

Amadeus Insights

Travel Trends 2025

Global overview and trends



Introduction



At Amadeus, we're on a mission to make the travel experience better for everyone, everywhere. To do that, we first need to take the time to understand what travelers are thinking, their motivations and aspirations. That's why we invest in producing our Travel Trends reports. We believe that by working together as a global industry, we can deliver the kinds of experiences that travelers want and will cherish forever.



Daniel Batchelor
Senior Vice President,
Global Corporate Marketing
& Communications
Amadeus

As the world's leading travel trend forecasting agency, Globetrender excels in predicting the changing ways people are exploring the world, and the forces of influence that are determining their decisions. Partnering with Amadeus in producing this 2025 Travel Trends report means that together we can help businesses successfully anticipate the needs and demands of tomorrow's travelers.



Jenny Southan
CEO and Founder
Globetrender

TREND 1

New Heydays

After a tumultuous year of 80-plus national elections, change-fatigued citizens will be yearning for simpler, happier times of the past, a psychological phenomenon dubbed 'rosy retrospection.' "New Heydays" describes how a **new wave of nostalgia** is inspiring people to replay the vacations of their youth; revisiting places connected to defining milestone experiences such as honeymoons and gap years; and even finding ways to evoke the gilded aesthetics of the Roaring Twenties.



Luxury sleeper train **La Dolce Vita Orient Express** will be reborn in Italy in 2025, this time with interiors harking back to the 1960s.





This longing can be observed across various domains, from entertainment and music to fashion and consumer products. And the 1990s are proving big (after all, they were a quarter of a century ago). Cinemas and streaming sites are becoming saturated with remakes of beloved classics such as *Twister*, *Time Bandits* and *Baywatch*. (In India, people are rushing to movie theatres to watch Bollywood re-releases such as *Dilwale Dulhania Le Jayenge*.) Cassettes and CDs are making a comeback; Eminem is going on tour in 2025 (25 years after the release of hit song *The Real Slim Shady*); and even Britpop band Oasis is reforming. Retro styles dominate the fashion scene; “underconsumption core” is trending on TikTok; kids are discovering the charm of old-school video games; and Gen Z are taking photos with “vintage” digital cameras like the Canon PowerShot (as flaunted by American model Kendall Jenner).

Remakes of beloved classics such as

Twisters, Time Bandits and Baywatch

In India, cinematic re-releases of Bollywood hits such as

Dilwale Dulhania Le Jayenge

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Britpop band Oasis is reforming

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Old-school video games

Gen Z are taking photos with

“Vintage” digital cameras





Airbnb **Polly Pocket home rental** Massachusetts

In the travel industry, evidence of “New Heydays” can be found everywhere.

In summer 2024, Airbnb, for instance, debuted a Polly Pocket home rental – a 42-foot-tall replica of the 90s-era plastic toy from Mattel.

“The pad is packed with nostalgic surprises to take guests right back to their childhoods,” says Airbnb. Located in Massachusetts, guests could request to book a special one-night stay, and even try on Polly’s “iconic throwback looks” found hanging in the wardrobe.

In the UK, wistful families are flocking to:

New lodgings on Brownsea island, the setting of Enid Blyton’s 1960’s **Five Have a Mystery to Solve** book.

As Millennials enter middle age, European holiday company Eurocamp has reported a huge uptick in bookings, suggesting 2024 could be the “most significant” in its 50-year history, as this nostalgic demographic seeks to relive the holidays of their youth, this time with their own kids.

In fact, little has changed – the waterslides, sunset discos and furnished tents are all still there. According to a 2024 survey by Crystal Ski Holidays, 60% of Brits have tried to recreate their favorite childhood trips with their own offspring, with 90% taking their kids to the same places they went to when they were young.

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(Crystal Ski Holidays)

In the US, summer camps for adults have been growing in popularity – according to Business Insider, revenue from Club Getaway’s adult segment increased 9% in 2024 compared to 2023.

+9%

in 2024 compared to 2023.
(Business Insider)



Although we might not see the return of the English Channel “booze cruise”, “proper” two-week fly-n-flop holidays could become a la mode. In 2023, the number of short sea passengers on routes from the UK to Europe increased by 24%.

(GOV.UK)

On the other side of the Atlantic, data from Amadeus shows US travelers are flocking to Miami, a favorite vacation playground ever since the pastel-colored suits of Miami Vice appeared on TV screens in the 1980s. Miami increased its share of total traffic flown from 22.8% in 2015 to 32.8% in 2024. Ever popular Honolulu has also seen a rise, with its share climbing from 18.2% in 2015 to 21.8% in 2024, compared to 2023.



