

TRAVEL HORIZONS 2025

**SUMMER
EDITON**

lastminute.com



THE NEXT "HOTTEST" SUMMER DESTINATIONS



***RISING
STARS***
destinations



***TOP
CITY-BREAK***
destinations



***TOP
SUN & BEACH***
destinations



LAST MINUTE
summer holidays



***TOP BUDGET-
FRIENDLY***
destinations

THE NEXT "HOTTEST" SUMMER DESTINATIONS

RISING STARS DESTINATIONS

Top growing trends

Which destinations are gaining a spotlight this summer? Our data shows European travellers are flocking to **Egypt** and **Tunisia**, while **cooler city breaks in Krakow and Riga** are picking up steam as a welcome escape from the summer heat. And **Milan**'s climbing the ranks, proving its draw as a hotspot for fashion, design and culture.



RISING STARS DESTINATIONS

Sharm el Sheik, Egypt

Djerba, Sousse, Hammamet, Tunisia

Riviera Maya, Mexico

Krakow, Poland

Kefalonia, Greece

Fuerteventura, Spain

Puglia, Italy

Riga, Latvia

Zanzibar, Tanzania

Milan, Italy

*data source: YTD 2025 bookings made for summer 2025 (June to September)



THE NEXT "HOTTEST" SUMMER DESTINATIONS

TOP CITY-BREAK DESTINATIONS

The top city-break ranking is still dominated by **Europe's all-time favourite capitals** - Barcelona, London, and Rome - a reminder that some cities never stop charming European travellers.



EUROPE RANKING

- 1 **Barcelona, Spain**
- 2 London, UK
- 3 Rome, Italy
- 4 Amsterdam, The Netherlands
- 5 Lisbon, Portugal
- 6 Paris, France
- 7 Marrakech, Morocco
- 8 New York, US
- 9 Istanbul, Turkey
- 10 Prague, Czech Republic



- Germany
- 1- London
 - 2- Barcelona
 - 3- Lisbon
 - 4- Rome
 - 5- Vienna



- Spain
- 1- Rome
 - 2- London
 - 3- Paris
 - 4- Amsterdam
 - 5- Prague



- France
- 1- Marrakesh
 - 2- Rome
 - 3- Lisbon
 - 4- Barcelona
 - 5- New York



- UK
- 1- Amsterdam
 - 2- Barcelona
 - 3- Paris
 - 4- Rome
 - 5- Lisbon



- Italy
- 1- Barcelona
 - 2- Paris
 - 3- New York
 - 4- London
 - 5- Amsterdam



*data source: YTD 2025 bookings made for summer 2025 (June to September)

THE NEXT "HOTTEST" SUMMER DESTINATIONS

TOP SUN & BEACH DESTINATIONS

Spain might still hold top spot, but Greece is "hot" on its heels with Malta also breaking into the top five.



EUROPE RANKING

1 Majorca, Spain

2 Crete, Greece

3 Tenerife, Spain

4 Malta

5 Ibiza, Spain

6 Sardinia, Italy

7 Sharm el Sheik, Egypt

8 Costa del Sol, Spain

9 Rhodes, Greece

10 Hurghada, Egypt



*data source: YTD 2025 bookings made for summer 2025 (June to September)

Germany 1- Majorca
2- Crete
3- Malta
4- Sardinia
5- Rhodes



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



France 1- Majorca
2- Crete
3- Hurghada
4- Malta
5- Tenerife



UK 1- Majorca
2- Malta
3- Ibiza
4- Crete
5- Tenerife



Italy 1- Sharm el Sheik
2- Majorca
3- Crete
4- Tenerife
5- Sardinia



THE NEXT "HOTTEST" SUMMER DESTINATIONS

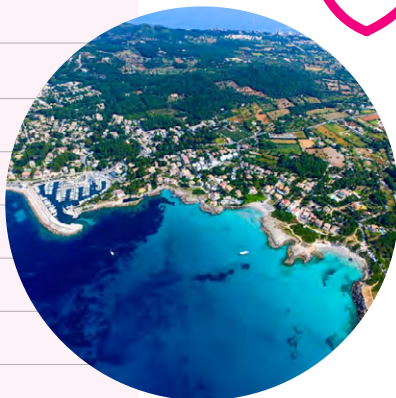
LAST MINUTE SUMMER HOLIDAYS

What are the most spontaneous destinations for the hot season? **Spain** leads the way for easy sun-and-sea getaways, while **Marrakech** and iconic European capitals like **Barcelona** and **Rome** are favourites for last-minute city breaks. Perfect for those craving a quick escape without overthinking it.

