

THE JOY OF TRAVEL: FOOD, MUSIC AND BELONGING

What we're covering today

The Joy of Travel

Food, Music and Travel

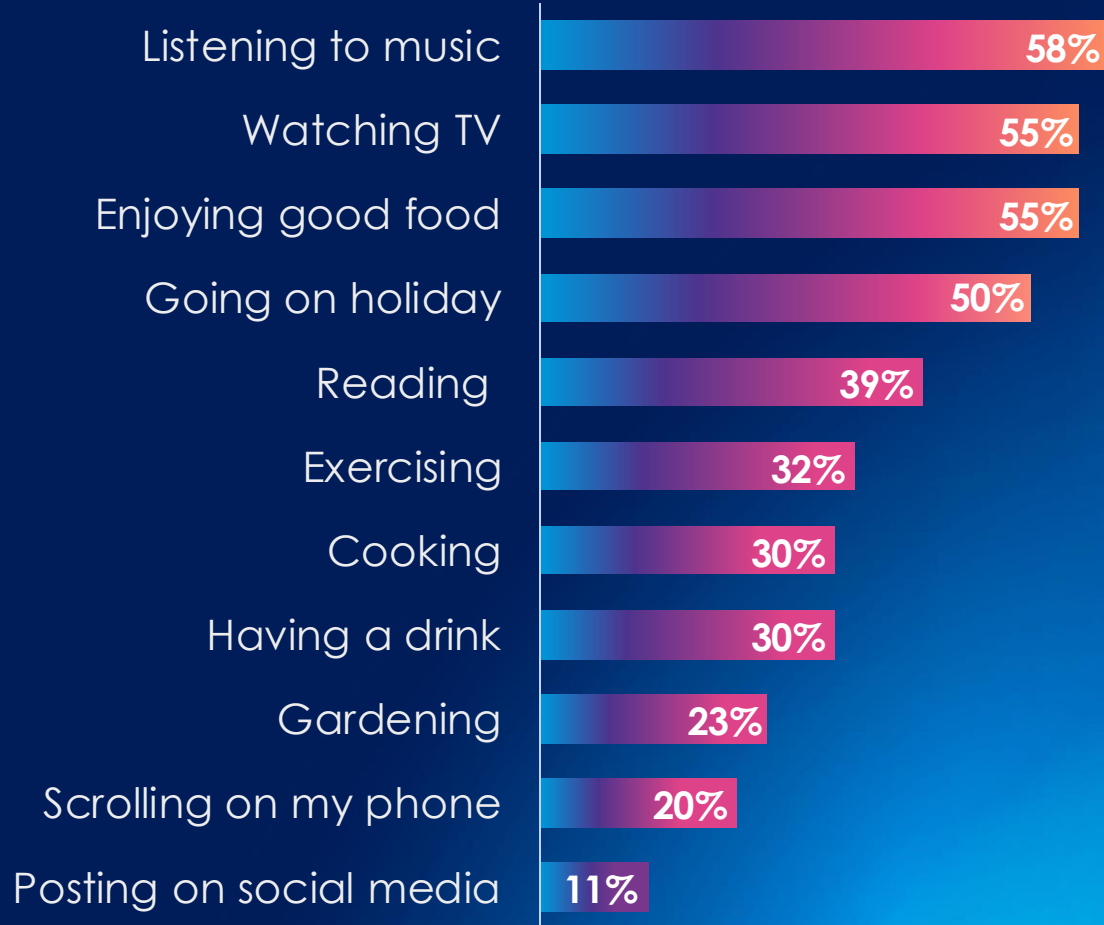
Nostalgia & 'Proustian
Moments'

The Sensory Memory
Loop

New and original research from over 1,000 people

What brings us joy?

Please tell us which of these bring you the most joy...



Source: Global's Travel and Joy Survey, September 2025, 1,017 UK Adults



What brings us joy?

And the things that bring us joy are often the things that we do on holiday....