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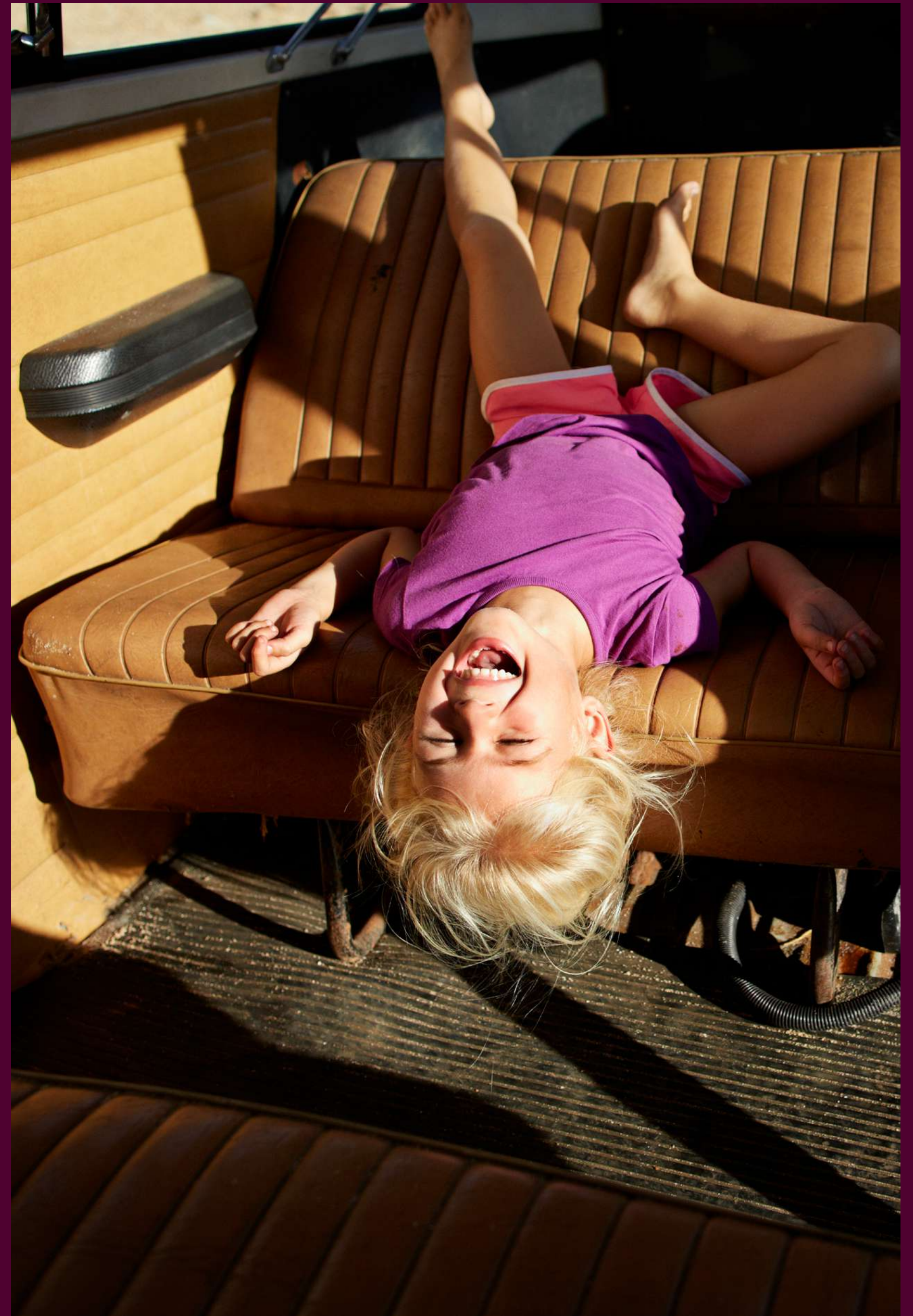
(Amadeus)



“As we move into a new era of travel, we’re witnessing a powerful surge of nostalgia shaping how people choose their destinations. At Amadeus, we recognize this longing for the simpler, happier moments of the past—what we call ‘New Heydays’—as a driving force in the industry. Travelers are seeking to recapture the joy of their milestone vacations; from the places they first fell in love to the experiences that defined their youth. Our goal is to empower our partners and customers to offer these meaningful, memory-filled journeys, creating modern-day escapes that feel timeless.”



Decius Valmorbida
President of Travel
Amadeus



Personalized Flying

Personalized travel experiences should start long before a passenger steps foot in an airport or boards a flight. When it comes to the flight itself, technology is starting to deliver a truly tailored trip. There's been a lot of conversation in the press around "rawdogging" (choosing to fly without entertainment, food, drink or going to the toilet) but for most people that will sound like torture. In 2025, the future of in-flight entertainment (IFE) will lie in creating a highly personalized, connected, and immersive experience for passengers. With advancements in AI, Wi-Fi and 5G, and virtual reality, airlines are poised to offer a more engaging and enriching journey.





Although many passengers consume content on their own devices, airlines are upping the ante by combining algorithmic entertainment with hyper-personalized in-flight systems that deliver box-fresh content – from movies and TV series to adverts and things to buy – that are tailored to the individual flyer, based on their historic preferences. Increasingly, airlines around the world are providing free high-speed Wi-Fi, allowing passengers to stream content from popular services like Netflix, Amazon Prime and Disney+.

A case in point, in summer 2024,

Delta Air Lines announced the commencement of free “streaming quality” Wi-Fi on select international flights with the goal of offering free connectivity on its entire global fleet by the end of 2025.

For members of its **SkyMiles** scheme, there are the added benefits of Delta Sync (again being rolled out across the fleet), which turns seat-back screens into smart TVs by remembering where users left off in a movie and listing their favorite shows.



In 2024, Thales announced **“FlytEdge”** – the world’s first cloud-based IFE system that makes “intelligent” recommendations.



