

 trovatrip

# Travel Trends Report 2024



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# Unpacking 2023 & Preparing for 2024

Millennials and Gen Z continue to lead the way, seeking out bucket list destinations and driving the evolution of travel industry tech...and crowning a new top activity (Spoiler: it's not beach time anymore!)



### Top 5 Global Destinations

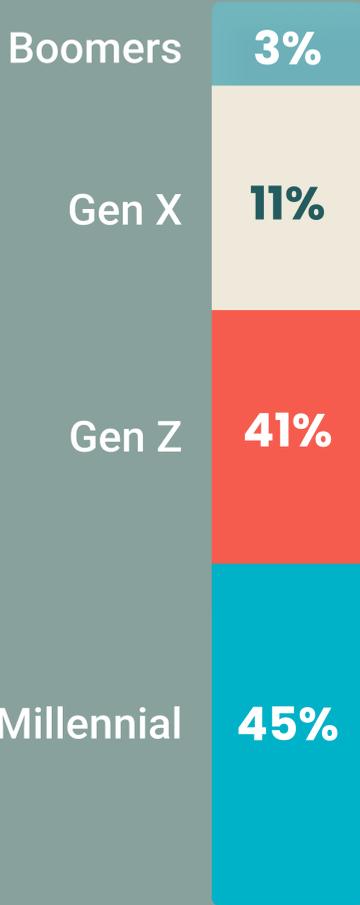
- 1. Bali, 21%
- 2. Alaska, 15%
- 3. Greece, 12%
- 4. Costa Rica, 11%
- 5. Italy, 11%



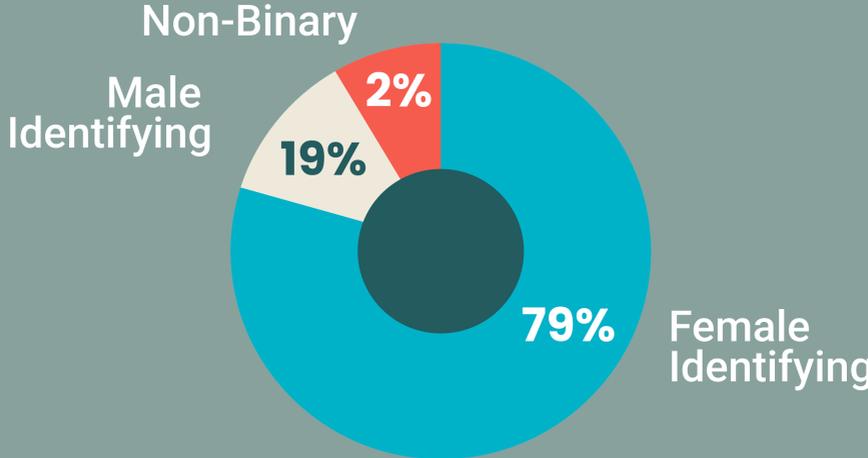
### Top 5 US Destinations

- 1. Alaska, 15%
- 2. Hawaii, 5%
- 3. New York, 5%
- 4. Big Sur, 4%
- 5. The Colorado Rockies, 4%

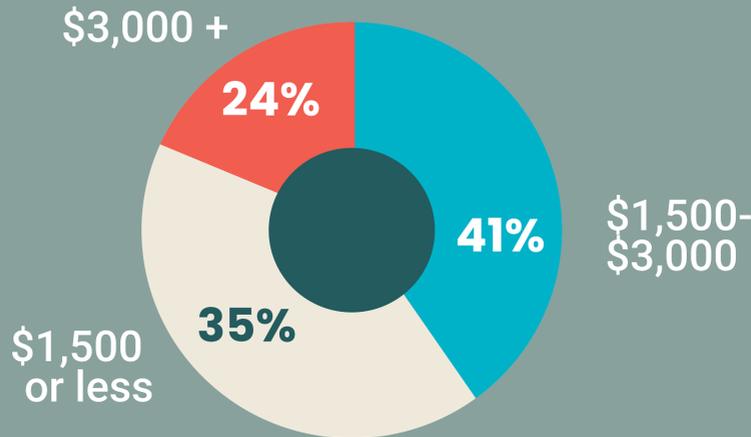
### Age Range of Travelers



### Traveler Genders



### 2024 Traveler Budgets



01

# Where to next?



## Where to next?

Travelers are keeping their sights firmly set on destinations across the world without showing any particular preference for one specific region. In fact, the current lineup of most popular destinations offers a nice range of climates and locations:

### Top 5 Global Destinations



Where to next?

