

**OUT OF AUTOPILOT
AND INTO OUR BEST LIFE:**

Booking.com
SHARES ITS 7
PREDICTIONS
FOR TRAVEL IN
2024



BOOKING.COM'S MOST EXTENSIVE TRAVEL PREDICTIONS RESEARCH TO DATE FORESEES TRAVEL AS THE PRIMAL PULSE OF LIFE IN 2024.

Where in years past travel has been a means to escape life, research shows that travel *is* life in 2024. Over three quarters (78%) of global travelers reveal they feel more alive than ever when on vacation, and 68% believe they are the best version of themselves on their travels.



Research
commissioned:



27,000+
travelers



33
countries
and territories



Exploring how travel will transport people out of autopilot and into unleashing their best life, this year's research reveals seven predictions for travel in 2024.



**(ALTER) EGO
ENTHUSIASTS**



**COOL-
CATIONERS**



**SURRENDER
SEEKERS**



**CULINARY
EXCAVATORS**



**REBOOT
RETRAITERS**



**A LA CARTE
AFFLUENCERS**



**MINDFUL
AESTHETES**



(ALTER) EGO ENTHUSIASTS

In 2024, travelers will feel more alive by creating their own epic alter egos on vacation. These Alter Ego Enthusiasts love the thrill of embodying a 2.0 version of themselves, and go to great lengths to reimagine their best self.

62% enjoy the anonymity of travel and the chance to recreate themselves

37% make up stories about their real life to people on their travels

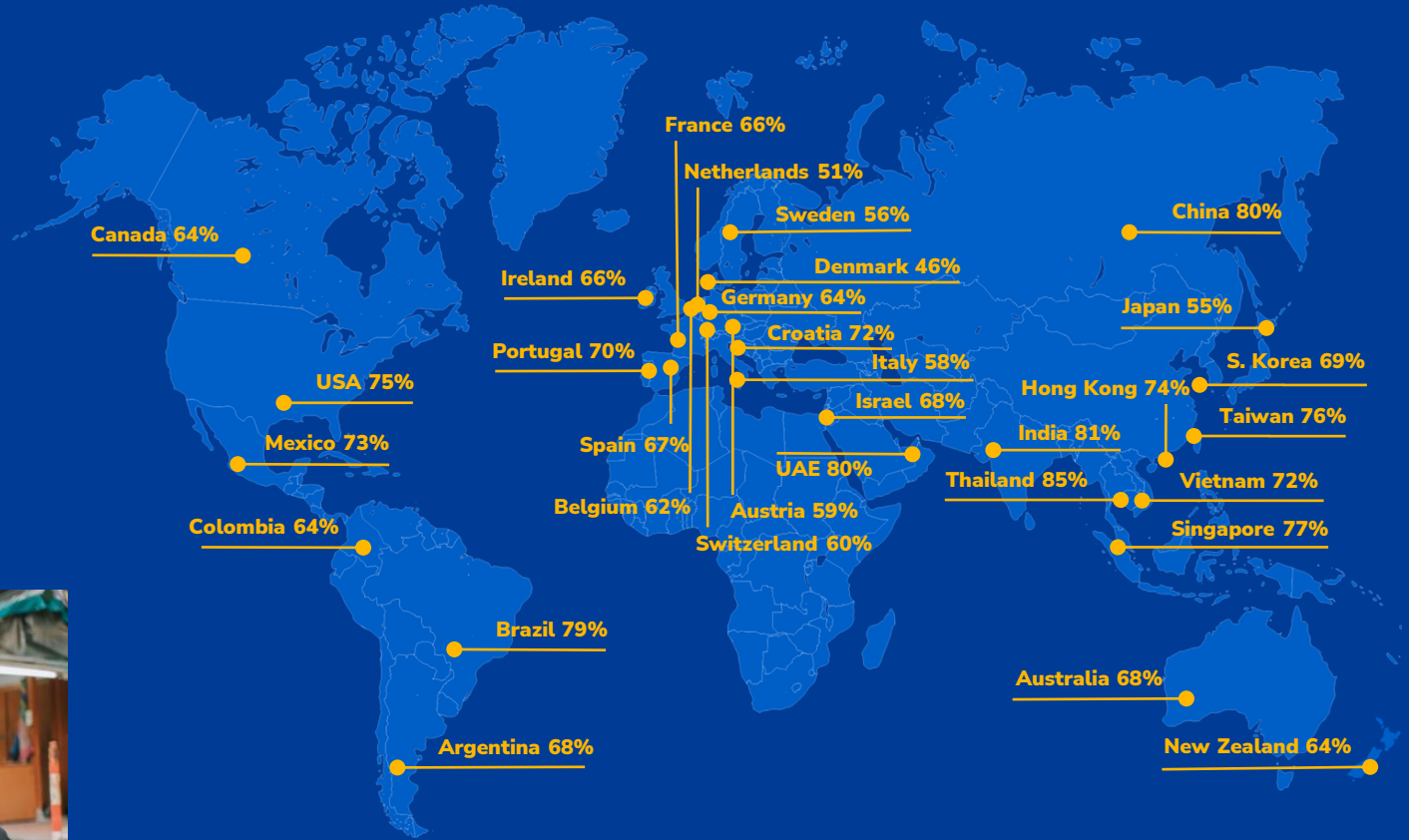
57% feel 'main character energy' on their travels





