



Now Next '24

Travel Report

“Finding new ways to simplify and enrich our customers’ travel experiences is what drives us. That’s why we’ve commissioned our NowNext '24 Travel Report.

We’ve acquired third-party insights, and leveraged Omio user data, to broaden our understanding of what travellers value in the here and now, plus what they’ll want in the not-too-distant future.

While other industries have evolved, travel remains woefully stuck in the past. Its outdated mechanics and challenging communications are a major source of frustration for travellers - especially abroad. This cannot continue.

By streamlining travel complications, Omio continues to be at the forefront of transforming the landscape. This report will inspire us to drag travel into modern times - kicking and screaming if we must. Soon, there will be no barriers to travel, as Omio will ensure every journey is seamless from start to finish.”

Veronica Diquattro
President of Consumer and Supply Business Europe





Themes



Travel With a Capital C

Boy Wander

Lost in Translation

Summer Suntrap

The New Travel AI-gents

TLC...Travel Loving Care

Travel With a Capital C



Sources: Omio, PureSpectrum

Move over off-grid, niche locations - capital cities are back with a bang. Omio data shows that in 2024, London, Madrid, Paris, and Rome have been the top destinations, and this trend is set to continue.

But it isn't only iconic landmarks persuading travellers to go urban. Cultural events are other key reasons travellers are flocking to major metropolises.

24% travel for food

21% travel for concerts

18% travel for sport

Travel With a Capital C



Sources: Omio, PureSpectrum

In 2024, Omio bookings for capital cities were most in demand across our core markets and we've seen a 51% increase in multi-modal bookings to big destinations compared to last year.

60% of travellers

plan to visit major cities in 2025

76% of Gen Z

prefer popular destinations

Boy Wander

Women have led the solo travel trend in recent years, but that's about to change as men make a comeback. In 2025, gents in Germany, Italy, and Sweden plan to take more solo trips than in 2024. Men also intend to spend more per trip to add luxury to their lad-ventures.



Boy Wander

“I’m a seasoned solo traveller and now have it down to a fine art. My ‘go bag’ with passport, toiletries and chargers, means I’m ready to travel whenever.

I use travel apps to book tickets so I can keep them on my phone. Then all I need is my underwear, music, and a sense of adventure. The easier it is to get from A to B to C, the happier this boy wanderer is.”

