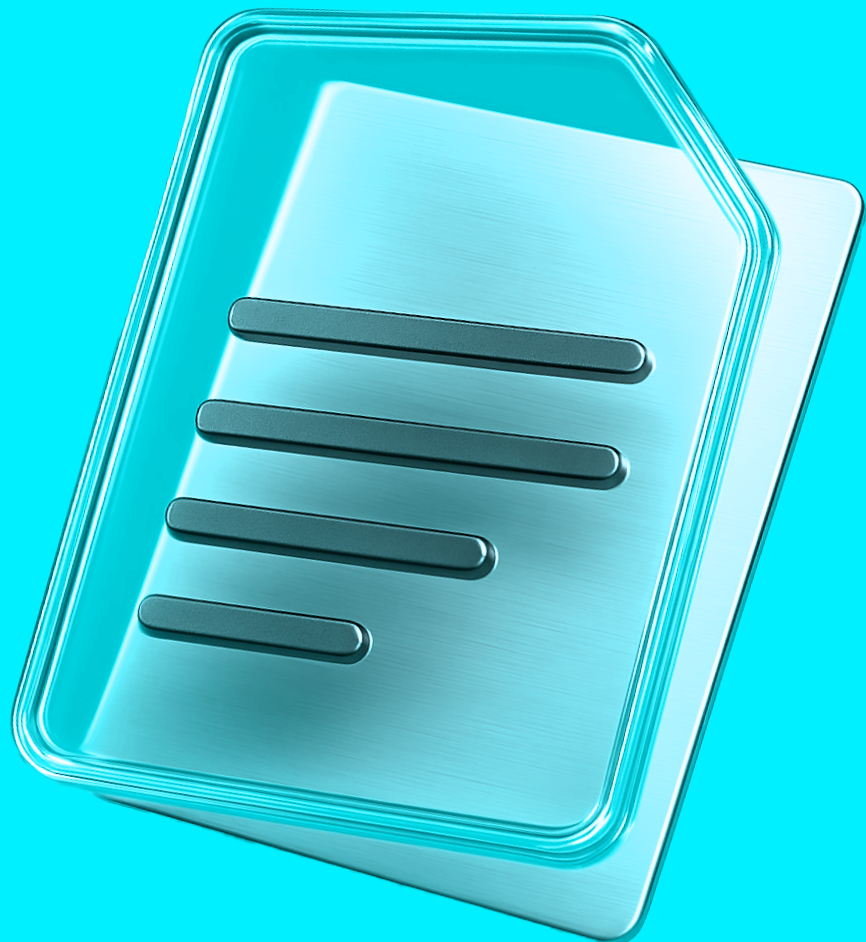




Bitget Report:

Understanding Crypto's
Role in Holiday Spending



Key findings

- **85.32%** of European crypto users have either already used cryptocurrencies for holidays or are actively considering it
- **Daily expenses (58.86%), accommodation (58.59%), and transport (55.15%)** are the most important intended uses.
- **67% of respondents** favor stablecoins for travel payments due to their stable value
- Key reasons for using crypto in travel are to **avoid foreign exchange fees (51.46%)** and to benefit from **faster transactions (48.64%)**
- **Gen Z (71.64%)** heavily prioritizes **lower transaction fees**
- The most significant hurdle is the **lack of widespread acceptance by travel providers (58.30%)**
- **91%** of respondents are confident that using cryptocurrencies for booking holidays will become easier and mainstream in the next few years

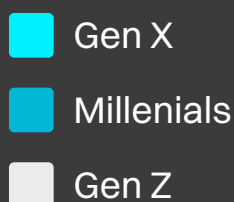
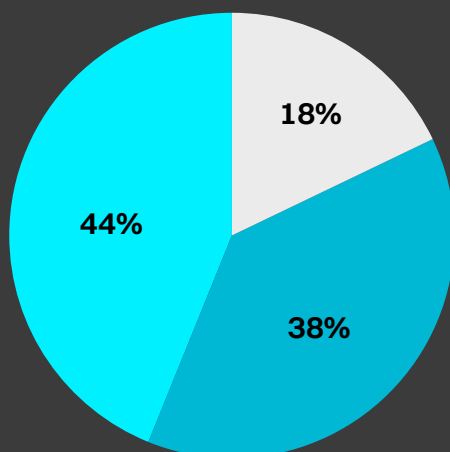
Methodology

This report is based on an online survey conducted from July 16 to July 27, 2025, among 3,022 participants. The respondent pool comprised a diverse mix of crypto users from across Europe, categorized into Gen Z (aged 18 to 29), Millennials (aged 30 to 44), and Gen X (aged over 45).

