

2025 TRAVEL TRENDS REPORT

KENSINGTON

An aerial photograph of a straight, two-lane asphalt road stretching into the distance, flanked by a dense forest of tall, slender trees with light-colored bark and lush green ferns. A small white car is visible on the road in the distance. The text "Welcome to the Future" is overlaid in a large, white, serif font, centered across the upper half of the image.

Welcome to
the Future

I'm delighted to present the first Kensington Travel Trends Report, a comprehensive preview of what's hot and trending for 2025, informed by the exciting growth we saw in 2024.

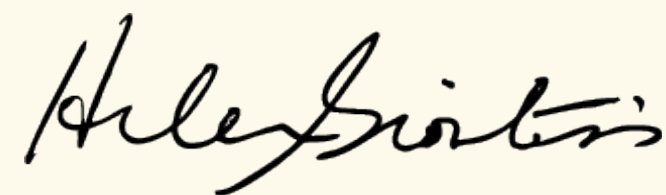
In this report, we share our forecasts for the destinations and experiences that are positioned to capture the imaginations of travelers in the year ahead. Each is based on hard data and insightful analysis of the trends that we saw throughout 2024; from the most sought-after destinations to emerging travel preferences, we provide a detailed recap that highlights the dynamic nature of our industry.

Our goal is to help you discover insights that will help shape your travel offerings in the year ahead as, together, we continue to inspire clients and create unforgettable travel experiences for them.

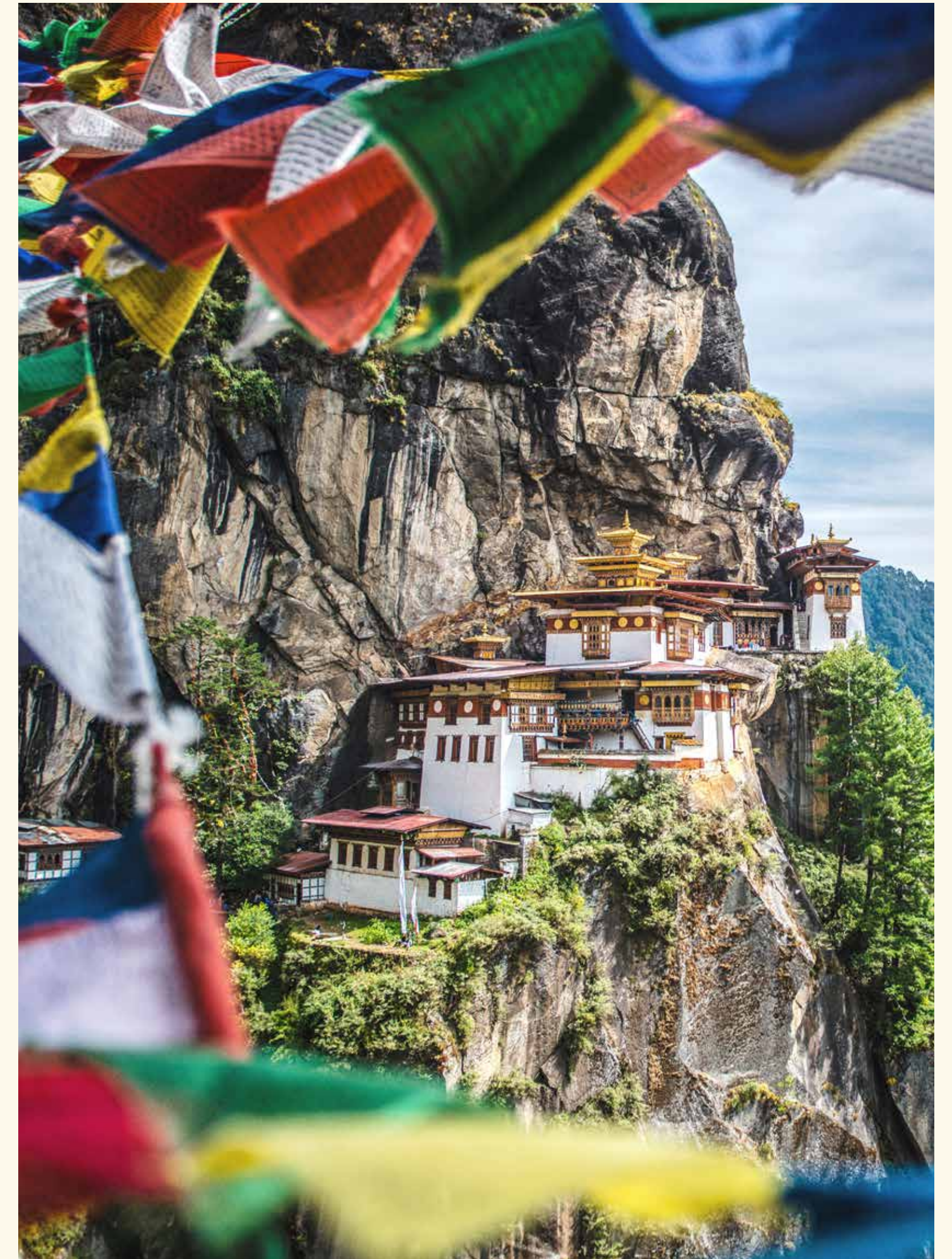
We fervently believe in the lasting power of truly personal travel – journeys that linger in your memory and in your heart. This is why our Destination Experts customize every itinerary based on each client's desires and interests, and why we ensure that private guides help clients unlock the best of their destination. This is how we fulfill our promise that they will "See the world, differently."

The report also coincides with the recent rebranding of Kensington, which now encompasses Kensington Tours, Kensington Villas, Kensington Air, and Kensington Cruises. This past year we also relaunched our sister company, Kensington Yachts, delivering full private charter experiences that pair the perfect vessel with concierge-level service. This expansion of our portfolio is a significant milestone, enabling us to offer even more exceptional experiences while maintaining our unwavering expertise as the leader in private travel.

I hope you find this Trends Report valuable as we collectively look ahead to what promises to be another amazing year in travel.



Helen Giontsis
President



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THE TRENDS

Kensington delivers the world's most personal travel experiences. We bring to life each client's desire to travel in a way that's tailored specifically for them, in the company of local private guides who ensure that they enjoy the authentic best of their destination. The result is a unique journey rich in memories that last a lifetime. In 2024, we experienced another remarkable year with significant growth in both revenue and total bookings.

The trends we're reporting here are based on three main sources of data:

- « Strategic analysis of our internal data, bringing together the insights of our Product, Sales, and Marketing Teams.
- « Our initial Affluent Traveler Survey, fielded in November 2024 in collaboration with Dig Insights, which looked at the preferences, desires, and goals of hundreds of American travelers in the market for luxury travel experiences.
- « A study of North American luxury travelers conducted by Opinium Research for Kensington in early 2024.

While many of the trends we uncovered confirmed developments that members of our team had already observed, a few trends still managed to surprise and intrigue us – particularly changes in the preferred season of travel, and around motivations for travel.

All of the insights we gleaned suggest that travel will continue to be one of the world's major growth sectors in 2025 and beyond.

“These trends offer real value and some intriguing possibilities for growth to advisors and other travel professionals.”

