

International Travel and Staycations Drive Growth in Summer Spending in Egypt

Visa, a global leader in digital payments, today released its latest consumer spending insights for the 2025 summer holiday period, based on the Visa Consulting & Analytics Retail Spend Monitor. The data reveals an increase of **44%** in total summer spending on Visa premium consumer cards compared to 2024, highlighting continued growth in digital payments, higher-value transactions, and evolving travel preferences.

Shifting Consumer Behavior



85%

Growth in digital payments within premium cardholders segment



57%

Increase in dining and leisure spend



27%

Rise in travel to both popular outbound tourist destinations* and staycations

*Destinations include:

- 📍 United Arab Emirates
- 📍 United States of America
- 📍 France
- 📍 Spain
- 📍 Italy

Short Trips vs Extended Trips



Long getaways accounted for

66%
of travel spend

Outbound Travel Spend

Outbound travel spend increased by

28%
for premium Visa cardholders



Inbound Travel Spend



Inbound travel spend from
📍 UAE 📍 Kuwait 📍 Jordan
grew

35%

Inbound travel spend from

- 📍 France
 - 📍 Italy
 - 📍 The Netherlands
- grew

139%

VISA

*Premium Visa card spend

eCommerce Growth

eCommerce spending rose by

55%

within premium cardholders segment