(ALTER) EGO ENTHUSIASTS

Fueling the idea that people take on different personas when traveling, 68% want to be more like their vacation self in their day-to-day life back home





COOL- CATIONERS

Heat has officially had its vacay heyday. Scorching temperatures pushing the mercury to record-breaking levels is accelerating a rise in travelers chasing cooler climes to revive and refresh themselves in 2024.

56%

say that as temperatures soar close to home, they will use their vacation to cool down elsewhere



↓
LATAM 70%
APAC 61%
NORAM 50%
EMEA 48%

51%

report that climate change will impact the way they plan their vacation in 2024



↓
APAC 60%
LATAM 51%
NORAM 48%
EMEA 43%



LATAM 44%

EME 34%

APAC 35%

NORAM 28%



36%

are interested
in water-centric
vacations in 2024



75%

agree that being
close to water
instantly makes
them feel more
relaxed



LATAM 86%

NORAM 77%

EME 74%

APAC 72%



COOL- CATIONERS

This trend also taps into the rise of water-centric travel in 2024. Aquatic escapes are set to help Cool-cationers take the edge off the heat and wash away their worries.

Expect floating yoga, water sound baths and snow meditation to surge, as well as a boom in ice therapy retreats, underwater hotels and mermania.





SURRENDER SEEKERS

In 2024, travelers increasingly want to surrender themselves to the element of surprise, explore the unknown and venture into uncharted territory on vacation. Shifting from rigorous planning to chance encounters, Surrender Seekers are relinquishing control for the art of letting go.

55%

would like to have no plans set in stone prior to traveling in 2024 so they can go where the wind takes them

52%

are keen to book a surprise trip where everything down to the destination is unknown until arrival

56%

prefer to venture off-the-beaten-path

34%

seek to travel with strangers





SURRENDER SEEKERS

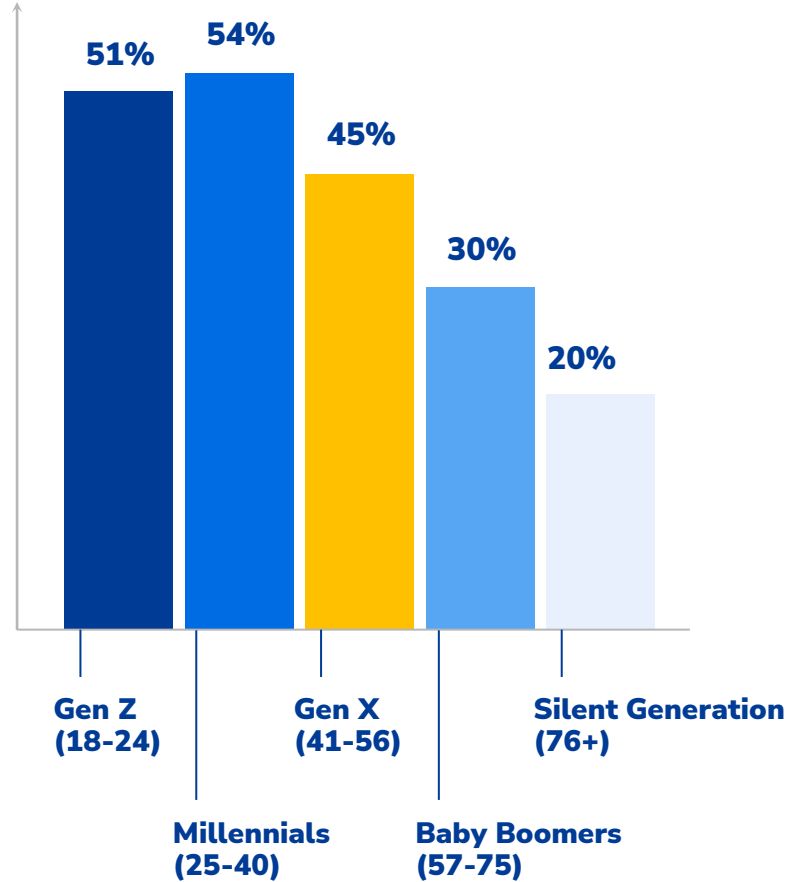
The travel industry is responding fast with tech-enabled flexible services, giving travelers the option to cancel, change plans, and buy now, pay later.