Matt Cammaert
SVP, Marketing & Outside Sales

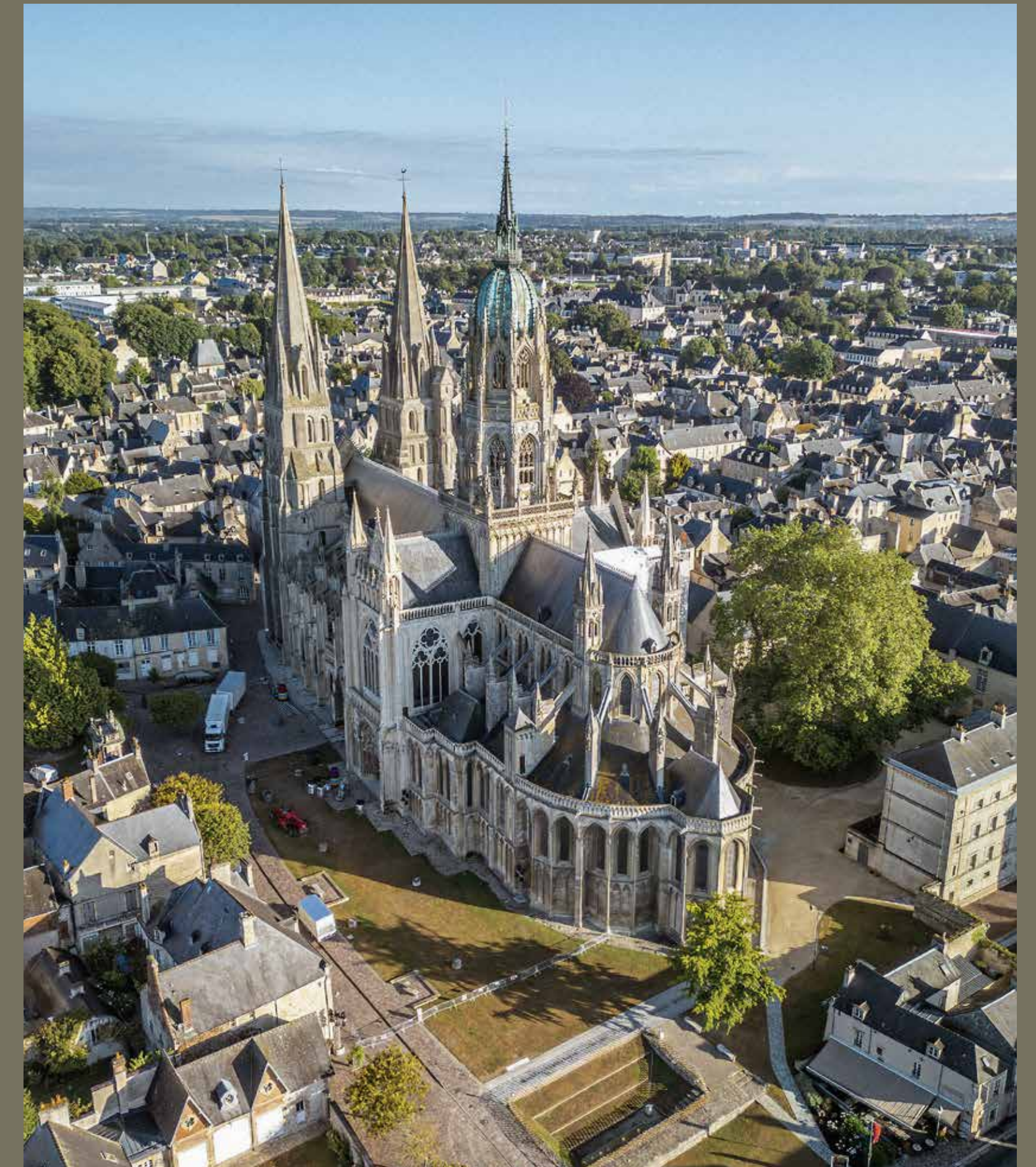
1. Getting Off the Beaten Path

Even within countries that are popular, travelers are seeking cities and towns that are less familiar and which offer experiences they perceive as being more authentic. The number of days that our clients spent in smaller centers such as Syracuse and Bari in Italy, or Bayeux and Lyon in France, has increased from 2023, a trend which looks to continue in 2025.

It's not that people are rejecting the iconic places; it's simply that real growth is happening away from the major centers. The number of days spent by our clients in places such as Cairo, Dublin, and Buenos Aires remains about the same year over year, or is down only slightly. (Paris is the one major exception, with the 2024 Summer Olympics impacting the itineraries of many travelers, but it should rebound for 2025.) Travelers are seeking what they feel is a more genuine taste of their destination, in combination with wanting to see fewer fellow tourists around.

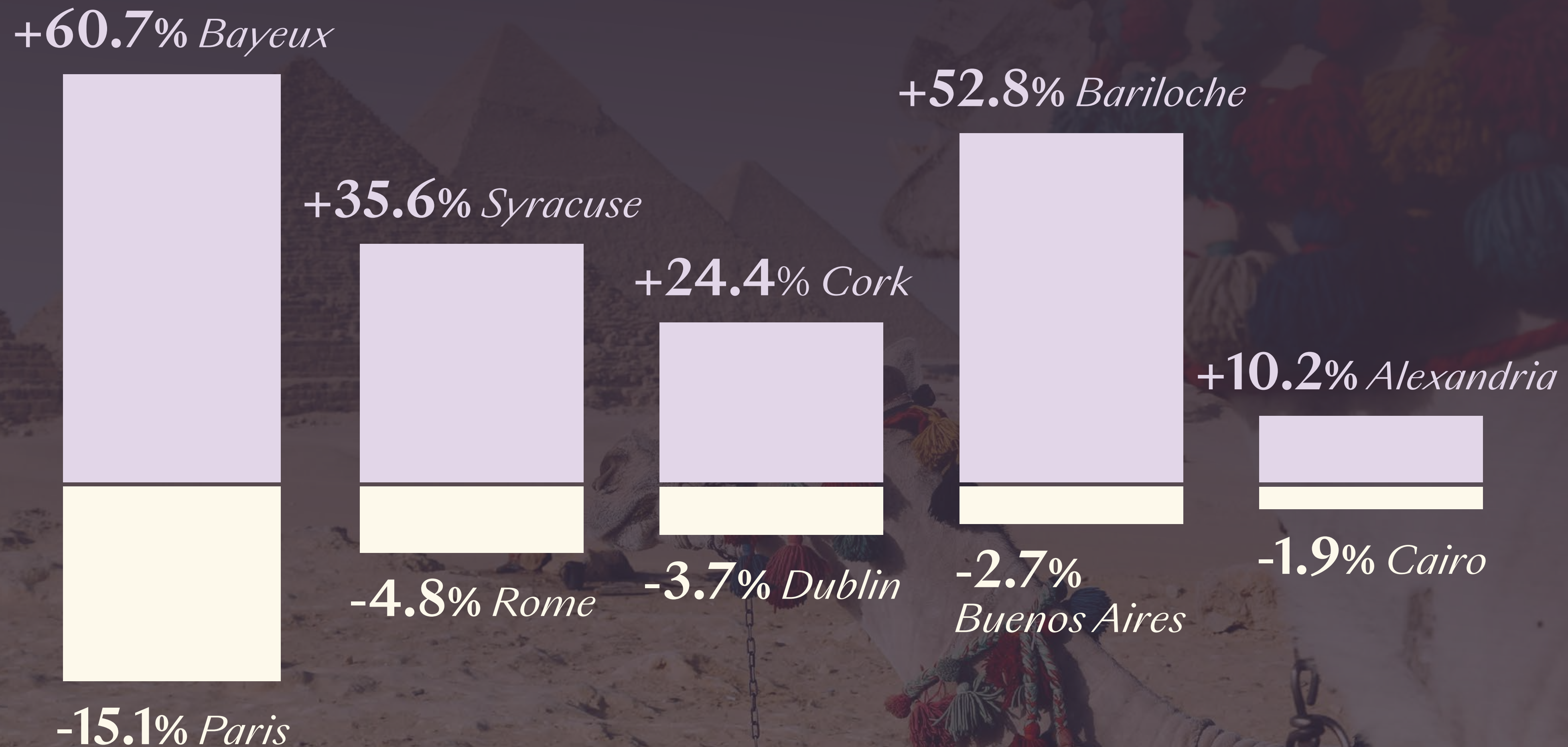
In a similar vein, 80% of respondents in our Affluent Traveler Survey said that, to a lesser or greater extent, they were willing to travel farther for a special or less crowded destination, and 77% agreed that they sought out hidden gems and places that were less well known. Almost as many (73%) said they wanted to go places their friends and family had never been.

