

Let your content take you further.

Affiliate
Travel Trends
Report



stay  22

Insights from 5,000 creators who drove
\$1B in travel bookings with Stay22.



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The big picture.

\$1B in creator success in 1 year.

The big picture.




50000+

Creators monetizing through Stay22.



98%

Creator retention rate, thanks to trusted support.



1B+

Creators drove \$1B in travel bookings with Stay22.

A man with a beard and mustache, wearing a light-colored button-down shirt, is smiling broadly while eating a skewer of grilled meat. He is holding the skewer with his right hand. The background is a high-angle view of a busy city street with a large crowd, market stalls, and a highway overpass. The scene is brightly lit, suggesting daytime.

**Rising above
the algorithm.**

**What 2025 taught us
about content?**

Rising above the algorithm.

In 2025, many travellers continued to rely on trusted digital content, event platforms, and travel tools to plan and book their trips.

With over 6 billion page loads across the Stay22 network and 5,000+ active partners, we saw consistent growth in how often and how efficiently users moved from viewing content to booking travel.

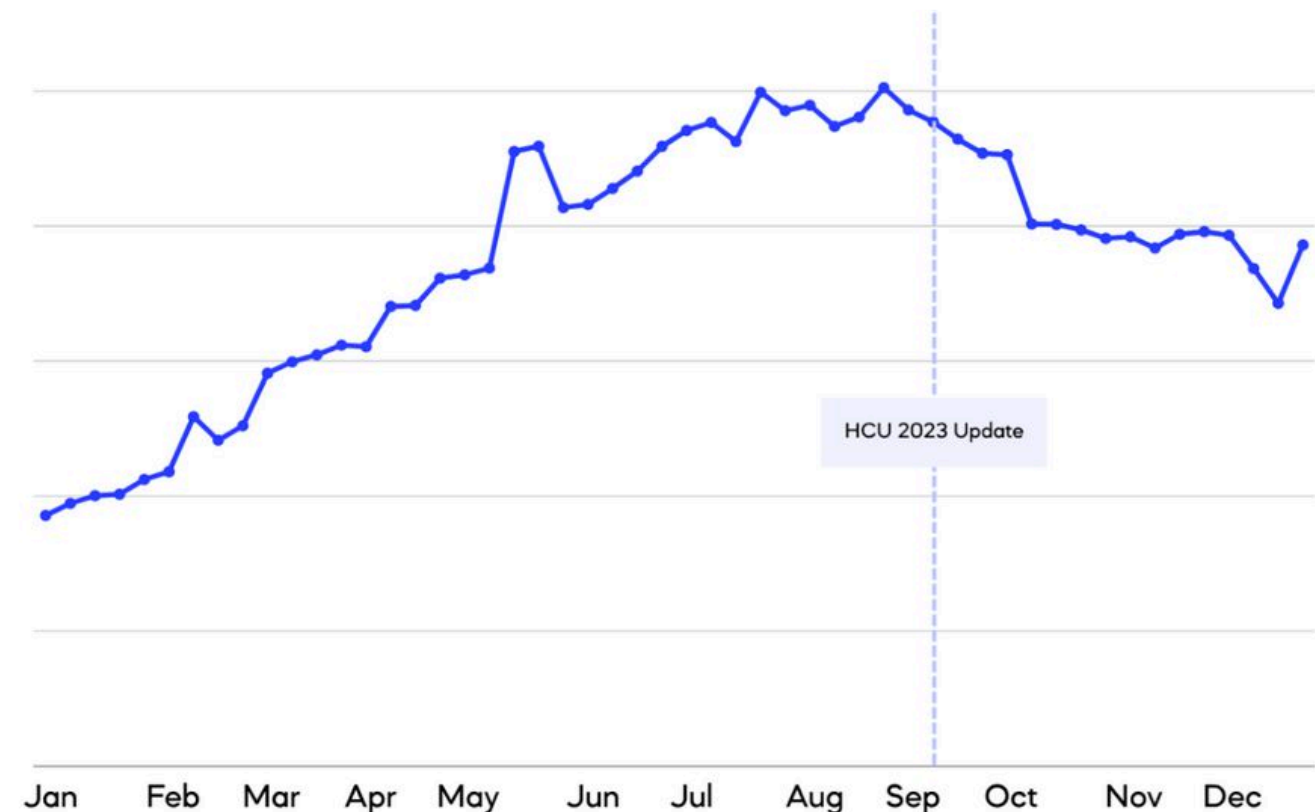
However, a big challenge in affiliate marketing over the last year was the growth of AI content and various Google updates which resulted in loss in traffic for many content creators and publishers.

Sinking traffic.

It all started when Google dropped the Helpful Content Update in June 2023, it slammed a lot of independent publishers.

Rankings tanked for creators, sometimes by 50%, 75% and even 95%. For a lot of folks, it felt like all the work they'd been putting in for years just got wiped off the map.

In our own data, we observed a 20% drop in traffic across the Stay22 network in October 2023 alone.



Clear skies ahead.

Back to 2025, after nearly 18 months of punishing updates, another Google Core update officially wrapped up on July 17, 2025. Traffic started to come back for content creators and publishers. With Stay22 data from over 5,000 travel bloggers and creators, we saw the broader trends across the ecosystem. Since then traffic has started to move in a meaningful, trackable way.

