



zicasso

# 2025 Summer Travel Trends

## The Luxury Travel Report



# About Zicasso

Since 2008, Zicasso has been a leading luxury travel company, fulfilling personalized, life-enriching vacations for tens of thousands of international travelers. Zicasso connects travelers directly with our team of in-country specialists who bring deep destination knowledge. This network represents the top 10% of luxury travel advisors in over 100 countries.

By connecting travelers with our trusted travel advisors, Zicasso simplifies vacation planning for busy, discerning clients. We listen to our traveler's ideas, needs, and desires, to create fully customized itineraries with unique and authentic travel experiences for each trip.

We have over 26,000 reviews averaging a 4.9 out 5-stars from verified Zicasso travelers.

For more information, visit [www.zicasso.com](http://www.zicasso.com) or contact us at [pr@zicasso.com](mailto:pr@zicasso.com)







# About This Report

April 8, 2025

Our analysis draws on approximately 10,000 trip requests from Zicasso summer travelers and trip details for summer of 2025 to find trends we are seeing for planning and bookings across global regions.



# The Zicasso Luxury Traveler

## Accessible Luxury

The Zicasso traveler has a household income floor of \$200k and up. They fit into several segments that include working couples, retirees and near-retirees, families, multi-generational families and, significantly, friends traveling together in small and large groups.

While we handle many trips priced over \$100k, the bulk of our travelers spend in the \$6000-\$8000 range per person, for an average trip duration of 13.5 days. As such we provide "accessible luxury" for our audiences with exceptional, memorable experiences.

For our travelers, this means upscale, primarily boutique accommodations, extraordinary amenities, and custom-tailored excursions that go well beyond conventional travel standards. Zicasso travelers expect an enhanced level of comfort, personalized service, and exclusivity.

The luxury traveler also prioritizes authentic cultural and local culinary connections—they feel that cultural immersion enriches their vacation experience. Our travel specialists love delivering in these regards, sharing unforgettable trips and activities while customizing tours that both pique the curiosity of Zicasso's clientele and surpass their expectations.





# Overview of Key Findings

Our detailed analysis of the evolving luxury travel landscape revealed key findings that highlight significant shifts in traveler preferences and behaviors for 2025. Data from Zicasso's extensive network of travelers and booking patterns shows luxury travelers are strategically adjusting their approach to create more meaningful and personalized moments.

- **Front-loading summer travel** has emerged as a defining trend for 2025, with May showing a remarkable 27.43% year-over-year growth in summer trip requests. This strategic shift reflects travelers' desire to avoid peak-season crowds and extreme heat while securing preferential access to sought-after accommodations and activities.
- **Overall spending on luxury travel continues to rise substantially**, with the average trip cost increasing 23.5% year-over-year. This significant growth outpaces inflation and demonstrates strong confidence in the luxury travel sector despite broader economic considerations.
- **Celebration focused travel continues to grow**, with diverse traveler demographics seeking excursions that balance adventure with relaxation. The complex needs of these groups present both challenges and opportunities for creating truly exceptional travel moments.
- **Celebration travel is driving destination choices** for luxury travelers, with destinations like Indonesia, Costa Rica, and Greece emerging as premier locations for honeymoons, anniversaries, and milestone birthdays. These travelers seek unparalleled privacy, bespoke cultural connections, and exclusive access beyond traditional luxury accommodations.
- **Destination preferences are evolving dramatically**, with established European favorites maintaining dominance while destinations like Australia, Scotland, and South Africa experiencing surges in interest for summer travel. This reflects luxury travelers' expanding horizons and growing appetite for destinations offering unique cultural immersion opportunities.

Through our comprehensive analysis of booking patterns, we've uncovered key trends shaping the luxury travel landscape for Summer 2025, including how travelers are increasingly shifting toward early summer months, indicating a strategic move away from traditional peak periods.

May bookings currently represent 27.43% year-over-year growth as of our latest analysis, showing the strongest demand of any summer month with notable increases in Europe where some visitors are avoiding the busiest periods, and Southern Hemisphere destinations where off-season bookings continue to rise.

