

AMERICAN EXPRESS TRAVEL'S

# 2025 Global Travel Trends Report

The 2025 Global Travel Trends Report<sup>1</sup> — your inside look at what is driving booking decisions this year. The TL;DR: travellers across the globe are approaching trips with a mix of passion and practicality.

This year's Global Travel Trends Report focuses on the motivations behind why people — especially Millennial and Gen Z<sup>2</sup> behaviors and attitudes — are traveling and how that shapes the future of travel.

## AT A GLANCE

### Memorable Mementos

Travellers are redefining souvenirs and curating tangible ways to remember their destinations long after they've returned.

### Fam Adventures

From Millennial/Gen Z-aged parents letting their kids take the lead on planning, to bringing extended family along — multi-generation vacations are becoming increasingly popular.

### Benefit Aficionados

Travellers are becoming savvier by maximizing credit card rewards and taking advantage of combining loyalty programs, benefits and points to get the most out of their spending.

### Tap In, Take Off

Travellers are relying on new technology to make their journey smoother and more personalized.



# “TRAVELLERS, ESPECIALLY MILLENNIAL AND GEN Z, ARE MOTIVATED TO BOOK THOUGHTFUL, MEANINGFUL TRIPS THIS YEAR.

The report shows that people feel passionately about their vacations. We understand what travellers are looking for and as demand continues, we can use our expertise to create dream itineraries.”

**AUDREY HENDLEY**  
PRESIDENT, AMERICAN EXPRESS TRAVEL

**77%** of global respondents plan on going on **more or the same number of international trips** compared to last year.

**70%** of Millennials and Gen Z surveyed like to plan trips that focus on **enjoying the journey** as much as the destination (e.g. Luxury Rail, Cruise, etc.).

**75%** of Millennials and Gen Z surveyed say it **feels like a reward when they book travel with credit card points** (compared to 62% of Gen X and Baby Boomers<sup>3</sup>).

**59%** of global respondents plan on taking **1-3 international trips** in 2025 and **74%** of global respondents plan on taking **1-3 domestic trips** in 2025.

**60%** of global respondents plan to book a trip around **entertainment events** or plan on taking at least one trip for a sporting event in 2025, reinforcing that traveling for experiences continues to be a driving force.

# Memorable Mementos

The traditional souvenir or duty-free shop isn't cutting it anymore. Travellers are more intentional about what they bring back, especially when it comes to handmade or specialty local goods.

**82%** of Millennials and Gen Z surveyed look for one-of-a-kind goods that will remind them of their trip, so they have a story to share with friends and family (compared to **68%** of Gen X and Baby Boomers) and **57%** of Millennials and Gen Z surveyed intentionally travel to a destination to find high-quality items that are handmade/authentic to the destination they are visiting.

Travellers of all generations surveyed associate more mindful shopping with great trips: **73%** of global respondents say it is important for them to support local small businesses while visiting a new destination. To find those local small businesses to visit on their trip, **67%** of global respondents typically use local recommendations/guides or social media.

More than half of Millennials and Gen Z surveyed **intentionally travel to a destination** to find **high-quality items** that are handmade /authentic to the destination they are visiting. They have specific purchases in mind, too:

**58%**

## Designer goods

(ex. handbags, clothing, and leather goods)

**43%**

## Housewares and decor

(ex. rugs, furniture, hand-painted tiles, ceramics, local art)

**46%**

## Beauty products

(ex. high-end fragrances, skincare, and makeup)



# Fam Adventures

Travellers of all generations surveyed, from young kids to grandparents, will be packing their bags to be together this year.

**58%** of Millennials and Gen Z parents surveyed plan to bring their extended family on vacation in 2025, as opposed to **31%** of their Gen X and Baby Boomer counterparts.

**89%** of these Millennial and Gen Z-aged parents cited “quality time” as the reason for bringing along extended family, which is more than those who said to “help with childcare” (**24%**).

The next generation also has a stronger voice than ever in planning family vacations: **68%** of Millennials and Gen Z parents surveyed say their children typically help inform aspects of trips (compared to **56%** of Gen X and Baby Boomer parents surveyed).

**81%** of global respondents prefer destinations that are family-centric and have activities for all ages.

## 67%

of global respondents said they “**travel more than ever**” now that their kids are out of the house, proving that empty nesters are on the move (even outside of those multi-generational family trips)



# Benefit Aficionados

Travellers are becoming savvier by stacking reward points and using benefits across credit cards and travel programs to maximize their trips.

Two-thirds (**66%**) of global respondents say that combining credit card rewards with other loyalty perks provides “the best value for international trips.”

Many travellers (**58%** of global respondents) are likely to stack travel benefits from multiple loyalty programs to get upgrades they wouldn't have splurged on otherwise.

Our survey revealed a significant generation gap here: **61%** of Millennials and Gen Z surveyed use their credit card to maximize travel rewards, compared to **36%** of Gen X and Baby Boomers.

One way or another, all generations surveyed are taking advantage:

## 50%

of global respondents plan on using credit card/travel points on trips in 2025

## 45%

of global respondents choose their travel destination based on where they can **best utilize credit card points**

## 43%

of global respondents plan to book a 2025 vacation once they've **earned a specific amount** of credit card or loyalty points





# Tap in, Take Off

Travellers are making the most of travel-friendly tech throughout the planning and booking process to provide a smooth journey from start to finish – from making reservations in advance to overcoming language barriers while traveling.

The younger generations are leading the embrace of Gen AI capabilities: **83%** of Millennials and Gen Z surveyed found at least one aspect of this new technology to be useful for booking, compared to **64%** of Gen X and Baby Boomers.

**80%** of Millennials and Gen Z surveyed like the fast convenience of using travel planning apps or social media to help them plan their travel journey.

**66%** of Millennials and Gen Z surveyed typically download relevant travel apps before a trip (compared to **51%** of Gen X and Baby Boomers).

**39%** of Millennials and Gen Z surveyed typically search for the best deals on their smartphone or tablet but then use a desktop computer to book.

According to Millennials and Gen Z surveyed, the most useful travel aspects of Gen AI include:



Activity recommendations (**40%**)



Budgeting/expense management (**36%**)



Translation assistance (**33%**)



Personalized trip recommendations (**33%**)

## SURVEY METHODOLOGY

<sup>1</sup> This Morning Consult poll was conducted between January 8 – 13, 2025 among the following sample of “global respondents”: 2,011 US adults, 1,022 Australia adults, 1,020 Canada adults, 1,015 UK adults, 1,025 Japan adults, 1,021 Mexico adults and, 1,023 India adults who have at least a \$50k+ income equivalent and typically travel at least once a year. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2-3 percentage points. Some geographies may be weighted with fewer variables depending on local census data availability.

<sup>2</sup> Millennials and Gen Z refers to global respondents who were born between 1981 - 2012

<sup>3</sup> Gen X and Baby Boomers refers to global respondents who were born between 1946 - 1980

