

# HORIZONS



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We reach more than 160 million users globally every month.

160M



# 51%

of Skyscanner users are  
exploring where and  
when to go







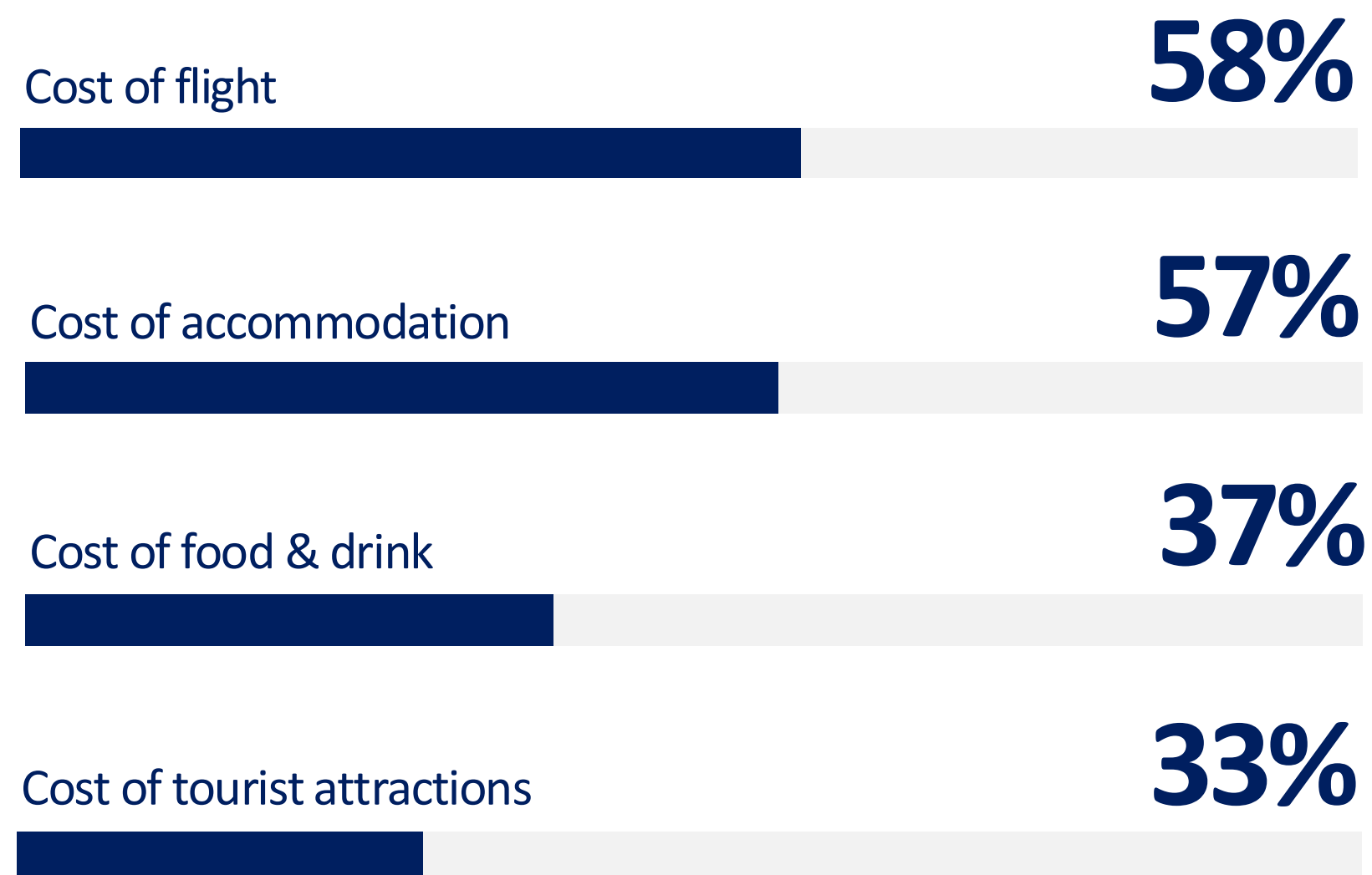
# 84%

of travellers globally are planning to take more or the same number of trips in 2026 vs 2025