Top travel month  
for 2025

May

27.43%

year-over-year growth



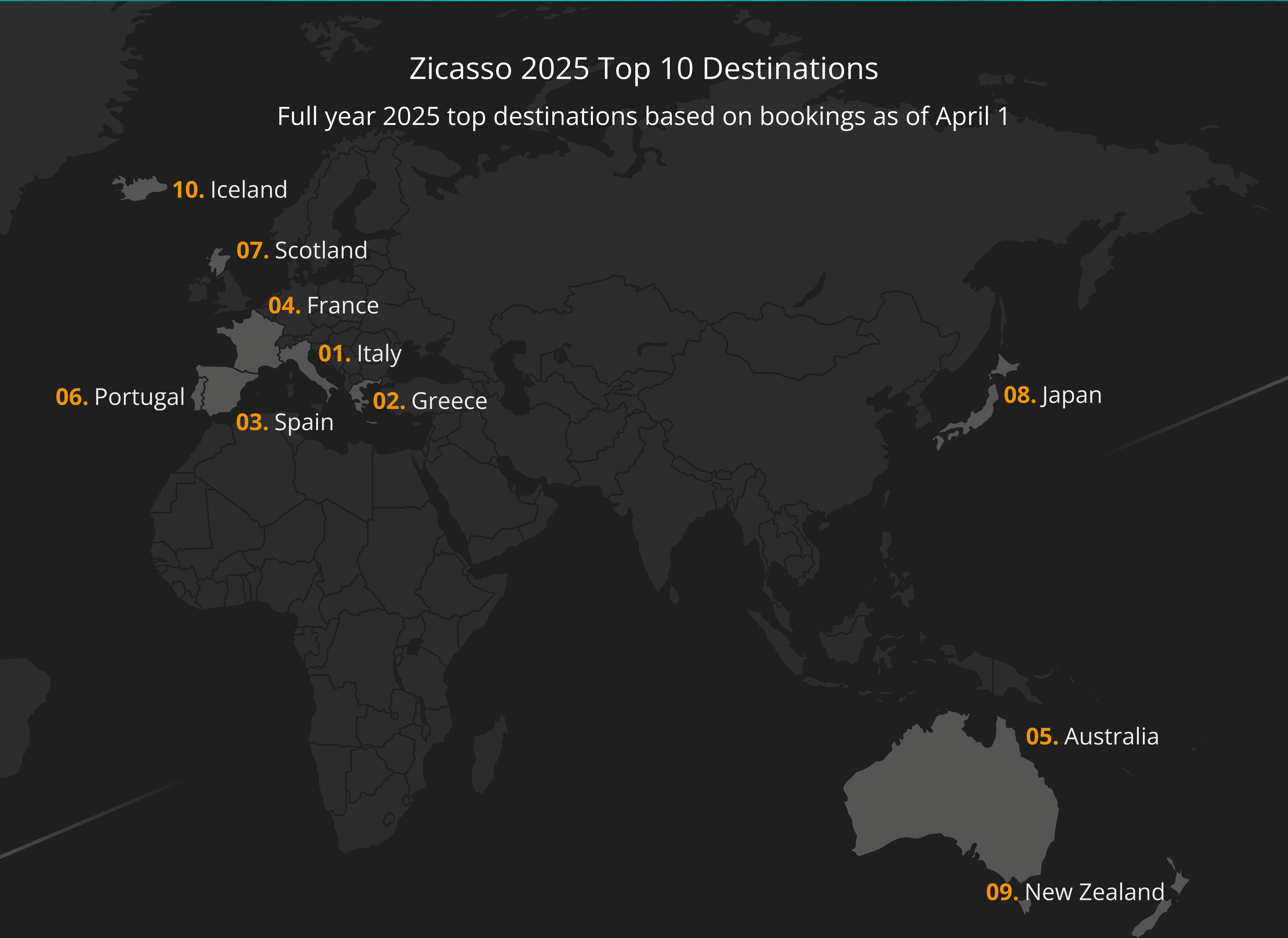
# Our Data Comes from the Following Regions

- African Safari
- Asia/Southeast Asia
- Europe
- Latin America
- Middle East & North Africa
- South Pacific



