



**Euromonitor
International**

Top Five Trends in Travel

November 2025

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TOP FIVE TRENDS IN TRAVEL

Our expert's view of Travel in 2025

Key findings

INTRODUCTION

Digital, personalised and experience-led travel defines the next growth era

Top five trends in Travel

Top five trends uncovered

PASSION AND PURPOSE DRIVE NEW DEMAND

Travel's post-pandemic rebound evolves into a purpose-led transformation

Passion and purpose are reshaping tourism demand and destination strategy

Wellness, balance and slow travel are reshaping high-value tourism flows

Mega-events and sports tourism power destination legacy and national branding

South Korea transforms pop-culture passion into purpose-driven tourism growth

Wellness-led development anchors Saudi Arabia's shift toward regenerative tourism

Purpose-driven travel will shape the next era of connection and competitiveness

SMART TRAVEL: AI, AUTOMATION AND THE DIGITAL JOURNEY

AI and automation transform travel into a seamless, personalised digital journey

Connected ecosystems powered by biometrics redefine seamless, secure travel

Japan's oshikatsu fan-based apps redefining passion-led travel

SMART TRAVEL: AI, AUTOMATION AND THE DIGITAL JOURNEY

ixigo leverages AI to drive affordability and predictive travel in India's mobility market

Smart travel ecosystems will drive destination resilience, efficiency and value creation

TWO-SPEED ERA: PREMIUMISATION AND VALUE SEGMENTATION

Travel's two-speed recovery widens the divide between luxury and value seekers

Purpose, wellness and sustainability are transforming the definition of modern luxury

Digital innovation and flexible finance are reshaping the future of value-driven travel

Flexible finance drives affordability and inclusion in South Africa's travel market

Marriott balances luxury and mid-market agility to capture the two-speed recovery

Balancing aspiration and affordability will define the next decade of tourism growth

SHIFTING CORRIDORS DRIVE MARKET DIVERSIFICATION

Global connectivity realigned: New travel corridors redefine resilience

Policy innovation and product diversification unlock new market potential

Saudi Arabia's multi-market strategy redefines connectivity and competitiveness

Diversifying travel flows are unlocking new sources of tourism value

REGENERATIVE GROWTH BY BALANCING PEOPLE AND PLANET

Tourism's sustainability reset is shifting from mitigation to regeneration

Policy and innovation are accelerating sustainable transformation in tourism

Cultural preservation and inclusion are redefining the social dimension of sustainability

Switzerland's "Swisstainable" strategy positions the country as regenerative leader

Indonesia's Beyond Bali initiative drives inclusive and eco-regenerative tourism growth

Regeneration is emerging as tourism's new growth benchmark

CONCLUSION

Future implications

Opportunities for growth and value creation

Traveller segmentation definitions

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