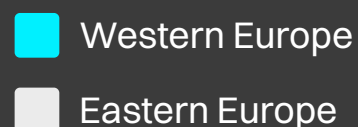
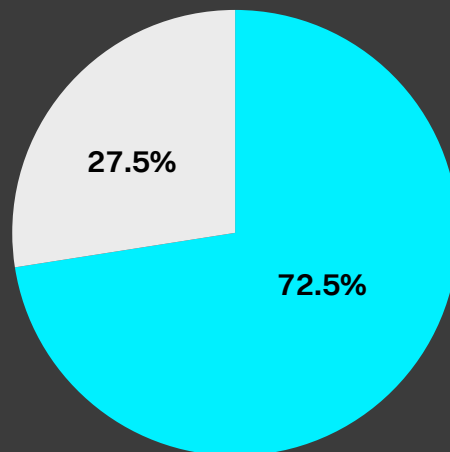
Participants answered questions regarding their payment habits and preferences for holiday and tourism-related expenses, along with their perceived motivations for, and barriers to, the adoption of cryptocurrencies in this context. All responses were self-reported and anonymized. The collected data was subsequently analyzed to identify general patterns, generational behaviors, and market-specific differences, providing a comprehensive snapshot of the varied uses and needs for cryptocurrencies in holiday payments.

Respondent Profile (among 3,022 users)

Generation



Region

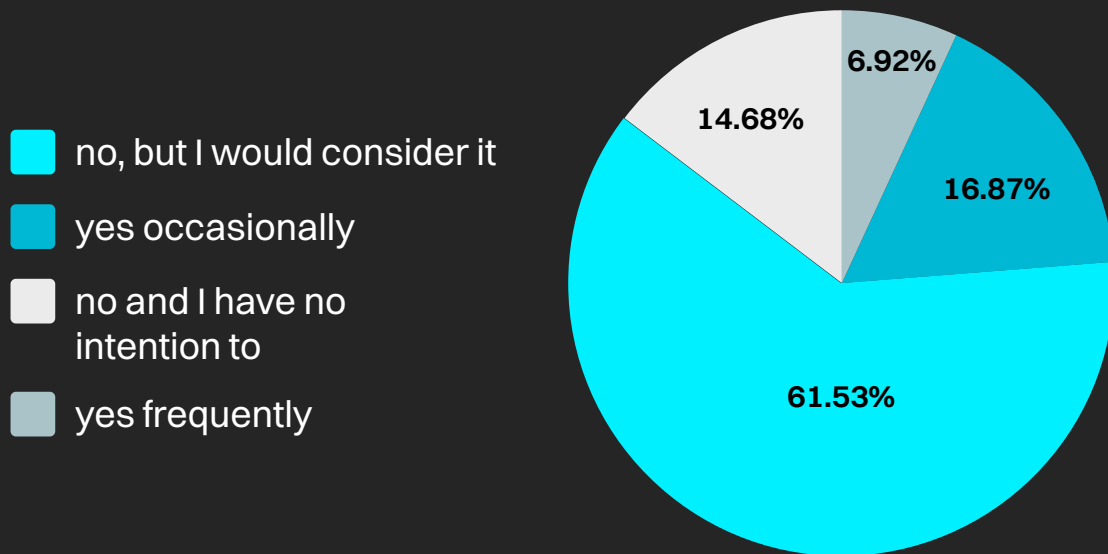


Shifting Behaviors:

Crypto's Role in Holiday Spending

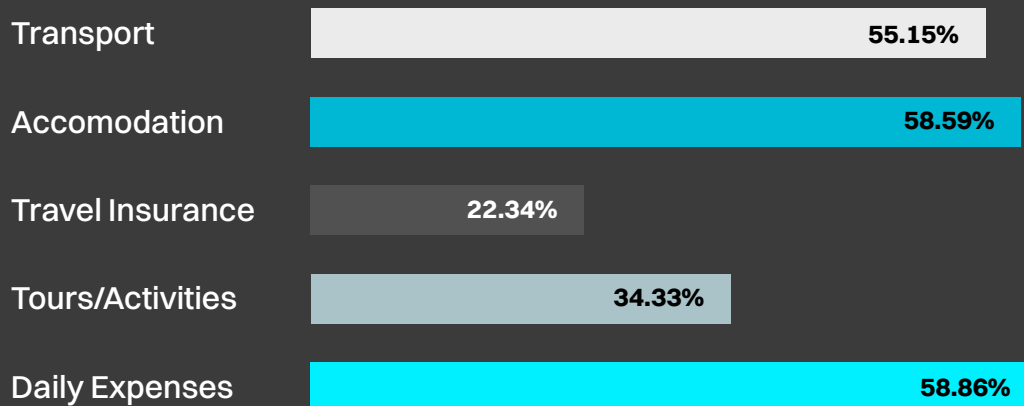
Findings from the survey indicate that a significant majority, 85.32% of respondents, have either already utilized cryptocurrencies for their holidays or are actively considering doing so. This widespread acceptance among crypto users signals a notable shift in consumer behavior. It suggests a growing desire to leverage digital assets for practical applications beyond mere investment or speculative purposes, moving towards real-world utility in areas like travel.