## Zicasso 2025 Top 10 Destinations

Full year 2025 top destinations based on bookings as of April 1

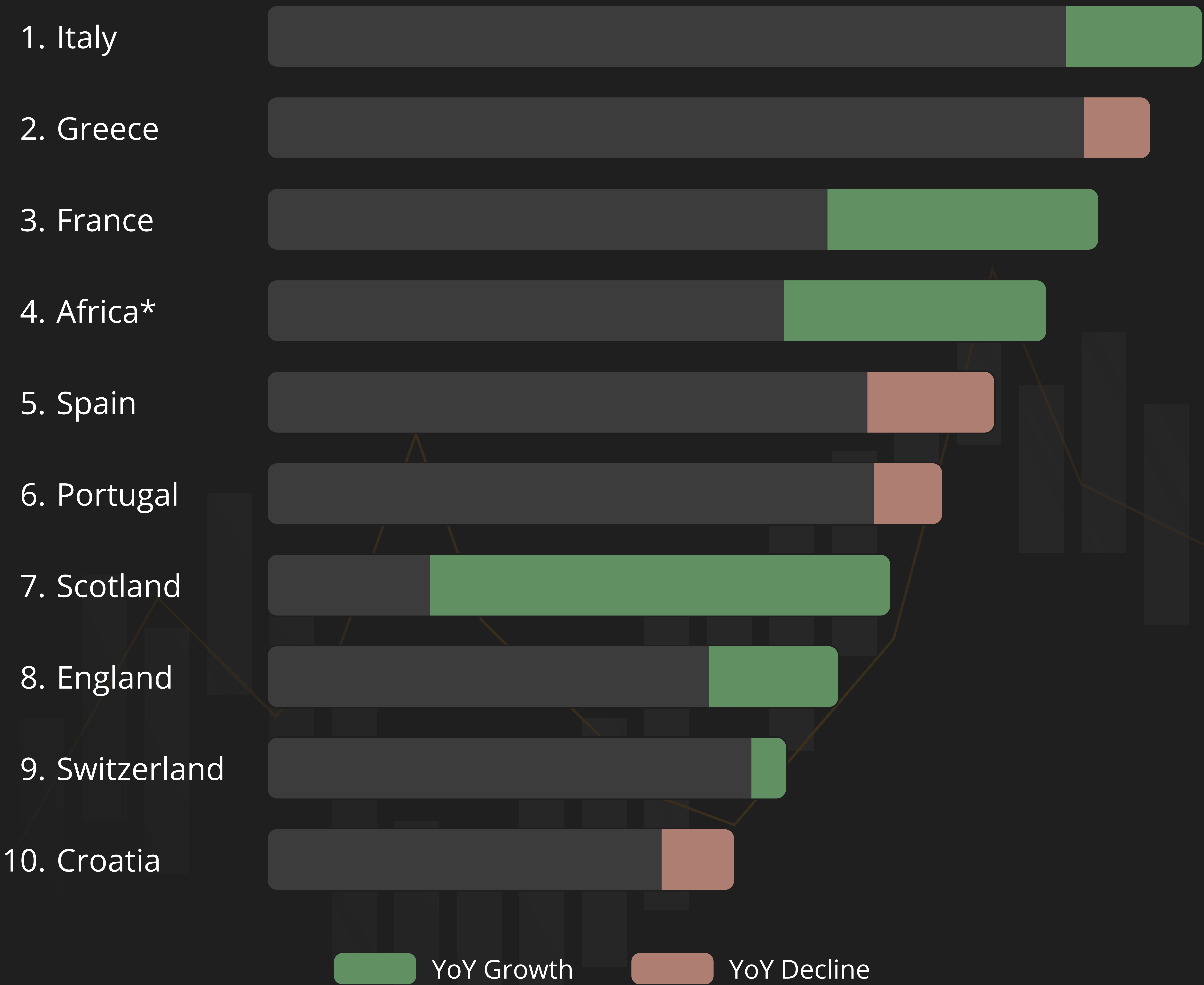




# Zicasso's Top 10 Destinations for Summer 2025

Italy remains the undisputed leader for luxury summer travel, accounting for 18.4% of total summer trip requests with remarkable consistency and a healthy 14.7% growth compared to 2024. Greece follows as the second most requested destination with 10.9% of total requests, though showing a slight decline of 7.6% from last year while maintaining significant growth compared to 2023.

The most dramatic shifts appear outside traditional European strongholds, and while not in the top 10 list, **Australia experienced extraordinary year-over-year growth with a 119.19% increase**, making it the fastest-rising summer destination in our rankings. Similarly, Scotland (+73.9%) and South Africa on its own (+55.8%) show remarkable increases, signaling growing interest in these regions for unique cultural and wildlife opportunities.



\*Africa countries include: South Africa, Tanzania, Kenya





Shifting Destination Interests for Summer  
Travelers in 2025



# Traditional European Dominance but with Changing Dynamics

The top five European destinations (Italy, Greece, France, Spain, and Portugal) collectively account for 38.3% of total trip requests, demonstrating Europe's enduring appeal for summer travelers. Italy's Jubilee and France's post-Olympic momentum are key factors reinforcing their positions as top destinations, even as other European hotspots face challenges.

While France shows a nearly 32.6% growth, Spain and Portugal have experienced declines (-17.5% and -10.2% respectively) for summer travel, suggesting traveler concerns around overtourism and extreme heat during peak months. However, Spain may also be seeing a seasonal shift rather than a drop in overall interest with flight data showing double-digit increases in Spain-bound air travel for 2025.

Anecdotal insights suggest a seasonal shift: what were once considered shoulder months, particularly October and November, are now seeing sustained demand, with some locals even referring to this period as the country's "new summer season."







## Rapidly Rising Destinations

### Destination & Experience Diversity Captivates Luxury Travelers

- Australia's 119.2% growth represents the most dramatic increase in our rankings, signaling a resurgence in travel to Oceania in the Northern Hemisphere's summer.
- Scotland's 73.9% increase reflects growing interest in its distinctive cultural heritage, dramatic landscapes, and luxury castle excursions.
- South Africa's 55.8% surge highlights the rising appeal of safari engagements combined with cultural and culinary exploration.

### Pop Culture Call-Out: The "Outlander Effect"

Scotland's remarkable 73.9% growth in summer travel requests could be influenced by the "Outlander Effect." Our data reveals Outlander-related keywords are the most frequently mentioned entertainment theme in trip requests for Summer 2025. This cultural phenomenon is driving travelers to explore Scotland's highlands, castles, and historical sites featured in the popular series, contributing to the country's 13.3% increase in single-country trips as visitors seek immersive, in-depth interactions with Outlander filming locations and historical settings.

