

Unveiling the digital pulse of summer travel 2025

REPORT



Summer travel 2025:

Welcome aboard

Ladies and gentlemen, fasten your seatbelts

The summer of 2025 was not only about crowded airports and packed flights. It was also about conversations that unfolded across timelines, news feeds, and digital communities.

From June to August, travelers shared excitement, voiced frustrations, and debated prices. Every photo, review, and complaint became part of the summer travel story.

At the center of these conversations were three airlines:



Together, they generated millions of mentions, hashtags, and emotions that reflected how people experienced the season.

This report unpacks those conversations:

- Analyzing engagement levels
- Comparing benchmarks
- Highlighting what passengers truly cared about

More importantly, it translates those signals into strategic lessons for CX leaders navigating today's fast-moving digital sky.

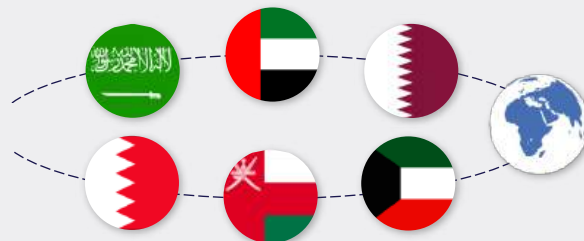


So
sit back, relax, and
enjoy the journey.

Social listening report methodology

Objective: Understand how people engaged with Emirates, Qatar Airways, and Kuwait Airways during the summer travel season.

Region: Global coverage, with a focus on the Middle East and GCC.



Timeframe: Summer peak travel season

June 1 



August 31, 2025

Key metrics tracked:

Posts Volume	Likes	Comments	Reposts	Mentions	Sentiment
					

Disclaimer: This report is based on public conversations collected through Lucidya Monitor. It reflects the strongest signals captured during the reporting period but does not include every individual comment.

Meet the monitor:

Uncovering insights shaped by social media and news outlets

Our advanced Monitor solution is the engine behind capturing real-time insights from airline conversations during the 2025 summer travel season, from engagement numbers and sentiment analysis to geographic trends and dialect segmentation.

This snapshot is just a taste of its full potential, empowering you to turn every conversation into actionable intelligence.

Imagine what could happen when you harness the power of every data point!



Before we take off...

A snapshot of the region's trends shaping passenger behavior in 2025

In 2025, residents of the Middle East and GCC are traveling both domestically and abroad, with growing interest in cooler, less-traveled destinations. Staycations remain popular for short breaks, while "wellness travel" and "bleisure" (business + leisure) trips are shaping new vacation habits.

In Saudi Arabia, domestic travel is rising as campaigns encourage residents to explore the Kingdom's diverse regions. Resorts along the Red Sea and cultural festivals are drawing more travelers, turning local destinations into international talking points.

These changes align closely with **Vision 2030**, which places tourism at the center of economic diversification. The transformation is expanding travel options and reshaping expectations: travelers now seek more personalized, experience-led journeys, and airlines are central to enabling them.



