



CONTIKI FORECASTS 2025 TRAVEL TRENDS TO WATCH WITH THE RELEASE OF THE ANNUAL VOICE OF A GENERATION REPORT

The Global Leader in 18-35 Year Old Travel Reveals New Trends Shaping 2025 Travel – From Rogue Trips to Clear-Mind Travel

Cypress, CA October X, 2024 – [Contiki](#), the leading global travel brand for ages 18-35, today announces the findings from the brand’s annual [Voice of a Generation](#) report; which surveys over 1,000 American 18-35 year olds about the psychographics that will influence the 2025 travel landscape. From the downward trend of bleisure trips, to the upward trend of spontaneous escapism, the research reveals Millennial and Gen Z travelers are unequivocally a travel-first generation, willing to make sacrifices to travel more.

“Gen Z and Millennial travelers know what they want from a travel experience and they’re not playing around,” says Adam Armstrong, CEO of Contiki. “The *Voice of a Generation* survey is one of our favorite ways to get a pulse on what 18-35 year olds care about from top travel motivators to cultural influences. In its fourth year, the survey helps Contiki to be at the forefront of youth travel trends and behaviors. This demographic is shapeshifting the industry at large with their travel priorities, affinities and expectations, and travel brands and professionals are urged to innovate to remain relevant,” says Armstrong.

Key trends shaping the 2025 travel season, according to Contiki’s annual *Voice of a Generation* report include:

Vocation Vacation: *Clocking out to check-in;* while career is still a key priority for young Americans with 54% striving to strike a balance between work and travel, a growing number of young professionals are prioritizing travel over their careers. In fact, a third of young professionals (33 percent) noted that travel is even more important than advancing their career, so much so that 56 percent would give up a raise to have more paid time off for travel. Not having enough PTO was the second largest barrier holding this generation back from booking their next trip, while coincidentally the biggest travel barrier was ‘not having enough money to travel.’ This generation is scrappy when it comes to funding their vacations, more than half of travelers have moved back home or would consider moving back home with their parents to save disposable income to put towards travel. Likewise, there’s been a growing trend of travelers bridging work and travel over the years. These new findings demonstrate 18-35 year olds are more interested in embracing full-on vacation vibes with more than half reporting they prefer to completely disconnect from work while traveling, vs. booking a bleisure trip.

Rogue Trips: Travelers are going rogue in 2025, influenced by escaping their everyday routines and the impending election frenzy spurring travelers to flee. 70% of travelers are considering acting on impulse and booking spontaneous trips that depart in <10 days and a staggering 78 percent of travelers have considered booking a trip to escape the U.S. election chaos. This demographic is all about embracing the counterculture even when it comes to destinations, where over 80 percent reported they plan to skip mainstream vacation hubs and opt for more far-out alternatives such as the Philippines instead of the Maldives, or Albania instead of Croatia. Over half

of travelers said they'd prefer to visit off-the-beaten-path destinations instead of ticking off all the main attractions in iconic destinations.

Clear-Mind Tourism: Sober tourism continues to trend with 83 percent of Millennials and Gen Z travelers noting an interest in booking a sober travel experience. Gone are the days of the party-obsessed young traveler, Gen Z and millennials want to experience their adventures with a clear head. This trend aligns with the key motivators for travel in 2025; which are to immerse in local culture (34%), to learn something new and enriching (24%), relax and rejuvenate (23%) and embark on thrilling, adrenaline-pumping adventures (18%) all which are arguably more difficult to accomplish when under-the-influence. 18-35 year olds are all about clearing away the noise in 2025, and 25 percent noted they plan to limit their phone usage while traveling and use their devices primarily for photography and navigation (42%).

Travel with Strangers: When it comes to travel companions, Gen Z and Millennials are ready to leave their friends behind. This generation is very open to forming new relationships while traveling, in fact, 58 percent noted that instead of traveling with current friends, they'd prefer to just book the trip and make new friends along the way. Contiki's guided tours echo this sentiment with more than 70 percent of their travelers going solo.

Involved Travel: Sustainable travel has long been on the rise and will only continue to grow in importance. 90 percent of 18-35 year old travelers stated sustainability was important to them while traveling, with the most important causes being 'leaving a positive impact on the destination and visited communities' (42%), and 'helping to preserve wildlife' (38%); while conversations around carbon emissions ranked less important (19%). These findings demonstrate the growing interest in witnessing direct impact by participating in immersive environmentally-positive experiences while traveling, first-hand, vs. focusing on the nuance of indirect impact that carbon offset programs offer, for example.

The full *Voice of a Generation 2024* trend report can be viewed [here](#).

ABOUT CONTIKI

Contiki are the world leaders in social youth travel. We've been providing amazing travel experiences for young travelers, from 18-35 years old, since 1962. Imagine how good you would be at something if you had been doing it for more than 60 years? Everything about Contiki is deeply rooted in our core values 'Make Every Moment Count' and 'We're about people'. We don't just talk the talk, we walk the walk and live by our brand philosophy of 'Travel.Together.' which means to travel with one another, the destinations we visit, the cultures we enjoy and the environment, too.

ABOUT THE TRAVEL CORPORATION

The Travel Corporation is a global portfolio of 18 exceptional, market leading travel brands including the world's number one escorted tour operator Trafalgar, award-winning Uniworld Boutique River Cruises, premium guided vacation company Insight Vacations, youth travel specialists Contiki, and Celtic travel experts Brendan Vacations among many others. After more than a century of blending transformative travel with extraordinary service, the esteemed company remains committed to its signature 'Driven by Service' philosophy and to consistently delivering outstanding experiences and value to travelers, guests, and partners.

Committed to MAKE TRAVEL MATTER®, TTC is dedicated to creating a positive impact on people, the planet, and wildlife. This commitment is reflected in the philanthropic work of its not-for-profit TreadRight Foundation, as well as its How We Tread Right sustainability strategy, a five-year plan

aligned to advance the United Nations Sustainable Development Goals. For more information, visit TTC.com.