

TRAVEL HORIZONS 2024

IT TAKES TWO, COUPLES' EDITION

Data-driven insights from lastminute.com's
and Forward's travel experts reveal
the couples' key travel trends

lastminute.com



TOP TRENDS

EUROPEAN COUPLE HOLIDAYS

European couples are on the move, with a +12% YoY boost in overall bookings. Couples are opting for getaways to Mediterranean hotspots and scenic escapes, with a clear shift away from urban city breaks in favor of more relaxed destinations.

Spontaneous escapes on the rise

Spontaneity is the name of the game, with a +28% rise in last-minute bookings (from 0-7 days to 1-3 weeks ahead). More couples are embracing the thrill of spontaneous travel, seizing short-notice opportunities for adventure.



+28% YoY

growth in last-minute trip bookings highlights the growing spontaneity among couples

Getaways are still the sweet spot

Stays of 4-7 days remain the sweet spot, covering 56% of bookings, a clear sign that the long weekend vibe is still going strong as travellers squeeze more out of their week away. That's also confirmed by +20% YoY rise.

Couples mainly spend

4-7 days

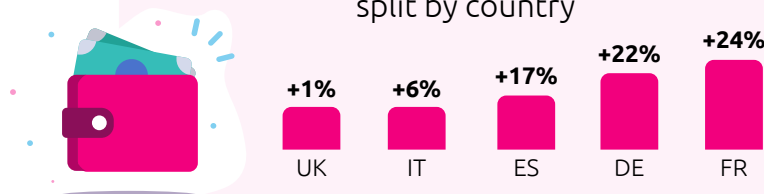
away maintaining the 2023 trend with a **+20% YoY increase**



Increase of average booking value

With all this travel energy, it's no surprise spending is climbing too. Couples are splashing out more on better stays and experiences, with premium accommodations continuing to win hearts—and wallets.

Booking value for couple holidays rises
split by country



Increased
preference for
summer holidays
+12% YoY

*data from our main EU markets: UK, FR, DE, IT and ES
referring to bookings made in 2024 year-to-date vs. 2023

WHEN AND WHERE ARE COUPLE TRAVELLERS PLANNING TO TRAVEL?

When are they planning to travel?

European couples are primarily planning their trips for the summer months, drawn to the warm weather and extended daylight hours that enhance their vacation experience. Spring also remains a popular choice for those looking to escape before the peak summer season. In contrast, autumn and winter see fewer bookings, appealing mainly to those who prefer a quieter, more tranquil travel experience away from the crowds.

Travel timing preferences



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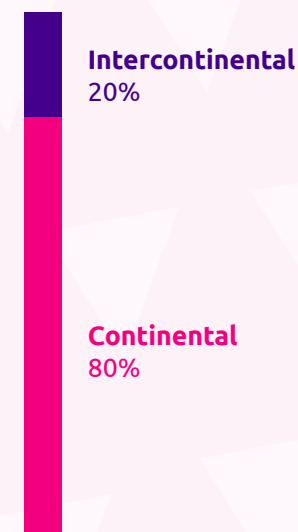


Where are they planning to travel?

The majority of couples are opting for familiar European locales, enjoying the ease and convenience of traveling within the continent. However, a significant number are seeking a touch of adventure with intercontinental journeys, exploring exotic destinations further afield for a change of scenery and new experiences.



Where couples are heading



CITY-BREAK COUPLE DESTINATIONS

Top City-Break destination for couple

When it comes to romantic city escapes, Amsterdam is at the top of the list for couples this year. With its charming canals, cozy cafes, and vibrant culture, the city offers the perfect mix of adventure and relaxation for couples seeking a quick getaway.