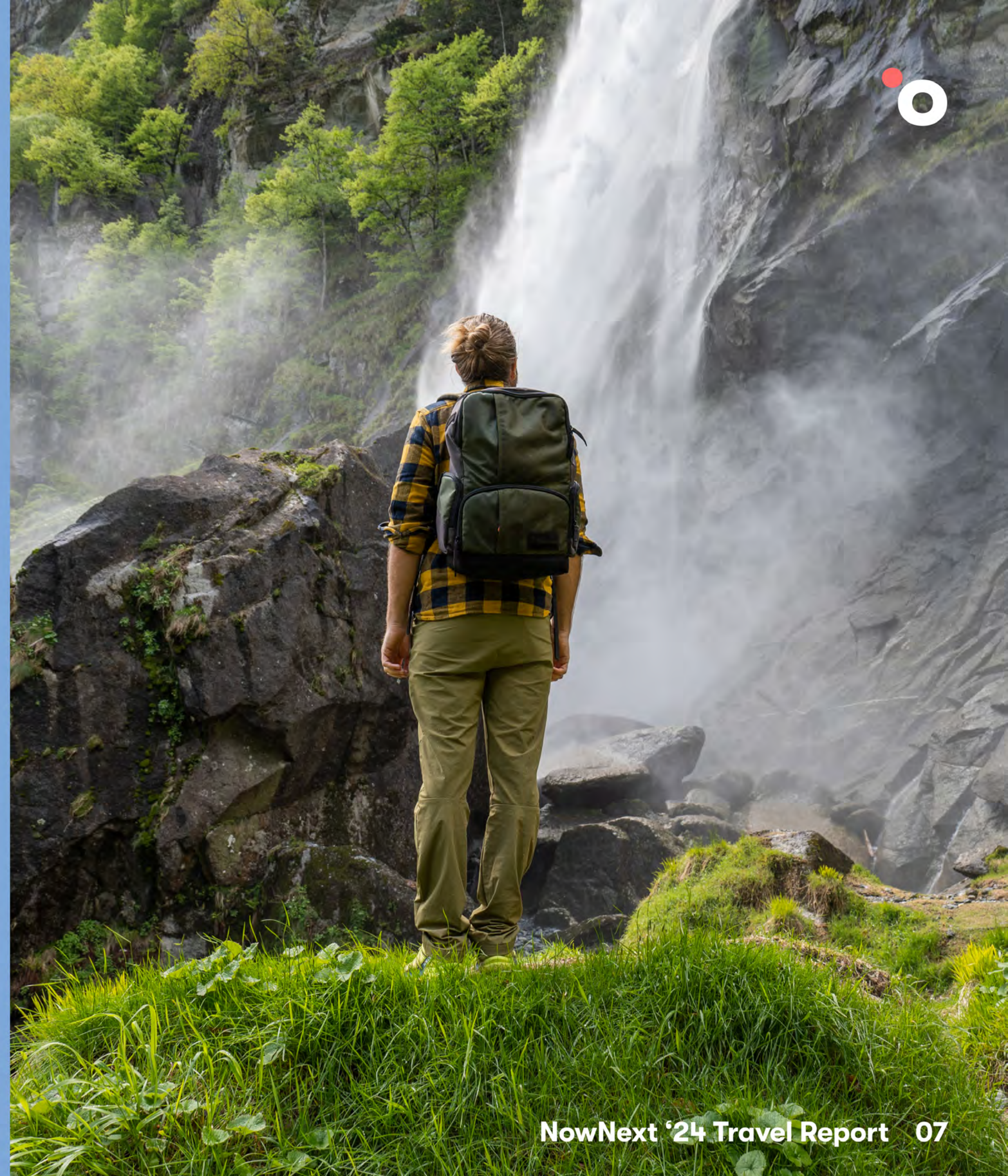
Jim Chapman. Lifestyle Influencer

30% of men

compared to 23% of women said they are planning a solo trip for 2025

28% of men

vs 23% of women plan to spend over £2000 per person on a 2025 international trip



Lost in Translation



Sources: Omio, PureSpectrum

Exploring a new country is exciting, but it comes with challenges. Most travellers cite language barriers and navigating unfamiliar transport networks as the biggest sources of stress. In 2025, travellers are seeking help to translate travel.

29% of travellers

struggled with foreign transport, and 12% had trouble booking travel in other languages

35% of Gen Z

and 31% of Millennials are concerned about navigating foreign transport

Summer Suntrap

Travel in May and September might be on the rise but data shows that guaranteed sunshine can't be beat. In 2024, June, July and August were the most popular months to get away and 2025 won't be different - even if it is the most expensive time to travel. Kids or no kids, it seems travellers can't escape booking holidays in the summer.



Summer Suntrap

74% of travellers

in 2024 think peak summer months are the best time to travel

76% of travellers

will travel in the peak summer months

42% of Omio bookings

were made for the peak summer months in 2024



The New Travel AI-gents

AI was everywhere in 2024, and savvy travellers are increasingly turning to technology to organise their trips. Most reported using AI for destination suggestions and social media, especially Instagram, TikTok, and Pinterest, played a major role in travel inspiration. Tech doesn't just stop there - travellers rely on apps to book and navigate from A to B to C.



The New Travel AI-gents



Sources: Omio, PureSpectrum

28% of travellers

said they would consider using AI-powered travel platforms to suggest destinations in 2025

45% of travellers

said they got their travel inspiration from social media

44% of travellers

said they would use AI to plan and book travel in 2025, compared to 27% in 2024

48% of Millennials and Gen Z

and Gen Z will use AI to plan and book trips in 2025 compared to 31% in 2024.

TLC...Travel Loving Care

Sustainable travel will remain a priority in 2025. Over-tourism isn't going away anytime soon, but travellers plan to reduce their footprint by avoiding big conglomerates and supporting local businesses. Destinations offering greener solutions, like cutting plastic waste, are especially appealing to Gen Z.



TLC...Travel Loving Care

58% of travellers

are more likely to travel to places that incentivise sustainable travel

69% of Gen Z

are the generation most likely to travel to places that incentivise sustainable travel

44% of travellers

say supporting local businesses and restaurants is a key element of their sustainable travel practice

Sources: Omio, PureSpectrum



Conclusion

“The NowNext ‘24 insights are fascinating, and it’s great to see how Omio can help travellers now and in the future.

Travellers still love big capital cities. By offering trains, buses, flights and ferries, Omio can help reduce pressure on local infrastructure and ease concerns about over-tourism. It’s great to see men’s solo travel growing. The boys may be back in town, but at Omio, we want to help everyone travel seamlessly.

It’s no shock that travellers find foreign transport networks confusing. Travel is broken. By simplifying the booking experience, we’re removing unnecessary stress. Shoulder season travel might be on the up but high summer still shines brightest. Omio is a trusted platform that our customers can rely on - no matter the season.

The rise of travel tech is what excites me the most. In 2025, we’ll add AI to augment the travel experience, making Omio the ultimate pocket companion. Finally, it’s heartening that travellers are embracing sustainability and local culture. Our app helps travellers immerse themselves, gaining confidence to explore countries.

Our report shows what makes modern travellers tick. Travel is changing, and Omio is leading the way.”