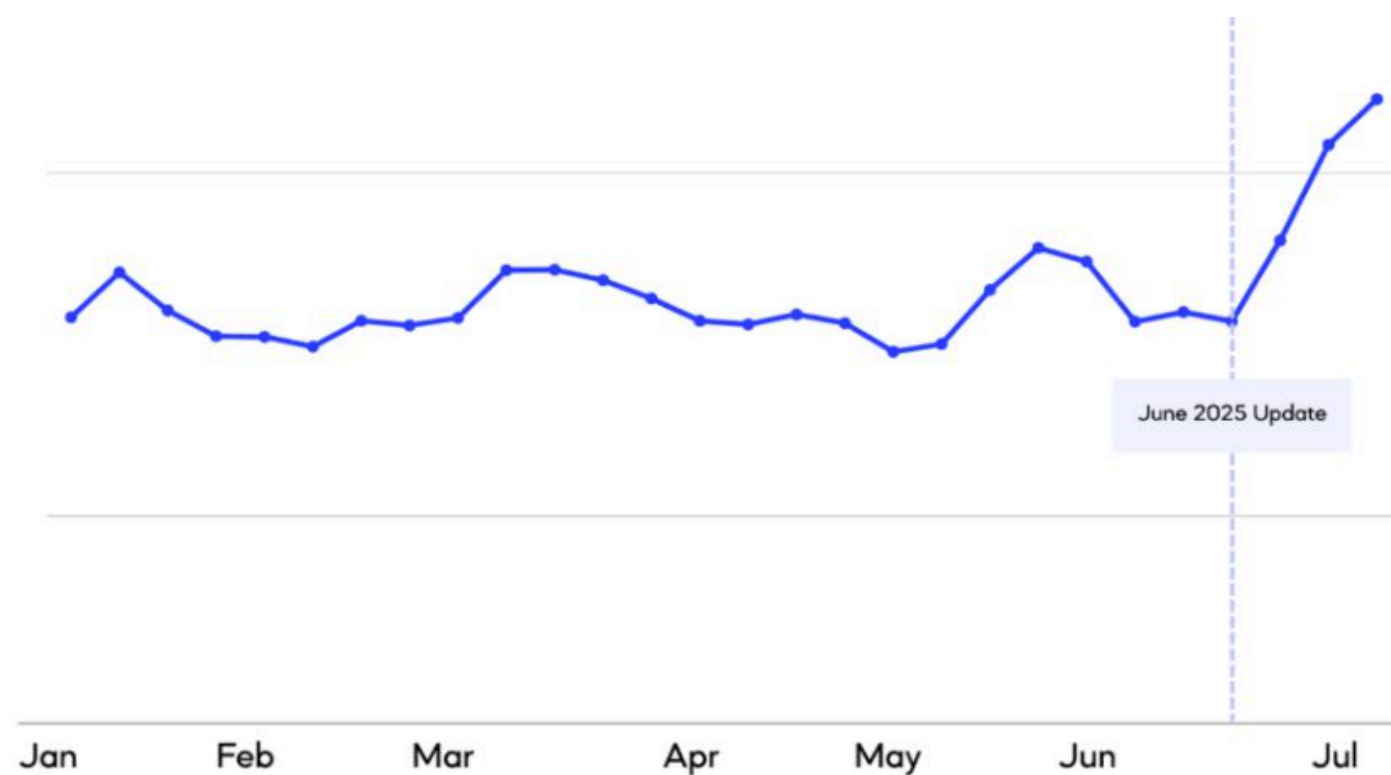
Since the beginning of the 2025 Google Update, we've seen an 11% bump in impressions across the Stay22 network.

All that uncertainty in traffic however is pointing to one thing: you can't count on traffic. What really matters are conversions. That's what Stay22 is focused on.

Some creators even reported steady affiliate income with Stay22 even when traffic was down. This amplifies the need for a tool that works for creators, not against them.

We saw an 18% increase during the week of July 14th to 20th (when the update finished), compared to the same week in June.

Optimizing conversions is the future of affiliate marketing.



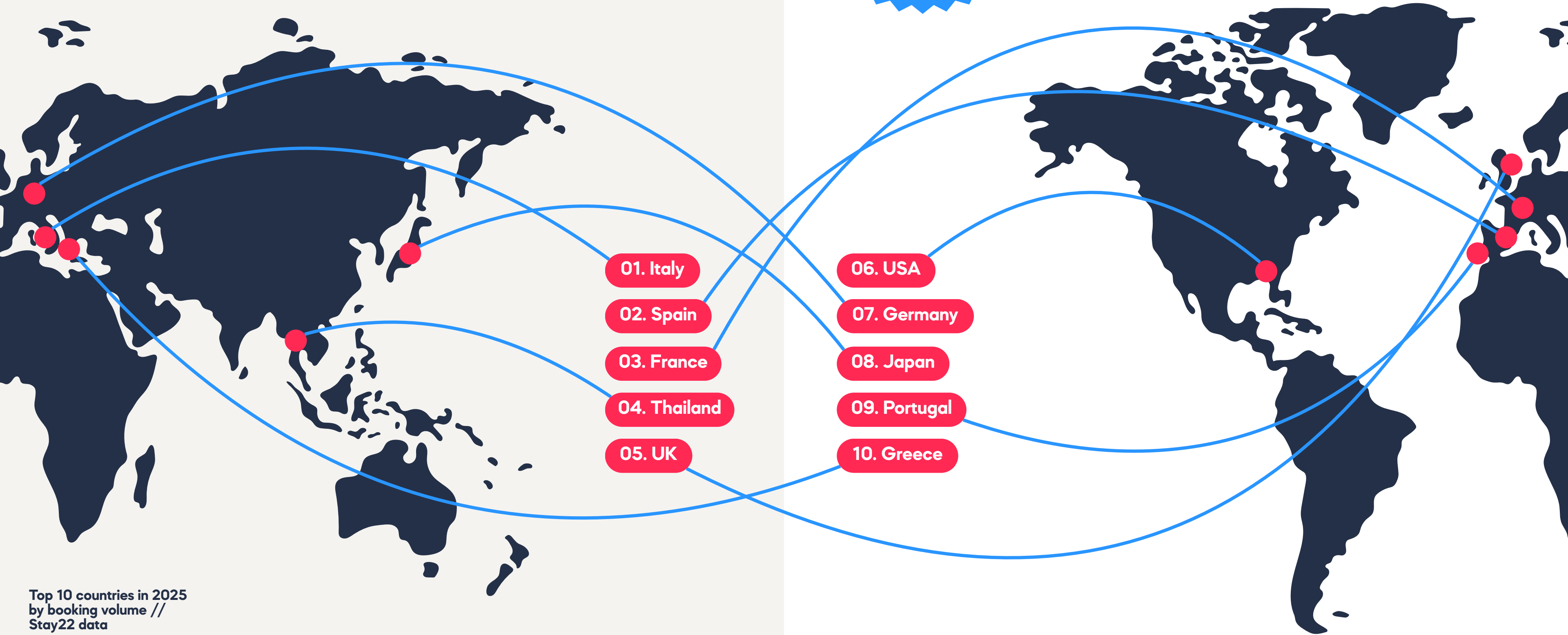
A woman wearing a red and white patterned headscarf and a white t-shirt is sitting on a horse in a desert landscape at sunset. She is holding a laptop that displays various data charts, including a pie chart, a bar chart, and a line graph. The background shows a vast desert with mountains and a string of warm lights.