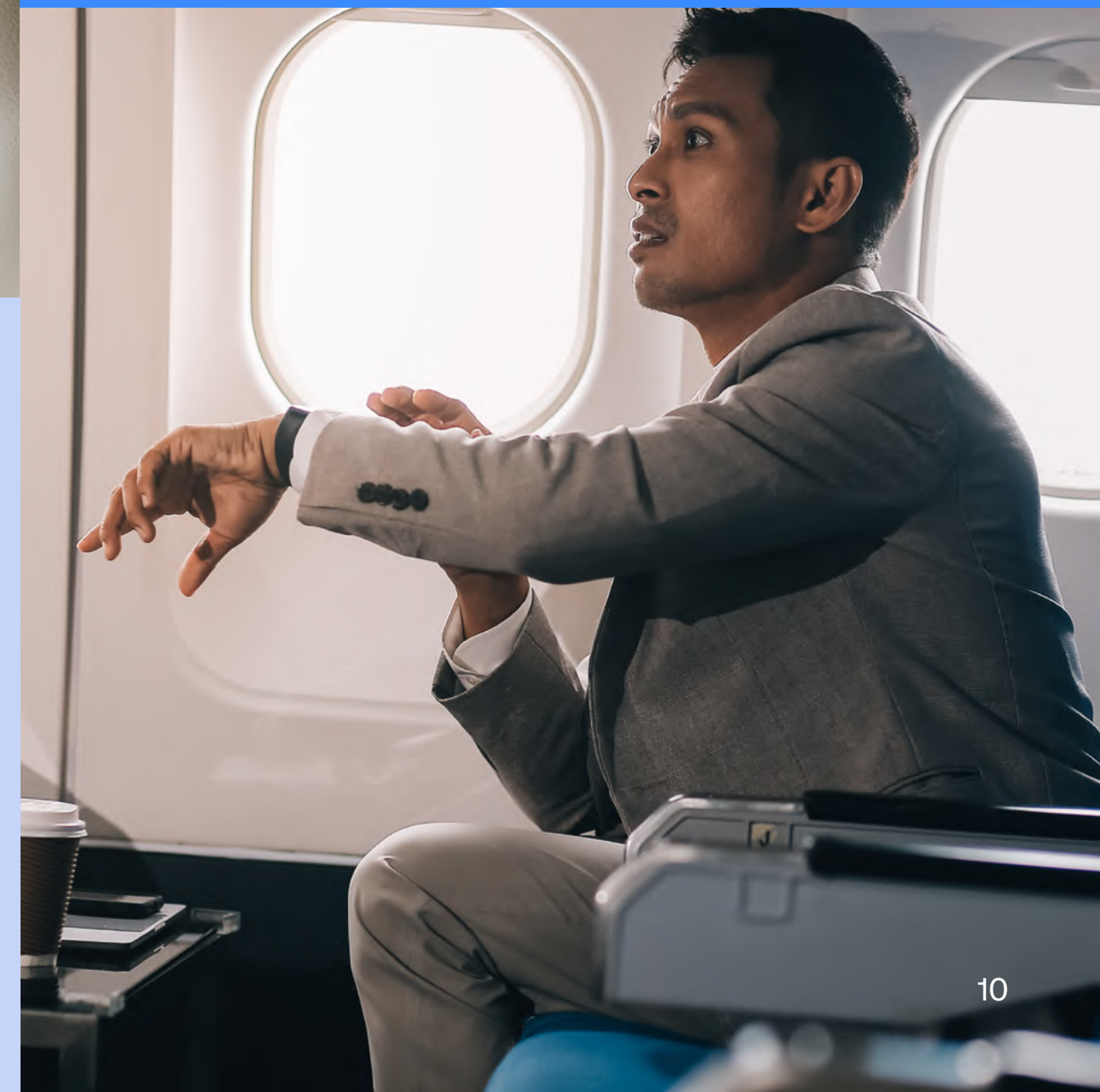
Turkish Airlines will also provide free, unlimited Wi-Fi from late 2025.



Looking further ahead, airlines may integrate emotion recognition cameras to suggest content based on a passenger’s state of mind. They could also alert crew to distress, fear or anger.



“FlytEdge” also comes with cinematic 4K QLED HDR seatback displays with two Bluetooth connections so passengers can pair their personal wireless devices.





Night-sky observers may spot SpaceX's Starlink, a glowing green satellite internet constellation that can provide high-speed connectivity on long-haul commercial flights and private jets that were previously out of range.

In February 2024, Hawaiian Airlines became the first major US airline to offer passengers free Wi-Fi using Starlink, while Qatar Airways will become the first in the Middle East and North Africa to install it on three B777-300s by the end of 2024. More will come. We may also see airlines increasingly loaning VR headsets to passengers in first and business class – in 2024, premium airline start-up Beond began handing out Apple Vision Pros to people flying its Maldives route.

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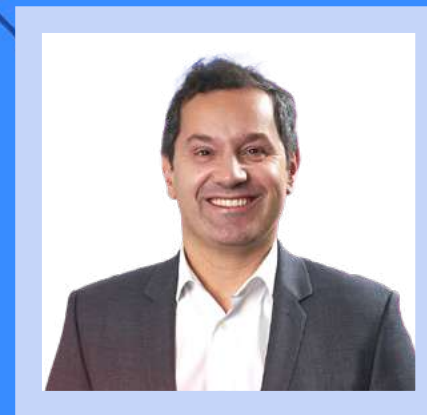
to premium passengers flying its Maldives route.

“Airlines are increasingly using data to create 360° traveler profiles with insights from loyalty programs, booking history, and traveler preferences. With a better understanding of the passenger, it is easy to see how every aspect of flying is set to become more tailored in 2025. Some airlines are delivering more personalized in-flight entertainment, or chef inspired gourmet meals, while others are creating innovative accommodation including bunk beds in economy class. Data and digital retailing empower airlines to enhance the travel experience and offer tailored services that cater to the needs of individual passengers. At Amadeus, we’re excited to be on this journey with our airline customers.”



