



# THE NO-NORMAL



Introducing the most unexpected travel trends of 2023. Expedia, Wotif, and Stayz delved into a vast bank of traveller data and surveyed thousands of people\* to uncover a shift in mindset. The coming year of travel will be like no other.

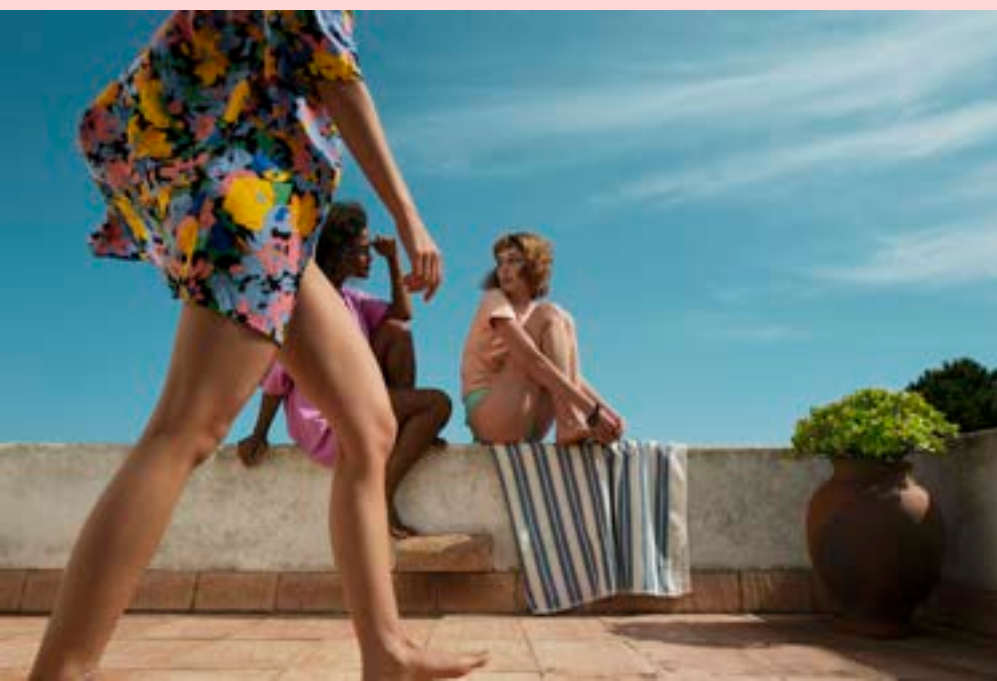
The past few years saw travellers worldwide adjusting to a series of new normals. They spent seasons inside, then sought the great outdoors. They jumped at the chance to reconnect with loved ones in person as soon as possible, then made up for lost time with extravagant bucket list trips.

***In 2023, travellers are ditching the conventional and veering off course for all-new experiences. Prepare for the year of the no-normal.***

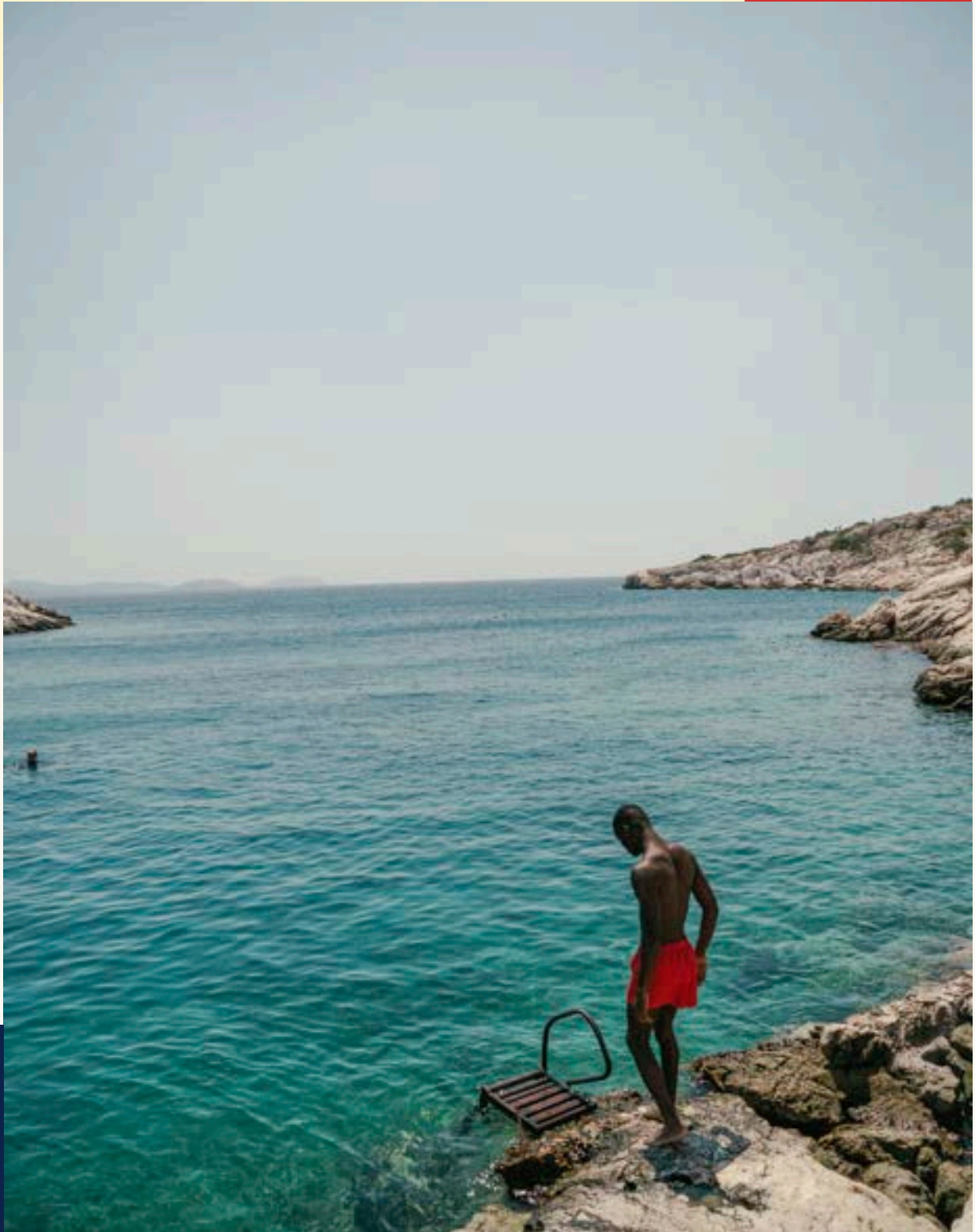
Now, travellers are tired of compromise and ready to experience an array of destinations, be influenced in new ways, and book what they want when they want it. There will be no “one size fits all” approach.



