

Exploring Differently, Travelling Better.

Euronews Travel
Trend Report
2025 Edition



With the kind contribution of



TOURISM
ECONOMICS

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UN Tourism

UNITED NATIONS
WORLD TOURISM ORGANIZATION

EUROPEAN
TRAVEL
COMMISSION

Summary

Introduction

In 2025, the global travel industry is evolving in dynamic and unexpected ways, shaped by shifting traveller demands and external forces.

Zurab Pololikashvili,
UN Tourism Secretary-General

Travel products with a strong, sustainable component such as nature, rural, gastronomy and wellness have emerged as popular travel choices.

Despite the rising cost of living and inflationary pressures, **travel remains a top priority** for many consumers.

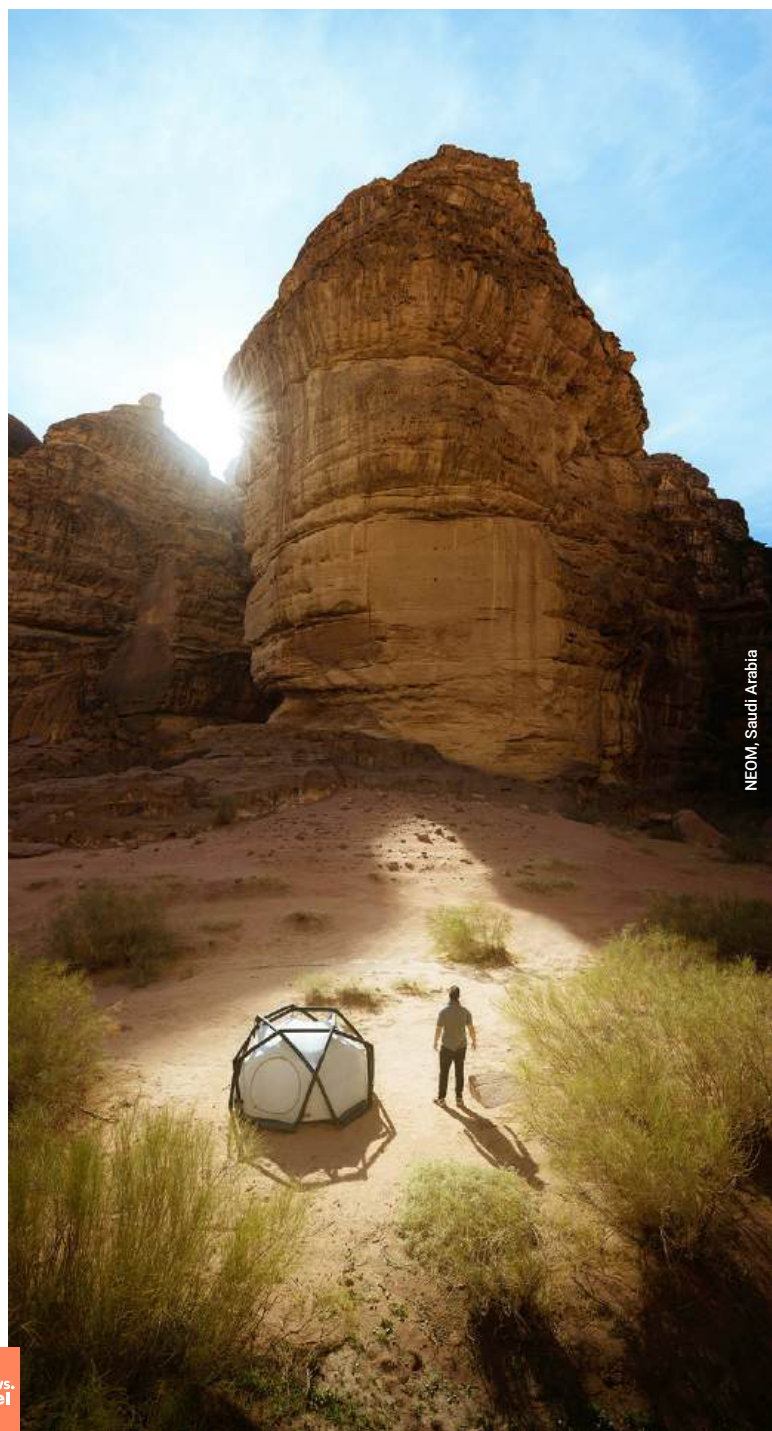
According to Eduardo Santander, CEO of the European Travel Commission, “People are willing to save their lives on other aspects, but not on travelling. They’re buying less cars, going for less local dinners, but they’re not reducing vacation days.”

With tourism healthily rebounding post-2020, the focus now shifts towards **how we reshape the way we travel.**

This isn’t just a return to business as usual; it’s about moving towards something better for people and the planet. UN Tourism Secretary-General Zurab Pololikashvili believes that travellers increasingly seek to have a positive impact on communities, searching for **authenticity and sustainability**, and the

industry needs to take note: “Travel products with a strong, sustainable component such as nature, rural, gastronomy and wellness have emerged as popular travel choices.”

With shifting consumer trends and desires, the global travel industry could move towards a model prioritising the environment, community, and technological integration, capitalising on evolving visitor values.



NEOM, Saudi Arabia

A new way to explore

2025 is the year of more **purposeful travel trends**, where tourists are no longer passive consumers but active participants, **shaping the places they visit** through initiatives like conservation projects, community programmes, or cultural exchanges.

As continued climate change and mass tourism protests alter the travel landscape, destinations should consider how to meet increasing consumer demand for purposeful, sustainable and more considered travel.

Pololikashvili believes this will require the industry to adopt smarter strategies relying on data and market intelligence to **better understand consumer behaviour**, manage tourist flows and foster product diversification to improve income generation.

These shifts offer destinations the chance to **reshape their tourism offerings**, focusing on more **intentional experiences** that resonate with **travellers' values**.

This approach can increase visitor engagement, promote long-term sustainability, and help destinations differentiate themselves in a competitive market.

Embracing conscious travel

In response to climate challenges, destinations that invest in green infrastructure and offer eco-conscious experiences can position themselves as **leaders in sustainable tourism**, attracting climate-aware visitors.

By prioritising these investments, destinations not only **build long-term resilience** but also appeal to the growing demand for sustainability and **authenticity**.

The trends outlined in this report suggest that in 2025, travellers will increasingly favour destinations with **cooler climates** and a solid commitment to environmental sustainability.

“We have started to see ‘Cool-cations’ being promoted to attract travellers to destinations with milder temperatures in Scandinavian and Baltic countries, but also in North or South America,” says Pololikashvili.

Santander, meanwhile, believes that older, more seasoned travellers are leading the charge in **mindful travel**.

However, the younger population will also not consider travelling to a destination if it is “damaging the climate or lacks a regenerative, responsible component.”

Emerging destinations

Santander states that one of the biggest trends is consumers seeking **‘off-the-beaten-track’ destinations**: “They’re gaining popularity; Albania, Serbia, and Montenegro have been scoring last summer compared to 2019, with double-digit records.”

These regions can boost their economies while preserving natural habitats by offering unique or eco-driven experiences highlighting **culture and sustainability**.

Eduardo Santander, CEO of the European Travel Commission

The younger population will also not consider travelling to a destination if it is “damaging the climate or doesn’t have a regenerative, responsible component.”

Introduction

A bright future for travel

As the industry evolves, destinations will need to adapt and find new ways to foster more sustainable and regenerative tourism models.

Partnerships between governments, private sector companies, and local communities will be key to driving innovation.

From **public-private partnerships** to initiatives that **empower locals**, destinations can adopt holistic approaches to sustainable and **community-focused tourism**.

By embracing purposeful and eco-minded travel, they can become trailblazers in the responsible tourism movement, creating **positive ripple effects** that extend beyond their borders and positioning themselves as **leaders in the future of travel**.

Eduardo Santander, CEO of
the European Travel Commission

Affordability is very important for people to consume responsibly.

The coming years present a tremendous opportunity for the travel industry to **redefine itself** and for travellers to participate in a **movement beyond mere leisure**.

It's about **embracing change**, leading purposefully, and **ensuring every journey leaves a meaningful legacy**.

Destinations can also appeal to budget-conscious travellers, particularly those from Gen Z and millennial cohorts, who increasingly choose lesser-known destinations that provide unique, authentic, and culturally enriching experiences.