Cyril Tetaz
EVP Airline Solutions, Travel Unit
Amadeus

“Personalizing the passenger experience is now more important than ever. However, there’s an exciting opportunity to bring the moment of flight into line with this trend! At Adobe, we strongly believe that by 2025, the IFE will also be personalized. The unique connection between data and content, which we have been working on for years in partnership with Amadeus, is now ready to be unleashed! It can be manifested as soon as the passenger sits down in their seat, offering them a world of possibilities. From content, suggestions for visits on arrival, entertainment and services that are specific to them, each airline will be able to strengthen its bond with the passenger and deliver an exceptional, personalized experience from start to finish. This will be a truly valued experience that will create preferences.”



Olivier Binisti
EMEA Lead, Travel & Hospitality
Adobe

“Our latest Accenture research found that consumers feel that booking a flight can be harder than buying a car due to information overload—72% of consumers walked away from buying a flight in the last three months, and 68% use at least 10 sites to plan trips. Now, imagine airlines offering a seamless, personalized experience—where your preferences, travel history, and needs are known. Instead of juggling tabs, you enjoy curated recommendations, bundled offers, and proactive AI-driven service that anticipates your needs both on the ground and in the air, transforming your travel into a smooth, tailored experience that builds loyalty and manages disruptions gracefully.”



Emily Weiss
Senior Managing Director, Global Travel
Industry Lead, Accenture

Trailblazer Hotels

Trailblazer hotels are becoming destinations in their own right – with bucket-loads of charisma (or “rizz”, as Gen Z would say) – and this has triggered a surge in eye-catching new openings around the world. These days, travelers are increasingly seeking hotels with a sense of place and a unique identity, and in many cases these properties are putting destinations on the map. So persuasive are they that tourists are planning trips around stays at “calling card” hotels, while digital nomads and business travelers are building them into work trips to create some added value to the experience.



Anandes Hotel in Mykonos

Examples – all of which opened in 2024 – include:

Les Lumières in Versailles

Jannah Lamu in Kenya

Arev St Tropez

Maryhill Estate in Sweden

Although many “Trailblazer Hotels” will be true independents (in that they are privately owned and operated), some will also be part of chains.

Take the new **Reverb Hamburg hotel** that opened summer 2024 in a German wartime bunker (complete with rooftop gardens), which couldn't be in a more unique building but is actually part of Hard Rock Hotel Group.

(Time magazine included the Reverb by Hard Rock in its list of the “world's greatest places” for 2024).

