HORIZONS
TRAVEL

AGENDA

1. INTRODUCTION & METHODOLOGY
2. FINANCES & SPENDING PRIORITIES
3. WHAT ARE THEY PLANNING TO DO?
4. DESTINATION DEEP DIVE
5. HOLIDAY PLANNING AND BOOKING
6. TRAVEL & MAIL METRO MEDIA

WELCOME TO HORIZONS

Our insight series that explores how the prevailing **economic, political, societal, technological, environmental** and **leisure** trends are impacting consumer behaviour in key categories.

Each report combines insights gleaned from our Matters community with trend analysis from our trusted future-facing insight partner, Trajectory.

Our aim is to produce both exciting insights and practical guidance to help advertisers navigate this uncertain period and deliver effective campaigns.

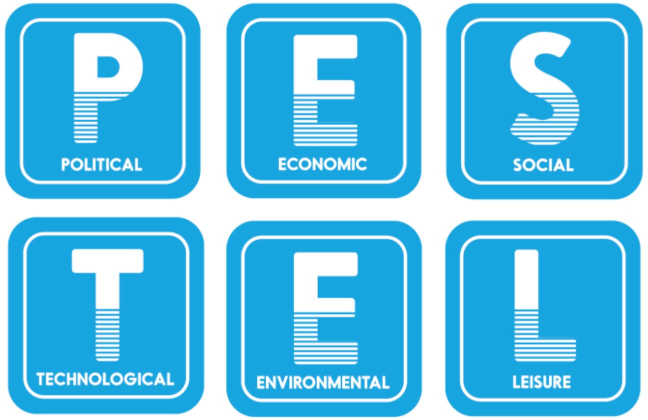
This report focuses specifically on travel in 2026 and covers topics such as travel plans and destination preferences. Comparisons will be made to previous years data to identify any key travel trends.

METHODOLOGY

PART 1:

HORIZON SCAN

We commissioned a ‘Horizon Scan’ with Trajectory to identify the key political, economic, social, technological, environmental and leisure trends that Trajectory believes will most impact consumer and business behaviour throughout 2026 and beyond. We then worked with Trajectory to identify the most relevant trends to the travel category.

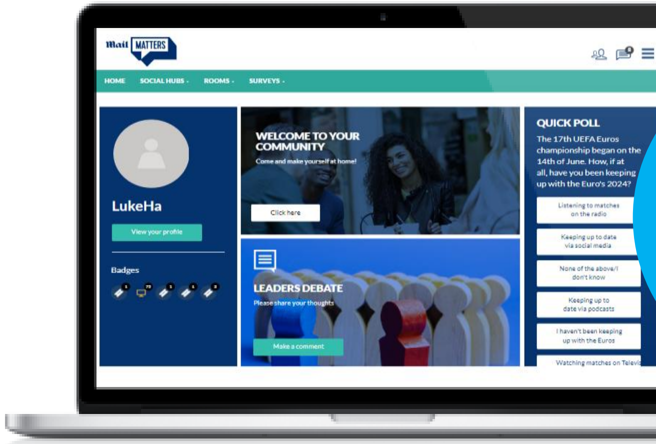


TRAJECTORY

PART 2:

MAIN RESEARCH*

Using our Matters reader community and Trajectory’s trend framework, we asked our readers about their travel plans for 2026; exploring where and when they are going, what they plan to do and the factors that are most prominent in influencing their holiday choice. We have compared the results to 2025 where appropriate.



856
Mail Metro Media readers weighted to be representative of readership

☆ = new in this report for 2026

Main research supplemented with additional first- and third-party research where appropriate

THE KEY TRENDS FRAMING THE TRAVEL LANDSCAPE

TRAJECTORY

POLITICAL

INTERNATIONAL UNCERTAINTY:
Traditional geopolitical blocs are facing serious challenges from Trump and European right – continued instability in the Middle East and Eastern Europe.

POLITICAL INSTABILITY:
The promise of a return to a more certain politics with the election of Labour is looking increasingly unlikely. Direction of policy travel, and PM, in doubt.

ECONOMIC

LOW CONSUMER CONFIDENCE:
Low rates of economic growth and pressures on Government finances mean tax increases are becoming a necessity. This has an impact on disposable income.

INTEREST RATES / INFLATION LEVELS:
Interest rates predicted to fall from the current level to potentially around 3.25% by the end of the year. This may lead to increased confidence in consumer finances.

SOCIAL

CHANGING MEANING OF AGE:
Increasingly we spend more time before and after the 'family' stage, creating more opportunities for leisure, education and career change.

ATOMISATION:
Time spent alone has surged, especially post-pandemic, with more, particularly young people, choosing solitude over social or public activities.

TECHNOLOGICAL

THE AI CITIZEN:
AI integration into our daily lives is rapidly expanding. It now plays a larger role in all aspects of life including work, leisure and business and the travel sector.

THE DEMISE OF DISTANCE:
The importance of distance has been in demise as technology has eroded the relevance of physical distance from human interaction.

ENVIRONMENTAL

SHADES OF GREEN:
Not everyone is the same shade of 'green' in every category. Some value other factors over sustainability in certain categories, and vice-versa in others.

CONSUMPTION GUILT:
Not all consumers will care, or be able to care, enough about climate change but the vast majority do. Many want brands to make it as easy and cheap as possible.

LEISURE

IMPORTANCE OF EXPERIENCE
Status, success and social capital are increasingly acquired by collecting experiences rather than material possessions.

TIME MILLIONAIRES:
Shift in how more affluent consumers spend their time, with secure incomes these consumers pursue more leisure activities.

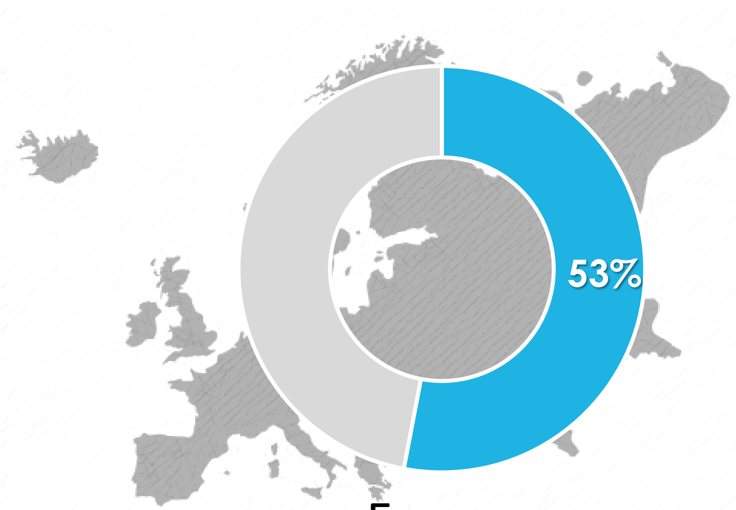
**Key Trajectory trends may be supplemented with additional trends from Trajectory or other first and third-party trends where appropriate*

Source: Trajectory 'Major Trends' January 2026

TRAVEL PLANS IN 2026

4 IN 5 PLAN TO TAKE A HOLIDAY IN 2026.
EUROPE IS THE MOST POPULAR HOLIDAY REGION (53%), FOLLOWED BY UK (46%) AND THE REST OF THE WORLD (27%).
DESIRE TO VISIT EUROPE IS UP SLIGHTLY YEAR-ON-YEAR (53% VS 49%), DEMAND FOR OTHER REGIONS IS RELATIVELY FLAT.

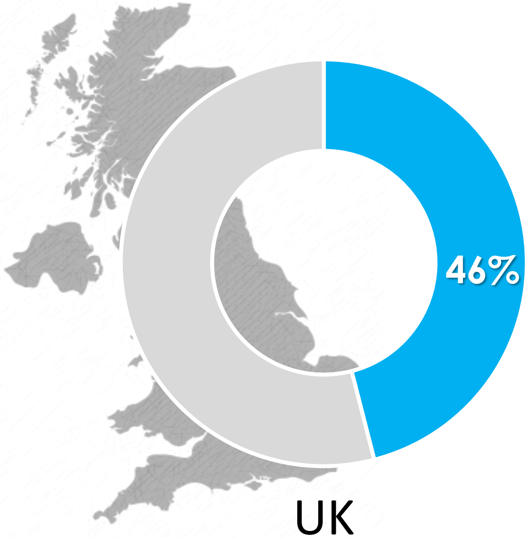
Holiday Plans By Region in 2026



Europe

Last Year: 49%

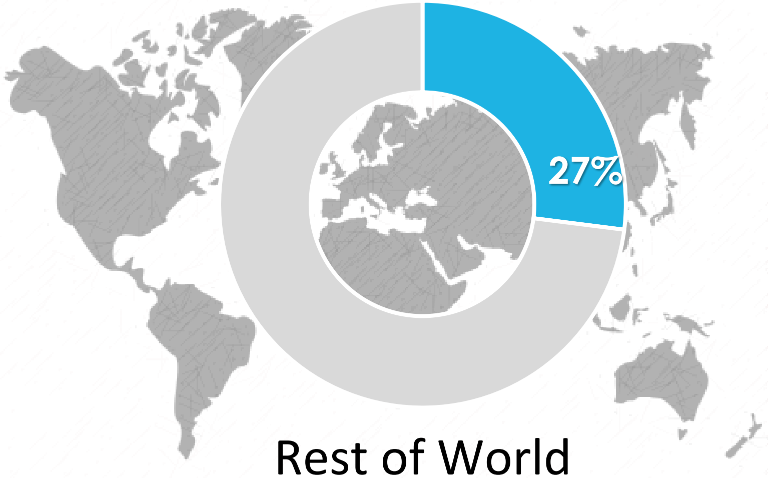
18-34	35-54	55+
55%	53%	53%



UK

Last Year: 45%

18-34	35-54	55+
36%	39%	53%



Rest of World

Last Year: 28%

18-34	35-54	55+
41%	28%	22%

Q: If you are unsure, please use a best guess estimate, Which of the following regions have you booked to visit, or do you plan to visit in 2026?

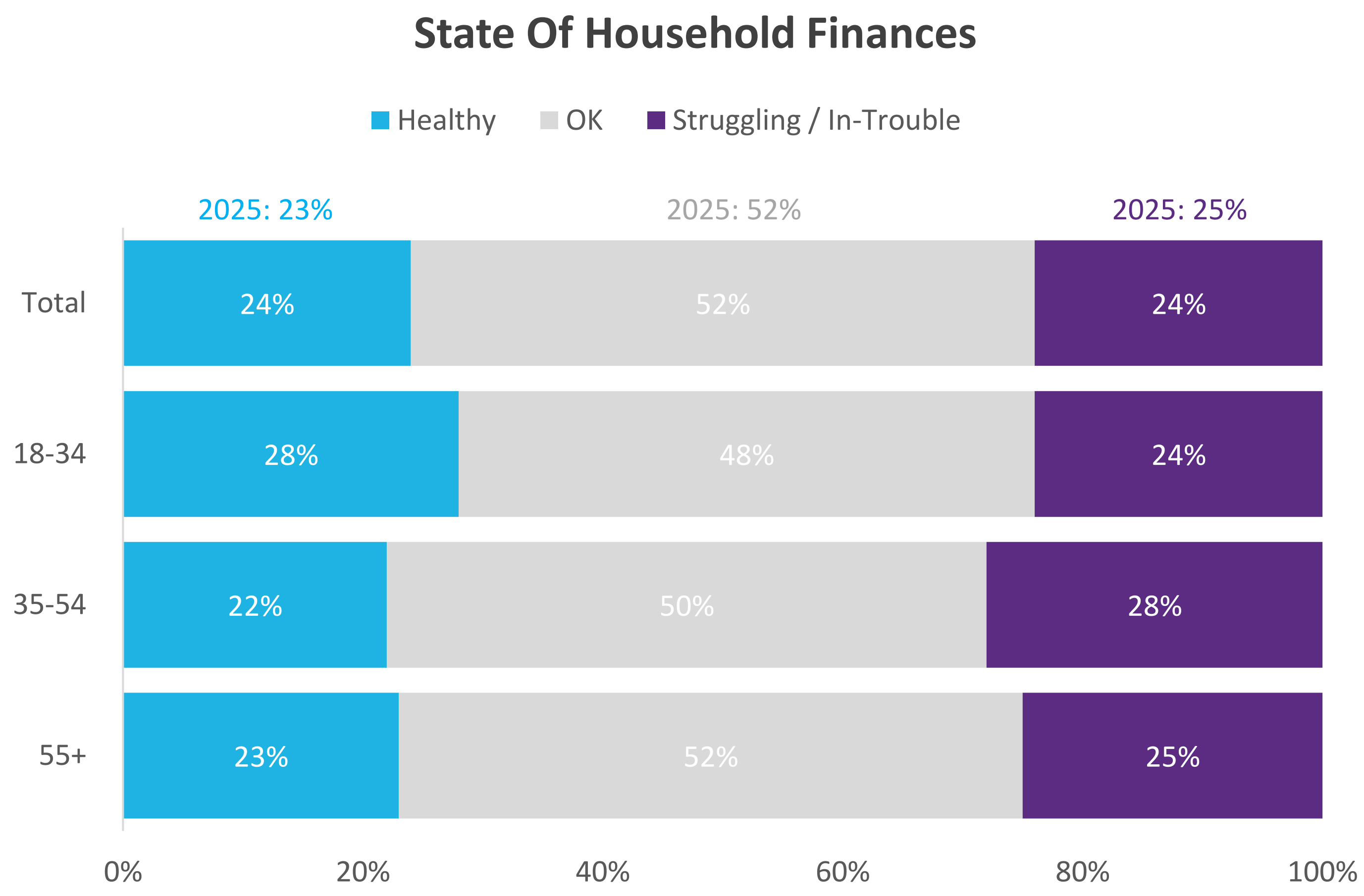
Source: MMM Horizon: Travel Edition 2026 N=856