**Let's talk
data.**

**Note-worthy travel
behavior trends.**

Global hotspots: where the world is booking

Europe drives demand.
7 of top 10 booked countries are in Europe

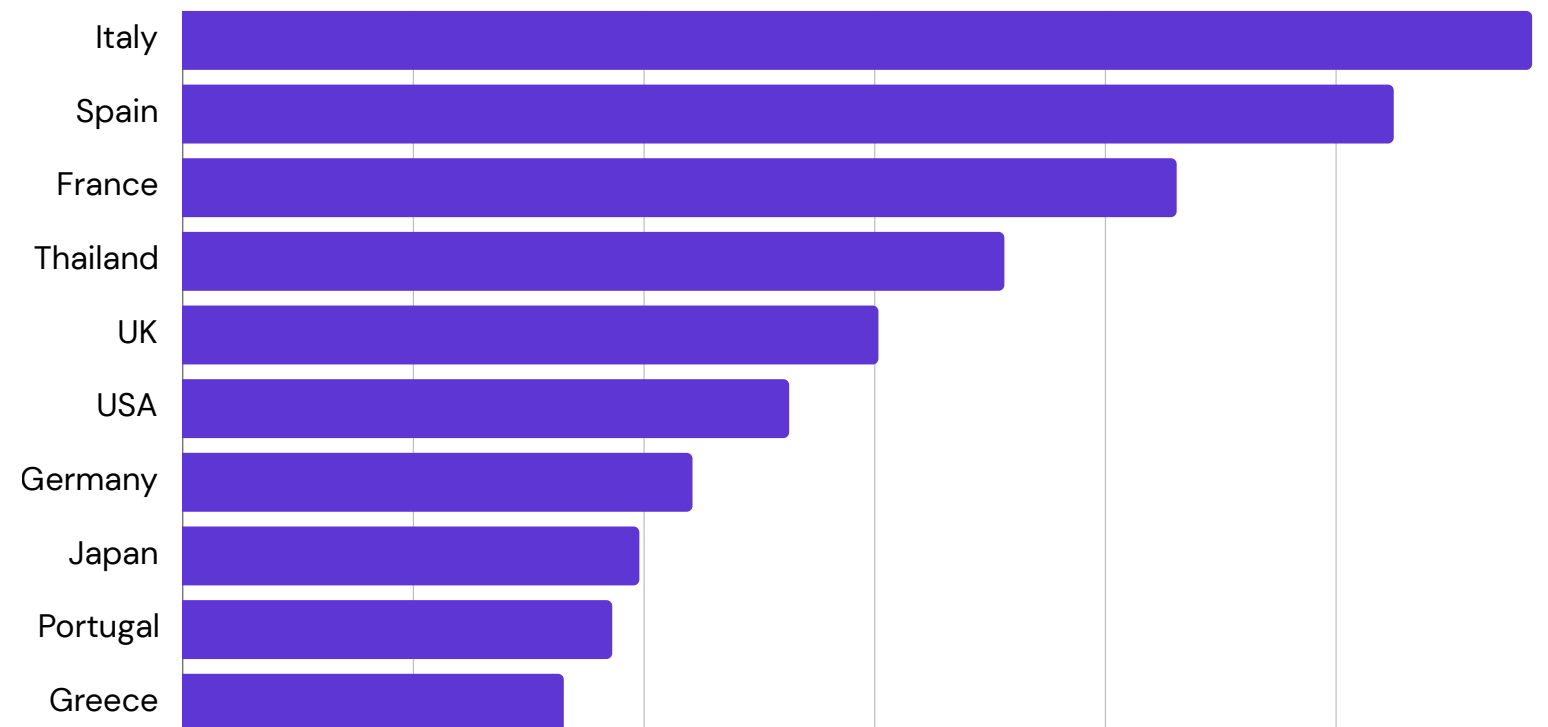


Top 10 countries in 2025
by booking volume //
Stay22 data

Global hotspots: where the world is booking

European countries dominated the top rankings, accounting for 7 of the top 10 spots.

Top 10 countries in 2025
by booking volume //
Stay22 data



01

Italy, Spain, and France led the list, driven by consistent demand from event-goers, digital nomads, and leisure travellers booking through content, while Portugal and Greece saw strong seasonal spikes.

02

Thailand and Japan stood out as strong performers in Asia, showing increased interest in long-haul and cultural travel experiences.

03

Meanwhile, the United States remained a key market for domestic and international bookings, especially tied to events and conferences.

The most profitable cities for travel creators.

01

London, Tokyo, and Paris led globally, driven by a high volume of international visitors and consistent year-round demand. Rome and Bangkok continued to attract travelers seeking both cultural and leisure experiences, especially through event-based content and influencer-led recommendations.