“Affordability is very important for people to consume responsibly,” adds Santander. **“You cannot make this an impossible exercise of luxury trips for a few, otherwise it won't work in the long term.”**



Parksville, Canada



Offbeat alternatives

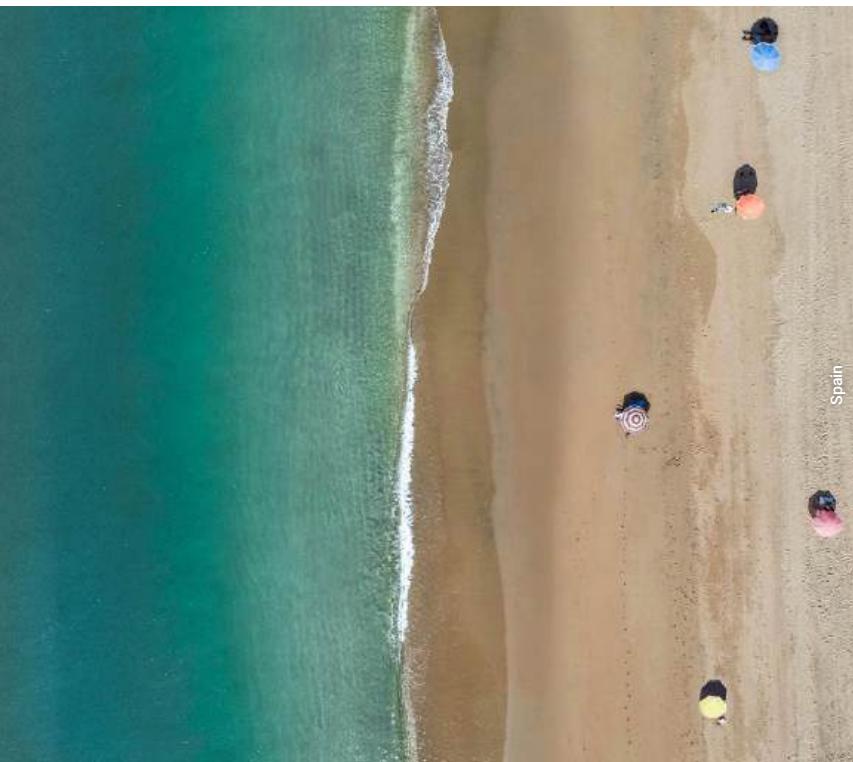
Discovering hidden wonders

Savvy travellers are opting for affordable destination dupes instead of overcrowded hotspots. These offbeat alternatives offer equally captivating experiences, redefining travel with richer adventures without the price tag and crowds.

Atacama Desert, Chile

01 Offbeat alternatives

Destination dupes are one of the most exciting travel trends for 2025 and beyond, where **travellers avoid tourist-heavy destinations in favour of lesser-known**, more budget-friendly options offering similar experiences.



This youthful trend, primarily **championed by Gen Z**, is redefining travel and promoting a more **meaningful connection with destinations** that haven't yet been radically altered by mass tourism.

For the travel-savvy, it's not just about seeking lower costs or quieter locations but also about gravitating towards **places that offer them something fresh**.

A recent State of Travel 2024 survey by Thrillist found that 68% of Gen Z respondents prioritise finding destinations where they can “discover something new” rather than visiting famous landmarks that have already been extensively shared online.

Where are travellers heading instead?

The search for newness drives travellers to seek dupe **destinations close to home and beyond their borders**. Many explore nearby alternatives, while others venture further for unique, offbeat experiences.

Travel giant Expedia has highlighted that flight searches for Seoul alternative Taipei have gone up by 2,786%.

Similarly, Sydney is being swapped for Perth, with a 109% jump in searches, while Curaçao has emerged as a popular dupe for St. Martin, with searches increasing by 228%.

Among American tourists, Guatemala's Lake Atitlán is gaining attention as a **compelling alternative to Italy's famed Lake Como**. With its volcanic

landscapes, traditional Mayan villages, and lakeside towns, Lake Atitlán offers a similarly picturesque escape.

According to UN Tourism data, Guatemala's travel numbers are projected to rise by 13% in 2024, further increasing its share in the Central American tourism market and solidifying its appeal as an emerging destination.

Offbeat alternatives

This trend is also evident in Europe, where travellers slowly move away from popular hotspots like Amsterdam, Barcelona, and Venice in favour of equally charming alternatives. According to Tourism Economics, cities like Vilnius and Bucharest are projected to grow faster from 2024 to 2029 than their pre-pandemic counterparts.

+100%

Expedia has highlighted the growing popularity of “destination dupes”, revealing that searches for these alternative travel spots more than doubled in 2023.

Source: Expedia Group, Unpack '24: The Trends in Travel, November 2023

As reported by UN Tourism, international visitor arrivals to Albania surged by more than 50% in 2023 compared to 2019. Often overshadowed by its neighbour Greece, Albania is gaining recognition as a budget-friendly destination. It offers rich cultural heritage, white sand beaches, and lively cities like Tirana at a fraction of the cost of more well-known Mediterranean locales.

How can destinations benefit from this emerging travel trend?

One of the most significant benefits of dupe locations is their ability to capture travellers in all seasons, **providing an ‘off-season’ feel even during traditional peak travel times.** It’s perfect for tourists who want to combine authenticity with a crowd-free experience that feels truly unique and personal.

Marketing efforts should **highlight these dupes’ authentic, undiscovered experiences.** They should tap into the visitor’s desire for novelty and unique experiences that travellers can’t find elsewhere, like India’s Bibi Ka Maqbara or the vibrant lavender fields in places like Provence, France.

Countries can also **redirect tourist traffic** from overburdened cities to lesser-known regions, as seen in the Netherlands’ efforts to encourage visitors to explore beyond Amsterdam, highlighting alternative cities like Eindhoven or Utrecht.



By positioning themselves as **alternatives for year-round travel**, these destinations can tap into a growing trend for **fresh, memorable, and unique travel experiences.**

Finding serenity in the desert

NAMIBIA TOURISM BOARD

As the second least densely populated country in the world, Namibia is a place where travellers can truly escape mass-tourism crowds, getting up close and personal with rich nature and wildlife.

For tourists thinking of visiting Africa for a safari or other adventures, Namibia offers offbeat experiences across vast open spaces, where humanity has had little impact.

“World travel enthusiasts are seeking soulful, natural and liberating vast landscapes and space, which is the essence of what Namibia offers,” says Charmaine Matheus, Head of Marketing at the Namibia Tourism Board.

“Our landscapes resemble ‘endless horizons,’ allowing spirits to run free. You can drive for miles without witnessing another soul, forget your cares and lose yourself.”

Located on the Atlantic Ocean, Namibia is also home to a vast array of wildlife, including desert-adapted elephants and lions, as well as free-roaming cheetahs and rhinos.

Etosha is one of the oldest game parks in Africa, boasting more than 100 large and small mammal species and more than 400 recorded bird species, making it one of the top attractions.

“The Etosha National Park is a must-visit for those seeking to have memorable and personal experiences with nature, wildlife and culture, without the fear of competing with massive crowds,” explains Matheus.

Namibia predicts the offbeat trend will resonate amongst tourists into the future, as the hunger grows for outside-the-box adventures.

“While travellers are free to choose where they wish to enjoy their time off, it’s important that they continually seek new experiences, apart from the traditional and common tourism activities. This can be achieved by looking at new or emerging markets, such as Namibia,” highlights Matheus.

“This trend will continue to grow, as traveller behaviours continue to be influenced by the value of time and money, in addition to their desire for memorable, distinctive and valuable experiences.”





Set adventures

Walking through iconic scenes

Screen tourism is transforming travel as fans head to iconic film locations. With blockbuster destinations driving tourism growth, movies and TV series shape travel, turning cinema magic into real-world adventures.



Matamala, New Zealand

Set adventures

Set adventures, known in the industry as “Set Jetting,” is a trend where travellers are visiting locations featured on screen. It is one of the strongest influences to travel behaviour. “Set-jetting” is a blend of the words “set,” films or TV shoot locations, and “jet-setting,” which traditionally describes frequent travellers.



Streaming giants like Netflix, Disney Plus, and Amazon Prime have played a pivotal role by showcasing diverse and visually captivating locations via original series that inspire viewers to visit and follow in the footsteps of their favourite characters. These content platforms not only provide access to international content but also have the power to influence preferences.

According to a 2024 Expedia survey, **53% of travellers have researched or booked a trip to a destination after seeing it on screen.**

Destinations leading the charge

Countless destinations around the globe are now thriving, driven by the remarkable growth of screen tourism.

According to Tourism Northern Ireland data, Northern Ireland experienced a surge in tourism following the success of *Game of Thrones* and *Derry Girls*.

Expedia data also shows that the release of Netflix’s *Bridgerton* led to a 30% spike in searches for English countryside locations following the show’s debut.

Other countries are capitalising on their cinematic fame, according to Oxford Economics data.

Thailand, featured in *The Beach*, saw visitor arrivals grow by over 300% from 2000 to 2019, far outpacing global tourism growth rates. With HBO’s famous *White Lotus* series showcasing Thailand

in its upcoming 2025 season, the country expects a further **63% growth in visitor numbers between 2024 and 2030.**

South Korea has also experienced explosive tourism growth, driven in part by the popularity of its entertainment industry. **The Hallyu wave**, amplified by global hits like *Crash Landing on You*, has led visitor arrivals to South Korea to increase by nearly 230% between 2000 and 2019. The country is **expecting a 60% rise in visitors by 2030.**

Accelerating local economies

Screen tourism's impact goes far beyond attracting more visitors. Substantial economic benefits can be achieved as local businesses, tour operators, and accommodation providers reap the rewards of rising interest in film and TV locations.

Netflix's research indicates that viewers are 2.4 times more likely to visit a destination after seeing it on screen.

Source: Netflix, BASIS Research Measuring How Local Content Impacts Cultural Affinity And Tourism Interest, June 2022

Popular series **introduce international viewers to previously unknown destinations**, inspiring them to travel vast distances and step into the real-life locations of their favourite shows. These featured locations often receive extensive exposure through cinematic storytelling, **allowing regions to market themselves to new audiences without significant investment.**

Destination Marketing Organisations (DMOs) can also create dedicated screen tourism marketing by establishing online resources like interactive maps, allowing fans to explore the settings of their preferred series or films.

These tools can highlight lesser-known locations from these productions, encouraging visitors to explore beyond the major tourist hubs. Partnerships between media giants and regional tourism boards, such as **Netflix's collaboration with France's tourism board, Atout France**, can further tap into this growing trend

and amplify economic impacts. This collaborative tourism-streaming initiative encourages travellers to explore French destinations featured in Netflix series and films, growing local economies and spreading tourism beyond traditional hotspots.

