

# travel trends

2023





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# INTRODUCTION

## What's in store for the travel industry in 2023?

After three extraordinary years – in which our world ground to a halt (2020), embraced change (2021) and welcomed a remarkable rebound (2022) -, all eyes are on the crystal ball to deliver an insight into what the next 12 months of travel could have in store.

From emerging travel trends to the most in-demand destinations for 2023, we're here to help you make a success for the year ahead. But first, here are some statistics to highlight the value of understanding the needs of today's traveler:

- » **Global tourism is anticipated to increase by 30% in 2023, following a 60% growth in 2022**
- » **79% of people plan to take a leisure trip in the year ahead, with international travel set to benefit from pent-up demand**
- » **On average, travelers aim get to away at least twice in the next 12 months**

Of course, our industry is susceptible to flux – but it doesn't hurt to get prepared. Read on for our view on the biggest trends set to make waves throughout 2023.



# TRAVEL TRENDS

What's the flavor of the month (or should we say months)? In travel, what's 'in' is ever-changing – but there are several trends which have been gaining in popularity and seem unlikely to fall out of favor in the next 12 months.

## SUSTAINABLE TRAVEL

An ever-popular phrase in our industry, sustainable travel has been gaining support for many years and shows no sign of slowing down. From green hotels to out-of-season escapes and heritage tourism, sustainability is about more than going plastic free (though it's an important point nonetheless: according to TripAdvisor, single-use plastics were among the 5 most commonly-raised points in reviews throughout 2022). Travelers are increasingly conscious of the mark they leave behind and are seeking to bring greater environmental, economical and social balance to their destination of choice – a noble endeavor, and one which providers should seek to support wherever possible. Consider making green changes in your property, partnering with providers of eco-friendly modes of transport, or selling cultural experiences from your front desk.



## CHAPTER 1

### REVENGE TRAVEL

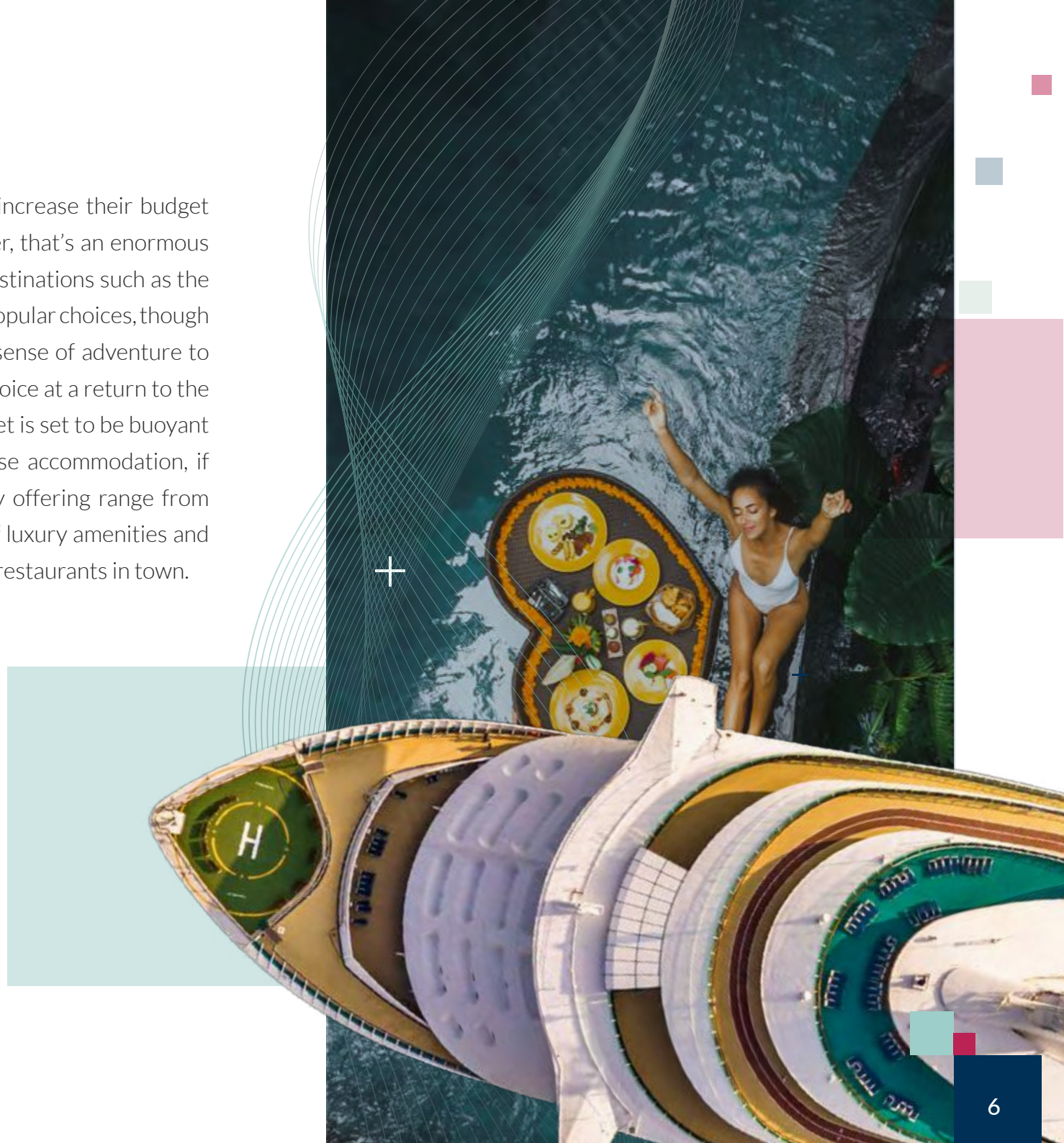
With the pandemic behind us, pent-up demand promises to boost bookings. The frustration felt by would-be tourists in the face of closed borders and cancellations has transformed into a phenomenon known as 'revenge travel', in which travelers seek to make up for lost time by booking with a vengeance. Destinations which will benefit from this trend will include those which were slow to reopen, while once-in-a-lifetime or 'bucket-list' trips will be catapulted into priority position. Keep an eye on any destination yet to re-open fully, as the minute restrictions are dropped, you can expect interest to spike.