2

FINANCES &
SPENDING PRIORITIES

HOUSEHOLD FINANCES

3 IN 4 SAY THEIR FINANCES ARE 'HEALTHY' OR 'OKAY' WHEREAS 1 IN 4 ARE 'STRUGGLING' OR 'IN TROUBLE'.
THERE HAS BEEN VERY LITTLE MOVEMENT ON THIS METRIC YEAR-ON-YEAR. ADULTS AGED 35-54 ARE THE MOST LIKELY TO BE STRUGGLING OR IN-TROUBLE (28% VS 24%) ARE +16PP MORE LIKELY TO "ALWAYS FEEL RUSHED" THAN THEY WERE IN 2020.



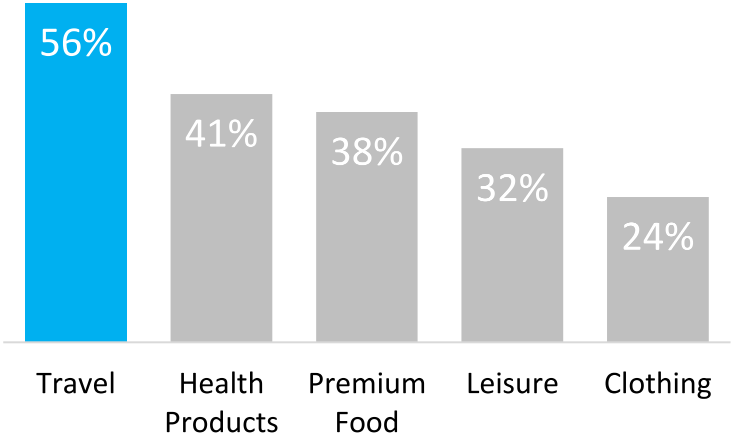
Q: How would you currently describe your household finances?

Source: MMM Horizon Travel Edition 2026 (N= 856) & MMM "About Time" 2025

SPENDING PRIORITIES

TRAVEL IS THE STILL THE NUMBER ONE CATEGORY IN WHICH CONSUMERS MOST WANT TO CONTINUE SPENDING (56%).
ADULTS AGED 55+ ARE THE LEAST LIKELY TO WANT TO CUT BACK ON TRAVEL.
"NOT HAVING ENOUGH MONEY TO TAKE A HOLIDAY" IS THE 4TH HIGHEST FINANCIAL CONCERN FOR OUR READERS (33%).

Spending priorities ranked

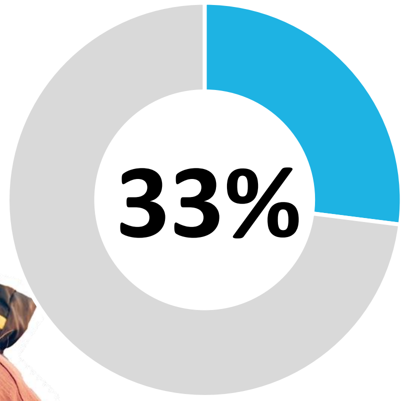


PRIORITY OF TRAVEL BY AGE

18-34	35-54	55+
41%	53%	61%

Q: Thinking about your priorities. Which, if any, of the following categories would you most want to continue to spend on if you had to make cutbacks in your overall spending?

Financial concerns



State "not having enough money to take a holiday" as a top financial concern (#4 concern)

AGREEMENT BY AGE

18-34	35-54	55+
50%	41%	19%

Q: How concerned, if at all, are you with the following over the next 12 months?

TREND 1: CREAKING OPTIMISM

THE STATISTICS:

Positivity around travelling abroad
(2026 vs 2025)

More Positive | No Change | Less Positive

Q: How, if at all, do you think your holiday plans for 2026 will differ from 2025?

TREND DRIVERS:

LOW CONSUMER CONFIDENCE:
LOW RATES OF ECONOMIC GROWTH AND A FEELING OF BEING 'TAXED OUT' CAUSING MANY TO BE MORE CAUTIOUS

INTERNATIONAL UNCERTAINTY:
POLITICAL UNCERTAINTY IS CAUSING MANY TO REAPPRAISE ONE SAFE DESTINATIONS AND DENTING OPTIMISM

THE EXPLANATION:

The combination and continuation of economic trends such as 'low consumer confidence', with political trends such as ongoing 'international uncertainty' has led to a dampening of travel optimism in 2026. With optimism changing from 'fragile' in 2025, to 'creaking' in 2026.

However, although confidence in family finances hasn't increased, it hasn't decreased either and consumers continue to prefer alternative sacrifices to protect their travel plans in 2026. Travel (56%) is by far the leading category in which consumers don't want to cut back on spend. This reinforces the important role that travel continues to play in the lives of consumers, and provides hope for travel companies to tap into.

THE IMPLICATIONS:

Although confidence is creaking, throughout and beyond 2026, predicted falls in interest rates should lead to an increase in consumer confidence towards the end of the year. However, if 2025 has taught us anything, it's to expect the unexpected! Whilst being reassuring and empathetic is key, don't forget the power that travel has to teleport us from our daily lives, into the lives we all wish we could be living 24/7. Stay positive!

3

WHAT ARE THEY PLANNING TO DO?

WHAT DO PEOPLE WANT FROM THEIR HOLIDAYS?

RELAXATION (55%) TOPS OUR READERS' HOLIDAY DEMANDS AND IS DEEMED MORE IMPORTANT THAN LAST YEAR (50%). NEXT UP IS QUALITY FAMILY TIME, WHICH IS ALSO DEEMED MORE IMPORTANT THAN LAST YEAR (44% VS 38%). EATING AND DRINKING WELL (40%), GETTING A BREAK FROM ROUTINE (39%) AND GOOD WEATHER (36%) MAKE UP THE REST OF THE TOP 5 HOLIDAY DEMANDS.

Top Factors Demanded From Holidays

TO RELAX
55%
2025: 50%
18-34: 33%
35-54: 57%
55+: 62%

QUALITY TIME WITH FAMILY
44%
2025: 38%
18-34: 46%
35-54: 48%
55+: 39%

EAT & DRINK WELL
40%
18-34: 32%
35-54: 36%
55+: 48%

BREAK FROM ROUTINE
39%
2025: 37%
18-34: 26%
35-54: 37%
55+: 44%

WEATHER / SUNBATHING
36%
18-34: 19%
35-54: 30%
55+: 47%

SEE THE SIGHTS
36%
18-34: 23%
35-54: 28%
55+: 45%

NEW DESTINATION
28%
18-34: 20%
35-54: 25%
55+: 34%

REVISIT DESTINATION
25%
18-34: 12%
35-54: 16%
55+: 35%

TRY NEW THINGS
NEW
19%
18-34: 26%
35-54: 25%
55+: 12%

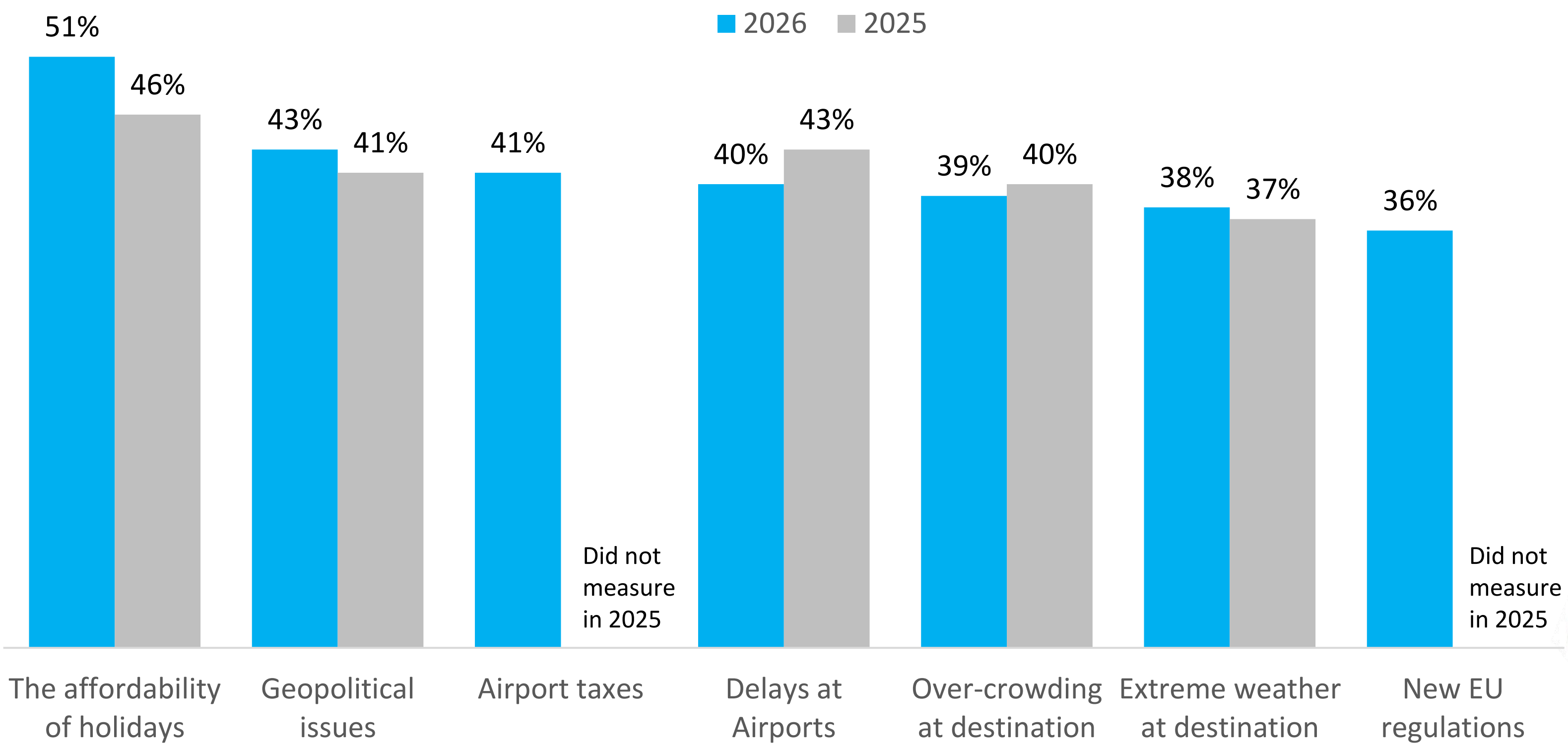
QUALITY TIME WITH FRIENDS
17%
18-34: 26%
35-54: 14%
55+: 15%

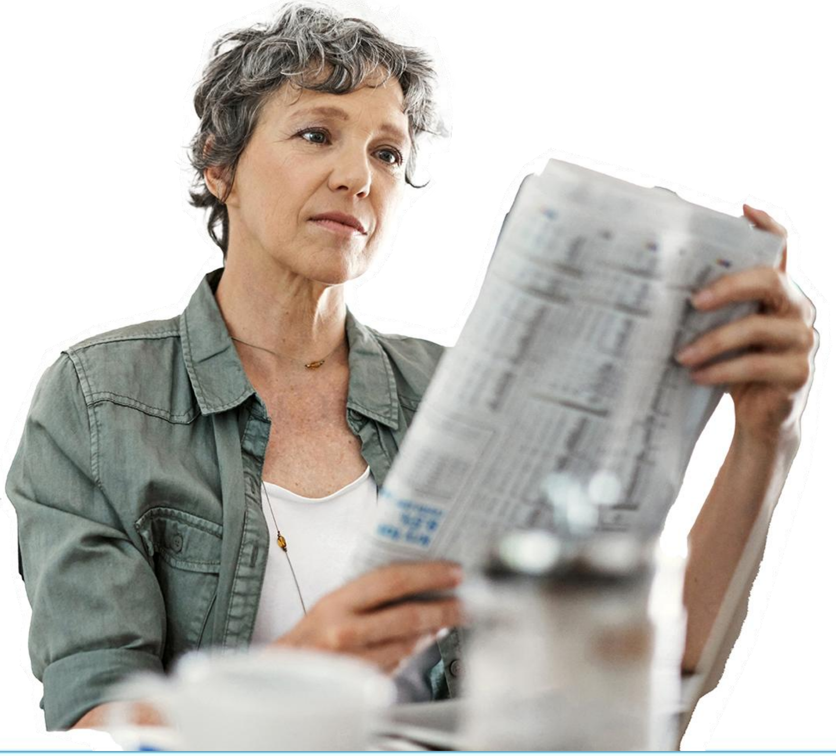
Q: Which, if any, of the following do you most want from your holiday(s) in 2026?

