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 travelers across Expedia®, Hotels.com®, and Vrbo®,” says Jon Gieselman, President 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 travelers to be the first to discover and book the most desired trips before they become well-beaten paths.”
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. More than half of travelers say they’ve researched or booked a trip to a destination after seeing it on a TV show or in a movie. In fact, travelers say TV shows influence their travel decisions more than Instagram, TikTok, and podcasts.*
Global data from Expedia, Hotels.com and Vrbo reveal 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*
TikTok popularized 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, 1 in 3 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-over-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
2023 saw “the Swiftie effect” and Bey’s world domination, as a new level of live music tourism was reached. Expedia predicts a “tour tourism” encore in 2024, with almost 70% of travelers polled claiming they are more likely than ever to travel to a concert outside their hometown. Furthermore, 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.*
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 analyzed 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 travelers can snag a hotel room for less than $150/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:

<table>
<thead>
<tr>
<th>City</th>
<th>Average Daily Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kuala Lumpur, Malaysia</td>
<td>$91</td>
</tr>
<tr>
<td>Edmonton, Canada</td>
<td>$108</td>
</tr>
<tr>
<td>Mexico City, Mexico</td>
<td>$119</td>
</tr>
<tr>
<td>Warsaw, Poland</td>
<td>$119</td>
</tr>
<tr>
<td>Birmingham, UK</td>
<td>$127</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>$130</td>
</tr>
<tr>
<td>Antwerp, Belgium</td>
<td>$140</td>
</tr>
<tr>
<td>Tokyo, Japan</td>
<td>$147</td>
</tr>
<tr>
<td>Perth, Australia</td>
<td>$148</td>
</tr>
<tr>
<td>Detroit, Michigan</td>
<td>$149</td>
</tr>
</tbody>
</table>

Based on average daily rate for hotels on Expedia global POSa from Sept. 1, 2022 – Aug. 31, 2023
<table>
<thead>
<tr>
<th>Flight Path</th>
<th>Percentage Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles (LAX) — Tokyo (HND)</td>
<td>+430%</td>
</tr>
<tr>
<td>Perth (PER) — Denpasar, Bali (DPS)</td>
<td>+350%</td>
</tr>
<tr>
<td>Chicago (MDW) — Tampa (TPA)</td>
<td>+240%</td>
</tr>
<tr>
<td>Ho Chi Minh City (SGN) — Los Angeles (LAX)</td>
<td>+230%</td>
</tr>
<tr>
<td>Singapore (SIN) — Jakarta (CGK)</td>
<td>+225%</td>
</tr>
<tr>
<td>Edmonton (YEG) — Puerto Vallarta (PVR)</td>
<td>+185%</td>
</tr>
<tr>
<td>London (LGW) — Amsterdam (AMS)</td>
<td>+150%</td>
</tr>
<tr>
<td>Lisbon (LIS) — Toronto (YYZ)</td>
<td>+125%</td>
</tr>
<tr>
<td>Springfield, MA (BDL) — Montego Bay (MBJ)</td>
<td>+120%</td>
</tr>
<tr>
<td>London (LGW) — Malta (MLA)</td>
<td>+120%</td>
</tr>
</tbody>
</table>

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 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*
Dry Tripping
Somerton Lodge, UK

Settle in at this charming Isle of Wight hotel, featuring a cozy library and impeccably landscaped garden.

The Rhadana Kuta Bali

Enjoy themed rooms (think aviation, surfing, and music) and a gorgeous pool at Bali’s first certified halal hotel.

Hotel Revival, Baltimore

Guests are in good company with sober bar manager and mixologist Anna Welker, who has created a zero-proof cocktail menu.

The Merrion Hotel, Ireland

The five-star luxury property in Dublin “distills” its own non-alcoholic gin, and offers a pool, gym, spa and bikes for a healthful getaway.

From Dry January to Sober October, in 2024 zero-proof holidays are expected to take over our travel feeds. More than 40% of respondents said they’re likely to book a detox trip in the next year; half of travelers would be interested in staying at a hotel that offers easily accessible alcohol-free options such as mocktails.*

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

Ette Hotel, Orlando

The wellness-focused, zero-alcohol property is home to a stunning mocktail menu devised by “cocktail professor” Jarl de Vries, plus an afternoon tea service.