73% of people enjoy listening to their favourite music on holiday



81% of people enjoy eating local food and dishes when they're on holiday

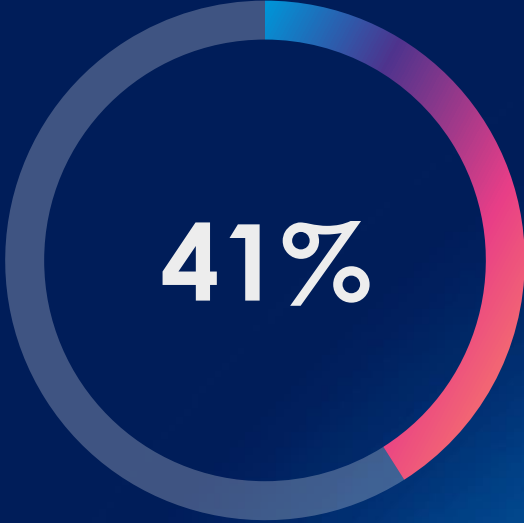
The UK are passionate about travel and holidays

A donut chart with a blue-to-red gradient, showing 96% completion. The percentage '96%' is displayed in the center.

96%

Holidays are an essential spend

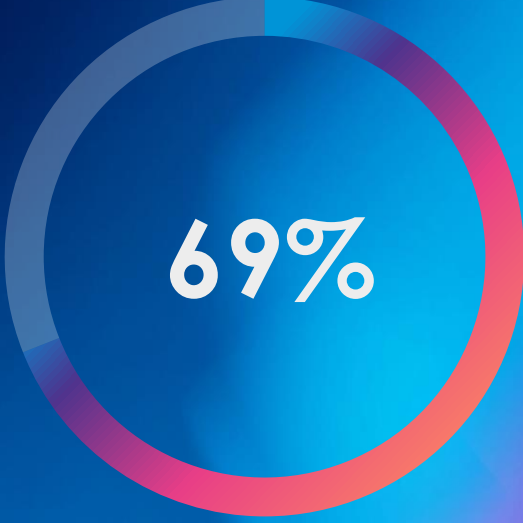
Source: CBRE 2025

A donut chart with a blue-to-red gradient, showing 41% completion. The percentage '41%' is displayed in the center.

41%

Research holidays each month

Source: Global's Audience Insider, 2025

A donut chart with a blue-to-red gradient, showing 69% completion. The percentage '69%' is displayed in the center.

69%

I try to keep that holiday feeling as long as I can

Source: Global's Travel & Joy Survey, 2025

Music and food as a source
of **'that holiday feeling'**

7/10

UK consumers say that food
and drink or music give them
a holiday feeling

Source: Global's Travel and Joy Survey, September 2025, 1,017 UK Adults



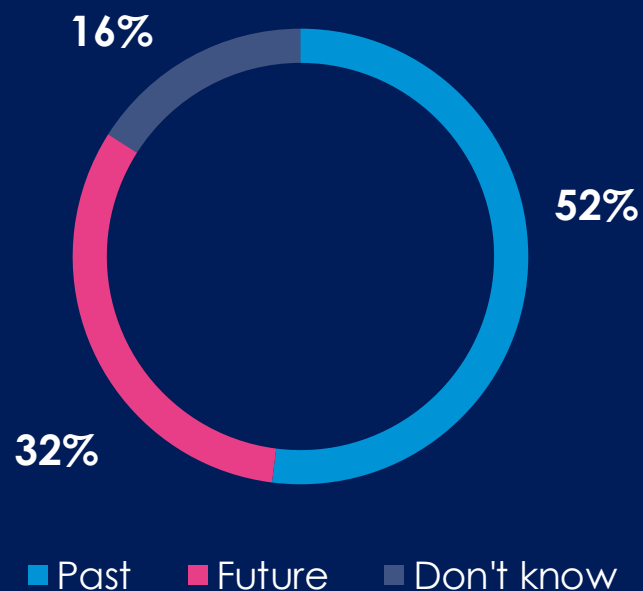


“The past is a powerful tool for advertisers”

Don Draper, Mad Men

When the present is uncertain, we turn to the past

Would you prefer to travel to the past or the future?