WHAT ARE THEIR MAIN TRAVEL CONCERNS?

1 IN 2 OF OUR AUDIENCE (51%) ARE CONCERNED ABOUT THE 'AFFORDABILITY OF HOLIDAYS', UP FROM 46% LAST YEAR. 43% ARE CONCERNED ABOUT GEOPOLITICAL ISSUES, UP FROM 41% LAST YEAR. CONCERNS AROUND OVER-CROWDING AT DESTINATIONS (39%) AND EXTREME WEATHER (38%) ARE STILL PREVELANT BUT HAVE REMAINED FLAT SINCE 2025.

Top Travel Concerns (Any Concern)



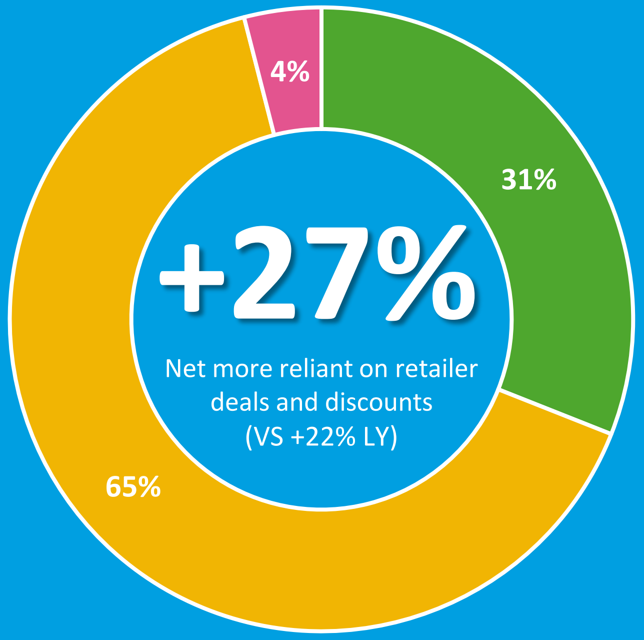


Q: How concerned, if at all, are you with the following factors with regards to travelling in 2026?

TREND 2: (STILL) VOYAGING FOR VALUE

THE STATISTICS:

Attitudes towards holiday funding
(2026 vs 2025)



More Reliant | No Change | Less Reliant

Q: How, if at all, do you think your holiday plans for 2026 will differ from 2025?

TREND DRIVERS:

LOW CONSUMER CONFIDENCE:
LOW RATES OF ECONOMIC GROWTH AND A FEELING OF BEING 'TAXED OUT' CAUSING MANY TO BE MORE CAUTIOUS

THE IMPORTANCE OF EXPERIENCE:
SPENDING TIME AND MONEY ON TRAVEL IS STILL A KEY PRIORITY FOR BRITS

THE EXPLANATION:

Although economic factors such as low consumer confidence and international political uncertainty haven't dampened demand in 2026, they have certainly impacted optimism and led many consumers to become more cautious before departing with their hard-earned cash.

A higher net proportion of consumers (+27% net) will be more reliant on retailer deals and discounts in 2026 than they were in 2025 (net +22%). A net +7% are also claiming they will plan to book their holidays more in advance this year. This trend will impact multiple facets of holiday decision-making; from destination choice and holiday type to booking method and budgets.

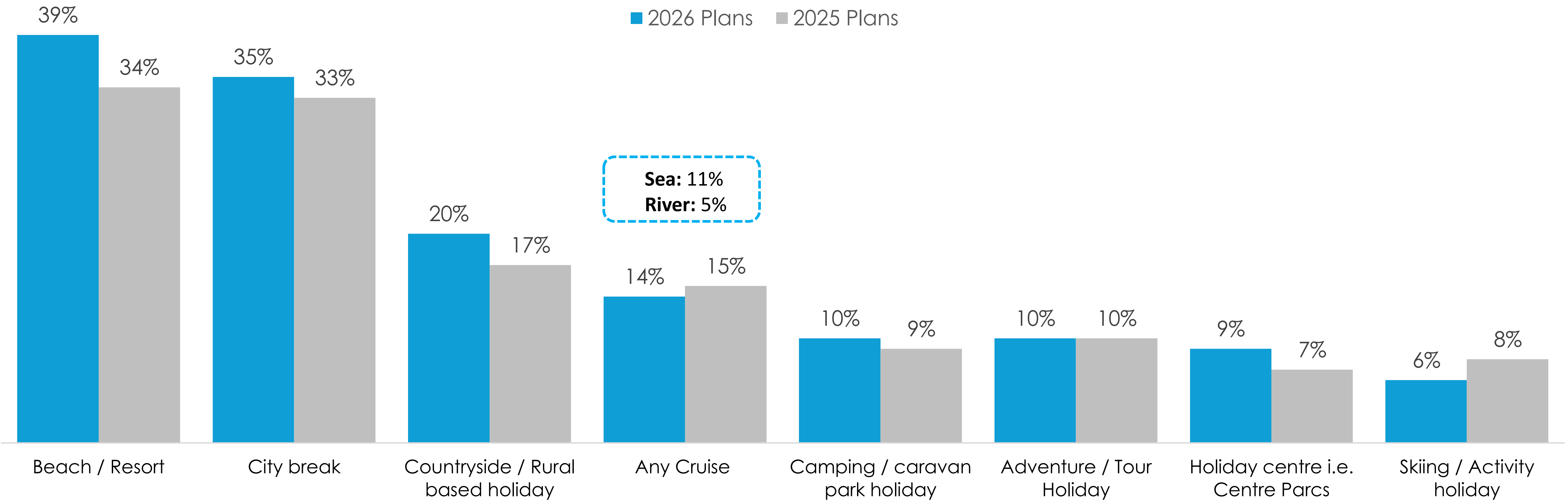
THE IMPLICATIONS:

Travel brands need to continue to empathise with consumer financial situations. Offering early discounts to secure bookings, demonstrating clear and transparent pricing and rewarding loyalty with upgrades and additions. However, 'value' does not just mean 'cheap', many travel brands would be wise to emphasise how their holidays can deliver 'quality over quantity'. Clearly demonstrating the value they deliver through high quality accommodation, cuisine, unique experiences and service.

WHAT TYPE OF HOLIDAYS DO THEY PLAN TO TAKE?

BEACH / RESORT HOLIDAYS (39%) ARE THE MOST POPULAR HOLIDAY TYPE CLOSELY FOLLOWED BY CITY BREAKS (35%), BOTH UP SLIGHTLY SINCE 2025. ALMOST 1 IN 7 (14%) ARE INTERESTED IN TAKING A CRUISE HOLIDAY, WHICH HAS THE HIGHEST AVERAGE SPEND PER HOLIDAY (£3,700).

Holiday Types Under Consideration & Expected spend

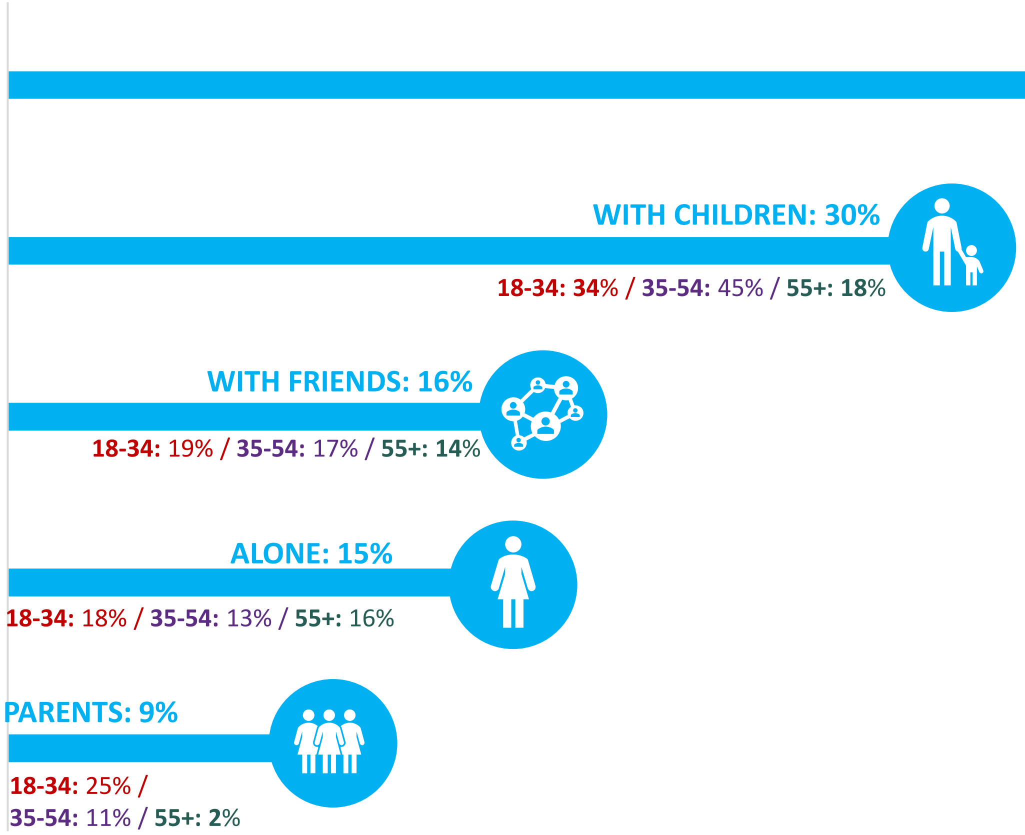


	Beach / Resort	City break	Countryside / Rural based holiday	Any Cruise	Camping / caravan park holiday	Adventure / Tour Holiday	Holiday centre i.e. Centre Parcs	Skiing / Activity holiday
AVE. EXPECTED SPEND	£2,220	£1,100	£1,010	£3,770	£860	£1,530	£1,460	£1,040

Q: Which, if any, of the following holiday types have you booked or are you planning to book for 2026?, You said you are planning to take a [holiday type] how much do think you will spend on the holiday (i.e. flights / accommodation but excluding spending money)?

WHO DO THEY PLAN TO TRAVEL WITH?

THE MOST POPULAR CHOICES OF TRAVEL COMPANIONS ARE WITH A PARTNER (67%) AND WITH CHILDREN (30%).
16% PLAN TO TRAVEL WITH FRIENDS AND 15% SOLO, WHILST IN 2025 JUST UNDER 1 IN 10 UNDERTOOK AN INTER-GENERATIONAL FAMILY TRIP.
CHANGING LIFESTAGES HAVE SEEN SEARCHES FOR "PLACES TO SOLO TRAVEL" UP +90% IN THE LAST 5 YEARS AND +20% IN THE LAST YEAR



Q: Who, if anyone, have you already booked a holiday with, or do you plan to holiday with in 2026?