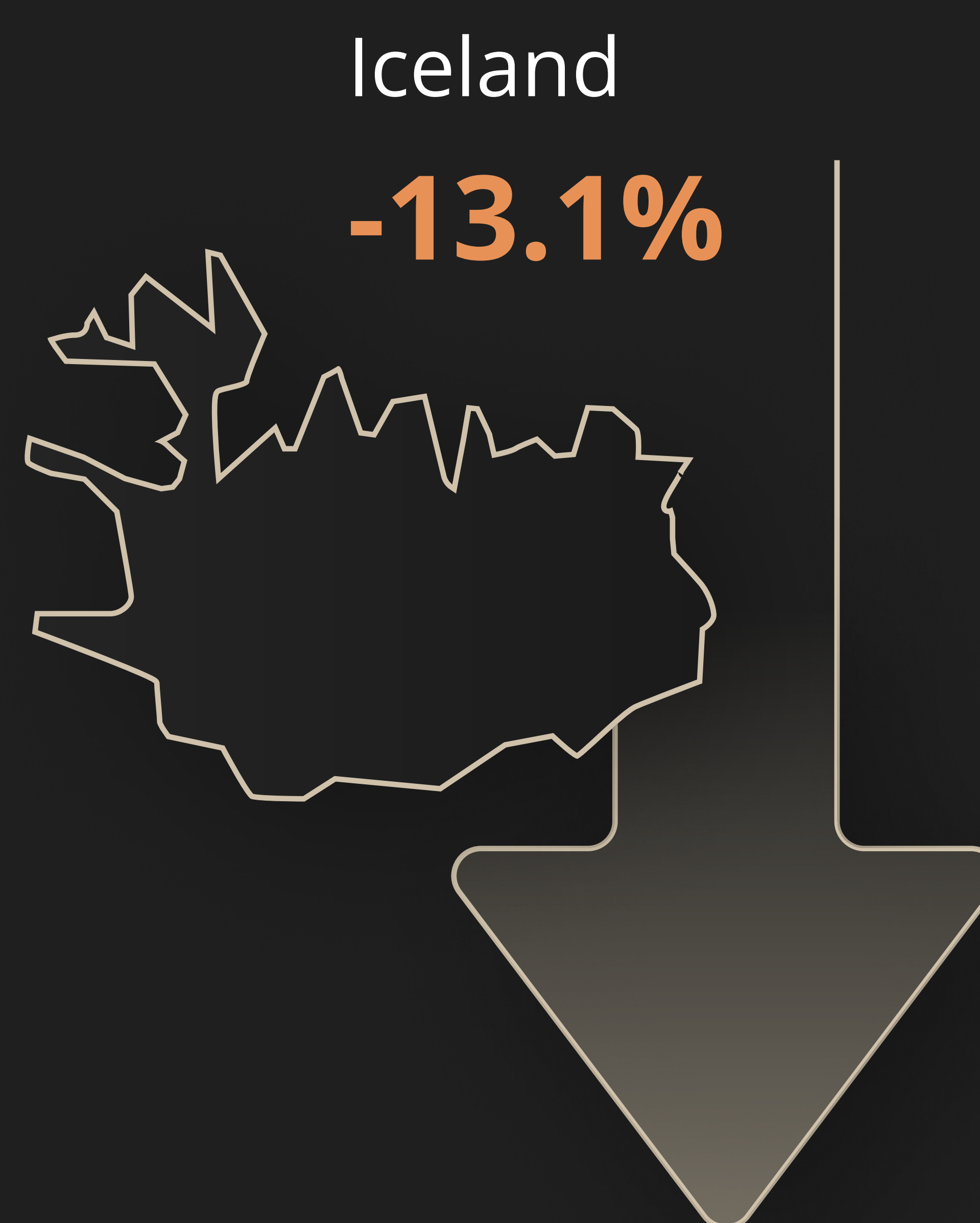
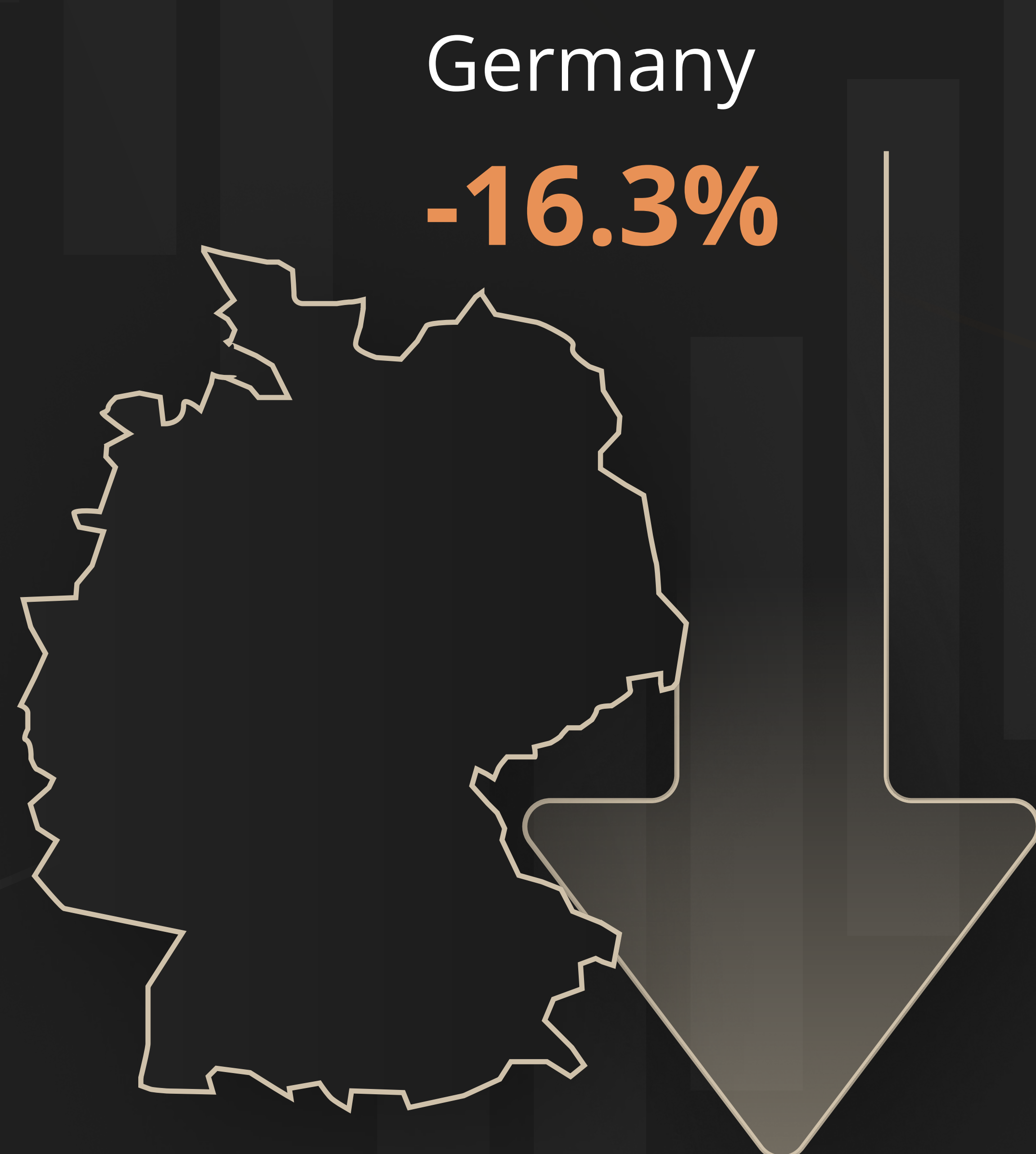
