

Unpack '24

The Trends in Travel™



Where will you go?

What will you see?

What will inspire you?

Some of 2024's most exciting travel trends are starting to take shape, and Expedia Group's *Unpack '24* report delves into them all. "At Expedia Group, we have extensive first-party travel data that we use to enhance and curate experiences for our travellers across Expedia®, Hotels.com®, and Vrbo®," says Jon Gieselman, President of Expedia Brands. The report offers a sneak peek into how we'll travel in the coming year, and beyond: "These insights shape our travel forecasts, revealed in *Unpack '24*, enabling our travellers to be the first to discover and book the most desired trips before they become well-beaten paths."

Travel Trends



Set-jetting

As we revealed in last year's report, set-jetting — or planning trips inspired by TV shows and movies — is influencing travel now more than ever. More than half of travellers say they've researched or booked a trip to a destination after seeing it on a TV show or in a movie. In fact, travellers say TV shows influence their travel decisions more than Instagram, TikTok, and podcasts.*



Global data from Expedia, Hotels.com and Vrbo reveal the top set-jetting destinations to watch in 2024:

Thailand as seen in *The White Lotus*, season 3

Romania as seen in *Wednesday*, season 2

Malta as seen in the film *Gladiator 2*

Paris as seen in *Emily in Paris*, season 4

Scottish Highlands as seen in *Outlander*, season 8

London, Bath and Windsor, UK as seen in *Bridgerton* and *The Crown*

South Korea as seen in *Squid Game*, season 2

Florida Keys as seen in new series *Bad Monkey*

Australia as seen in Baz Luhrmann's *Faraway Downs* series, plus the film *Furiosa*

Greece as seen in the films *Argylle* and *My Big Fat Greek Wedding 3*

Destination Destination Destination Destination Destination Dupe



TikTok popularised the idea of “dupes,” or more affordable alternatives to popular products, and the concept is increasingly taking off in the world of travel. In fact, one in three of those polled say they’ve booked a dupe. But what do these less obvious alternatives offer besides potential savings? They’re often less crowded, tend to be a little unexpected, and can be every bit as delightful as the tried-and-true destinations.*



Expedia has awarded the “dupe” badge of honor to these top alternatives to 2024’s trending destinations, which all experienced a notable uptick in searches over the past year. In fact, global searches for the top 5 destinations on the list more than doubled year-on-year:

Taipei —————→ **Seoul**
Pattaya —————→ **Bangkok**
Paros —————→ **Santorini**
Curaçao —————→ **Saint Martin**
Perth —————→ **Sydney**
Liverpool —————→ **London**
Palermo —————→ **Lisbon**
Québec City —————→ **Geneva**
Sapporo —————→ **Zermatt**
Memphis —————→ **Nashville**

Based on global flight data on Expedia POSa from Sept. 1, 2022 – Aug. 31, 2023

Tour

2023 saw “the Swiftie effect” and Bey’s world domination, as a new level of live music tourism was reached. Expedia predicts a “tour tourism” encore in 2024, with almost 70% of travellers polled claiming they are more likely than ever to travel to a concert outside their hometown. Furthermore, over 40% say they’d travel for a concert as an excuse to visit a new place, while 30% would travel because tickets were cheaper elsewhere.*

Tourism





While prices for accommodations tend to spike when a popular artist is in town, fans don't have to break the bank to see their favourite acts in another city. Expedia analysed average daily rates in destinations where the world's hottest pop and rock stars are planning to perform in 2024, and found 10 affordable cities where travellers can snag a hotel room for less than £120/night on average — often less than they'd pay for the concert ticket. Touring artists who will be performing in some of these cities in 2024 include Coldplay, Taylor Swift, Madonna, Metallica, Olivia Rodrigo, the Jonas Brothers, and the Foo Fighters:

Based on average daily rate for hotels on Expedia global POSa from Sept. 1, 2022 – Aug. 31, 2023

Kuala Lumpur, Malaysia	£75
Edmonton, Canada	£89
Mexico City, Mexico	£98
Warsaw, Poland	£98
Birmingham, UK	£105
Houston, TX	£107
Antwerp, Belgium	£115
Tokyo, Japan	£121
Perth, Australia	£122
Detroit, Michigan	£123

