

TRAVEL HORIZONS 2025

key trends & predictions

lastminute.com



INTRO

As we reach 2025 and celebrate a quarter of a century of travel in the 21st Century, the technological milestones reached in those years would be astonishing for someone looking to book a trip in 1975.

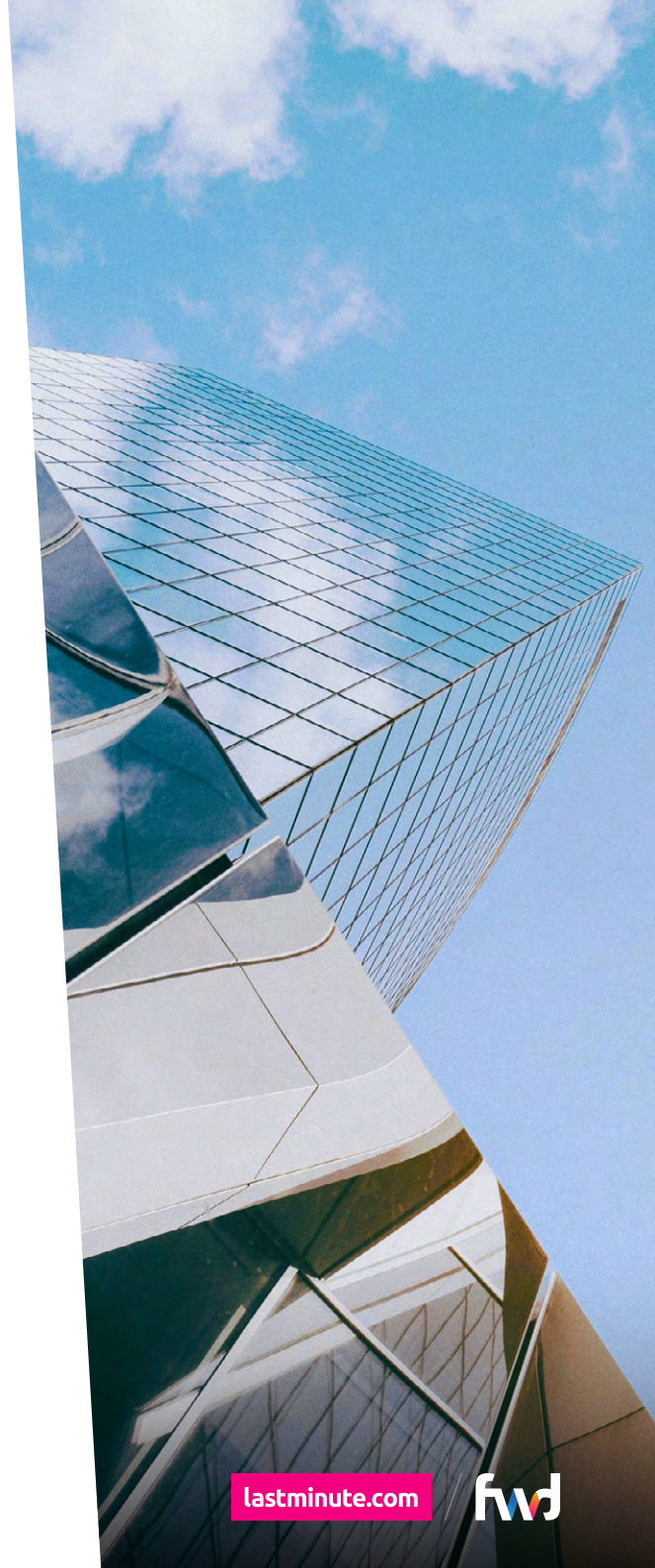
A good proportion of people back then had never considered a “foreign” holiday. Now digital-driven holidaymakers can travel across multiple countries with just the passport as the only piece of paper in their hand. We’re now moving even further into a Mobile/app-led travel browsing and booking experience, although desktops are still used more by the older generation for booking.

