



Insights on
Traveler
Behavior and
Market Trends

Travel
Experiences
2025

Executive Summary

Based on more than 200,000 bookings made through the Globick network, from January to August 2025, compared to the same period in 2024, this report offers exclusive data on how consumer habits are changing in terms of tourism experiences. Among the main findings:

Planning vs. spontaneity

The average advance booking time increases by 8% (39 days vs. 36 in 2024), but 18% of bookings are last minute (<48 hours).

39 days

average advance booking

18%

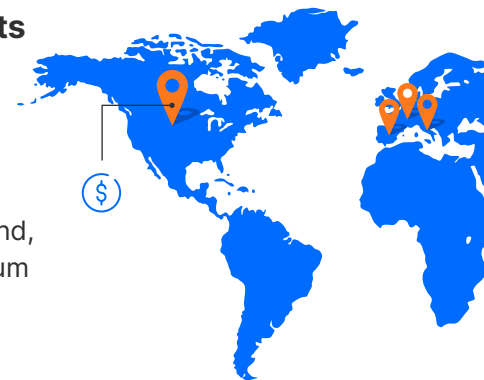
last minute bookings



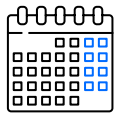
Top source markets

Italy, Spain, the US, and France generate **80%** of bookings.

The US stands out for its higher average spend, which is key for premium products.



Purchasing times



The **weekend is the key purchasing time**, with growth in evening bookings for cultural and gastronomic experiences.

Flexibility as the norm

6%



cancellation rate

Cancellation rate stable at 6%, reinforcing the need for flexible inventory and refund options.

Average spend

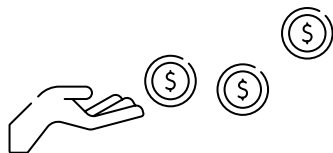
The average ticket price is €88 and the average spend per booking is around €200.

€88

average ticket price

€200

average spend per booking



Leading products

City passes and cultural icons continue to lead the way,



but gastronomy and outdoor activities are growing.

This report aims to help distributors, OTAs, TMCs, and resellers anticipate demand and adjust their distribution strategy with real data.

Introduction

Experience-based tourism remains one of the most dynamic drivers of today's travel industry. Understanding when and how travelers book, which destinations capture their interest, and how much they invest in local activities is now essential for distributors aiming to anticipate demand and fine-tune their sales strategies.

This report, based on more than 200,000 bookings made through the Globick network between January and August 2025 and benchmarked against the same period in 2024, provides a clear overview of the main market trends. The analysis combines hard data with practical insights to help distributors, OTAs, TMCs, and travel resellers better understand traveler behavior and its commercial implications.

The findings are the result of real transactions between distributors and experience providers, connected through Globick's technology, which acts as a facilitator of the connection, enabling seamless connectivity. It reflects both the evolution of demand and the effect of an increasingly extensive network of connections established through Globick, which **in 2025 has already incorporated 15 new integrations with providers and booking systems.**



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A landscape marked by concentration and expansion

The geography of bookings reveals a clear concentration in **four key markets — Italy, Spain, the United States, and France — which together account for nearly 80% of all reservations.** This pattern mirrors the list of the world’s most visited destinations, as reported by the **UNWTO**, reinforcing the relevance of these countries as the main engines of global travel demand.

Europe continues to lead the market, with Italy, Spain, France, the United Kingdom, the Netherlands, and Poland among the top-performing destinations. Yet, the **United States stands out not only for its volume but also for its higher average spend per booking**, positioning it as a particularly strategic market for premium experiences.

Looking beyond the major hubs, several **emerging destinations are gaining momentum — notably Oman, Norway, Finland, and Sweden**, all of which report an average ticket price well above the overall mean. These markets illustrate how travelers are increasingly seeking experiences that combine authenticity, exclusivity, and quality.



How travelers book: between planning and immediacy

- **Average advance booking:** 39 days (+8% vs. 2024).
- **Last minute (<48 hours):** 18% of bookings (-2.84% vs. 2024).
- **Seasonality:** advance booking falls in summer (lowest in August) and peaks in January and December.
- **Favorite day:** Sunday (B2C), while in B2B working hours predominate.
- **Activity schedule:** mornings lead, but afternoons gain weight in gastronomy and culture.
- **Cancellation ratio:** 6%, industry standard.
- **Average reservation size:** 2 people.

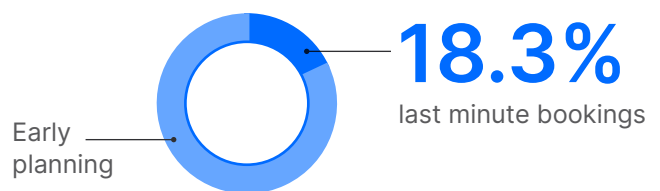
Most activities are planned alongside the broader trip itinerary, rather than as an afterthought.

Traveler behavior reflects a balance between between planning ahead and embracing spontaneity. For experiences, **the average booking lead time is 39 days** — an 8% increase from 2024 (36 days) — showing that many travelers still prefer to organize their activities well in advance.

When compared with other travel segments, booking patterns remain closely aligned. In the **U.S. market**, for example, **46% of travelers book flights and hotels one to three months in advance**, while **26%** do so within a month of travel (Source: [YouGov](#)). This mirrors the pattern seen in experiences, suggesting that most activities are planned **alongside the broader trip itinerary**, rather than as an afterthought.