Los Angeles (LAX) — Tokyo (HND)	+430%
Perth (PER) — Denpasar, Bali (DPS)	+350%
Chicago (MDW) — Tampa (TPA)	+ 240%
Ho Chi Minh City (SGN) — Los Angeles (LAX)	+230%
Singapore (SIN) — Jakarta (CGK)	+225%
Edmonton (YEG) — Puerto Vallarta (PVR)	+185%
London (LGW) — Amsterdam (AMS)	+150%
Lisbon (LIS) — Toronto (YYZ)	+125%
Springfield, MA (BDL) — Montego Bay (MBJ)	+120%
London (LGW) — Malta (MLA)	+120%



Trending Flight Paths for 2024

For those wondering where everyone’s going to — and coming from — Expedia data reveals 2024’s top trending global flight routes, based on the biggest increase in demand over last year. The number one jump was Angelenos jet setting to Tokyo, followed by Perth locals retreating to Bali.

Based on global flight data on Expedia global POSa from Sept. 1, 2022 – Aug. 31, 2023 compared to Sept. 1, 2021 – Aug. 31, 2022



Dry Tripping



From Dry January to Sober October, in 2024 zero-proof holidays are expected to take over our travel feeds. More than 40% of respondents said they're likely to book a detox trip in the next year; half of travellers would be interested in staying at a hotel that offers easily accessible alcohol-free options such as mocktails.*

Travellers looking to book their own healthful “non-imbibing” getaways can turn to Hotels.com’s expertly curated list of properties with no — and low — alcohol experiences for everyone — no matter the reason or season:

Somerton Lodge, UK

Settle in at this charming Isle of Wight dry hotel, featuring a cozy library and impeccably landscaped garden.

The Rhadana Kuta Bali

Enjoy themed rooms (think aviation, surfing, and music) and a gorgeous pool at Bali’s first certified halal hotel.

Hotel Revival, Baltimore

Guests are in good company with sober bar manager and mixologist Anna Welker, who has created a zero-proof cocktail menu.

The Merrion Hotel, Ireland

The five-star luxury property in Dublin “distills” its own nonalcoholic gin, and offers a pool, gym, spa and bikes for a healthful getaway.

Ette Hotel, Orlando

The wellness-focused, zero-alcohol property is home to a stunning mocktail menu devised by “cocktail professor” Jari de Vries, plus an afternoon tea service.

Rosewood Phuket, Thailand

Learn to make your own zero-alcohol drinks at this five-star beachfront hotel’s mocktail workshop, and experience Asaya, Rosewood’s holistic wellness program.

Wynn Las Vegas

The hotel’s Living Well program includes Drinking Well menus, offering zero-proof cocktails developed by resort mixologist Mariena Mercer Boarini — expect innovative ingredients like reishi and lion’s mane mushrooms, and more.

Vibe check-in

Location, amenities, and star ratings still matter but, increasingly, so does a hotel's mood and feel. In fact, reviews mentioning the word "vibe" are booming, with a 1,090% jump over last year in the Hotels.com app; overall, more than 90% of travellers identified it as an important factor. From "retro" and "chill" to "modern" and even "party," guests are seeking stays that set the tone for their entire trip — and Hotels.com reviews reveal the year's 15 most popular vibes, sure to leave an impression long after check-out.

Based on hotel review data on Hotels.com between Jan. 1, 2018 – Dec. 31, 2022

**Modern Beach
Artsy Hip
Retro Historic
Industrial
Party Old Chill
Vintage City
Peaceful
Funky Cozy**





Trending Hotels: Riads & Ryokans

Travellers are increasingly looking to immerse themselves in local cultures, as evidenced by a more than 125% jump in searches for *ryokans*, or modest, traditional Japanese inns; and Moroccan *riads*, which are homes or palaces with inner courtyards. Travellers looking to book these memorable stays can easily find them on Hotels.com:

