

2025

TRAVEL TRENDS REPORT

SPARK



THE FUTURE OF TRAVEL:

What's Now and What's Next

Looking to unlock the true potential of travel and tourism in the immediate future, SPARK tapped into the travel expertise of independent agencies across over a dozen countries (Canada, Germany, Hungary, India, South Africa, United Kingdom, United States, Brazil, Costa Rica, Greece, Mexico, Netherlands, Sweden, Vietnam) of the Worldwide Partners network. We also talked to consumers, drawing responses from more than 700 travelers across four key origin markets.

The results were fascinating. But what intrigued us most was the differences in consumer insights and agency practices. Together they point to some key priorities that can make any travel marketing smarter and more pointed.

When you connect what travelers want with how agencies are marketing, some exciting opportunities emerge.

Regional Diversity in Traveler Respondents



UNITED STATES: 62% UNITED KINGDOM 17% CANADA 12% AUSTRALIA 9%

WHAT'S NOW.

A LOOK AT KEY CONSUMER INSIGHTS AND HOW AGENCIES ARE PRIORITIZING THESE TRENDS.



Eco-Friendly Adventures For All.

Travelers care about sustainability and marketers are ready to deliver. The key? Highlighting green travel as a feel-good AND indulgent experience.

For travelers, sustainability is growing but still not universal. Meanwhile, agencies are leaning in more, suggesting an opportunity to make green travel more appealing and accessible.

41.7%

OF AGENCIES INCORPORATE
SUSTAINABILITY INTO CAMPAIGNS

24.1%

OF CONSUMERS ARE "VERY LIKELY" TO
CHOOSE ECO-FRIENDLY ACCOMMODATIONS

LOCAL CULINARY EXPLORATION & ENTERTAINMENT

Flavorful Journeys

Food and culture are the heart of travel. Pairing sensory-driven campaigns with local storytelling creates unforgettable connections.

Travelers' love for food and culture is echoed by agencies, but marketers are taking it a step further by crafting creative campaigns to deepen connections. This highlights an opportunity for agencies to better communicate these experiences as central to a trip, not just a bonus.



18.6%

OF CONSUMERS FIND LOCAL CUISINE
"EXTREMELY IMPORTANT"

26.7%

OF CONSUMERS ARE HIGHLY LIKELY
TO TRY UNFAMILIAR FOODS



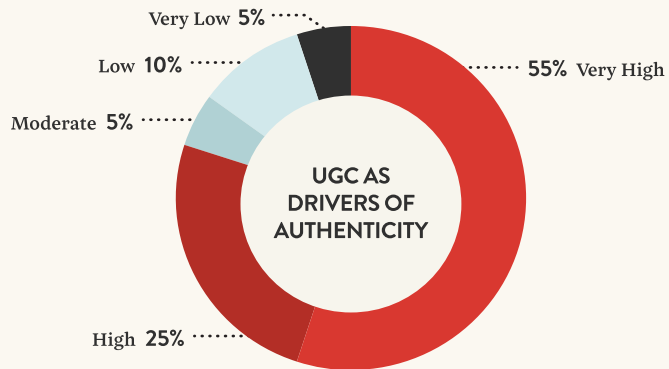
86.4%

OF AGENCIES RANK CULINARY
TOURISM AS A HIGH PRIORITY

USER-GENERATED CONTENT

Keeping it Real Works

Travelers increasingly crave authentic content and real-world insights. And agencies agree, with 80% rating UGC as “highly impactful.”



Social media and UGC continue to be where consumers look for inspiration and when used can be a trusted source for trip planning.

INSTAGRAM REMAINS KING

65% of agencies identified Instagram as the most effective social media platform for engaging travel audiences.