It seems Kensington's affluent clientele is closely aligned with the larger market in their ambition to see the world, differently.



NUMBER OF DAYS SPENT

2024 vs. 2023



2. Seamless Experiences

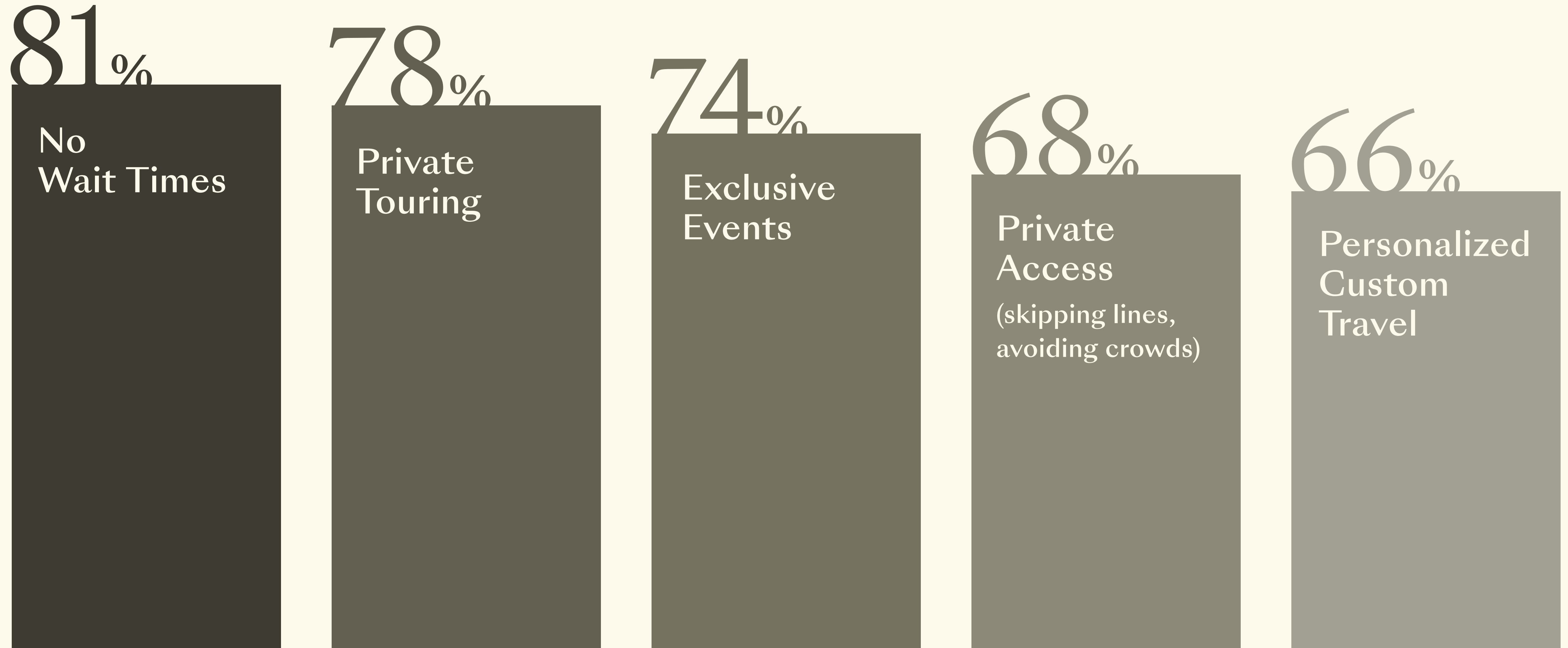
According to the research we commissioned in early 2024 with Opinium Research, luxury travelers ultimately value seamlessness and access in their travel and are willing to pay to get it.

Due to the many perceived pain points in the process (e.g., finding the right accommodations, avoiding tourist traps, general organizing), the majority of respondents (72%) were planning to use a travel professional to help plan and book their trip. And they were willing to pay a premium to ensure that their travel was seamless – with 62% reporting one-stop planning being important, and 66% doing so to ensure a personalized bespoke trip.

Our Affluent Traveler Survey in November 2024 confirms this trend. A majority of respondents (51%) said that, compared to a year ago, they were more likely to consider increasing their travel budget for elevated “VIP-style” experiences, versus only 8% who said they were less likely to think about spending more.



TOP PRIORITIES OF *AFFLUENT TRAVELERS*





3. Shifting Peak Seasons

The timing of our clients' trips has been evolving, with certain trends coming into focus over the past year. Travelers are more comfortable than ever in choosing the right time for their journey, regardless of what they may have done in the past, based on the research they've done or through consulting with expert travel professionals.

For instance, summer is still the leading time for our clients to visit Europe. But since 2019, fall bookings have grown quickly and may soon overtake summer as the most popular season for our Europe-bound travelers. And according to our Affluent Traveler Survey, 31% of today's upscale travelers say they have no preference about the time of year they visit Europe, with little to no difference in preference between spring, summer, and fall seasons.

As affluent older couples whose children have left home, they have far more flexibility in timing their travel, and the fall season in many parts of Europe allows them to enjoy fine weather, while avoiding the stereotypical summer tourist throngs.

Across the board, we see travelers seeking out alternative seasons in a way that's similar to the trend of "Getting off the Beaten Path." Different seasons open up new experiences, new availabilities, and can mean less crowding, all adding up to a travel experience that feels more authentic or enjoyable.