# Biggest cost factors when choosing a destination





# People are changing how they travel and where they travel to

34%

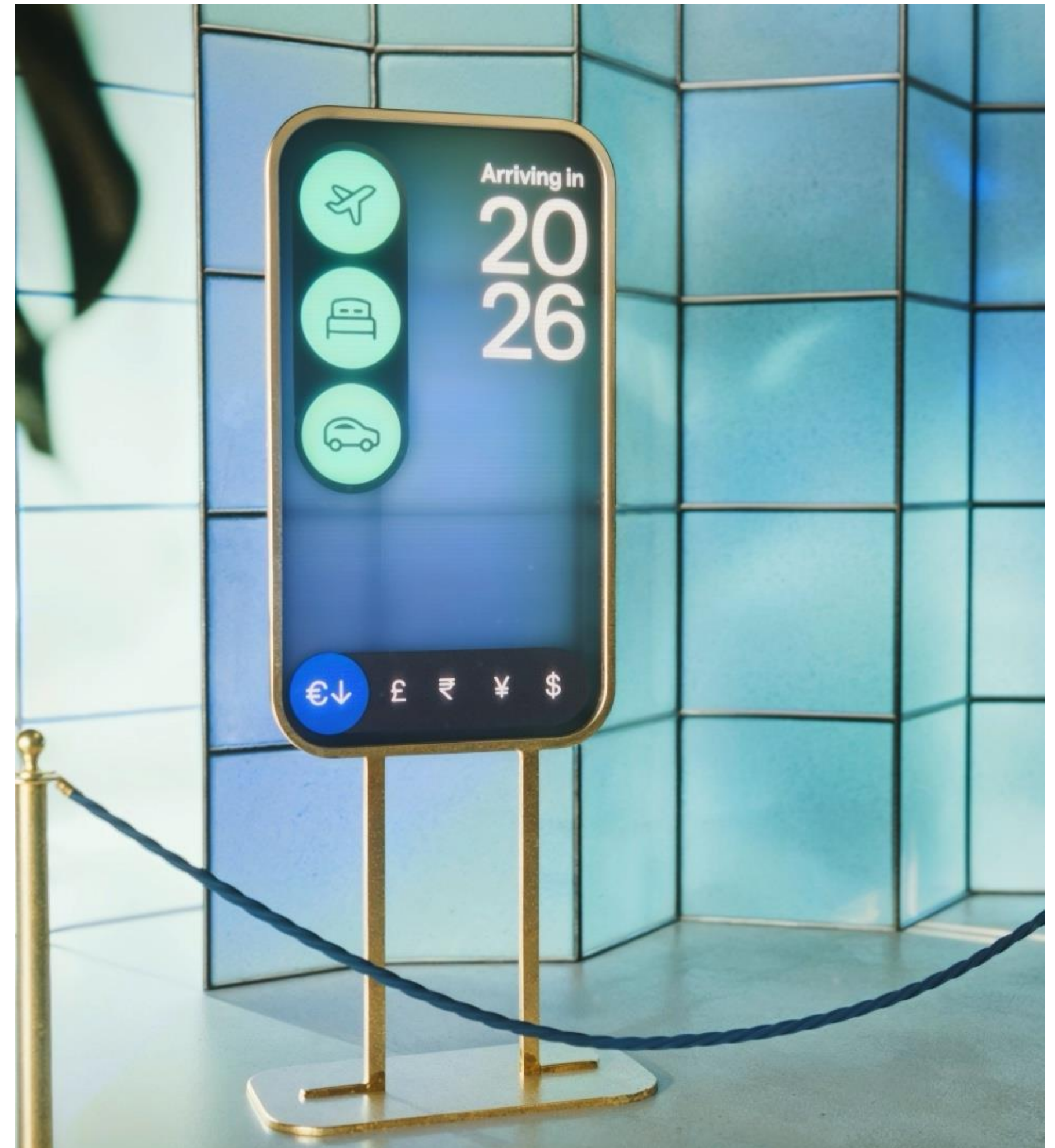
will seek out **quieter destinations**

31%

will travel in **shoulder season to avoid crowds**

26%

will choose **less touristy destinations** to save money, with interest highest among Gen Z (29%)







“With sustainable and responsible tourism at the forefront, VisitScotland sought to encourage travellers to enjoy longer visits during the quieter shoulder seasons and highlight the enriching experiences available year-round. Working with Skyscanner as a trusted partner enabled us to use strategic insights and targeting to engage and inspire Scotland’s next visitors, driving decisions that benefit both travellers and tourism.”