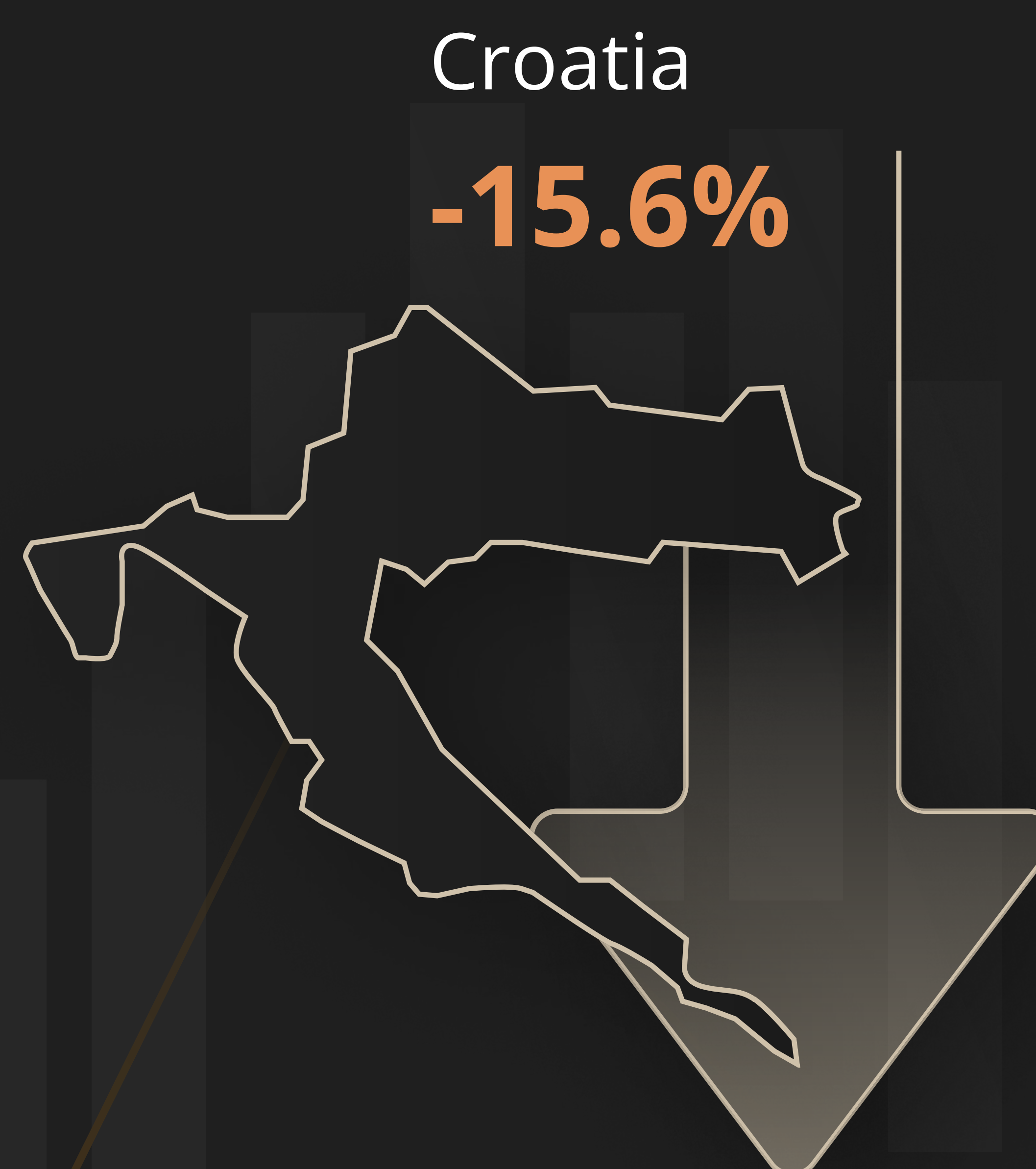
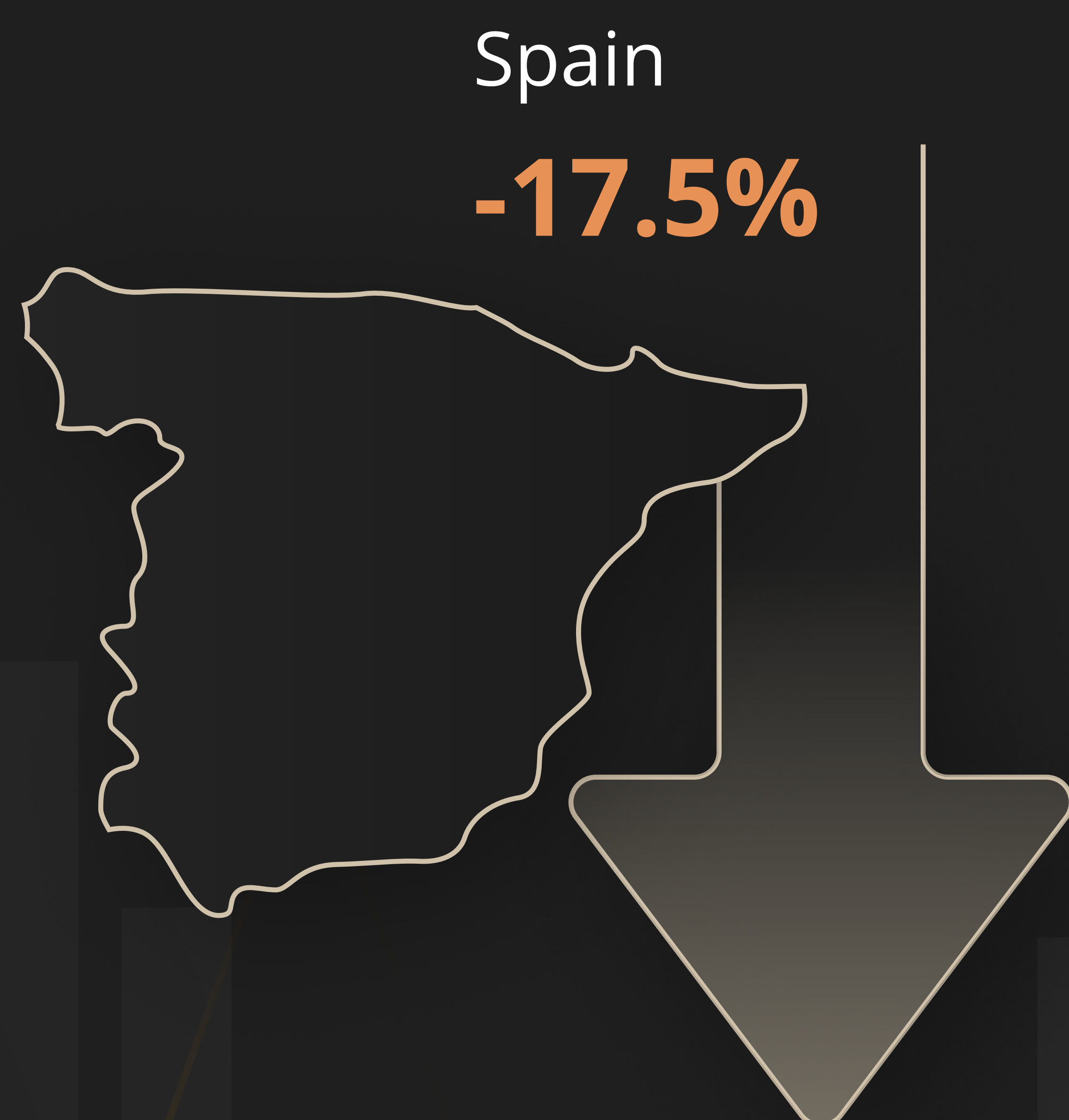