AMERICA

+30.3%

Summer

-23.8%

Winter

EUROPE

+4.6%

Fall

-2.1%

Summer

CHANGE IN *NUMBER OF TRIPS*

2024 vs. 2023

AFRICA

+34.1%

Summer

-33.0%

Spring

ASIA

+8.1%

Fall

-13.6%

Summer

4. Rebounding Solo Travel

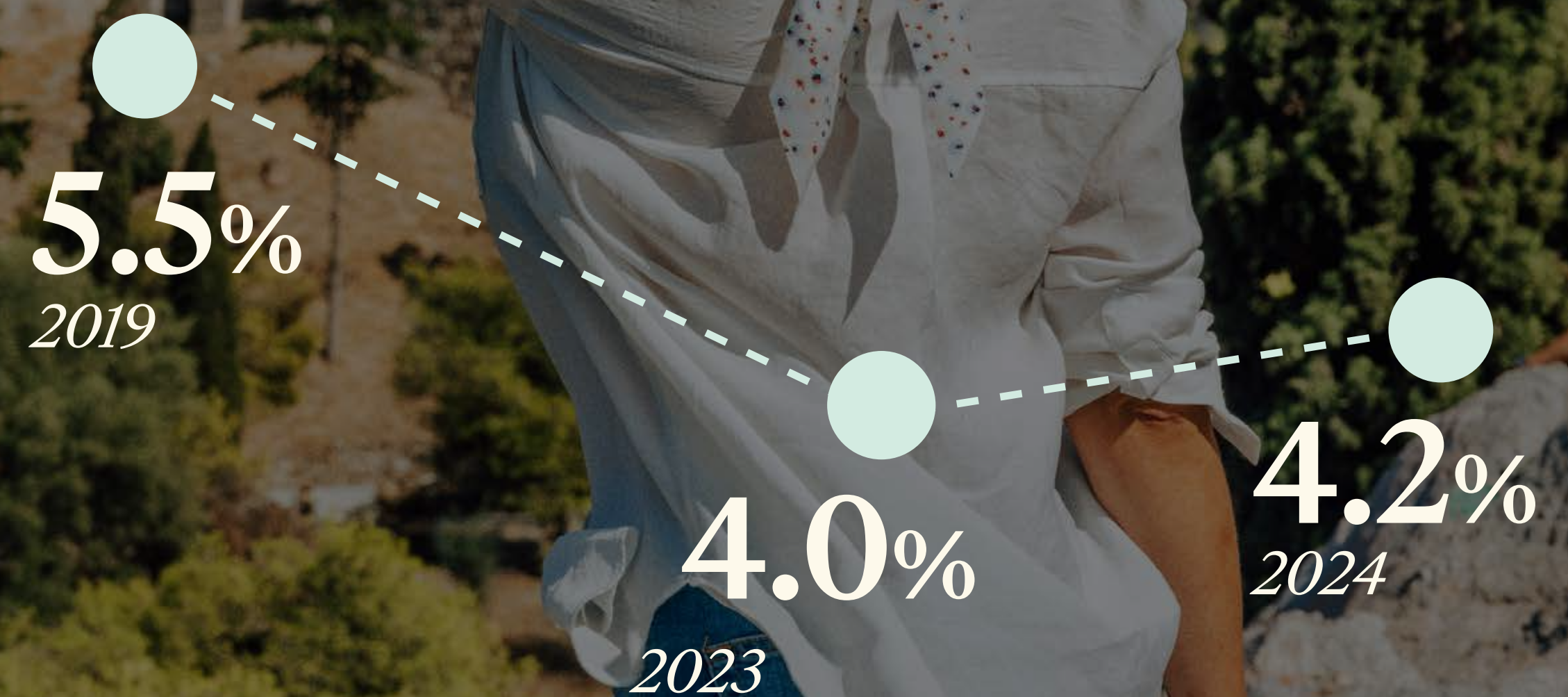
Solo travel initially dipped significantly after the pandemic but is starting to come back and we anticipate that it will continue to increase in the years ahead. That decrease may have been related to the phenomenon of “revenge travel,” and the need for travelers to connect with loved ones through shared experiences. As these needs have been fulfilled, more personal travel dreams can once again be undertaken.

According to our Affluent Traveler Survey, almost 76% of our audience is extremely to somewhat open to traveling by themselves internationally in the next three years, and a slim majority report being more interested in it. (Almost 55% of them have already done so in the past, with another 22.8% of them having considered it.)

The differences between where the rest of our clients visit and where solo travelers go reveal some specific insights into this segment. These are trips that often don’t overlap with the priorities of family or friends and are driven by deeper or more personal needs. For instance, India, Egypt, and Thailand all offer an alluring depth of history and culture that many travelers dream of for decades; Australia, New Zealand, and Iceland are distant from North America or are perceived as being uniquely isolated.

Even within more generally popular destinations, such as Italy, Spain, and France, the solo traveler is likely fulfilling a unique personal dream, and is looking for experiences and places that are outside the mainstream.

SOLO TRIPS, SHARE OF BUSINESS



TOP 10 DESTINATIONS

OVERALL

SOLO

Italy	1	India
Japan	2	Italy
Greece	3	Japan
France	4	Egypt
Spain	5	Thailand
Ireland	6	Australia
Scotland	7	Spain
Portugal	8	Iceland
England	9	France
South Africa	10	New Zealand