TikTok shorts have replaced outdated bulky brochures and booking a package holiday, from choosing where to fly, before selecting a hotel to sleep in, can be done with a few taps on your device from the comfort of your sofa.

While the scale of people travelling has multiplied in the last 25 years, the things people look for on a city break or holiday haven’t changed that much. Majorca and Crete still draw the summer crowds, and London, Paris and Rome are perennial city break favourites. But we are seeing new kids arriving on the block vying for visitors, for example, Albania’s beaches and cities like Istanbul.

The digital version of a combined trip is the megatrend that will grow in 2025. People will book their flights and hotel and add car hire, insurance, city sightseeing passes and more experience-led extras to build a personalised and unique dynamic holiday package.

In a world of many uncertainties, the appetite for travel is always there. Getting away from it all is still where people’s spare cash is spent. So our in-house travel experts have done a deep data dive to give our expert predictions for what’s next in travel in 2025.





THE NEXT HOTTEST DESTINATIONS

THE NEXT HOTTEST DESTINATIONS

Rising stars: top destination trends

Which destinations are gaining a spotlight this year? Our top 100 list reveals a few clear winners. For the second year running, Istanbul, the stunning Albanian coastline, and Montenegro are climbing the charts as must-visit spots. And here's a fun twist: Adèle's incredible concert series in Munich has sparked a surge in trips to the city—talk about a show-stopping travel trend!

Rising stars destinations



Istanbul, Turkey

Hammamet and Sousse, Tunisia

Corse, France

Munich, Germany (the effect of Adele's concerts!)

Albania coastline

Montenegro

Split, Croatia

Zanzibar, Tanzania

Oslo, Norway

Bucharest, Romania



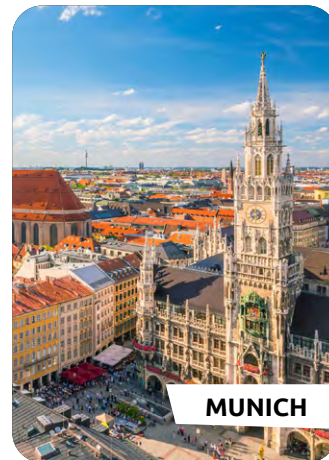
ISTANBUL



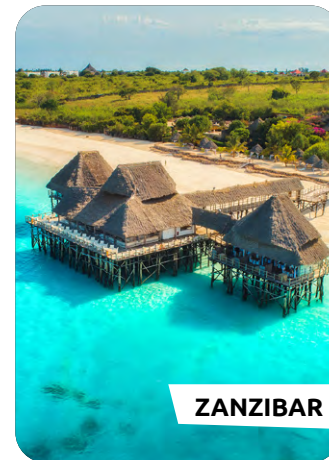
ALBANIA



MONTENEGRO



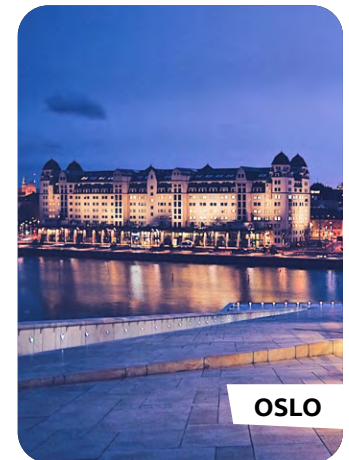
MUNICH



ZANZIBAR



SPLIT



OSLO

*data source: lastminute.com 2024 Top 100 destinations ranking, YoY growth, Dynamic Holiday Packages

THE NEXT HOTTEST DESTINATIONS

TOP CITY-BREAK DESTINATIONS

What are the timeless favourites for a city weekend getaway? While Europe's most beloved capitals still dominate the scene, Marrakesh has now secured its place among these iconic destinations.