# Unexpected Changes

## Destination Interest Changes

- Spain (-17.5%) and Croatia (-15.6%) show the steepest declines among European destinations, possibly due to concerns about summer crowds and anticipated heat. However, both destinations are seeing a growing preference for travel during traditionally quieter months later in the year.
- Germany (-16.3%) and Iceland (-13.1%) have also seen reduced interest compared to 2024.

## Notable Summer Travel Shifts





# Year-Round Appeal vs. Seasonal Specialists

Our analysis of trip request patterns throughout the year reveals fascinating seasonality differences among top destinations, with some showing remarkable consistency while others display distinct high seasons.

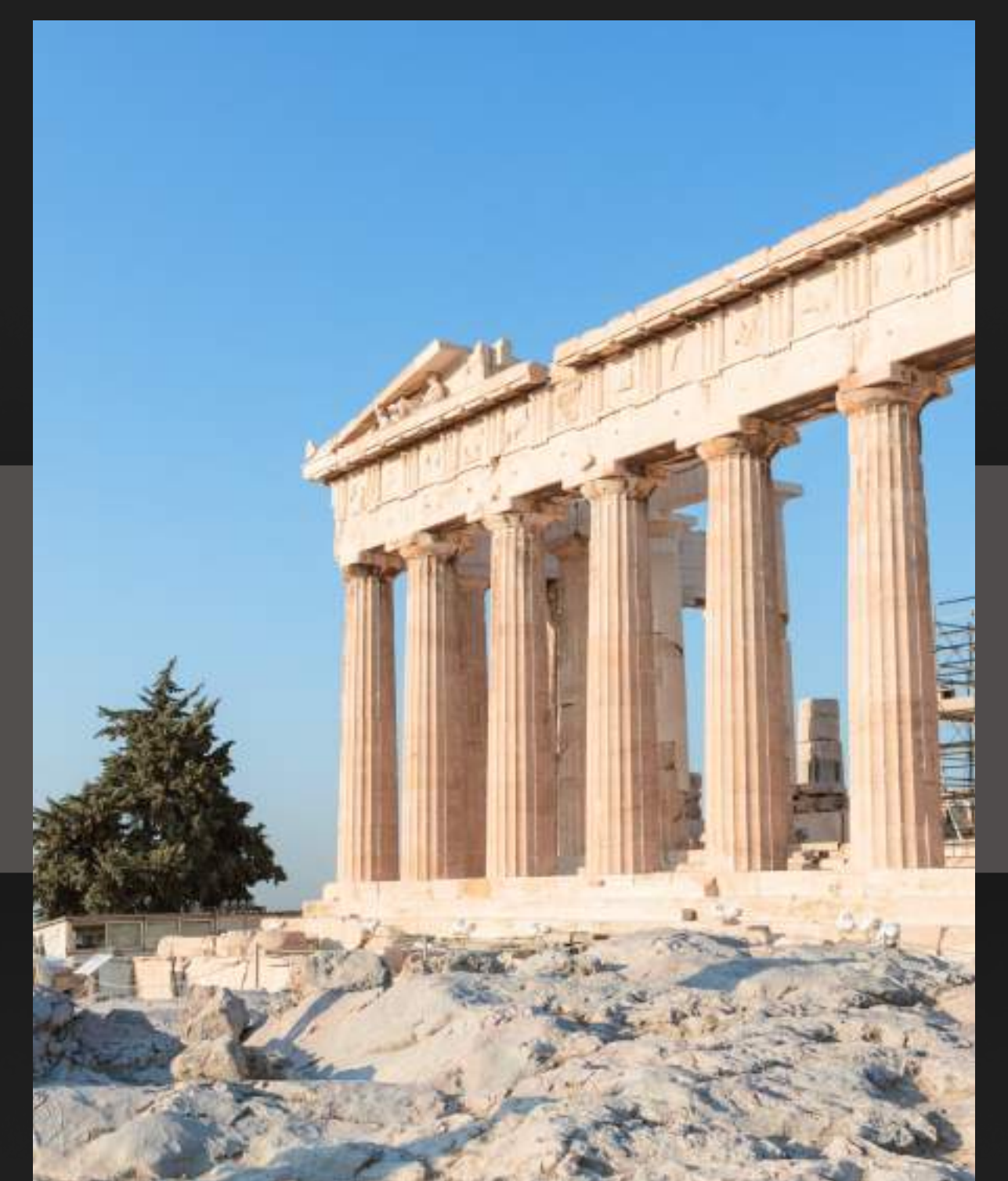
## Consistent Year-Round Favorites

- Italy - Combines cultural cities, alpine regions, and Mediterranean coastlines
- Greece - Balances historical attractions with island ventures
- Spain - Offers varied climates from Mediterranean beaches to temperate northern regions