“When we look at Expedia, Wotif, and Stayz data together, we see a detailed and robust picture of travel into 2023,” said Jon Gieselman, president of Expedia Brands. “We’re seeing a surge in trips to culture capitals, streaming services inspiring travel, and a spike in demand for outdoor destinations beyond just beaches – not a new normal, but people branching out to unexpected trends in what we’re calling the ‘no-normal.’”







Travellers are ready to enjoy the hustle and bustle of cities and experience urban vibes. Crowded pubs, open-air markets, and dazzling lights await holiday makers ready to be at the heart of culture and action.

Among the world's cultural capitals are cities rich with unforgettable experiences and celebrations. Visit Edinburgh to enjoy the world's largest arts and media festival or Tokyo to discover some of the best food in the world.

# Culture Capitals



## *Global data from Expedia.com reveals the cultural capitals to see in 2023:*

1. Edinburgh, Scotland
2. Lisbon, Portugal
3. Tokyo, Japan
4. Dublin, Ireland
5. New York, USA
6. Sydney, Australia
7. Dubai, UAE
8. Montreal, Canada
9. Munich, Germany
10. Bangkok, Thailand

Based on global lodging demand and interest on Expedia, comparing data for travel spanning 2021 – 2023 to identify the fastest-growing destinations as of September 30, 2022.





# Set-Jettors Turn to TV Tourism

Adventure-seekers are turning to captivating TV locales for their next-big-trip inspiration. Get ready for the Set-Effect.

Sixty-nine percent of Australians have considered and 29% have booked trips to destinations after seeing them on streamed shows or movies. Over a quarter (26%) of Australians say the influence of streaming services on their travel plans has increased in the last 12 months.\*

## Top TV-Inspired Destinations

- Sweeping landscapes from famous fantasy thrillers are inspiring New Zealand adventures, though hobbit and elf sightings are unlikely.
- Travellers are ready to make their own formal entrances into British society as historical TV dramas increase interest in Great Britain and its host of stately homes.
- Stunning resort sets, minus questionable hotel managers, have people eager to see Hawaii.
- Lively cosmopolitan scenes are inspiring trips to Paris and New York. Budding romances with beautiful locals are optional.



### *Expedia's Air Hacks*

Take the guesswork out of booking 2023 air travel with Expedia's Air Travel Hacks. These data-backed flight tips can help travellers save time and money:

- Best day to book: Sunday.
- Best lead time for flights: Three months in advance for domestic. Six months in advance for international.
- Best day to depart: Saturday for domestic. Friday for international.

Tips based on Jan. – Aug. 2022 data, sourced from ARC's global airline sales database. Visit [www.expedia.com.au/stories/2023-flight-hacks/](https://www.expedia.com.au/stories/2023-flight-hacks/) for more information.