"Britain on Screen" campaign by Visit Britain is another example of a country highlighting its iconic filming locations. This campaign **invites travellers to venture across the UK by visiting real-life locations** from their favourite films and TV series, boosting regional tourism. Destinations can **leverage this trend by designing compelling, immersive campaigns that elevate the travel experience.**



The creation of screen-themed tours, unique accommodations and events, in partnership with media companies, allows visitors to immerse themselves in the fictional worlds of beloved shows and films.

This approach fosters **stronger connections with the destination and boosts local economic growth** by catering to fans' enthusiasm for real-life encounters with their beloved series.

Going wild for the great outdoors

BRAND USA

From *Forrest Gump* to *Breaking Bad*, iconic movies and TV shows filmed in the US are a major pull for tourists keen to follow in the footsteps of their favourite characters.

Home to Hollywood, the US has a long list of movie and TV credits, inspiring visitors from all over the world to check out the star locations.

Nearly 40% of travellers likely to visit America are drawn by landmarks they see on screen, according to recent data from destination marketing organisation Brand USA, with the trend particularly prevalent amongst visitors from India, Australia and South Korea.

“Interestingly, **one in five travellers who’ve been to the US in the past three years say they were directly inspired by seeing locations in films,**” highlights Jackie Ennis, Vice President of Global Trade Development at Brand USA.

Movie and TV tourism trends extend across the US and can be explored through various guided tours, walking tours and trails. **Brand USA collaborates with tour operators and travel agents** to create itineraries and offer bookable road trips that highlight legendary locations.

“Natural landscapes and outdoor destinations are capturing the most attention, followed by growing interest in hidden gems and coastal areas,” says Ennis. “While major cities like New York, Los Angeles, and Miami remain popular, shows like Yellowstone have sparked interest in destinations such as Montana and Wyoming.”

Citing Expedia Group research, she adds: **“The White Lotus led to a 300% surge in travel to Hawaii, showing the significant impact these shows can have on destination choice.”** Places like the Florida Keys, influenced by the *Bad Monkey* series, were predicted to be a top pick in 2024.”

Brand USA believes entertainment-related tourism will only grow further, particularly as the lines blur with sport. It’s already reporting an increase in visitors wanting to see an event or their favourite player in action at their home stadium.



Credit: Brand USA

Taking entertainment fans off the beaten track

TOURISM IRELAND

The likes of *Banshees of Inisherin* and *Game of Thrones* have thrown the island of Ireland into the international spotlight, with fans going off the beaten track to explore the filming locations for real.

Ireland and Northern Ireland are destinations of choice for film and TV makers, offering stunning backdrops that are increasingly inspiring viewers to become visitors.

“In the last two years, Achill Island and Inishmor, the Aran island featured in *Banshees of Inisherin*, have seen a big increase in visitors following the release of the Oscar-nominated movie in 2022,” explains Emma Gorman, Publicity and Brand Partnerships Manager at Tourism Ireland, which markets the island of Ireland.

“Fans of *Game of Thrones* make the pilgrimage to Northern Ireland where they can do Winterfell Tours, including archery at Castle Ward and,

in particular, visit the state-of-the-art Game of Thrones Studio Tour, including real costumes, sets and props.”

The TV sitcom, *Derry Girls*, has generated enormous interest in Derry-Londonderry, sparking a new visitor attraction and walking tour in the city. “The Derry Girls Experience, which opened in July 2023, has seen 41,000 visitors through its doors from over 66 countries, massively exceeding expectations,” Gorman reveals.

Films and TV dramas attract visitors who may not have considered the island of Ireland before, according to Tourism Ireland, whilst also boosting local communities.

“It’s a great way to encourage visitors to go off the beaten track, which benefits small rural communities on the west coast of Ireland, such as Achill Island or Inishmor,” explains Gorman. “The local tourism industry is often involved in the production, facilitating transport or location scouting, or possibly as extras, and then can authentically offer tours telling the story of the production, once fans start to visit.”

More productions for Ireland and Northern Ireland are in the pipeline, ensuring a continued flow of fans in the months and years ahead.



Digital itineraries

Exploring travel's high-tech future

As rapidly developing technology disrupts the travel industry, AI is shaping how travellers plan, book, and experience journeys. From AI-powered assistants to personalised itineraries, 2025 marks a significant leap into a high-tech travel future.



Budapest, Hungary

Digital itineraries

This helps minimise carbon footprints, enhance environmental credentials, meeting the growing demand for greener travel.

AI-powered customer service

A key part of this trend is how **AI significantly enhances customer service in the travel industry**. Chatbots and virtual assistants have evolved into sophisticated systems that provide **real-time assistance, make reservations, and offer personalised recommendations**. Using natural language processing (NLP), these systems understand and respond to customer queries in multiple languages, reducing operational costs and improving service quality.

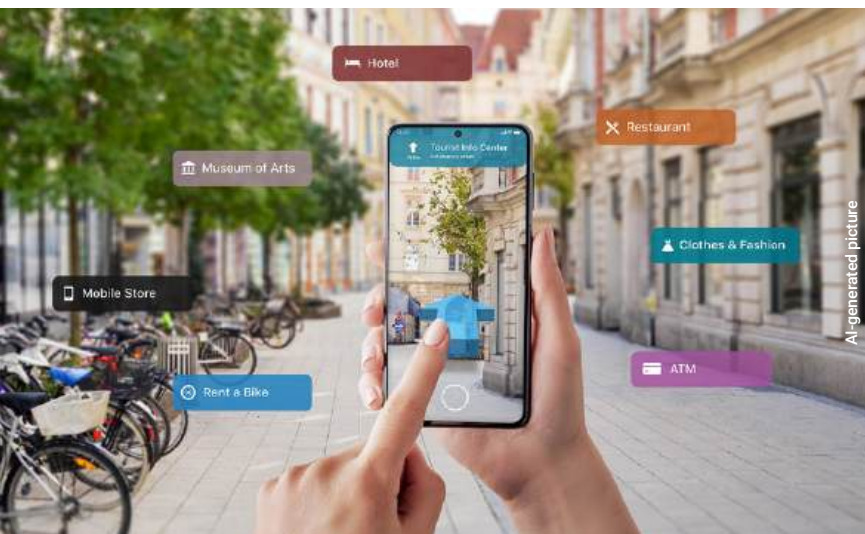
Another key innovation in this trend is AI-powered Language User Interfaces (LUIs), which allow machines to comprehend and generate human speech and process complex queries. Travelers can now ask detailed questions and receive precise answers, **making searching, booking, and managing travel more intuitive**.

Kayak and Expedia pioneered this with the launch of their AI assistants, Ask Kayak - introduced by Chief Scientist Matthias Keller in the following case study, and Romie.

Launched 2024, Romie acts as a travel agent, concierge, and personal assistant. Key features include smart search capabilities, itinerary updates, and real-time monitoring of potential disruptions (like weather changes), making Romie a dynamic solution that learns user preferences over time.

Artificial intelligence (AI) is increasingly becoming a cornerstone trend of the travel and tourism industry. It's paving the way to **reshape business operations, improve customer experience, and drive sustainable growth**.

A recent report by the World Travel & Tourism Council (WTTC) and Microsoft highlights **AI's transformative power to enhance business efficiencies**.



AI innovations improve demand prediction, streamline workforce management, enable dynamic pricing, optimise resource allocation, and drive sustainable growth.

The WTTC also emphasises **AI's crucial role in promoting sustainability within the sector**. By using AI for efficient resource management, companies can reduce waste and energy consumption, optimise fuel usage, and monitor real-time environmental impacts.

Digital itineraries

Personalisation is a critical differentiator in today's competitive landscape. AI-driven algorithms analyse vast datasets on traveller behaviour, generating **bespoke travel recommendations that elevate customer engagement and satisfaction.**

How can the industry utilise AI?

AI is transforming customer requests management from reactive to proactive. By predicting preferences based on past interactions, businesses can deliver **seamless experiences that cater to customer desires before they even reach their destination.**

Nearly 85% of tourism professionals trust new technologies will improve business efficiencies

Source: Tourism Economics, Travel Industry Monitor (TIM), Q1 2024

Travel stakeholders can utilise AI-powered analytics to anticipate visitor trends and preferences by processing vast datasets from social media, booking patterns, and traveller behaviour. Destinations can now tailor marketing efforts, manage tourist flows, and promote lesser-known regions to prevent over-tourism. AI-driven platforms can also help DMOs optimise resource allocation, **improving real-time infrastructure and services to meet visitor needs.**

In the hospitality sector, hotels and resorts already embrace AI to enhance personalisation. New AI tools can analyse guest preferences - such as favourite room configurations or dining choices - and deliver tailored experiences, increasing customer satisfaction and loyalty. AI-powered chatbots and virtual assistants can

also provide 24/7 service, manage bookings, offer personalised recommendations, and resolve guest queries while reducing operational costs.

By leveraging data analytics and incorporating the AI trend into customer service and operations, the travel industry can **better understand traveller preferences and tailor their offerings to ensure customers feel valued.**

AI also advances sustainability by optimising resource management and minimising waste. With the growing demand for eco-friendly travel, **companies adopting sustainable AI practices will attract environmentally conscious consumers and foster loyalty.** The economic impact is profound - AI has the potential to streamline operations, **allowing employees to focus on exceptional service while revolutionising traveller interactions by breaking down language barriers.**



Companies like Kayak and Expedia clearly demonstrate how AI-driven solutions simplify travel planning and create personalised journeys. By prioritising personalisation and sustainability, businesses can unlock new growth potential and contribute to a more responsible travel ecosystem.