Source: Global's Travel & Joy Survey, 2025



'FAUXSTALGIA'
59%

of Gen Zs did not live through the times they're nostalgic for

Source: Global's Travel & Joy Survey, 2025



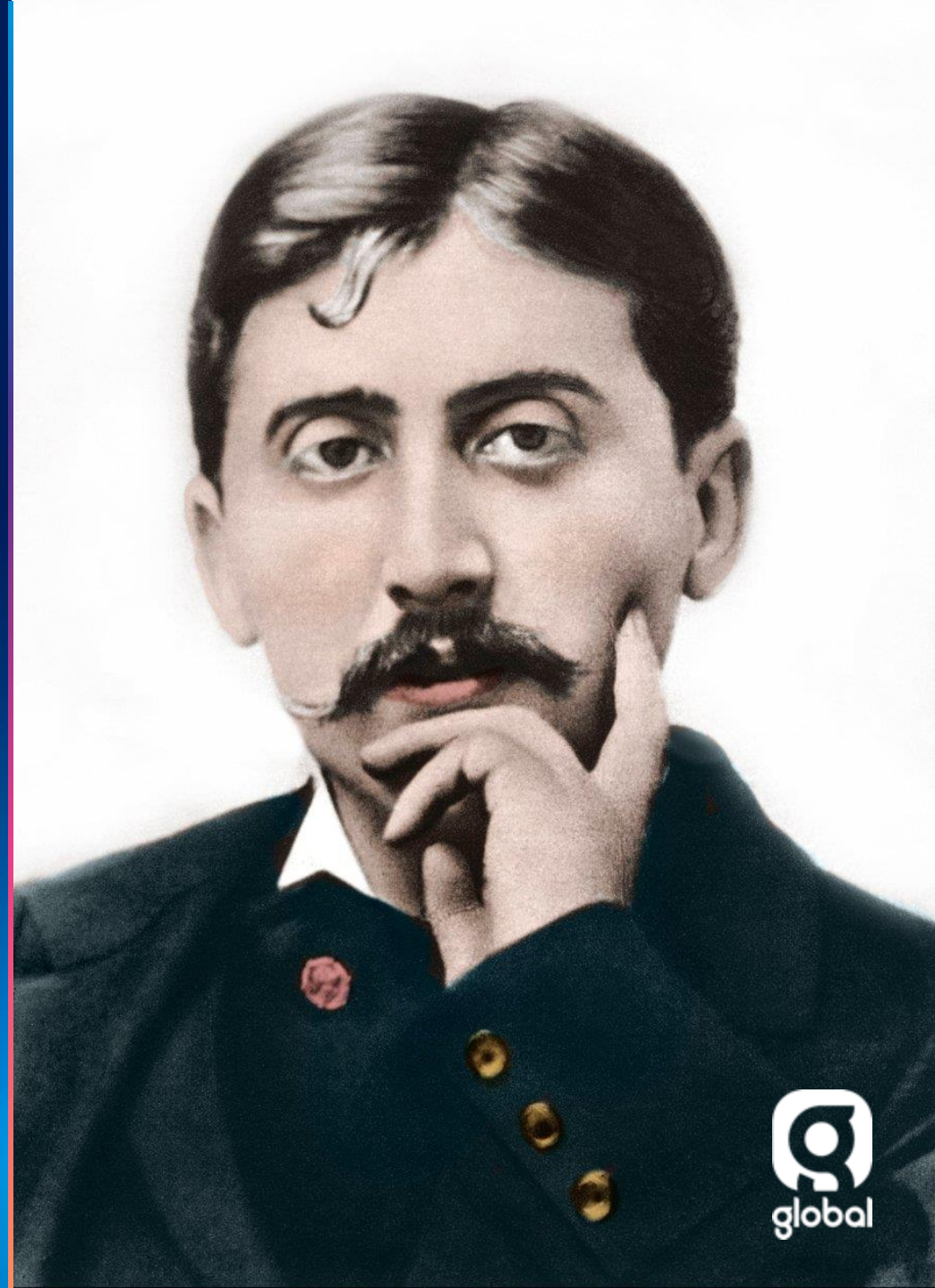
23%

Increase in Consumer Spending from Nostalgia Marketing

Source: Journal of Consumer Research

Triggering a 'Proustian Moment'

A sudden and involuntary
rush of **vivid, emotionally
charged memories**
triggered by a sensory
experience