TREND 3: FAMILY MILES

Skyscanner

THE STATISTICS:

+66% Increase in hotel bookings using Skyscanner's "family" filter globally year on year.

+387% Views on family travel conversations have surged 387% YoY on Reddit

51% Have taken an multi-generational holiday in the last 5 years

9% of our readers took a multi-generational holiday in 2025

TREND DRIVERS:

CHANGING MEANING OF AGE:
WE SPEND MORE TIME BEFORE AND AFTER THE 'FAMILY' STAGE, CREATING MORE OPPORTUNITIES FOR LEISURE.

THE IMPORTANCE OF EXPERIENCE:
SPENDING TIME AND MONEY ON TRAVEL IS STILL A KEY PRIORITY FOR BRITS OF ALL AGES

THE EXPLANATION:

Multiple factors are contributing towards an increase in family travel, as reported by Skyscanner and Travel Weekly as a key trend for 2026. These include a desire to create long-lasting memories, improving levels of wealth and health of parents / grandparents and a desire to share the costs of holidays when household budgets are under pressure. With 1 in 2 adults would be interested in taking a multi-generational holiday in the future, this trend is set to continue for a while.

THE IMPLICATIONS:

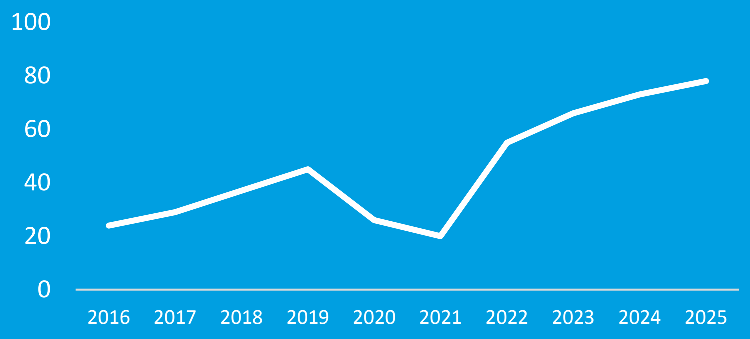
To encourage more potential multi-generational holidaymakers to choose their services, travel brands should highlight how they can enable both shared experiences *and* personal space. Highlight tiered activities so that can easily be opted in or out of and most importantly, challenge or even reverse the stereotypes for both younger and older generations. Our 'Growing Old Disgracefully' research with OMD found that Baby Boomers feel they have more in common with Gen Z than is portrayed and hold high hopes for them to make positive change in the future.

TREND 4: SOLO TRAVEL / WOMEN-ONLY WANDERINGS

Intrepid

THE STATISTICS:

Searches for Solo Travel last 10 years (index)*



60% **of those who plan to holiday with friends in 2026 are women**

72% **of solo travellers who booked with Intrepid were women****

TREND DRIVERS:

CHANGING MEANING OF AGE:
WE SPEND MORE TIME BEFORE AND AFTER THE 'FAMILY' STAGE, CREATING MORE OPPORTUNITIES FOR LEISURE.

ATOMISATION:
PEOPLE ARE SPENDING MORE TIME ALONE AND IN SOME CASES, ARE MORE COMFORTABLE DOING IT.

THE EXPLANATION:

In the UK, we are spending more time before and after the 'parents / family' stage. The average pre-family stage is predicted to be 14 years in 2030, an increase of 10 years since 1960. Likewise, the average post-family stage is expected to be 20 years in 2030, compared to 5 years in 1960! This, combined with an ongoing shift away from traditional gender roles and family dynamics, has created increased demand for solo-holidays and 'friendcations' and is being driven predominantly by women.

THE IMPLICATIONS:

To attract more solo travellers, travel brands must continue to tackle the main barriers that they face; breaking down financial barriers (i.e. single supplements), prioritising safety and reassurance and designing activities / spaces that feel social but are not awkward. Solo travellers are often adventurous, spend longer away and are likely to reward you with their loyalty next time they travel, so they need to be properly looked after!

INTEREST IN THEMED ‘EXPERIENCE’ HOLIDAYS

JUST OVER 8 IN 10 HOLIDAYMAKERS (82%) ARE INTERESTED IN THEMED HOLIDAYS, WITH WELLNESS (30%) AND FOOD-FOCUSED HOLIDAYS (29%) THE MOST POPULAR. INTEREST IN THEMED HOLIDAYS RISES TO 96% FOR ADULTS AGED 18-34!

WELLNESS / WELLBEING

(allowing travellers to recharge and focus on self-care)

18-34: 57%
35-54: 40%
55+: 13%

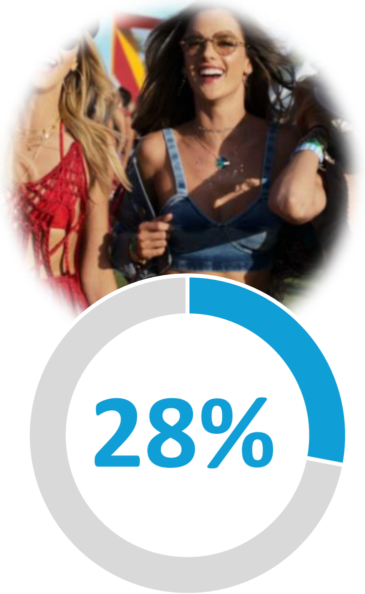
FOOD /GASTRONOMY

(the rise of the food-focused travels)

18-34: 54%
35-54: 38%
55+: 12%

TRAVEL FOR MUSIC

(to attend festivals/gigs/ concerts etc.)



18-34: 56%
35-54: 38%
55+: 11%

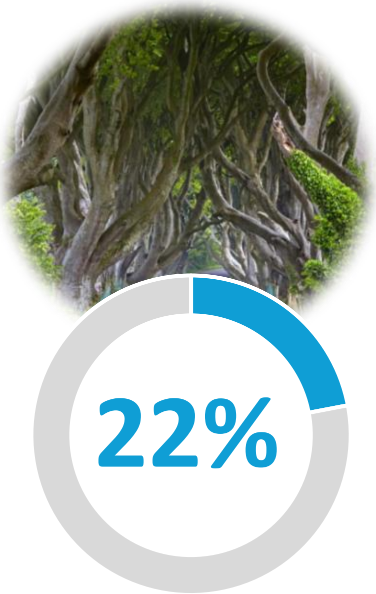
TRAVEL FOR SPORT

(to attend a sporting event)

18-34: 44%
35-54: 34%
55+: 8%

FILMS /TV SHOWS

(travel to visit sets of films/ TV shows)



18-34: 50%
35-54: 29%
55+: 7%

Q: Below are some specific types of themed holidays. On the following scale where 1 = Not at all interested and 5= extremely interested. Please state your level of interest in taking the following type of holidays. (Any Interest 4+) (Total interest 3+)

TREND 5: HEALTH AND WELLNESS HOLIDAYS

THE STATISTICS:

30% are interested in wellness / wellbeing holidays (allowing travellers to focus on self-care)
18-34: 54%

19% are interested in workout / activity holiday (combining fitness events like marathon / hyrox)
18-34: 46%

RELAX #1 Relaxation is the #1 factor demanded from holidays in 2026 (55%), up +5pp from 2025

2 in 5 of Brits say they are overwhelmed by the amount of digital activity in their life

TREND DRIVERS:

AGE OF DISTRACTION:
WE SPEND MORE TIME THAN EVER CONNECTED TO DEVICES AND ARE INCREASINGLY DISTRACTED.

MILLENNIAL NATION:
MILLENNIALS ARE NOW THE BIGGEST COHORT IN THE UK AND ALONG WITH GEN Z, DEMAND MORE FROM THEIR HOLIDAYS

THE EXPLANATION:

The combination of increased demand for new experiences and a continued focus on healthier lifestyles, with the desire to escape from our screens have been the driving force behind this trend.

With 43% of Brits claiming to be overwhelmed by the amount of digital activity in their lives and alcohol consumption reducing amongst younger generations, travel brands have been adapting accordingly. Many travel providers provide exclusive health and wellness escapes (i.e. G-Adventures, Trailfinders) or even 'Quietcations', both in the UK and overseas.

THE IMPLICATIONS:

Alongside specialist health and wellness holiday providers communicating their unique offerings to appeal to new audiences, more traditional providers also need to showcase their health and wellness holidays, or perhaps more importantly, their health and wellness options. To encourage loyal customers to stay with them, or give them the comfort knowing they will have the opportunity for some much-needed rest and relaxation on their trips. Use targeted media to reach people with messaging when they need it the most, on a Monday or Tuesday when mood is lowest, or on a Friday afternoon, when mood is up after a long week!

Source: Mintel Digital Life of Consumers 2025
Source: MMM Horizon: Travel Edition 2026 N=720 (Base: Holidaymakers in 2026)

INTEREST IN TRAVELLING FOR SPORTING EVENTS

OF THE QUARTER OF READERS INTERESTED IN TRAVELLING FOR SPORTING EVENTS; 59% ARE INTERESTED IN TRAVELLING FOR THE 2026 FIFA WORLD CUP, 54% FOR OTHER FOOTBALL MATCHES / TOURNAMENTS AND 52% FOR THE FORMULA 1. GLOBALLY SPORTS TOURISM IS WORTH MORE THAN £500 MILLION AND ACCOUNTS FOR 10% OF THE TOTAL TOURISM MARKET.

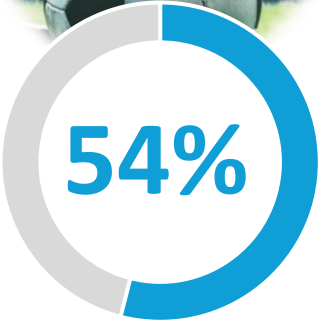
Level of Interest In Specific Sporting Events

(Base: Interested In Travelling For Sporting Events)

FIFA WORLD CUP

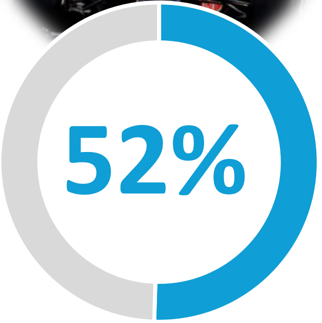
18-34: 54%
35-54: 63%
55+: 53%

OTHER FOOTBALL MATCHES / TOURNAMENTS



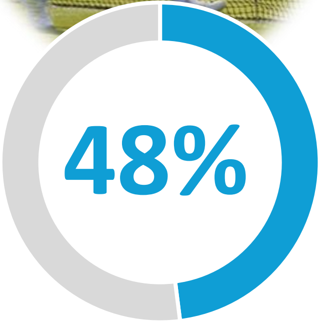
18-34: 49%
35-54: 54%
55+: 60%

FORMULA 1
(or other racing events)



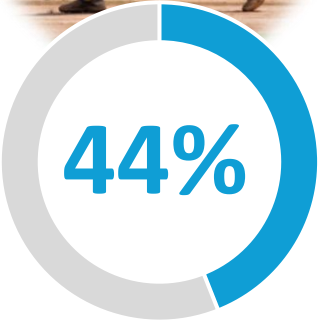
18-34: 34%
35-54: 58%
55+: 41%

TENNIS GRAND SLAMS
(or other tennis events)



18-34: 46%
35-54: 56%
55+: 27%

ASHES SERIES
(or other cricket events)



18-34: 38%
35-54: 48%
55+: 41%

Q: You said you were interested in travelling for sport events and there are some major world sporting events in 2026. Please state your level of interest in travelling to watch these sporting events. (Any Interest 4+)

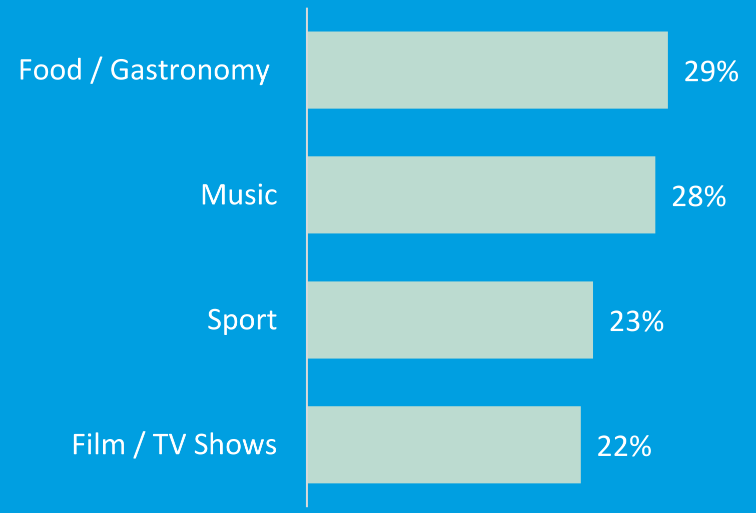
TREND 6: CULTURE OVER HEDONISM

BBC TRAVEL

THE STATISTICS:

4 in 5 adults are interested in themed holidays, rising to 96% for adults aged 18-34

% interest in cultural themed holidays



Q: Below are some specific types of themed holidays. On the following scale where 1 = Not at all interested and 5= extremely interested. Please state your level of interest in taking the following type of holidays. (Any Interest 4+)

TREND DRIVERS:

THE DEMISE OF DISTANCE:
TECHNOLOGY HAS ERODED THE RELEVANCE OF PHYSICAL DISTANCE FOR INTERACTION.

