

Un pack '24TM

The Trends
in Travel





Where will you go?

What will you see?

What will inspire you?

Some of 2024's most exciting travel trends are starting to take shape, and Expedia Group's *Unpack '24* report delves into them all. "At Expedia Group, we have extensive first-party travel data that we use to enhance and curate experiences for our travellers across Expedia®, Wotif.com®, and Stayz®," says Daniel Finch, Managing Director of Expedia Brands. The report offers a sneak peek into how we'll travel in the coming year, and beyond: "These insights shape our travel forecasts, revealed in *Unpack '24*, enabling our travellers to be the first to discover and book the most desired trips before they become well-beaten paths."

Travel Trends



Set-jetting

As we revealed in last year's report, set-jetting — or planning trips inspired by TV shows and movies — is influencing travel now more than ever. Over 40% of travellers say they've researched or booked a trip to a destination after seeing it on a TV show or in a movie. In fact, travellers say TV shows influence their travel decisions more than Instagram, TikTok, and podcasts.*



Global data from Expedia reveals the top set-jetting destinations to watch in 2024:

Thailand as seen in *The White Lotus*, season 3

Romania as seen in *Wednesday*, season 2

Malta as seen in the film *Gladiator 2*

Paris as seen in *Emily in Paris*, season 4

Scottish Highlands as seen in *Outlander*, season 8

London, Bath and Windsor, UK as seen in *Bridgerton* and *The Crown*

South Korea as seen in *Squid Game*, season 2

Florida Keys as seen in new series *Bad Monkey*

Australia as seen in Baz Luhrmann's *Faraway Downs* series, plus the film *Furiosa*

Greece as seen in the films *Argylle* and *My Big Fat Greek Wedding 3*

Destination
Destination
Destination
Destination
Destination
Destination
Dupes



TikTok popularised the idea of “dupes,” or more affordable alternatives to popular products, and the concept is increasingly taking off in the world of travel. In fact, more than 20% of those polled say they’ve booked a dupe. But what do these less obvious alternatives offer besides potential savings? They’re often less crowded, tend to be a little unexpected, and can be every bit as delightful as the tried-and-true destinations.*



Expedia has awarded the “dupe” badge of honor to these top alternatives to 2024’s trending destinations, which all experienced a notable uptick in searches over the past year. In fact, global searches for the top 5 destinations on the list more than doubled year-on-year:

Taipei → **Seoul**
Pattaya → **Bangkok**
Paros → **Santorini**
Curaçao → **Saint Martin**
Perth → **Sydney**
Liverpool → **London**
Palermo → **Lisbon**
Québec City → **Geneva**
Sapporo → **Zermatt**
Memphis → **Nashville**

Based on global flight data on Expedia POSa from Sept. 1, 2022 – Aug. 31, 2023

Tour

As “the Swiftie effect” and Bey’s world domination take music tourism to a new level, Expedia predicts a “tour tourism” encore in 2024, with over 60% of travellers polled claiming they are likely to travel to a concert outside their own town. Furthermore, over 40% say they’d travel for a concert as an excuse to visit a new place, while 30% would travel because tickets were cheaper elsewhere.*

Tourism





While prices for accommodations tend to spike when a popular artist is in town, fans don't have to break the bank to see their favorite acts in another city. Expedia analysed average daily rates in destinations where the world's hottest pop and rock stars are planning to perform in 2024, and found 10 affordable cities where travellers can snag a hotel room for less than \$235/night on average — often less than they'd pay for the concert ticket. Touring artists who will be performing in some of these cities in 2024 include Coldplay, Taylor Swift, Madonna, Metallica, Olivia Rodrigo, the Jonas Brothers and the Foo Fighters:

Based on average daily rate for hotels on Expedia global POSa from Sept. 1, 2022 – Aug. 31, 2023