The explosion of AI, which has already seen the launch of [Booking.com's AI Trip planner](#), is going mainstream in 2024.



48%

would now trust AI to plan a trip for them





CULINARY EXCAVATORS

The food archeologists of 2024 will dig deep into the roots of food on vacation to unearth new foodie treasures. These Culinary Excavators are bucking next-gen food trends in favour of preserving the true craftsmanship of traditional dishes.

81%

want to try indigenous cuisines in 2024

61%

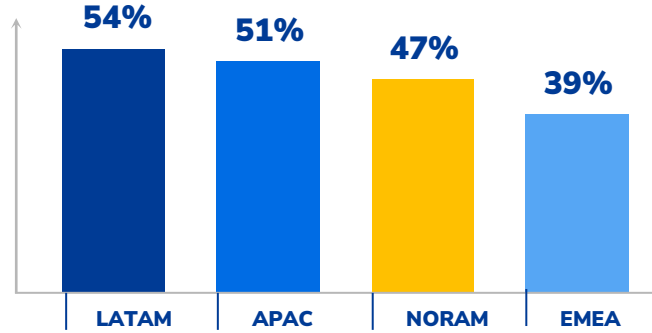
are more interested in learning about the origins of a destination's 'must-eat' delicacies than they were in the past

Expect an increase in heritage flavours and indigenous experiences that tell the story behind the food, unlocking the secrets of cultures which have been lost or forgotten.



46%

want an immersive
'phygital' food
experience enhanced
by VR or AR
in 2024



CULINARY EXCAVATORS

Culinary Excavators are experientialists who fluctuate between digital and physical realities to transform every discovery into a heightened multisensory extravaganza.

Think mood altering lighting, paired fragrances and sensual soundscapes that enhance the traces of foodways past.





REBOOT RETREATERS

Amid global instability and an ever-hectic world, disheveled travelers are booking one-track trips rooted in self-improvement in 2024 to bring themselves back to the life they truly want again.