THE IMPORTANCE OF EXPERIENCE:
NEW TRAVEL EXPERIENCES ARE STILL EXTREMELY VALUED AND MANY BRITS ARE REFRAINING FROM HEDONISM

THE EXPLANATION:

Movies have a long history of exposing holidaymakers to new destinations and high-end TV production has also fuelled the 'set-jetting' trend. More recently however, social media (and other community-based platforms), have powered the increase of cultural travel in other forms arts and leisure. #BookTok has driven similar trends for literary travel, and websites such as 'Homefans' can for sports tourism. Cultural moments can be both mass and mainstream, like travelling 'In the Footsteps of Haaland', on a P&O tour excursion, or travelling from Spain to a little-known Midlands (Market Harborough) market town to authentically experience non-league football! The key drivers for this trend are a demand for more authenticity; as well as a move away from hedonism, primarily driven by Millennials and Gen Zs.

THE IMPLICATIONS:

With Wuthering Heights (Yorkshire Moors), the Harry Potter TV series (Cornwall), The Odyssey (Greece) and the small matter of the biggest ever World Cup (USA, Mexico, Canada), 2026 is likely to be a big year for this trend. Travel brands need to ensure that itineraries, where possible, highlight where travellers can get their dose of culture, and their pictures for Insta! More niche holiday providers need to ensure they tap into the media moments and audiences where potential holiday makers are exposed to these cultural trends.

TREND 7: 'BLEISURE' - BUSINESS TO LEISURE

THE STATISTICS:

30% of working readers are interested extending the duration of a business trip to allow more leisure time

67% of UK business travellers extended their most recent business trip to include leisure time

2 in 5 of British employees would like the opportunity to work from abroad

TREND DRIVERS:

THE DEMISE OF DISTANCE:
TECHNOLOGY ENABLES MANY WORKERS TO BE ABLE TO PERFORM THEIR ROLE FROM ANYWHERE

TIME MILLIONAIRES:
MORE AFFLUENT CONSUMERS WITH SECURE INCOME PURSUING MORE LEISURE ACTIVITIES

THE EXPLANATION:

The drivers of 'bleisure' are a combination of technology trends such as 'the demise of distance' enabling more flexible working with social trends such an as the rise of 'Time Millionaires'. Working Gen Zs, Millennials or parents who have both the time and money for pursuing 'bleisure.' This trend is growing despite there being a stall in the growth of business travel.

THE IMPLICATIONS:

Travel companies and accommodation providers can respond by offering environments and services that support both relaxation and productivity such as on-site leisure experiences and wellness areas. Alongside this, offering additional discount rates for extending stays can stimulate further 'bleisure' travel. Again, targeting business travellers in key moments such as the morning or evening commute can also be key.

Source: Mintel Lifestyles of Millennials 2025
Source: MMM Horizon: Travel Edition 2026 N=720 (Base: Holidaymakers in 2026)

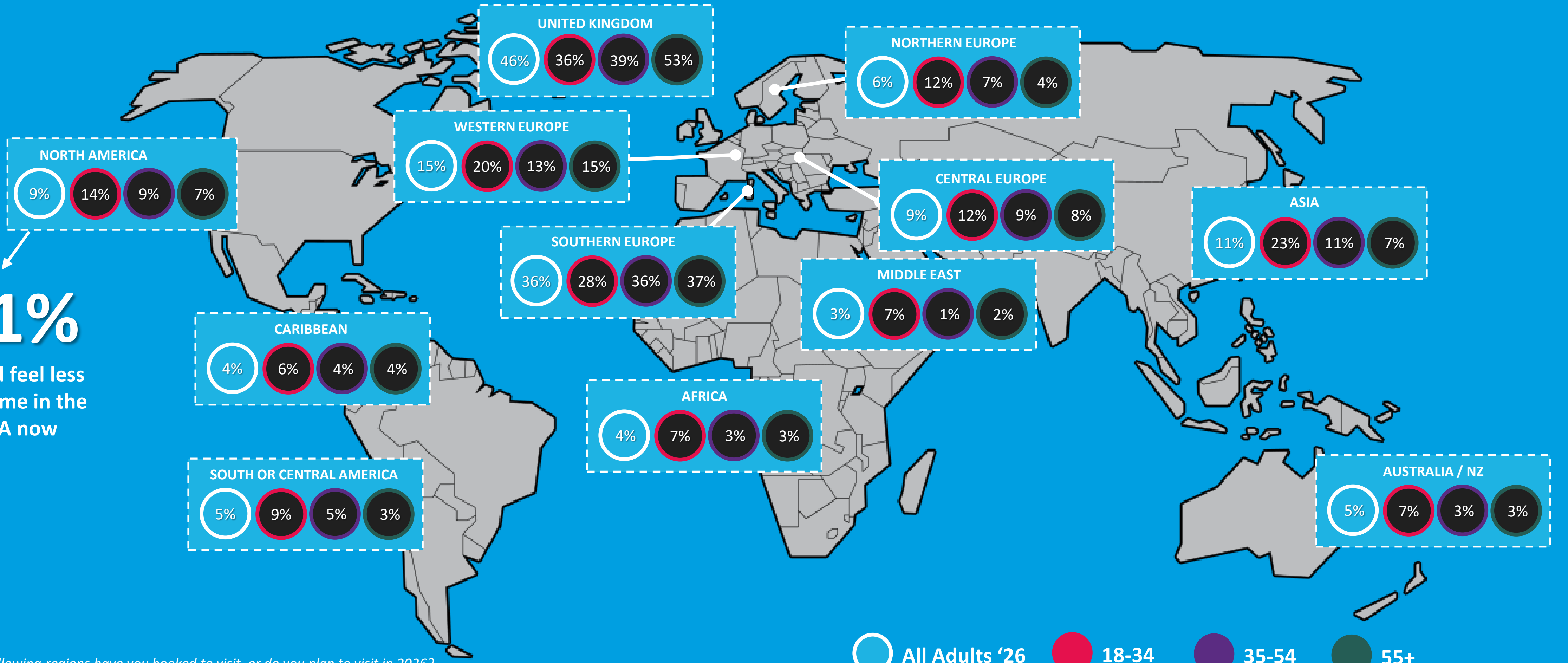
4

DESTINATION DEEP-DIVE

TOP DESTINATIONS TO VISIT IN 2026

NORTH AMERICA AND ASIA ARE THE MOST POPULAR LONG-HAUL DESTINATIONS, DRIVEN BY THOSE AGED 18-34
SOUTHERN EUROPE CONTAINS THE MOST POPULAR SHORT-HAUL DESTINATIONS, DRIVEN BY THOSE AGED 35+

Q: Which of the following regions have you already booked to visit / do you plan to visit in 2026?



51%

would feel less welcome in the USA now

All Adults '26 | 18-34 | 35-54 | 55+

Q: Which of the following regions have you booked to visit, or do you plan to visit in 2026?

HORIZONS TRAVEL

Source: MMM Horizon: Travel Edition 2026 N=856 (all adults)

Mail METRO MEDIA

TOP REGIONS BY HOLIDAY TYPES

CARIBBEAN IS TOP FOR BEACH HOLIDAYS AND CRUISES, EUROPE IS MOST ASSOCIATED WITH A CITY BREAK, ASIA IS #1 FOR ESCORTED TOURS AND NATURE AND WILDLIFE HOIDAYS ARE MOST ASSOCIATED WITH AFRICA.

Q: Which, if any, of the following holiday types do you associate with (insert destination)?

BEACH HOLIDAY	CITY BREAK	CRUISE (RIVER AND SEA)	ESCORTED / COACH TOUR	NATURE / WILDLIFE
1. CARIBBEAN: 73%	1. EUROPE: 65%	1. CARIBBEAN: 51%	1. ASIA: 41%	1. AFRICA: 85%
2. EUROPE: 67%	2. NORTH AMERICA: 44%	2. EUROPE: 48%	2. EUROPE: 38%	2. SOUTH AMERICA: 37%
3. AUSTRALASIA: 48%	3. AUSTRALASIA: 29%	3. ANTARCTICA: 41%	3. AFRICA: 36%	3. AUSTRALASIA: 37%
4. ASIA: 45%	4. MIDDLE EAST: 27%	4. SOUTH AMERICA: 24%	4. SOUTH AMERICA: 34%	4. ANTARCTICA: 33%
5. NORTH AMERICA: 35%	5. ASIA: 25%	5. NORTH AMERICA 22%	5. CENTRAL AMERICA: 31%	5. ASIA: 32%
6. MIDDLE EAST: 35%	6. CENTRAL AMERICA: 24%	6. ASIA: 22%	6. NORTH AMERICA: 27%	6. CENTRAL AMERICA: 27%
7. CENTRAL AMERICA: 34%	7. SOUTH AMERICA: 17%	7. AFRICA : 17%	7. MIDDLE EAST: 25%	7. NORTH AMERICA: 18%
8. SOUTH AMERICA: 31%	8. AFRICA: 14%	8. CENTRAL AMERICA: 17%	8. AUSTRALASIA: 24%	8. CARIBBEAN: 16%
9. AFRICA: 30%	9. CARIBBEAN: 5%	9. MIDDLE EAST: 17%	9. ANTARCTICA: 19%	9. MIDDLE EAST: 10%
10. ANTARCTICA: N/A	10. ANTARCTICA: N/A	10. AUSTRALASIA: 15%	10. CARIBBEAN: 15%	10. EUROPE: 9%

TOP REGIONS BY ASSOCIATIONS

EUROPE IS PERCEIVED AS THE BEST VALUE FOR MONEY, CUISINE, AND RANGE OF PLACES TO VISIT.
CARIBBEAN IS THE #1 DESTINATION FOR GOOD WEATHER AND LUXURY OPTIONS

Q: Which, if any, of the following words or phrases do you associate with (insert destination)?