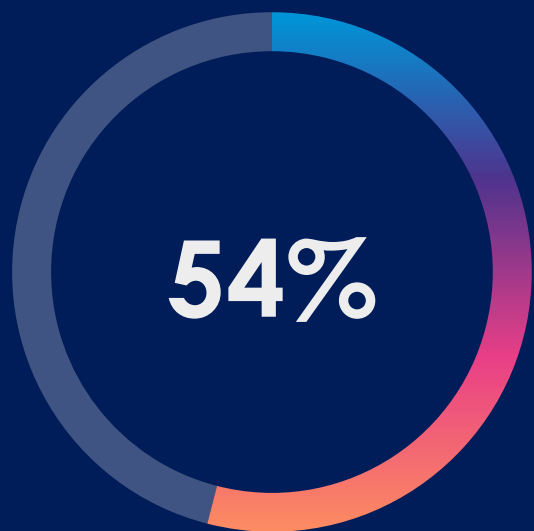


“I think nostalgia and holidays go hand-in-hand – the smallest things, like a **song, a taste or even a smell**, can **instantly transport you back** to a special moment. For me, that’s what makes holidays so meaningful: they’re not just trips, they’re memories you carry forever”

Female, Aged 35



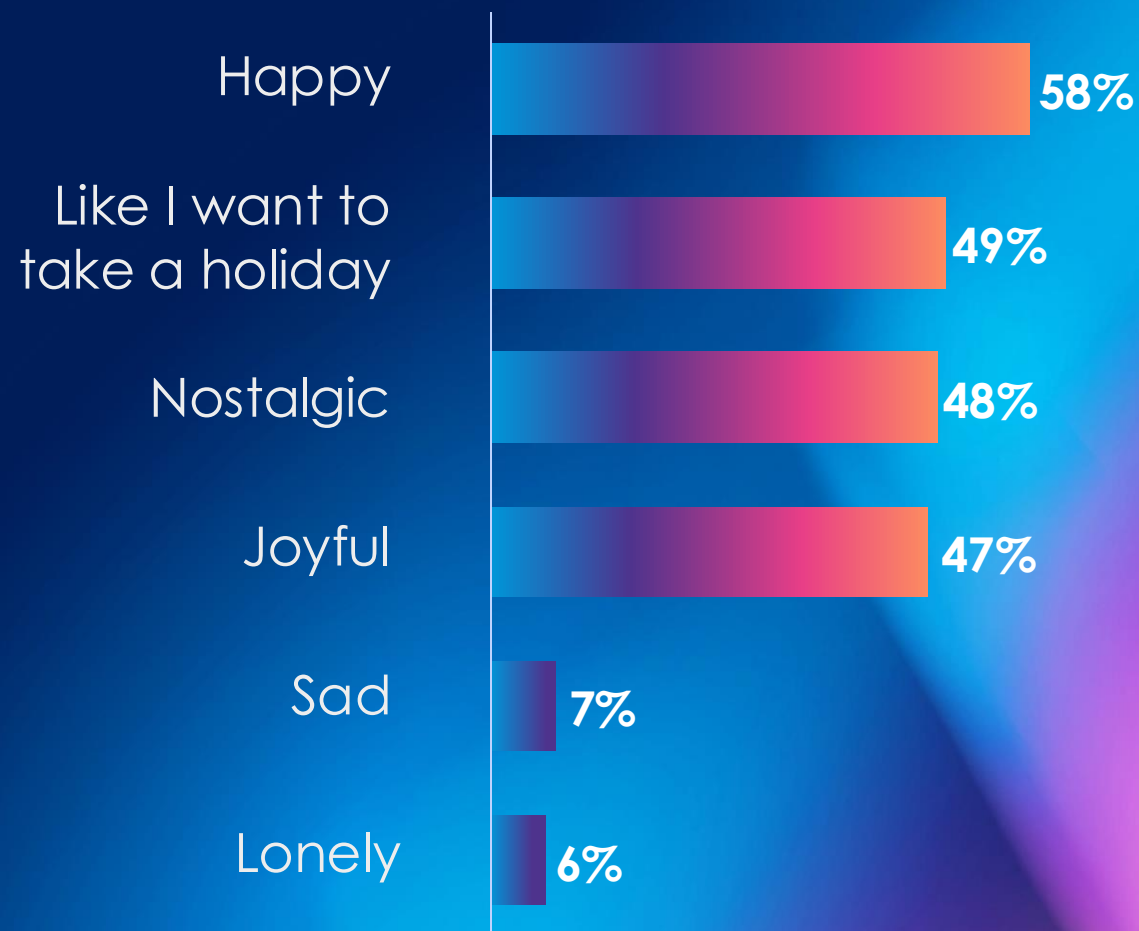
Music provides a Proustian Moment cue



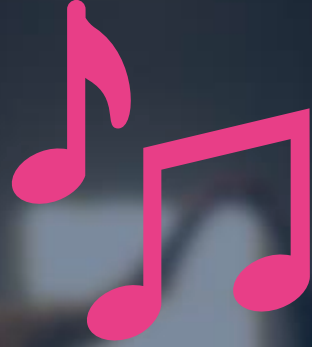
Associate a specific song with a holiday