Rosewood Phuket, Thailand

Learn to make your own zero-alcohol drinks at this five-star beachfront hotel’s mocktail workshop and experience Asaya, Rosewood’s holistic wellness program.

Wynn Las Vegas

The hotel’s Living Well program includes DrinK Well menus, offering zero-proof cocktails developed by resort mixologist Mariena Mercer Boarini—expect innovative ingredients like reishi and lion’s mane mushrooms, and more.
Location, amenities, and star ratings still matter but, increasingly, so does a hotel’s mood and feel. In fact, reviews mentioning the word “vibe” are booming, with a 1,090% jump over last year in the Hotels.com app: overall, more than 90% of travelers identified it as an important factor. From “retro” and “chill” to “modern” and even “Margaritaville,” guests are seeking stays that set the tone for their entire trip — and Hotels.com reviews reveal the year’s 15 most popular vibes, sure to leave an impression long after checkout.

Based on hotel review data on Hotels.com between Jan. 1, 2018 – Dec. 31, 2022
Modern Beach 
Artsy Hip 
Retro Historic 
Industrial 
Party Old Chill 
Vintage City 
Peaceful 
Funky Cozy
Travelers are increasingly looking to immerse themselves in local cultures, as evidenced by a more than 125% jump in searches for ryokans, or modest, traditional Japanese inns; and Moroccan riads, which are homes or palaces with inner courtyards. Travelers looking to book these memorable stays can easily find them on Hotels.com:

- **Riad Dar Anika**, Marrakech, Morocco
- **La Sultana**, Marrakech, Morocco
- **Riad Tahyra**, Marrakech, Morocco
- **Palais Riad Lamrani**, Marrakech, Morocco
- **Le Farnatchi**, Marrakech, Morocco
- **Ryokan Sanga**, Kyoto, Japan
- **Ryokan Yoshida-sanso**, Kyoto, Japan
- **Ryokan Kurashiki**, Okayama, Japan
- **Gora Kadan**, Hakone, Japan
- **Ryokan Sumiya Kihoan**, Kyoto, Japan

Based on global hotel data on Hotels.com POSa from Sept. 1, 2022 – Aug. 31, 2023
“Puppymoons” and “First-date-iversaries” are in the cards for travelers. With Vrbo research showing that 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 college reunions, work-related occasions are a surprisingly popular trip catalyst: Travelers say they’d book a weekender to celebrate retirement, getting a new job, or a promotion.*
Vrbo has identified the top “go-ccasions”—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
When it comes to booking a vacation rental in 2024, it’s what’s on the outside that counts. Vrbo research found that 42% of travelers book vacation 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 and padel courts to roof terraces and firepits. Moreover, nearly 30% would choose a vacation 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**
Travelers want a vacation home with a fire pit, barbecue, or outdoor kitchen.

**Sports and recreation**
Think Ping-Pong tables, padel ball courts, pickleball courts, and lawn games.

**Fresh produce**
Travelers dream about on-property fruit trees or a vegetable patch.
Kid-approved UK mill stay  
Stoke Ferry, UK

Oceanview New England windmill  
Barnstable, Massachusetts

Cotswolds barn with room to spare  
Shipton under Wychwood, UK

Chic stone barn in France  
Cirfontaines-en-Azois, France

Kentucky Horse Country retreat  
Cynthiana, Kentucky

Splashy French farmhouse  
Vers-Pont-Du-Gard, France

Spanish farmhouse among orange trees  
Cónchar, Spain

Based on global vacation rental data on Vrbo POS from Sept. 1, 2022 – Aug. 31, 2023
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” travelers—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 travelers are ready to see what AI can do for them: Data from a global survey conducted by Expedia Group shows that half are curious to use it when planning a trip. Nearly 40% would be likely to use it to help find a hotel or vacation rental, a third would use it to compare flight options or simply get inspiration on where to go, and 35% would use it to find activities and things to do.*
Download the Expedia, Hotels.com, and Vrbo apps.

* 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 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 3 years.