AI IN TRAVEL

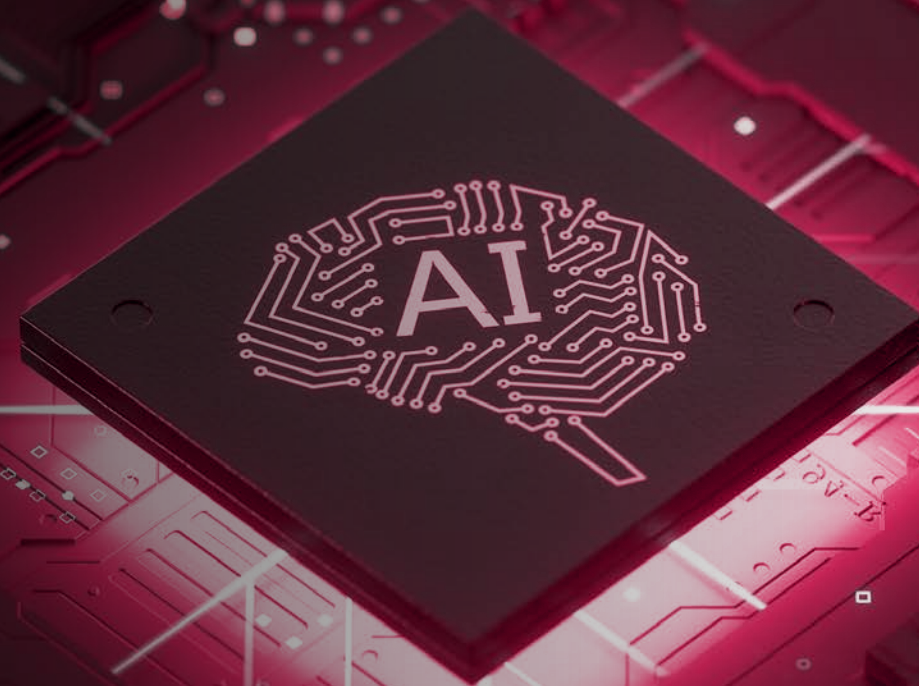
Tech with a Human Touch

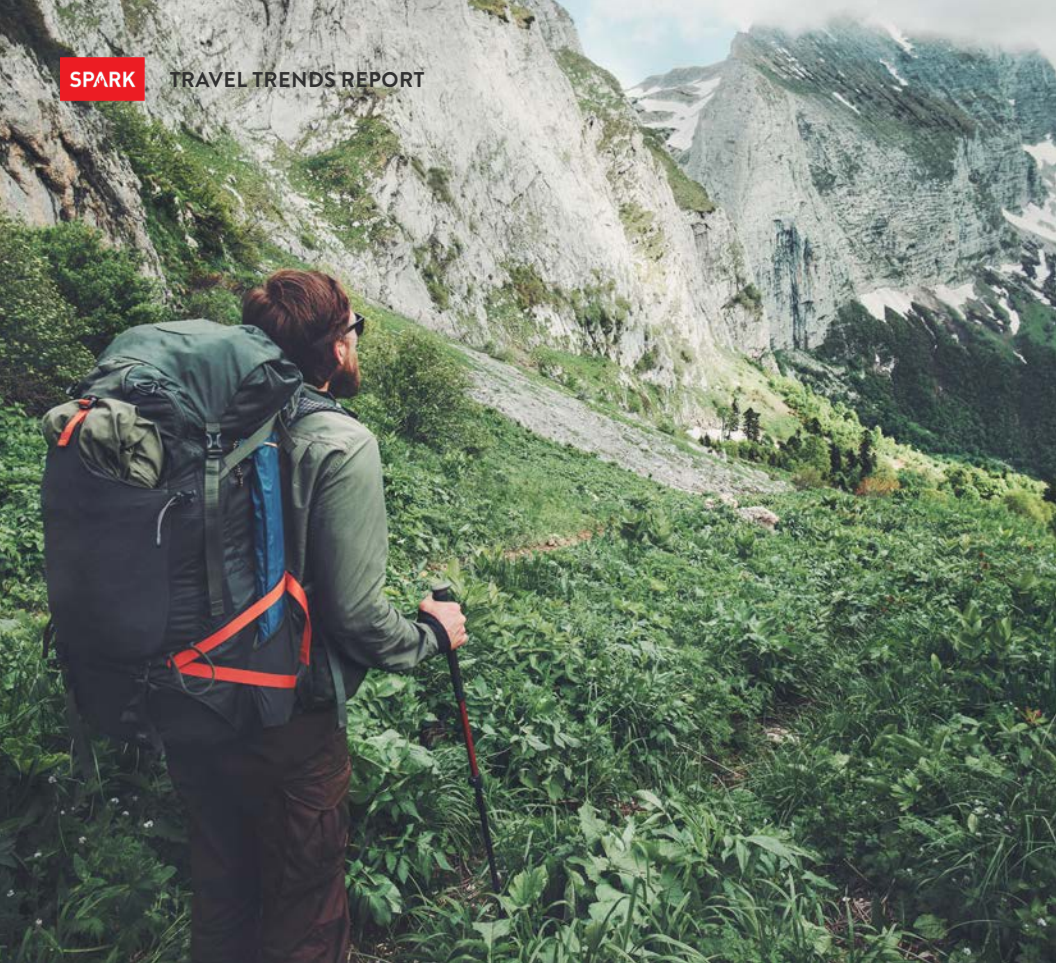
There's a chance to demystify AI and show how it can make travel planning easier and more fun—no tech degree required.

Agencies are diving into AI to personalize travel planning, while consumers remain hesitant. Bridging this gap means agencies should focus on making AI tools intuitive and showing travelers how these innovations enhance their experience.

15.2%

OF TRAVELERS REPORT
FREQUENT USE OF AI TOOLS





Experiences Over Everything:



TRAVELERS ARE LOOKING TO CONNECT WITH THE HEART OF A DESTINATION.





WHAT'S NEXT?

Strategic Road Map for the Future

The findings from SPARK offer a road map for aligning consumer preferences with industry strategies, creating opportunities to innovate, inspire, and engage. By focusing on sustainability, immersive experiences, and technological innovation, the travel industry can position itself for long-term success.

These strategies help the travel industry foster deeper connections with travelers, stay ahead of shifting expectations, and pave the way for a more sustainable and innovative future.





SPARK surveyed 71 Worldwide Partner agencies representing over a dozen countries (Canada, Germany, Hungary, India, South Africa, United Kingdom, United States, Brazil, Costa Rica, Greece, Mexico, Netherlands, Sweden, Vietnam) and 700 consumers (partner: Invisible) across the United States, United Kingdom, Australia, and Canada, A18+.

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