Redefining the hospitality experience

ACCOR

From operational efficiency to the micro-personalisation of guest services, artificial intelligence is proving to be a game-changer in the hospitality industry.

For global hospitality group Accor, **harnessing new technologies across its business is a must**. It has its own innovation hub, the Digital, Business and Tech Department, powering the likes of AI and the Cloud.

“**Tech is everywhere, in everything we do**. We have tech in our hotels, we have tech behind our distribution, our loyalty programme and our services to hotel owners,” highlights Alix Boulnois, Chief Business, Digital and Tech Officer at the Accor Group.

AI is proving to be a big disruptor. It is integrated into Accor’s approach to customer relationships, enabling personalisation at scale.

This, according to Accor, has seen marketing communication revenues rise by 237% over the last two years. “All our commercial emails

are generated by AI and reviewed by a human, resulting in significant time savings,” explains Boulnois. “It helps us process the data, then to target very specifically what we want to show to each of our guests. **It also customises adaptations for each target audience, including tone of voice, content and frequency.**”

She continues: “With Generative AI, you can also use it to create the messaging, the experience that you want to push.”

With experiences, the hospitality group’s personalisation approach extends beyond its hotel offerings.

“We have a large network of partners around travel. Airlines, mobility partners, experiences, and these are things that our customers can benefit from when they are in the Accor ecosystem,” says Boulnois. “**Knowing your guest is travelling to London with their kids, you can push, for instance, tickets to the Lion King show.**”

Accor has also created **Personalised Content Zones** on digital platforms, including its app, showcasing a **curated selection of hotels or destinations** tailored to individual users, based on their profile and past browsing behaviour.



Taking travel planning into new dimension

KAYAK

Search engine KAYAK was one of the first travel companies to announce its integration on ChatGPT. Now the AI-driven tech is shaking up the way they do business, and how consumers plan their travels.

Since adopting ChatGPT in March 2023, KAYAK's use of the technology has been constantly evolving. It's now at the core of the company's 'Ask KAYAK' tool, available in the US, Canada and UK.

"This feature allows users to interact with KAYAK's search engine in a more conversational and intuitive manner on the site, and as they are planning a trip," explains Matthias Keller, KAYAK Chief Scientist and SVP, Technology. "For example, users can ask questions like, 'Where can I fly to from London for under £300 in April?' and receive personalised recommendations based on KAYAK's extensive travel data."

ChatGPT is also enhancing KAYAK's 'Best Time to Travel' tool, which allows users to compare prices, weather, crowd levels and seasonal information.

"This encourages travellers to visit destinations during off-peak times, thereby saving money

and reducing the pressure on popular tourist spots during peak seasons," highlights Keller.

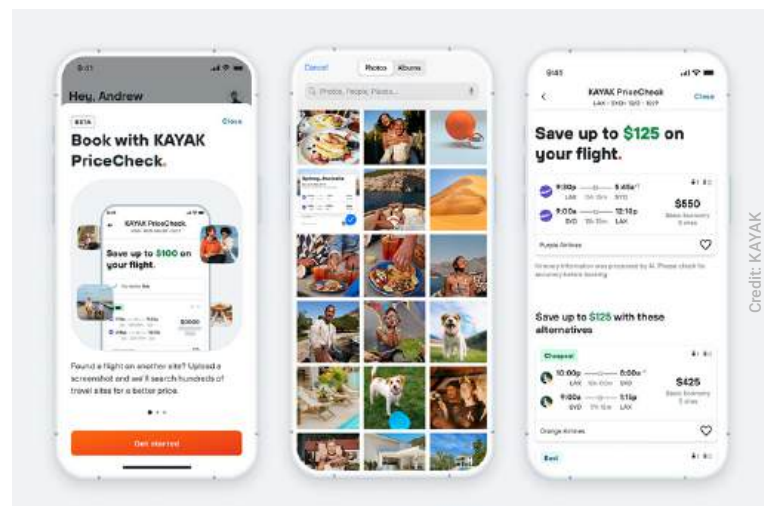
AI is fuelling the future of price-comparison tools too, with KAYAK offering a new app feature which works from just a screenshot.

"With the launch of KAYAK 'PriceCheck,' anyone can share or upload a screenshot via the KAYAK app or via email of a flight itinerary from any site, and KAYAK will quickly search hundreds of travel sites to verify if they're getting a great price," says Keller.

KAYAK sees a future that is "more personalised and highly responsive," singling out the rise of conversational platforms or 'answer engines' as an exciting development.

"Like Perplexity AI," explains Keller, "which delivers immediate, precise responses."

These advancements, he says, signal a "shift toward a future where consumers no longer need to search for information. They'll get the right answers, instantly."



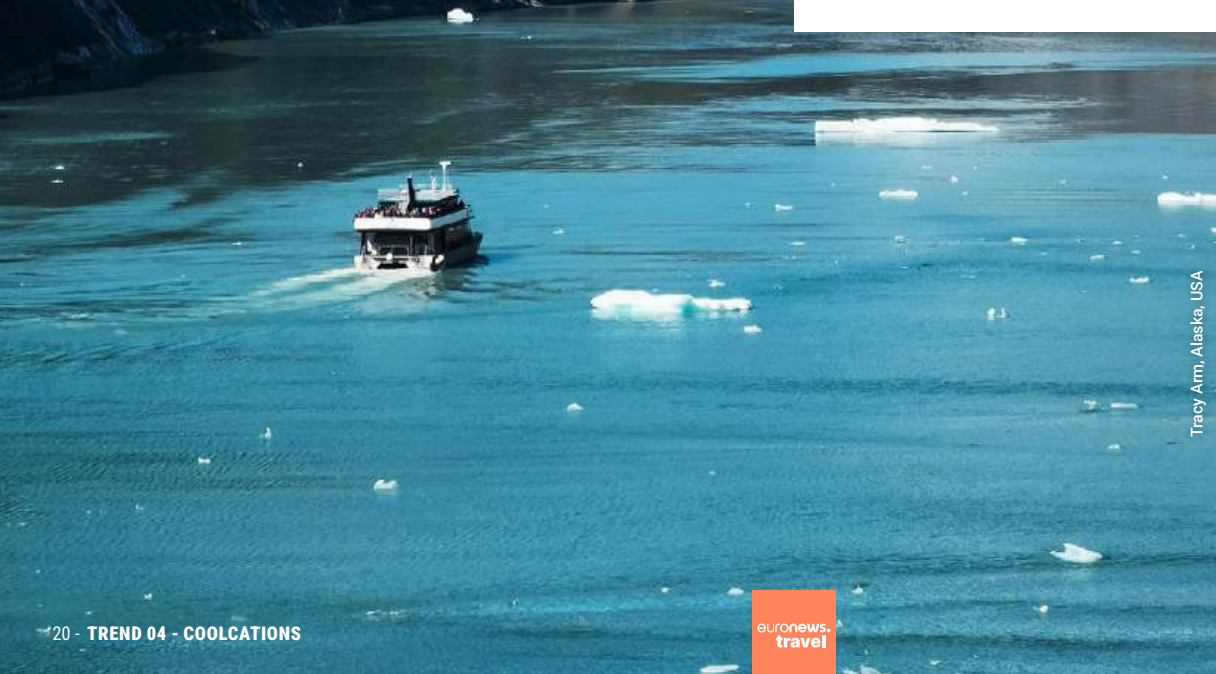
Credit: KAYAK



Coolcations

Chilling out in cooler climates

As traditional hotspots heat up, travellers are switching it up for more temperate “coolcations.” With global temperatures rising, cooler destinations steal the spotlight, offering refreshing escapes, nature-packed landscapes, and adventure-filled getaways.



Tracy Arm, Alaska, USA

Coolcations

“Coolcations” - **holidays to colder climates during traditionally warmer months** - emerged as a significant movement in 2024 and is expected to continue in 2025.

This trend is primarily driven by the global escalating temperatures and heat waves, which have led to uncomfortable and sometimes dangerous travel conditions.



Reitarfell, Iceland

This pushes travellers to search for holidays in higher elevations and at higher latitudes, swapping sun-soaked beaches for mountainous regions and lake resorts.

How are travellers responding to changing climates?

The dynamism of this trend demonstrates that **travellers have started to adapt to changing climate conditions**, opting for destinations

with milder climates and adjusting their travel seasons. A 2023 European State of Climate study commissioned by the European Union reveals that **rising global temperatures could drastically alter European travel patterns.**

Under the most severe projection, with an average global temperature increase of 4°C, some southern European countries could experience a significant decline in tourism demand in 2025 by over 7% compared to 2019.

Tourism Economics, in line with the above, projects a 2.9% decline in Southern Europe’s tourism growth rate between 2025 and 2029 compared to the 2014-2019 period, signalling that traditional sun, sea, and sand destinations are likely to underperform as temperatures rise.

Conversely, **tourism demand for Northern Hemisphere destinations is predicted to surge** as travellers increasingly seek more temperate climates. This shift is further underscored by new data from Selling Travel, which reports a **300% increase in Google searches for “cooler holidays”** compared to the previous year, reflecting the rising interest in cooler

destinations, namely, Scandinavia, Alaska, and New Zealand.

Where are travellers going?

Data from Expedia supports this trend, showing that flight searches increased by 705% to Lapland, Finland, from January to June 2024. The online travel agency also reported a similar upward trend in flight searches to Canada, specifically Banff (65%) and Lake Louise (55%).