02

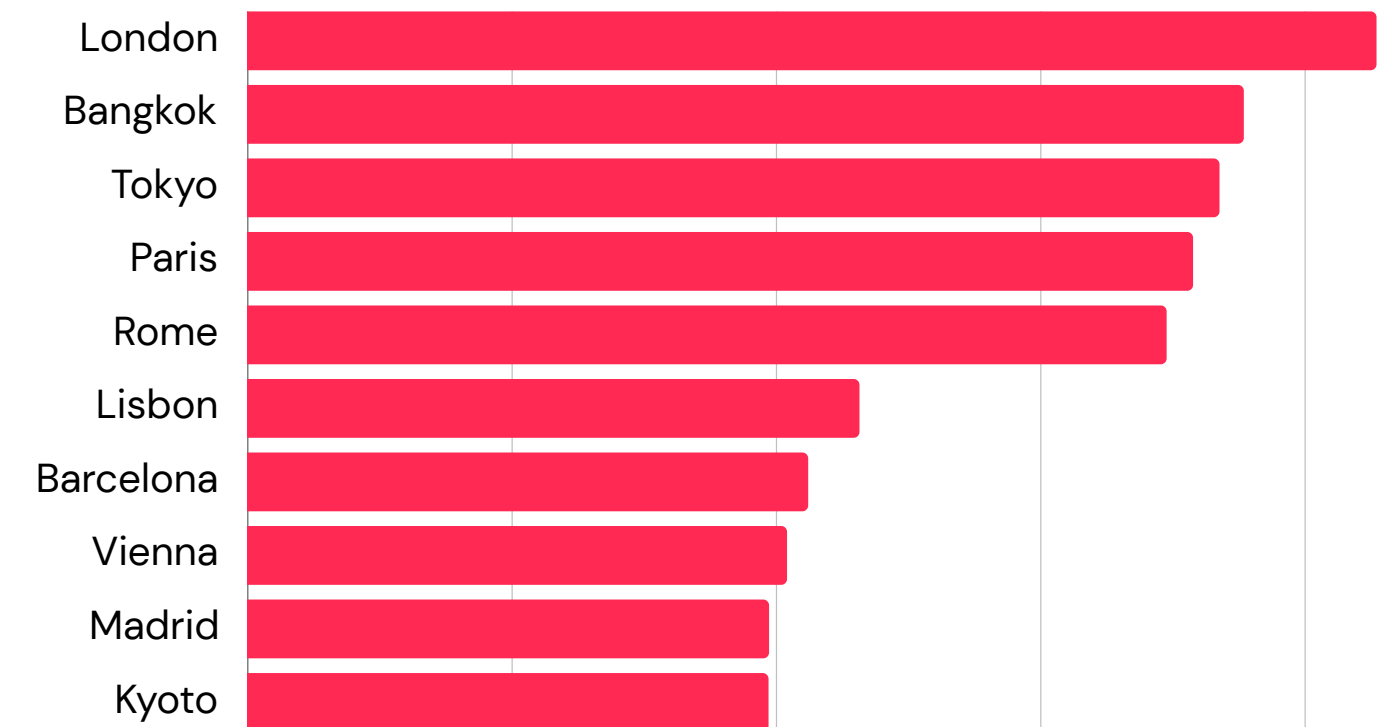
Lisbon, Barcelona, and Madrid all performed strongly, benefiting from seasonal travel peaks and a rise in bookings through event listings and travel content.

03

Vienna and Kyoto, while slightly smaller in scale, stood out for their high conversion rates, suggesting strong intent from travelers who encountered Stay22 tools.

These ten cities recorded the highest number of confirmed bookings made through Stay22 partner platforms over the past 12 months.

Top 10 cities in 2025 by booking volume // Stay22 data



Riding the waves of seasonal demand.

Travel bookings through Stay22 showed steady growth throughout 2025, with notable peaks in late summer and early fall.

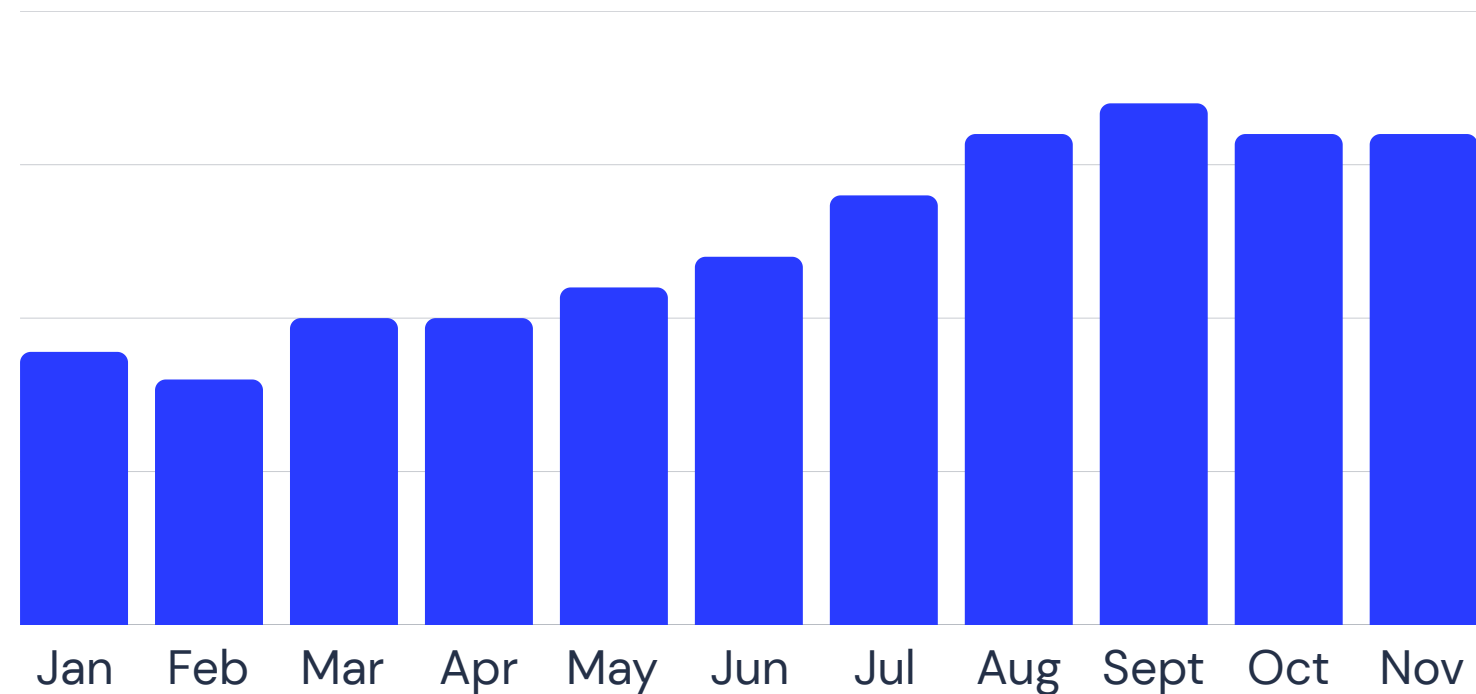
August, September, and October were the top-performing months, each contributing over 16% of total yearly bookings.

