

GLOBAL *+rescue*[®]

TRAVEL SAFETY SURVEY 2025

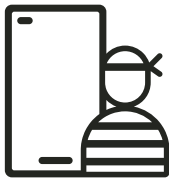
EXPERT TRAVELER PREFERENCES REVEALED

Global Rescue is the world's leading provider of medical, security, evacuation and travel risk management services. For more information, visit Global Rescue at www.globalrescue.com

TRAVEL SAFETY SURVEY

43%

SMARTPHONE SNATCHING



43% of travelers keep their phone hidden in public to prevent street snatching. **25%** using Face ID, a fingerprint, or a complex password.

Expert advice: Never store your cash, ID, or credit cards in a phone wallet attachment. If your phone is lost or stolen, you would lose everything at once.

91%

TRAVEL BEATS POSSESSIONS



91% of travelers said international travel is as, or more, of a priority than ever.

65% said international travel experiences are more important than acquiring material possessions.

75% said travel is more important than purchasing a new smartphone.

74% said travel is a higher priority than buying a new or additional car.

73%

CONCERNED ABOUT OVERTOURISM



33% encountered it firsthand.

53% are intentionally avoiding overcrowded destinations such as France, Spain, Italy, Greece, Thailand, the Netherlands, and Peru.

In 2025 due to recent international policy proposals introduced by the U.S., according to the results of a Global Rescue Snap Survey conducted following President Trump's address to Congress.

72% of surveyed travelers said Americans will be perceived more negatively and less welcome when traveling abroad in 2025 due to recent international policy proposals introduced by the U.S. **16%** reported there would be no difference. **3%** said Americans will be perceived more positively.

DREAM DESTINATIONS



The Northern Lights, Kenya Safaris and the Galapagos Islands are the leading dream destinations or attractions for 2025.

Travelers are least interested in the Running of the Bulls in Pamplona, spending New Year's Eve in New York City, and visiting the Colosseum in Italy.

37%

2025 TRIP CONCERNS



37% said illness or injury is their most concerning disruption during international travel.

20% said civil unrest or terrorism.

14% said losing a passport, credit cards, or wallet.

7% said trip cancellations.

24%

SECURITY PROTECTION



24% already have security extraction service protection for their 2025 travels.

17% plan to obtain such services.

31% are undecided.

22%

RISKY DESTINATIONS



22% are going to riskier destinations in 2025.

23%

DESTINATION WORRIES



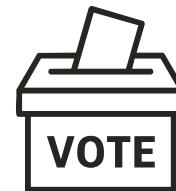
23% said geopolitical instability is their primary destination concern.

20% each said petty crime or targeted attacks.

13% said economic instability or rising travel costs.

30%

ELECTION TRIGGERS



30% of travelers expect to take more international trips in 2025 due to US election results.

55% don't expect any change in foreign travel.

7% expect to take fewer trips abroad.

22%

TRAVEL OFF-SEASON



22% are planning only off-peak travel.

19% said they will mostly travel off-peak with some peak.

5% will travel only during season.

51% are a balance between peak and off-peak season travel.

35%

SOLO TRAVEL



35% said they will travel completely solo.

16% will travel solo but with a group of people you don't know.

64% will travel with family.

38% will travel with friends.

19% will travel with family and friends on the same trip.

14%

AI TRAVEL



14% said they use AI for 2025 travel planning.

59% don't use AI at all for travel planning.

79% of travelers using AI use it for basic destination research.

82% use it for general travel planning.

54% use AI for transportation, lodging recommendations.

45% look to AI for dining, restaurant suggestions.

61% use AI for activity suggestions.

35%

TRIP KILLERS



35% said major health issues are the biggest trip-killer.

25% said flight cancellations.

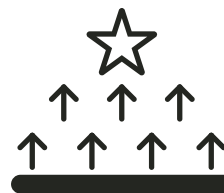
11% said poor planning.

8% said over-ambitious itineraries.

7% said bad weather.

68%

BEST UPGRADE



68% said a flight upgrade to first class is the best "wish list" travel upgrade for an international trip.

16% said a hotel room upgrade to a premium suite.

10% said complimentary airport lounge access.

1% said a car rental upgrade to a top-of-the-line vehicle.

About Global Rescue

Global Rescue is a membership-based travel risk and crisis management company. Since our founding in 2004, we have set the bar as the leading provider of critical lifesaving services with members that run the gamut from leisure and business travelers and students heading abroad to travel operators and tour providers to businesses, NGOs, academic institutions and governments worldwide. Whether traveling overseas or near home, our members always receive the best-in-class advisory, field rescue, medical evacuation, security extraction, travel risk management and virtual health services.

Your Travel Partner in Safety

In the ever-evolving landscape of global travel, ensuring the safety and well-being of your guests is paramount. By partnering with Global Rescue, you not only affirm your commitment to your guests' security but also unlock their peace of mind. Let us be your guests' safeguard, a seamless layer of protection that knows no borders or boundaries. Contact us to learn about how you can better protect your guests and employees, reduce your risk of liability and generate revenue through partnership, all at no cost to you.

Partner with Global Rescue today and redefine the standard of safety in travel.

About the Global Rescue Traveler Sentiment and Safety Survey

Global Rescue, the leading travel risk and crisis response provider, surveyed more than 1,100 of its current and former members between July 9-13, 2024. The respondents revealed a variety of behaviors, attitudes and preferences regarding current and future travel.

GLOBAL *rescue*®

(800) 381-9754 | INTL. +1 (617) 459-4200

connectwithgr@globalrescue.com

www.globalrescue.com



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