



Top Five Trends in Travel

January 2025

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THE WORLD MARKET FOR TRAVEL

Our expert's view of travel in 2024

Key findings

INTRODUCTION

Multi-trillion travel industry propelled by online, personalisation and the experiential

Travellers willing to pay more for immersive, local and authentic experiences

Top five trends in travel

Top five trends uncovered

STEPPING OUT FOR IMMERSIVE EXPERIENCES

Trend 1: Local immersion is a differentiator and sales enabler for travel businesses

Antigua and Barbuda: Art trail to encourage visitors to go beyond all-inclusive resorts

Not in the Guide Books: Off the beaten path for deeper local immersion

Limitless opportunities for priceless, inimitable travel experiences

ALWAYS ACTING WITH INTENT FOR POSITIVE IMPACTS

Trend 2: Intentional strategies for a thriving and regenerative ecosystem

Red Sea Global has the aim to protect biodiversity for conservation

Rewilding Apennines: From sustainable to net-positive and nature-positive

Acting with intention promotes destination stewardship and ultimately the bottom line

SHARED VALUES UNLOCK LONG TERM VALUE CREATION

Trend 3: Aligning with consumer values, passions and interests sparks value creation

Klook: Passions and fandom travel for higher quality spend per visitor

Byway Travel: Taking the slow road, travelling with purpose that is worth a premium

Tapping into travellers' special interests drives growth in higher value spending

GEN AI FOR PERSONALISED AND CONNECTED TRAVEL

Trend 4: Gen AI empowers connected trips for added value

Wanderlog: Gen AI unveils new dawn of hyper-personalised travel

Mindtrip: Enabling personalised group trip planning throws down the gauntlet

Gen AI delivers the hyper-connected trip and higher revenue opportunities

PEOPLE-CENTRIC BUSINESSES PUT COMMUNITIES FIRST

Trend 5: People-centric leads to a greater focus on communities for a paradigm shift

SCOTO: Putting local communities in the driving seat for positive impacts

Discover Aboriginal Experiences: Ensuring every story and voice is heard

Growth potential will always be stifled if communities are not integral to travel

CONCLUSION

Future implications

Opportunities for growth and value creation

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