# Concrete Holidays



The energy and investment being fueled into Australia's major cities is palpable. From world-class stadiums to vibrant new dining and lifestyle hubs, there's an ever-growing list of reasons to visit the cities, and arguably the strongest impact bolstering this is the sweep of new and noteworthy hotels, set to transform Australia's hotel landscape.

With over 60% of Aussies planning to stay in a city hotel in 2023\*, Aussies are ready to explore the bright lights and culinary delights, while spoiling themselves with a luxury hotel stay in one of the many new hotels catering to diverse traveller needs.

## 2023 Most Anticipated Australia City Hotel Openings



1. The Ritz-Carlton, Melbourne, VIC
2. W Sydney, NSW
3. Mandarin Oriental, Melbourne, VIC
4. Rosewood Hotel, Brisbane, QLD
5. Dorsett Hotel, Brisbane, QLD
6. Capella Sydney, NSW
7. TRYP by Wyndham Pulteney Street, Adelaide, SA
8. 25hours Paddington, NSW
9. Vibe Hotel Adelaide, SA
10. The Motley Melbourne, VIC

Tips based on Jan. – Aug. 2022 data, sourced from ARC's global airline sales database. Visit [www.expedia.com.au/stories/2023-flight-hacks/](https://www.expedia.com.au/stories/2023-flight-hacks/) for more information.



# What's Trending Spotlight



The flock of new hotels sees Australia's top capital cities at the top of the list, while major hubs such as Gold Coast and Newcastle are also trending as convenient local escapes with plenty of top-rated attractions and new hotels opening.

1. Melbourne, VIC
2. Sydney, NSW
3. Brisbane, QLD
4. Central Coast, NSW
5. Albury, NSW
6. Perth, WA
7. Gold Coast, QLD
8. Grampians, VIC
9. Blue Mountains, NSW
10. Newcastle, NSW

Based on lodging demand and interest on Wotif, comparing data for travel spanning 2021 – 2023 to identify the fastest-growing destinations as of September 30, 2022.





# Foodie-mentities

They say that the kitchen is the heart of the home; in 2023, it's the heart of the holiday home, too. Staying in, cooking, and enjoying meals together may be cost savvy, but travellers are not compromising on getting the best seats in the house on their next trip. In 2023, next-level cooking amenities are an absolute must.

*The top five cooking amenities are outdoor kitchens or barbeques (67%), fancy coffee machines (47%), air fryers (39%), pizza ovens (29%), and access to gardens with fresh produce (16%).*

Almost two-thirds of travellers looking for holiday rentals with family and friends say amenities are one of the most important criteria. Forty-five percent of travellers use cooking to cut down on holiday costs, and 44% feel it's a great opportunity to bond as a group.\*



## Hay-cations

Rustic cottages and farmhouses characterised by their regional farm life charm are quickly joining the ranks of beach destinations as Stayz's top epic holiday home destinations in Australia. The Victorian Grampians readily come to mind, while travellers are also booking converted barns and farmhouses in the lush countryside of the Barossa and Yarra Valley regions.

- Demand for Stayz holiday homes in some of Australia's top rural locations is up by more than 90%.
- Aussie travellers are drawn to mountainside destinations with breathtaking views of lakes and rivers with searches up by 50%.







## What's Trending Spotlight:

Travellers are exploring charming locations from high alpine places to farm style escapes. These regional spots are the go-to getaways for groups who want to enjoy their time soaking up new destinations with loved ones.

Demand for the following destinations has increased by 55% or more:

1. Bright, High Country, VIC
2. Marysville, Yarra Valley, VIC
3. Crackenback, Snowy Mountains, NSW
4. Goulburn, Capital Country, NSW
5. Wodonga, Murray East, VIC
6. Halls Gap, Western Grampians, VIC
7. Tamworth, New England, NSW
8. Echuca, Central Murray, VIC
9. Yeppoon, Capricorn Coast, QLD
10. Nietta, North West, TAS

Based on Vrbo demand from September 1, 2021 – August 31, 2022.



Travel in 2023 will be about saying “no” to normal, breaking routines, and searching for experiences without compromises. Whether travellers book the newest luxury city hotel stay, fly to events in far-flung city centres, or host the best chef’s table overlooking rural farm life, they will no longer be adapting to the next new normal. They will be creating their very own status quo.

A person wearing a tan trench coat is holding a large, unfolded map in front of a historic building with arched windows. The map is held up high, partially obscuring the person's face. The background shows a cobblestone street and the facade of an old stone building with multiple windows and arches.

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\*Third-party research was conducted on behalf of Expedia Brands (Expedia, Stayz & Wotif) by OnePoll, a global strategic research firm. The survey was conducted online from September 22 – October 14, 2022, across Australia using an amalgamated group of best-in-class panels. The study was conducted among 1000 respondents, amongst adults who are planning domestic or international travel in the next 36 months.

*For more information, contact the Expedia Brands PR team at [press-au@expedia.com](mailto:press-au@expedia.com).*