Have you ever used cryptocurrency to pay for any aspect of a holiday?



Transport (55.15%), accommodation (58.59%) and daily expenses (58.86%) came out as the most important uses of cryptocurrencies for tourism-related expenses. This high percentage in three important aspects of the holiday demonstrates that Europeans wish to use cryptocurrencies not just for major bookings, but for the whole travel experience. This suggests a holistic view where cryptocurrencies could seamlessly integrate into every stage of the trip.

Crypto Payments for Holidays: What Users Pay For

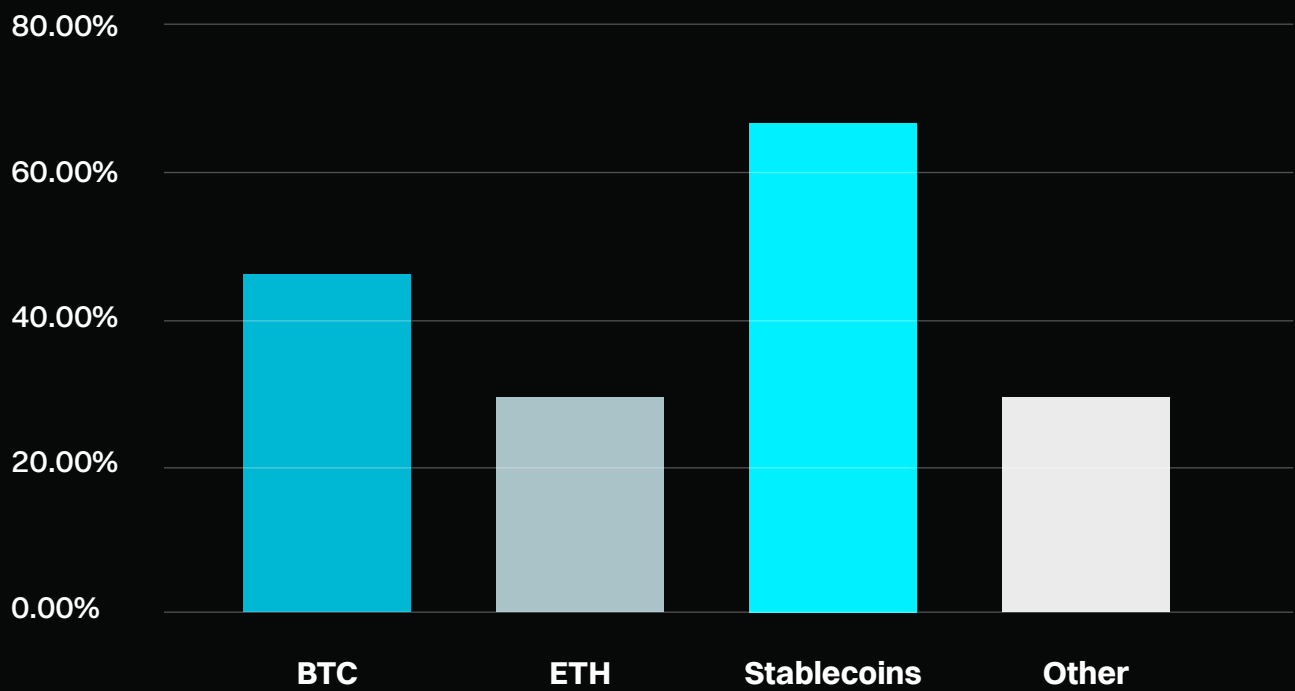


Preferred Cryptocurrencies for Travel

When respondents were asked which cryptocurrencies they would prefer to use for tourism-related expenses, a large majority, 67%, chose stablecoins. This preference strongly aligns with broader market trends, where stablecoins are increasingly used for everyday transactions due to their consistent value, effectively mitigating the volatility concerns often associated with other digital assets.