Kuala Lumpur, Malaysia

\$145

average hotel night

Edmonton, Canada

\$170

average hotel night

Mexico City, Mexico

\$190

average hotel night

Warsaw, Poland

\$190

average hotel night

Birmingham, UK

\$200

average hotel night

Houston, TX

\$200

average hotel night

Antwerp, Belgium

\$220

average hotel night

Tokyo, Japan

\$230

average hotel night

Perth, Australia

\$230

average hotel night

Detroit, Michigan

\$230

average hotel night

Los Angeles (LAX) — Tokyo (HND)	+430%
Perth (PER) — Denpasar, Bali (DPS)	+350%
Chicago (MDW) — Tampa (TPA)	+ 240%
Ho Chi Minh City (SGN) — Los Angeles (LAX)	+230%
Singapore (SIN) — Jakarta (CGK)	+225%
Edmonton (YEG) — Puerto Vallarta (PVR)	+185%
London (LGW) — Amsterdam (AMS)	+150%
Lisbon (LIS) — Toronto (YYZ)	+125%
Springfield, MA (BDL) — Montego Bay (MBJ)	+120%
London (LGW) — Malta (MLA)	+120%



Trending International Flight Paths for 2024

For those wondering where everyone’s going to — and coming from — Expedia data reveals 2024’s top trending global flight routes, based on the biggest increase in demand over last year. The number one jump was Los Angelenos jet setting to Tokyo, followed by Perth locals retreating to Bali.

Based on global flight data on Expedia global POSa from Sept. 1, 2022 – Aug. 31, 2023 compared to Sept. 1, 2021 – Aug. 31, 2022



Dirty Tribbling



From Feb Fast to Dry July, in 2024 zero-proof holidays are expected to take over our travel feeds. Almost 40% of travellers would be interested in staying at a hotel that offers easily accessible alcohol-free options such as mocktails, while almost a third would consider visiting a winery or distillery for their non-alcoholic offering, including food and beverage pairings.*

Travellers looking to book their own healthful "non-imbibing" getaways can turn to Wotif.com's expertly curated list of experiences with no — and low — alcohol experiences for everyone — no matter the reason or season:

QT Hotels

Whether it's in Sydney, Melbourne, Canberra, the Gold Coast or Newcastle, there's a delicious Lyre's mocktail waiting for you at QT Hotels.

SOBAH, Burleigh Heads

Newly opened Sobah Brewery & Café, proudly Aboriginal owned and led is bringing a fresh perspective to the Gold Coast's sipping scene.

NONHQ, Melbourne

World First Non-Alcoholic Cellar Door

Brunswick Aces Bar, Melbourne

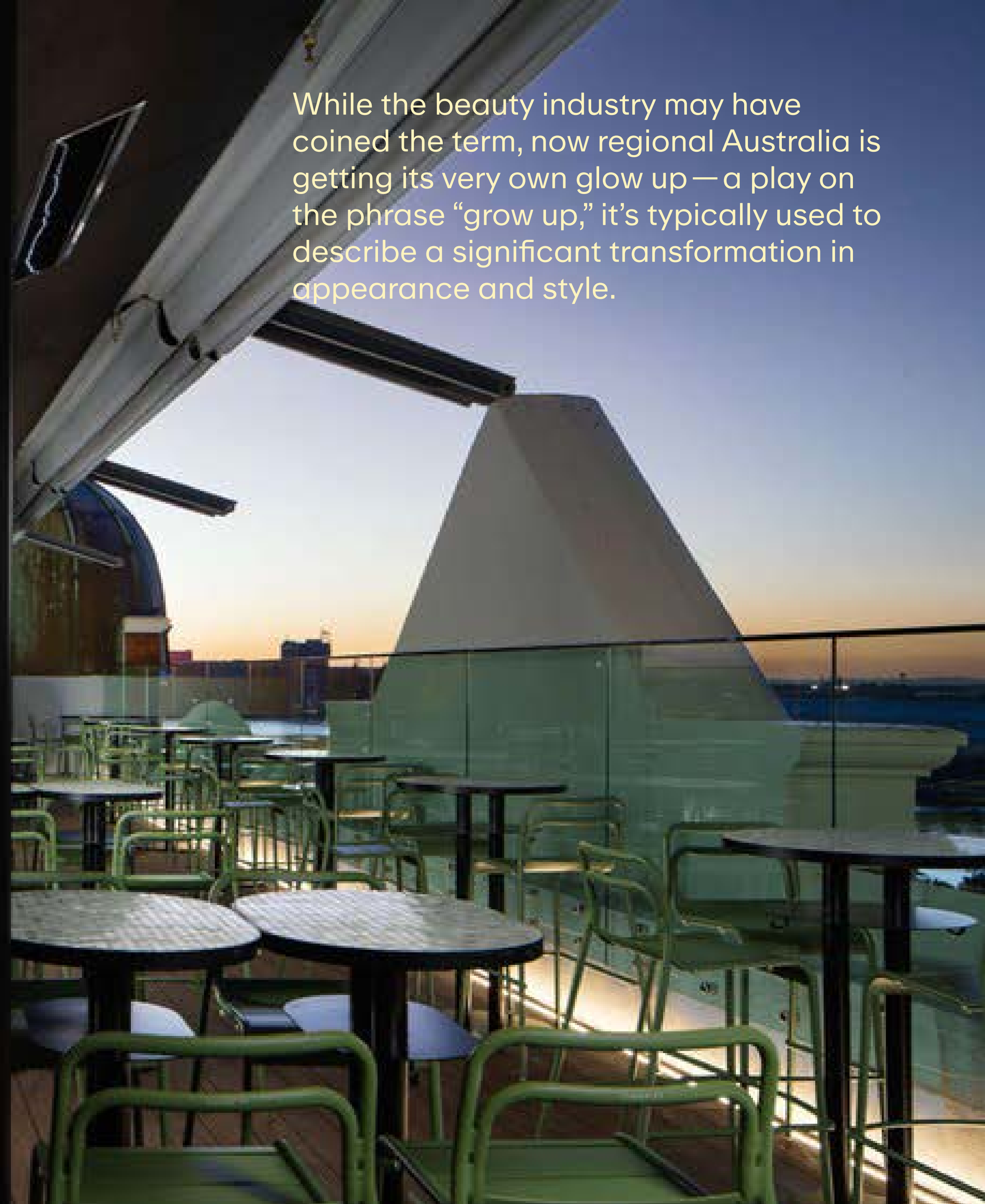
First non-alcoholic bar in Australia and the only place where every drink on the menu is available in non-alcoholic and alcoholic options.