39%

would carve out time for a matchmaking holiday

58%

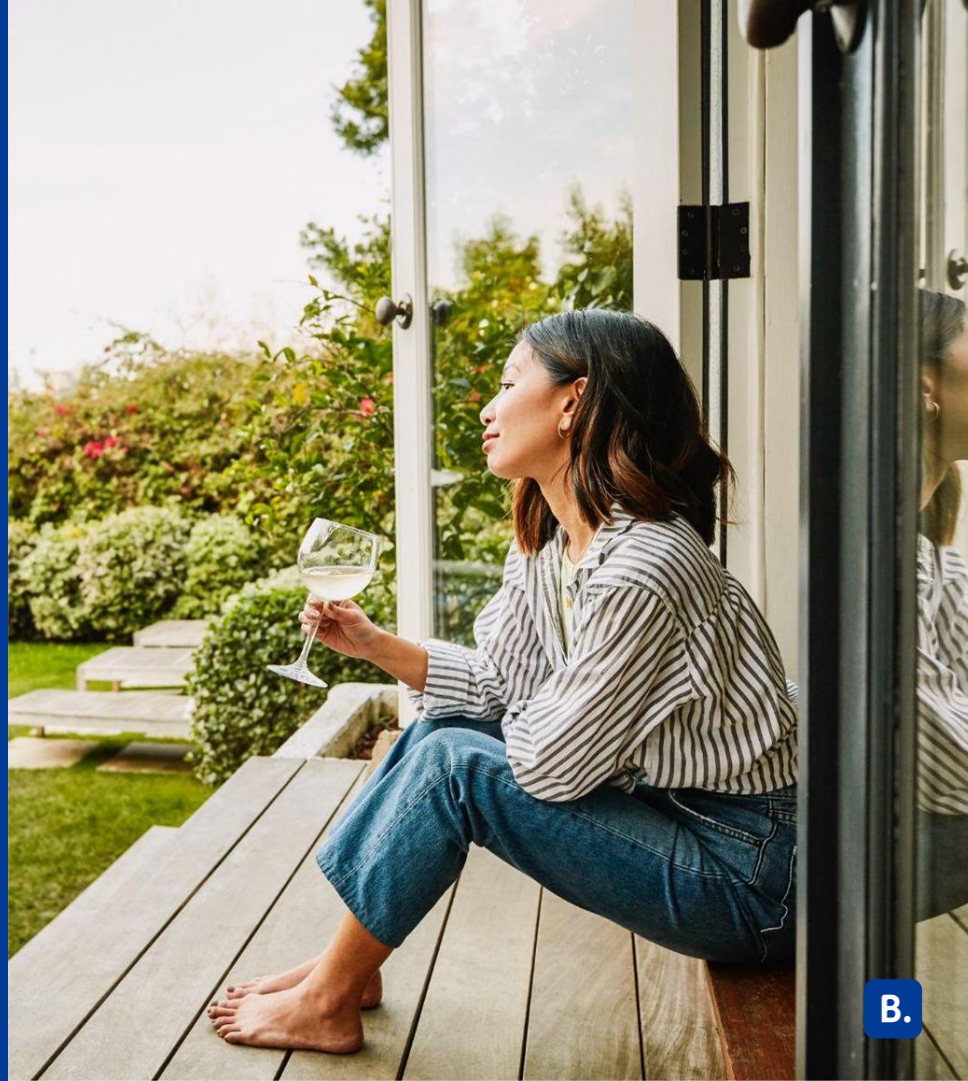
of parents plan to travel alone, dropping the kids and their partners to prioritize themselves

35%

would book a heartbreak holiday to get over an ex

24%

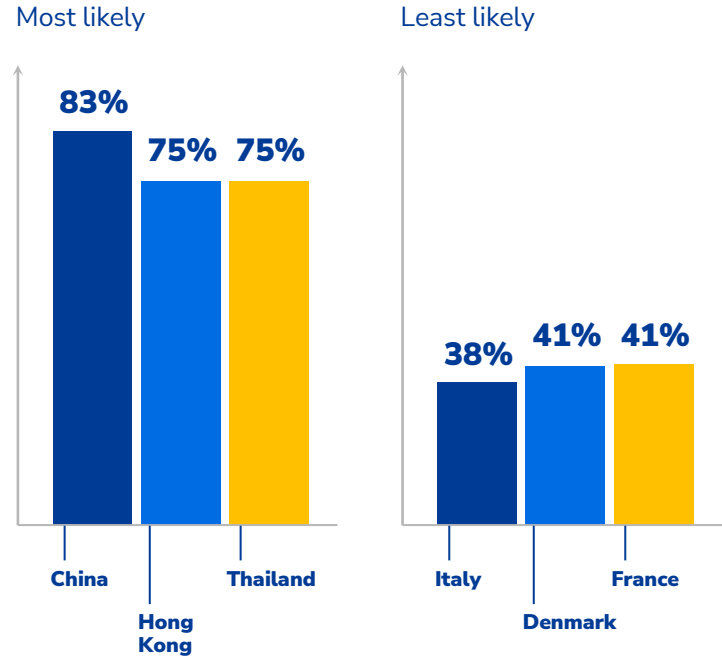
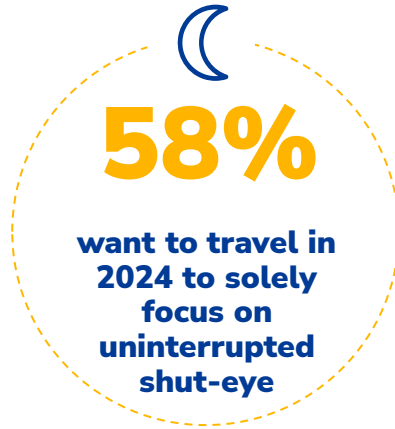
want to deepen the connection with their partner