Amsterdam

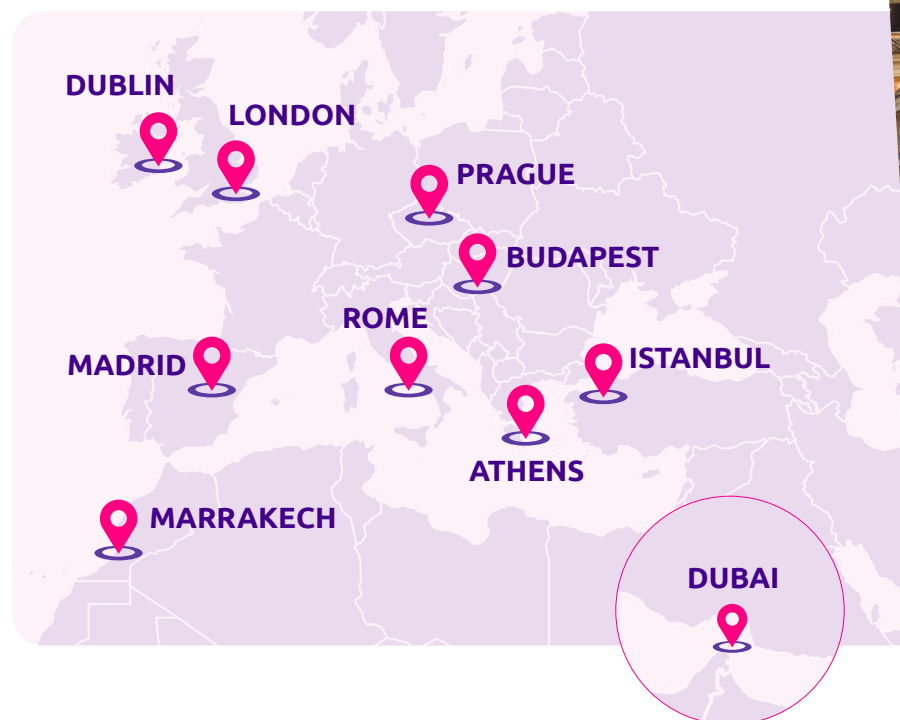
Top in terms of booking volumes for City-break destinations



Rising City-Break destinations

City breaks are evolving, with new and exciting destinations capturing the imagination of travellers. While classic cities like Paris and Rome continue to be popular, a fresh wave of vibrant urban spots is gaining traction. Emerging cities are offering unique experiences, from cutting-edge culture and lively nightlife to charming local flavors. Discover which up-and-coming urban hotspots are making waves and becoming the next must-visit destinations for city-loving couples.

DESTINATIONS ON THE RISE



*data from our main EU markets: UK, FR, DE, IT and ES referring to bookings made in 2024 year-to-date vs. 2023



SPECIAL FOCUS

SUN & BEACH COUPLE DESTINATIONS

Top Sun & Beach destination for couple

For couples looking for sun and sand, Sharm El Sheikh is the go-to destination. Its crystal-clear waters, luxury resorts, and endless opportunities for snorkeling and diving make it a favorite for those seeking a beach escape with a touch of adventure.



Sharm El Sheikh

Top in terms of
booking volumes
for Sun & Beach
destinations



*data from our main EU markets: UK, FR, DE, IT and ES
referring to bookings made in 2024 year-to-date vs. 2023

TRAVEL HORIZONS
Couple edition

ANTALYA



SANTORINI



Rising Sun & Beach destinations

Some destinations come and go, but others are harder to shake from the top spots. In this year's top 10 trending destinations a few evergreens stand out. The biggest Balearic, Mallorca is the undisputed queen, with several of its stunning beach resorts making the list. The Canary Islands also shine, with Tenerife holding the top position and Gran Canaria landing at 8th. Greece is another must-see, with Crete and Santorini drawing increasing attention. But who is this on the horizon? Keep an eye on Lara (Antalya, Turkey) and Palermo (Italy) - these spots are gaining traction.

DESTINATIONS ON THE RISE

EUROPE 2024

Puerto de la Cruz - Tenerife, Spain
El Arenal - Mallorca, Spain
Hernosisos - Crete, Greece
Can Picafort - Mallorca, Spain
Lara, Turkey
Alcudia - Mallorca, Spain
Mesaria - Santorini, Greece
Las Palmas - Gran Canaria, Spain
Sa Como - Mallorca, Spain
Palermo, Italy

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?

