

Media Release

The Power to Personalise, Off-Peak Adventures and Smart-Spend Travel

lastminute.com launches Travel Horizons Report showing latest Trends

- *Changing seasons: Travellers are no longer bound by the traditional summer window, opting for "Shoulder Season" and early-year escapes to maximise value and avoid crowds.*
- *High-Low Travel: A savvy new "Hand Luggage, High Thread Count" trend sees 72% of customers personalising their packages, pairing low-cost flights with 4-star+ luxury hotels to prioritise comfort where it matters most.*
- *The "Golden-Globetrotter Effect": Iconic, milestone events - from the Champions League Final to major concerts - are key factors driving demand for short, high-impact getaways.*

22 April 2026 - lastminute.com's latest **Travel Horizons Report** shows travel is no longer just a summer routine but a year-round pursuit of "experiences that matter". Bookings indicate customers are looking to personalise packages, choosing the cost, comfort, and timing of their travel, and prioritising flexibility as geopolitical events in the Middle East are influencing choice of destination.

Dynamic Packages are critical to lastminute.com's offering, giving travellers in the UK, France, Germany, Italy and Spain the flexibility to design trips around their priorities. In 2025, total DP departures grew 8% for the Core Markets, and early 2026 trends suggest holidaymakers are continuing to take control of their calendars to enjoy sun, sea, and sand at quieter, more affordable times.

Shifting Seasons and Smart Spend Travel

The Savvy 'Shoulder Season' Shift has seen September to November now account for 1 in 4 departures, reflecting a more thoughtful approach to travel planning to optimise spend, access and take advantage of seasonal destination highlights. In 2026 this trend is showing no signs of slowing down, with a 17% rise in "January Jetsetters" departures¹ and "February Flyers" (+6% YoY and 23% MoM) with top destinations visited including Tenerife, Amsterdam, and Rome.

Holidaymakers are also creating 'Handluggage, High Thread Count' packages, with data showing they are saving on the flight, in order to spend on the stay. In 2025, 72% of 4-star+ hotel bookings were paired with low-cost carriers, a trend that is solidifying in the first months of 2026. Last year's increased use of ancillary services is continuing into 2026, with overall ancillary uptake rising by 14% year-on-year. Within this, some categories are seeing sharper growth, notably seat selection (+101%), priority boarding (+33%) and transfers (+13%), highlighting how travellers are increasingly personalising their trips.

¹ This analysis is based exclusively on actual traveller departures from lastminute.com's core markets (Italy, UK, France, Germany and Spain) and includes Dynamic Packages only.

CEO of lastminute.com, Alessandro Petazzi, said: "Our 'Travel Horizons' data shows that travellers are planning more thoughtfully, prioritising personalisation and flexibility, allocating their budgets with greater intention, and increasingly seeking experience-led trips centred around key events.

Customers are looking to us to provide them with the tools and choice to design travel around their lives, not the other way around. By putting them in the driver's seat of their own itinerary, we're not just selling holidays - we're helping people maximise every moment of their year. Whether that means combining a luxury hotel with a budget flight, or discovering emerging destinations such as Gdansk."

The Growth Hotlist

Baltic bookings were among the rising stars of 2025. Eastern Europe saw the most growth in the city escape market, thanks to Gdansk (+97%) and beautiful Bucharest (+71%), with Kraków (+58%) and Riga (+40%) also increasing in popularity over the last year.

In early 2026, the evolving situation in the Middle East is reshaping destination choices across Europe, with travellers gravitating towards familiar and trusted favourites.

British holidaymakers leaned into major European cities such as Rome, Amsterdam and Paris, with sunshine in Spain accounting for five of the top 10 fastest-growing destinations, led by Majorca (+16% YoY).

Italians stayed domestic, driving growth in Sardinia (+17%) and Sicily (+30%), while French travellers turned to the Canary Islands, with Tenerife (+45%), Lanzarote (+57%) and Gran Canaria (+45%) all surging.

German travellers doubled down on the Costa del Sol (+76%), however Spanish travellers looked further afield, with Malta (+238%) and Berlin (+129%) emerging as standout growth destinations.

Read the full [Travel Horizons Report](#) - Shifting Seasons, Experiences That Matter, and The Growth Hotlist here.

Methodology: lastminute.com's Travel Horizons report data is based on traveller departures from five core European markets - the UK, Italy, France, Germany, and Spain - using lastminute.com's Dynamic Holiday Packages (DP) throughout 2025. January-March data for 2026 followed the same methodology.

About lastminute.com

lastminute.com is the European leader in Dynamic Holiday Packages. Our mission is to design, deliver and take responsibility for curated, integrated travel experiences so people can travel with confidence. 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 manage the full complexity of modern travel, combining flights, hotels, and ancillary services in real time through our proprietary technology to curate holidays with precision and reliability.

lastminute.com N.V. is a publicly traded company listed under the ticker symbol, LMN on the SIX Swiss Exchange.

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