

Amadeus shares five travel trends for 2025

By TTG Asia / Posted on 5 December, 2024 11:30

Amadeus' *Travel Trends for 2025* report has highlighted five trends poised to shape the future of global travel, with Asia playing a pivotal role in driving innovation and growth in the tourism sector.

The report was created in collaboration with the travel forecasting agency Globetrender.



Travellers are embarking on journeys driven by nostalgia, and living out their childhood dreams, like a Polly Pocket-inspired Airbnb rental, pictured

Asia set to lead global tourism revival

After years of restricted travel, travellers are excited to rediscover Asia's cultural treasures. China is opening its doors to millions by expanding visa-free travel, while Thailand's new digital nomad visas and broader visa-free programme for 93 countries are set to attract a global audience. Pop culture is also driving interest, with the upcoming season of *The White Lotus* set in Thailand, *Squid Game* season two expected to boost travel to South Korea, and renewed curiosity about Japan's history inspired by the TV series *Shōgun*. Adding to this momentum, Iberia has recently launched direct flights between Madrid and Tokyo, making it easier than ever for travellers to explore Japan.

Over the next 15 years, IATA predicts that Asia-Pacific will record the fastest rise in passenger numbers and contribute to more than half of the net increase in global passenger numbers by 2043. Amadeus data reflects this momentum as outbound travel from Chengdu, China, surged 66% to 35.2 million passengers from 2016 to 2023, while Guangzhou grew 20%. Delhi also saw a 31% rise with over 30 million outbound passengers in 2023.

New heydays

Nostalgia is fuelling the rise of "new heydays," with the past taking centre stage. From the comeback of 90s films and CDs to Gen Z's love for digital cameras, culture is embracing the retro everywhere you look.

In travel, adults are seeking to relive gap years, distant honeymoons and childhood dreams – for example, Airbnb listed a Polly Pocket-inspired rental – and travellers from the US are flocking back to Miami, a *Miami Vice* era

hotspot.

As millennials enter middle age, we will see the revival of the classic caravan and camping holiday. Eurocamp is seeing a huge rise in bookings, with 2024 shaping up to be its best year in five decades. In the US, adult summer camps are also booming, with Club Getaway reporting a 9% jump in revenue from its adult segments in 2024 compared to 2023.

Personalised flying

In 2025, air travel will reach new heights of personalisation, blending smart tech with customised in-flight experiences. Although many passengers consume content on their own devices, airlines are upping the ante by combining algorithmic entertainment with hyper-personalised in-flight systems that deliver box-fresh content – from movies and TV series to advertisements and things to buy – that are tailored to the individual flyer, based on their historic preferences (as loyalty scheme members). With high-speed Wi-Fi from providers like SpaceX's Starlink now available, passengers can stream their favourite content mid-flight just as effortlessly as they would at home. We may also see airlines increasingly loaning VR headsets to passengers in first and business class – in 2024, premium airline start-up Beond began handing out Apple Vision Pros to people flying its Maldives route.

Trailblazer hotels

In 2025, hotels are set to make headlines by evolving into destinations in their own right, such as immersing guests in the local culture, history, and natural beauty of their surroundings. In Asia-Pacific, trailblazing properties like Capella Ubud in Bali, with its rainforest luxury tents, and The Temple House in Chengdu, which fuses Qing dynasty architecture with modern design, are leading the way. Hoshinoya Tokyo reinterprets the traditional Japanese *ryokan* experience with tatami rooms and tea ceremonies, while heritage gems like Neemrana Fort Palace in India, a 15th-century fortress turned luxury retreat and the colonial Eastern & Oriental Hotel in Penang, Malaysia offer authentic cultural and historical experiences in breath-taking settings. These unique stays are redefining what it means to travel.

Real-life connections

Facing digital fatigue, travellers are closing their apps and opening their passports, using travel to make new friends and even find romance in real life. According to Amadeus booking data, solo leisure travel soared by 15.6% in 2023 compared to the previous year, with a further 9.2% rise so far in 2024.

The 2025 trends report predicts a wave of group and solo adventures designed to spark genuine connections. This is prompting the rise of apps such as Hello Strangers, which organises dinners with five strangers, carefully selected through personality-matching algorithms, and PlateCulture, which offers travellers the chance to savour authentic local cuisine in the homes of local hosts.

Festival tourism is on the rise in Asia-Pacific, offering travellers opportunities to connect over shared cultural and social interests. Events like the Bali Arts Festival in Indonesia and the Holi Festival in India attract both locals and international visitors, fostering communal experiences and cultural exchange.

Daniel Batchelor, vice president, global corporate marketing and communications at Amadeus, commented: "Asia is set for a tourism revival, while we are also seeing a rise in spontaneous solo travel, as people seek more off-screen, authentic experiences.

"Asia isn't just recovering; it's redefining itself. Travellers are drawn to the region's unique ability to balance timeless cultural traditions with modern innovation. In 2025, Asia won't just be a destination; it will be a global trendsetter. After a year where change has become the backdrop to daily life, travellers are seeking a deeper connection to people and places more than ever."