

# 2025 Global Travel Trends\*

GHA DISCOVERY



## Just relax

Pure relaxation is the most popular reason for travel in 2025.



## Go beyond

Travellers will venture further for a slower pace.



## Loyalty matters

Members choose, search and book hotels based on the loyalty programme.

## Top Exciting Destinations



Japan



Thailand



China



Australia



Italy

## Trips planned in 2025

### Business Travel

5.2 TRIPS ON AVERAGE  
LAST YEAR: 4.6

VS.

### Leisure Travel

5.8 TRIPS ON AVERAGE  
LAST YEAR: 6.1

## Top Loyalty Programme Benefits

40% **Enhanced Stay Experience**  
Room upgrade, early check-in, etc.

33% **Member Rates**  
Discounted room rates

8% **Rewards**  
D\$ or points

## Who will travel the most?

### Business Travel

6.7 **Chinese**  
TRIPS PER YEAR

5.9 **Germans**  
TRIPS PER YEAR

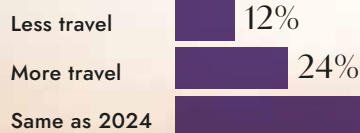
### Leisure Travel

6.9 **Chinese**  
TRIPS PER YEAR

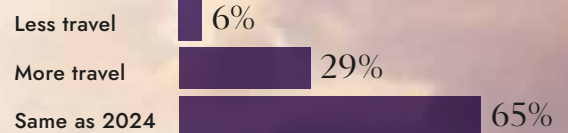
6.4 **Thai**  
TRIPS PER YEAR

## Expected travel frequency

### Business Travel



### Leisure Travel



## Travel choices

68% prefer **City Escapes**;  
61% like **Tropical Beaches**

72% look forward to **Relaxing & Unwinding**;  
62% seek to **Explore New Cultures**

43% look to **friends and family**  
for **recommendations**



## How they choose hotels

Quality of accommodation	25%
Loyalty programme	20.3%
Location / neighbourhood	19.9%
Price	16%
Hotel brand	6%



## Where they search hotels

Hotel loyalty programme website / app / social	35%
Online travel agent site	18%
Direct on the hotel website / app / social	17%



## Where they book hotels

Hotel loyalty programme website / app	40%
Direct on the hotel website / app	32%
Online travel agent site	9%

## “ Did you know?

93% of GHA DISCOVERY members plan to travel internationally for leisure in 2025