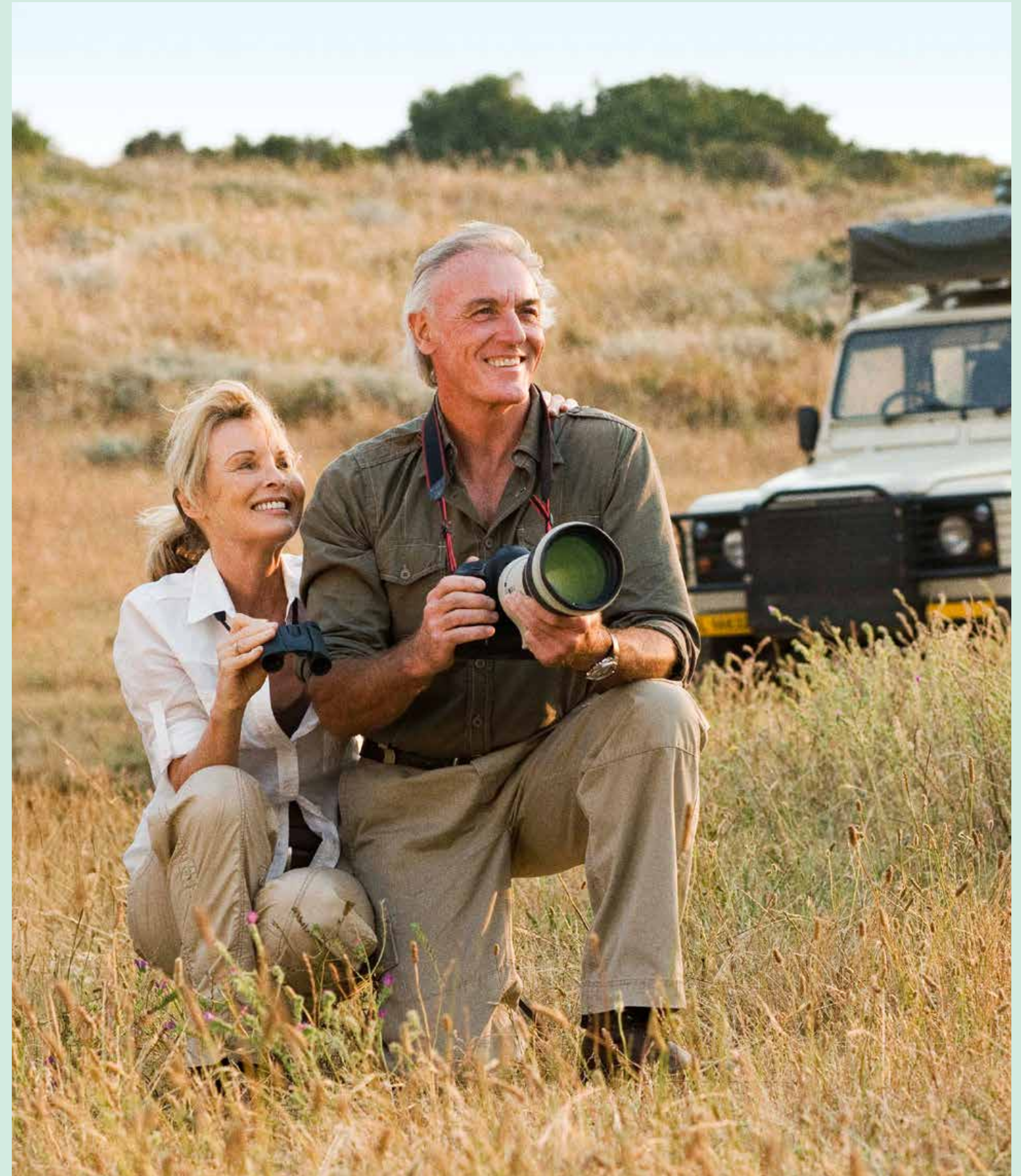


5. Increasingly Personal Motivations

As the pandemic fades in memory, travelers' motivations are changing. In that first year of being fully open, there was significant pent-up demand for making connections with family members; many trips were motivated by life milestones as a way of creating cherished memories with loved ones.

Today the number of trips associated with celebrating external milestones is falling, replaced by travel that's about more personal or internal motivations. More than 73% of respondents to our Affluent Traveler Survey stated that their primary purpose for upcoming travel was simple enjoyment; nearly 50% said it was to fulfill a dream or check off a "bucket list" destination. Only 33% were motivated by a milestone such as a birthday or reunion, and about 25% by celebrating a relationship milestone like an engagement or anniversary.

Retirement is a special occasion that is a very personal transition, and often a celebration of freedom; retirees have often dreamed of special destinations for years before the moment arrives that they can achieve their dream. Similarly, trips related to specific cities almost doubled in volume, and there was significant growth in safari trips. Anecdotally, many of our Destination Experts also report that in 2024 many clients talked about wanting to bring a long-held dream to life with their trip.



CHANGES IN *TRIP PURPOSE*

2024 vs. 2023



+8.7%

Retirement

+92%

Cities

+23.1%

Safaris



-24.6%

Anniversaries

-32.9%

Graduations

-32.1%

Honeymoons



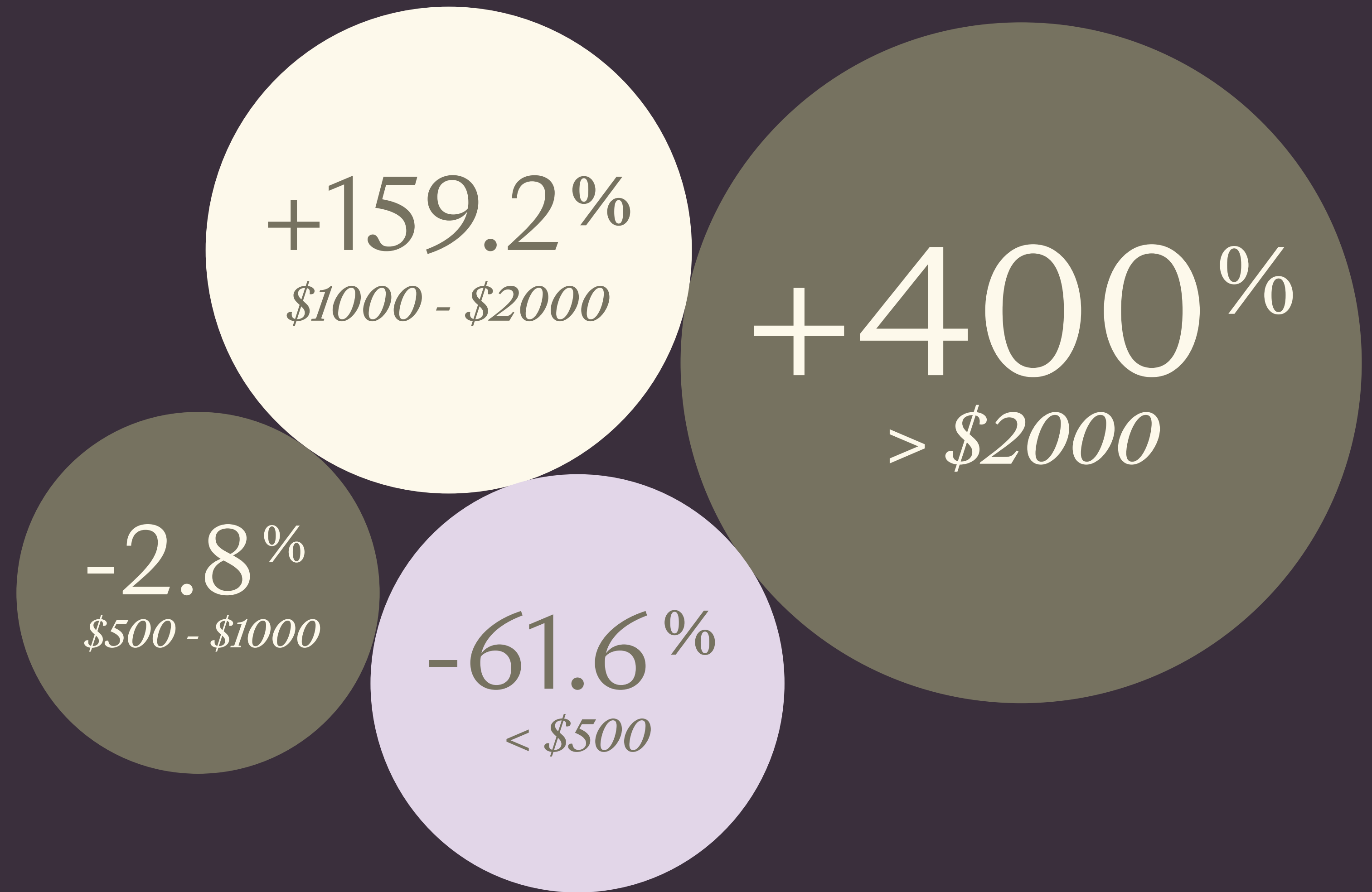
6. Investing More in the Journey

Many of today's affluent travelers are spending more to ensure that they get the experience they want. While some of this increase is a result of inflation during this timeframe and post-pandemic scarcity in some aspects of the travel industry, the overall trend is dramatic and goes well beyond these factors.