According to Tourism Economics data, **Eastern Europe is also projected to see a significant surge in tourism arrivals**, with an impressive 7.5% growth rate forecast for 2025-2029, up by 3.5 points versus the 2014-2019 period.

Pleasant weather conditions are the 2nd most important factor among Europeans when choosing their next holiday destination.

Source: ETC, Monitoring Sentiment for Intra-European Travel, May/June 2024

This major growth indicates that travellers are increasingly drawn to this region, likely due to its affordability, cultural diversity, and climate.

Outside of Europe, Alaska's temperate summer climate, glacier cruises, wildlife viewing, and outdoor activities make it an attractive cool-weather alternative to hot summer destinations, and visitor numbers are increasing. The Alaska Tourism Industry Association (ATIA) reports that in 2023, Alaska welcomed over 2.26 million visitors during the summer season, representing a 20% increase from the pre-COVID figures.

How destinations can benefit

As the popularity of coolcations continues to rise, **more temperate destinations can capitalise on this trend by strategically positioning themselves as the ideal alternative to traditional sun-drenched locales.**

Broad audience appeal is a significant advantage; destinations with milder climates can attract not only traditional holidaymakers but also new segments, including **digital nomads,**

wellness travellers, and those interested in adventure tourism. Targeted and engaging marketing campaigns can play a pivotal role in attracting these travellers.

DMOs should develop storytelling narratives that emotionally connect potential visitors to the unique attributes of cooler climates. This could involve showcasing hiking, wildlife tours, glacier visits, and outdoor adventures that provide an escape from more commercialised tourist hotspots.



These destinations can also appeal to travellers seeking more meaningful journeys, by focusing on the authenticity of the experience. Seasonal repositioning is key for destinations that lose appeal during summer heatwaves. DMOs can reframe the concept of seasonality by promoting year-round activities and encouraging travellers to visit during the spring or autumn when the climate is pleasant but not extreme.

This strategy not only attracts a broader audience but also helps **distribute tourist traffic more evenly throughout the year, reducing pressure during the traditional high season.**

Redefining summer adventures

VISIT SWEDEN

With summer temperatures soaring in southern Europe, Sweden is emerging as a 'coolcation' destination for travellers looking to escape the heat.

Scandinavia has long been a favourite on the tourism map. But now, with the climate changing, countries like Sweden are seeing new visitor trends.

"We've seen a huge amount of searches for coolcations. Looking at Google searches, we are ranked number one," explains Susanne Andersson, CEO of Visit Sweden. "We also did a target study for the German market and we could see for the first time that people were going to consider the weather a lot more than they had done before."

During the summer of 2024, temperatures topped 40°C in Italy and more than 30°C in

France, making the cooler climes of northern Europe an attractive alternative. **"Coolcations is a trend that actually talks to the target groups that we've always wanted to come to Sweden,"** says Andersson.

But she points out that if more visitors want to travel from countries such as Spain and Italy, **accessibility will be in the spotlight.**

"If the trend develops, we will see a lot more of the airlines trying to start to look at, for example, should they start a flight to Arlanda, because they can see that it's building up from those areas that are interested in Sweden," explains Andersson.

For coolcation'ers, Swedish Lapland boasts mountains to the sea and an archipelago. In cities like Luleå and Piteå, visitors can cross the Arctic Circle.

"Abisko is one of, if not the best place in the world, to see the northern lights and in the summer to hike and experience the midnight sun," says Nils Persson, Chief Marketing Officer for Visit Sweden, highlighting one of Swedish Lapland's other favourite spots.

"There are a lot of activities, local food to experience, swimming and even skiing in June," he adds.





Purposeful journeys

Leaving more than memories

Travel is evolving into a force for good, as purposeful journeys inspire travellers to make meaningful impacts - supporting communities, protecting ecosystems, and fostering lasting change.

Romania

Purposeful journeys

As global awareness of environmental and social issues grows, **travellers seek more than scenic destinations** - they want to actively contribute to the regeneration of the sites they visit.

Regenerative travel embraces this shift, encouraging both visitors and the tourism industry to engage in practices that not only protect but restore and revitalise ecosystems, while uplifting local communities. Mindful consumers are no longer content with mere eco-credentials or surface-level sustainability; they seek **purpose-driven experiences** that foster environmental restoration, cultural preservation, and community empowerment.



This growing trend highlights the desire for meaningful, **transformative travel that leaves a lasting positive legacy for both people and places**. Tour companies, resorts, and travel providers are shifting beyond sustainability

to create positive social and environmental impacts that deeply connect travellers to their destinations.

Social-led travel: forging human connections

This trend highlights the fast-growing shift **from product-focused to socially-led travel**.

Regenerative travel in destinations like the Philippines has gained significant traction, with initiatives focusing on sustainability and positively impacting the environment and local communities. Ayala Land's Regenerative Tourism initiative in the Lio Estate in El Nido, Palawan, highlights the Philippines' purposeful travel efforts.

Tourists can participate in initiatives like reforestation projects and contribute to mangrove preservation, offering a hands-on approach to mindful tourism.

Tourism Economics predicts inbound tourism arrivals in the Philippines will increase by 124% between 2024 and 2030, showcasing the role of purpose-driven travel in promoting sustainable development.

Ecuador is also known for its dedication to responsible travel and eco-tourism, and actively promotes its rich landscapes, from the Amazon rainforest to the Galápagos Islands, while ensuring sustainable tourism practices. Ecuador anticipates a 135% growth in inbound tourism from 2024 to 2030, according to projections by Tourism Economics.

Challenges and opportunities

One of the primary challenges in the regenerative travel trend is ensuring authenticity. As travellers become increasingly aware of their environmental impact, destinations must go beyond marketing buzzwords and demonstrate **genuine, measurable efforts toward sustainability**. This entails integrating practices that positively affect both local communities and the environment.

A crucial element of this approach is the **involvement of local communities** in decision-making. By empowering residents to shape local tourism strategies, destinations foster community engagement and ensure meaningful benefits, enhancing the authenticity of the travel experience. For DMOs, resorts, and travel companies, the rising demand for purpose-driven travel presents an excellent opportunity to align their offerings with the values of conscious consumers.

Resorts and hotels can further capitalise on this by offering hands-on experiences like guided artisan tours, wildlife conservation projects, or eco-friendly excursions. These activities not only **create lasting memories**, they also **foster a deeper connections to the local culture and environment**.



Mae Hong Son, Thailand

Zurab Pololikashvili,
Secretary General of UN Tourism

Travellers increasingly believe in the importance of creating a positive impact on local communities.

By embedding regenerative principles into their operations, these entities can differentiate themselves and build deeper connections with responsible travellers.

Effective communication is vital for tapping into this trend. Destinations that position themselves as hubs for environmental restoration and community empowerment will **attract highly valuable eco-conscious visitors** eager to contribute positively during their stay.

Embracing community-based tourism (CBT) models ensures that the economic benefits of tourism remain within the community. In these models, locals actively participate in planning and managing tourism activities, leading to authentic experiences. Trinidad and Tobago exemplifies CBT, showcasing community-led experiences such as catch-and-release fishing and artisan markets, enriching the visitor experience while positively impacting the local economy.

Ultimately, destinations embracing regenerative tourism can **gain global recognition as forward-thinking, responsible travel choices**. By **prioritising quality over quantity**, they can manage tourist influxes, reduce the risks of overtourism, and **preserve their environment and culture for future generations**.

Hiking the path to regeneration

JAPAN NATIONAL TOURIST ORGANISATION

When the Japanese city of Higashimatsushima was hit by the powerful earthquake and tsunami of March 2011, it devastated the area's tourism resources. Now a new hiking trail is helping to bring visitors back.

Before the events of 2011, Higashimatsushima, in Miyagi Prefecture, on Japan's Pacific coast, attracted more than 1.1 million tourists annually. That number fell to 360,000 in 2012.

Since then, local officials have been working hard to come up with new ways to revive tourism and the local economy. In 2018, the Oku-Matsushima 'Olle' hiking trail was born. 'Olle' is a Korean word, referring to **a route connecting visitors to communities, nature and history.**

"The course uniquely blends scenic landscapes with historical reflection, aiming to restore pre-earthquake tourism levels while promoting sustainable regional development," explains Mitsuyoshi Takeda, from the Commerce and Tourism Division, Industry Department, Higashimatsushima City.

The 10-kilometer route, attracting 5,000 visitors annually, takes walkers through stunning coastal landscapes and up Mount Otakamori, providing panoramic views.

"This trail aims to provide valuable experiences through nature-based activities, promoting physical and mental wellbeing, while contributing to the local community. **It encourages both travellers and residents to deepen their understanding and appreciation of the region's culture and values,**" says Takeda.

"Specific initiatives include trail maintenance, beach cleaning activities, and collaboration with private sectors for tourism promotion."

At Aomina, the trail's start and finish point, visitors can buy local products such as roasted seaweed and, in winter, oysters.

"The trail attracts tourists seeking unique, personalised travel experiences. **These visitors are often looking for wellness and self-realisation through travel, with a growing interest in environmentally-conscious journeys,**" highlights Takeda. "It's expected to have a significant economic impact and **revitalise the region across various sectors,** including accommodation and dining."

The Oku-Matsushima 'Olle' trail is one of five routes in Miyagi Prefecture, known collectively as the Miyagi 'Olle.'



Credit: Commerce and Tourism Division, Industry Department, Higashimatsushima City



Scenic escapes

Rediscovering slow travel by rail

As travellers seek eco-friendly alternatives to flying, train travel is enjoying a revival. Growing demand for scenic, leisurely journeys, opulent rail services, and new night trains redefine slow travel, blending nostalgia with sustainability.