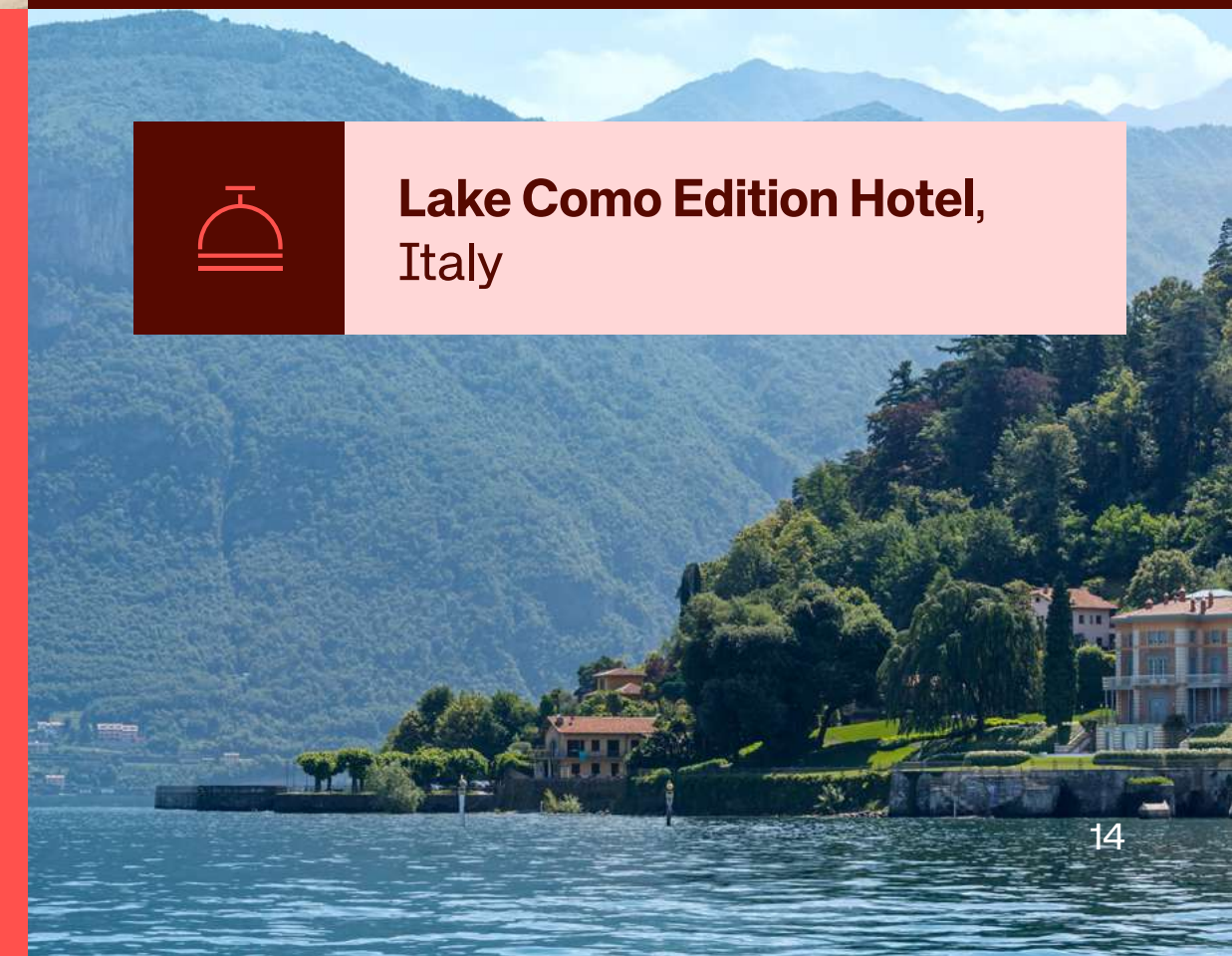


Reverb Hamburg hotel,
Hamburg



Admiralty Arch hotel in
London

In London (a destination that has been flooded with luxury hotel openings in recent years), historic landmark **Admiralty Arch** (facing Buckingham Palace) will reopen its doors as a five-star **Waldorf Astoria hotel in 2025.**



Lake Como Edition Hotel,
Italy

In Italy, **Marriott International will unveil the Edition Lake Como in a 19th-century mansion** on the water's edge.

To help them corner the market, larger chains are also launching and expanding their own branded collections of independent properties, allowing them to funnel in new loyalists with desirable icons.

A good example is **Accor's Handwritten Collection**, which arrived in 2023 – by 2025 it will have curated more than **17 small- to mid-size boutique hotels** from around the world.

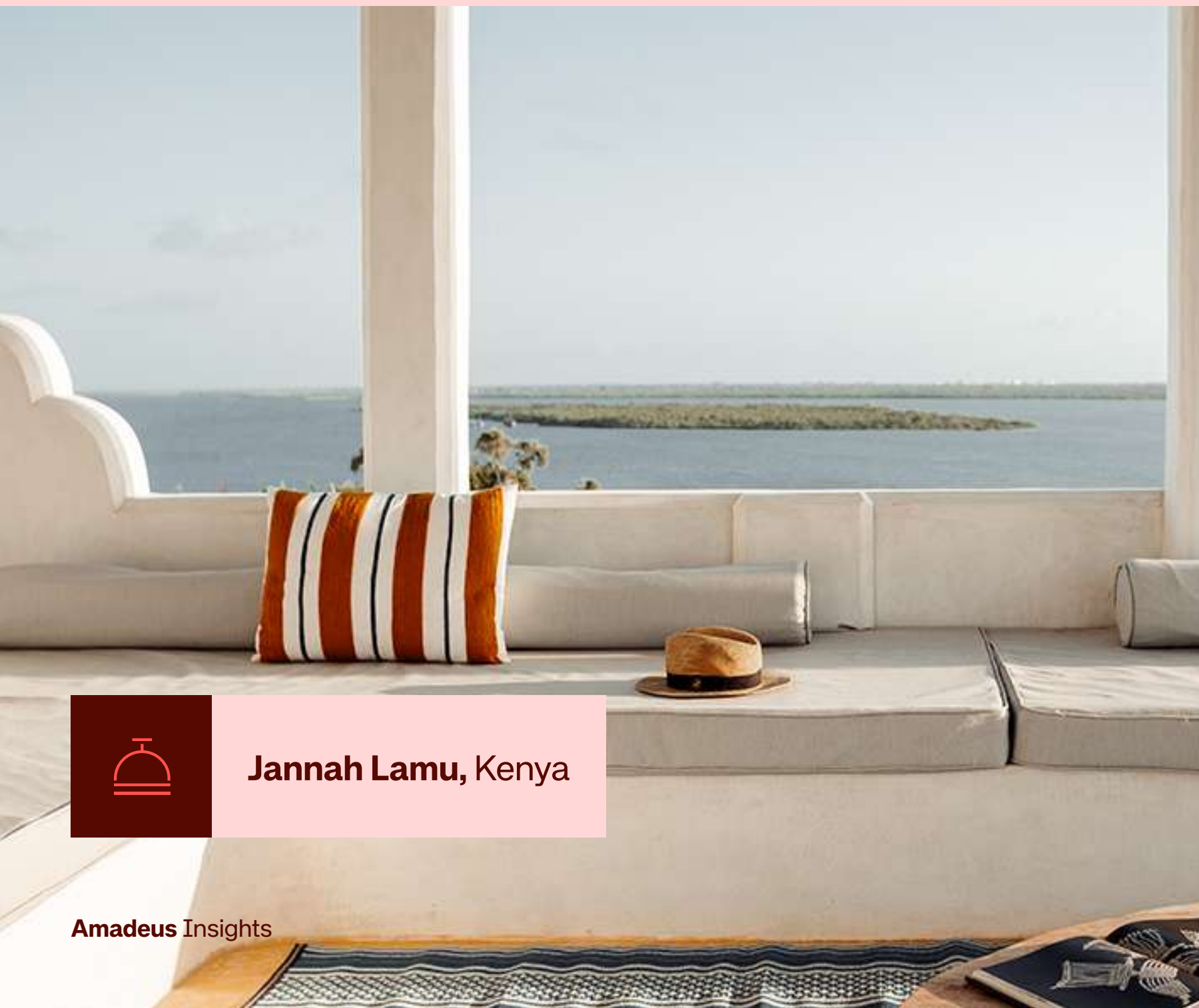
Even more significant is news that, in summer 2024, **Hilton** announced it is expanding its portfolio of luxury hotels with the addition of **nearly 400 boutique properties from the Small Luxury Hotels collection**.

