



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

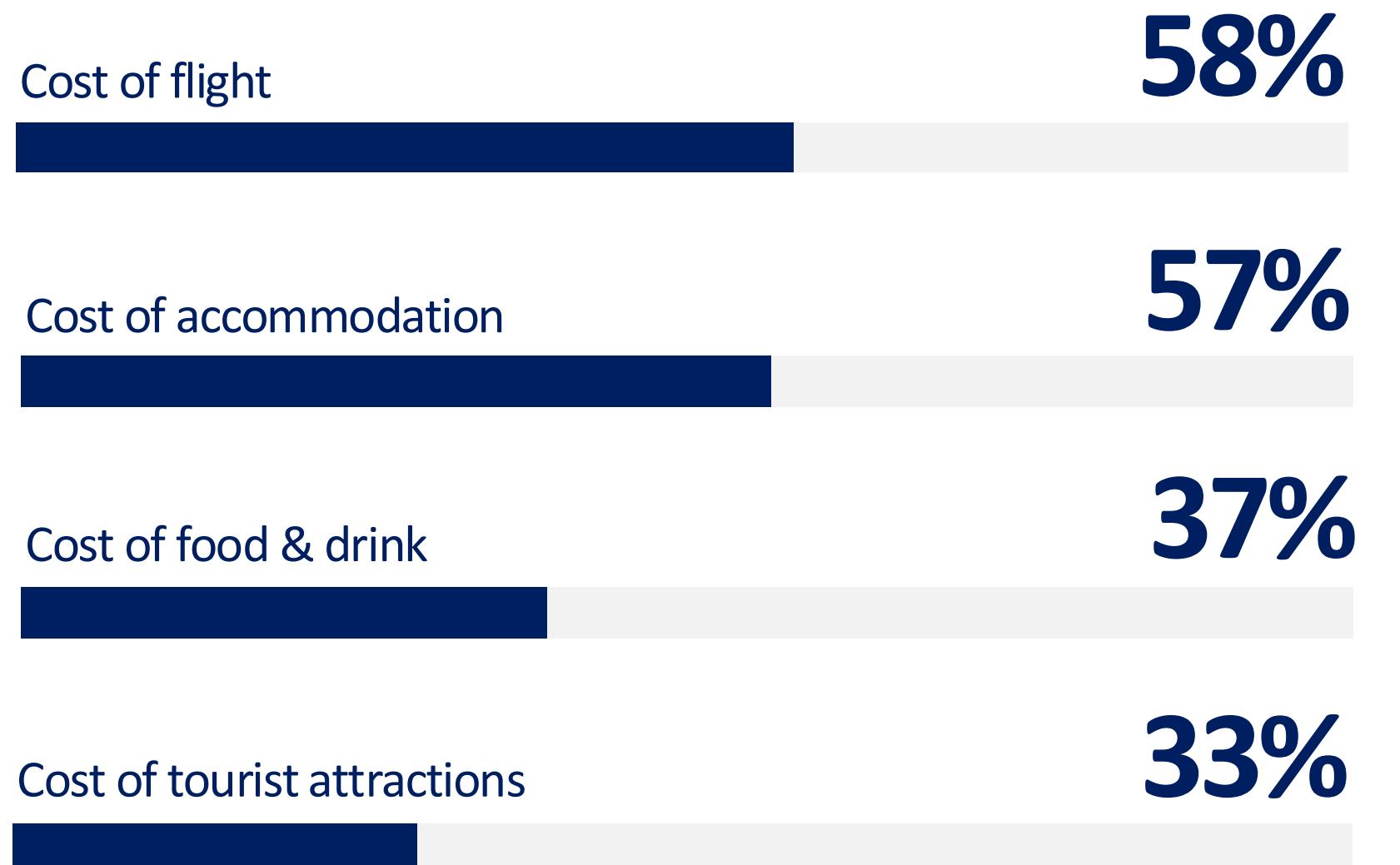




84%

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