



Now Next

2025-2026 Travel Report

Foreword

“Travel has shifted dramatically in recent years, from no travel during the Pandemic, to revenge travel, and now into a new era of intentional travel. What hasn’t changed is people’s determination to explore. The desire to travel is as strong as ever and, although it isn’t always easy, travellers continue to find a way.

That’s why we partnered with YouGov to create the second annual edition of our NowNext ‘25 Travel Report. By combining third-party insights with Omio’s own data, we’ve built a clear picture of what travellers value today and what they’ll seek out next.

Omio is the perfect companion for determined, tech-savvy travellers, making it easier to discover new destinations, plan their journeys, and book tickets with confidence. By removing barriers and simplifying every step of the process, we continue to transform travel into a seamless, modern experience that empowers people to explore the world now and in the future.”

Veronica Diquattro
President of Consumer and Supply Business Europe



Methodology

Omio developed the NowNext '25 Report in partnership with YouGov, a renowned international online research data group. Total sample size was 10,555 adults in Australia, Brazil, Germany, Italy, Japan, Spain, the UK and the USA, of which 9373 said they were very likely/fairly likely/not very likely or didn't know if they would take a holiday or leisure trip in the next 12 months.

Fieldwork was undertaken between 6 and 25 August 2025. The survey was carried out online. The figures have been given an even weighting for each country to produce an 'average' value. The full report is based on those who are likely to travel/not very likely/didn't know (excluding not at all likely).

Additionally, the report includes proprietary Omio user data.

YouGov



Themes



- 01. Worldwide Woe**
- 02. Deal or No Destination**
- 03. Love EU More**
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- 05. Beach, Please**
- 06. Overtourism & Out**
- 07. Capital Losses**
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Worldwide Woe

The world is a hot mess right now, and that's having a significant impact on how people travel. 69% of those who may take a holiday in the next 12 months (excluding those who said not at all likely) say global events will affect their future travel planning.

However, it's not all doom and gloom, as travel intent isn't going anywhere. Omio data shows that bookings per traveller since 2023 are up by 15%. Additionally, the survey shows that 30% (amongst those who may take a holiday in the next 12 months) want to travel more often.



Worldwide Woe



How travellers plan to stay safe in 2026...



33%

will prioritise
safe and stable
destinations.

26%

will avoid
certain regions
or countries.