REBOOT RETREATERS

To serve Reboot Retreaters looking to improve their shut-eye, the new era of sleep tourism welcomes bespoke sleep retreats featuring cutting-edge technology.



Expect a rise in hotels offering beds that use sound and electromagnetic waves to put travelers into a deep resting state, with AI logging sleep preferences for future stays.



A LA CARTE AFFLUENCERS

Fueled by the cost of living crisis, travelers in 2024 will employ money saving hacks to cut costs, yet level up vacations with 'à la carte' luxuries.

51%

are willing to pay for day passes to use the amenities in a five-star hotel rather than actually staying there

42%

would pay to rent a nicer car than they drive at home

56%

want insights and tips from AI when on vacation to upgrade experiences with suggested ancillaries and deals



56%

plan to book an all-inclusive so they know exactly how much their spend will be



50%

plan to pick destinations in 2024 where the cost of living is less expensive than their hometown



43%

will be searching for luxe-for-less copycat vacations closer to home to reduce costs



A LA CARTE AFFLUENCERS

A La Carte Affluencers want to appear wealthy, sweeping away the reality of making financial sacrifices, but behind the scenes are obsessed with see-through spending and curating budget-friendly travel itineraries.





MINDFUL AESTHETES

Make way for the intersection of design and mindfulness to influence travel in 2024, opening up inspiring new doors for travelers who want to make more conscious choices – which are sustainable and aesthetically pleasing.

65%

want to see the outside brought indoors with green spaces and plants in accommodations on vacation

