

Media Release

## **lastminute.com's Data reveals One-Stop-Shop trips via Personalised Packages as its megatrend**

- *Next-gen bookers' experience economy mindset merges with the package holiday to define a digital-first future for OTAs.*
- *lastminute.com's market-leading Dynamic Packaging Technology has been developed to take advantage of the One-Stop-Trend.*
- *The Balkan Peninsula is set for another hot streak with destinations from the Croatian Riviera to Istanbul proving popular.*
- *Skimp on the flight and splurge on the night - how mixing and matching low-cost airfares with luxury hotels is a trend here to stay.*

**Amsterdam / Chiasso, 2 December 2024** – lastminute.com, the European Travel-Tech leader in Dynamic Holiday Packages, has revealed its latest **Travel Horizons Report** for 2025. Developed in collaboration with the Travel Intelligence Unit at Forward, the company's media and marketing arm, the report analyses key travel trends shaping the first quarter of the 21st century.

Personalised travel packages are set to become a major trend, allowing travellers to customise everything from flights and accommodations to additional travel requirements - consolidating them into a single, seamless booking experience, unlike the fragmented, multi-provider approach of the past decade. lastminute.com's focus on Dynamic Packaging and its inherent flexibility means being able to drive this growing trend.

The one-stop-shop element, offering not just getting and staying there, but also experiences, car hire and insurance all wrapped up in one neat parcel, not only saves on the life admin but gives customers peace of mind.

Destination-wise, there's nowhere better than the Balkans to get great value for money with the Albanian coast, Montenegro and Croatia featuring in lastminute.com's top ten rising destinations.

Regarding last-minute bookings, the tried and true destinations still reign supreme, with majestic Majorca ruling the roost.

Poland, Italy, and Egypt are the most searched-for destinations in the largest European markets.

And we've got the low down on the new breed of travellers, from Elite Escapers to Weekend Maximisers.

**CEO of lastminute.com, Luca Concone**, believes the ever-evolving nature of the Travel Tech industry makes it so exciting to be part of.

He said: *"In the last 25 years technology has accelerated the ability of everyone to travel, no matter their income. For OTAs, it's the ability to use technology, data and human touch to help us predict where people want to go, when, and how."*

*We now have a generation of travellers who have only ever booked online but they're still going to lots of the places not only their parents visited but their grandparents too.*

*We have developed the ultimate one-stop shop, being able to combine, hassle-free, not only flights and hotel (Dynamic Packaging) but mix and match car hire, insurance, city sightseeing passes and more experience-led extras to build a personalised, protected and unique combined dynamic package."*

### Quickfire Trends\*

#### 1. Elite escapes "Scrimp on the flight, splurge on the night"

Discover how travellers fly low-cost flights and then book 5\* stays.

#### 2. Weekend maximisers

Monday is fast becoming the new Sunday literally - 1 in 5 City Breaks now end at the start of the week.

#### 3. Seeking 60s

Following in the footsteps of globe-trotting celebs, the 60+ traveller is being redefined.

#### 4. All hail Heritage travel

With Elvis's 80th anniversary and Jane Austen's 250th - no one needs much "Persuasion" to book a "Heartbreak Hotel" to celebrate.

### Rising star destinations for Europeans

- Istanbul, Turkey
- Hammamet and Sousse, Tunisia
- Corse, France
- Munich, Germany (the effect of Adele's concerts!)
- Albania coastline
- Montenegro
- Split, Croatia
- Zanzibar, Tanzania
- Oslo, Norway
- Bucharest, Romania

## Top “last-minute” locations for 2025

1. Majorca
2. Turkish Riviera
3. Barcelona
4. Crete
5. Tenerife

Read or download the report in full - [Travel Horizons 2025](#)

### [About lastminute.com](#)

lastminute.com is the European Travel-Tech leader in Dynamic Holiday Packages. Our mission is to simplify, personalise, and enhance customers' travel experience by leveraging our technology. Thanks to the iconic brand lastminute.com and a rich portfolio of vertical brands, we meet the most diverse needs of travellers across the entire holiday experience. As one of the few fully licensed European tour operators, we offer unlimited real-time travel combinations thanks to our proprietary Dynamic Holiday Packaging engine, providing additional customer protection and exclusive deals. lastminute.com N.V. is a publicly traded company listed under the ticker symbol, LMN on the SIX Swiss Exchange.

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### [About Forward/TIU](#)

Harnessing decades of knowledge to interpret 1st party data means the specially created in-house Travel Intelligence Unit (TIU) is perfectly placed to identify travel trends and shifts in audience behaviour. The expertise of the TIU, part of Forward (fwd), the media/marketing arm of lastminute.com, has enabled us to create design intelligence-led products, not only to use internally but to help other travel brands stay ahead of the curve.

*\*All the data analysed represents first-party data from lastminute.com's network of websites, aggregated by system procedures within a protected data warehouse (DWH) environment. All sourcing and reporting procedures used by TIU are based on this specified pool of data and process-verified.*