## CHAPTER 1

### LUXURY TRAVEL

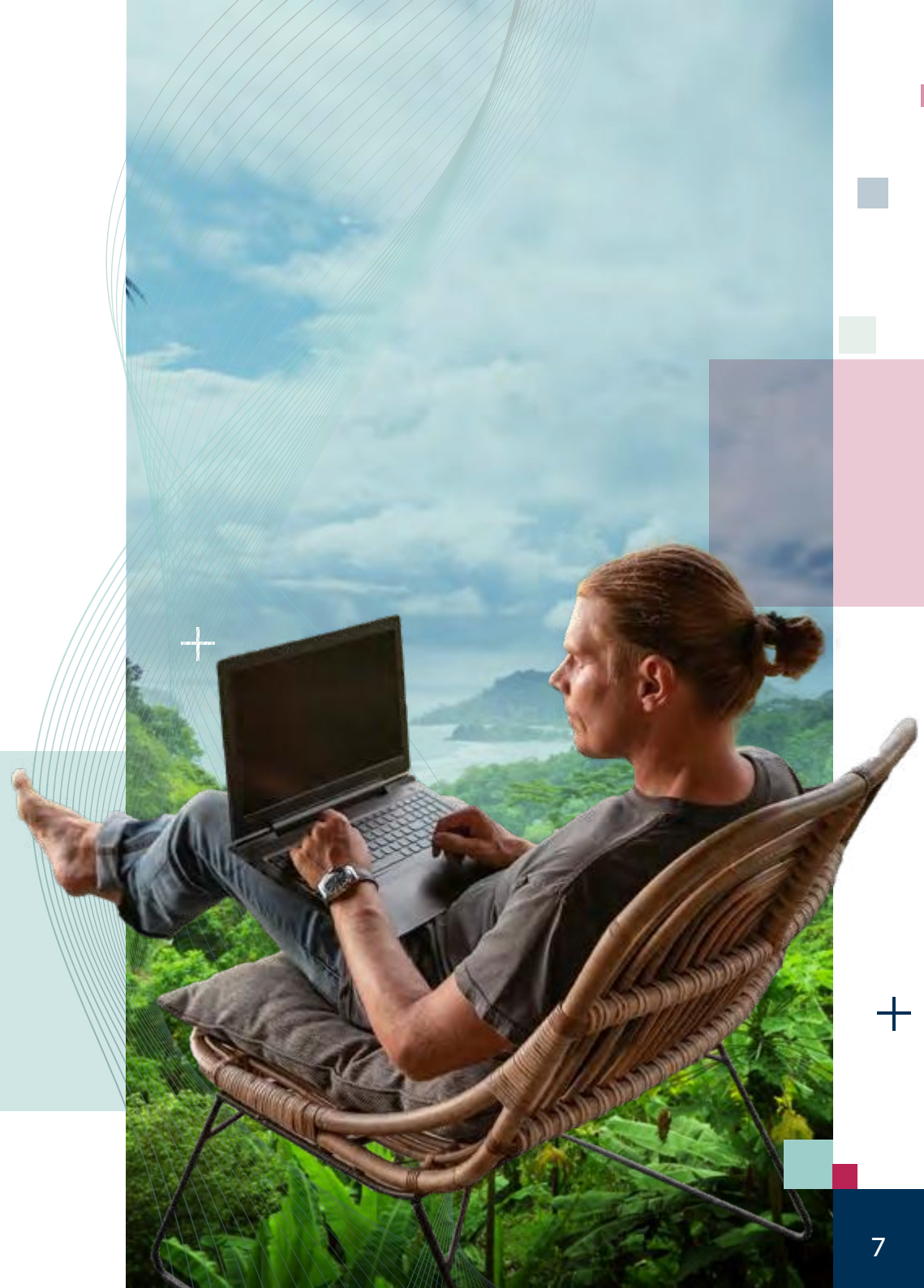
Did you know that 43% of travelers plan to increase their budget in 2023? When it comes to the luxury traveler, that's an enormous increase in spending. Quintessentially luxe destinations such as the Maldives and the French Riviera are set to be popular choices, though luxury safaris and jungle expeditions offer a sense of adventure to affluent explorers. Sea-faring travelers will rejoice at a return to the ocean, as the luxury cruise and yachting market is set to be buoyant – position your hotel as a pre-and post-cruise accommodation, if possible. Other ways to scale up your luxury offering range from exceptional customer service, the inclusion of luxury amenities and products, or bookings at the most in-demand restaurants in town.