When travel is already seen as a significant personal investment (reflecting the wider cultural trend toward a focus on experience), it's seemingly inevitable that this audience will "double down" to make sure that they enjoy the experience they've dreamed of. According to our Affluent Traveler Survey, a striking 93% indicated they were willing to pay more for elevated experiences and VIP-style treatment, and 60% said they were spending more on such travel than they had in the past.

Increasingly, affluent travelers feel the importance of having a sense of personal control over their journey, minimizing transition times and other moments of low perceived value. From hotel selection to private drivers to access to local activities and experiences with a knowledgeable private guide, they are looking for ways to get the most out of their travel and waste as little time as possible on the non-essential.

CHANGE IN TRIP COST AS A *PERCENTAGE* OF *OVERALL* *TRIPS*



(Per Person Per Day)
2024 vs. 2019

7. More Tailored & Private Experiences

We are seeing a significant rise in the number of travelers who want an alternative to the traditional travel itinerary – who want more privacy or control over their experience or the ability to add a small group of friends or family, all while continuing to value privately guided experiences. The increase in our villa and cruise businesses, as well as in the business of our sister company, Kensington Yachts, highlights the growing market for such personal and elevated travel.

Results of our Affluent Traveler Survey align with the trend in our business. Nearly 62% of respondents indicated an interest in private villa rental, and almost half (49%) were interested in private yacht charters.

In combination with the trend for more seamless travel, this demonstrates the ongoing strength of the Kensington approach in ensuring that private guides, private drivers, crew, and other staff are part of such yacht and villa experiences. (As opposed to many operators who provide simple villa rentals or yacht charters, adding a layer of unwanted complexity and hassle for their clients.)

Similarly, 58% of respondents in our Affluent Traveler Survey said that they were interested in a luxury cruise over the next three years – aligning with the growth of our cruise business, which pairs world-leading cruise brands with privately guided pre- and post-cruise experiences ashore, making for a unique perspective for the client.



CHANGE IN *NUMBER OF TRIPS*

2024 vs. 2023

100%

Villa Experiences

39.3%

Yacht Charters

98.1%

Cruise Experiences

8. Optimistic Yet Cautious

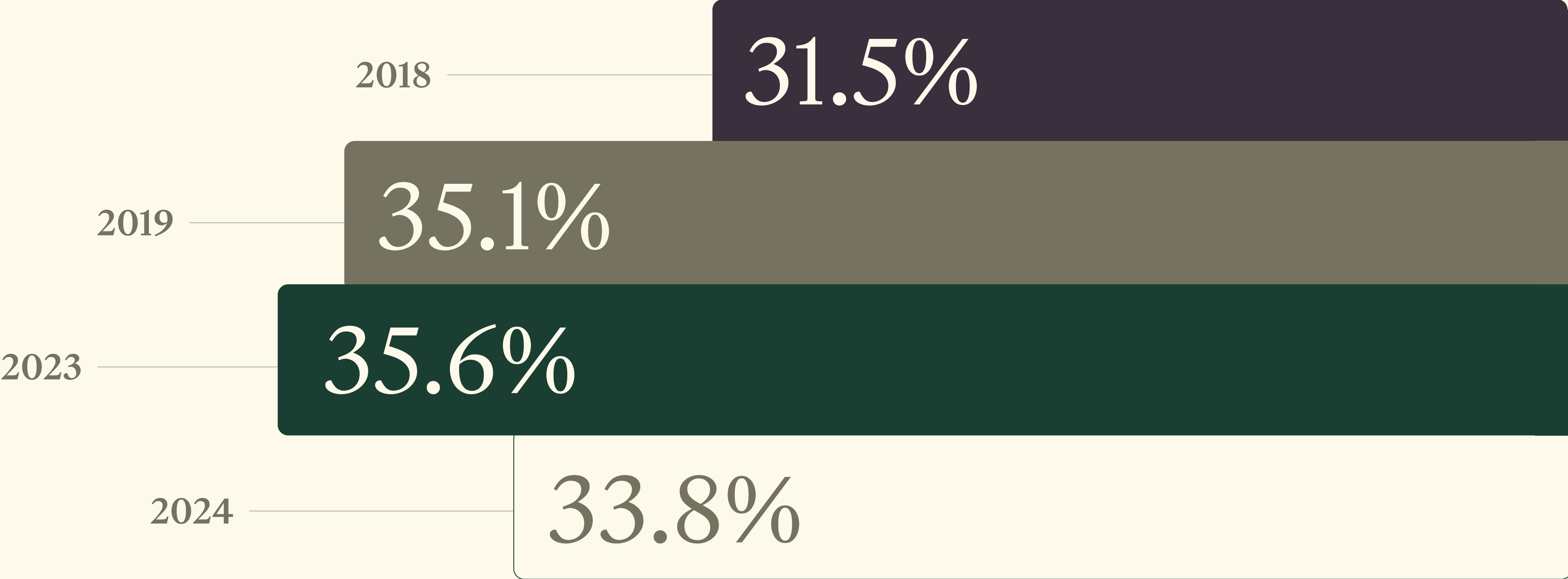
While the pandemic and other world events have definitely had an impact on travel over the past few years, it's clear that for many people who are planning a trip, a sense of optimism continues to rule the day. The percentage of our trips sold with insurance only increased by half of one percent in the first full year of restriction-free travel post-pandemic versus the year before Covid-19.

When the world reopened, people seemed to embrace their love for travel and did not significantly increase their purchase of insurance products, despite the experience of the previous three years; in fact, in 2024, we saw a small reduction in the percentage of insured trips.

However, with ongoing conflicts in Eastern Europe and the Middle East, it's clear that a significant number of travelers continue to want to protect their travel investments. Over 59% of respondents to our Affluent Traveler Survey said that, to at least some extent, they felt it was more important today to purchase travel insurance than it had been in the past.



PERCENTAGE OF TRIPS SOLD *WITH INSURANCE*





OPPORTUNITIES TO WATCH

1

Fresh Perspectives on Well-Traveled Places

In the Affluent Traveler Survey, we saw that 54% of respondents agreed (to at least some extent) that they enjoy returning to places they love again and again – and yet we also saw that most travelers (69%) look forward to new experiences while traveling.

There is clearly an opportunity for travel that enables people to enjoy a beloved destination in a new or unexpected way – through tailoring experiences far beyond the usual, through history, food, art, or hyper-local geography, or through alternative accommodations that offer a more personal perspective, such as private villas or yacht charters.

2

Personalizing Depth and Breadth

The Survey also reinforced the fact that preferences around trip depth versus breadth are truly personal. While 74% of respondents said they sought breadth (more locations) during travel, 66% said they sought depth (more focused trips); in both cases, the majority of respondents held their opinion “somewhat,” not “strongly.”

This suggests that it is more important than ever to give affluent travelers the opportunity to balance the breadth and depth of their travel experiences in a way that meets their individual needs and aspirations.

3

Ensuring the Authentic Experience

When the travel and tourism industry is such a large part of many destinations’ local economies, it’s natural to cater to the needs of travelers. Yet the affluent audience of our Survey feels strongly about avoiding destinations that feel touristy and crowded in their quest for travel that helps them challenge their worldview (71% strongly agree) or learn about the world (72% strongly agree). In fact, 56% of respondents are more likely to seek local authenticity in food and culture today than they were previously.