Seadrift Distillery, Sydney

Australia's first non-alcoholic distillery, having opened the doors to Sydney's first non-alcoholic bar, Seadrift So-Bar. The bar serves cocktails that contain Seadrift Classic (a gin, of sorts, infused with botanicals of tarragon, coriander and subtly saline sea-kelp), as well as a huge selection of international and local nonalcoholic spirits.

Sidewood Estate, Adelaide Hills

Launched Adelaide Hills' first-ever zero-alcohol wine and tasting flight.



While the beauty industry may have coined the term, now regional Australia is getting its very own glow up — a play on the phrase “grow up,” it’s typically used to describe a significant transformation in appearance and style.

Regional Glow Up

As iconic Sydney restaurants establish a name for themselves in regional towns and world-class hotels pop up outside of the city centres, they may seem like familiar destinations, but thanks to a handful of new openings, they now offer a whole new experience.

Newcastle, NSW

Not only have two five-star hotels opened in recent years — [QT Newcastle](#) and [Crystalbrook Kingsley](#) — there’s a never-ending list of must-try restaurants, bars, breweries and boutiques worth visiting.

Kirra, QLD

Making its mark on the Southern Gold Coast this summer is the eagerly awaited Kirra Point Precinct, including the family-friendly Kirra Beach Hotel and Kirra Beach House, set to be the ultimate beachfront dining destination.

Geelong, VIC

Victoria’s second largest city is buzzing, thanks to the new Geelong Quarter food and beverage precinct where the new [Holiday Inn and Suites](#) has just opened. Within the hotel, celebrity chef Adrian Richardson has also opened a new steakhouse, Maestro, showcasing the region’s best local produce and wines.

Bellingen, NSW

Halfway between Sydney and Brisbane, much-loved Sydney food favourite Three Blue Ducks has set up shop in Bellingen, making it the perfect pit stop for travellers heading north this summer.

Lorne, VIC

Merivale’s first Victorian outpost opened in Lorne early this year, turning the coastal town into an all-year-round destination, with “the Totti effect” said to have attracted up to 700 patrons a day.



Trending Domestic Flight Paths for 2024

For those wondering where everyone's going to — Wotif data reveals 2024's top trending domestic flight routes, based on the biggest increase in demand over last year.