60%

want to see sustainability in action

53%

look for accommodation that has wow-factor sustainability innovation



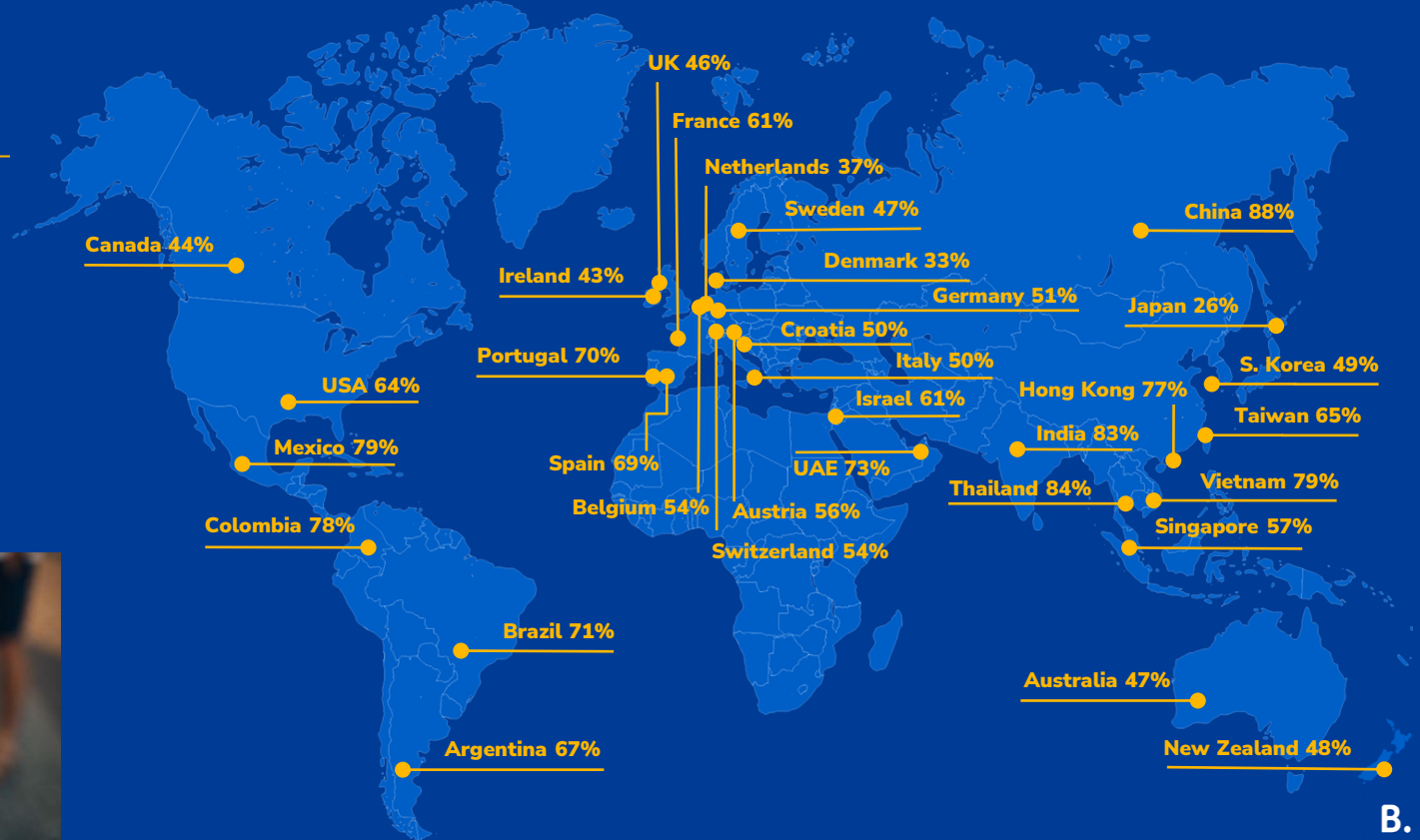


MINDFUL AESTHETES

In 2024 and beyond, Mindful Aesthetes will lean on technology for sustainable itineraries that offer exclusive access to the places they are helping preserve, in the most mindful and responsible way.

60%

are interested in sustainable travel apps where they can unlock rewards such as experiences with locals in off-the-beaten-path areas (47%) or visit remote locations that tourists otherwise have limited access to (44%)



"Our 2024 travel predictions reflect the idea that travel is not a means to escape life, but instead a catalyst to live our best lives. From thrilling adventures in a new destination to feeling the pulse of a new culture and every experience in between, travel allows us to become the best version of ourselves.

At Booking.com, it's our mission to make it easier for everyone to experience the world and we believe in the power of travel to inspire, transform and enrich lives. We are committed to empowering extraordinary experiences that resonate with the heartbeat of each and every traveler in 2024 and beyond."

Arjan Dijk
CMO and Senior Vice President

Booking.com



2024 TRENDING DESTINATIONS

Booking.com has delved into global booking trends to share the top trending destinations for 2024. Destinations had to be in the top 1,000 most booked on Booking.com between 1 August 2022 and 31 July 2023, and the list was sorted by year-over-year increase and curated to ensure geographic distribution.



Beppu, Japan



Valkenburg, Netherlands



Vlorë, Albania



Chemnitz, Germany



Rotorua, New Zealand



Panglao, Philippines



Cairns, Australia



Buenos Aires, Argentina



Portland, USA



Mérida, Mexico



METHODOLOGY

Travel Predictions 2024 research commissioned by Booking.com and conducted among a sample of adults who plan to travel for business or leisure in the next 12-24 months. In total, 27,730 respondents across 33 countries and territories were polled (including 1008 from Argentina, 1012 from Australia, 505 from Austria, 1001 from Belgium, 1002 from Brazil, 1009 from Canada, 1009 from China, 1002 from Colombia, 508 from Croatia, 504 from Denmark, 1011 from France, 1011 from Germany, 1016 from Hong Kong, 1004 from India, 510 from Ireland, 504 from Israel, 1014 from Italy, 1004 from Japan, 1009 from Mexico, 1014 from The Netherlands, 1015 from New Zealand, 500 from Portugal, 502 from Singapore, 1010 from South Korea, 1009 from Spain, 502 from Sweden, 507 from Switzerland, 504 from Taiwan, 1003 from Thailand, 502 from the UAE, 1007 from the UK, 1005 from the US and 1007 from Vietnam). Respondents completed an online survey in July 2023.