

Holiday Habits 2025-26

8 October 2025

Holiday Habits

What it is:

Annual report, since 2011

Independent, nationally-representative research of 2,001 people (late July – early August 2025)

How we travelled in the past 12 months, and how we plan to in the next 12 months

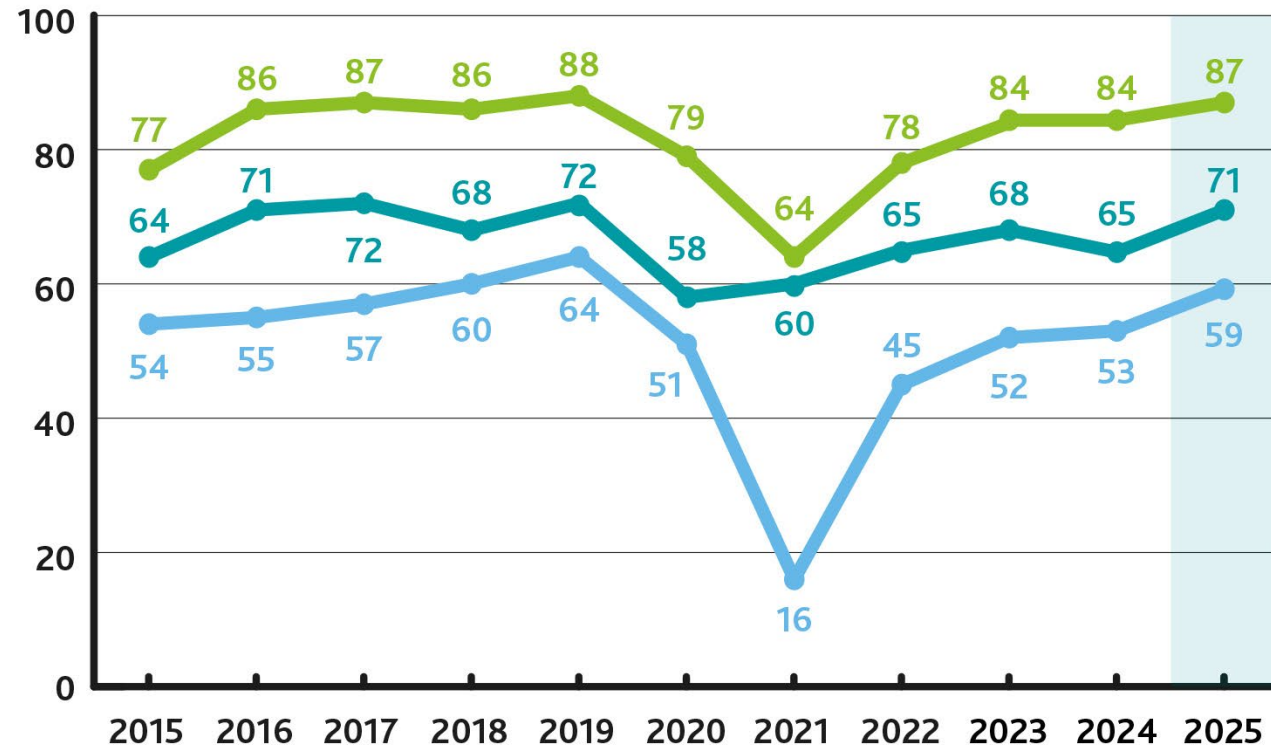
Key findings which we'll discuss today:



More of us are going on holiday

PERCENTAGE OF PEOPLE TAKING HOLIDAYS IN THE PAST 12 MONTHS (2015-2025)