25%

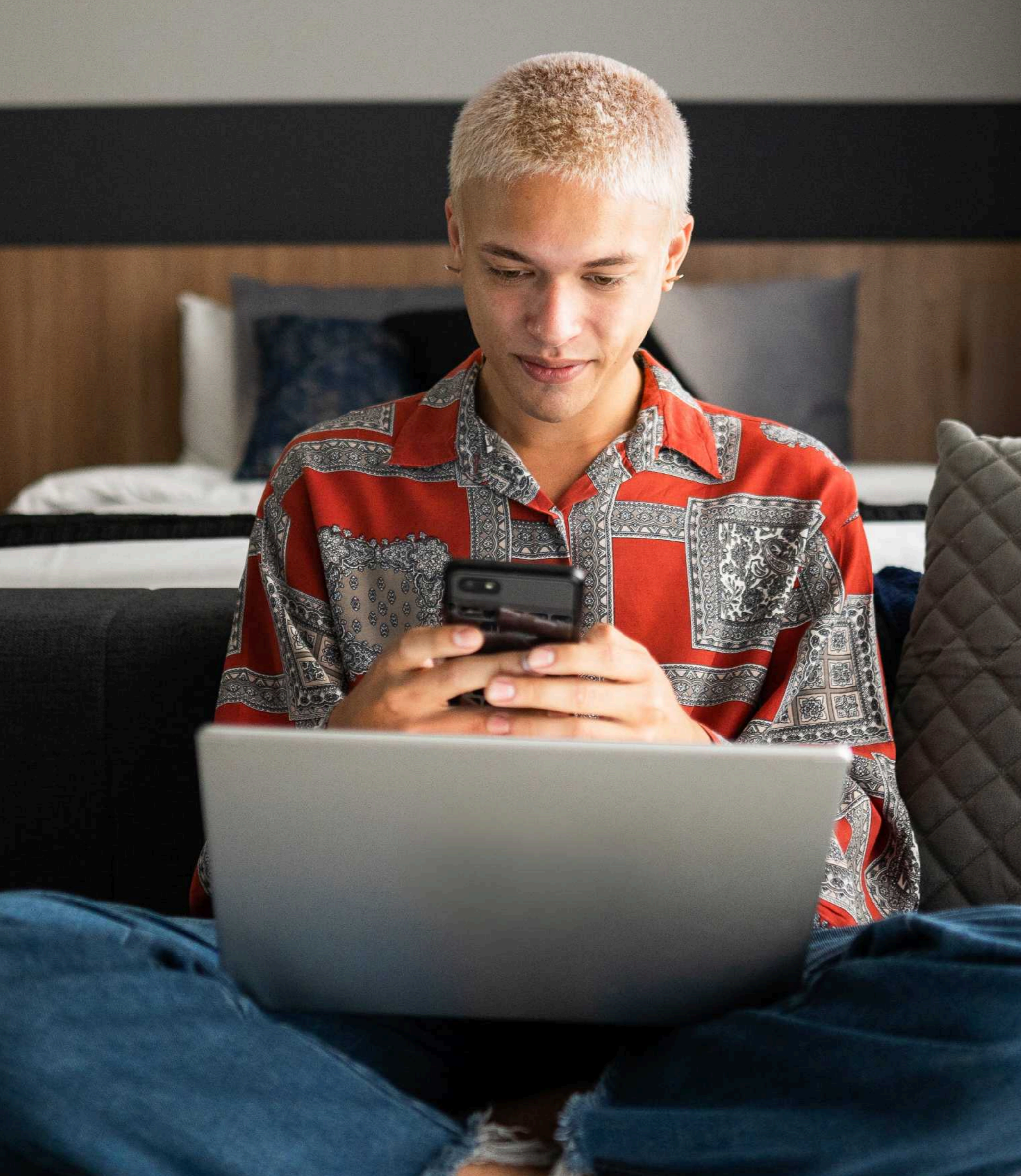
will be more
selective or
cautious about
destinations.

Deal or No Destination

With rising living costs, frequent travel has become more challenging—but not impossible. 38% of consumers will prioritise travel above any other non-essential spending.

From going off-season (28%) to planning in advance or more carefully (27%), these determined travellers are pros at finding the best deals or planning more flexibly (31%) to ensure they can get away. The new 'Travel Thrifties' type is here for the duration.





Deal or No Destination



Compared to 2024, Omio data shows a 14% increase in people booking flights and buses at least two months ahead. ...

AI-lert: 35% of travellers will consider using AI to find the best travel deals.

Love EU More



The world's love affair with Europe is set to continue. However, next year will see Europeans prioritising their own continent over destinations further afield.

Although Brits might no longer be EU citizens, 56% still intend to book holidays on the continent. Germans (45%), Italians (42%) and Spaniards (42%) also plan to stay local next year.

Omio data shows that Italy, Spain and France are the top European destinations. However, compared to 2024, there have been significant increases in bookings to Belgium, Norway, Sweden, Poland, and the UK.



Love EU More: Love Asia Most

Outside their own continent, Asia leads the way for Europeans, with international travellers still enamoured with EU excursions.