%

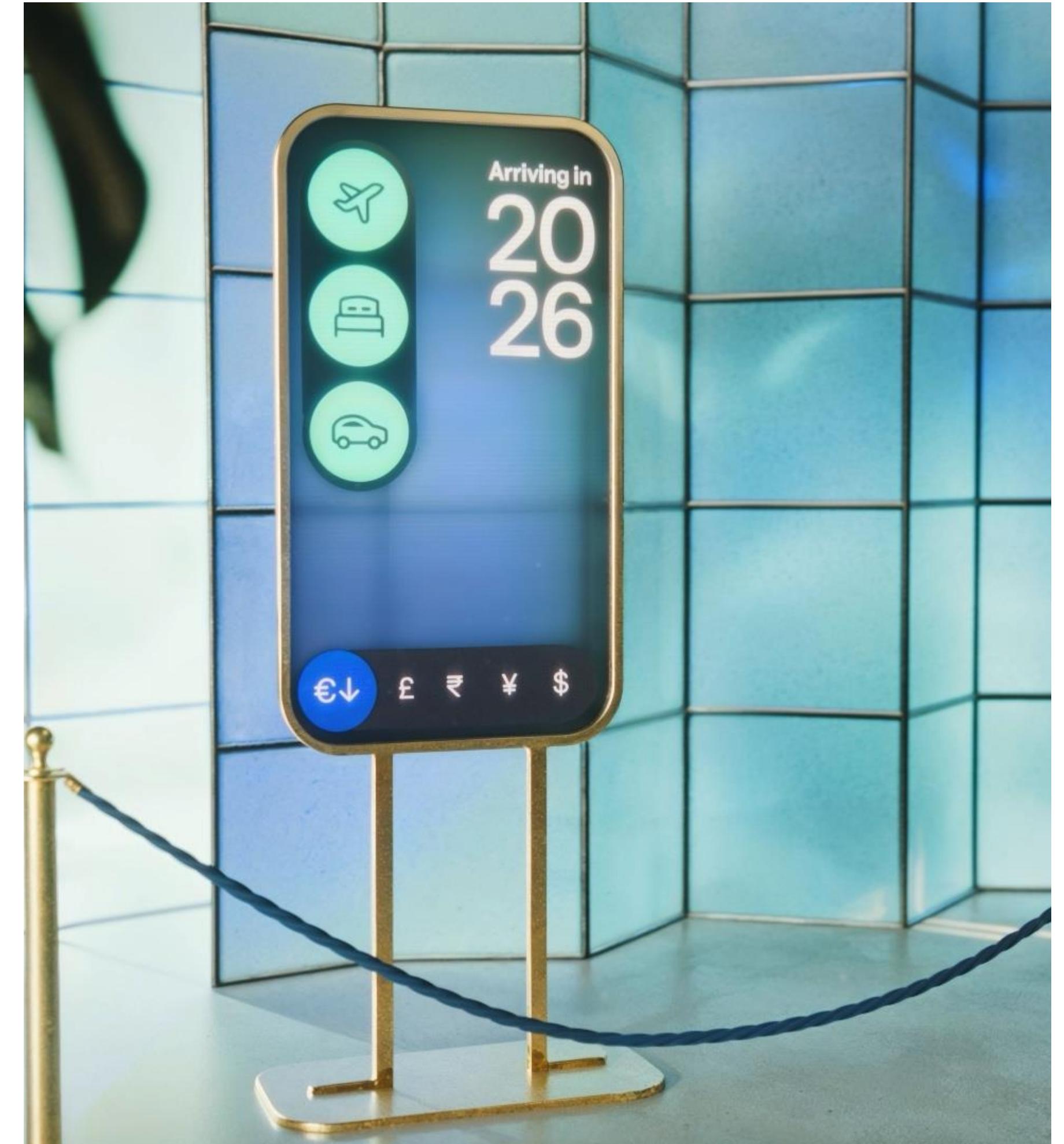
will seek out **quieter destinations**

