Travel Audience Insights 2025

nano
INTERACTIVE

Introduction

We explore key travel trends, highlighting marketing opportunities within the sector.

In January 2024, UK consumers spent £428 million on holidays and airlines, a 19% rise from December, showcasing peak demand early in the year [1].

Families can save by travelling during quieter times, like the May half-term or late August, avoiding peak prices and crowds.
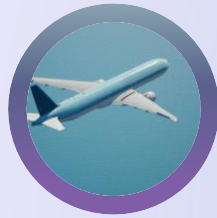
For those without kids, off-peak months like January or February offer flexibility and great savings— just check the weather!

Activating Against changing travel trends

Insight

Despite rising living costs, 36% of consumers plan to travel more in 2025 compared to 2024, with the 25-34 age group driving this trend.

Nostalgication is particularly popular among the older generation, with 47% revisiting destinations they enjoyed as children with their own kids, and 51% taking their children to places they had always dreamed of exploring.

34% of UK holidaymakers planning solo trips focused on personal interests and self-discovery.

Strategy

Capitalise on the increase in travel among this group by promoting off-peak travel deals tailored to their flexible schedules, and featuring creatives that inspire them to explore unique, less-traveled destinations.

Engage the older generation by promoting family or group travel packages that highlight nostalgia and adventure, especially focused on staycation locations.

Target solo travellers using Nano's Activity Seekers and travel Intent Personas, with creatives highlighting personal growth, unique experiences, and the safety provided by trusted solo holiday providers.

Tailor marketing strategy for different generations based on intent for travelling

Top 5 highest indexes for factors influencing choice of destination

Gen Z

1. Nightlife
2. Activities/sports
3. Fun/excitement
4. Time difference
5. Reviews/recommendations

Millennials

1. Fine dining
2. Being pet-friendly
3. Time difference
4. Nightlife
5. Family-friendly options

Gen X

1. Sights/attractions to visit
2. Quiet/secluded areas
3. Ease of getting there
4. Time to get there
5. Cost/value-for-money

Baby boomers

1. Ease of getting there
2. Cost/value-for-money
3. Time to get there
4. Sights/attractions to visit
5. Security/safety

Tailor marketing strategy for families based on intent for travelling

Top 5 highest indexes for factors influencing choice of destination – Parents Only

Parents

1 Cost/value-for-money

2 Good facilities for kids

3 Sights/attractions to visit
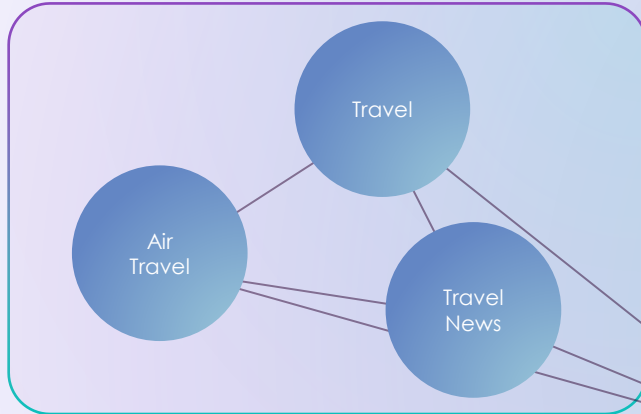
4 Reviews/ recommendations

5 Ease of getting there

Strategy

To target parents planning family trips, focus on cost-effective deals, family-friendly hotels with key amenities, and attractions that cater to all ages. Highlight positive reviews, recommendations, and destinations with easy access to reduce planning stress.