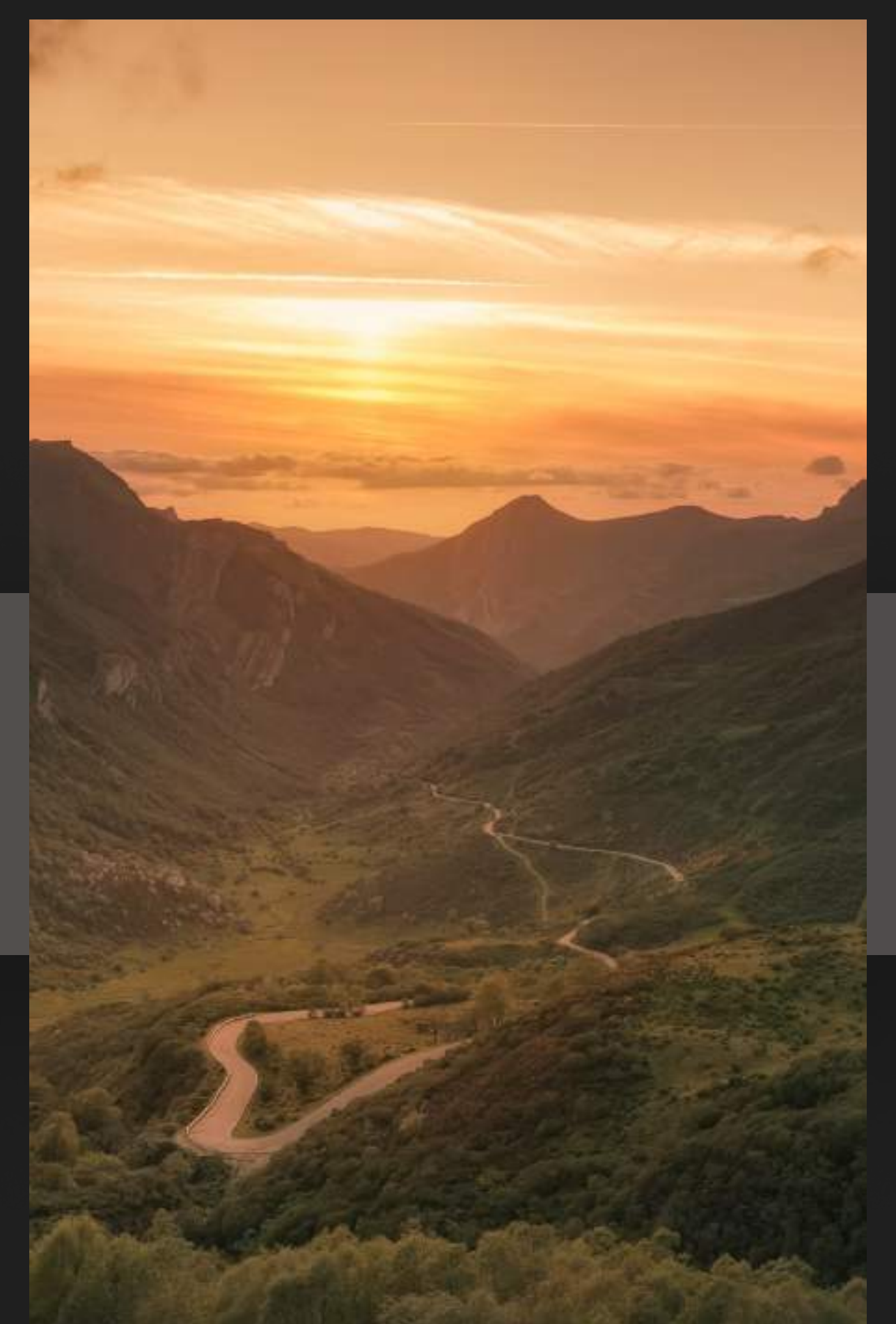
Italy



Greece



Spain





# Summer Travel in Winter: Seasonal Specialists

The report primarily focuses on summer travel, but it's worth noting that several destinations shine brightest during the Northern Hemisphere winter.

These locations offer travelers the unique opportunity to exchange cold weather for summer-like getaways in the Southern Hemisphere or tropical regions. Understanding these seasonality patterns can help travelers make strategic timing decisions and plan well in advance for destinations that provide summer impressions during typical winter months.



These destinations benefit from offering peak summer conditions precisely when Northern Hemisphere travelers crave warmth and sunshine most. This inverse seasonality creates a compelling value proposition for travelers looking to escape winter's chill, while also highlighting the importance of strategic planning for these high-demand periods.