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EUROPE RANKING

- 1 **Majorca, Spain**
- 2 Barcelona, Spain
- 3 Tenerife, Spain
- 4 Rome, Italy
- 5 Marrakech, Morocco
- 6 Paris, France
- 7 Amsterdam, The Netherlands
- 8 Malta
- 9 Hurghada, Egypt
- 10 Istanbul, Tunisia



*data source: YTD 2025 bookings made 0-7 days from departure

- Germany**
- 1- Majorca
 - 2- Hurghada
 - 3- Istanbul
 - 4- Barcelona
 - 5- Turkish Riviera



- Spain**
- 1- Tenerife
 - 2- Rome
 - 3- Majorca
 - 4- Gran Canaria
 - 5- Paris



- France**
- 1- Marrakech
 - 2- Majorca
 - 3- Rome
 - 4- Barcelona
 - 5- Djerba



- UK**
- 1- Tenerife
 - 2- Amsterdam
 - 3- Barcelona
 - 4- Malta
 - 5- Majorca



- Italy**
- 1- Sharm el Sheik
 - 2- Barcelona
 - 3- Paris
 - 4- Budapest
 - 5- Tenerife



TOP BUDGET-FRIENDLY DESTINATIONS



It's always good to know where you get more value for your budget - especially when planning a holiday. These destinations are standing out this summer for offering great experiences without the high price. Here are the top affordable picks for the summer.



City Break destinations

- 1 **Rome, Italy**
- 2 Paris, France
- 3 Istanbul, Turkey
- 4 Lisbon, Portugal
- 5 Athens, Greece



Sun & Beach destinations

- 1 **Albania coastline**
- 2 Hammamet, Tunisia
- 3 Hurghada, Egypt
- 4 Canary Islands, Spain
- 5 Costa Brava, Spain

*data source: YTD 2025 bookings made for summer 2025 (June to September)

LATEST TRENDS³ IN TRAVEL

Gen Z & Millennials

Social media loves to play up the friendly rivalry between Millennials and Gen Z, but when it comes to travel, the gap isn't as wide as it seems.

Both generations share a love for European city breaks, favouring the same iconic capitals, and when it comes to sun-soaked escapes, Spain, Egypt, and Tunisia top the list for all.

The main difference? Gen Z adds Magaluf to their top picks - a party-packed seaside hotspot that appeals more to younger travellers than to Millennials now mostly in their 30s and early 40s.

GEN Z

City Break destinations

1 **Barcelona**

2 London

3 Paris

4 Amsterdam

5 Istanbul

Sun & Beach destinations

1 **Playa de Palma**

2 El Arenal

3 Hurghada

4 Magaluf

5 Sharm el Sheikh

MILLENNIALS

City Break destinations

1 **London**

2 Barcelona

3 Istanbul

4 Rome

5 Paris

Sun & Beach destinations

1 **Hurghada**

2 Sharm el Sheikh

3 Dubai

4 Playa de Palma

5 Hammamet

*data source: lastminute.com main EU markets
UK, France, Germany, Italy, and Spain in 2025

PRESENTING

FORWARD TRAVEL INTELLIGENCE UNIT

Who is Forward?

Forward is the media and marketing powerhouse born from lastminute.com, delivering integrated digital marketing campaigns to support travel brands and promote 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.

The report focuses on outbound travel from core European countries across multiple travel products. It takes into account bookings made for the period June to September 2025, using data available up to May to reveal key trends and insights into European travel intent.





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Summer edition