

TRAVELLER VALUE INDEX 2025

Key insights: flights, cars and activities

Understand the key values, preferences and influences of consumers that drive flight, car and activity bookings.

The Traveller Value Index data includes:

- 11,000 survey respondents
- 11 key markets

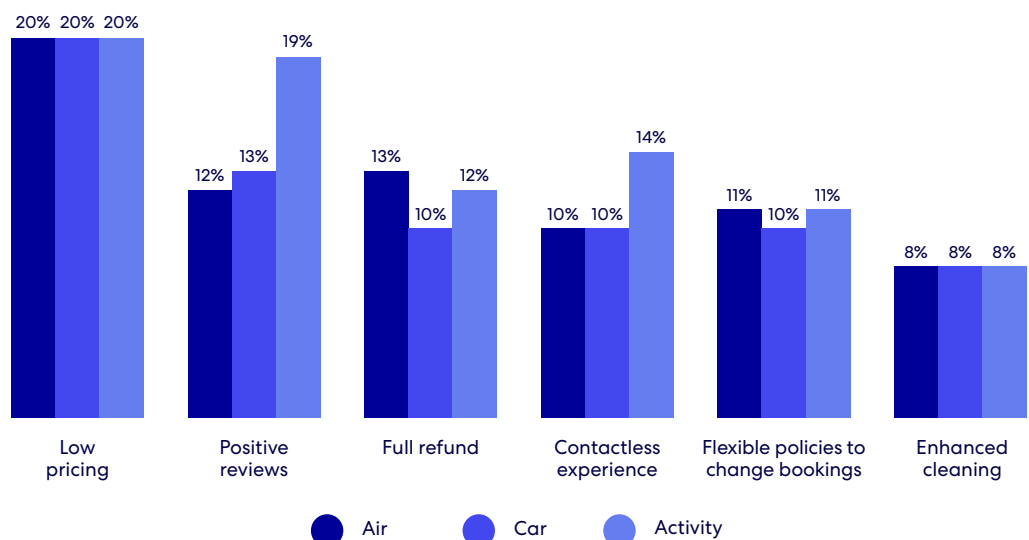


Travel is essential

50% of consumers say **travel is more important to them now** compared to five years ago.

Top booking values

Price is valued most when booking a flight, hire car or activities. Positive reviews are also essential when booking activities and consumers are more interested in getting a full refund when it comes to flights.



Transport and activity deals that land

Consumers find a varied set of deals appealing.



48%

Complimentary add-on



42%

Package booking discount



41%

Early booking discount



40%

Loyalty/rewards programme discount



40%

Mobile app discount



The power of packages

69%

combine their hotel purchase with flights, cars or activity purchases

When booking a package, travellers are very likely to purchase:

57%

Customisable package

52%

Prebuilt/bundled package from an online travel site

50%

Prebuilt/bundled package from travel planner that only sells holiday packages

TOP TAKEAWAYS

Getting the right price is important

While consumers are planning for more travel in 2025, they are price-sensitive with each of their trips. Ensure that you are leveraging promotions and offering packages to best connect with travellers looking for deals.

Leverage advertising to boost visibility

Attract travellers actively searching for trips with display and native advertising options. Flights Sponsored Listings is a great solution for airlines to stand out in a crowded landscape and maximise ticket sales.

Lean into reviews

Consumers value reviews when booking travel—which is why we surface real-time reviews in the booking experience on our sites. Encourage travellers to leave reviews to help others book with confidence.

Learn more about optimising for your business



Download the global report →