It’s critical that destinations and brands protect the “golden goose” – what is special about them in the eyes of both travelers and local residents. Going all-in to market to travelers is a good way to negate the value of the travel experience.

4

“Bucket List” Travel in the Year Ahead

We asked respondents several questions about their expectations of their next trip of a lifetime. As a group they were willing to invest significantly in this kind of travel (see chart on next page). Almost 39% of them said that their budget for a “bucket list” trip was higher now than in the past. We also asked them about their interest in some potential scenarios for such a trip to gauge their sentiments.



EXPECTED BUDGET FOR NEXT MAJOR TRIP

26%

\$10K-20K

20.5%

\$50K-100K

27%

\$20K-50K

13.75%

\$100K+

EXPERIENCE PREFERENCE OPTIONS

72%

Exploring the icons of ancient Egypt from a luxurious Nile cruise

71%

Chartering a private yacht for you and your family in the Caribbean

71%

Going on a private Serengeti safari to track game with a wildlife guide

69%

Experiencing the magic of Machu Picchu with a private guide

67%

A trip designed around your own personal family history

66%

Tailored tours around your personal culinary and wine preferences

65%

Exploring Germany's traditional Christmas markets with a guide

64%

An expedition cruise to Antarctica with a personal tour of Buenos Aires

60%

Visiting the elephant sanctuaries of Thailand

52%

Skiing Zermatt, Switzerland's legendary slopes

44%

Golfing Scotland's top courses, followed by distillery tours and tastings

FIVE PLACES TO BOOK

As travelers look ahead to 2025, a fresh wave of destinations is beginning to capture attention for their unique blend of culture, adventure, and natural beauty. We've polled our team of experts for their top recommendations for the best places to book in the year ahead, before the rest of the world catches up.



GHANA

This West African country is poised to become very popular destination, making now a great time to visit. “The vibrant music scene, festivals, food, year-round warm weather combined with the historical attractions including the Door of No Return, make this a great choice for travelers looking for culture and history without the crowds,” says Andrew Drummond, Director of Product.



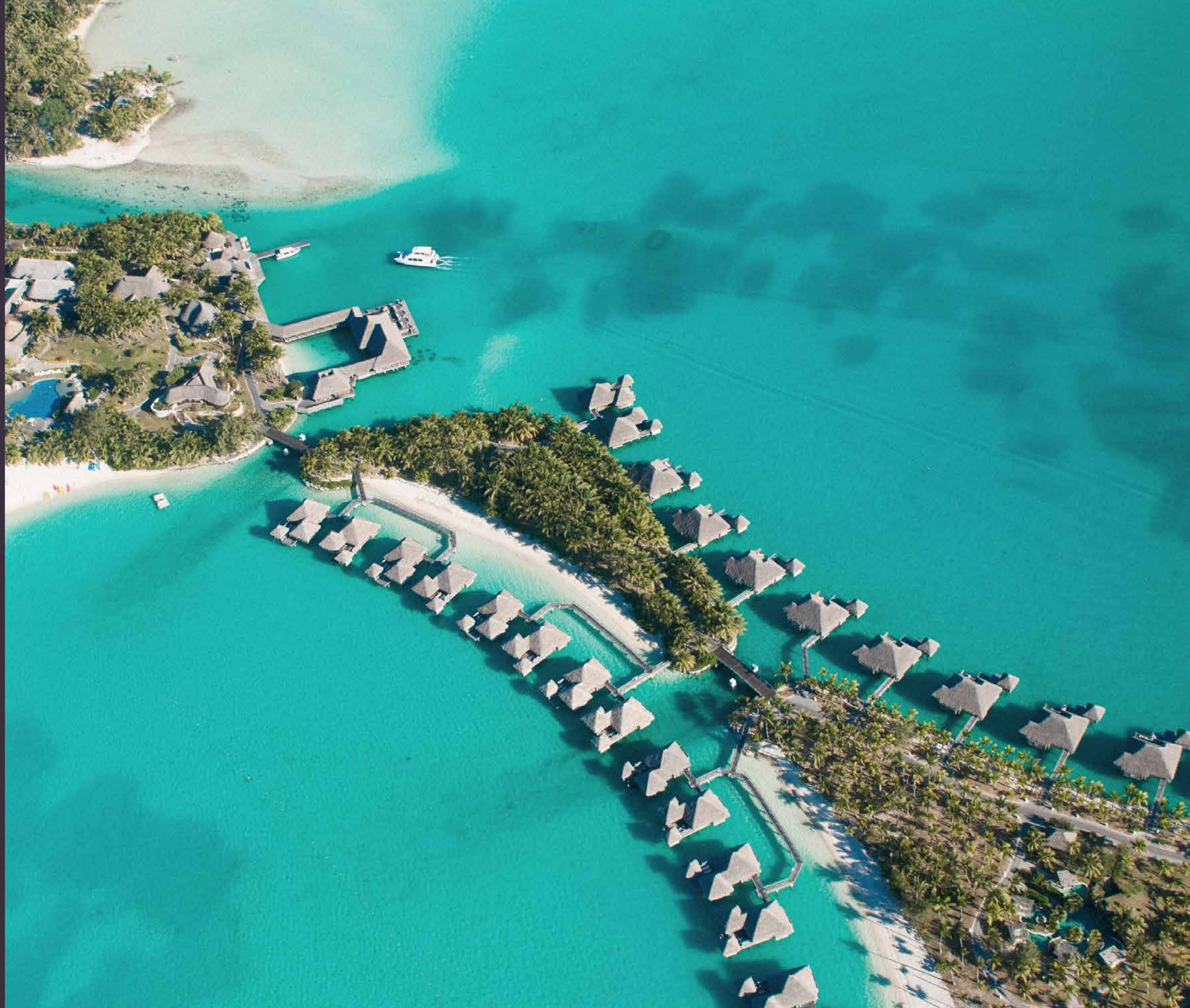
CANADIAN ROCKIES

“The beauty of Western Canada has long attracted nature lovers,” says Kelly Torrens, Senior Director of Product, “but the surge in demand for travel to Banff National Park, Lake Louise, and Jasper National Park has increased significantly in the past year.” She believes that private-guided touring combined with the scenic cruises on tap and luxury accommodations make this an ideal trip for nature lovers.



FRENCH POLYNESIA

The combination of exclusivity, natural beauty, and rich cultural experiences makes French Polynesia an unrivaled destination for private yacht charters, attracting those seeking a luxurious, adventurous, and private escape. “The remoteness of particularly the less-visited islands beyond Tahiti and Bora Bora provide a high level of seclusion where guests can anchor in serene, untouched locations far from crowds,” says Edita Sgovio, VP of Kensington Yachts. “Travelers can also to engage with local communities, experience traditional dances and ceremonies, and enjoy authentic Polynesian cuisine while cruising the islands aboard a fully staffed charter with a private chef, diving equipment, and other water toys.”



PUGLIA

“This region offers a more laid-back and authentic Italian experience compared to some of the country’s more famous regions,” says Jason Susinski, Sales Director. With its charming architecture, less touristy beaches and a stunning coastline with crystal-clear waters, farm-to-table cuisine, and a selection of boutique properties or luxury villas, it’s a perfect alternative to Tuscany or the Amalfi Coast.