EUROPE* 2024

1- Amsterdam

- 2- Barcelona
- 3- Istanbul
- 4- Rome
- 5- London
- 6- Paris
- 7- Marrakesh
- 8- Lisbon
- 9- Prague
- 10- Budapest



*data source: lastminute.com main EU markets
UK, France, Germany, Italy, and Spain in 2024

TRAVEL HORIZONS
2025

DE
2024

1- London

- 2- Barcelona
- 3- Istanbul
- 4- Rome
- 5- Lisbon



ES
2024

1- Rome

- 2- Paris
- 3- London
- 4- Prague
- 5- Amsterdam



FR
2024

1- Marrakesh

- 2- Rome
- 3- Lisbon
- 4- Barcelona
- 5- Venice



UK
2024

1- Amsterdam

- 2- Barcelona
- 3- Paris
- 4- Rome
- 5- Prague



IT
2024

1- Barcelona

- 2- Paris
- 3- Prague
- 4- Amsterdam
- 5- London



lastminute.com

fwd

THE NEXT HOTTEST DESTINATIONS

TOP SUN & BEACH DESTINATIONS

While Spain still holds its ground as a Mediterranean favourite, the tides are shifting towards less expensive destinations, see Hurghada and Sharm El Sheikh.



EUROPE* 2024

- 1- Majorca
- 2- Turkish Riviera
- 3- Crete
- 4- Tenerife
- 5- Malta
- 6- Hurghada
- 7- Gran Canaria
- 8- Ibiza
- 9- Lanzarote
- 10- Sharm El Sheikh



*data source: lastminute.com main EU markets
UK, France, Germany, Italy, and Spain in 2024

DE
2024

- 1- Majorca
- 2- Turkish Riviera
- 3- Hurghada
- 4- Crete
- 5- Rhodes



ES
2024

- 1- Tenerife
- 2- Majorca
- 3- Gran Canaria
- 4- Lanzarote
- 5- Menorca



FR
2024

- 1- Majorca
- 2- Crete
- 3- Djerba
- 4- Hammamet
- 5- Malta



UK
2024

- 1- Majorca
- 2- Turkish Riviera
- 3- Tenerife
- 4- Algarve
- 5- Malta



IT
2024

- 1- Sharm el Sheikh
- 2- Majorca
- 3- Tenerife
- 4- Sicily
- 5- Sardinia





HAMMAMET

LAST-MINUTE HOLIDAYS

*data source: Top destination booked in 2024
0-7 days before departure

What are the most spontaneous destinations?

Whether it's a beach escape or a city break, nothing beats the thrill of a spontaneous getaway - that 'drop everything and go' kind of feeling. So, where do Europeans head when last-minute wanderlust strikes?

EU
2024

- 1- Majorca
- 2- Turkish Riviera
- 3- Barcelona
- 4- Crete
- 5- Tenerife

FR
2024

- 1- Majorca
- 2- Marrakesh
- 3- Barcelona
- 4- Crete
- 5- Tunis

DE
2024

- 1- Majorca
- 2- Barcelona
- 3- Antalya
- 4- Crete
- 5- Istanbul

UK
2024

- 1- Amsterdam
- 2- Barcelona
- 3- Majorca
- 4- Antalya
- 5- Tenerife

ES
2024

- 1- Majorca
- 2- Tenerife
- 3- Gran Canaria
- 4- Paris
- 5- Lanzarote

IT
2024

- 1- Sharm El Sheik
- 2- Barcelona
- 3- Paris
- 4- Majorca
- 5- Tenerife



TOP BUDGET-FRIENDLY DESTINATIONS*

It's always handy to have a go-to list of destinations that offer more for less. So, here are the top spots that came out as the most affordable in 2024.

- | | |
|----------------------|-------------|
| 1- Hammamet | 6- Naples |
| 2- Istanbul | 7- Tunis |
| 3- Sousse | 8- Budapest |
| 4- Marsa Alam | 9- Prague |
| 5- Albania Coastline | 10- Madrid |

*based on lowest average booking value for a 7-nights stay in 2024

A couple is sitting on a rocky outcrop, looking out over a body of water towards snow-capped mountains. The man is wearing a brown beanie and a dark jacket, and the woman is wearing a black beanie and a dark jacket. The scene is set during sunset or sunrise, with a soft, warm light. The mountains in the background are covered in snow and have a blueish tint. The water is calm and reflects the light. The overall mood is peaceful and scenic.