According to DataIntel, the global Boutique Hotel Market was valued at

US\$99.7 billion
in 2023

but is likely to reach

US\$179.7 billion
by 2032



Jannah Lamu, Kenya



Luxury Tented Villa, Bali

“The rise of ‘Trailblazer Hotels’ is a testament to the evolving desires of modern travelers. At Amadeus, we recognize that today’s guests are not just looking for a place to stay, but for an experience that resonates with the local culture and offers a unique narrative. These unique hotels, whether truly independent or part of larger chains, are redefining hospitality by creating destinations in their own right. This 2025 trend aligns perfectly with our commitment to innovation and personalized travel experiences, as we continue to support our customers in delivering exceptional and memorable stays.”



Paco Pérez-Lozao Rüter
President & SVP Hospitality
Amadeus

Asia Uplift

In 2025, inbound and outbound travel to and from Asia (and most significantly, China) is finally expected to reach pre-2019 levels and will fully open this market to the world. Given that China was, in 2019, the world's most valuable source market for tourism globally – its comeback has been long-awaited (domestic travel has been booming in 2024 but outbound is still sluggish). Amadeus total traffic figures show that outbound travel from Chengdu in **China increased by 66% to 35.2M passengers** between 2016 and 2023. Similarly, outbound traffic from Guangzhou increased by 20%. During the same period, outbound traffic from Delhi in India, another high growth country for travel, increased 31% to more than 30 million.





To entice foreign visitors, China has extended visa-free inbound travel until the end of 2025 for numerous countries (including Australia, New Zealand, Poland and France), and new luxury hotels will provide a magnet for curious Sinophiles.

According to American credit rating agency Fitch Ratings, **Asia tourism will likely return to pre-Covid levels** during the first half of 2025 thanks in part to weaker currencies that make it more affordable for overseas visitors.

Etihad is one of many airlines expanding their wider Asia network – in this case with the launch of A380 flights between Abu Dhabi and Singapore from February 1, 2025, and increased frequency of flights to Thailand.



Gardens by the Bay
in Singapore



Etihad adds extra capacity with A380 flights between Abu Dhabi and Singapore

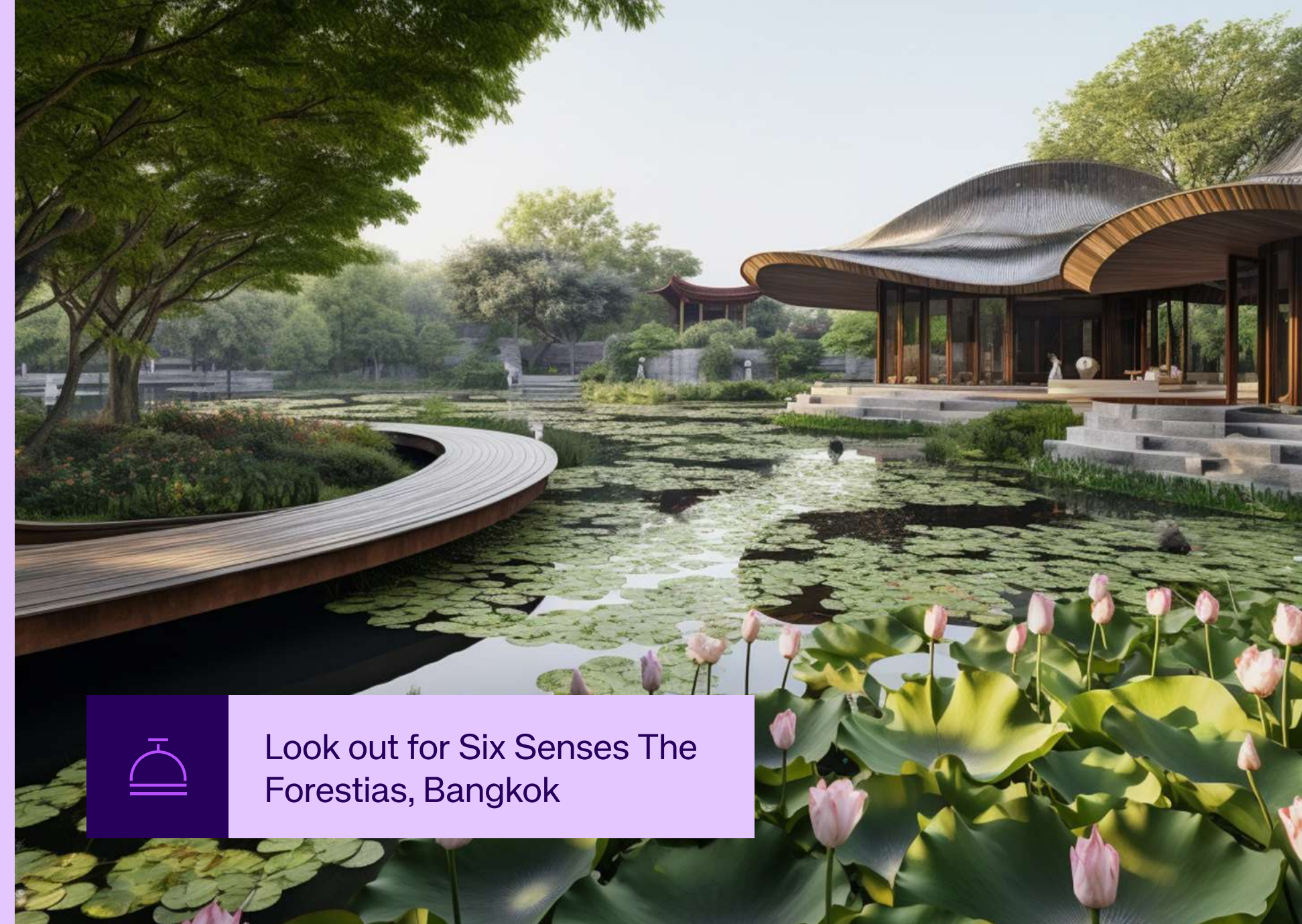
Taking center stage, **Thailand is likely to be the most talked-about tourism destination in 2025**, due to season three of popular TV drama *The White Lotus* being set there, as well as numerous luxury hotel openings.