CHILE

As more travelers seek destinations that are far from over-touristed areas, Chile is gaining traction among travelers for its dramatic landscapes, outdoor adventure opportunities, and a growing emphasis on sustainability and luxury. Whether travelers are looking for a rugged adventure in Patagonia or a serene desert escape in Atacama, Sales Director Chaza Fell says that “the luxury travel sector here is expanding with boutique eco-lodges, luxury resorts, and unique, high-end experiences like private desert tours and exclusive wine tastings in the Central Valley that’s attracting travelers looking for premium yet authentic experiences.”



KENSINGTON



About Kensington

Kensington delivers the world's most personal travel experiences. We bring to life each client's desire to travel in a way that's tailored specifically for them, in the company of local private guides who ensure that they enjoy the authentic best of their destination. The result is a unique journey, rich in memories that last a lifetime.

We achieve this because of our extraordinary people, experts with deep knowledge of their destinations. For over 120 countries worldwide, their expertise powers our steadfast promise: See the world, differently.

In 2024, we experienced another remarkable year with significant growth in both revenue and total bookings.

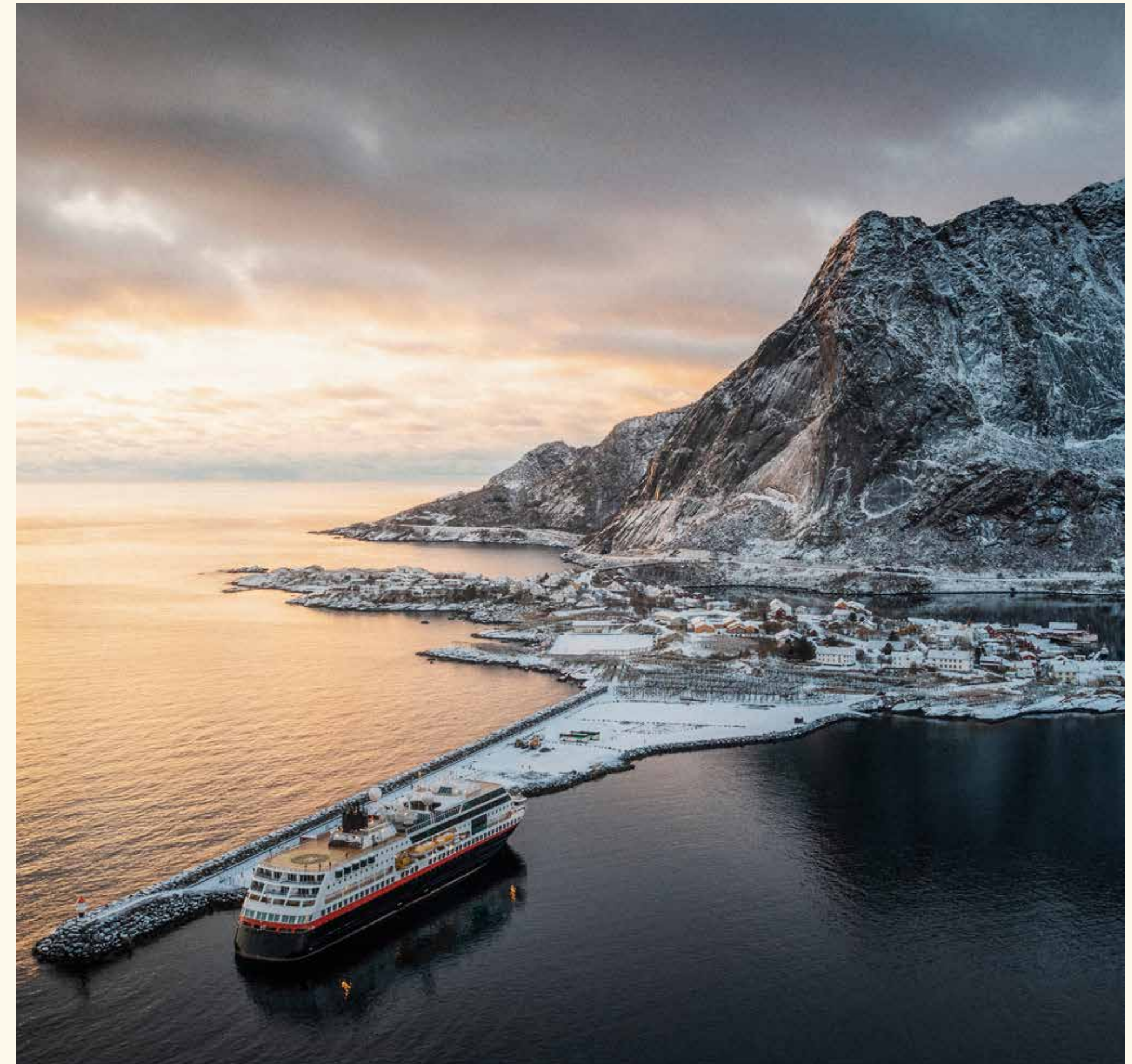


About Kensington Cruises

Formerly called Voyages by Kensington, the vision of Kensington Cruises is to provide clients with the very best of sea and land in a single seamless itinerary – and offer them a unique perspective on the world.

We partner with the world's finest ocean, expedition, and river cruises and combine them with private-guided land travel before and after your cruise, for a one-of-a-kind journey. Our clients enjoy a carefully vetted selection of the world's top cruise lines and sailings, which are then paired with their desired pre- and post-cruise land experiences with private local guides, as well as private shore excursions away from crowds.

“With our growth up by triple digits, it is clear that affluent travelers are embracing the concept of more intimate-sized ships and the exclusivity and amenities our cruise partners offer,” says Joelle Davis, VP of Kensington Cruises.



About Kensington Villas

Designed for travelers seeking the ultimate privacy combined with tailor-made private experiences, Kensington Villas (formerly Beyond Villas) provides a unique blend of seclusion and personalized luxury. The collection features more than a thousand private villas around the world and offers a breadth of customizable private-guided activities and experiences to pair the ideal villa with white-glove service.

It's no mere rental — it's an extraordinary villa experience, featuring hand-selected villas, a custom roster of staff tailored for each client's unique needs, tireless 24/7 support, and a seamless, all-in-one itinerary.

“The increased interest in multi-generational travel as well as the desire for more private accommodations has driven a surge in demand for villas,” said Edita Sgovio, Vice President of Villas. “As a result, we have seen triple-digit growth in the past year and will continue to expand our offering as a result.”



About Kensington Yachts

Kensington Yachts was recently relaunched as a dedicated private yacht charter brokerage, building on the distinguished reputation of its sister company in the realm of bespoke, privately guided travel. This innovative venture has transformed the private yacht charter market by combining bespoke yacht experiences with unparalleled experiences on land that are the hallmark of Kensington's reputation.

With access to over 3,000 vessels and a global fleet that includes state-of-the-art motor yachts, sailing yachts, expedition yachts, and catamarans, Kensington Yachts specializes in finding the perfect vessel for every client's needs. Working directly with yacht owners and captains, we act as the client's broker, guaranteeing an exceptional and seamless experience from start to finish.



KENSINGTON

For more information, please contact Debra Loew at debra.loew@kensingtontours.com or 917.612.2325.

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