LATEST TRENDS IN TRAVEL

TRAVEL HORIZONS
2025

TRAVELLERS TOP SEARCHES

*data based on Google searches in the past 12 months

Heading into 2025 - it's hard to imagine a world without search engines, Google is now at the ripe old age of 26. So chances are most millennials and onwards have predominantly used that simple bar of discovery to search for destinations and "last minute holidays".

So from looking to booking, we've analysed our search data from the UK, France, Germany, Italy and Spain to reveal not only where each country is dreaming about, but what are the other burning questions they are looking for answers to.



SPAIN

The big Google trends saw searches in Spain, for places in Spain, hit a peak (+50%). The staycation is very much in vogue, and why not as the most visited place in Europe.

ITALY

For the Italians, it seems they have a pyramid scheme in mind, with searches for "Egypt holidays" and "Is Egypt safe?" top of mind.

UK

Poland is on UK minds and Warsaw in particular, with a >100% increase in searches being made.

GERMANY

The Germans were also not looking as far afield, with "Northern Italian Lakes" hitting the spot (+80%).

FRANCE

For France, "Weekend pas cher" has increased by an incredible >100%.

MOST SEARCHED DESTINATIONS

POLAND



ITALY



EGYPT



ITALY

When it comes to homegrown destinations, Naples leapfrogged Rome. Top island Sicily might have some competition from Majorca with the Balearic Island, seeing a surge in searches, along with the Greek Islands. "Low-cost holidays in Europe" was also high on the list of options for holidaymakers.

UK

Start spreading the news, I'm not leaving today! 2024 was the year of searching for New York, but not actually going, so we're expecting a surge in visits to NYC in 2025. Safety was top of mind for British travellers in 2024 and for 2025, with Egypt, Morocco, Turkey and Malta all featuring questions on the topic. With the cost of living biting, Albania saw a massive surge along with "holidays under £500" with searches for 3-4 night breaks rising indicating a trend for shorter trips.

FRANCE

Oo la la, so far the top three places for 2025 are newcomers to the list; Slovenia, Madeira, and Albania. Winter city breaks proving popular are Copenhagen, Vienna, and Bruges - all the pretty places. Move over Morocco, as Mauritius takes over, while Thailand is the literal hotspot for the French search for sunshine. French-speaking Tunisia also proved popular.

GERMANY

After hosting a successful "Euros" (football) in 2024, it seems the Germans are looking forward to a quieter staycation in 2025 - with "lakes in Germany" and "short breaks" the most popular sessions. Like the French, for long-haul 2025 all eyes are on Thailand, with inspirational content about the country seeing a whopping 2 million sessions and counting. The Germans are also on the lookout for a more mindful 2025 with the term "Ruhige Urlaubsziele in Europa" (quiet places) seeing a surge.

SPAIN

If they are not thinking of Staycations, they're thinking just over the border, with Portugal proving the most popular. However for 2025, the Spaniards will be spreading their wings, and the most likely long-haul destinations are the Maldives and the Caribbean Islands. Closer to home Sicily is the front runner, with the Italian island seeing a massive increase in sessions.

THAILAND



*data based on Google searches in the past 12 months

TRENDS TO WATCH

1. Elite escapes “Scrimp on the flight, splurge on the night”

One of the trends for 2025 is making the most out of budget airlines’ expansive routes and capacity and combining that flight with more luxury hotel options.

Our data now shows that 1 in 5 of the Dynamic Packages booked has a 5-star hotel included. The beauty of the product means utter flexibility for flying out, while really focusing on the accommodation as the mainstay of the trip.

4* hotels make up 50% of bookings, so while you might not have had so much sleep on your 6 am Stansted flight, you’ll make up for it by sleeping in luxury when you get there.