This surge reflects strong seasonal demand, especially for festivals, events, and late-summer travel.

Early-year activity also remained strong, with January alone accounting for nearly 9% of all bookings.

This indicates that travelers continue to plan early, aligning well with partner content published in Q1.

Unique bookings via Stay22 in 2025 by month



Importantly, this growth is also tied to the ongoing development of Stay22’s product stack.

Improvements to Nova and Spark, deeper content integrations, and better mobile conversion tools have all contributed to stronger engagement and higher booking volumes across partner sites.

Global favorites: Where people booked in summer.

Between June 1 and August 31 in 2025, Stay22 data showed a strong concentration of bookings in major European and Asian cities. London led as the top identifiable destination, followed closely by Rome, Tokyo, and Paris – all well-established summer hotspots.

01

Cultural Capitals Dominate: Rome, Paris, and London remain consistent draws for summer travelers, especially among short-term leisure and event-focused audiences.

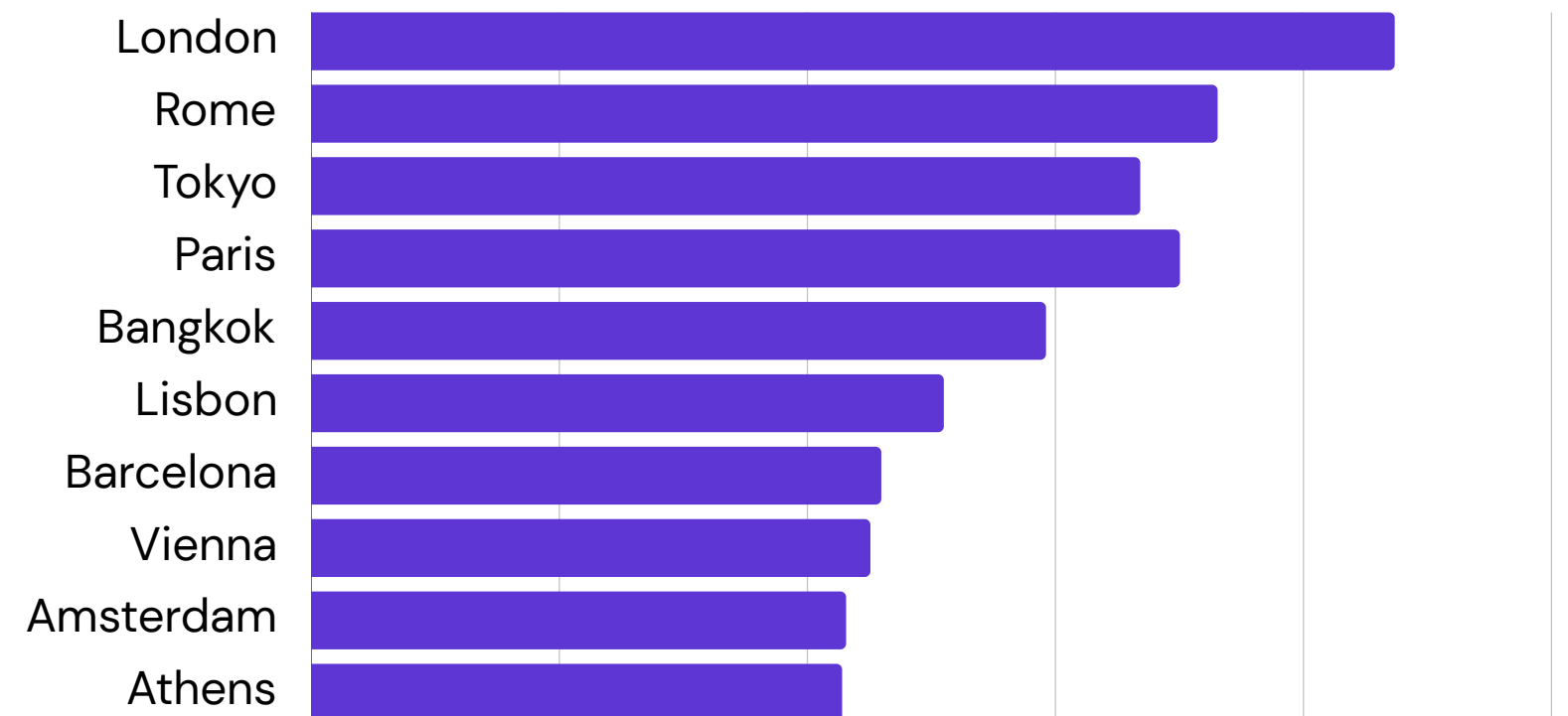
02

Asia in the Mix: Tokyo and Bangkok both made the top 6, showing continued interest in long-haul travel and international mobility among Stay22 users.

Lisbon, Barcelona, Vienna, and Athens rounded out the list, confirming that Southern Europe remains a summer favorite, especially for beach and city breaks.

These insights help partners prioritize summer-focused content, especially around major cities and cultural destinations with proven booking pull.

Top 10 cities by booking volume in summer 2025 // Stay22 data



Slow travel hotspots your audience will love.

Some places aren't just popular – travelers stay longer. Stay22 data shows that extended trips often mean higher engagement, stronger content trust, and better partner revenue.

For 1+ month stays, Southeast Asia and Southern Europe lead. Thailand and Vietnam attract remote workers, while Spain and Portugal remain top picks for digital nomads.