More persuasive still will be its new **digital nomad visa** and **expanded visa-free entry for 93 countries**

(including China, India, the US, UK and UAE).

A new Thailand tourism campaign has been designed to help win:

36
million
international visitors in 2024



Look out for Six Senses The Forestias, Bangkok

40
million
international visitors in 2025

(Tourism Authority of Thailand)



The airing of season two of South Korean TV series Squid Game is expected to further boost interest in travel to South Korea; while 2024 show Shōgun has inspired historical tours of Japan (season two and three have also been commissioned). Cementing interest in Japan will be Expo 2025, taking place in Osaka.

Season two of Squid Game is expected to further boost interest in travel to South Korea

Shōgun (season two and three have also been commissioned) has inspired historical tours of Japan

Expo 2025 in Osaka



The Hong Kong Tourism Board is also seeking to stimulate inbound travel, promising to invest

**HK\$971 million
(US\$124 million)**

over 2024-2026 in boosting the destination's tourism status.

Looking further into the future, over the next 15 years, the Asia-Pacific region will be responsible for 50% of global air passenger growth (according to IATA), driven by a **growing middle-income class population, with eight in ten households entering into middle class worldwide in the next decade.**

(Tourism Economics db: Air Passenger Forecasts)

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50% of global air passenger growth
(IATA)

Markets such as India and Indonesia are also expected to follow a similar trajectory.

It is also worth noting that the middle class now represents 31% of India's population. It is projected to hit 38% by 2031 and 60% by 2047.

(Skift Megatrends 2024)



Taj Mahal, India



Saduak Floating Market, Thailand

As a consequence, the **global share of leisure travel spending from people in this region** is expected to increase from

(Tourism Economics db: Global Travel)

29%

35%

in 2023

in 2025

“As we look ahead, the resurgence of travel to and from Asia, is eagerly anticipated. At Amadeus, we understand the significance of this geography’s reopening and the opportunities it presents for our partners worldwide. The return of outbound travel from China, alongside the growing demand for inbound experiences across the Asia-Pacific region, signals a renewed appetite for cultural exploration and luxury travel. Our focus is on empowering the industry with the tools and insights needed to seamlessly connect travelers to these dynamic destinations, as Asia reclaims its role as a global tourism powerhouse.”



Dr. Wolfgang Krips
SVP Corporate Strategy
Amadeus



Connections IRL (in real life)

All around the world, people are falling out of love with online dating, and looking for new, spontaneous ways to make connections IRL. Just look at the runaway success of US reality dating show “Love is Blind”, which has become so popular that there are now eight international versions (including Mexico, Japan and Sweden), with the UK edition airing in summer 2024 and Germany announced for 2025. Then there is new dating app Breeze, which only allows you to converse with matches in person (messaging is banned). According to data from AppsFlyer, 65% of dating apps get deleted within just a month. In August 2024, shares in Bumble fell 30% after a poor earnings report.

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within just one month.

(AppsFlyer)

Travel has always been a good way to meet people but with dating apps having been the dominant means of doing this for the last ten years, traditional methods have been cast aside.

The pendulum is beginning to swing the other way now, though, especially since

79%

of Gen Z have experienced dating app “burnout”.

(Forbes Health Survey 2024)

As a consequence, in 2025, we predict that increasing numbers of singletons will be taking a chance on new people and places by booking travel to make “Connections IRL” (in real life).

Amadeus data shows the number of solo leisure travelers increased by 15.6% in 2023 over the previous full year. And the trend continues in 2024, with a year on year increase to date of 9.2%.

(Amadeus MIDT figures)



Aside from holiday romance, travel is also proving a great way to make new friends through shared interests.

In the USA, Road Scholar is a tour company created for adult learning adventurers who believe “the world is the true classroom.” And bridging the divide between digital and real life, Timeleft is a friendship app that is used by travelers to have dinner with five strangers (with shared interests) each Wednesday across 60 countries.

In autumn 2024, small-group tour operator G Adventures launched a series of “Solo-ish” trips to help combat the global loneliness epidemic. Paving the way for this trend was a tie-up between youth-oriented group tour provider WeRoad and dating app Thursday in early 2024, in which they hosted a trip

to Bali. The bond-building itinerary included cooking classes and white-water rafting. Contiki and Flash Pack also use friendship as a USP for their group trips.

Whether it’s joining a sports team or signing up for a communal experience of some kind, placing oneself in the vicinity of like-minded people is a sure-fire recipe for building friendships at any age. Take cruises – these are a great way for travelers to get to know one another. Next year, Virgin Voyages’ adults-only cruises will see the addition of the ship Brilliant Lady in the USA, which enthusiastically welcomes single sailors.