## The best of the rest

By the numbers, Bali leads all destinations with over 70,700 votes. However, Alaska checks in with just over 51,000 so we'll say that while there's definitely a clear favorite, there's also no runaway winner. Let's dive a little deeper than the usual Top 5 to look at the rest.

### Top 15 Global Destinations include:

6. Argentina, 10%
7. Japan, 9%
8. France, 8%
9. Abu Dhabi, 8%
10. Iceland, 7%
11. Brazil, 7%
12. Ireland, 7%
13. Egypt, 6%
14. Croatia, 6%
15. Belize, 6%



 Patagonia, Argentina

## Where to next?

For context, #15 Belize is still holding strong with almost 20,600 votes. It's clear from the data that people are interested in going just about everywhere as long as the activities are right. We'll get into exactly what that means soon, but before we do, let's take a look at where folks want to travel within the US. Most of the travelers who took the TrovaTrip survey originate here and, even though international destinations are a major draw, there are still plenty of must-see places in the States.

### Top 5 Domestic Destinations:

1. Alaska, 15%
2. Hawaii, 5%
3. New York, 5%
4. Big Sur, 4%
5. The Colorado Rockies, 4%



## Where to next?

Just like with the international list, we can see a nice variety of locations with some change from [last year](#). Alaska and New York are holding strong, with previous entries Yellowstone, Yosemite, and Las Vegas sliding a little further down the list to make room for the newcomers. One thing is certain though: Folks are excited about hitting everything from the mountains to the beach to the big city, and they're willing to put in the travel time to get there.



02

# Experiences over things... again!



Experiences over things...again!

## Experiences prevail

Just like in the previous year, we see that **travelers are continuing to value real experiences and connections over things. This isn't to say they're looking to spend less, but rather that they're looking to spend thoughtfully—on things that offer a chance to learn about culture and connect with others.** In fact, this has resulted in a brand new favorite activity at the top of the list. “Beach time & relaxation” has moved to 2nd place and **in the #1 spot we now see cuisine-oriented trips.** [Hilton Hotels](#) agrees, projecting that “Foodies will reign supreme, with culinary experiences prioritized globally and across generations.”

We also find that **exploration and adventure remains a primary motivator for travelers**, which is no surprise given some of the top destinations. People are seeking out activities that include

everything from visiting ruins to hiking to camping...all the way to more extreme fun like shark cage diving! And not every active experience has to get your heart rate up, either. Some are quite the opposite, with activities like yoga or barre rising into the most popular activities.



Experiences over things...again!