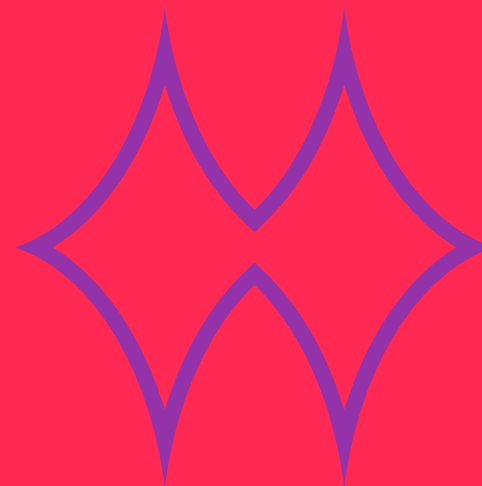
3+ month stays are most common in countries with flexible visas and affordable long-term options. Australia leads for relocation, while Portugal and Moldova draw slow, budget-conscious travelers.

- 01. Spain
- 02. Italy
- 03. Greece
- 04. Thailand
- 05. France



1+ week

- 01. Thailand
- 02. Vietnam
- 03. Spain
- 04. Indonesia
- 05. Portugal



1+ month

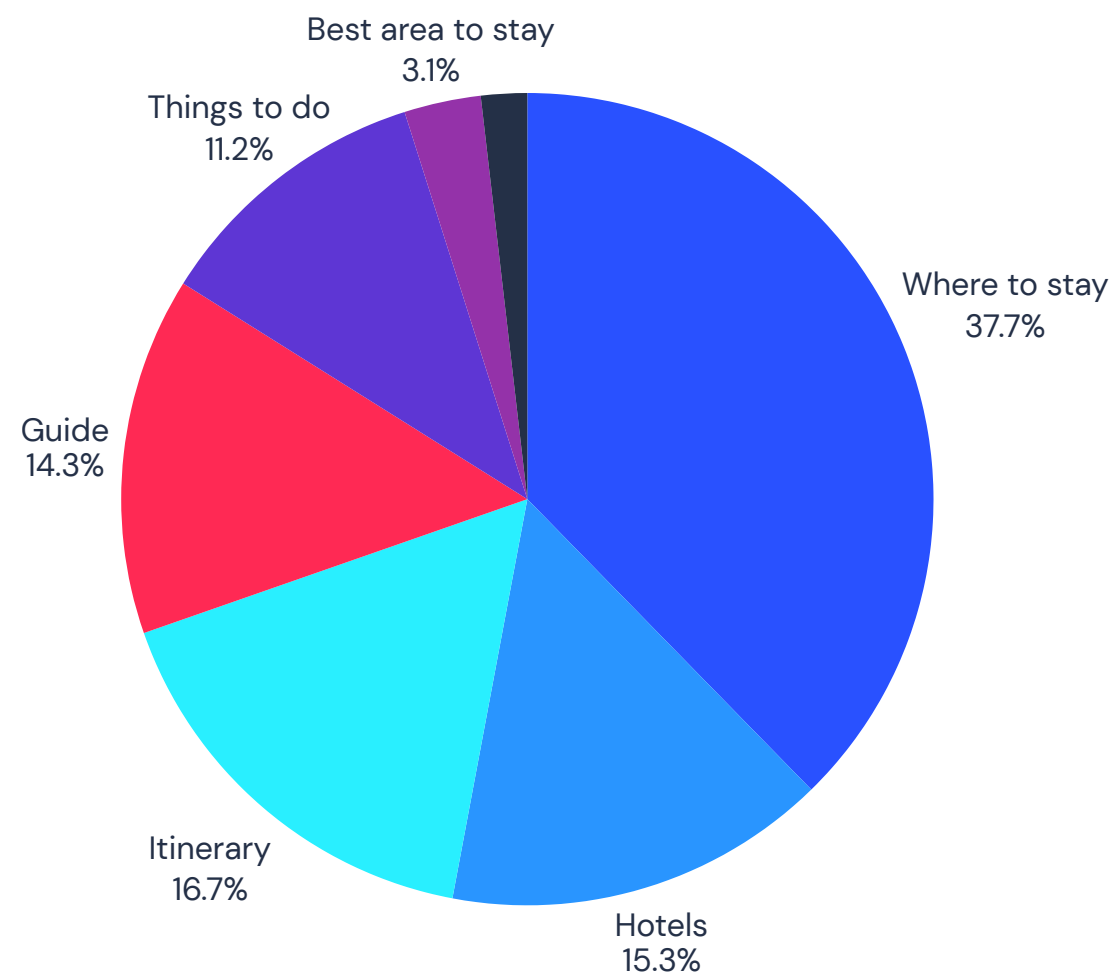
- 01. Australia
- 02. Vietnam
- 03. Thailand
- 04. Portugal
- 05. Moldova



3+ months

Decoding the click: Which URLs convert.

Across the top 10 percent of campaign IDs, these are the dominant repeating patterns found in the URL slugs of creators using Stay22.



- 01 Places to stay pages**
Highest-converting category by a wide margin.
- 02 Itineraries**
Multi-day trips, road trips, etc.: big seasonal + pre-booking planning intent.
- 03 Guides**
City, region, country guides: high traffic + highly monetizable.
- 04 Things-to-do pages**
Mid-level intent: important part of the funnel.
- 05 Listicles**
Top 10s, best of, etc.: low direct booking intent but useful for visibility.

What high-intent content looks like.

01 Places to stay pages

Examples:

- where to stay in [city]
- best area to stay in [city]
- hotels in [city]

These URLs signal clear lodging intent – they dominate the top-performing campaigns and should be your top content priority.

02 Itineraries

Examples:

- 3-day itineraries
- 7-day road trips
- city-to-city travel plans

Readers of these pages are not browsing. They are committed planners who need accommodations mid-planning.

03 Destination Guides

Guides tend to:

- attract big search volume
- act as a user's "trip research hub"
- create natural entry points for hotel recommendations

These pages are "general research" but still carry strong monetization potential.

A man with curly hair and a beard, wearing a bright yellow hoodie and dark jeans, is captured mid-air, jumping over the Great Wall of China. He is smiling broadly and making a peace sign with his right hand. The wall winds through lush green mountains under a clear blue sky. A hand is visible in the foreground on the left, holding the camera for a selfie shot.

**The road
ahead.**

**Capturing the
2026 traveler.**

The road ahead: Capturing the 2026 traveler

Stay22 booking data from 2025 shows a strong demand for travel to Asia and Southern Europe. Content and affiliate strategies should reflect these preferences to capture high-intent audiences.