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|--|--|---|--|
| <p>Brazil</p> <p>Europe 17% Asia 11% North America 9%</p> | <p>Germany</p> <p>Asia 12% Africa 8% North America 8%</p> | <p>Spain</p> <p>Asia 16% North America 12% Latin America 11%</p> | <p>Italy</p> <p>Asia 15% North America 9% Africa 8%</p> |
| <p>UK</p> <p>Asia 13% North America 12% Africa 8%</p> | <p>US</p> <p>Europe 16% Asia 9% Latin America 7%</p> | <p>Australia</p> <p>Asia 30% Europe 25% North America 8%</p> | <p>Japan</p> <p>Europe 5% North America 5% Oceania 3%</p> |



World of Mouth



Travellers are turning their backs on the internet for more human ways to get inspired. While social media (29%) and AI (9%) are in the mix, most people prefer to find their next destination via past trips (42%) or word-of-mouth recommendations (39%).

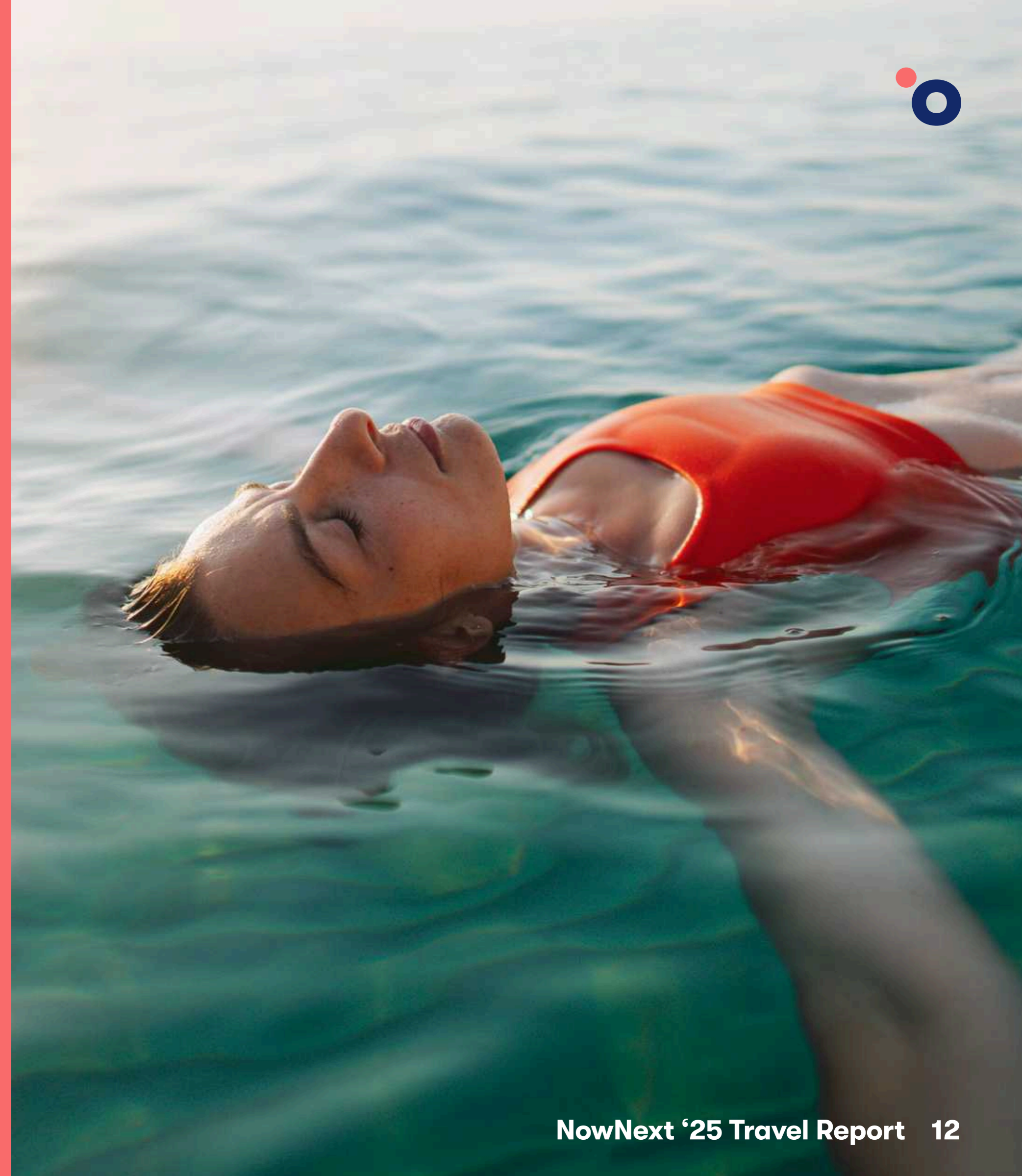
Interestingly, 23% are influenced by TV shows or films—screen-driven tourism is booming and reshaping the travel sector.