Bitcoin also emerged as a significant choice, favored by 45% of respondents. This highlights the enduring trust and recognition of Bitcoin as a primary cryptocurrency, and points to the growing importance of advancements like the Lightning Network. Such technologies enhance Bitcoin's utility for daily spending by significantly improving transaction speed and reducing costs, making it a more viable option for varied travel expenses beyond just major bookings.

Which cryptocurrency would you use to pay for a holiday?



Drivers and Barriers

to use crypto during holidays

Driving Motivations for Crypto Holiday Spending

When European crypto users consider integrating digital assets into their travel plans, two key factors stand out as the most appealing motivations. Over half of respondents, 51.46%, expressed a desire to avoid foreign exchange fees, highlighting the cost-saving potential of crypto payments, especially when traveling across different fiat currency zones. Closely following, 48.64% of users are attracted by the promise of faster transactions, a significant advantage over traditional banking transfers that can often involve delays.

Beyond financial efficiency, the desire for privacy and anonymity also emerges as an important factor (42.96%). This sentiment is particularly strong in certain regions, with 44% of German and 51% of Polish respondents specifically favoring this reason. Meanwhile, in Italy, 46% of users are primarily driven by an overarching interest in new technologies, showcasing a broader embrace of innovation as a catalyst for crypto adoption in their travel habits.

	FR	IT	DE	PL	EE	Europe
Lower transaction fees	43.70%	40.00%	42.00%	37.00%	49.00%	42.34%
Faster transactions	45.20%	44.00%	52.00%	48.00%	54.00%	48.64%
Avoidance of foreign exchange fees	53.30%	44.00%	55.00%	52.00%	53.00%	51.46%
Privacy/ Anonymity	39.80%	39.00%	44.00%	51.00%	41.00%	42.96%
Interest for new technologies	44.70%	46.00%	42.00%	41.00%	40.00%	42.74%
To spend existing crypto	37.10%	40.00%	28.00%	38.00%	31.00%	34.82%
Loyalty programs/rewards	31.20%	34.00%	24.00%	31.00%	35.00%	31.04%
Paying in remote areas	30.20%	25.00%	31.00%	31.00%	32.00%	29.84%

While broad trends in crypto adoption for travel are clear, a closer look at generational differences reveals nuanced motivations. Gen Z demonstrates a particularly strong interest in the financial advantages, with a notable 71.64% prioritizing lower transaction fees offered by crypto payments. This generation, often characterized by digital native financial habits, appears keen to leverage crypto for its cost-saving potential during travel.

Privacy and anonymity also resonate across younger demographics, with nearly half of both Gen Z and Millennials finding these factors important. This suggests a shared desire among these groups for more discreet and decentralized payment methods compared to traditional financial systems.

Distinct preferences emerge in older generations as well. A significant 52.83% of Millennials are driven by an overarching interest in new technologies, indicating an enthusiasm for exploring innovative payment solutions. Meanwhile, Gen X (47.74%) places considerable importance on loyalty programs, suggesting they see value in how blockchain-based rewards could enhance their travel experiences. This highlights the diverse range of benefits that different age groups seek from integrating crypto into their holiday plans.

	Gen Z	Millenials	Gen X
Lower transaction fees	71.64%	57.96%	51.65%
Faster transactions	55.62%	57.27%	45.71%
Avoidance of foreign exchange fees	55.62%	63.45%	60.90%
Privacy/Anonymity	47.70%	49.17%	32.18%
Interest for new technologies	43.83%	52.83%	42.26%
To spend existing crypto	36.28%	34.38%	40.30%
Loyalty programs/rewards	43.46%	43.52%	47.74%
Paying in remote areas	29.28%	43.08%	46.02%

Key Barriers to Widespread Adoption

Despite the strong enthusiasm for using cryptocurrencies in travel, several significant hurdles currently impede broader adoption. The most prominent challenge, cited by a substantial majority of 58.30% of respondents, is the lack of widespread acceptance by travel providers. This indicates that while users are ready to pay with crypto, the infrastructure and willingness of airlines, hotels, and other tourism-related businesses to directly process these payments are still lagging behind consumer demand. This often forces users to rely on indirect methods, such as crypto-to-fiat payment processors or third-party booking services, which can add complexity and limit spontaneity, especially for on-site daily expenses.

The volatility of crypto prices remains the second most significant concern, highlighted by 42.68% of respondents. This persistent worry about the fluctuating value of digital assets reflects a natural hesitance among users who want certainty regarding the purchasing power of their funds, particularly for planned expenses like holidays. The risk of their crypto's value changing significantly between planning and spending is a tangible barrier.