In contrast, the hotel segment shows shorter booking windows, averaging around 25 days globally (Source: [HotelTechReport](#)). Meanwhile, [Skift](#) reports that last-minute hotel bookings are on the rise worldwide, driven by more cautious travelers who tend to wait until closer to departure before confirming their plans.

In experiences, although early planning prevails, **last-minute reservations continue to play a significant role:** in the cumulative total for 2025 (January-August), 18.3% of reservations are made within 48 hours of the activity.



However, if we analyze only the first half of the year, the percentage stands at 13.05%, compared to 16.75% for the same period in 2024, confirming a trend toward more advance planning before the summer, followed by a strong seasonal upturn during the months of highest demand.

Seasonality also plays a decisive role.

As summer approaches, booking lead times shorten, reaching their lowest point in August, when last-minute bookings peak at 23%. This pattern reflects the high-season effect, where destination saturation and variable availability lead travelers to make more reactive, on-the-spot decisions. Conversely, in winter months (January and December), travelers plan further ahead. Altogether, the **data shows that most activities are planned in parallel with flights and accommodation, yet travelers continue to leave room for spontaneous choices shaped by timing, weather, and local context.**

When it comes to **purchase behavior**, **Sunday** remains the most popular booking day in **B2C channels**, when travelers have time to browse and plan. In contrast, **B2B channels**—such as OTAs, TMCs, and resellers—show a more structured pattern, with reservations concentrated during **weekday office hours**, reflecting professional booking workflows.

As for **preferred activity times**, **mornings** remain the leading slot, particularly for

cultural tours and guided visits, while **afternoon experiences** continue to gain ground, driven by the growth of **gastronomic and social activities**.

Finally, the **cancellation rate** remains steady at **around 6%**, consistent with industry standards. This underlines the need for **flexible inventory and transparent refund policies**, as booking flexibility is increasingly seen as a key driver of purchase decisions.

The **average group size** remains stable at **two people per booking**, confirming that most experiences are consumed as **couples or pairs**, whether as part of a short city break or an added component of a longer trip.

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Most popular products and average spend

Top products sold in 2025:

- New York Explorer Pass
- Alhambra & Nasrid Palaces (Granada)
- Palace of Versailles (Paris)
- Best of Rome Pass
- Anne Frank Walking Tour (Amsterdam)

Ticket economics:

- Average ticket: €88
- Average spend per booking: ~€200

Booming categories:

- Cultural and historical tours
- Outdoor and nature experiences
- Immersive gastronomic experiences

Data from 2025 confirms **the importance of major cultural icons and city passes as the main drivers of demand.**

Products such as the New York Explorer Pass, the Alhambra and Nasrid Palaces in Granada, the Palace of Versailles in Paris, the Best of Rome Pass, and the Anne Frank Walking Tour in Amsterdam remain among the most booked worldwide.

The average ticket price is €88, with an average spend per booking of around €200, mainly because most purchases are for two people. However, there are notable differences between destinations. In long-distance markets or premium experiences such as safaris or private tours in the Middle East, spending far exceeds the

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average, confirming the need to segment the offering and adapt pricing strategies to each source market.

By category, cultural and historical tours continue to lead by a wide margin. Yet two segments are showing steady growth: gastronomic experiences, increasingly valued for their authentic, immersive character, and outdoor or nature-based activities, driven by travelers' growing interest in sustainability, well-being, and healthy leisure.



The weight of the main operators

The tourist experience market continues to be led by large integrators and urban DMCs. Among the most prominent players are GoCity, Camaleon Tours, Golden Tours, Julia Travel, Ticketstation SRL, Venice Tours Srl, Interviajes NY, and Zani Viaggi. The prominence of these operators, strongly linked to city passes and cultural activities, confirms that urban culture continues to be the main driver of bookings.

Conclusions for travel sellers

Four strategic insights emerge from the data:

1. Flexibility is non-negotiable

Bookings made more than a month in advance coexist with a strong share of last-minute purchases. Distributors need both **advance-sale inventory** and **real-time availability** to capture demand that now operates on multiple time horizons.

3. Cultural products still lead, but new niches are rising.

While cultural and historical attractions remain the cornerstone of demand, **gastronomy and outdoor activities are gaining traction**, reflecting the growing appeal of authentic and lifestyle-driven experiences.

Overall, the distribution of experiences is shifting toward a model defined by **flexibility, continuous connectivity, and product diversification**. Globick provides the technical infrastructure that enables travel sellers to adapt to these market dynamics in real time—simplifying complexity and turning opportunity into growth.

2. Always-on availability matters

With booking peaks on **Sundays and evenings**, travelers expect **frictionless 24/7 access** to experiences.

This makes robust, real-time connectivity essential to maintain conversion and customer trust.

4. Stable spending opens room for upselling

The average spend per booking remains high, creating opportunities for **upselling and cross-selling**—especially by pairing core attractions with complementary, higher-value experiences.



About Globick

Globick is a connectivity technology provider for the travel experiences segment. By connecting resellers like OTAs, travel agencies, and tour operators with a growing network of suppliers through a single integration, Globick removes technical complexity and empowers the industry to scale distribution more efficiently. With 50+ integrations already live, Globick is setting the benchmark for reliable, scalable connectivity in the experiences sector.

Globick's proposal is clear:

to allow travel sellers to access diverse inventory in real time, while maintaining control over their commercial agreements, reducing costs, and accelerating their time to market. In short, to transform technical complexity into a tangible competitive advantage.



Methodology note

Data based on more than 200,000 reservations made through the Globick network between January and August 2025, compared to the same period in 2024.



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