Erzincan, Turkey

Scenic escapes

Train travel is experiencing a **remarkable resurgence**, driven in part by eco-conscious Gen Z and Millennials seeking sustainable, scenic, and leisurely alternatives to air travel.

This shift signals trains aren't just a means of transportation; they offer scenic routes, panoramic windows, sleeper cars, and dining experiences that **transform the journey into an integral part of the adventure**.



Indonesia are at the forefront, with ambitious high-speed rail projects and enhanced infrastructure to strengthen regional connectivity.

Air travel presents an opportunity for rail

As the world confronts the environmental impact of air travel, **train travel has emerged as a more sustainable option**.

Data provided by Tourism Economics reveals that air travel patterns could also impact rail travel in the future. Air travel has grown significantly over recent decades, driven by increased capacity and more flight routes.

Air arrivals jumped from 42% of all inbound arrivals in 2000 to 53% in 2024.

However, while global tourism is expected to keep growing, air travel's share of outbound trips is projected to plateau at around 55% by 2034.

These projections highlight a key **opportunity for train travel to establish itself as both an eco-friendly alternative and a distinct travel experience**, opening new routes and giving travelers direct access to untapped regions.

The rail renaissance

The rise of affordable and flexible rail passes, combined with significant upgrades to rail infrastructure, is expected to **cement train travel as a defining trend in the years ahead**.

This growth is not limited to Europe and the U.S.; Asia is also experiencing a rail renaissance. Countries like China, India, and

The introduction of new Interrail and Eurail passes, with access to sleeper trains, has made train travel more accessible and convenient, **encouraging locals and tourists to opt for the rails over the skies**.

The resurgence of rail travel is prominent in Europe and gaining traction in the U.S.

Amtrak, America's leading rail operator, offers routes such as the Empire Builder between Washington State and Chicago. Florida's new Brightline high-speed rail is also making waves, offering an eco-friendly way to explore the Sunshine State.

Air travel's share of outbound trips is projected to plateau at around 55% by 2034, allowing rail travel to gain a larger share of environmentally conscious travellers seeking more eco-alternatives.

Source: Oxford Economics, IATA, 2024

Luxury rail travel is pivotal in the revival of train journeys, tapping into a sense of nostalgia for the elegance and grandeur of the golden age of rail. The return of the iconic **Orient Express** in 2024 exemplifies this trend, offering journeys aboard 17 original, meticulously restored cars from the 1920s and 1930s.

Known as the "slowest express train in the world," the swiss **Glacier Express** traverses stunning landscapes and picturesque valleys, allowing passengers to savour the breathtaking views through panoramic windows. **South Africa's Rovos Rail** further enriches the luxury travel experience, providing multi-day journeys that showcase the continent's diverse scenery and culture.

As luxury train journeys evolve, they not only attract high-end visitors, they also **emphasise sustainability and cultural appreciation, redefining travel for the modern explorer.**

Rail opportunities

DMOs can promote rail travel as a **gateway to lesser-known, remote destinations**, encouraging visitors to explore areas often overlooked in favour of major hubs.

By partnering with rail operators, DMOs can develop integrated tourism campaigns showcasing scenic rail routes but also unique, off-the-beaten-path destinations accessible by train.

These campaigns can focus on **sustainability, cultural experiences, and rail travel's slower, more immersive nature**, appealing to travellers who want to reduce their carbon footprint while discovering new places.

Rail operators may enhance the allure of train journeys, promoting sleeper trains to **encourage longer stays and multi-destination travel.**



Arequipa, Peru

They can also collaborate with travel companies and DMOs to create luxury themed journeys that blend leisure and local experiences, such as culinary tours and cultural heritage trails.

Travelling through the night

EUROPEAN SLEEPER

With more travellers opting for eco-friendly and less stressful journeys, night trains are becoming a popular alternative to flying.

Amid the revival of rail, European Sleeper, a Belgian-Dutch privately-owned international train operator, is eyeing growth in night train services. In February 2025, it's set to launch a brand-new service, connecting Brussels with Venice, passing through Belgium, the Netherlands, Germany and Austria, with stops in Eindhoven, Cologne, Munich, Innsbruck and Bolzano.

“Preliminary feedback and market research indicate a high demand for this service, particularly among those looking for an eco-friendly alternative to air travel and those

eager to experience the scenic journey through Europe and Venice as a destination,” explains Chris Engelsman, Co-Founder of European Sleeper.

This latest night service, which will run approximately twice weekly throughout February and March, comes in response to high demand for winter sports travel, city trip options and a lack of suitable train connections across Europe, according to European Sleeper.

“Customers are increasingly calling for more night train connections between cities and countries, and demand for train travel in Europe is poised to continue its upward trajectory,” says Engelsman.

“Additionally, the comfort, convenience and scenic experiences provided by train journeys are resonating with a broader demographic, from business travellers to tourists.”

As travel preferences evolve, Engelsman stresses that collaboration among all rail networks and industry players is now essential, “to accelerate the push for better and more sustainable options across Europe.”

European Sleeper launched its first night train service in May 2023, running three times a week from Brussels and Amsterdam to Berlin and Prague.

Looking to the future, it's planning further growth, with a new daily night train between Amsterdam and Barcelona, supported by the European Commission, set to take to the tracks in 2026.



Credit: Jeroen Berens

Rediscovering freedom of train travel

RAIL EUROPE

Europe is seeing a resurgence in rail travel, fuelled by eco-conscious Gen Z and Millennial explorers, and an increasing demand for hassle-free journeys.

While flying may still be the transport of choice for many travellers, **Europe is seeing a shift towards more sustainable and conscious travel choices**, according to train booking platform Rail Europe.

“People are increasingly choosing trains because they offer a **smoother and more relaxed** experience, compared to flying. You can arrive just minutes before departure, board quickly and not worry about baggage limits,” explains CEO Björn Bender.

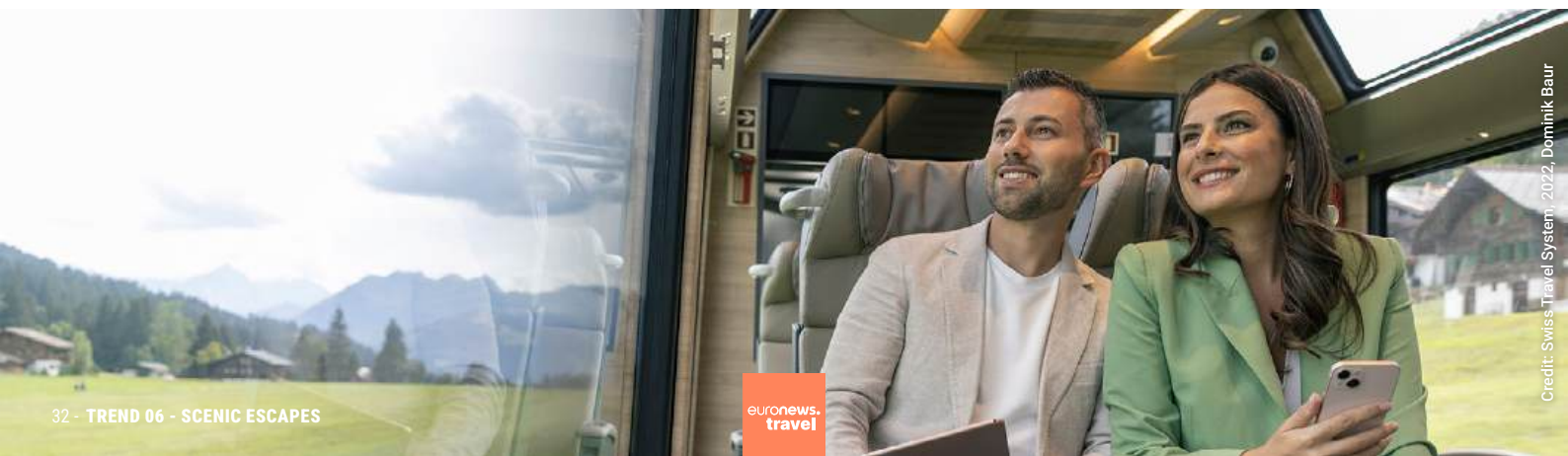
“Eco-conscious Gen Z and Millennials are strong supporters, valuing the **lower carbon footprint** compared to other modes of travel. Solo travellers, including younger generations,

love the freedom and savings on hotel stay plus travel time that night trains offer,” he adds. “On the other hand, older travellers and families appreciate the comfort and ease of boarding compared to air travel.”

Leisure remains the biggest driver for travel, according to Rail Europe, with a noticeable **increase in longer trips and a desire to explore Europe at a more enjoyable pace**. “Scenic day journeys through regions known for their natural beauty, such as Switzerland, and cultural interest are also attracting travellers who want more than just a point A to B trip,” explains Bender.

Looking forward, Rail Europe says train travel is becoming more user-friendly and competitive, but **the industry needs to make it easier for people to switch to trains**.

“**We must prioritise simplicity, accessibility and transparency**, particularly in pricing and distribution. This is a critical demand from our customers, who seek straightforward and clear options for their travel needs,” Bender highlights. “We’re investing in technology to make the booking process as smooth as possible and are committed to expanding our partnerships, to offer even more options for travellers.”





Cosmic getaways

Gazing at the stars

Astro-tourism is rising, offering travellers a cosmic connection. With dark-sky destinations reducing light pollution and the 2024/25 solar maximum enhancing Northern Lights, stargazing captivates a new wave of explorers.