GOOD VALUE FOR MONEY

1. EUROPE: 30%
2. ASIA: 21%
3. NORTH AMERICA: 14%
4. SOUTH AMERICA: 12%
5. AUSTRALASIA: 11%
6. AFRICA: 9%
7. MIDDLE EAST: 8%
8. CENTRAL AMERICA: 7%
9. CARIBBEAN: 7%
10. ANTARCTICA: 4%

GOOD WEATHER

1. CARIBBEAN: 59%
2. AUSTRALASIA: 46%
3. EUROPE: 44%
4. AFRICA: 37%
4. SOUTH AMERICA: 34%
5. MIDDLE EAST: 33%
6. CENTRAL AMERICA 32%
7. ASIA: 30%
8. NORTH AMERICA (25%)
9. ANTARCTICA (5%)

GOOD CUISINE

1. EUROPE: 53%
2. CARIBBEAN: 40%
3. ASIA: 39%
4. SOUTH AMERICA: 28%
5. CENTRAL AMERICA: 23%
6. NORTH AMERICA: 23%
7. AUSTRALASIA: 22%
8. AFRICA: 9%
9. MIDDLE EAST: 12%
10. ANTARCTICA: 5%

RANGE OF PLACES TO VISIT

1. EUROPE: 49%
2. ASIA: 47%
3. NORTH AMERICA: 42%
4. SOUTH AMERICA: 37%
5. AFRICA: 36%
6. CENTRAL AMERICA: 36%
7. AUSTRALASIA: 34%
8. CARIBBEAN: 22%
9. MIDDLE EAST: 18%
10. ANTARCTICA: 10%

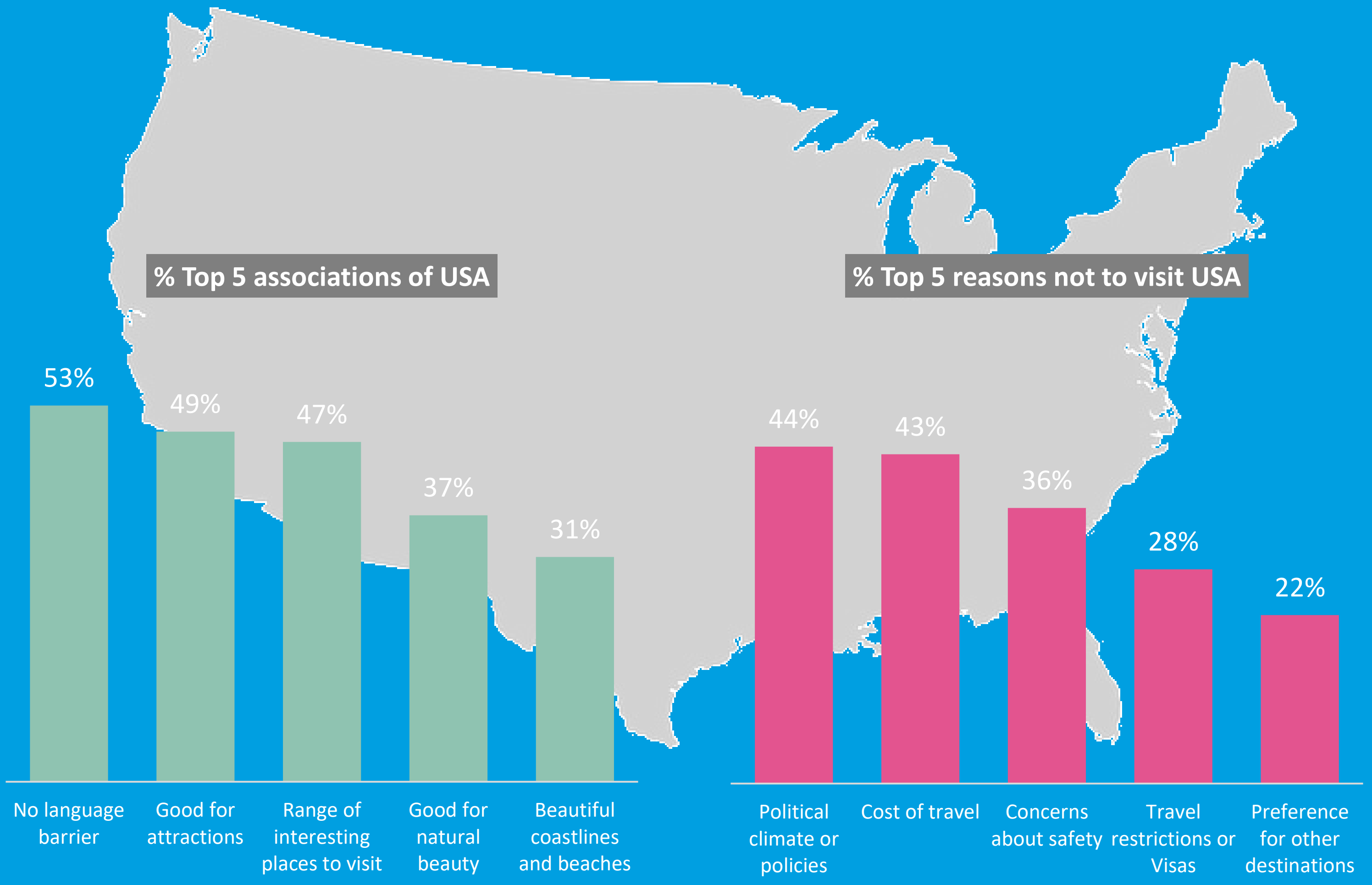
GOOD LUXURY OPTIONS

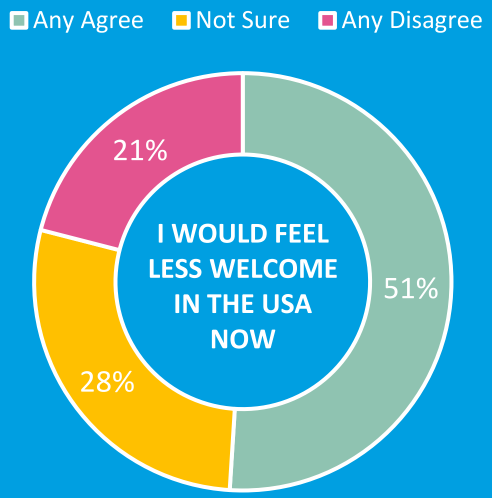
1. CARIBBEAN: 26%
2. MIDDLE EAST: 26%
3. EUROPE: 19%
4. ASIA: 18%
5. AUSTRALASIA: 17%
6. NORTH AMERICA: 15%
7. AFRICA: 14%
8. CENTRAL AMERICA: 9%
9. SOUTH AMERICA: 8%
10. ANTARCTICA: 6%

Please note we have this data for 40 countries, reach out to insight@mailmetromedia.co.uk for more information.

FOCUS ON UNITED STATES

1 IN 2 OF OUR READERS SAY THEY WOULD FEEL LESS WELCOME IN THE USA NOW, BUT WITH THE FIFA WORLD CUP TAKING PLACE IN THE USA (AS WELL AS CANADA AND MEXICO), TIME WILL TELL WHETHER DEMAND CONTINUES TO FALL AS OUR DATA PREDICTS, WITH JUST UNDER 7% INTERESTED IN TRAVELLING TO THE US IN 2026 COMPARED TO 8% IN 2025





"The high cost of travel insurance to go there. The whole MAGA ethos and its awful culture and sentiment under Donald Trump's presidency."

"I enjoyed the weather and the different attractions in USA, and also the different personalities between the states and cities Las Vegas vs San Diego)."

Q: Which of the following words or phrases would you associate with USA? Which of the following factors are most likely to influence you not to go to the United States?

Q: Please state your level of agreement or disagreement with each of the following statements

HORIZONS TRAVEL

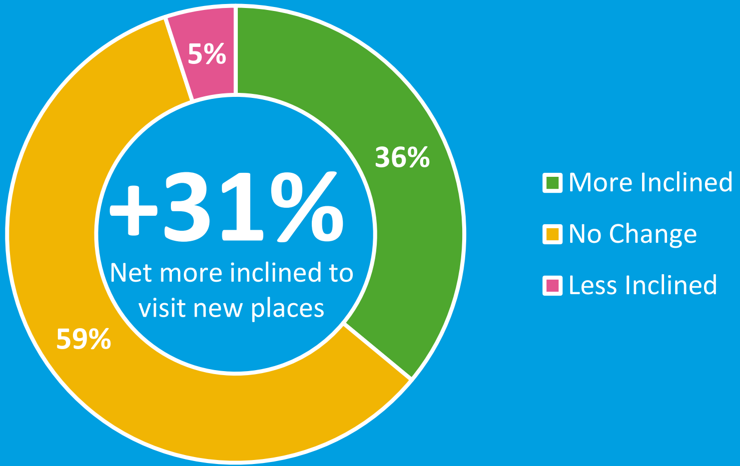
Source: MMM Horizon: Travel Edition 2026 N=720 (Base: Holidaymakers in 2026), MMM USA: Travel Survey Mar'25 N=573

Mail METRO MEDIA

TREND 8: UNFAMILIAR ESCAPES / DESTINATION DUPES

THE STATISTICS:

Attitudes towards destination choice
(2026 vs 2025)



2 in 5 **of British holidaymakers are concerned about overcrowding and extreme weather at their destination**

Q: How, if at all, do you think your holiday plans for 2026 will differ from 2025?,
How concerned, if at all, are you with the following factors with regards to travelling in 2026?

TREND DRIVERS:

CONSUMPTION GUILT:
MORE AWARENESS OF HOW TRAVEL CHOICES CAN IMPACT LOCAL COMMUNITIES AND THE PLANET.

LOW CONSUMER CONFIDENCE:
THOSE WITH SQUEEZED BUDGETS MORE OPEN TO NEW DESTINATIONS THAT OFFER MORE VALUE FOR MONEY

THE EXPLANATION:

Numerous factors continue to create a thriving market for unfamiliar and alternate destinations in 2026 and beyond. Environmental factors such as extreme weather and overcrowding. Political factors such as economic nationalism and financial factors such as low consumer confidence. Destinations with similar attributes to popular destinations but without the crowds / prices / protests etc. are seeing a surge in popularity. Dupes can occur in the same country or a different country / region altogether with Expedia recently suggesting Perth for Sydney, Bologna for Rome and Albania instead of Greece / Croatia as examples for 2026.

THE IMPLICATIONS:

Regions within countries that feel unfairly judged as 'guilty by association' due to the political or environmental issues taking place in the wider country they are located in will need to continue to invest in building out a stronger sense of identity and differentiation from the countries in which they are located.

Unfamiliar destination or 'dupes' have to prove to consumers that they are not only cheaper but also deliver the same or better experiences.

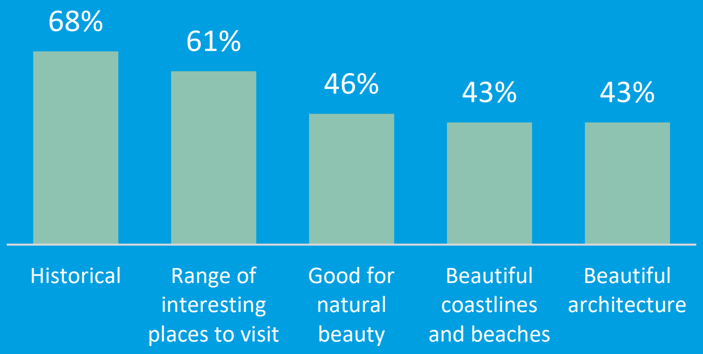
TREND 9: THERE'S NO PLACE LIKE HOME

THE STATISTICS:

46% of readers plan to take a holiday in the UK in 2026, which is slightly higher than last year (45%)

27% plan to take a long holiday in the UK in 2026 (4 days or more)

% Top 5 associations of England



Q: Which of the following regions have you booked to visit, or do you plan to visit in 2026?, Which, if any, of the following words or phrases do you associate with (insert destination)?

TREND DRIVERS:

CONSUMPTION GUILT:
MORE AWARENESS OF HOW TRAVEL CHOICES CAN IMPACT LOCAL COMMUNITIES AND THE PLANET.

LOW CONSUMER CONFIDENCE:
THOSE WITH SQUEEZED BUDGETS MORE OPEN TO NEW DESTINATIONS THAT OFFER MORE VALUE FOR MONEY

THE EXPLANATION:

A combination of falling consumer confidence and a reappraisal of holiday budgets, with concerns about over-tourism and environmental footprints all create an ideal market for domestic tourism in 2026. Whilst they can't change the weather (unfortunately), tourism boards and holiday companies can take on some of the other factors. When it comes to England for example, only 30% think it offers 'good value for money' and a meagre 10% think it can be a 'luxurious' destination!

THE IMPLICATIONS:

Travel brands operating in the UK need to tackle some of these negative perceptions head on; improving the value perception, showcasing that the UK offers exciting and unique experiences, promoting sustainability and targeting last minute bookers with weather-based targeting. They can continue to lean trends such as 'destination dupes', 'wellness holidays' and 'cultural escapes', all whilst adopting an upbeat tone, we are British after all!

5

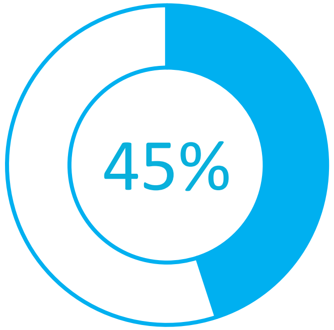
PLANNING
& BOOKING

WHEN DO THEY PLAN TO TAKE A HOLIDAY / SHORT BREAK?