1

ELITE ESCAPES “Scrimp on the flight, splurge on the night”

2. Weekend maximisers

In 2024 we saw a subtle shift in weekend breaks which we expect to increase in 2025. Yes, the longer-shorter break has seen a shift in holidaymakers starting on a Thursday and returning on a Monday.

Monday is indeed the new Sunday, with 17% of weekend breaks finishing on a Monday.

Drivers for weekend maximisers include:

- Maximising Business trips (you’re there already so why not stay longer)
- Flights are also cheaper on a Monday compared to a Sunday.
- Sundays are Fundays - gone are the days when everything shut up shop, now museums and public transport are often free on those days, meaning it makes sense to stay on Sunday and return on Monday.



2

WEEKEND MAXIMISERS

3. Seeking 60s

Fewer coach trips and more DIY travel packages - the last of the baby boomers are more likely to be going to the places they couldn't afford or weren't able to visit originally. Now they're just as likely to be doing a gap year than doing the garden. And celebrities who've recently turned 60 are leading the way inspiring oldies but goldies to get away.

Like Benjamin Button, Brad Pitt is ageing backwards. He celebrated his milestone birthday in Paris but once claimed that Croatia was the most beautiful country in the world. With a vineyard in France and a holiday house in Majorca, he's got all the holiday options covered.

And how about Keanu Reeves? We know he loves Speed, but he also loves the French and Italian Rivas, having been spotted in St Tropez and Capri. Most recently, he has been seen escaping the Matrix in Menorca.

His co-star Sandra Bullock also entered her 7th decade and her favourite holiday spots include the Caribbean. When it comes to sharing her vacation tips, she is Miss Congeniality - you used to be able to rent out her beach house in Georgia (USA).

Since power couple Barack (63) and Michele Obama (60) left the White House, they've been to Bali, Tuscany and Necker Island, but they spend much of their time at their holiday home in Martha's Vineyard.



3 SEEKING 60s

Every summer we can rent a cottage
In the Isle of Wight, if it's not too dear
When I'm 64 - The Beatles, 1967

4 ALL HAIL HERITAGE TRAVEL

If adventures will not befall a young lady in
her own village, she must seek them abroad
Jane Austen - Northanger Abbey, 1817
207 years ago

4. All hail Heritage travel

The drive to visit some of the world's most famous places has been a trend for as long as travel has been possible.

Jane Austen is set to be celebrated in style in what would have been her 250th birthday in places from Hampshire (the country of her birth) to Bath. Make 2025 the year you pull on that bonnet and take a promenade around some of England's most famous cities.

Book yourself into Heartbreak Hotel in 2025 and celebrate the 90th anniversary of the King himself, Elvis Presley. Whether that's a journey to his historic home, Graceland, or a trip to the strip to get married in Las Vegas - just remember to pack your Blue Suede Shoes.

Reggae Royalty, Bob Marley, would have been 80 in 2025, and the singer and icon from Jamaica travelled the world to speak the One Love message. Visit his museum in Kingston and tour his favourite haunts. He also spent a lot of time recording in London, and you can tour the places where he created several seminal albums.



GREEN GETAWAYS

TRAVEL HORIZONS
2025

GREEN GETAWAYS

Sustainable travel has been a key trend for the last decade and travellers' evolving attitudes to the way they holiday are having a positive impact on the travel industry.

In creating a memorable holiday experience, where you stay plays a huge role. These days, more and more hotels are embracing sustainability, making it easier for travellers to find eco-friendly places to sleep that align with their values.

The good news is that to meet the growing demand for eco-conscious stays, from reducing energy and water to cutting waste and sourcing locally to support communities, many hotels are making huge efforts. Some even offer carbon-neutral stays and work hard to protect local ecosystems.



Travel with love.

Check out our editorial hub
Planet Heart for more tips on how to
#TravelWithLove

How to identify truly sustainable accommodation?