Source: Global's Travel & Joy Survey, 2025

How you feel when you hear the song again



Source: Global's Travel & Joy Survey, 2025

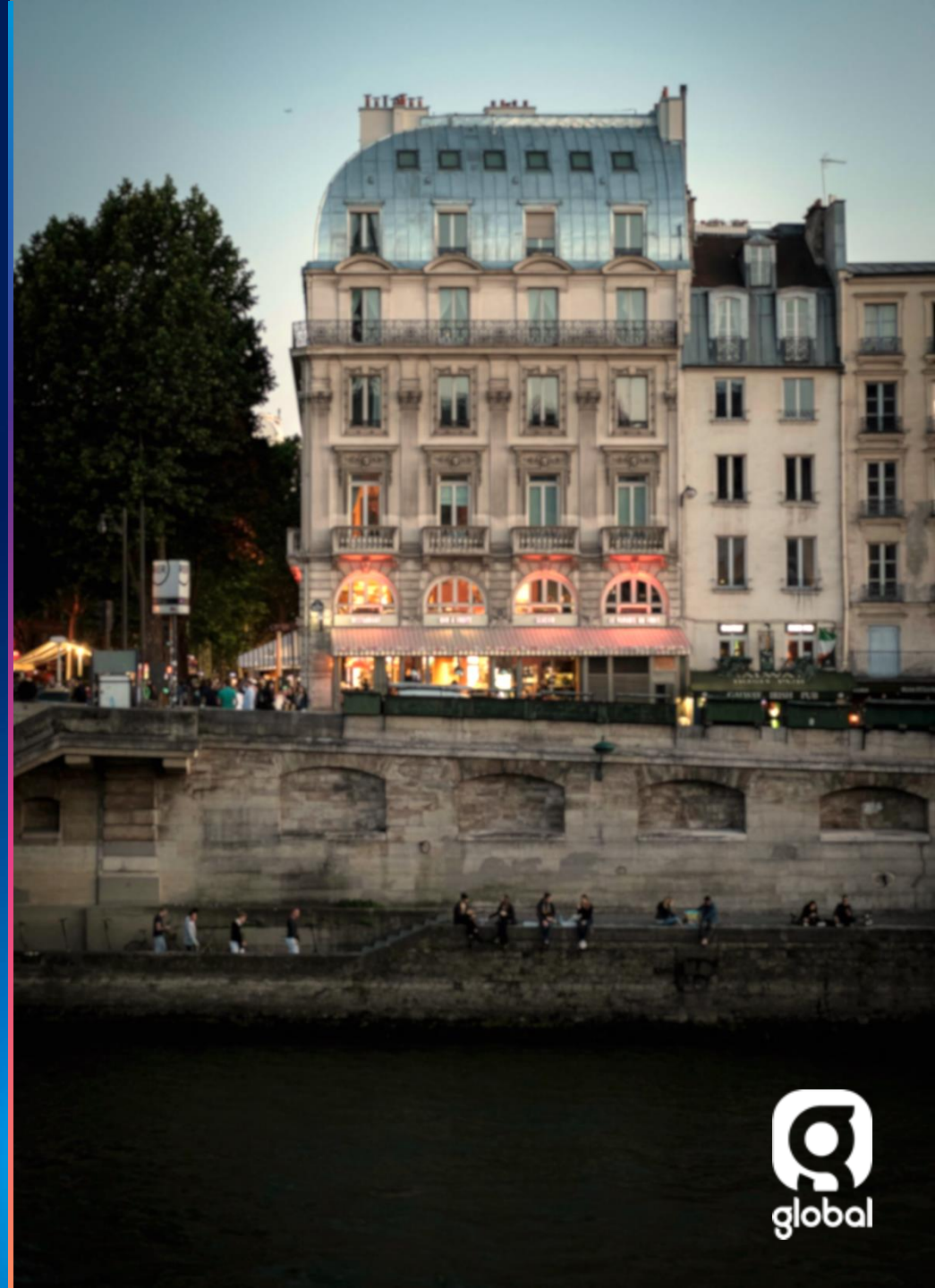


Songs That Take You Back

Food can also provide those Proustian Moments

“A bite of a warm buttery croissant instantly takes me back to a Paris holiday. Sitting at a little café near the Seine with the smell of fresh pastries and strong coffee, I can almost hear the musicians and feel the buzz of the city all over again”

Male, Aged 35-54



Our senses provide us with key category entry moments

Which of these puts you in the mood for a holiday?