49% of Gen Z use social media for inspiration compared to 11% of Boomers.

Beach, Please

2026 will see the renaissance of the seaside holiday, with consumers seeking a more relaxing or beach time break (46%) and a desire to return feeling recharged (51%).

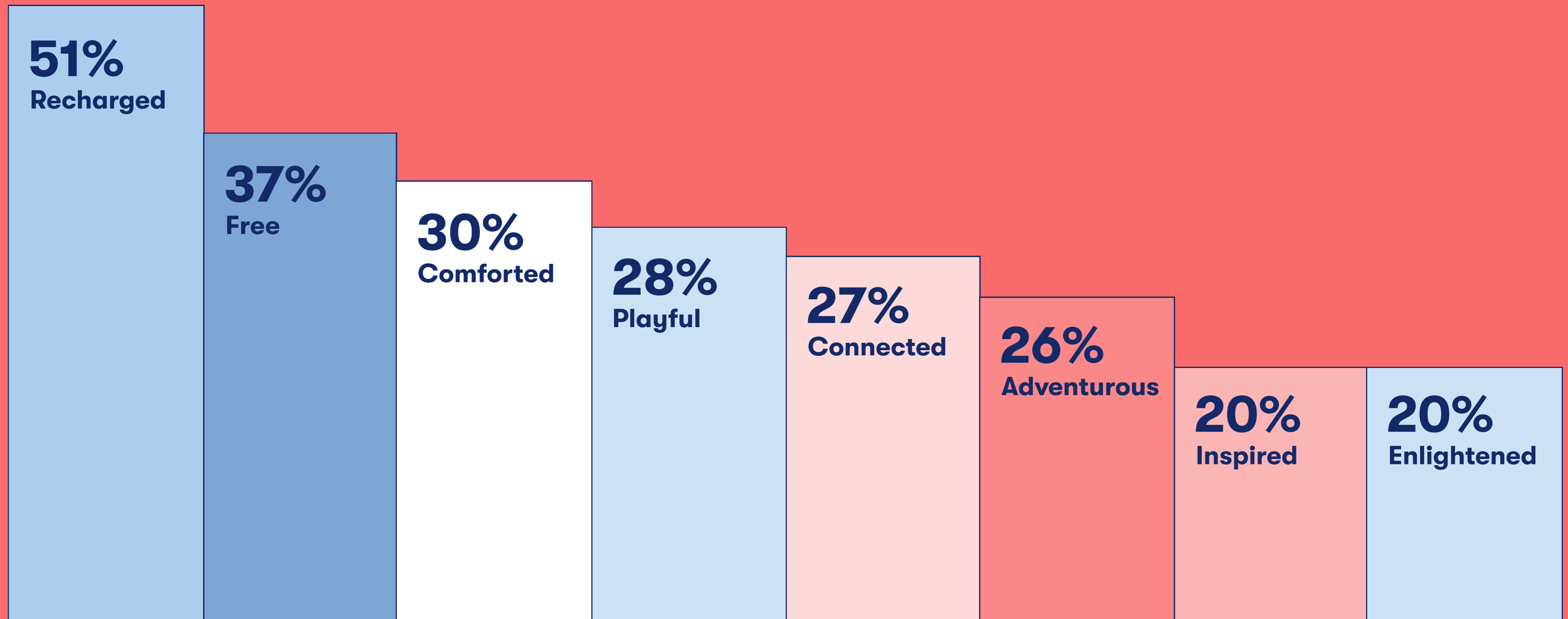
Capital city breaks and big adventures have been the trips *du jour*, but next year will bring a calmer, more mindful energy, with 20% of travellers opting for solo time or personal reflection, plus 18% wishing for wellness and self-care.