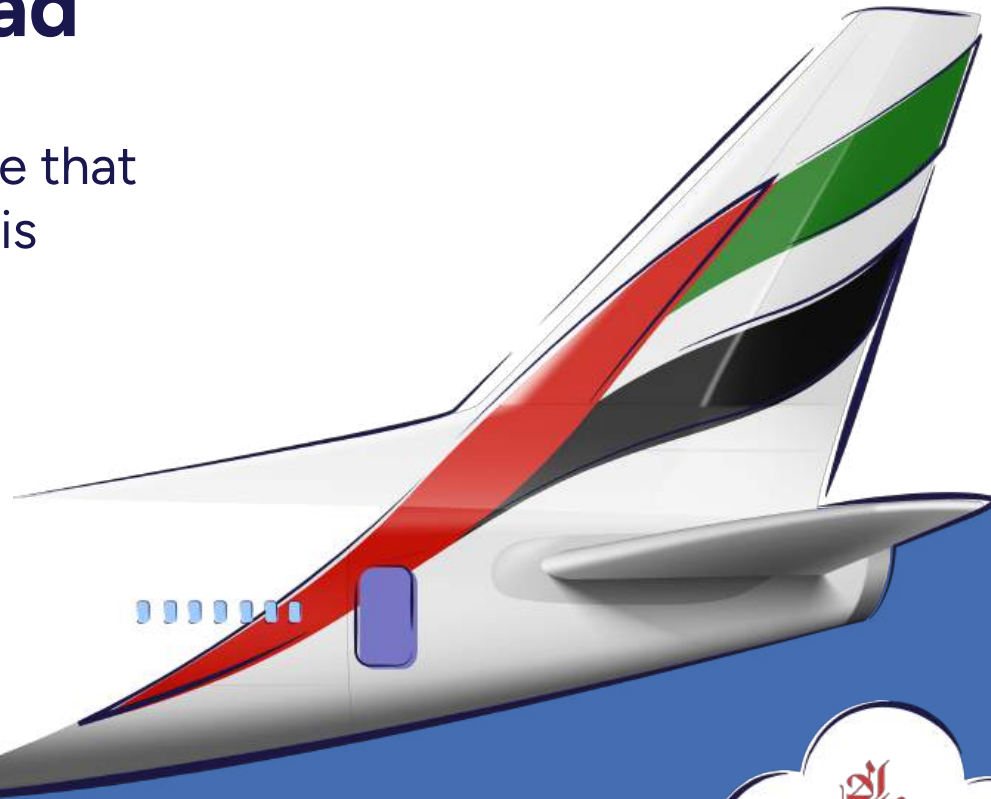
Zooming into the details

Emirates takes the lead

Our first stop is **Emirates**, the airline that carried the loudest digital traffic this summer.

9,877
posts tracked

Generating
167,046
engagements



Emirates dominated online travel discussions during the peak summer months, generating more visibility and engagement than any other airline in the region. Its global brand presence, strong marketing activations, and premium positioning helped the airline stay front of mind for travelers across platforms.



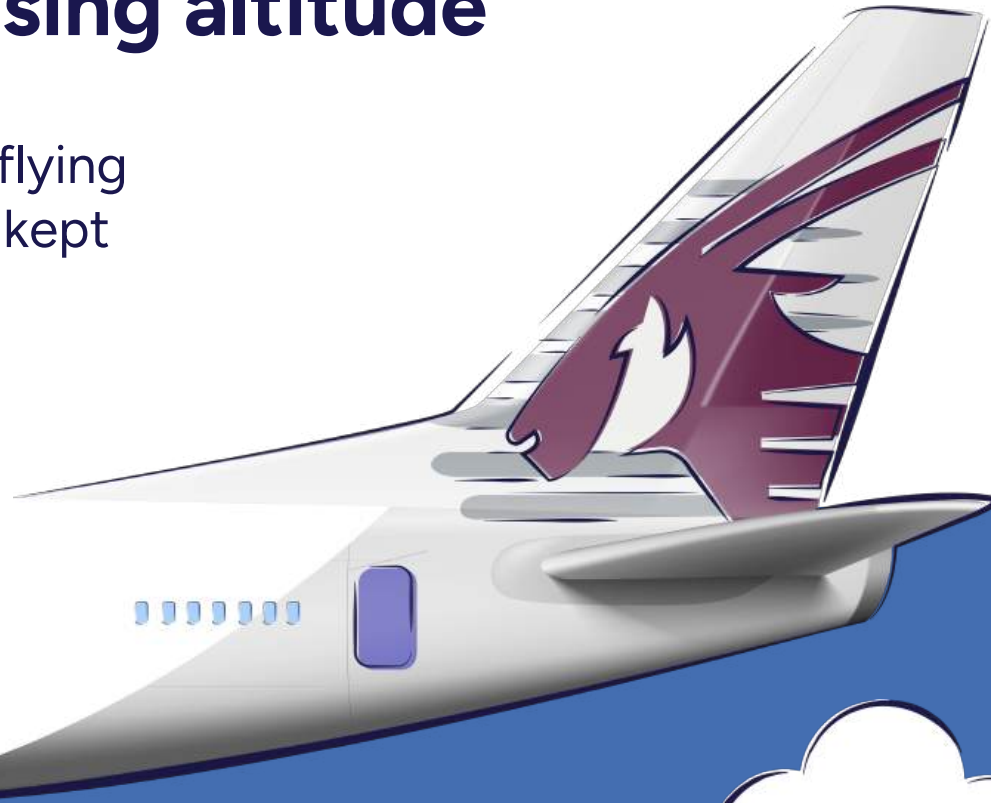
Lucidya Insight: Sustained visibility drives dominance, but tracking sentiment is key to keeping it positive.