Based on flight data on Wotif POSa from Sept. 1, 2022 – Aug. 31, 2023, compared to Sept. 1, 2021 – Aug. 31, 2022

Broome, WA (BIA) +185%

Uluru, NT (AYQ) +120%

Hamilton Island, QLD (HTI) +105%

Sydney, NSW (SYD) +95%

Gold Coast, QLD (OOL) +95%

Albury, NSW (ABX) +95%

Hobart, TAS (HBA) +75%

Cairns, QLD (CNS) +70%

Adelaide, SA (ADL) +70%

Melbourne, VIC (MEL) +65%



Alternate Occasions

“Pupppmoons” and “First-date-iversaries” are in the cards for travellers. With Stayz research showing that almost one-third of respondents plan to take more trips in 2024, groups are finding altogether more interesting reasons to celebrate. Beyond the usual girls’ weekends and anniversaries, work-related occasions are a surprisingly popular trip catalyst: Travellers say they’d book a weekender to celebrate retirement, getting a new job, or a promotion.*



Stayz has identified the top alternate occasions — big, small, and unusual — that friends and family are likely to plan weekend trips around in the coming year:

Celebrating the anniversary of a first date

Celebrating a pet's adoption or birthday

Cooking and eating a meaningful meal together

Watching a major event on TV together

Getting a new job or quitting an old one, celebrating a retirement or promotion or redundancy

Outside In



When it comes to booking a holiday home in 2024, it's what's on the outside that counts. Stayz research found that almost half of travellers book holiday homes with outdoor amenities that they either can't afford to have at home, or want to try out before committing to buy. That includes everything from cold plunges, to roof terraces and firepits. Moreover, 1 in 4 say they would choose a holiday home with outdoor amenities, so they would never have to leave the property.*



Here's a look at the types of outdoor amenities that are trending now:

Relaxation and rejuvenation

Properties with a hot tub, cold plunge, or barrel sauna are in demand.

Roaring fires

Travellers want a holiday home with a fire pit, barbecue, or outdoor kitchen.

Sports and recreation

Think Ping-Pong tables, padel ball courts, tennis courts, and lawn games.

Fresh produce

Travellers dream about on-property fruit trees or a vegetable patch.



Trending Stayz Holiday Home Property Types: Barns and Farms

Barns and farms — expected to be Stayz’s trending property types for 2024 — provide a country escape where there’s plenty of fresh produce to eat and cute animals to meet. Get your slice of the good life at one of these charming countryside Stayz properties:

[Barn in idyllic rural setting](#)

Red Hill, VIC

[Wildlife Sanctuary & Luxury Country Retreat](#)

Curraweela, NSW

[An American Barn meets an Australian shed](#)

Pullenvale, QLD

[Stunning barn/warehouse conversion](#)

and recent Holiday Home of the Year finalist Hinton, NSW

[Rural farmhouse and retreat](#)

Adelaide Hills, SA

Gen Gen AI



In 2023, generative AI came of age. Millions of us experimented with chatbots and image generators, awed by the capabilities of this burgeoning technology. And in 2024, Expedia Group predicts that a new “generation of generative AI” travellers — or Gen Gen AI — will fully embrace this tech throughout their travel journey. Expedia Group has been an early adopter, having incorporated the popular ChatGPT conversational AI functionality into the Expedia app in April.

And travellers are ready to see what AI can do for them: Data conducted by Expedia Group shows that one third are curious to use it when planning a trip. Nearly 40% would be likely to use it to help find a hotel or holiday rental, a third would use it to compare flight options or simply get inspiration on where to go, and 30% would use it to find activities and things to do.*



**Third-party research was conducted on behalf of Expedia Brands (Expedia, Hotels.com, Vrbo & Wotif) by OnePoll, a global strategic research firm. The survey was conducted online from September 12 – October 5, 2023, across North and South America, Europe, and the Asia-Pacific using an amalgamated group of best-in-class panels. The study was conducted among 20,000 respondents across 14 countries, among adults who are planning domestic or international travel in the next three years.*

Download the [Expedia](#), [Wotif](#), and [Stayz](#) apps.

For more information, contact the Expedia Brands PR team at pressanz@expediagroup.com.