Beach, Please: It's All About The Feels



It's clear that in the future, travel won't just be about the destination but how it makes people feel.



Overtourism & Out

An aerial photograph of a crowded beach. The foreground is filled with rows of white beach umbrellas on the sand. In the middle ground, many people are scattered across the beach and wading in the shallow, clear turquoise water. The background shows the water extending to the horizon under a bright sky.

Sustainable travel is here to stay, but not in the way you might expect. Travellers will do so by supporting local businesses (25%), embracing regional culture (38%) and seeking out under-the-radar locations (32%), all of which take precedence over choosing greener transport options (17%).

Effect and cause: Italian (41%) and Spanish (39%) travellers are the most interested in exploring less-crowded or under-the-radar destinations, which could be a result of overtourism in their homeland.

Capital Losses



Capital cities had a moment last year, but that's about to change. In 2026, 21% of travellers want to journey to lesser-known destinations. Travellers cite lower prices (51%), fewer crowds (44%) and unique attractions or culture (40%) as reasons to visit smaller metropolises next year.

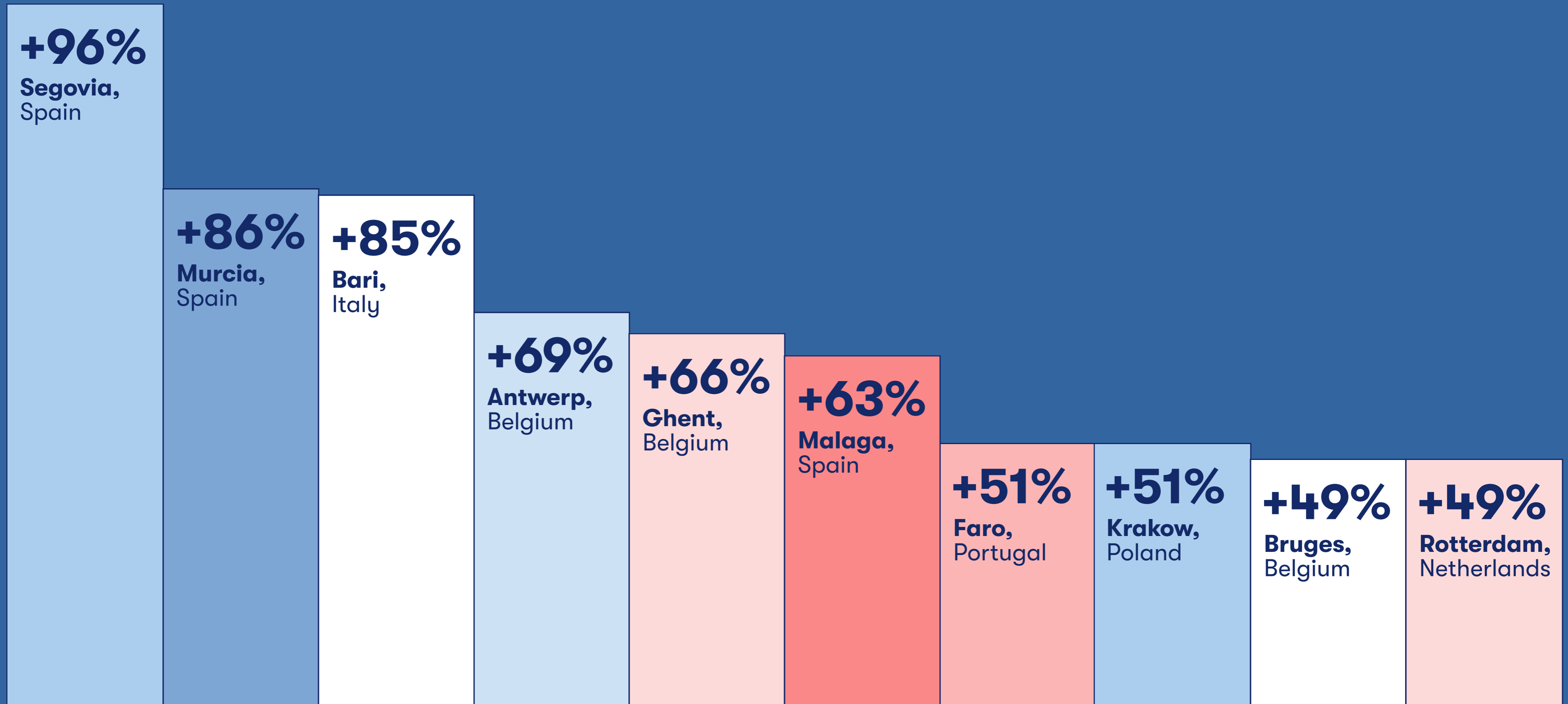
We're also seeing a similar trend via Omio data, with bookings to second cities rising by 34% (YoY) year.