Brilliant Lady ship, USA

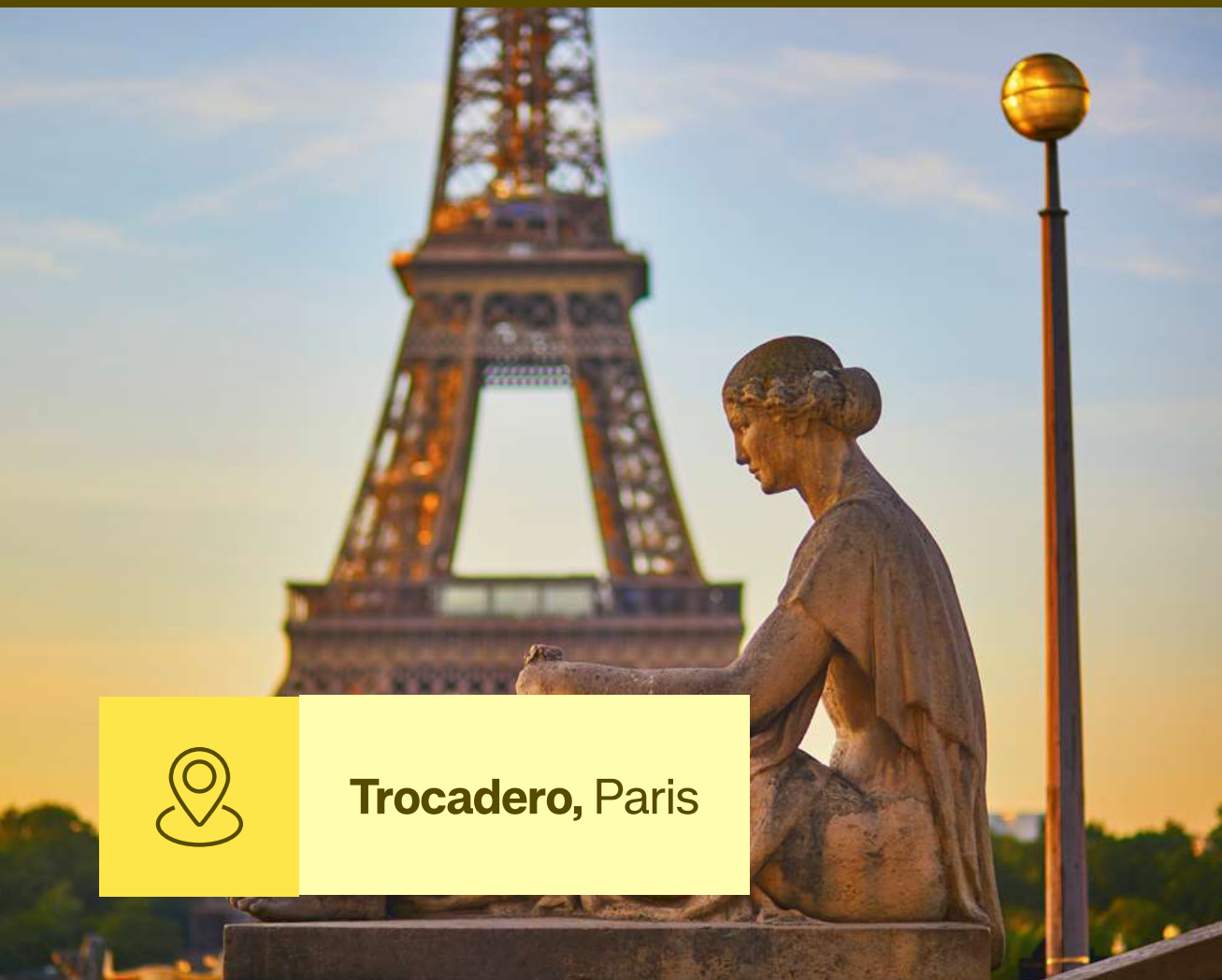
Contiki and Flash Pack

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Virgin Voyages’ adults-only cruises

will see the addition of Brilliant Lady welcoming single sailors

This sense of spontaneity may also manifest in last-minute flight and hotel reservations, meaning shorter booking windows.



Trocadero, Paris

Some solo travellers are even taking themselves on “me moons” to romantic destinations such as Paris and the Maldives.

(In summer 2024, Maldives resort group Coco Collection launched a bespoke “Solo Adventure” package for guests without a romantic partner.)

Hotels with **convivial communal spaces** will continue to be busy.



The Social Hub will be opening hotels in 2025 in Rome, Florence and Porto.



Soho House has plans to open members’ clubs in Barcelona, Manchester, Madrid, Tokyo and Milan.

Social-centric festival tourism will also be popular, while members of the LGBTQ+ community will congregate in Washington DC for World Pride 2025.



World Pride 2025,
Washington DC





“In a world increasingly dominated by digital interactions, there’s a growing appetite for real-world connections and serendipitous encounters. As people seek to escape the burnout of endless swiping and shallow online interactions, travel offers the perfect antidote – a chance to meet like-minded individuals in inspiring settings, forge meaningful bonds, and embrace the spontaneity of life. This shift toward IRL connections not only redefines romance but also highlights the transformative power of shared experiences on the road.”



Jenny Southan
CEO and founder
Globetrender



Travel Trends 2025

Origin of Data: These data points are based on research from Globetrender and Amadeus (unless otherwise stated.) Data is drawn from a custom search dataset, Amadeus Master Pricer, and Amadeus Agency Insights. Amadeus Air Search Travel Data is one of the most complete suites of air data in the travel industry and includes shopping transactions performed by +2,500 customers including the world's top travel agencies. It consists of consolidated data generated by daily transactions.