



**Euromonitor  
International**

# Top Five Trends in Travel

January 2025

Table of Contents

## 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/top-five-trends-in-travel/report](http://www.euromonitor.com/top-five-trends-in-travel/report).