Capital Losses



These are the second cities with the most significant booking increases on Omio.



The Gender (Off)Balance

A photograph of a man and a woman sitting on a bus. The man is in the background, wearing a white shirt and a blue vest, looking out the window. The woman is in the foreground, wearing a white sweater and a blue hat, resting her chin on her hand and looking towards the camera. The bus window shows a blurred city street with a rainbow crosswalk.

Compared to the last few years, 19% of men are more likely to travel solo next year, seeking to disconnect from their busy lives. Women, on the other hand, are more likely to travel to connect (30%), with 34% planning to travel for family time or reunions, and 22% being more likely to go away with friends. No man is an island, but perhaps next year, they should travel to one.

Who will reduce their spending to travel more?
24% women vs. 16% men

Generation Zealous

Gen Z is reinventing the travel landscape as we know it. 31% will plan ahead of time/more carefully to manage the amount they spend on holidays and travel in the next 12 months.

This is good planning as they want to travel more (34%), go away for longer (26%) and choose more environmentally friendly transport options (23%). They demand more than any other generation, but will they get it?





Generation Zealous



34%

of Gen Z want to travel more compared to 26% of Boomers.

33%

of Gen Z are more likely to travel with friends compared to 15% of Boomers*.

20%

of Gen Z want to travel outside their continent compared to 10% of Gen X.

21%

of Gen Z are more likely to travel with parents or grandparents, compared to 12% of Millennials*.