# Top 5 Trip Experiences & Activities



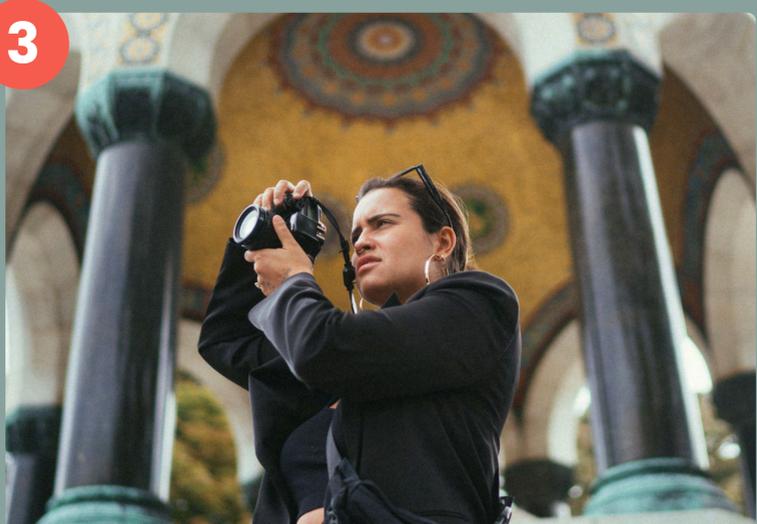
1

**Food & Beverage**



2

**Beach & Chill**



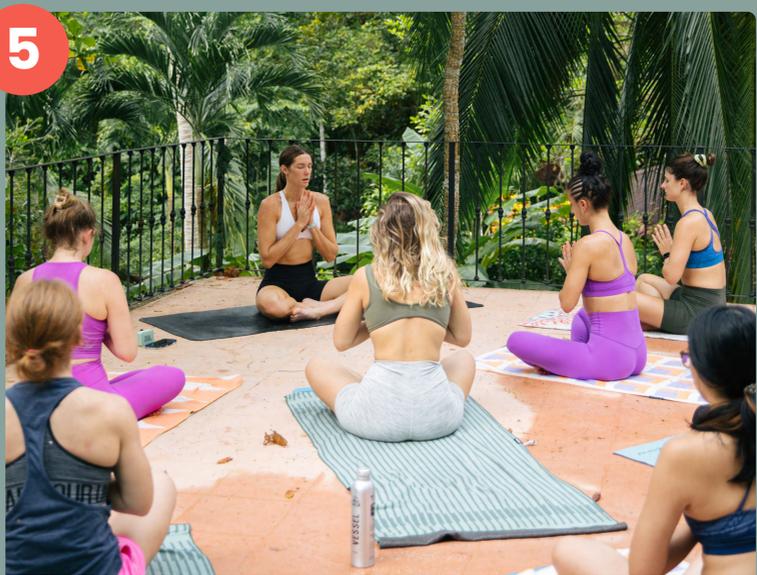
3

**Culture & History**



4

**Nature & Wildlife**



5

**Active Movement**

03

# Tech & travel



## Tech & travel

# Easy booking is key

Not only are folks' preferred destinations and activities continuing to evolve, the way they want to book travel is too. This probably won't be too much of a surprise, but the travel industry as a whole saw an increase in automated bookings. More and more people plan entire trips on their smartphone, within days of making that initial Google search, and believe it or not, these changes are consistent across the generations. Even a majority of Boomers ([66%!](#)) demand the ability to book this way as travel continues to become more of an integrated, essential part of life. One reason for this is the rising combination of a little something called "bleisure," as travelers tack on extra days to business trips for fun, personal time.

The mixing of personal and professional travel is also reflected in the kind of tech folks like interacting with. This has huge implications for the industry in general and group travel platforms like TrovaTrip in particular.



## Tech & travel

Despite the demand for faster, mobile-friendly booking capabilities, [over 70%](#) of travelers report desiring personalized interactions. This doesn't mean traditional agencies are coming back anytime soon, but it does mean that folks want a platform that "gets" them and their preferences. Even with a fully automated experience, the warmth and hospitality that is unique of the travel industry is expected.

After all, if **almost half of every generation shares that strengthening connections or reconnecting with family and friends as a primary reason for traveling**, it makes sense that the whole process be as human as possible. Even when you don't actually have to interact 😊

Despite the demand for faster, mobile-friendly booking capabilities, [over 70%](#) of travelers report desiring personalized interactions.

04

# Jet-set it up



Jet-set it up

# Social media will drive top destinations

The final major driver of 2024 travel will be folks seeking out bucket list destinations inspired by their favorite Content Creators. Travelers will be making their Pinterest boards a reality, by booking tips to must-see places that are posted from their favorite accounts.

Of course, dreamy travel content itself is only half the draw. The other half? The Creators themselves! These fun, fascinating community leaders have built like-minded followings on their platforms who they connect with on a level that is much more than screen-deep. Using platforms like [TrovaTrip](#), Creators can invite their online community to travel the world with them IRL via a group trip. Simply put, **2024 will be the year of traveling with the Creator.**

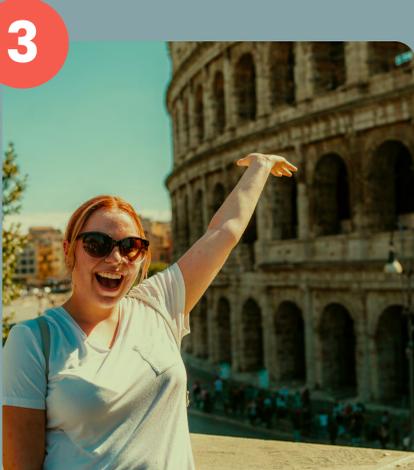
## Top 5 TrovaTrip Itineraries



**1**  
**Costa Rica: Arenal Volcano and the Pacific Coast**



**2**  
**Bali: Culture, Food, and Beaches from Ubud to Sanur**



**3**  
**Italy: A Classic Journey in Rome and Florence**



**4**  
**Greece: An island Getaway on the Mediterranean Sea**



**5**  
**Alaska: Majestic Wilderness and Glacial Wonders**

05

2024 here  
we come!



2024, here we come!

## Find where you belong in 2024

Wherever you're heading in 2024, and whatever you're looking to do once you get there—relax, reconnect, obliterate your bucket list—we're excited to offer something for everyone's travel tastes. Come find your community, everywhere in the world with TrovaTrip.

[Book a trip now](#)

or

[Host a trip](#)

**\*Methodology:** TrovaTrip recorded responses to a travel survey from 1/1/23 - 12/4/23, which featured 345,947 respondents from across the globe. Respondents were able to select multiple answers on questions regarding preferred destinations, experiences and, activities. As such, correlating percentages should not be viewed holistically.

