

TRAVELLER VALUE INDEX 2025

Key insights: destinations

Understand the key values and influences driving destination inspiration and decision making.

The Traveller Value Index data includes:

- 11,000 survey respondents
- 11 key markets 

Optimistic outlook

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

Travelling both domestically and internationally

The majority of travellers are at least somewhat likely to travel domestically and internationally within the next 12 months.

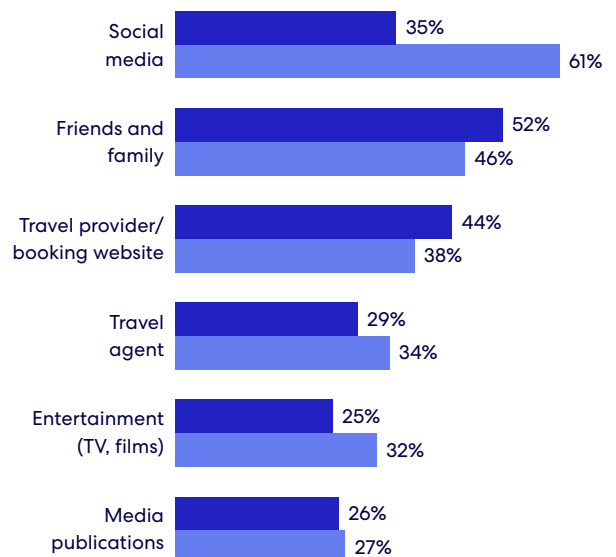


Top values when choosing a destination

1. Low price
2. Once-in-a-lifetime experience
3. Cultural experiences
4. Special offers
5. Access to beaches
6. Restaurants and food options
7. Outdoor activities
8. Urban city/location
9. Activities and tours
10. Kid-friendly

Top inspiration sources

Consumers are increasingly looking to social media to find travel inspiration.



2022 2025

Turning to a variety of social sources



30%

Family and friends' social media accounts



28%

Travel-focused social media influencers



25%

Social media accounts from brands



17%

Non-travel social media influencers



Increasing influence outside of travel content



28% increase in entertainment as a travel inspiration source from 2022 to 2025.



41% of consumers say they have been **inspired by websites that aren't travel-focused** in the past 12 months.



Looking for recommendations

83%

of consumers would be likely to **purchase a travel package based on the recommendation of a brand they like** and 40% would be very/extremely likely.

THE TAKEAWAY

From seeking trip inspiration on social media to using an app to plan their trip, we connect you with engaged travellers across—and beyond—our family of brands. To learn more about how to influence travellers, drive destination demand and measure the impact of your advertising, download our destination marketing guide or contact us.

[Read our destination marketing guide](#)



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