

GLOBAL HOTEL ALLIANCE HIGHLIGHTS UK MARKET'S GLOBAL INFLUENCE IN 2025 TRAVEL TRENDS REPORT LAUNCHED AT ULTRAS IN LONDON

- *UK the number two international source market; customers spend £135 million on international stays in 2024*
- *Thailand, UAE (Dubai) and Japan emerge as most desired travel destinations for 2025*
- *Beach and tropical destinations are back, with UK travellers seeking relaxing experiences*
- *Sustainability matters with 61% of UK travellers preferring eco-conscious hotels*
- *65% prioritise hotel quality over price and location*

London, United Kingdom, 7th November 2024: [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands, has revealed key insights into the 2025 travel preferences of UK holidaymakers at a media event before this year's Ultimate Luxury Travel Related Awards (ULTRAs) in London.

The survey, which drew insights from the 28 million members of the [GHA DISCOVERY](#) loyalty programme, including more than **1.5 million** based in the UK, outlines the travel trends set to shape the industry in the coming year, reinforcing the UK's status as a powerhouse in global travel.

UK-based members have spent an impressive **£135 million** (US\$175 million) on international stays over the past 12 months (November 2023 – October 2024), positioning the UK as GHA DISCOVERY's second-largest source market, behind the US.

Beyond international travel, UK members also contributed **£19.3 million** (\$25 million) in domestic bookings to GHA's 12 UK properties over the past 12 months.

Top destinations and travel preferences for 2025:

- The top three countries visited by UK travellers in 2024 were the **United Arab Emirates, Portugal and Thailand** vs. the top three countries they are most excited about traveling to in 2025 being **Thailand, UAE (specifically Dubai) and Japan**.
- UK travellers plan to take **six leisure trips** on average and **more than five business trips** with an overnight stay in 2025.
In terms of the regions, they plan to travel to for leisure in 2025, **Europe came out top (79%)**, followed by Asia (54%) and the Middle East (41%).
- Their preferred travel experiences are shifting back to **beach and tropical destinations (79%)** and **city escapes (64%)**, with the desire to relax and unwind topping their reasons for travel (73%).
- **Europe (39%)** was also named as **top region for business trips** in 2025 followed by Asia (17%) and North America (14%).

Luxury meets sustainability:

- A key trend revealed by the survey is UK travellers' growing demand for **sustainable travel**. More than **61%** of survey respondents based in the UK indicated a preference or appreciation for hotels that prioritise sustainability, reflecting a broader global trend towards eco-conscious travel choices.

- Additionally, **quality remains a decisive factor** for UK holidaymakers, with **41% citing hotel quality as their top consideration** (being the highest preference indicator among all member countries), surpassing price and location in importance. UK travellers are discerning, expecting more from their accommodation in terms of both luxury and environmental responsibility.

Loyalty benefits drive engagement:

- GHA DISCOVERY plays a pivotal role in UK travellers' hotel choices, with loyalty programme ranking as the second most important factor when choosing a hotel, ahead of location, price, and hotel brand
- **41% of members value room upgrades and early check-in/late check-out** as the most important benefits. **29%** also seek exclusive member rates and discounted rooms when booking, followed by status recognition, and achieving or retaining elite status
- UK members' **preferred place to search for and book hotels** is hotel **loyalty programme websites or apps**.

GHA CEO Chris Hartley, alongside Dillip Rajakarier, Group CEO of Minor Hotels, David Taylor, CEO Lore Group and Robin Stangroom, MD The Set Collection, shared their insights on these trends, which were presented by Kristi Gole, GHA EVP Strategy, at the exclusive media event in London.

Chris Hartley, CEO of Global Hotel Alliance, commented: "UK travellers continue to set high standards for luxury travel, with a keen eye for both sustainability and quality. As a key source market for GHA DISCOVERY and our 800-plus properties worldwide, their appetite for exceptional travel experiences remains strong, and we look forward to seeing these trends materialise into another strong year of demand from UK travellers in 2025."

The findings from the **GHA 2025 Travel Trends Survey** were unveiled in The Orangery at Kensington Palace in London, ahead of the ULTRAs awards ceremony. The annual event, a highlight in the luxury travel calendar, celebrates the best in hospitality and travel, as voted by GHA DISCOVERY members worldwide.

For more information visit [Global Hotel Alliance](#) and [GHA DISCOVERY](#).

GHA DISCOVERY is complimentary to join, and travellers can [sign up online](#) or download the GHA DISCOVERY app and register on their mobile phones. Travellers can also connect with GHA DISCOVERY on Instagram and Facebook.

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About GHA and GHA DISCOVERY:

Global Hotel Alliance (GHA) is the world's largest alliance of independent hotel brands with 40 brands and more than 800 hotels in 100 countries. Its award-winning loyalty programme—GHA DISCOVERY—provides 28 million members with recognition, D\$ rewards and exclusive experiences across its hotels and partners, both with and without a stay. GHA DISCOVERY generated US\$2.3 billion in revenue and 10 million room nights in 2023.

Through membership in GHA, brands expand their global reach, drive incremental revenue and reduce dependence on third-party channels, all while maintaining management independence and individual positioning. For more information, visit globalhotelalliance.com or ghadiscovery.com.