- All holidays
- UK holidays
- Holidays abroad



We have growing confidence to travel overseas

2025

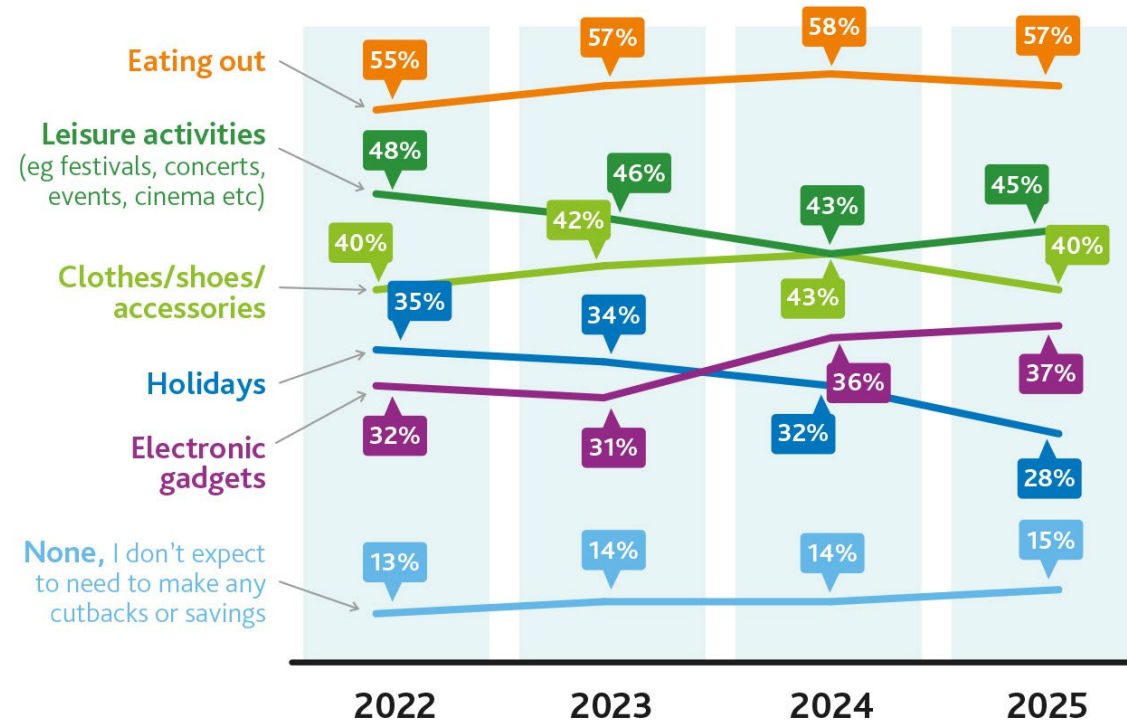
Travel Confidence Index is

a six-point increase year-on-year

+53

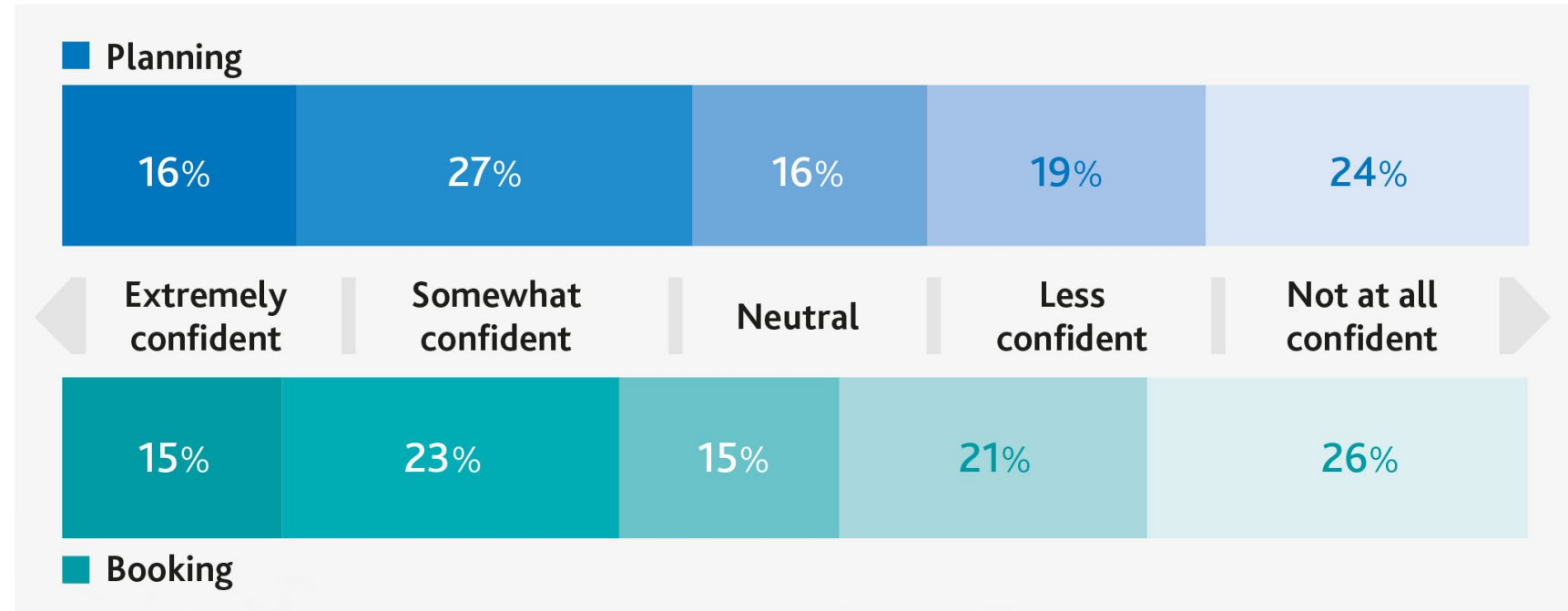
We will protect our holiday spending even more

