

Skyscanner reveals travel trend report for 2025



Skyscanner unveils annual travel trends

Global travel app, [Skyscanner](#), unveiled today its annual travel trends report, revealing insights into Canadian traveller behaviour and spending for the coming year.

Skyscanner's Travel Trends report was compiled using proprietary data, a specially commissioned survey of more than 18,000 travellers and trusted industry insights, the press release said.

Trending destinations for Canadians

According to the report, Canadians are increasingly drawn to culturally and historically rich destinations for 2025, seeking immersive experiences that combine natural beauty, unique traditions and vibrant local cultures.

The top 10 destinations with the biggest year-on-year increase in searches included:

1. Grand Turk Island, Turks and Caicos, +713 percent search increase
2. Cusco, Peru: +163 percent search increase
3. Krabi, Thailand: +158 percent search increase
4. Madeira, Portugal: +153 percent search increase
5. Okinawa, Japan: +145 percent search increase
6. Tromsø, Norway: +127 percent search increase
7. Marrakesh, Morocco: +123 percent search increase
8. Florence, Italy: +115 percent search increase
9. San Antonio, USA: +99 percent search increase
10. Colorado Springs, USA: +94 percent search increase

Spending trends

According to the report, Canadians continue to prioritize their travel plans and budgets, with 83 percent intending to travel as much or more in 2025. However, finding the best value remains a key consideration.

For 62 percent of Canadians, the cost of flights is one of the most important factors, with many budgeting the same or more for airfare in 2025 compared to last year.

“In 2025, we’re seeing Canadian travellers looking to embark on more communal and immersive adventures, from cheering on their favourite teams at major sporting events to exploring art installations or bonding with fellow gamers on themed vacations,” said Laura Lindsay, Skyscanner Travel Expert. “This shift highlights a growing desire for shared, meaningful moments that create lasting connections and foster a sense of belonging within a global community.”

The full report is available [here](#).