

TRAVEL TREND: 42% OF PEOPLE PLAN TO HOLIDAY MORE IN 2025



According to a survey conducted by Marriott, which included 21,374 adults from 10 markets in Europe, Africa, and the Middle East (EMEA), participants plan to take an average of 2.3 domestic holidays, 1.8 holidays to nearby destinations (defined as a flight of four hours or less), and 1.4 holidays to distant destinations in 2025. This means they anticipate taking 5.5 holidays or trips that year, equating to nearly one trip every two months.

Emerging Yet Growing Travel Trends

The survey highlights several emerging travel trends, including "heritage holidays." These trips are specifically taken to explore an individual's family heritage, history, or ancestry.

Over one-third (36%) of respondents have gone on a heritage holiday in the past, and an additional 32% plan to do so within the next year or in the near future.

Younger travelers are more likely to participate in these types of holidays, with 43% of those aged between 18 and 24 and 45% of those aged 25-34 reporting they have taken a heritage holiday. In contrast, only 22% of respondents aged 65 and older have done the same.

Another travel trend identified in the survey is "bravecations," which describes travelers' willingness to engage in more adventurous activities while on holiday—activities they might not try otherwise.

More than two-thirds (67%) of travelers say they exhibit braver behavior while on vacation. Age influences this trend, with 78% of individuals aged 18-24 and 82% of those aged 25-34 claiming they are more adventurous on holiday, compared to only 39% of those aged 65 and older.

Recent trends highlighted in last year's Marriott survey are expected to become even more pronounced in 2025, particularly regarding sustainability and the use of artificial intelligence in travel.

Travel Trend - Sustainability Matters

Over 72% of respondents reported that they consider the environmental impact of their travel plans, an increase from 64% the previous year. Additionally, more than half (55%) indicated that they checked the sustainability of their accommodation during their last holiday; however, only 30% did this before booking. This is an improvement from 22% last year.

The use of AI (artificial intelligence) in travel planning is also increasing as we head into 2025. More than 41% of respondents stated that they had used AI to help plan or research their holiday, a notable increase from 26% last year. This shift is powerful among younger travelers. In the 18-24 age group, 45% used AI the previous year, which has now risen to 59%. Similarly, for those aged 25-34, the usage has increased from 41% to 62% over the same period.

Essential Factors for Travelers in 2025

Next year, the most important factors for travelers when choosing accommodation will be cleanliness (95%), price (92%), and location (91%). Additionally, 65% of travelers consider sustainability a key criterion in their selection process. Nearly half (47%) prefer pet-friendly accommodations, while over half (55%) are looking for options that cater to solo travelers.

53% of travelers prioritize spending time with friends and family on holiday, followed closely by the desire to focus on self-care (49%). Moreover, more than a third (36%) of travelers want to return from their holiday feeling healthier than when they arrived.

Savvy Spending

The data reveals that although consumers plan more vacations in 2025, they are focused on getting the best value for their money, regardless of their budget.

The primary factor motivating travelers to book is the opportunity to receive a "special rate," with 52% highlighting this as necessary.

Additionally, 30% of travelers consider exchange rates when planning their holidays, while 7% indicated they typically do not factor this in but will do so in 2025.

Traveling during the mid-season is another strategy to make vacations more affordable, with 74% of respondents considering this option to secure a better deal.

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