

Sharp

BRAND
PERFORMANCE

TRAVEL TRENDS

AND A \$600BN
OPPORTUNITY



FREE YOUR GOOD

Certified



Corporation

TREND 1. DETOUR DESTINATIONS & JOMO

Travel providers must become experts in uncovering underexplored, hidden gem destinations.

DETOUR DESTINATIONS & JOMO

In 2025, travellers seek authentic and intimate experiences over overcrowded, cookie-cutter holidays.

THE ROADS LESS TRAVELLED

In 2025, travellers are on the hunt for the less crowded and less well-known destinations, either as the main attraction or as a bolt-on.

There's an increasing desire for balance: While travellers still value the 'bucket list' landmark destinations, they're also drawn to the discoveries that lie just beyond them.

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THE JOY OF MISSING OUT

JOMO travel embraces escaping from the crowds to protect your peace, and swapping out surface-level sightseeing for immersive local storytelling.

An increasingly high-value is being placed upon travel companies that can uncover these off-grid, unique experiences that travellers crave.

In the past year, searches for "hidden gem holiday destinations" have increased by 150%. *Accor, 2024*

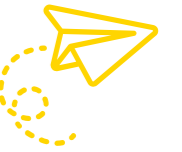
63%

of consumers say they are likely to visit a **Detour Destination** on their next trip.' *Expedia Group, 2024*

58%

of Brits now prioritise travelling to lesser-known destinations over tourist hotspots. *Accor, 2024*

TOP 10 DETOUR DESTINATIONS



REIMS, FRANCE (DETOUR FROM PARIS)

GIRONA, SPAIN (FROM BARCELONA)

BRESCIA, ITALY (FROM MILAN)

FUKUOKA, JAPAN (FROM TOKYO)

COZUMEL, MEXICO (FROM CANCUN)

ABU DHABI, UAE (FROM DUBAI)

SANTA BARBARA, USA (FROM LA)

KRABI, THAILAND (FROM PHUKET)

WAIKATO, NZ (FROM AUCKLAND)

CANMORE, CANADA (FROM CALGARY)

Based on increase in searches.
Expedia Group, 2024

TREND 2. BIOPHILIA

Travel providers need to consider the desire for customers to seek rare and unusual natural phenomena.

BIOPHILIA

Biophilia describes our human tendency to seek connections with nature – especially the rare, fleeting events.

70%

The Northern Lights are the top phenomenon British travellers want to see, followed by geological phenomena (33%) like volcanoes, geysers and hot springs.

Expedia Group, 2024

A growing body of research highlights the beneficial effects that immersion in nature has on our health, such as lowering blood pressure, improving immune system function and reducing levels of stress hormones.

More and more travellers are seeking out natural phenomena to broaden their experience. There is a joy to be found in being one of the few to witness a rare bird migration, or the Northern Lights.

NATURE TOURISM

The natural world can be an important driver of travel. Nature tourism - a cornerstone of biophilia - generates more than \$600 billion in revenue globally. *World Economic Forum, 2024*

Tripadvisor pageviews have become concentrated on a country's most popular natural and cultural attractions. *World Economic Forum, 2024*

THE PHENOMENA-LIST

In 2025, some remote locations will enjoy more popularity because they offer unique access to celestial events, animal migrations, and other natural phenomena.

Travellers wanting a front-row seat to these breathtaking events will look for operators 'in-the-know' about the top natural phenomena and who can help shape a trip around them.

63%

of UK travellers say it's important to stay in a place that offers 'prime viewing' for these natural wonders. *Expedia Group, 2024*

THE SEASONALITY OF NATURE TOURISM (PEAK TIMES)

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Penguin parade - Australia (year-round)	"Black Sun" starlings' migration - Denmark	Ballet of Japanese cranes - Japan	International Dark Sky Park - Utah	Synchronous firefly season - Tennessee	Volcanoes, lava fields and black sand beaches - Iceland	Bioluminescent plankton - Florida	"Black Sun" starlings' migration - Denmark	International Dark Sky Park - Utah	Northern Lights - Finland	Northern Lights - Finland	Starling murmurations - UK



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TREND 3. **SWAYING ON** **SUSTAINABLE?**

Travel providers must make it easy for customers to travel sustainably without extra effort.

SWAYING ON SUSTAINABLE?