# Multi-Country vs. Single-Country Summer Preferences

While most destinations show increasing preference for in-depth, single-country exploration, two notable exceptions stand out:

## Norway

Multi-Country Trip Increase

**+13.3%**

### Typical Norway Combinations

- Scandinavian countries
- Northern Europe

## Switzerland

Multi-Country Trip Increase

**+6.8%**

### Typical Switzerland Combinations

- Italy
- France
- Austria



# Single-Country Deepening

In contrast, these destinations show strong growth in travelers choosing to explore them exclusively:

South Africa  
**+15.5%**

## South Africa's Key Appeal for Luxury Travelers:

- Wildlife
- Wine regions
- Coastal activities

Scotland  
**+13.3%**

## Scotland's Key Appeal for Luxury Travelers:

- Cultural heritage
- Highlands
- Castle excursions

These divergent patterns between single-country and multi-country travel reveal how travelers perceive destinations: either as components of broader regional connections or as complete journeys deserving undivided attention.





Activity Themes and Traveler Interests



# Most Popular Traveler Activities

The analysis of luxury travelers' preferences for Summer 2025 reveals distinctive patterns in activity interests and celebration travel, showing a clear evolution toward moments that offer both cultural depth and exclusivity. These preferences vary significantly across demographics and regions, creating opportunities for truly personalized travel experiences.





# Celebration Travel Driving Destination Choices

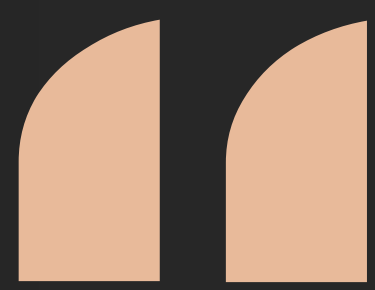
Our analysis reveals that milestone celebrations—honeymoons, anniversaries, and significant birthdays—are powerful drivers of destination selection for luxury travelers in summer of 2025. The top destinations for these meaningful journeys show interesting regional variations:

Destination	Celebration Planning	Key Appeal for Luxury Travelers
1. Indonesia	37.1%	Private villas, exotic beaches, and bespoke cultural connections
2. Costa Rica	24.8%	Eco-luxury lodges, private rainforest tours, and wellness retreats
3. Greece	24.6%	Stunning islands, luxury yachts, and romantic sunsets
4. New Zealand	22.2%	Secluded lodges, adventure activities, and breathtaking landscapes
5. Morocco	20.7%	Luxurious riads, private desert camps, and vibrant culture
6. Italy	18.9%	Romantic cities, wine tours, and high-end culinary activities
7. France	18.6%	Parisian charm, private châteaux, and gourmet dining
8. Croatia	17.5%	Coastal luxury, private yacht charters, and historic charm
9. Thailand	17.2%	Private islands, luxury spas, and cultural immersion
10. Portugal	15.1%	Boutique vineyards, coastal retreats, and historic estates

The data shows Indonesia (specifically Bali) firmly in the lead for celebration travel, with nearly twice the celebration mentions of many destinations in the bottom half of the top 10. The diversity of destinations—from Southeast Asian beaches to European cultural centers—highlights how celebration travelers seek variety that combines privacy, luxury, and authentic cultural engagement.

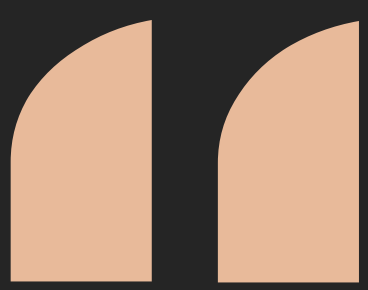


# Recent Traveler Stories from Zicasso Trips



## African Safari

There were too many enjoyable or memorable experiences to name them all, but a few that come to mind are: Getting a private experience with the baby elephants at a wildlife trust center, watching a massive herd of elephants (about 50) cross right in front of us in Tanzania, having a female lioness walk right up to our vehicle while calling out to her pride, and meeting people from all over the world.



## Italy

Each city we went to provided wonderful memories, from Rome, touring the Vatican and ancient ruins, to Florence, exploring to find wine windows and seeing David and the Duomo. We loved the beauty of Venice, seeing the Tuscan countryside, and watching a glass master in Murano. All of this was topped off with a wonderful pasta-making class.



## Australia

Zicasso was wonderful in helping us plan our trip to Australia! They connected us with local guides and transportation that were top-notch. After our introductory call to discuss the trip with them, I felt very confident in the tips and guidance they provided that they were highly specialized in the country. We loved seeing Australian wildlife and sights with a private guide. Hamilton Island was recommended by our agent and it was genuinely one of the most beautiful places we've ever been.







## 2025 Summer Travel Trends Conclusion

The 2025 Summer Travel Trends paint a picture of an evolving luxury travel landscape characterized by strategic adaptation, increasing personalization, and willingness to invest in premium tours, activities, adventures, and more.

- Front-Loading Summer Travel - May bookings surged 27.4% as travelers strategically avoid peak season crowds and heat while securing premium activities earlier in summer.
- Celebration-Focused Destinations - Indonesia (37.1%), Costa Rica (24.8%), and Greece (24.6%) emerge as premier locations for milestone celebrations, driving destination choices as travelers seek meaningful moments for special occasions.
- Destination Horizons Expanding - While traditional European destinations remain dominant, destinations like Australia (+119.2%), Scotland (+73.9%), and South Africa (+55.8%) show extraordinary growth as travelers seek unique cultural connections.

At Zicasso, we understand these evolving preferences and are uniquely positioned to create extraordinary journeys that connect to these emerging trends. Our network of destination specialists excels at crafting personalized itineraries that incorporate:

- Strategic timing to avoid crowds while enjoying ideal conditions
- Exclusive access to sought-after accommodations, excursions, and activities
- Meaningful cultural connections that go beyond superficial tourism
- Seamless planning for celebration travel and multi-generational groups
- Expert guidance on both single-country immersion and multi-country exploration

By leveraging our destination expertise and commitment to personalization, we continue to set the standard for luxury travel experiences that exceed expectations and create lasting memories.