*Compared to the last few years

Conclusion

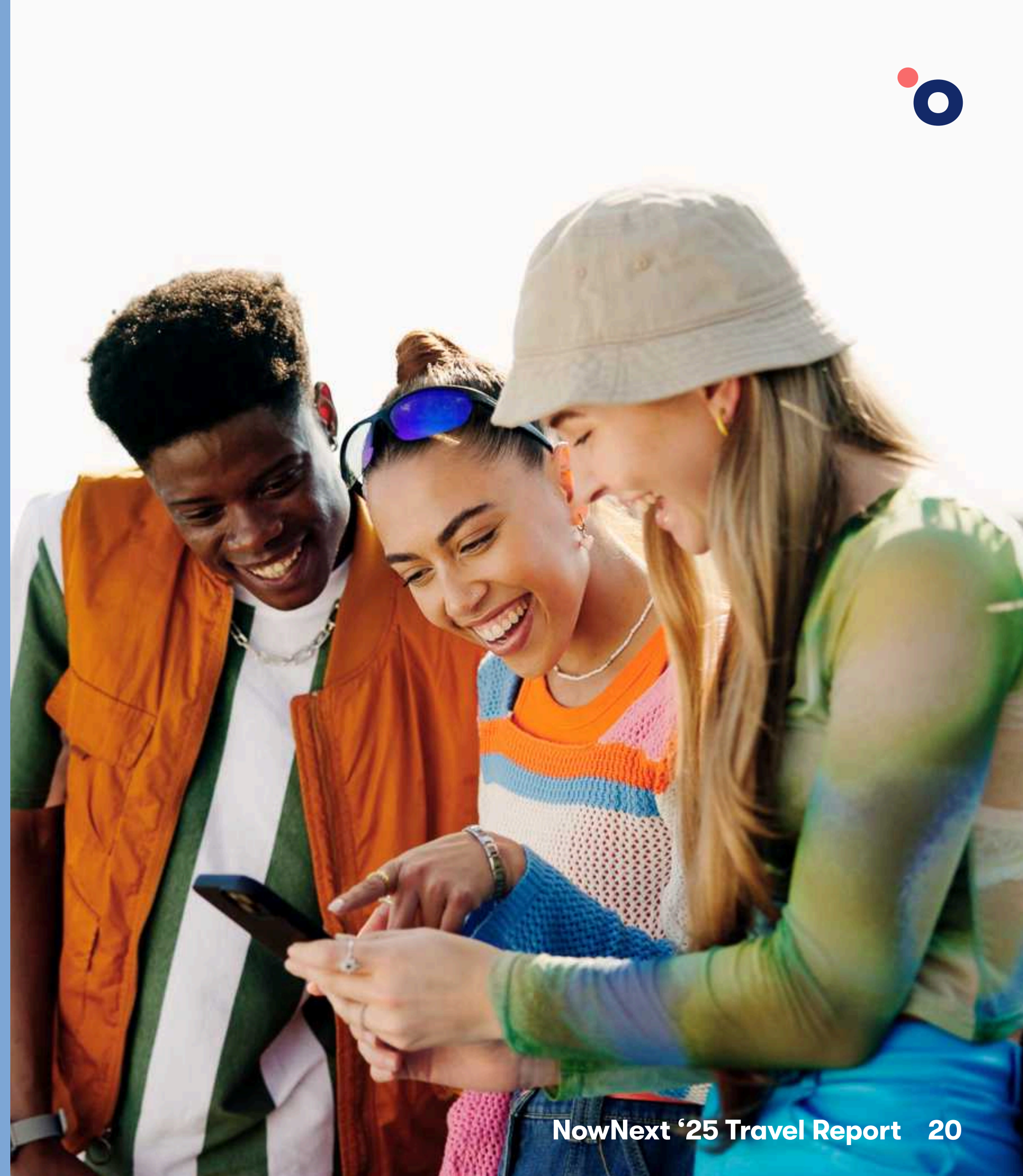
“The NowNext ‘25 report insights paint a vivid picture of how travel continues to evolve, and at Omio, we plan to keep up with new traveller demands.

Consumers are more value-driven than ever. Omio makes finding the best deals easier by bringing all options together in one place. Word of mouth and past experiences influence travel choices more than glossy social media feeds. Omio is there to turn inspiration into action. By offering train, bus, flight and ferry options, we help travellers make dreams a reality.

Beach holidays are back, with relaxation taking priority. At the same time, travellers want culture with a conscience. Our extensive inventory makes finding the best route to niche destinations simple. Gen Z leads the charge. They are purposeful planners, determined to travel more, for longer, and sustainably. Omio meets their expectations with flexibility, breadth, and digital-first solutions. Our report reveals a new age of conscious, smart, and value-driven travel. The desire to explore is stronger than ever, and Omio is at the forefront, ensuring every trip is seamless.”

Veronica Diquattro

President of Consumer and Supply Business Europe



The background of the image shows two young women standing against a dark, textured wall. The woman on the left is wearing a pink and white patterned headscarf, sunglasses, and a large tan backpack. The woman on the right is wearing sunglasses, a pink crop top, blue denim shorts, and a black backpack. The scene is lit with bright sunlight, creating strong shadows.

omio