Sound



42%

Hearing a sound
or a song

Taste



37%

Eating a meal

Smell



34%

A specific smell

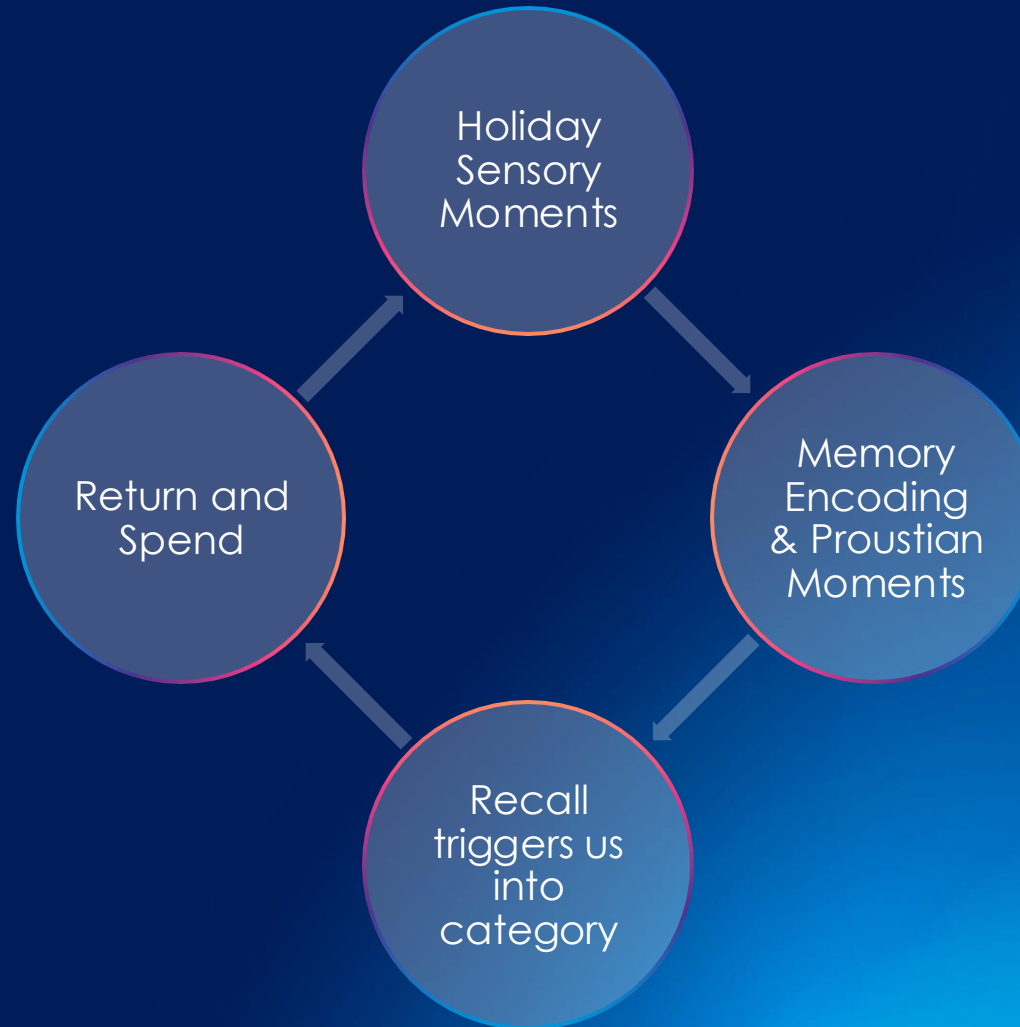
Vision



34%

Seeing holiday
pictures

The Sensory Memory Loop



...creating on-going emotional availability, brand recall and rebooking triggers.

**...and at Global we have
nostalgia at our core!**



What does this mean for you?



Thank You
@global

