

SUMMER 2025 OUTBOUND

How kids are steering UAE families' summer holidays

Visa data on outbound family travel from the UAE for summer 2025 shows families and expatriates taking multiple trips, using holidays to visit family and explore tourist destinations with kids' preferences in mind.

Leisure travel takes centerstage

48%

increase in spend on leisure travel compared to RoY

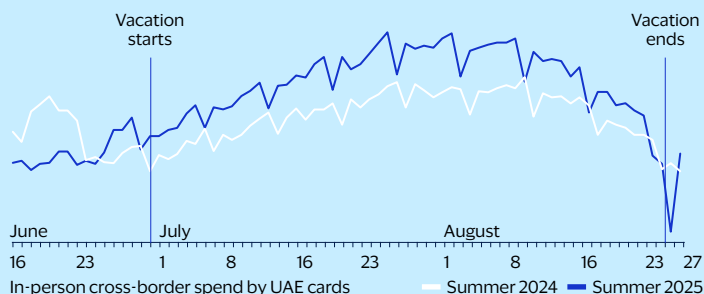
40%

leisure travelers made multiple trips to different countries

14

days is the average length of each trip

School holidays influence travel



Family travel comes to the fore



48%

increase in ticket spending vs. RoY^{1,2}

\$2,195

average spend on tickets for a family of 2-5 people



Holiday escapes: Top 5 cities by share of travelers



12,000km

Brasilia, the capital of Brazil, is the farthest destination of UAE travelers in summer 2025



Children shape the itinerary

\$925

spend per card on accommodation, indicating family travel



150%

increase in spend at amusement parks by UAE-issued Visa cards



\$145

spend per card on entertainment



70%

increase in spend at toy merchants globally by UAE travelers

Way forward: Visa data reveals that summer travel habits continue to evolve, with more UAE residents opting for family leisure travel and fun experiences. This reveals an opportunity for banks and tourism authorities to partner with local merchants to offer attractive travel rewards, collaborate with key merchants at home and abroad for exclusive cardholder discounts, personalize offers using spending data, and encourage early, family-friendly bookings with special incentives.

Additional information and methodology: This report has been prepared using anonymized transaction data related to the use of Visa cards globally. The analysis covers the period from 15 June to 15 August 2025 and takes into consideration both PoS and cash spends. 1. 'Rest of the Year (RoY)' refers to the nine months from September 2024 to May 2025. 2. Figures derived from airline-related spend by Visa cards. Text and design are by [White Paper Media Consulting](#).