Qatar Airways at cruising altitude

Attention passengers, we are now flying over **Qatar Airways**, an airline that kept high visibility all summer long.

5,190
posts tracked

Total of
75,258
engagements



Qatar Airways drew attention through global reputation and prestige. At the same time, service complaints around delays and baggage drove a large share of visibility. The airline remained central to the conversation, but not always for the reasons it would have chosen.



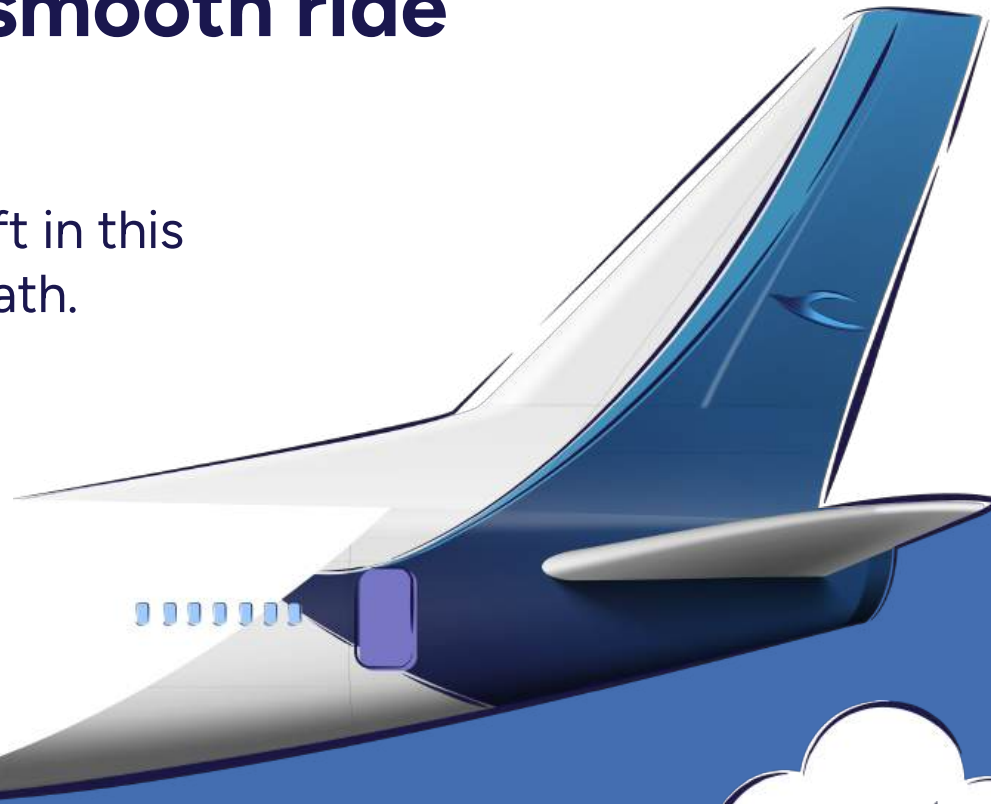
Lucidya Insight: Unmanaged complaints can shape the narrative just as strongly as campaigns.

Kuwait Airways, the smooth ride

This is your crew reporting from **Kuwait Airways**, the smaller aircraft in this journey but with a steadier flight path.