Jill Walker, Director of Marketing & Digital  
VisitScotland

*Visit*  
**Scotland** | *Alba*<sup>™</sup>





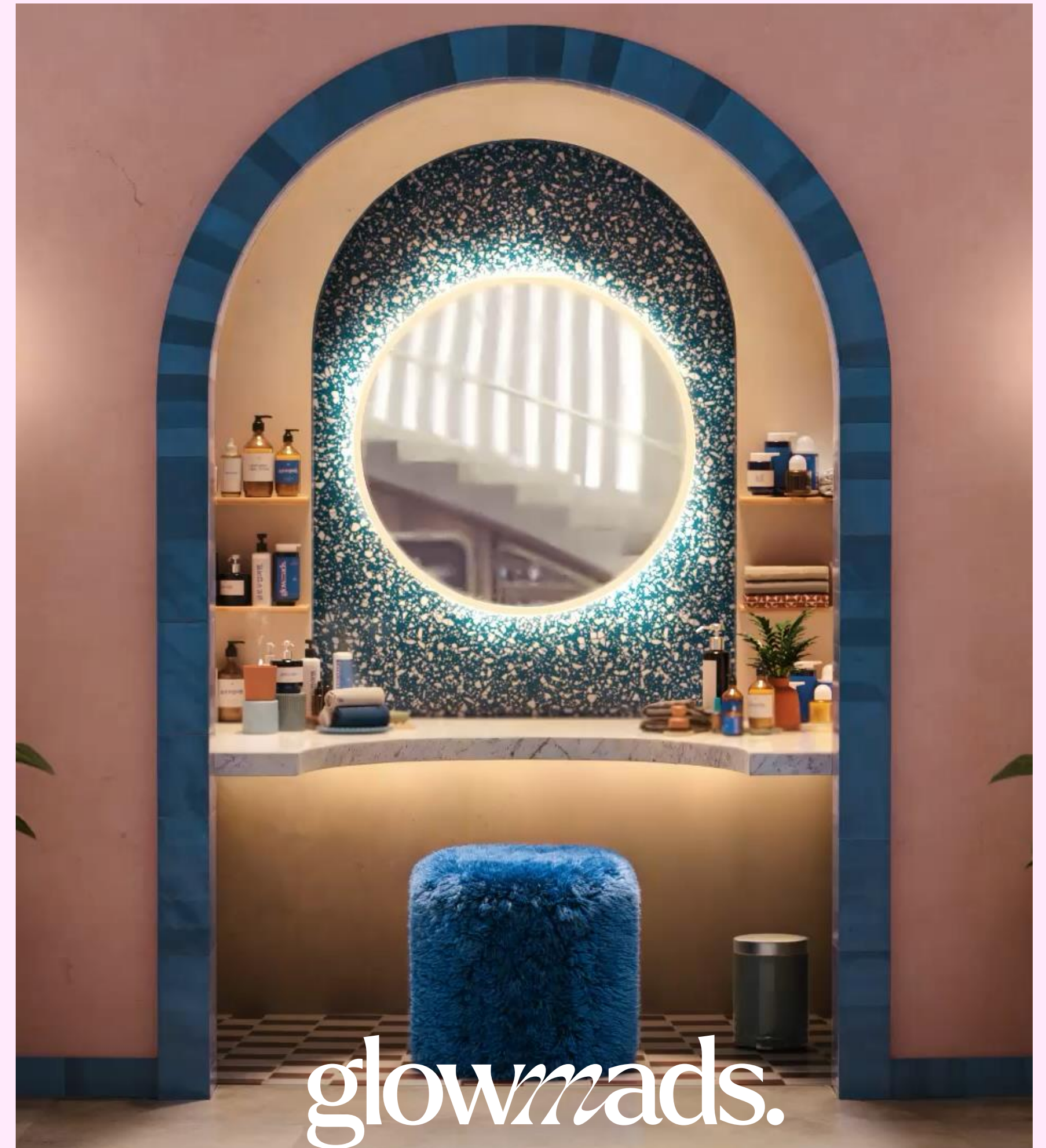


# Glowmads

From glow-up travel trips to making a stop at Sephora, beauty is shaping the traveller journey.