Veronica Diquattro
President of Consumer and Supply Business Europe

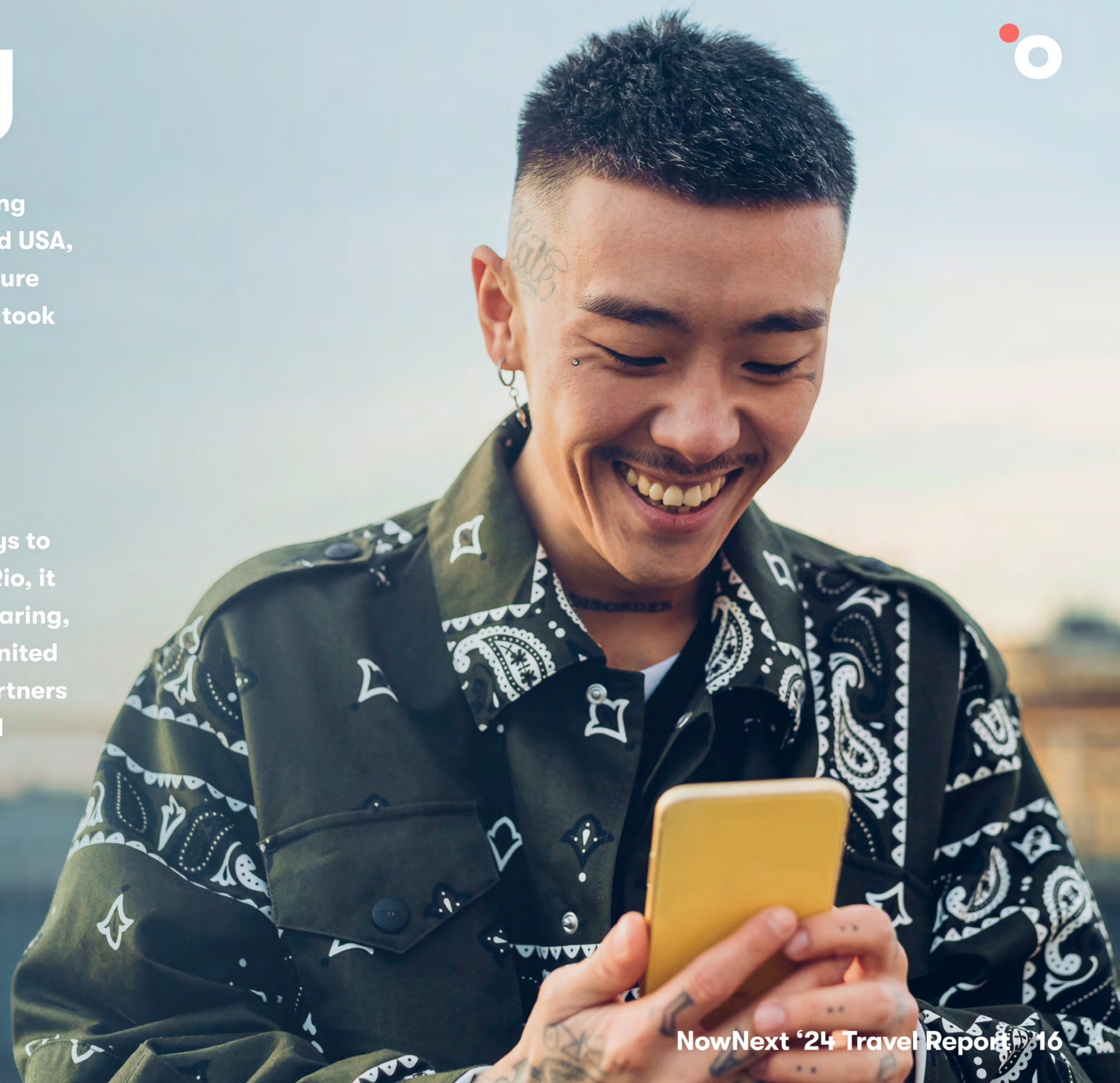


Methodology

An online multi-market study was conducted by PureSpectrum among 7000 respondents across the UK, Germany, Italy, Spain, Sweden and USA, targeting consumers who travel for the purpose of business or pleasure domestically or abroad at least once a year. The research fieldwork took place between 6th - 12th August, 2024

About Omio

Since 2013, the Omio Group has helped customers discover new ways to travel. Through its two interconnected platforms, Omio and Rome2Rio, it has become the world's leading travel platform for searching, comparing, and booking transport. Omio helps customers explore Europe, the United States, and Canada by train, bus, flight, and ferry. Our platform partners with over 1,000 transport providers, is available in 21 languages and supports 26 currencies. Omio sells more than 80,000 tickets daily, ensuring every customer goes on a journey that moves them.





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