Svalbard, Norway

Cosmic getaways

Astro-tourism - travelling to destinations with minimal light pollution to observe celestial events - **connects visitors to the cosmos with new tourism offerings.**

There are currently many Dark Sky sites and sanctuaries worldwide that offer prime conditions for stargazing and astrophotography. International Dark Sky Sanctuaries (IDSS) are typically situated in remote locations with low light pollution and exceptional starry nights.

Interest in astro-tourism is soaring: we are currently experiencing solar maximum (the period in the sunspot cycle when solar activity is highest), bringing the most impressive Northern Lights displays in decades.



London Delegate. “In 2023, we saw 20 new IDSPs designated worldwide. In the coming year, we can expect to see a wonderful diversity of places certified to protect their nocturnal environment.”

Current events driving Astro-tourism

Australia’s 2028 total solar eclipse and the current solar maximum could fuel a huge wave of astro-tourists, especially in places like Iceland, Norway, and Canada - known for their clear skies and vivid Northern Lights shows.

This growing trend could bring a big economic boost, with **more demand for accommodations and guided astro-tours** in prime aurora locations.

New Scientist Discovery Tours has reported a 450% increase in the capacity of its astronomy-inspired trips between 2022 and 2024. The company’s 2026-2027 total solar eclipse tours have already attracted over 1,600 sign-ups, indicating a growing appetite for dark-sky tourism.

Dark Sky Tourism and cultural heritage

While Dark Sky Tourism (DST) offers visitors opportunities to stargaze, **it can also bring cultural storytelling to the forefront.**

“Dark sky tourism continues to grow in popularity year-on-year, with new International Dark Sky Places (IDSPs) being certified all the time,” explains Megan Eaves, DarkSky

In January 2022, the Western Australian Department of Planning, Lands and Heritage released a position statement titled “Dark Sky and Astro-tourism.”

Cosmic getaways

This document outlines comprehensive guidelines and planning strategies to protect dark sky environments and ensure tourism growth while preserving traditional Aboriginal cultural experiences tied to the night sky.

In 2023, 20 new international Dark Sky Parks (IDSPs) were designated worldwide, from North America to Europe to China.

Source: DarkSky International, 2024

The **community-focused initiative** reflects a **commitment to supporting sustainable tourism and safeguarding Indigenous heritage as part of Western Australia's tourism landscape**. Astro-tourism is also growing in South America. According to the Chile tourism board, growing interest in astronomy has led local governments to promote the development and expansion of astronomy in Chile, including world-class observatories, scientific centres and community-led dark sky tours.

Astro opportunities

Destinations that capitalise on this trend and invest in dark sky preservation gain a competitive edge by offering **rare, unmatched stargazing experiences**.

By positioning as **exclusive hubs, they will attract mindful travellers interested in cosmos observation and nocturnal nature experiences**.

For International Dark Sky Parks and Reserves, **capitalising on celestial events during key astronomical moments** means enhan-

cing their appeal by organising curated night activities. These events can **blend scientific observation, night hikes, and cultural experiences**, drawing in amateur astronomers and high-value tourists.

By collaborating with destinations, they can also develop itineraries that integrate daytime excursions with nighttime skywatching, offering visitors a comprehensive and holistic experience.



Cedar Mountain Recreation Area, Utah, United States

Dark sky tourism offers countries a unique opportunity to expand their tourism offering and attract new visitors. By integrating astro-tourism into existing attractions, **countries can balance seasonal tourism, drawing visitors during quieter months when astronomical events are most visible**.

South Africa's impressive integration of stargazing experiences alongside its renowned safari adventures demonstrates how countries can diversify their tourism portfolios and attract a **broader range of travellers by offering complementary nature-focused and celestial experiences**.

Reconnecting with planet Earth

**“VIENTO SUR ASTROCAMPING
& CABAÑAS” VIA THE NATIONAL
TOURISM SERVICE SERNATUR CHILE**

Chile is a shining star when it comes to offering pristine night skies. One pocket of the country is proving to be a particular hit with travellers looking to re-connect with nature and our universe.

Located around 450 metres above sea level, in a coastal mountain range, the Bosque Fray Jorge National Park, home to a UNESCO-designated World Biosphere Reserve, is a dazzling spot for stargazing. It is located on the border of the Atacama Desert, just over 400km north of Santiago, and survives on humidity from coastal fog.

“The hills here, along with providing us with a unique and majestic landscape, also benefit us, acting as a true natural screen against light pollution of large cities,” explains Patricio Valdés, who runs an astro-themed campsite

in the area. He says visitors are not only coming from Chile, but also from European countries such as France, Germany and Switzerland.

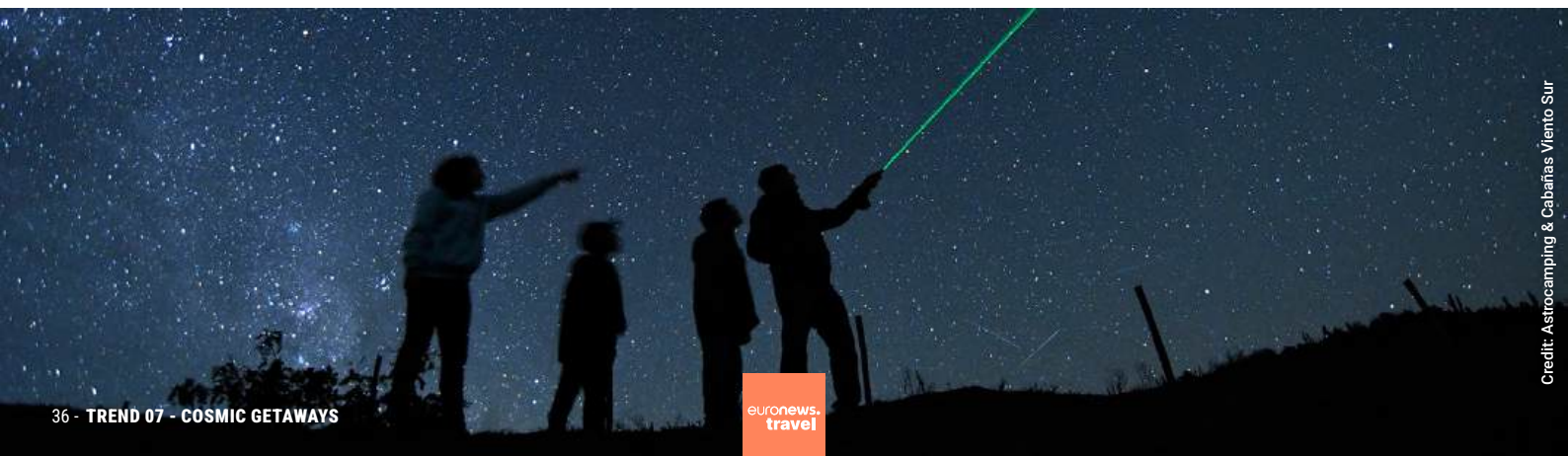
“We’ve experienced an increasingly strong trend around astro-tourism in ordinary tourists, who are changing their way of doing tourism and mutating into eco-tourists,” Patricio highlights.

“These eco-tourists care about generating minimal impact or are willing to learn how to do so when they travel. Without a doubt, a deep connection with nature and the universe is necessary for this.”

Patricio’s business, Astrocamping Viento Sur, offers camping and cabins, along with a range of celestial-themed activities, including a night trail following the starlight, and telescope observation.

“We observe different types of celestial objects, depending on the time of year. Some of them can even be seen with the naked eye, such as the neighbouring galaxies called Magellanic Clouds,” explains Patricio.

“In every corner, we simply seek to inspire and connect our visitors with the wonder of the cosmos and nature. During the day, the birds and silence are the main protagonists, at night the stars and moon steal the show.”



Stargazing in endless night skies

**KAZAKH TOURISM NATIONAL
COMPANY JSC**

Kazakhstan has stars in its eyes, as it looks to grow its reputation as an astro-tourism destination. The Central Asian country is developing unique experiences for visitors to marvel at the wonders of our universe.

Famous for its sweeping steppes and jaw dropping lakes, Kazakhstan is also setting its sights on becoming a top choice for stargazing, amid the growing appetite for celestial experiences amongst travellers.

The country's **southern and eastern regions** boast exceptional open-air conditions for astro-tourism, with **dark, star-filled skies undisturbed by urban light pollution.**

"It's possible to see the planets - Jupiter, Saturn and the rings of Saturn - with the naked eye," explains Ildana Izmailova, a junior researcher at Almaty's Fesenkov Astrophysical Institute. "During the winter, the brightest star in the sky, Sirius, and the constellation Orion can be spotted. **The Milky Way is visible year-round.**"

These shimmering wonders have long attracted astro-enthusiasts and journalists, but Kazakhstan is now keen to attract a broader range of visitors to enjoy and learn

about space. Tours are already on offer at the Kamenskoye Plateau Observatory, located in Almaty, at an altitude of about 1450 metres above sea level.

But there are also plans to open the Assy-Turgen Plateau Observatory, around 85km east of Almaty and at an altitude of 2,750 metres, to visitors. It will provide overnight accommodation, including camping options for those looking to sleepover.

The Tien Shan Astronomical Observatory, about 30km southeast of Almaty, in the mountains of Zailiyskiy Alatau, is expected to start operating tours too, with accommodation provided.