As part of lastminute.com's sustainability strategy, we aim to do our part to ensure that the next generations have all the options available to make the most sustainable, ethical and inclusive travel choices. We are committed to showcasing hotels that meet the highest environmental standards and we promote trusted certifications to help travellers make choices they can feel good about, knowing they are genuinely sustainable.

Among the trustable certifications, we advocate the ones the EU Ecolabel for Tourist Accommodation and the Eco-Management and Audit Scheme (EMAS). These aren't just fancy badges - they're proof that a hotel or accommodation is seriously committed to protecting the environment.

- The EU Ecolabel: this label is awarded to accommodations that go the extra mile to reduce their environmental impact, from saving water and energy to cutting down on waste.
- EMAS (Eco-Management and Audit Scheme): EMAS takes things even further, requiring accommodations to actively track and improve their environmental performance.

If you want to know which hotels are EMAS certified or have an EU Ecolabel, search on the:

[EU Ecolabel Tourist Accommodation Catalogue](#)



A family of four is sitting on a wooden pier by the water. The father, wearing a blue denim jacket and a grey beanie, is holding a young girl in a grey sweater. The mother, wearing a dark jacket, is holding a young girl in an orange dress and a grey beanie. They are all smiling and looking towards the right. In the background, there is a city skyline with a large dome and minarets, and a bridge with a tall pylon. The water is calm, and the sky is a soft, hazy blue.

EXPERIENCES

EXPERIENCES

The connected trip; Flight+ Hotel + Experience is set to be the mega-trend for OTAs.

Securing something cool to do in destination helps set your holiday agenda. Whether it's a two-week holiday at the beach or a weekend trip to a capital city, the experiences we have in the destination are (arguably) the most memorable part.

We crunched the numbers with TUI Musement, the Tours & Activities division of TUI Group, and our partner for experiences and based on data from 2024 and expectations for next year we think these will be the Top 2 experience segments for 2025.

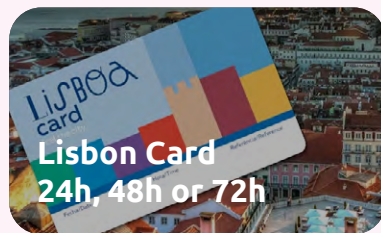


CITY DESTINATIONS: City Passes

Flexibility, value for money, peace of mind – see the best a city has to offer at your own pace while saving money; it's no wonder that city passes were snapped up in 2024, especially:



Visiting New York City?
Spend less time planning
and more time exploring,
experiencing 5 must-see
attractions, handpicked and
packaged together at a 40%
saving.



Easy access to explore the
city and save money, this
pass includes access to 51
museums, monuments, and
attractions in the city, and
unlimited free travel by bus,
metro, tram and funicular.



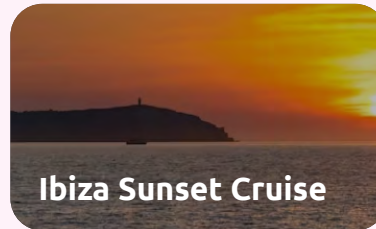
From desert safari and ski
adventures to hop-on hop-
off bus tours, from dinner
cruises to amusement parks,
this pass covers just about
anything you'd want to do in
the amazing city of Dubai.

EXPERIENCES



BEACH DESTINATIONS: Boat Activities

Sailing trips, catamaran cruises, snorkelling excursions, and island hopping – boat activities were hugely popular in 2024 and will be in demand again in 2025. Here are a few of our favourites:



Ibiza Sunset Cruise

Ibiza Sunset Cruise: Romantic views, the sea breeze and a glass of bubbly are all the ingredients you need for a relaxing evening cruise along Ibiza's west coast.



Corfu Catamaran Cruise with Greek Lunch

The island's rugged coastline is the backdrop of this relaxing day out, which features plenty of swimming stops and a traditional lunch and drinks.



Mahmya Giftun Island Snorkelling Cruise (Hurghada)

With its postcard-worthy beaches, you'll get to dive under the waves on a snorkelling experience, relax on the shores, and indulge in a delicious local lunch.