## CHAPTER 1

### BLEISURE TRAVEL

Hybrid and remote working is here to stay, and with it comes the benefit to work from anywhere. Countries such as Barbados and Portugal were quick to capitalize on this modern work perk through the creation of digital nomad visas, and Spain seems set to follow the charge: from January 2023, remote workers will be entitled to live and work in the country for up to one year, offering yet more flexibility to travelers that could perhaps only be dreamed of pre-2020. But it's not just remote workers who will spend more time away from home in 2023: 76% of business travelers plan to extend their work trip for leisure purposes in the next 12 months, while 28% plan to combine remote work and leisure travel in a trend dubbed 'flexcation'. Where possible, it would be advantageous to cater to this kind of guest – consider selling rooms with work spaces and providing a high-speed internet service.



# DESTINATIONS TO WATCH

Where are you dreaming of visiting in 2023? Like most travelers, it's likely that your – and your guests' – interests will be shaped by what is seen on tv, in film or on social media. But in addition to 'set-jetting' (in which our favorite forms of media influence our booking choices), there are other ways in which a certain destination becomes the top choice.

## FOR FOODIES

It's said that the best way to explore a new destination is through your stomach, and with a literal world of gastronomy to explore, choosing where to head next is a matter of taste. Best known for its cervecerias and Pisco cocktails, Lima in Peru is brimming with culinary delights which are centuries in the making. Over in Malaysia, Kuala Lumpur offers a melting-pot of flavors: travelers will love the fusion of Malay, Chinese, Indian and even Eurasian dishes found everywhere from hawker stalls to high-end restaurants.

## FOR SCREEN TOURISTS

Did you know that film and television can influence up to 96% of traveler choices? That's according to Forbes, and we can see





## CHAPTER 2

why: while revenge travel seems set to take over in 2023, there's no denying the extra screentime we all managed to squeeze in between 2020 and today. From stately weekend escapes inspired by 'Bridgerton' to the sweeping landscapes of 'Yellowstone', tourists are determined to spend time 'on location' in a range of destinations not necessarily best seen on screen.

### FOR A BUCKET-LIST ADVENTURE

Seize the day! After three years of restrictions and limitations on where/when to go, tourists are choosing to take life by the horns. Tomorrow might be too late for a 'once in a lifetime' adventure, so consider partnering with tour operators who can offer excursions such as snorkelling in the Great Barrier Reef or climbing Kilimanjaro. That said, luxury hotels or those based in in-demand destinations may benefit from a growing desire among tourists: to splurge out on an immaculate stay in their dream destination.