DEMAND FOR TRAVELLING DURING THE PEAK SEASON IS THE HIGHEST BUT MONTHS
APRIL (+4%), MAY (+20%) AND SEPT (+4%) HAVE SEEN INCREASES IN DEMAND TO TRAVEL YEAR ON YEAR.

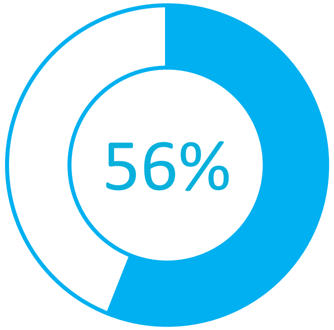
LOW SEASON

NOV, DEC, MAR, APR



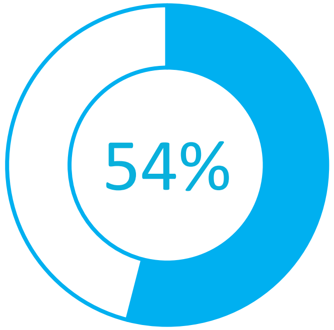
PEAK SEASON

JUNE, JUL, AUG



SHOULDER SEASON

MAY, SEPT, OCT



YEAR ON YEAR INCREASES

APR +3%

MAY +20%

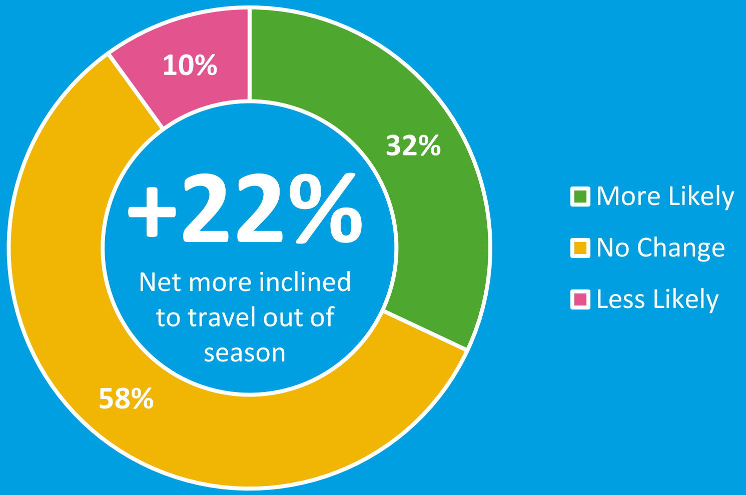
SEP +4%

Q: When did you take, or do you plan to take your holiday(s) or short break(s) in 2026

TREND 10: OFF-PEAK TRAVEL

THE STATISTICS:

Attitudes towards seasonality
(2026 vs 2025)



+20% Increase in desire to holiday in May in 2026, also up +4% in September and +3% in April

Q: How, if at all, do you think your holiday plans for 2026 will differ from 2025?

TREND DRIVERS:

CONSUMPTION GUILT:
MORE AWARENESS OF HOW TRAVEL CHOICES CAN IMPACT LOCAL COMMUNITIES AND THE PLANET.

TIME MILLIONAIRES:
MORE AFFLUENT CONSUMERS WITH SECURE INCOMES AND GREATER FLEXIBILITY ON WHEN TO HOLIDAY

THE EXPLANATION:

Environmental factors such as extreme weather and over-tourism, combined with more flexible travel opportunities for some and cheaper travel for others has led to a continued increase in off-peak travelling. The shoulder season, and in particular the months April, May and September have all seen increases in demand. Skyscanner reported over a third of travellers plan to visit popular destinations exclusively during the off-season.

THE IMPLICATIONS:

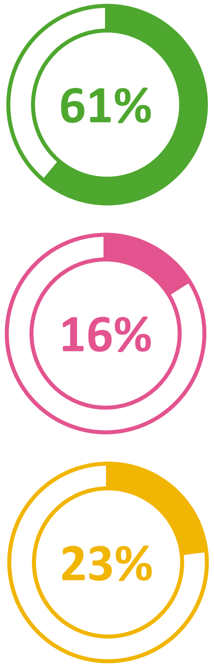
This trend offers opportunities for both traditional and challenger destinations. Unaffordable destinations may become more attainable to many holidaying out-of-season, but tourism boards and tour operators need to showcase how they deliver value for potential holidaymakers out-of-season. Think seasonal itinerates, more authentic activities and weatherproof plans!

Conversely, the off-peak travel season prevents opportunities for up-and-coming destinations to prove they can deliver the same value for money but without the negative side effects.

WHEN DO THEY BOOK THEIR HOLIDAYS?

61% WOULD LIKE TO BE AN EARLY BOOKER, BUT 46% BOOKED LAST MINUTE IN SUMMER 2025.

In an ideal world are you…?



Early Booker

Last Minute Booker

Neither

Practical reasons for booking early…

70%

agree they book holidays early because they like to be organised.

68%

agree booking early helps you plan your finances for the year.

Emotional reasons for booking early…

64%

agree booking early allows me to dream about my holiday

62%

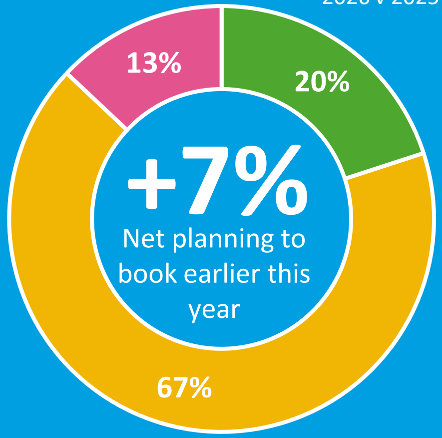
agree that booking holidays earlier makes them feel happier

Q: In an ideal world, would you be…?, Thinking about holidays, please state your level of agreement or disagreement with each of the following statements

TREND 11: CAPITALISE ON THE "JOY OF BOOKING EARLY"

THE STATISTICS:

Attitudes towards booking holidays early
2026 v 2025



- More in Advance
- No Change
- Less in Advance

EMOTIONAL

4 in 5 agree "booking a holiday is important to me as it gives me something to look forward to"
Rising to 90% for parents

PRACTICAL

3 in 5 Agree "I book holidays early so I can manage the cost more easily"
Rising to 76% for parents

Q: How, if at all, do you think your holiday plans for 2026 will differ from 2025?, Thinking about holidays, please state your level of agreement or disagreement with each of the following statements

TREND DRIVERS:

LOW CONSUMER CONFIDENCE:
THOSE WITH SQUEEZED BUDGETS MORE OPEN TO NEW DESTINATIONS THAT OFFER MORE VALUE FOR MONEY

CHANGING MEANING OF AGE:
WE SPEND MORE TIME BEFORE AND AFTER THE 'FAMILY' STAGE, CREATING MORE OPPORTUNITIES FOR LEISURE.

THE EXPLANATION:

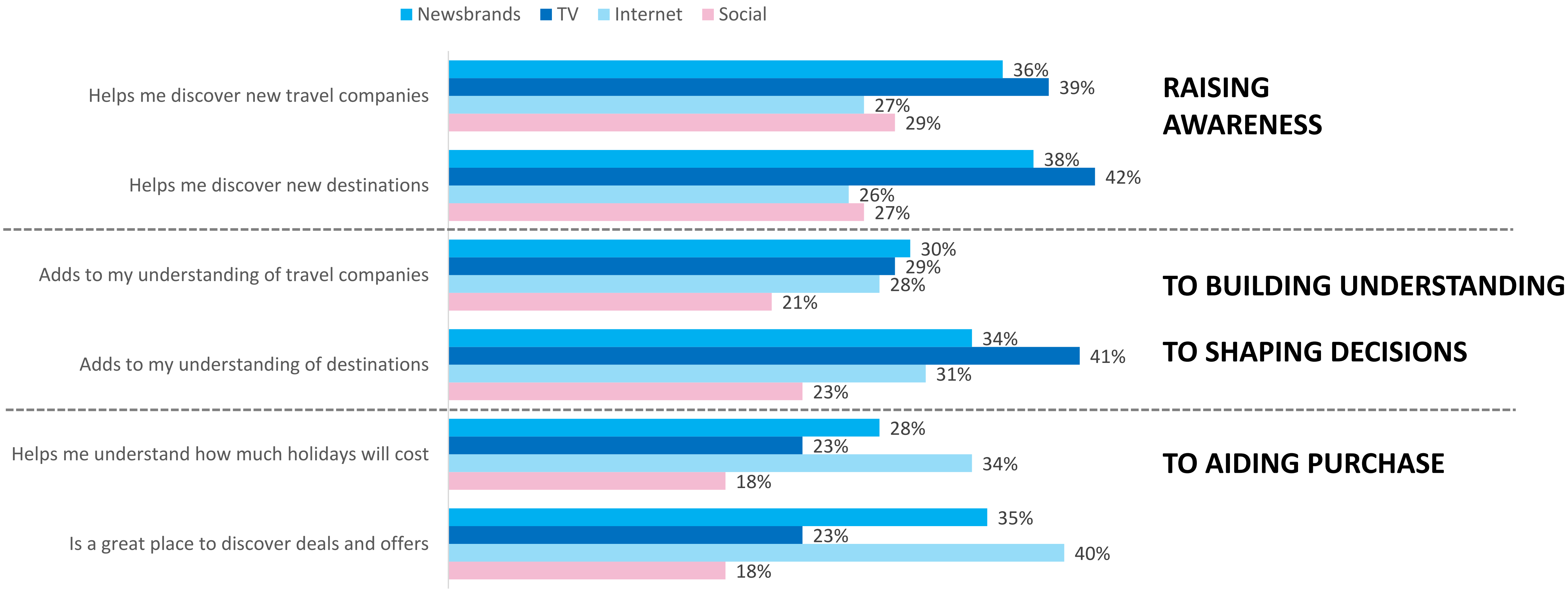
The 'Joy of Booking Early' (J.O.B.E.) is the feeling of excitement that comes from securing your ideal holiday early. It's fuelled by combination of the practical benefits of booking early (i.e. feeling organised / saving money), alongside the emotional benefits (i.e. having something to look forward to). Although late bookings are on the rise due to the desire to secure last-minute bargains, our data shows that some financially squeezed groups (i.e. parents) and more financially comfortable groups (i.e. pre and post family adults), are more open to booking early this year.

THE IMPLICATIONS:

Ensuring customers book early gives travel companies much needed stability during what is going to be a transition year for the travel industry. To encourage early bookings, focus on both the practical and emotional benefits. Yes, showcase the financial benefits such as early booking discounts and rewards, but don't forget the transformation power that travel has to life us out of the everyday mundanity. Focus on the future memories, the future sunshine and the future experiences that the J.O.B.E. can provide in the long build up to holidays.

WHICH MEDIA DO THEY REFER TO FOR HOLIDAY PLANNING?

TV IS THE MAIN DRIVER FOR RAISING AWARENESS. NEWSBRANDS PERFORM HIGHLY IN THE MID-FUNNEL FOR BUILDING UNDERSTANDING AND SHAPING DECISIONS ON BRANDS AND DESTINATIONS



Q: For each of the following statements, please select the media in which you think the statement applies

THE IMPORTANCE OF SOCIAL FOR YOUNGER HOLIDAYMAKERS

SOCIAL MEDIA IS PLAYING AN INCREASINGLY INFLUENTIAL ROLE IN SHAPING TRAVEL PREFERENCES AMONG THE UNDER 35'S. IT'S THE #1 MEDIA FOR 'HELPING THEM DISCOVER NEW DESTINATIONS' (52%) AND 'ADDING TO THEIR UNDERSTANDING OF TRAVEL COMPANIES' (46%).

HELPS ME DISCOVER NEW DESTINATIONS

18-34	35-54	55+
52%	39%	12%

ADDS TO MY UNDERSTANDING OF TRAVEL COMPANIES

18-34	35-54	55+
46%	29%	8%

IS A GREAT PLACE TO DISCOVER DEALS AND OFFERS

18-34	35-54	55+
36%	25%	8%

Q: To what extent do you agree or disagree with the following statements?