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™

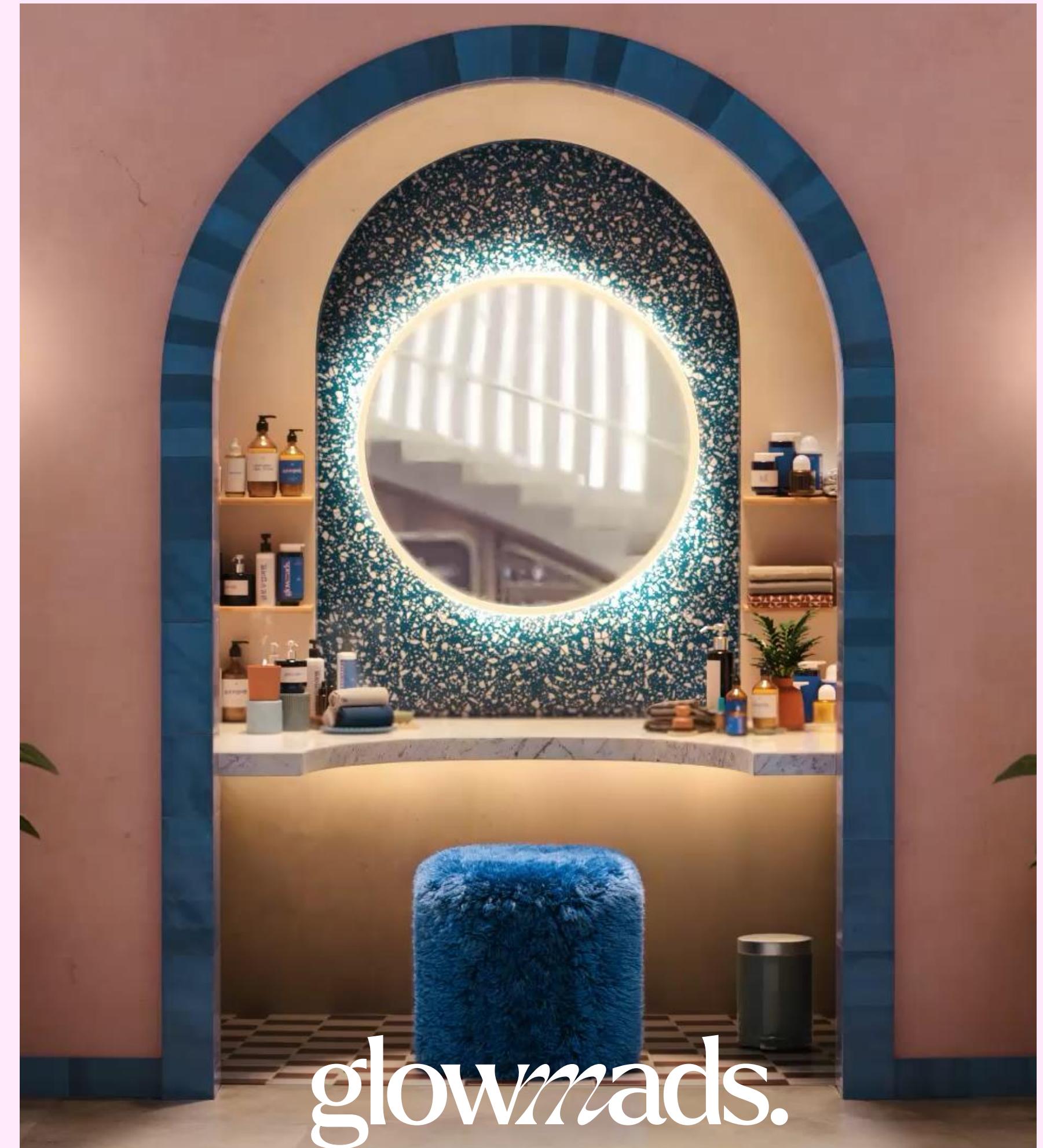


Glowmads

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