# 60%

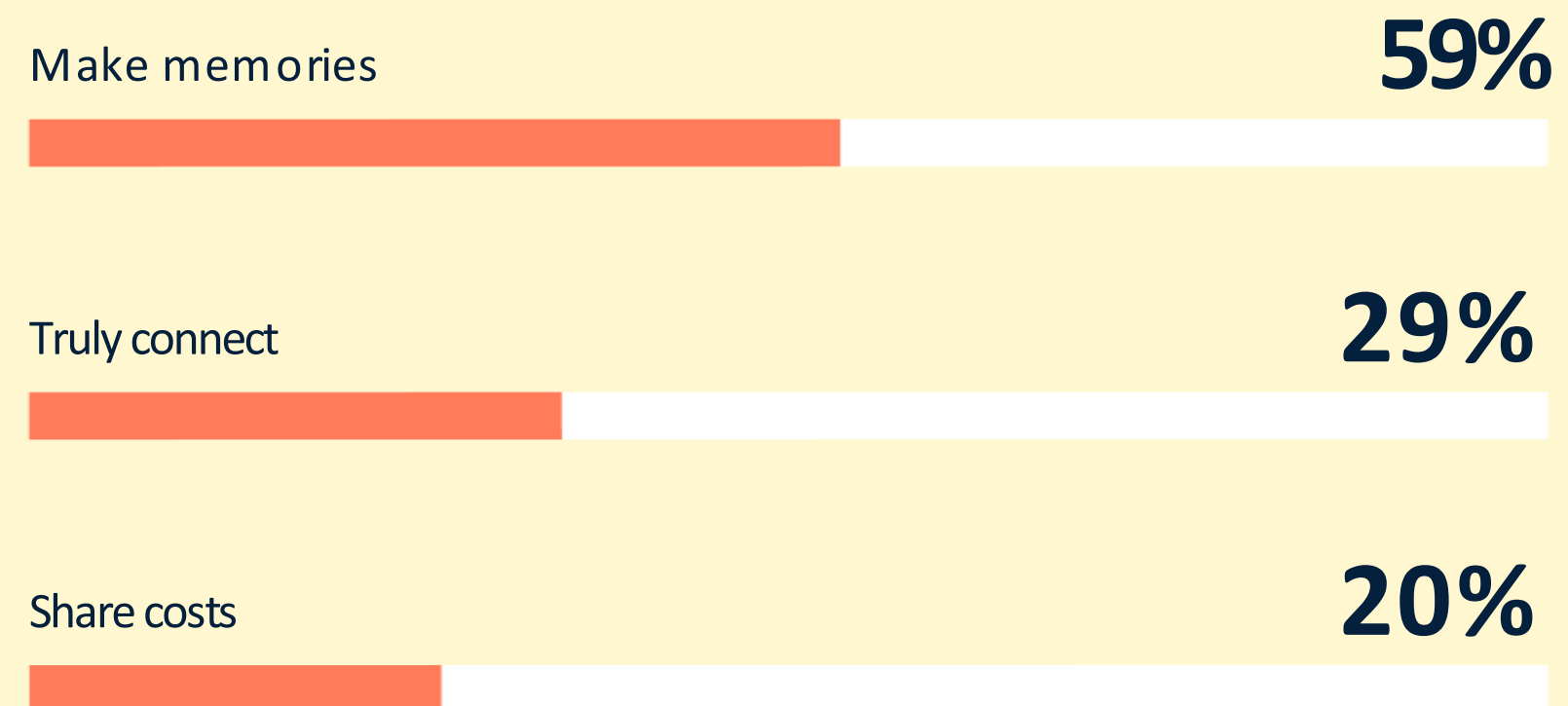
of Gen Z are spending more disposable income on beauty than anything else





# Family Miles

With cost of living increasing, interdependence in finances is shaping how families plan trips.





# Altitude Shift

Mountain travel will surge all year round with hiking Google searches up by over 120%.

7%

1 of travellers are considering or planning a mountain escape for summer or autumn 2026.





# Bookbound

Reading is back in a big way with #BookTok topping 200 billion views on TikTok.

