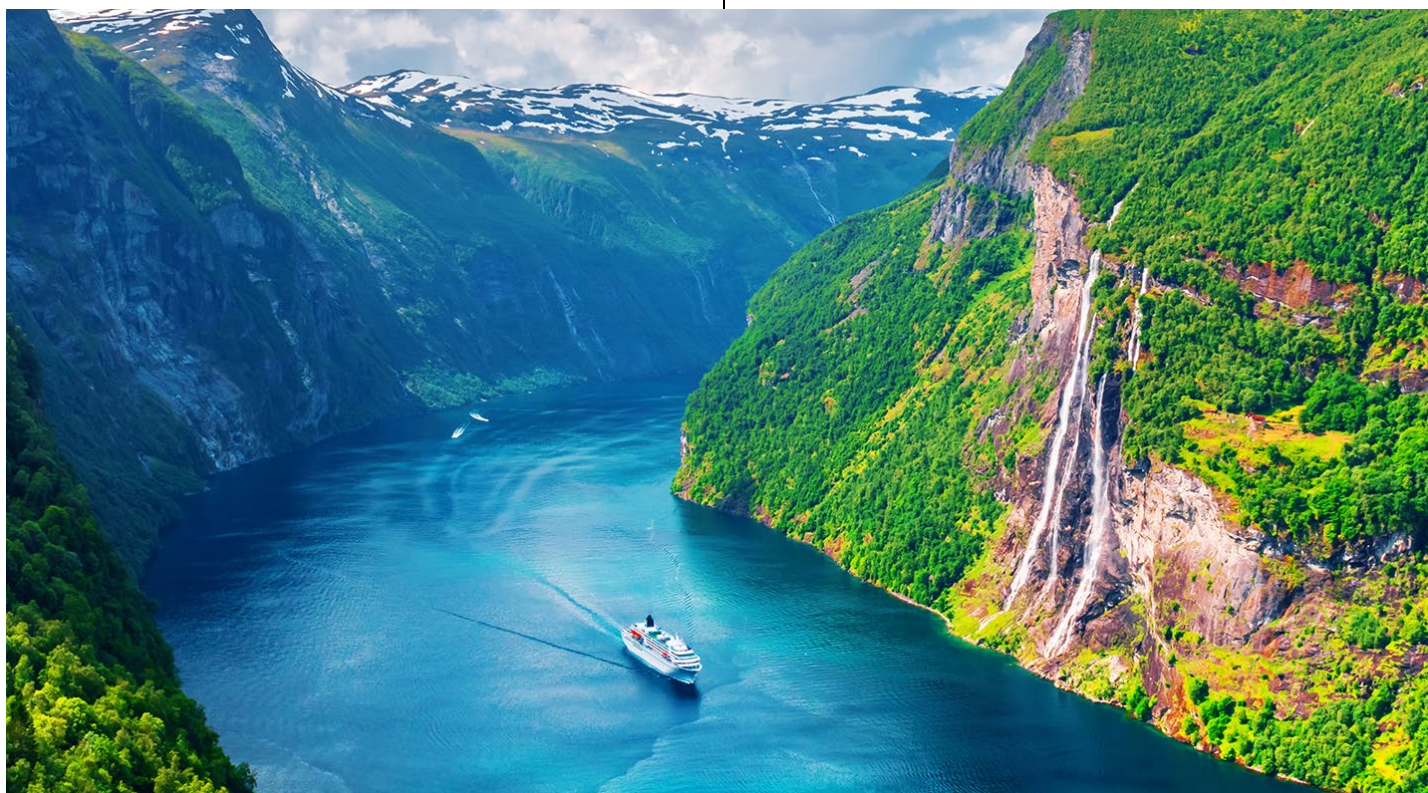
We’re seeing traditional sources of inspiration remaining remarkably resilient, while at the same time seeing the adoption of new tech starting to come through. It’s a polarisation of behaviour, with some choosing exciting new ways to get their ideas about where to take a break, and others sticking by tried and tested methods.

A Gen Z traveller is now almost as likely to be flicking through a holiday brochure for travel inspiration as a Baby Boomer. Roughly a quarter (27%) of people said they refer to holiday or destination brochures when searching for inspiration, which breaks down to 30% of both Baby Boomers and the Silent Generation, 27% of Gen Z, 26% of Gen X and 25% of Millennials.



We’re also seeing AI beginning to make its mark. Here, it’s more of a mixed picture among the generations. While 4% of all respondents say they used AI when looking for holiday information and inspiration, there’s a definite skew towards younger groups. 10% of Gen Z and 7% of Millennials are using AI for holiday ideas, falling to 2% of Gen X and under 1% of Baby Boomers.

With AI seeming likely to increase in popularity as the technology behind it advances and more people get used to working with it, the popularity of brochures among all age groups means they too are likely to be a major part of the travel marketing mix for some time to come.





## 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 4,600 travel brands in membership who have a combined pre-pandemic annual UK turnover of £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.

Web: [abta.com](https://abta.com)

Email: [press@abta.co.uk](mailto:press@abta.co.uk)

X: [@ABTAtravel](https://twitter.com/ABTAtravel)

Facebook: [ABTAlovetravel](https://www.facebook.com/ABTAlovetravel)

Instagram: [ABTAlovetravel](https://www.instagram.com/ABTAlovetravel)

TikTok: [ABTAlovetravel](https://www.tiktok.com/@ABTAlovetravel)