Top 3 destinations by demand.

01 Thailand

Asia is the top pick, especially popular with US and UK travelers in winter.

02 Italy

Continues to drive consistent bookings through spring and summer.

03 Spain

Popular year-round, especially among European travelers.

The road ahead: Capturing the 2026 traveler

Top booking countries.

01 USA

Americans split between long-haul Asia (winter) and Europe (summer).

02 UK

Brits favor Spain year-round, with winter interest in Asia.

03 France

Mix of nearby EU trips and winter Asia escapes.

Key insights for affiliates.

01

Focus on Thailand, Italy, and Spain for top-performing destination content.

02

Europe multi-city itineraries offer strong monetization paths.

03

Asia logistics and booking flows are high-intent content areas.

04

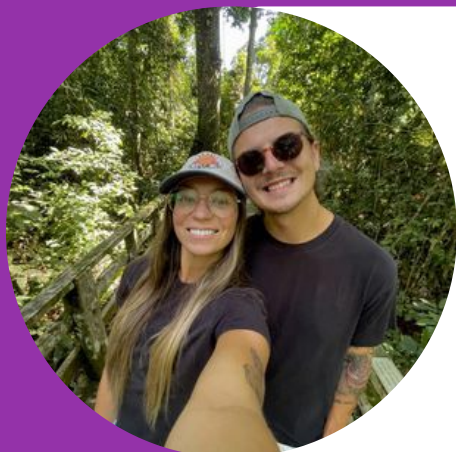
Match seasonal trends (e.g. winter Asia travel) in your campaigns.

A high-angle, wide shot captures two women in mid-air, jumping over a large, dense crowd of people at a beach party. The women are wearing white heart-shaped sunglasses and are smiling broadly with their mouths open. The woman on the left is wearing a white bikini top and shorts, while the woman on the right is wearing a colorful, patterned halter top. The background shows a coastal town with white buildings, a blue bay with boats, and mountains in the distance under a bright sky. The scene is filled with energy and excitement.

**Creator
wins.**

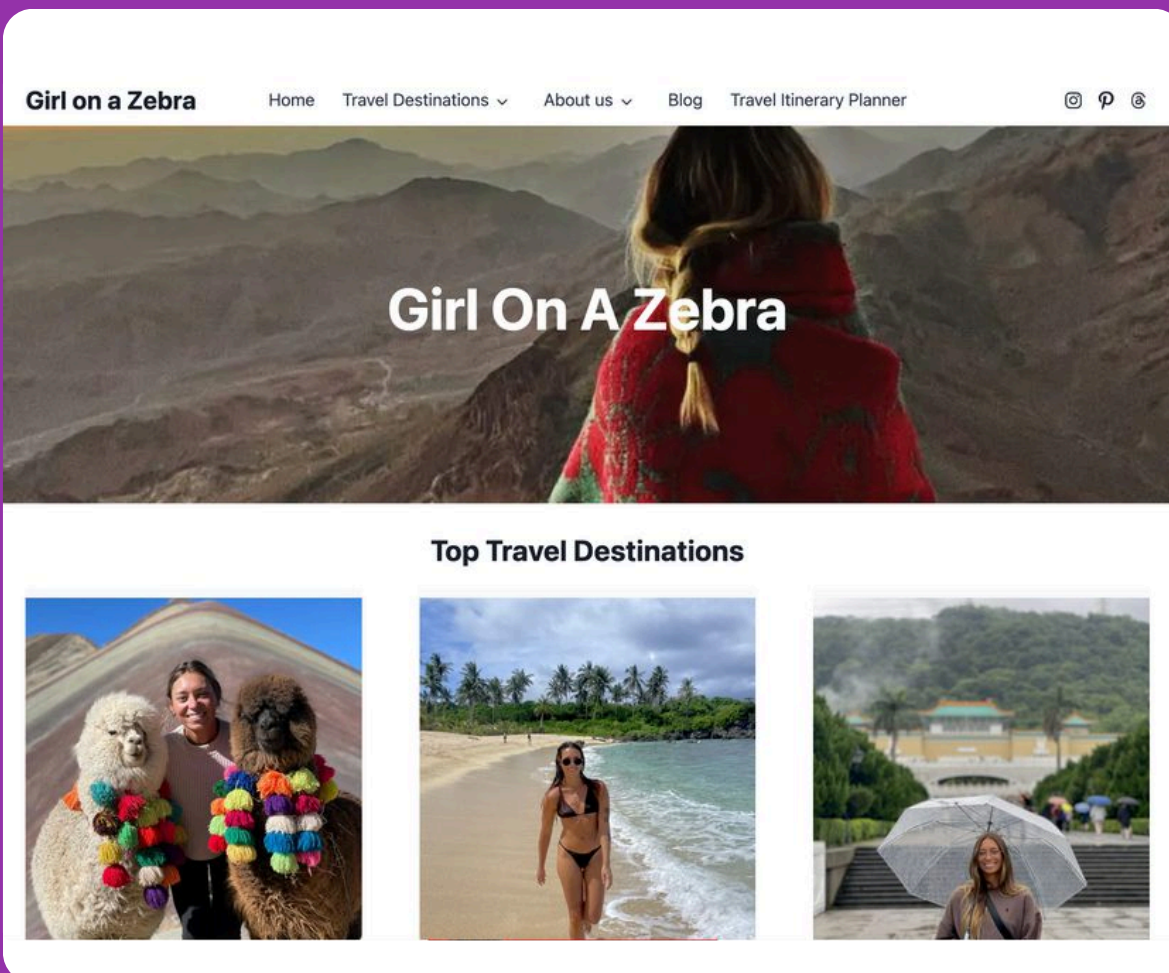
**How top creators are
reaching new heights.**

From \$0 to \$8K/month in under 9 months.



GirlOn AZebra

girlonazebra.com



Challenge

Started from scratch in January 2025 with no monetization plan or traffic.

Solution

Installed Stay22's full monetization stack (Let Me Allez, Spark, Nova, LinkSwap, Map). Within months, Stay22 became their main income source.