60%

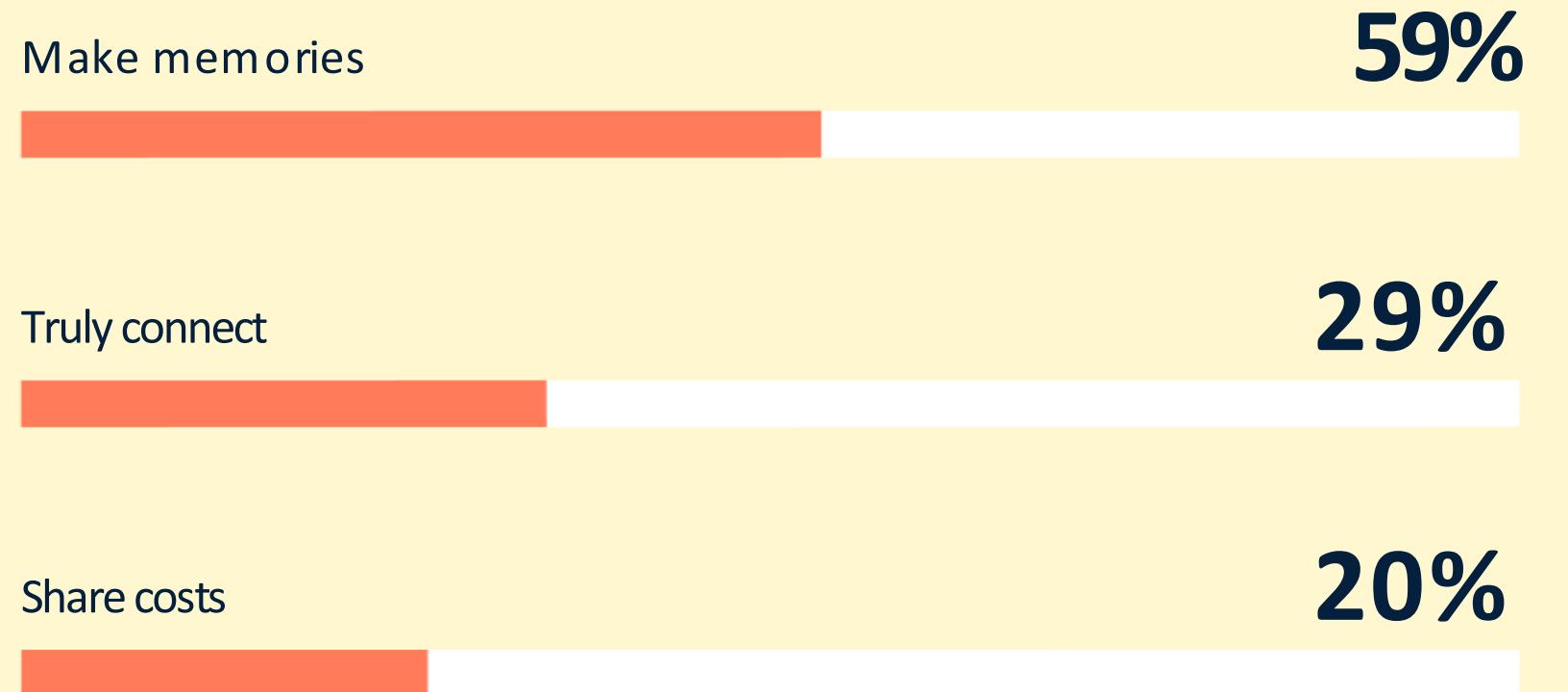
of Gen Z are spending more disposable income on beauty than anything else



glowmads.

