

4 KEY 2024 TRAVEL TRENDS

1



RISE OF THE SOLO TRAVELLER

No companion? No problem!

Post-pandemic priorities have shifted, with many travellers no longer prepared to wait for a companion to join them on a trip. Skift reports that the surge on solo travel is led by older, married women who want to get out & explore the world, and are doing it without their spouse. ABTA found that solo travel for those aged 35-44 more than doubled to 13% in 2023, from just 6% 2022, with 2024 expecting to boost even further.

Of booking.com bookings in 2023 were solo

60%

2



FRUGAL FREEDOM

Traditionally, work & school calendars have dictated travel peaks & troughs. However, the increased popularity of remote & hybrid working has led to unpredictable trends. This, paired with the ongoing COL crisis, means that travellers are **no longer limiting themselves to traditional season travel**. 57% of holidaymakers seeking cheaper flights, with 47% of travellers willing to take their kids out of school for off-peak travel.

intend to holiday outside of peak in 2024

62%

3



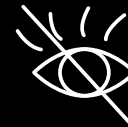
DESTINATION DISCOVERY

Off the beaten track and lower-cost alternatives to hotspot destinations are a key priority for holidaymakers in 2024. CN Traveller found that **more individual, less obvious** experiences that combine **thrill-seeking** with **more meaningful** self-empowerment. Booking.com reports that 52% of travellers want to book trips where the destination is a mystery.

2 in 5 are planning to visit a less expected holiday spot

+36%
YoY

4



SECLUDED, SUSTAINABLE LUXURY

Travellers desire **exclusivity & privacy**, with private villas, hidden beachfront bungalows & remote mountain lodges on the rise. These intimate settings allow travellers to unwind away from the crowds surrounded by natural beauty. Going hand in hand with this trend, **sustainability** is no longer optional, it's become an **essential**, with travellers expecting accommodation options to offer both opulence and environmental consciousness.

Of Travellers opting for a more luxury stay vs. 44% standard

42%

What does this mean for Comms....

- Offer personalised & relevant offers for our Independent explorers
- Timing is everything! Advertise all year round & have an always on presence
- Lead with new & alternative places, showcasing what makes them different & a truly unique stay.
- Reposition inspiration over information. Storify the guest experience.