What worked

- Auto-monetized links with Let Me Allez
- Spark + Nova boosted conversions quietly
- LinkSwap fixed old or broken links
- Interactive Map increased bookings
- Tools ran in the background, no extra work
- Higher earnings vs. other affiliate platforms
- Easy setup and responsive support

TOTAL MONTHLY
BLOG REVENUE

\$10,000+

from Stay22, Mediavine,
and brand deals

HIGHEST MONTHLY
REVENUE FROM STAY22
– SEPTEMBER 2025

\$7,690.80

from 800+ bookings

TRAFFIC

0 → 140,000

Monthly session growth in 9 months

Scaling affiliate revenue by 500%.



Helena Bradbury

helenabradbury.com

BOOKINGS PER DAY

8.8

on average

COMISSION PER BOOKING

\$9.97

on average

Challenge

Helena's blog was scaling fast, but her affiliate income plateaued.

Solution

Installed Stay22's Let Me Allez script to localise bookings without extra work.

What worked

- Smart localisation = better conversion
- Set-and-forget script automation
- Seamless with existing platforms
- Fast, human customer support
- Payouts always on time
- No impact on UX; qualified for Mediavine

EARNED FROM STAY22 IN 2 YEARS

\$20,000

MONTHLY HOTEL AFFILIATE REVENU GROWTH

£462 → £2,774

TRAFFIC

32K → 110K

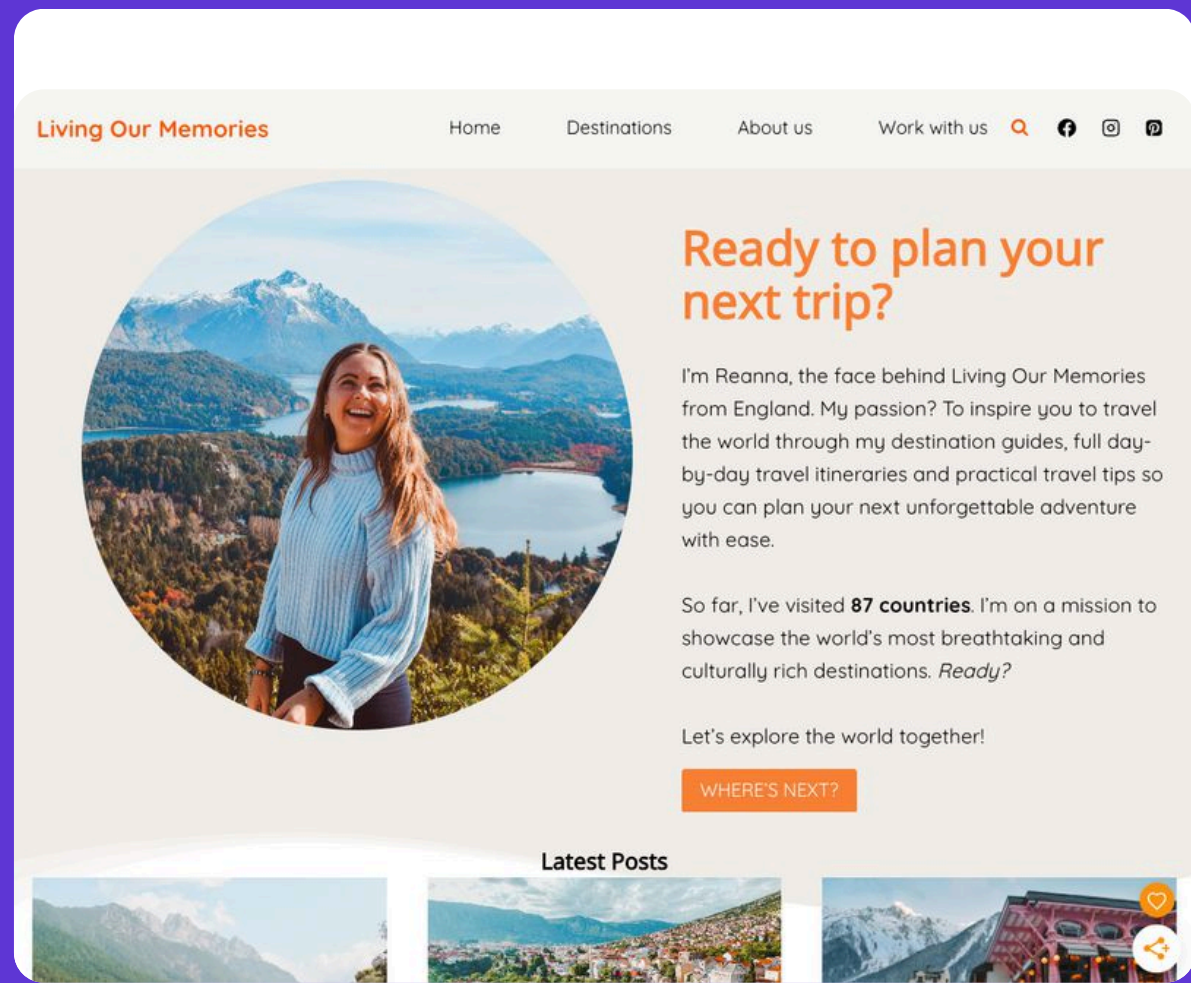
Monthly sessions growth

How a 3-minute switch boosted income by 2000%.



Living Our Memories

livingourmemories.com



Challenge

Despite hitting 30K monthly sessions, Reanna earned little to no affiliate income before Stay22.

Solution

Implemented Stay22's full suite (Let Me Allez, NOVA, Spark, Maps) to automate monetization and boost conversions – especially via NOVA.

What worked

- NOVA drove most bookings automatically
- Let Me Allez monetized old posts in minutes
- Spark + Map boosted engagement
- Easy setup, single dashboard
- Keeps earning even during downtime

AVG. COMMISSION PER BOOKING

\$11.08

INCREASE IN BLOG EARNINGS

2000%

TRAFFIC

30K → 12K


Monthly sessions down post-Google update



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\$500 when they generate 100 bookings.





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