



## CONTIKI FORECASTS 2025 TRAVEL TRENDS TO WATCH WITH THE RELEASE OF THE ANNUAL VOICE OF A GENERATION REPORT

*The Global Leader in 18-35 Year Old Travel Reveals New Trends Shaping 2025 Travel for Canadians—  
From Rogue Trips to Clear-Mind Travel*

**Cypress, CA** October X, 2024 – [Contiki](#), the leading global travel brand for ages 18-35, today announces the findings from the brand’s annual [Voice of a Generation](#) report; which surveys over 1,000 Canadians 18-35 year olds about the psychographics that will influence the 2025 travel landscape. From the downward trend of bleisure trips, to the upward trend of spontaneous escapism, the research reveals Millennial and Gen Z travellers are unequivocally a travel-first generation, willing to make sacrifices to travel more.

“Gen Z and Millennial travellers know what they want from a travel experience and they’re not playing around,” says Adam Armstrong, CEO of Contiki. “The *Voice of a Generation* survey is one of our favorite ways to get a pulse on what 18-35 year olds care about from top travel motivators to cultural influences. In its fourth year, the survey helps Contiki to be at the forefront of youth travel trends and behaviors. This demographic is shapeshifting the industry at large with their travel priorities, affinities and expectations, and travel brands and professionals are urged to innovate to remain relevant,” says Armstrong.

Key trends shaping the 2025 travel season, according to Contiki’s annual *Voice of a Generation* report include:

**Vocation Vacation:** *Clocking out to check-in;* while career is still a key priority for young Canadians with 60% striving to strike a balance between work and travel, some young professionals are prioritizing travel over their careers. Nearly a third of young professionals (27 percent) noted that travel is even more important than advancing their career, so much so that 57 percent would give up a raise to have more paid time off for travel. Not having enough PTO was the second largest barrier holding this generation back from booking their next trip, while coincidentally the biggest travel barrier was ‘not having enough money to travel.’ This generation is scrappy when it comes to funding their vacations, over 70 percent of Canadian travellers have moved back home or would consider moving back home with their parents to save disposable income to put towards travel. Likewise, there’s been a growing trend of travellers bridging work and travel over the years. These new findings demonstrate 18-35 year olds are more interested in embracing full-on vacation vibes with more than half reporting they prefer to completely disconnect from work while traveling, vs. booking a bleisure trip.

**Rogue Trips:** Travellers are going rogue in 2025, influenced by escaping their everyday routines that have spurred travellers to flee. More than 70% of travellers are considering acting on impulse and booking spontaneous trips that depart in <10 days. This demographic is all about embracing the counterculture where over 80 percent reported they plan to skip mainstream vacation hubs and opt for less explored alternatives such Bordeaux over Paris. Over half of travellers said they’d prefer to visit off-the-beaten-path destinations instead of ticking off all the main attractions in iconic destinations. “A cottage in the middle of nowhere” appeals to this generation in comparison to a city penthouse (54%), as they seek more remote escapes.

**Clear-Mind Tourism:** Sober tourism continues to trend with 82 percent of Millennials and Gen Z travellers noting an interest in booking a sober travel experience. Gone are the days of the party-obsessed young traveller, Gen Z and millennials want to experience their adventures with a clear head. This trend aligns with the key motivators for travel in 2025; which are to embark on thrilling, adrenaline-pumping adventures (39%) and immerse in local cultural and culinary experiences (19%) both of which are arguably more difficult to accomplish when under-the-influence. 18-35 year olds are all about clearing away the noise in 2025, and 26 percent noted they plan to limit their phone usage while traveling and use their devices primarily for photography and navigation (47%).

**Travel with Strangers:** When it comes to travel companions, Gen Z and Millennials are ready to leave their friends behind. This generation is very open to forming new relationships while traveling, in fact, 58 percent noted that instead of traveling with current friends, they'd prefer to just book the trip and make new friends along the way. Contiki's guided tours echo this sentiment with more than 70 percent of their travellers going solo.

**Involved Travel:** Sustainable travel has long been on the rise and will only continue to grow in importance. 91 percent of 18-35 year old Canadian travellers stated sustainability was important to them while traveling, with the most important causes being 'leaving a positive impact on the destination and visited communities' (47%), and 'helping to preserve wildlife' (37%); while conversations around carbon emissions ranked less important (15%). These findings demonstrate the growing interest in witnessing direct impact by participating in immersive environmentally-positive experiences while traveling, first-hand, vs. focusing on the nuance of indirect impact that carbon offset programs offer, for example.

The full *Voice of a Generation 2024* trend report can be viewed [here](#).

### **ABOUT CONTIKI**

Contiki are the world leaders in social youth travel. We've been providing amazing travel experiences for young travellers, from 18-35 years old, since 1962. Imagine how good you would be at something if you had been doing it for more than 60 years? Everything about Contiki is deeply rooted in our core values 'Make Every Moment Count' and 'We're about people'. We don't just talk the talk, we walk the walk and live by our brand philosophy of 'Travel.Together.' which means to travel with one another, the destinations we visit, the cultures we enjoy and the environment, too.

### **ABOUT THE TRAVEL CORPORATION**

The Travel Corporation is a global portfolio of 18 exceptional, market leading travel brands including the world's number one escorted tour operator Trafalgar, award-winning Uniworld Boutique River Cruises, premium guided vacation company Insight Vacations, youth travel specialists Contiki, and Celtic travel experts Brendan Vacations among many others. After more than a century of blending transformative travel with extraordinary service, the esteemed company remains committed to its signature 'Driven by Service' philosophy and to consistently delivering outstanding experiences and value to travelers, guests, and partners.

Committed to MAKE TRAVEL MATTER®, TTC is dedicated to creating a positive impact on people, the planet, and wildlife. This commitment is reflected in the philanthropic work of its not-for-profit TreadRight Foundation, as well as its How We Tread Right sustainability strategy, a five-year plan aligned to advance the United Nations Sustainable Development Goals. For more information, visit [TTC.com](http://TTC.com).