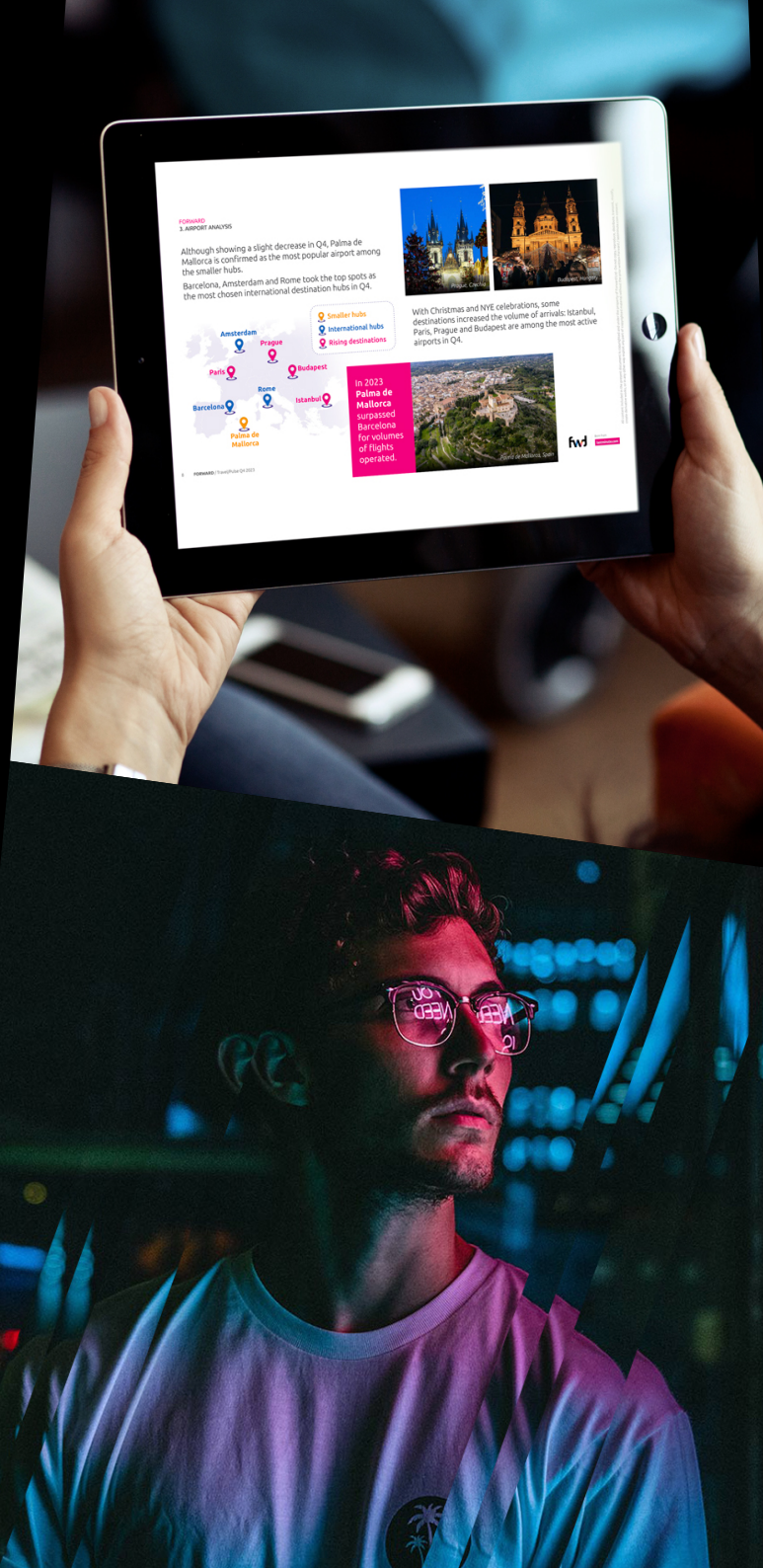
Travel Intelligence Unit is the cross-departmental team at Forward aimed at capturing, analysing and interpreting first-party travel data coming from lastminute.com's market-leading OTA and META websites.

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

thisisforward.com/travel-intelligence-unit

TRAVEL HORIZONS
Family edition



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 2023 and shares essential data and trends affecting travel intent from Europe, specifically analysing families.



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