"Astro-tourism represents an exciting frontier for the nation's tourism industry," says Kairat Sadvakassov, Chairman of the Kazakh Tourism National Company JSC. "We are committed to promoting this unique aspect of our natural heritage and hope to attract more overseas visitors who seek an extraordinary connection with the cosmos."



Credit: Kovsh Travel House

Conclusion

As the travel industry enters 2025, it stands at a transformative crossroads, where **climate change, technological advancements, and evolving consumer values** redefine how, where, and why people travel.

Having shown remarkable resilience in bouncing back post-pandemic, the industry now faces a future that demands **continuous innovation and adaptability**.

A common thread across these trends is travellers' desire to **infuse their journeys with purpose**, seeking experiences beyond the ordinary - an opportunity to connect with nature, explore remote, untouched places, support local communities, slow down, and contribute meaningfully along the way.

The focus shifted from simply sustaining tourism to rethinking its purpose and value.

"It's about **travelling more responsibly while contributing to local communities, well-being, and fairly distributing benefits generated by tourism**," says Zurab Pololikashvili, UN Tourism Secretary-General. "Regenerative tourism also includes destinations and businesses adopting circularity practices in terms of waste, food management, and plastic reduction."

Purpose-driven travel fosters a **collective commitment to global citizenship**, encouraging empathy, cultural appreciation, and meaningful connection. This approach enables tourism to evolve from being simply sustainable to genuinely impactful, cultivating a global community of conscious travellers willing to preserve or even actively contribute to the regeneration of the places they visit.

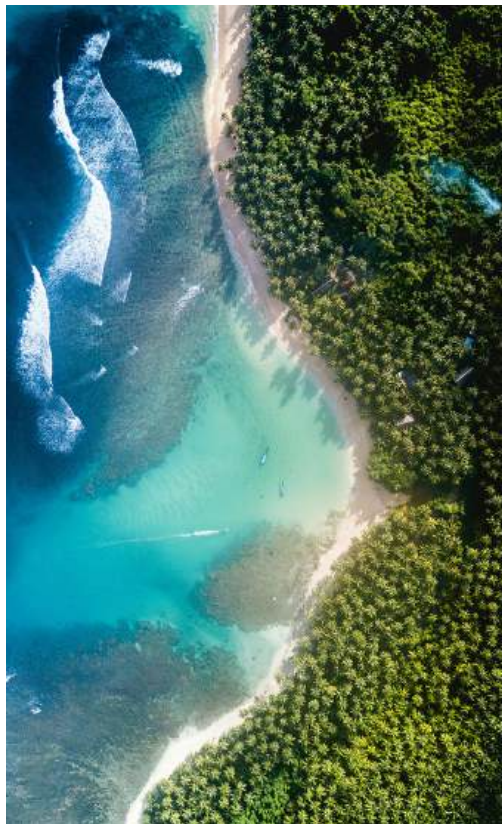
AI and technologies drive this shift by connecting travellers to sustainable choices and remote destinations, and crafting uniquely tailored journeys that resonate with individual preferences like never before.

Hospitality providers can also use AI-driven resource management to **reduce waste, optimise fuel consumption, and monitor environmental impacts in real time, minimising carbon**

footprints and strengthening environmental credentials.

This tech-driven approach resonates with travellers who value convenience and discovery.

Together, these trends set the stage for tourism to drive a new transformative era - one where travel fosters cultural exchange, champions environmental stewardship, and supports shared human progress, fulfilling a vision of travel as a lasting force for good.



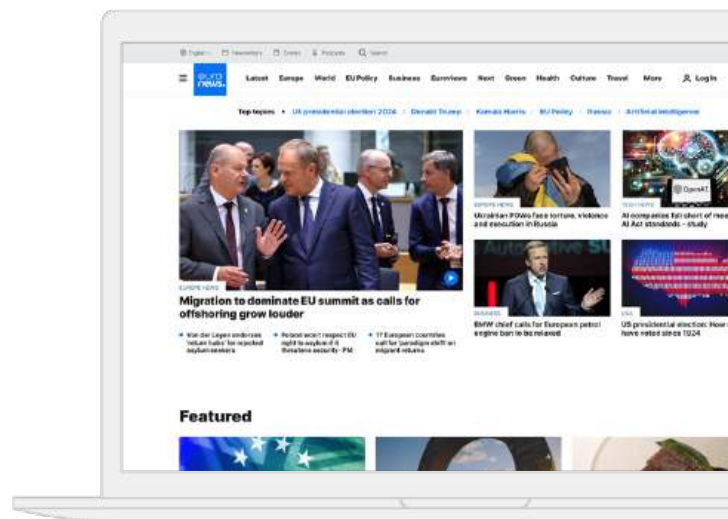
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Euronews is the **#1 international news TV channel in the European Union**, providing news with a **European perspective** to a worldwide audience in **17 languages**, both on **TV and digital platforms**.

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Euronews Travel is a **premier digital platform** designed for curious and diverse travellers seeking **fresh perspectives on the world**.

With a monthly audience of **2.3 million unique users** (S1 2024), we ignite wanderlust through **immersive and informative content**, including travel news, destination highlights, unique accommodations, and bespoke series.

Our commitment to the travel industry is reflected in over **30 years of expertise** and our support for its recovery and growth. Through **insightful analysis, market intelligence, and our regular trend reports**, we identify emerging trends and provide valuable resources for **industry professionals**, helping them navigate the evolving travel landscape and connect with a **global community** of explorers.



Euronews connects today's advertisers with tomorrow's travellers

Euronews' exclusive insights into the travel patterns and behaviours of our well-travelled audience.

2/3 Euronews users prioritise travel over other expenses
They are trendsetters & trends-influenced travellers, embracing emerging trends.



Euronews audience is leading the way in adopting technology

To enhance their travel experiences, making them relevant audiences for innovative travel solutions

60%

Have already used AI-powered travel tools to plan a trip

98%

Of whom rate the experience as positive



An audience driven by self-improvement and meaningful experiences

74%

Seek **personal growth** to become better versions of themselves

43%

Are motivated by **regenerative travel**, and making a positive impact the environment and local communities

71%

Are **drawn to lesser-known destinations**, preferring authentic experiences



Euronews audiences are at the forefront of the shift towards sustainable and immersive travel experiences

82%

Are already opting for train travel as their preferred mode of transportation

43%

Prioritise **train travel as a sustainable alternative**, aligning with their commitment to eco-conscious values

44%

Consider the **journey itself as an integral part of their holiday**, reflecting a desire for meaningful and enriching travel



Euronews users are pioneers in redefining modern tourism
Making them a valuable audience for advertisers looking to tap into the next wave of travel innovation

70%

Have **explored coolcations** or new seasons due to rising temperatures

42%

Are manifesting a strong interest in **stargazing holidays**

53%

Are **inspired by films or TV series** in their travel decisions

Global forecasting & quantitative analysis insights

POWERED BY



Tourism Economics—an Oxford Economics company—combines decades of deep tourism knowledge with rigorous economics to answer the most important questions facing destinations and corporations worldwide.

Our work—backed by world-class datasets and models—sets the standard for economic forecasting, quantitative analysis, business intelligence, and market and policy assessment for the travel industry.

We take a truly global view of forecasting, integrating demand from all major markets with Oxford Economics' global macroeconomic model.

Each year, we partner with hundreds of global clients across travel sectors to unlock insights.

Key areas of our expertise include:

Global data access

Offering the most comprehensive global data sets available to help your business strategise for the future, including forecasts for visits, nights, and spending for country-to-country flows. This includes our Global Travel Service (GTS) and our Global City Travel (GCT) which provide comprehensive data and forecasts for 185 countries worldwide and almost 350 cities and regions, respectively.

Economic impact analysis

Highlighting travel's essential economic value through trusted analysis of visitor, event, and marketing impacts. Working with a range of destinations and organisations worldwide, we demonstrate the economic importance of all travel activity and the contributions to wider economic activity and job creation.

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Building custom, dynamic forecasting models to predict travel activity for every major global market and traveller segment. We also harness Oxford Economics' alternative economic scenario analysis to quantify key uncertainties in the global outlook. This currently includes analysis of the impacts of higher inflation and interest rates as well potential outcomes of current geopolitical tensions.

Business intelligence

Harmonising vast sets of data into comprehensive, elegant, and decision-ready reporting that all stakeholders understand.

Authors



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Portia Jones has visited over 70 countries and specialises in adventure travel, destination guides, and city breaks. She writes for various media outlets, including the Times, Wanderlust Magazine, National Geographic, Euronews, and Wizz Air Magazine, and is currently writing two Lonely Planet guidebooks.



Damon Embling
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Damon Embling is a seasoned journalist and broadcaster, with a specialism in travel and tourism. He reports from key global industry events and moderates high-level debates on the future of the sectors. Damon has produced and presented several travel programmes for Euronews, from around the globe.

Methodology

This report combines proprietary tourism data from Tourism Economics, a subsidiary of Oxford Economics, with additional qualitative insights to analyze emerging travel trends. Using data from their Global Travel Service (GTS) and Global City Travel (GCT) tools, it offers historic and forecasted travel assessments for over 180 global markets and 300 cities, based on national statistics and econometric models.

To enrich the analysis, this quantitative data is complemented by exclusive insights from interviews with UN Tourism, the European Travel Commission (ETC), Expedia, and the World Travel & Tourism Council (WTTC), as well as perspectives from news sources, tourism reports, and industry publications.

These conversations with travel professionals provide real-time perspectives on industry trends and challenges. Together, this blend of quantitative data and expert insights delivers a comprehensive, forward-looking view of the evolving travel landscape.

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Euronews Travel Trend Report

2025 Edition

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