Visiting a destination mentioned in a book

32%



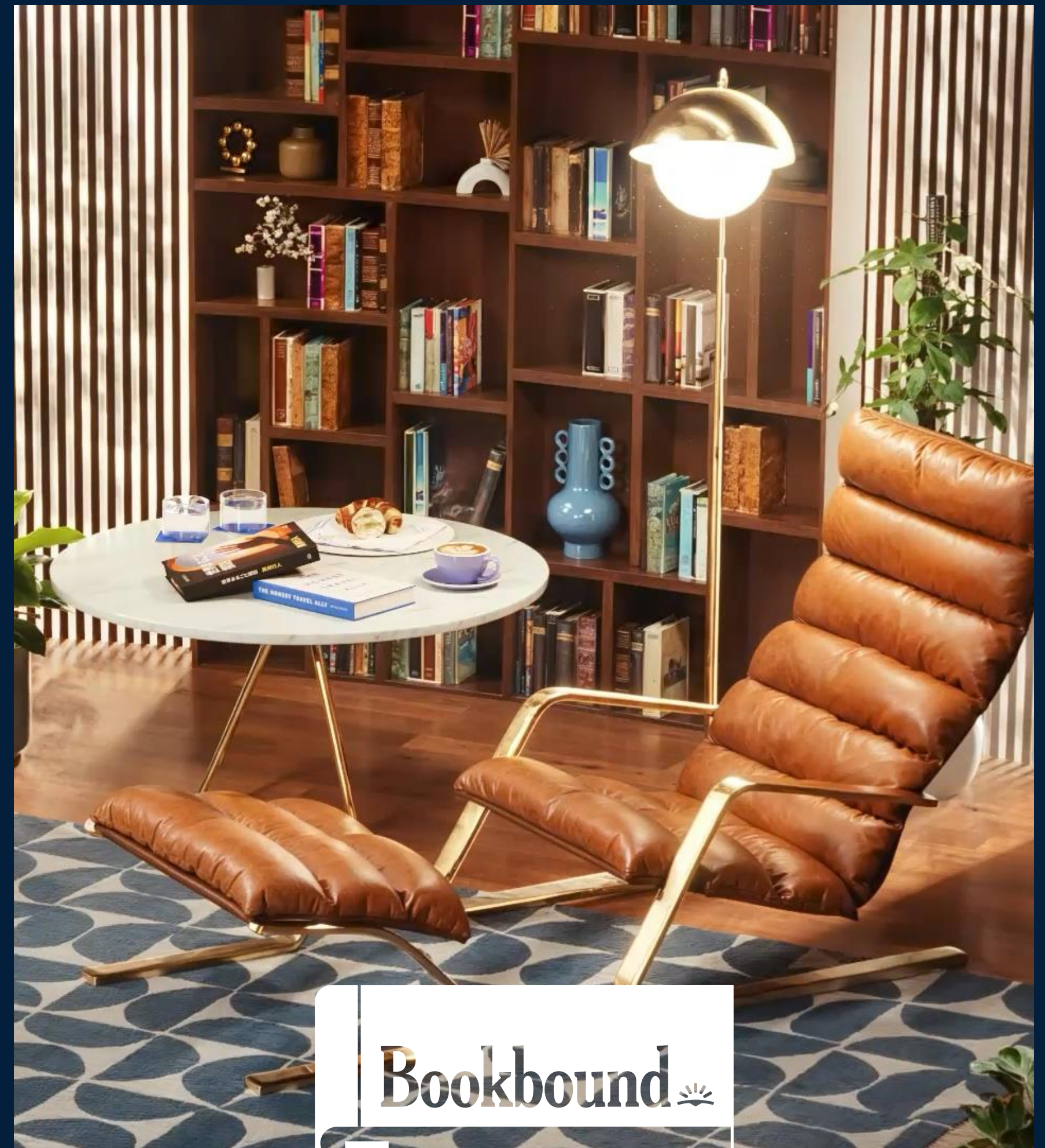
Staying in book-themed

18



Going on a writing and/or reading retreat  
retreat

12



Bookbound 🌅





The Food

# Shelf Discovery

Travellers are heading to grocery stores not just for essentials, but to taste the culture.

# 73%

of travellers always or often  
supermarkets abroad





# Catching Flights and Feelings

People are moving away from endless swiping and using trips to create real connections.

44%

of people are more open to meeting others on trips





# THANK YOU



Skyscanner





Check out the Skyscanner Horizons Report



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