### FOR THE CURIOUS TRAVELER

Travel is all about opening up to new experiences and, by heading to one of the following destinations, today's tourists will take home more than just trinkets – instead, knowledge will be their most valuable souvenir. A trip to the American Southwest allows them to come face-to-face with up to 23 native tribes as they learn about indigenous cultures and arts; meanwhile, an Egyptian adventure (complete with a tour of the world-famous Giza Pyramid complex) serves as the ultimate history lesson for families, solo travelers and couples alike.



## CHAPTER 2

### FOR REJUVENATION

After the last few years that we've had, plenty of tourists are keen to indulge in a spot of R&R. They could seek rebalance in Jordan: home to Petra (one of the world's most famous archaeological sites), Jordan is also revered for its rose-tinted landscapes and the Dead Sea, which is brimming with salts, minerals, and many other happy tourists just bobbing on by. Halkidiki in Greece is another top choice for travelers looking to get away from it all: with its blissful beaches, this island is the epitome of idealism. Your guests can eat, sleep and daydream on the peninsula, though should they wish to expand their horizons, there's much history to be unearthed in this underrated location.

### FOR A RE-INTRODUCTION

After close to three years of closure, Japan's borders finally reopened in the final quarter of 2022, making it one of the most anticipated destinations for tourists in 2023. There's nowhere on earth quite like 'the land of the rising sun', and its capital truly has it all: from the neon lights and tightly-packed izakayas of Shinjuku to Shibuya's malls, Ginza's robot hotels and Asakusa's temples and shrines, Tokyo is a megacity in which the modern and traditional are to be celebrated in equal measure. Asia, in general, is predicted to be the top choice for travelers in 2023: Bali, Phuket and Singapore will each benefit from an influx of tourists, and with China's borders now open, inbound and outbound tourism is expected to increase exponentially.



# ACCOMMODATION AND ACTIVITIES

Choosing a destination is just the start of vacation planning – tourists also need somewhere to stay, and things to do! But what will guide their decisions in 2023? Hoteliers, take note...

## THE RISE OF DIGITALISATION

Technology is dominating the travel space right now, and is likely to do even more so in 2023. From smart airports such as Istanbul (in which biometric data, augmented reality and artificial intelligence contribute to a seamless passenger experience) to specialist apps which curate a traveler's perfect itinerary, it's more important than ever before to move with the times. Failure to do so may result in the loss of bookings: according to Skift, 100% of millennials interviewed expect their entire travel experience to go digital, right through from bookings to accessing their itinerary. Guests are also anticipating that their accommodation will go digital, with a shift towards mobile room keys, remote check-ins/check outs, and even the use of real-time occupancy data to drive impactful guest interactions.



## CHAPTER 3

### EXPERIENTIAL ESCAPES

‘Experiential’ is the word of the moment, with tourists seeking to immerse themselves in their destination of choice perhaps with more gusto than ever before – in fact, 78% of millennials prefer to spend money on experiences versus a ‘better’ hotel, while Gen Z (who are likely to spend more on travel versus any other demographic) are seeking opportunities to ‘feel’ the world in a way that is both communal and educational. According to Skift, a mammoth €254 billion was spent on tours and attractions in 2022, with that number predicted to rise to €463 billion by 2027. When it comes to partnering with tour operators to meet this level of demand, there’s no time like the present!

### WHERE TO STAY?

There were a multitude of factors affecting hotel choices in 2022, many of which will continue to impact how and where guests book in 2023. A key factor, unsurprisingly, is cost – and with hotel prices skyrocketing post-pandemic, really understanding the relationship between budget and expectations could be the difference between securing the booking or losing it altogether. Take Dubai, for example: on average, the city’s hotels have increased by an eye-watering 48%, but wealthier guests may be willing to part with their cash if the hotel caters to other important factors such as flexible cancellation policies, immaculate hygiene standards, or an unbeatable loyalty scheme.



# READY FOR A SUCCESSFUL 2023?

So, there you have it: our overview of what's to come in 2023. We hope that our predictions and insights help you to navigate what is sure to be an exciting year ahead, but our help doesn't stop there – in fact, by working with us, you will gain access to more than 71,000 travel bookers in over 150 source markets worldwide. To distribute your property to the world's largest network of B2B travel buyers, take a few minutes to register with us for free.

[LIST MY PROPERTY](#)



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