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%

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

1



ALTITUDE
SHIFT

Bookbound

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

Visiting a destination mentioned in a book

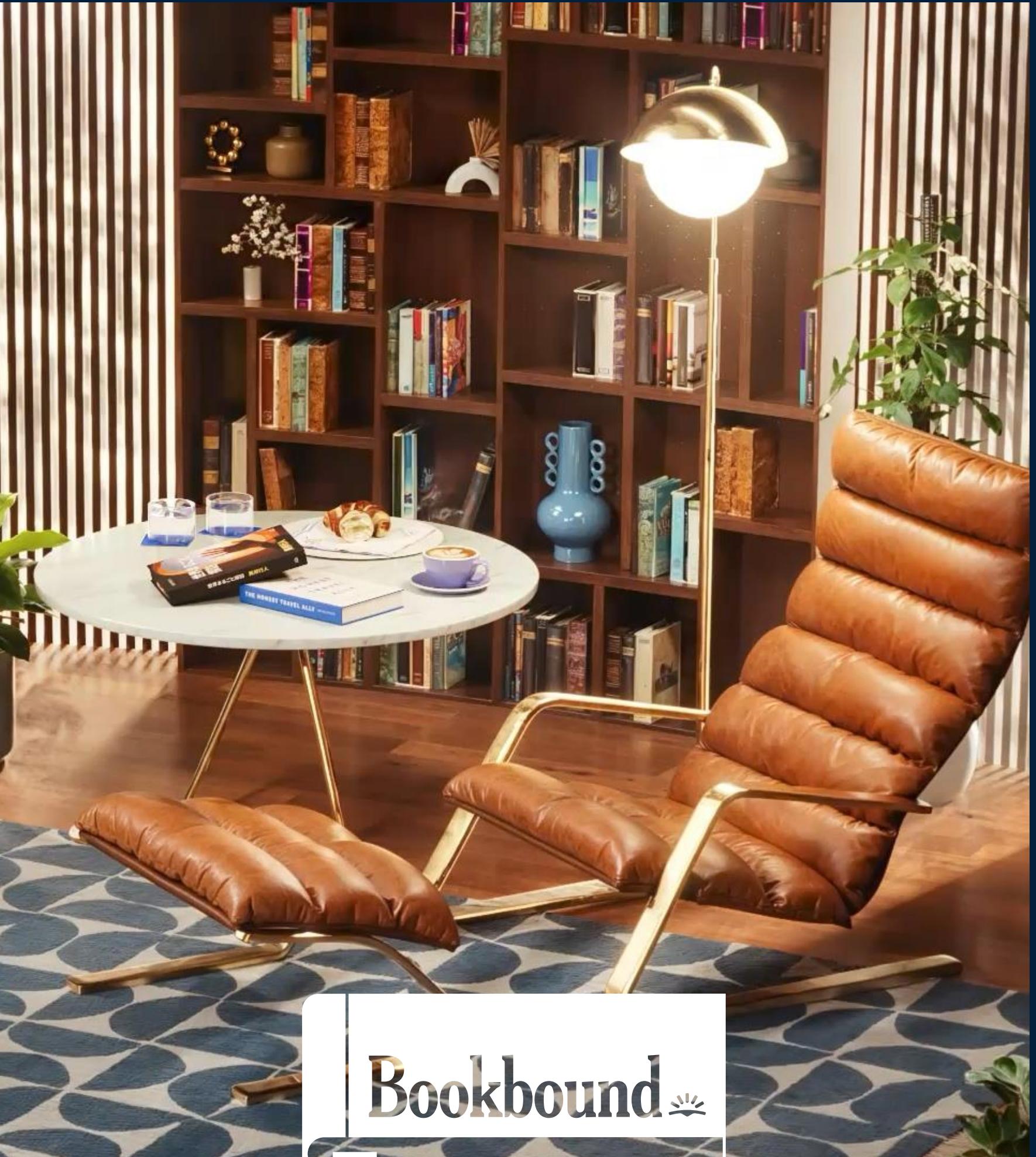
32%

Staying in book-themed

18