Creative assets should feature families enjoying affordable, fun, and convenient holidays. Nano Interactive's Parents Persona ensures precise targeting that can be applied during seasonal peaks, delivering tailored content that aligns with parents' top priorities.
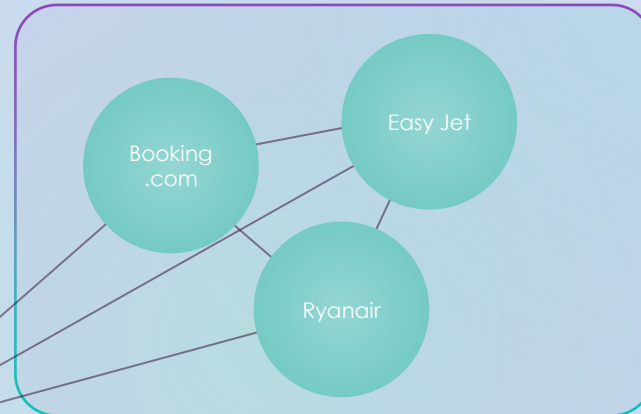
Intent Graph discovers and understands connections amongst intent signals across the open web
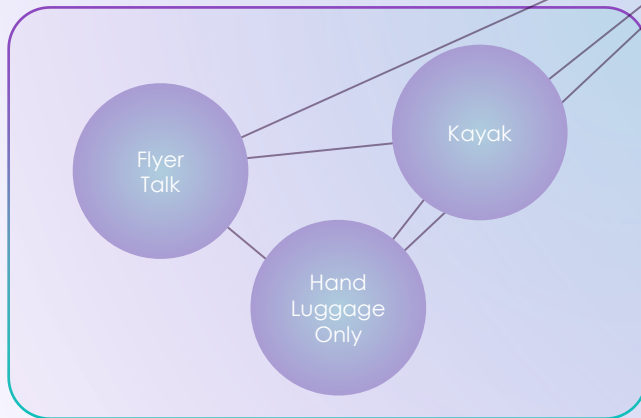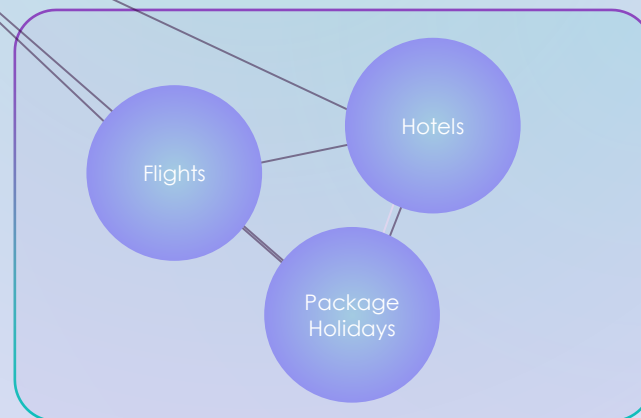

Category

- Travel
- Air Travel
- Travel News

Organisation

- Booking.com
- Easy Jet
- Ryanair

Travel

Domains

- Flyer Talk
- Kayak
- Hand Luggage Only

Products

- Flights
- Hotels
- Package Holidays

Organisation deep-dive

Easy Jet

easyJet

Relevance
95%

Impression Opportunity
51M

Ryanair

RYANAIR

Relevance
95%
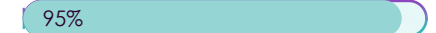
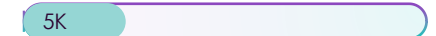Impression Opportunity
19M

Booking.com

B.

Relevance
75%
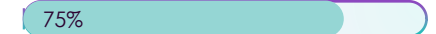
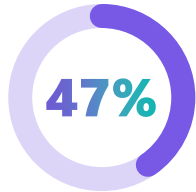Impression Opportunity
5K

Targeting Travel in 2025
powered by Nano's ID-free Intent segments
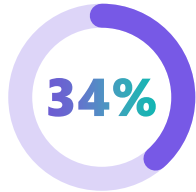
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Key trends for Travel in 2025

36% of people state they plan to travel more than in 2024 **Increase awareness to be top of mind**

47% Are revisiting destinations they enjoyed as children with their own kids. **Target previously popular destinations among Gen X**

**34%** of consumers are planning a solo holiday. **Activate against high indexing destinations**

How to activate

Intent Segments
Activate Intent Segments to target in-sector interest around certain topics or events

Hotels & Accommodations	Air Travel
Family Travel	Low Cost Travel
Tourist Destinations	Sightseeing Tours

Intent Personas
Activate Intent Personas to target ID-free audience profiles that fit your brief

City Break Travelers | Globetrotters | Parents | Gen Z
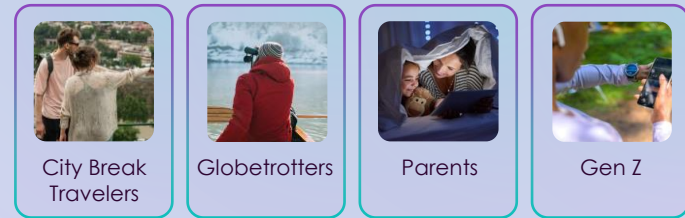
Intent Segments
Dynamic, multi-language segments

Privacy-first and ID-free

Global and multi-lingual

Updated daily

Intent Personas
ID-free, people-based audiences at scale

Data modelling — Our tech identifies the key intent signals to target

Panel research — A panel of real people strip the targeting of any bias

Dynamic activation — The live segment is updated daily with newly available content