ACTIVITIES WHERE PEOPLE PLAN TO REDUCE THEIR SPENDING TO COVER THE COST OF LIVING



We are starting to adopt AI for inspiration, planning and booking

CONFIDENCE IN AI FOR PLANNING AND BOOKING HOLIDAYS



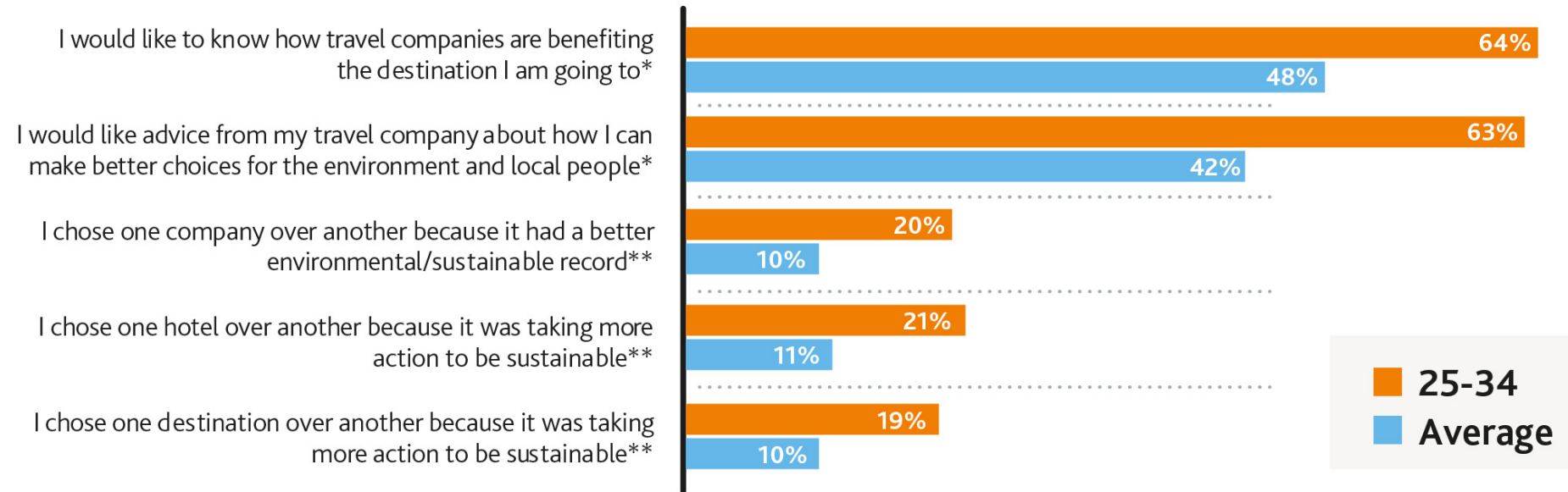
We are ever more seeing the importance of the shoulder season

WHEN PEOPLE ARE PLANNING TO TRAVEL ABROAD IN 2026

	2026											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Average*	10%	12%	13%	15%	17%	18%	14%	16%	17%	9%	5%	6%
Under 45 (no kids at home)	14%	11%	11%	12%	17%	21%	21%	15%	14%	8%	2%	4%
Young family (any child under 5)	12%	10%	12%	16%	9%	15%	14%	19%	12%	7%	9%	15%
Older family (all children over 5)	5%	13%	12%	18%	15%	17%	19%	25%	12%	5%	2%	5%
Over 45 (no kids at home)	10%	13%	15%	15%	21%	19%	9%	11%	22%	11%	6%	4%

We see one age group appear to prioritise sustainability the most

ARE 25-34 YEAR-OLDS THE MOST CONSCIOUS TRAVELLERS?



Holiday Habits

To access the full report

Go to the Convention app, or abta.com