Going on a writing and/or reading retreat

12



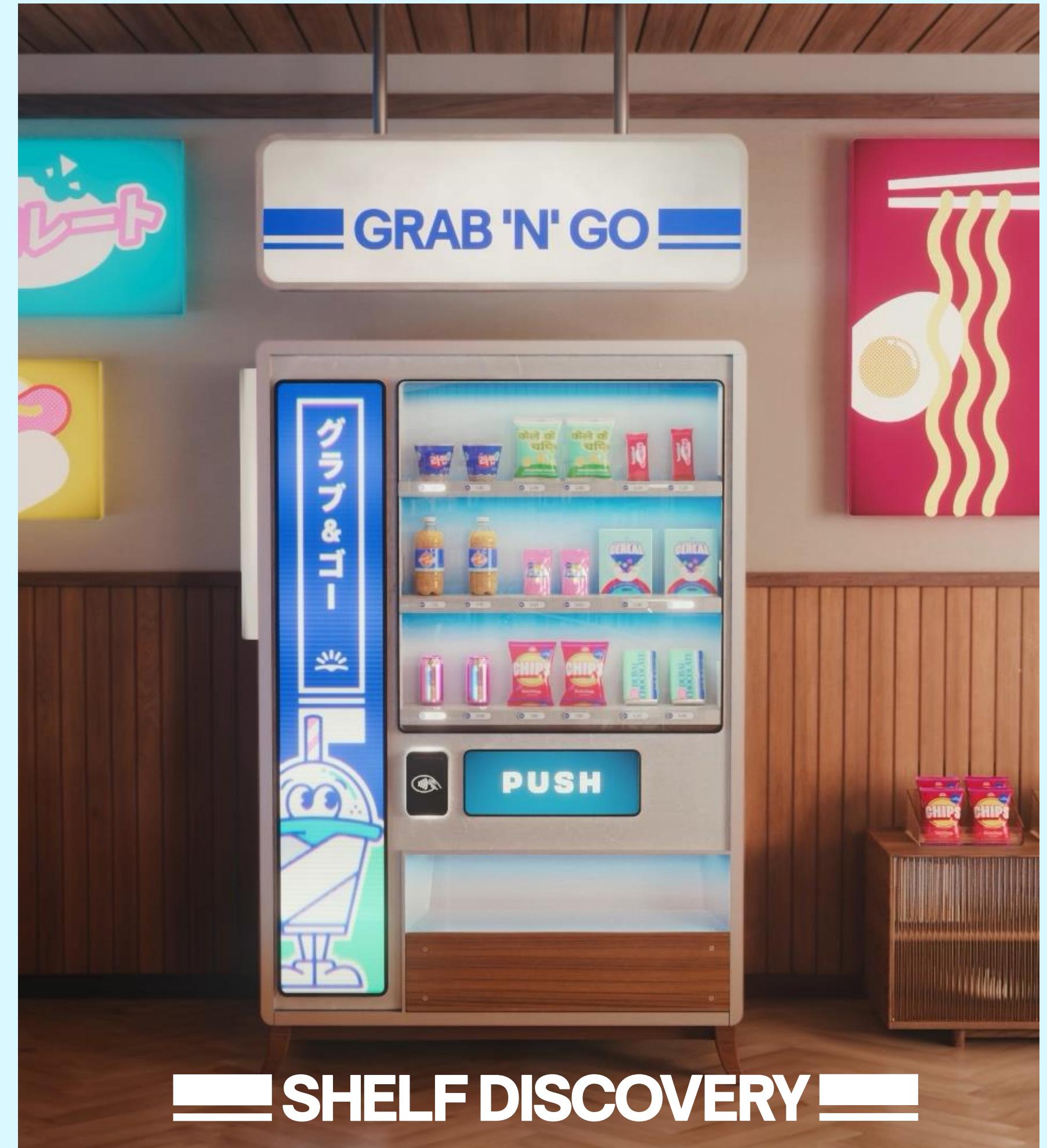
Bookbound

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



— SHELF DISCOVERY —

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





Check out the Skyscanner Horizons Report



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