2,999
posts tracked

Resulting in
15,737
engagements



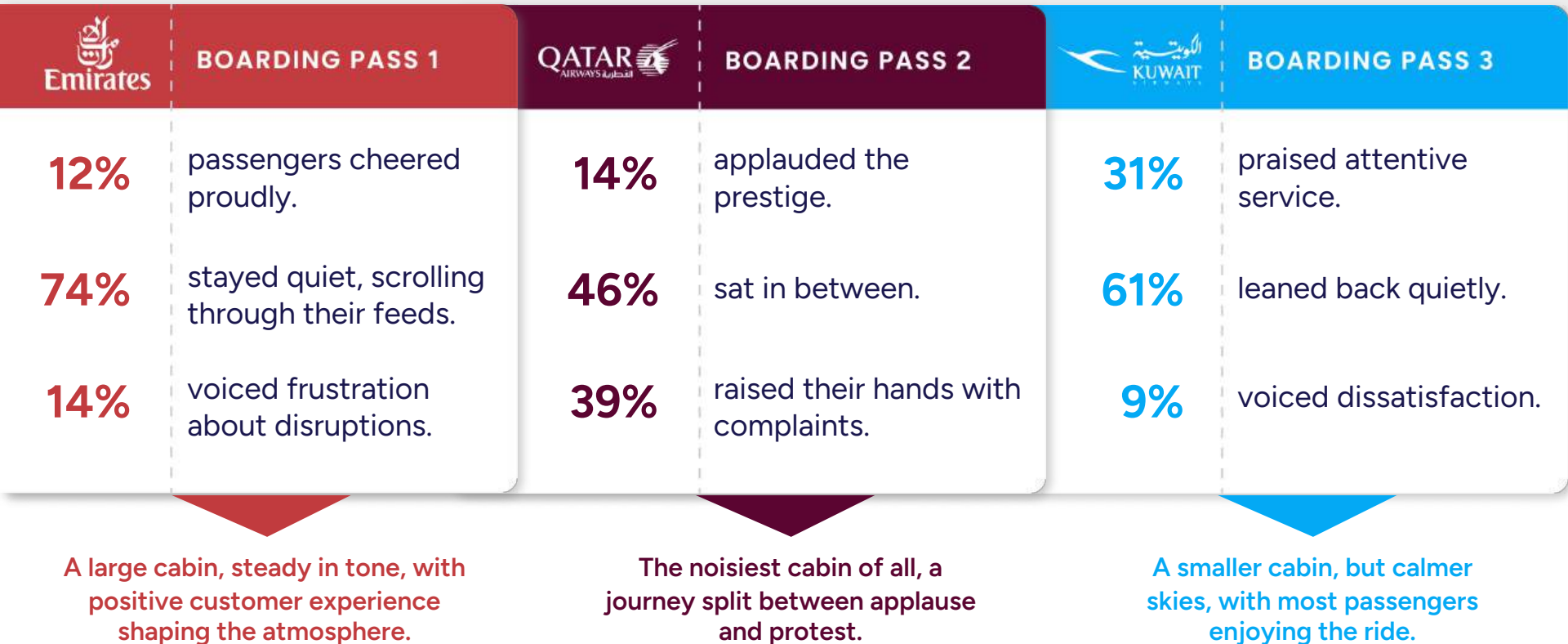
While the scale of conversation was lower, Kuwait Airways sparked meaningful engagement around route announcements and service quality. Praise for crew attentiveness and smoother passenger experiences stood out, reinforcing loyalty among its customer base.



Lucidya Insight: Even with smaller volume, airlines can earn strong equity when service stories outweigh complaints.

Sentiment in the cabin

Let's take a walk through the cabins of the digital summer sky. Each section told its own story, and the numbers show it clearly.



Trending at 30,000 feet

Highlights from news coverage and online media

Overhead screens now display the summer's trending flights. These were the moments every passenger watched this summer.



EMIRATES

Emirates' sponsorship of the US Open in New York became one of the summer's standout moments. The campaign was widely shared, placing the airline at the intersection of global sports and travel conversations.

~139.7M reach



QATAR

"Sky's no limit with this speed." A single post announcing a partnership with Starlink took off. Blending aviation with technology and sparking conversations well beyond airports.

~19.4M reach



KUWAIT

The announcement of **Madrid route relaunch in October** spread fast. For loyal passengers, it was more than a destination. It was a homecoming.

~132.6M reach

The digital departure board

Please direct your attention to the digital departure board, it's filled with hashtags and buzzwords that carried the summer conversation.