Riad Dar Anika, Marrakech, Morocco

La Sultana, Marrakech, Morocco

Riad Tahyra, Marrakech, Morocco

Palais Riad Lamrani, Marrakech, Morocco

Le Farnatchi, Marrakech, Morocco

Ryokan Sanga, Kyoto, Japan

Ryokan Yoshida-sanso, Kyoto, Japan

Ryokan Kurashiki, Okayama, Japan

Gora Kadan, Hakone, Japan

Ryokan Sumiya Kihoan, Kyoto, Japan

Based on global hotel data on Hotels.com POSa from Sept. 1, 2022 – Aug. 31, 2023



Go ——— ccasions

“Puppymoos” and “First-date-iversaries” are in the cards for travellers. With Vrbo research showing that one-third of respondents plan to take more trips in 2024, groups are finding altogether more interesting reasons to celebrate. Beyond the usual girls’ weekends and college reunions, work-related occasions are a surprisingly popular trip catalyst: travellers say they’d book a weekender to celebrate retirement, getting a new job, or a promotion.*



Vrbo has identified the top “go-ccasions” — big, small, and unusual — that friends and family are likely to plan weekend trips around in the coming year:

Celebrating the anniversary of a first date

Celebrating a pet’s adoption or birthday

Cooking and eating a meaningful meal together

Watching a major event on TV together

Getting a new job or quitting an old one, celebrating a retirement or promotion

Outside In



When it comes to booking a holiday home in 2024, it's what's on the outside that counts. Vrbo research found that 42% of travellers book holiday homes with outdoor amenities that they either can't afford to have at home, or want to try out before committing to buy. That includes everything from cold plunges and padel courts to roof terraces and firepits. Moreover, nearly 30% would choose a holiday home with outdoor amenities, so they would never have to leave the property.*



Here's a look at the types of outdoor amenities that are trending now:

Relaxation and rejuvenation

Properties with a hot tub, cold plunge, or barrel sauna are in demand.

Roaring fires

Travellers want a holiday home with a fire pit, barbecue, or outdoor kitchen.

Sports and recreation

Think Ping-Pong tables, padel ball courts, pickleball courts, and lawn games.

Fresh produce

Travellers dream about on-property fruit trees or a vegetable patch.



Trending Vrbo Vacation Homes: Mills, Barns and Farms

Mills, barns and farms — expected to be Vrbo's three trending property types for 2024 — provide a country escape where there's plenty of fresh produce to eat and cute animals to meet. Converted mills saw a 47% increase over last year, while barns and farmhouses saw 21% and 42% jumps, respectively. Get your slice of the good life at one of these charming countryside Vrbo properties:

[Kid-approved UK mill stay](#)

Stoke Ferry, UK

[Kentucky Horse Country retreat](#)

Cynthiana, Kentucky

[Oceanview New England windmill](#)

Barnstable, Massachusetts

[Splashy French farmhouse](#)

Vers-Pont-Du-Gard, France

[Cotswolds barn with room to spare](#)

Shipton under Wychwood, UK

[Spanish farmhouse among orange trees](#)

Cónchar, Spain

[Chic stone barn in France](#)

Cirfontaines-en-Azois, France

Based on global holiday home rental data on Vrbo POSa from Sept. 1, 2022 – Aug. 31, 2023

Gen Gen AI

In 2023, generative AI came of age. Millions of us experimented with chatbots and image generators, awed by the capabilities of this burgeoning technology. And in 2024, Expedia Group predicts that a new “generation of generative AI” travellers — or Gen Gen AI — will fully embrace this tech throughout their travel journey. Expedia Group has been an early adopter, having incorporated the popular ChatGPT conversational AI functionality into the Expedia app in April.

And travellers are ready to see what AI can do for them: Data from a global survey conducted by Expedia Group shows that half are curious to use it when planning a trip. Nearly 40% would be likely to use it to help find a hotel or holiday home, a third would use it to compare flight options or simply get inspiration on where to go, and 35% would use it to find activities and things to do.*



** Third-party research was conducted on behalf of Expedia Brands (Expedia, Hotels.com, Vrbo & Wotif) by OnePoll, a global strategic research firm. The survey was conducted online from September 12 – October 5, 2023, across North and South America, Europe, and Asia-Pacific using an amalgamated group of best-in-class panels. The study was conducted among 20,000 respondents across 14 countries, among adults who are planning domestic or international travel in the next 3 years.*

Download the [Expedia](#), [Hotels.com](#), and [Vrbo](#) apps.