Sustainability matters to travellers, with 83% saying it's important and 75% planning to travel more sustainably in the next year. *booking.com, 2024*

Despite this, there's growing fatigue as travellers expect providers to make it easy. With 28% of travellers feeling their time spent travelling is too precious to put sustainability at the top of their decision-making list. *booking.com, 2024*

Many don't fully understand what makes a holiday sustainable, while others see it as costly or requiring compromise. *Mintel, 2024*

Older travellers, in particular, often need more encouragement to embrace sustainable tourism. *Mintel, 2024*



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PROVIDERS MUST TAKE THE LEAD

Travellers expect providers to take the lead, with 43% saying travel companies should address environmental factors. *booking.com, 2024*

TOP CONCERNS ABOUT THE IMPACT OF HOLIDAYS

 **66%**
Preservation of culture and heritage

 **66%**
Waste and plastic pollution

 **66%**
Animal welfare

 **63%**
Nature conservation

SHIFTING PERCEPTIONS – EFFORT > EFFORTLESS:

Make it easy for customers to travel sustainably without extra effort.

- Offer travel packages that combine convenience with sustainable practices.
- Educate customers with simple tips and practical guides for eco-friendly travel.
- Address concerns about cost, compromise, and accessibility across demographics.

The shift to sustainable travel isn't just a trend — it's the new expectation.

43%

of travellers believe travel service providers need to address environmental factors.

booking.com, 2024

83%

of travellers confirm that sustainable travel is important to them. *booking.com, 2024*

SPOTLIGHT ON: THE 60+ MATURE EXPLORER



16%

OF THE UK POPULATION

11 MILLION POTENTIAL CUSTOMERS FOR YOUR BRAND



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1 IN 4 BOOK 4-5 TRIPS YEARLY

55% BETTER OFF

over the last 15 years
compared to other segments



40% CHOOSE A TRIP OF A LIFETIME

rather than leaving an inheritance

27K

POTENTIAL BOOKINGS
if only 1% of the 25% high frequency
travellers make just one booking

ONLY 10-14%

WORRY ABOUT FINANCIALS
vs younger segments

“WE ARE WITNESSING
THE BEGINNING
OF A GOLDEN
ERA FOR OLDER
ADULTS. THE LEVEL
OF KNOWLEDGE,
EXPERIENCES,
ENERGY, GENEROSITY
AND CURIOSITY
THEY HAVE IS
SPECTACULAR.”

Jon Balzategui,
CEO, Vilma



YOU, THE POTENTIAL OF 27,000 BOOKINGS & THE POWER OF CO-CREATE BY SHARP

This new era of travel will be defined by more than just destinations. With 25% of your 11 million potential customers looking to book at least four trips this coming year, how will you ensure you're best positioned to unlock this opportunity?

TAKE A LOOK AT HOW CO-CREATE BY SHARP CAN HELP...

Co-create by SHARP is our collaborative, strategic approach that uncovers unique customer insights, leading to your distinctively ownable proposition and powerful creative work. Our moderated sessions with your internal team, customers and stakeholders will grow you a bigger audience and increase bookings in 2025.



27K+

POTENTIAL BOOKINGS

NAIL YOUR PROPOSITION

GET A DISTINCTIVE, OWNABLE IDEA

CONVERT BROWSING INTO BOOKINGS



THE RESULTS OF CO-CREATE BY SHARP

BEST EVER

Facebook campaign performance

“By co-creating virtually with our audience, SHARP was able to deliver our highest performing Facebook campaign to date – in the most difficult trading conditions we’ve known.”

Dawn Theaker
Marketing Manager,
Best Western Hotels GB



33%
of total revenue

4,500+
rooms booked

STAY AHEAD OF THE CURVE IN 2025

From detour destinations, to the pull of biophilia, via a demand for sustainable tourism, 2025 presents huge opportunities, provided your brand is positioned to unlock that potential.

At The SHARP Agency, we partner with bold leaders who have change on their agenda.

We take a strategic creative approach to keep your travel brand competitive, and develop campaigns that support your growth.

EXPERTS IN THE TRAVEL SECTOR

BWH | Hotels

Brand repositioning and campaigns to increase bookings and grow awareness

Inntravel

Brand positioning films and expertise films to build desire and increase bookings

GREAT RAIL JOURNEYS

Strategic brand and design toolkit to build consistency across all marketing channels

 **HAULFRYN**

Strategic repositioning, new branding identity and guidelines for all marketing campaigns

LeSki

Strategic creative repositioning for digital channels and website design to increase bookings

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 **READY TO SUPERCHARGE YOUR BRAND? GET IN TOUCH TODAY.**

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