

# TRAVELER VALUE INDEX 2025

## Key Insights: Destinations

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

### The Traveler Value Index data includes:

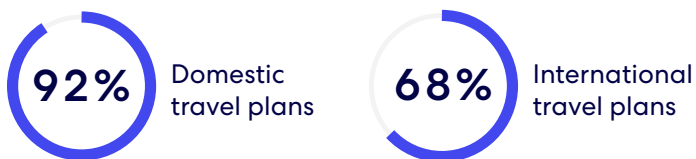
- 11,000 survey respondents
- 11 key markets 

### Optimistic outlook

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

### Traveling both domestically and internationally

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

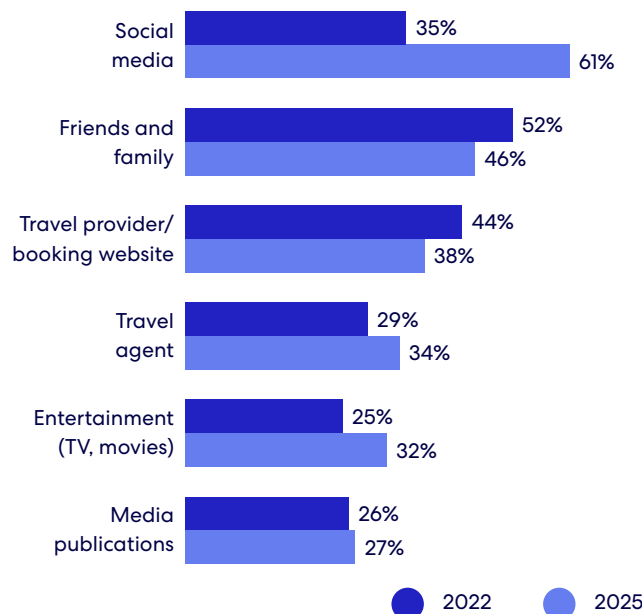


### Top values when choosing a destination

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.



## 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 travelers across — and beyond — our family of brands. To learn more about how to influence travelers, drive destination demand, and measure the impact of your advertising, download our destination marketing guide or contact us.

[Read our Destination marketing guide](#) ➔

[Contact us](#) ➔

[Download the global report](#) ➔