Beyond these primary concerns, regional differences reveal additional specific anxieties. Eastern European users show a notable concern for security risks (38%), which could stem from past experiences with scams or a general cautious approach to new digital financial systems. Meanwhile, French users express a slightly higher concern for regulatory uncertainty (35%), underscoring the importance of clear and consistent legal frameworks for fostering trust and encouraging greater adoption in that market. These regional nuances highlight the multifaceted nature of adoption barriers that the crypto and travel industries need to address.

	FR	IT	DE	PL	EE	Europe
Volatility of crypto prices	38.40%	41.00%	41.00%	48.00%	45.00%	42.68%
Lack of acceptance by travel providers	59.50%	56.00%	62.00%	58.00%	56.00%	58.30%
Security concerns	25.40%	29.00%	27.00%	27.00%	38.00%	29.28%
Difficulty in converting crypto to local currency	32.00%	24.00%	29.00%	19.00%	33.00%	27.40%

Regulatory uncertainty	35.10%	31.00%	23.00%	29.00%	31.00%	29.82%
Lack of understanding	25.50%	25.00%	23.00%	15.00%	20.00%	21.70%
Complexity of use	16.60%	10.00%	14.00%	10.00%	17.00%	13.52%
Perception of it being too risky	11.20%	11.40%	11.00%	12.00%	16.00%	12.32%

While the primary barriers to crypto adoption in travel (lack of acceptance, price volatility) largely resonate across all age groups, a closer look reveals some nuanced generational differences. The concern regarding the conversion of cryptocurrency into local fiat currency stands out as notably higher among Millennials (41.25%) and Gen X (37.37%). This suggests that these generations, perhaps more accustomed to traditional financial systems or managing diverse portfolios, place greater emphasis on the practical ease of converting digital assets into spendable local currency during their travels. This highlights a need for more seamless off-ramps and integrated payment solutions that simplify the conversion process.

Furthermore, Millennials appear to express a higher-than-average concern regarding both security risks and regulatory uncertainty. This could reflect their unique position as an early-adopter generation that has witnessed both the rapid growth and the significant challenges (such as hacks and evolving regulations) within the crypto space. Their experiences may have instilled a greater caution regarding the safety and legal clarity surrounding their digital assets when used for practical purposes like travel. These subtle yet distinct concerns underscore the importance of tailored education and robust, transparent solutions to build confidence across different user demographics.

	Gen Z	Millenials	Gen X
Volatility of crypto prices	53.22%	53.61%	38.35%
Lack of acceptance by travel providers	61.51%	70.93%	65.41%
Security concerns	39.59%	41.69%	31.95%
Difficulty in converting crypto to local currency	29.28%	41.25%	37.37%
Regulatory uncertainty	30.57%	37.25%	28.95%
Lack of understanding	20.99%	33.07%	30.15%
Complexity of use	19.15%	23.15%	16.02%
Perception of it being too risky	12.52%	22.19%	18.57%

Future Outlook

The findings from this survey paint a clear picture of user sentiment across Europe: there is an undeniable and widespread desire among cryptocurrency holders to integrate digital assets into their everyday lives, especially for travel. The high percentages of respondents already using or considering crypto for transport, accommodation, and daily expenses during holidays demonstrate a strong inclination towards a holistic, crypto-powered travel experience, moving beyond mere investment or speculation. Users are actively seeking the benefits of avoiding foreign exchange fees, enjoying faster transactions, and valuing the privacy and technological innovation that cryptocurrencies offer.

However, the survey also squarely identifies the critical barriers hindering this widespread adoption. The most significant obstacle remains the lack of widespread acceptance by travel providers, a clear call to action for the tourism industry. Alongside this, persistent concerns about crypto price volatility, security risks, and regulatory uncertainty continue to temper enthusiasm for more frequent, direct use. While payment solutions and stablecoins are emerging to mitigate volatility, the infrastructure for seamless, direct crypto-to-merchant payments for everyday holiday needs is still maturing.

Despite these challenges, the future outlook is overwhelmingly optimistic. The confidence of 91% of respondents that crypto will become a mainstream payment method for travel expenses within the next few years is a powerful indicator of future growth. This optimism is fueled by the rapid evolution of crypto payment infrastructure, the increasing number of companies embracing digital asset payments, and the progress of regulatory frameworks like the Markets in Crypto-Assets Regulation (MiCA) in Europe.

As the industry continues to address the current barriers through enhanced user-friendly solutions, robust security measures, and clearer regulations, the vision of frictionless, borderless travel powered by cryptocurrencies appears increasingly attainable. The next few years will likely see a significant acceleration in how Europeans use their digital assets, transforming not just how they invest, but how they experience the world.

Will cryptocurrency become a mainstream payment method for holidays in the next 5-10 years?

