

## Top destinations for summer 2025 retreat may surprise you!

- A Monitor Desk Report

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**Dubai: As international travel reaches a fever pitch this summer, Emirates' latest analysis of global booking data and search patterns reveals where travellers are dreaming of and escaping to in July and August, with a shift towards new cultural experiences and off-the-beaten-track locales. Data reflects searches and website bookings on emirates.com for flights between 1 July -30 August 2025, in addition to year-over-year comparisons.**

Flight searches for summer travel have climbed 7% compared to last year, with France leading the charge, experiencing a remarkable 35% increase in outbound travel searches, followed by Ireland, Canada and Saudi Arabia. Germany and the United Arab Emirates (UAE) are also seeing strong momentum.



In 2025, a few breakout stars have emerged as the top summer destinations for Emirates, and they're largely concentrated in the Far East, Indian Ocean and Europe.

### Emirates' summer hotspots

Vietnam has emerged as this summer's 'it' destination, stealing the spotlight with a robust 61% leap in interest, and an uplift in booking demand.

Vietnam's vibrant third metropolis is a gateway to a trio of UNESCO World Heritage treasures and over 3,000km of untouched coastline. For culinary adventurers, Vietnamese cuisine is a story in every bite. From bustling street food markets to hidden local gems, the country's dining scene promises an unforgettable experience.

Close behind, the island nation of Mauritius continues to charm travellers, with searches for flights rising 41% as the second most in-demand destination on the Emirates network this summer. Sri Lanka has seen a 32% increase as a clear favourite for its rich cultural tapestry, pristine beaches, 'tea country' and affordable luxury experiences.

Japan continues its magnetic pull on global explorers, growing 28% in flight searches compared to last year, with its unique culture, stunning landscapes, modern cities, and delectable cuisine blending balance and artistry.

The timeless allure of France rounds out the top five with a solid 25% boost.

### The science of wanderlust: booking data and travel choices

In the UAE, Emirates has seen a 13% rise in flight searches overall, and airline has witnessed a year-on-year increase for searches to destinations like Sri Lanka, Jordan, France, India, Lebanon, and Morocco. Travellers from the US flying Emirates have been increasingly focusing their searches on African points like Egypt, Kenya and South Africa, while UK travellers are searching 12% more than last year on emirates.com, with increasing interest to far flung destinations like New Zealand, Australia, Japan, Sri Lanka and Mauritius.

Indian travellers seek more opportunities to venture out to Australia, New Zealand and Ireland in 2025, while the airline notes that Australian travellers are focusing on their European summer plans, with a rise in searches to France and the UK. Over the past year, German travellers are drawn eastbound with higher search levels to Japan, Vietnam, South Korea and the Seychelles.

Summer traditionally skews for longer breaks, particularly for Emirates travellers from India, Australia, the UK and Germany who stretch their getaways into extended escapes - close to a third of them travel for more than a month, while those from the US opt for 2-3 week stays for their summer getaways.

### The diversity of Dubai's summer visitors

Emirates forecasts healthy inbound passenger traffic to Dubai during

the summer months this year, demonstrating the ongoing global appeal of the city as a ‘must visit’ destination year-round.

Solo Travelers dominate nearly half of all US, Indian, and Australian visitors, mixing business with leisure during stays averaging just over one week.

Family Travel tells different stories by nationality. About one-third of US and Indian visitors travel as families, though preferences diverge—Indian families favour shorter getaways while American families typically explore Dubai for 1-2 weeks. UK families represent the majority of British visitors, often extending their Dubai experience beyond two weeks.

Couples form another significant segment. Younger Australian and German couples embrace extended stays ranging from two weeks to an entire month, maximising their time to discover Dubai.

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