*data source: TUI Musement

EXPERIENCES



EVERYWHERE: Culinary Tours

Wine & Cheese tasting, cooking classes, tapas tours, street food – it seems we are all becoming foodies, but I don't think anyone can be blamed given the tantalising experiences available:



A Taste of Naples Street Food

Get a real taste of the city as you dip in and out of Old Town eateries, bakeries and markets, sampling Neapolitan delights both edible and aesthetic.



Konavle Valley Wine Tasting

Sample locally grown wines at family-run vineyards, ride a train from village to village and tuck into some traditional food, all in the scenic surroundings of the Konavle Valley.



Phuket Old Town & Thalang Road Night Market

One of the foodies - visit a cashew nut factory, followed by the famous Blue Elephant restaurant, and then, after a walking tour of Phuket old town, hit the atmospheric night market to try street food.

*data source: TUI Musement



PRESENTING

FORWARD TRAVEL INTELLIGENCE UNIT

Who is Forward?

Forward is the media/marketing powerhouse born from lastminute.com that offers digital integrated marketing campaigns for travel, to accelerate tourism worldwide.

What is the Travel Intelligence Unit?

Travel Intelligence Unit is the cross-departmental team at Forward aimed at capturing, analysing and interpreting first-party travel data coming from lastminute.com's market-leading OTA and META websites.

It combines the latest data science techniques to help make better, more informed, timely marketing decisions to navigate an ever-changing and increasingly complex travel landscape.

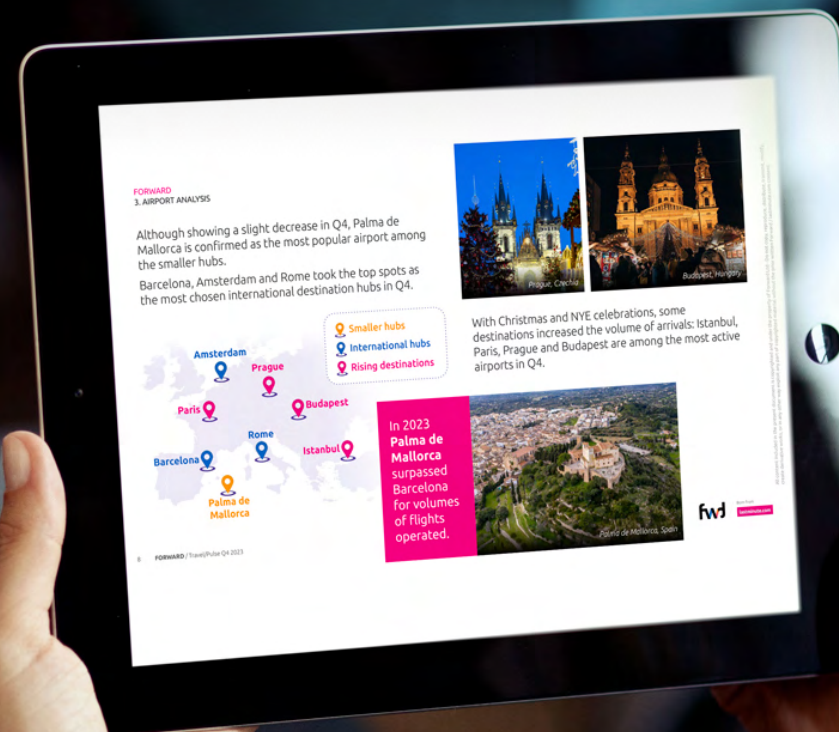
[Discover more](#)

Data Methodology

This travel report has been generated by collecting and analysing first-party search intent and audience data sourced from the lastminute.com network of websites.

It focuses on outbound travel from core European countries across multiple travel products and data dimensions. It covers up to 2024 and shares essential data and trends affecting travel intent from Europe, specifically analysing families.

TRAVEL HORIZONS
2025



fwd

Born from

lastminute.com



TRAVEL HORIZONS
2025