TREND 12: THE RISE (AND RISE) OF SOCIAL MEDIA INFLUENCE

THE STATISTICS:

52% of adults aged 18-34 say that social media helps them "discover new destinations"
#1 media

46% of adults aged 18-34 say that social media adds to their understanding of travel companies"
#1 media

4 IN 5 of under-35s inspired to go on a group tour by online postings

1 in 2 of those influenced by social media prefer to search for holidays by motivation rather than destination

TREND DRIVERS:

THE DEMISE OF DISTANCE:
TECHNOLOGY HAS BROUGHT DESTINATIONS, EXPERIENCES AND LIIKEMINDED INDIVIDUALS CLOSER

MILLENNIAL NATION:
MORE AFFLUENT CONSUMERS WITH SECURE INCOMES AND GREATER FLEXIBILITY ON WHEN TO HOLIDAY

THE EXPLANATION:

Younger generations' engagement with social media has significantly impacted the travel research and booking process. Social is often the first place they look for a destination or holiday motivation. Social not only has the capability to showcase visually appealing and authentic user generated content, proven to be effective in building trust, but it can also create communities of like-minded travellers making destinations more relatable and desirable. Influencer partnerships are becoming more popular in driving interest in destinations.

THE IMPLICATIONS:

As well as being a brilliant platform to showcase organic visually engaging content, social media is an excellent place to build online communities, with peer-to-peer recommendations and interactions such as live-stream, events or competitions key. Collaborating with authentic influencers can help build hype, but they must have an authentic connection with the brand and audience. Employee-generated content is increasingly popular!

6

TRAVEL AND MAIL METRO MEDIA

SERIOUSLY VALUABLE TRAVEL AUDIENCES

MAIL METRO MEDIA READERS SPEND £75BN A YEAR ON TRAVEL, ACCOUNTING FOR 77% OF ALL EXPENDITURE ON TRAVEL!
OUR DIVERSE PRINT, DIGITAL, SOCIAL AND AUDIO PORTFOLIO ENABLE TRAVEL BRANDS TO REACH ALL TYPES OF HOLIDAYMAKERS; OUR TRAVEL PARTNERSHIPS DELIVER AN AVERAGE UPLIFT OF +55% IN BRAND CONSIDERATION

SEA CRUISE
78%
(1.8M)

BEACH / RESORT
76%
(9.5M)

ESCORTED / COACH TOUR
82%
(2.1M)

CITY BREAKS
76%
(8.4M)

LAKES / COUNTRYSIDE
78%
(7.0M)

SKI / ACTIVITY
83%
(1.1M)

SERIOUSLY POPULAR TRAVEL CONTENT

OUR TRAVEL CONTENT IS READ BY 10 MILLION BRITS EVERY MONTH AND OUR DIGITAL TRAVEL CONTENT GENERATES OVER 70 MILLION ARTICLE VIEWS EVERY MONTH

#1 Travel Newsbrand

10M

BRITS ENGAGE WITH OUR TRAVEL CONTENT EVERY MONTH

OUR DIGITAL TRAVEL SITES REACH

- **2.2M** UNIQUE VISITORS
- **5M+** ARTICLE VIEWS
- **4.0M** MINUTES ENGAGED

Top 10 Articles on DailyMail.com Travel Channel in 2025


Daily Mail+

Britain's best and worst beach towns revealed - with popular South Coast resort labelled 'run-down' and 'tacky'

1.1k comments

00:51, 27 Jun 2025, updated 09:10, 27 Jun 2025
By GENIE HARRISON - EXECUTIVE TRAVEL EDITOR

- The latest Which? poll lists the best and worst beaches in the UK
- READ MORE: Britain's best and worst service

#	Article Title	Views
1	Britain's best and worst beach towns revealed with popular South Coast resort labelled 'run down' and 'tacky'	370,961
2	Britain's 'best places to live' in 2025 are revealed does YOURS make the list	316,807
3	Hotel offers genius scheme to avoid 6am towel dash this summer could it spell the end for sunbed wars	264,250
4	I'm a cruise ship worker too many first-time cruisers make this mistake when they come on board	260,457
5	Airlines warn passengers to avoid using these three suitcase colours when going on holiday	260,334
6	UK's 50 best fish and chip shops revealed so is YOUR local chippy on the list	258,698
7	Why you should always pack a tennis ball in your carry-on luggage	251,321
8	The European city that's been crowned most walkable in the world with 4 beers and short flights from the UK	247,895
9	Coleen Rooney, Ed Sheeran and Stacey Solomon are all flocking to the same astounding and cheap British resort for their holidays now.	245,119
10	Cruise ship worker reveals the hidden meaning behind wearing a black ring on board and why you may be approached if you wear one	214,780

Top Digital Themes

- AIRLINE HACKS
- HIDDEN GEM DESTINATIONS
- HOTEL AND ACCOMADATION TIPS

OUR PILLARS OF TARGETING

HARNESS OUR CONNECTIONS TO POWER RESULTS BASED ON TRAVEL ADVERTISING OUTCOMES

ADDING COLOUR TO DATA TARGETING

dmg::ID

DEMO
Use on-site behaviour & deterministic data

INTEREST
Use high frequency of category readership

GEO
Target according to region, city or district

CONTEXT
Place ads against relevant editorial in real time

IN-MARKET
Target audiences showing purchase intent

OUTCOMES
Building bespoke client segment based off user interactions

AWARENESS → INTENT

NEW DATA PRODUCTS

200BN DATA POINTS FROM DMG::ID FUELLING OUR DATA PRODUCTS

AUDIENCE TAKEOVER

- ✓ Data enabled takeover package
- ✓ 100% share of voice premium formats, above the fold
- ✓ Targeted takeover against our off-the-shelf audience categories
- ✓ Best for driving awareness amongst a target audience

EXCLUSIVE+

- ✓ Full service data enabled offering
- ✓ Bespoke data strategy
- ✓ Optimisations across the campaign
- ✓ Data-led post campaign report including data recommendations for future campaigns
- ✓ Available on any format

RE-TARGET

- ✓ Target recent positive engagers with your brand
- ✓ Go beyond standard retargeting; Re-Target includes **all** positive interactions we have seen with the brand across commerce, editorial, advertising and polls
- ✓ Available of any format

APPENDIX

AUDIENCE TAKEOVER: LONG HAUL TRAVEL

Take control of the long haul travel category audience across our platforms. Our Long Haul Travel Audience Takeover targets long haul travellers using a curation of data points from editorial, advertising, commerce and video which align to the long haul category and brands.

THE DETAILS:

Please contact your sales rep for the latest deals on Audience Takeovers.

WHY MMM?:

LONG HAUL TRAVEL ARTICLES IN 2025:

20K+

LONG HAUL TRAVEL ARTICLE VIEWS:

157M MILLION

TOTAL NUMBER OF LONG-HAUL FLIGHTS

23.4 MILLION

WHY NEWSBRANDS?

1 IN 3 READERS WHO HAVE BEEN ON A LONG-HAUL HOLIDAY SAY NEWSPAPERS OR MAGAZINES INFLUENCE THEM

Source: Lotus 2026, TGI Dec 2025, Mail Metro Media Horizons: Travel Edition 2026

LUXURY TRAVELLERS DATA STRATEGY

Targeting people who like to go on luxury holidays.

35-54 FEMALES

Our 18-34 readers are **+47%** more likely to have expensive tastes and **+45%** more likely to live a more luxury lifestyle. Men are **23%** more likely to live a luxury lifestyle. **18-34's** are **29%** more likely to plan to travel to the Middle East.
We reach 73% of ABC1 adults.

LUXURY TRAVELLERS

Top holiday types our reader are interested in include **Beach and City breaks. 68%** of holiday funding is done using general savings, those 18-54 are more likely to use a credit card. The top three elements our readers want from a holiday are **relaxation**, to **eat & drink well** and **family time.**

DRIVE TIMES

With dmg::ID tools we can target postcodes based on **[INSERT BRAND]**'s existing customer base.

We can target postcodes towards more **affluent areas** and postcodes within a **50-mile radius** of airports that fly to **[INSERT BRANDS]**'s destinations.

TRAVEL READERS

We have written over **23K** articles on travel in the last year and accumulated over **918M** articles views.
Those who are planning to travel to the Middle East are **90%** more likely to be interested in cycling and **50%** more likely to go to art galleries and exhibitions.

GLOBAL TRAVELLERS

Mail Metro Media readers account for **77p to every £1** spent on holidays in the UK.
44% of our readers want to prioritise spending on travel. **70%** of 18-34 say they are willing to spend more on a once in a lifetime unique holiday.
We reach **75%** of those who are planning a holiday in the next 12 months and **80%** who are planning a holiday to the Middle East.

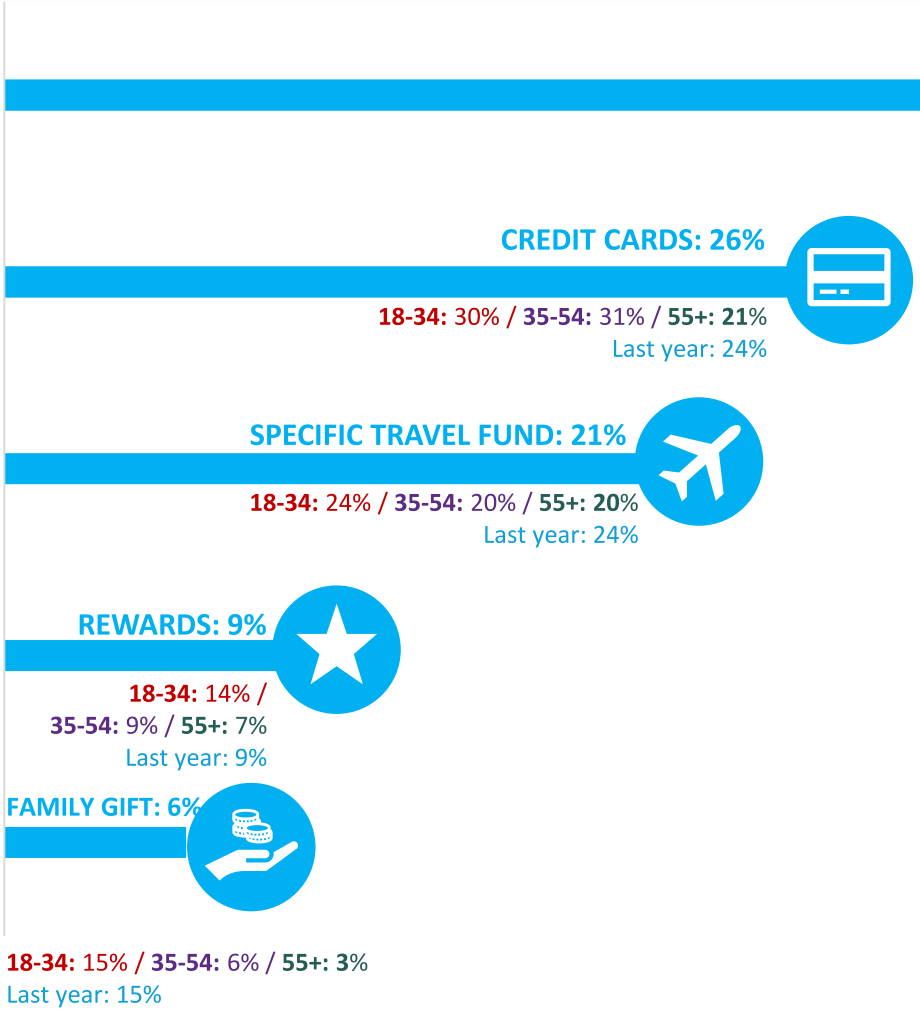
OUTCOMES

High value users who have engaged with **[INSERT BRAND]** editorial/ commercial content, engaged with direct/ programmatic **[INSERT BRAND]** advertising or visited **[INSERT BRAND]** discount codes.

Source: dmg::ID Trends 2025, TGI Oct 2025, dmg::ID Profiles 2025, PAMCO H2 2025, dmg::ID Poll 2025, Google Analytics 2025, MMM Horizon: Travel 2025

HOLIDAY FUNDING

MOST HOLIDAY FUNDING IS DONE OUT OF A GENERAL SAVINGS POT (69%). THOSE AGED 18-54 ARE MORE LIKELY TO USE CREDIT CARDS AND THOSE UNDER 35 ARE MORE LIKELY TO USE CONTRIBUTIONS FROM FAMILY (15%).



Q: *Which, if any, of the following methods have you used to fund your holidays / short breaks in 2025?*