Buzzwords

- خدمة (service)
- تأخير (delay)
- سعر (price)
- رحلة (trip)
- راحة (comfort)
- Baggage
- Crew

Hashtags

- #Emirates
- #FlyBetter
- #SummerTravel
- #QatarAirways
- #WorldsBestAirline
- #KuwaitAirways
- #خدمة_مميزة

Trending Topics

- destinations, sports sponsorships
- lifestyle travel content
- family vacations, price debates
- service quality, delays, baggage issues
- branding campaigns, comparisons with rivals
- customer service stories
- praise for attentive crew and service

The digital sky wasn't random noise. It was organized chaos, a busy terminal where hashtags became boarding passes and buzzwords became the real in-flight language.

Industry radar

Let's tune into the control tower.

Industry leaders are already asking how airlines can deliver instant answers and detect emotions in every tweet.

Omer Qadri,

AI Product Leader, wrote on LinkedIn:

"Ever wondered how [Saudi Airlines or Riyadh Air](#) can deliver instant flight info using AI? Or how [Lucidya](#) detects the emotion in every Arabic tweet? AI models are brilliant — but they need to be optimized for real business context."
Our report brings those questions down to the runway.



Using Lucidya's Monitor, we tracked conversations around Emirates, Qatar Airways, and Kuwait Airways, showing how AI-powered listening reveals the real passenger mood, and why it matters for CX.



The CX takeaway

Data is only the beginning.
Here's what to do next





Implications for CX leaders

Cabin crew, please prepare for arrival. Before we land, here are the key lessons every airline should carry into the next season:

- **Communicate during turbulence**
Silence in the face of delays and baggage issues only makes passengers restless. Clear, timely updates calm the cabin and build trust.
- **Respond at cruising speed**
Passengers expect service at digital speed. A fast reply to a viral complaint can turn turbulence into loyalty.
- **Celebrate your crew and passengers**
Real moments: a kind attendant, a smooth upgrade, a first-time flyer. Humanize the brand more than any glossy campaign.

CX Checklist: Part 2

Be proactive, not reactive

Content about baggage, pricing clarity, and peak travel tips prevents issues before they trend.

Turn feedback into visible change

When passengers see their voices lead to action, they don't just fly with you, they advocate for you.

This summer proved that in the digital sky, every traveler is a storyteller. The airlines that listen, adapt, and respond are the ones that land safely with their reputation intact.

Thank you for flying with us

Ladies and gentlemen, this is your captain making the final announcement.

Flights may end when wheels touch the ground, but the stories passengers tell continue long after landing. This summer, those stories defined the skies as much as the airlines themselves.

Thank you for flying with us through the **Summer travel 2025 report**. We hope you enjoyed the journey and the view from the digital window seat.

Just like every passenger leaves with a story, every brand leaves with data that can be turned into better experiences.

With Lucidya, those stories never get lost.

Cabin crew, doors to manual.

See you on the next journey.

Data-driven decisions: Unlocking value for every stakeholder

Social listening and engagement analytics provide brands, organizations, and decision-makers with valuable insights that drive smarter strategies. They can measure visibility, understand sentiment, and identify regional impact to refine communications and services. Leadership teams gain data-backed validation of performance, while marketing and CX functions uncover trends that shape stronger customer relationships. Consumers and audiences benefit from more relevant and personalized experiences, as insights reveal what truly resonates with them. By leveraging these insights, stakeholders can maximize impact, refine strategies, and build stronger connections that drive sustainable growth.

**And this is just a glimpse of
what we can offer.**



About Lucidya

Lucidya is an AI-powered unified customer experience platform (CXM) designed to support CX and Marketing leaders in large enterprises, governments, and SMEs. Our platform is tailored for organizations in the Arab world that need a unified, easy-to-use platform to manage their customer experiences and make data-driven decisions.

Lucidya's AI-powered technology, combined with a deep understanding of the Arabic language and culture, with a remarkable 92% analysis accuracy of 15 different dialects and slang, allows businesses to engage with their customers in ways that are both and personal. By offering real-time insights and engagement, Lucidya helps organizations optimize customer lifecycles, reduce costs, and drive growth all in one single platform.



Your trusted partner for game-changing CX

Thank You.