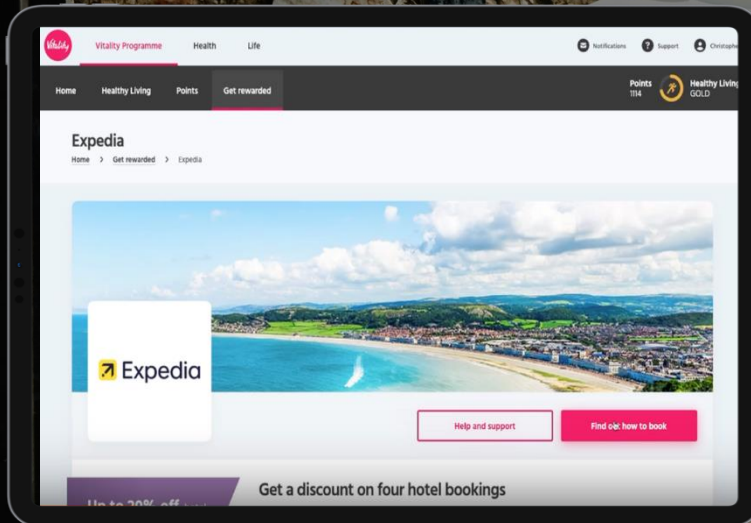


Unpack '24™

The Trends in Travel

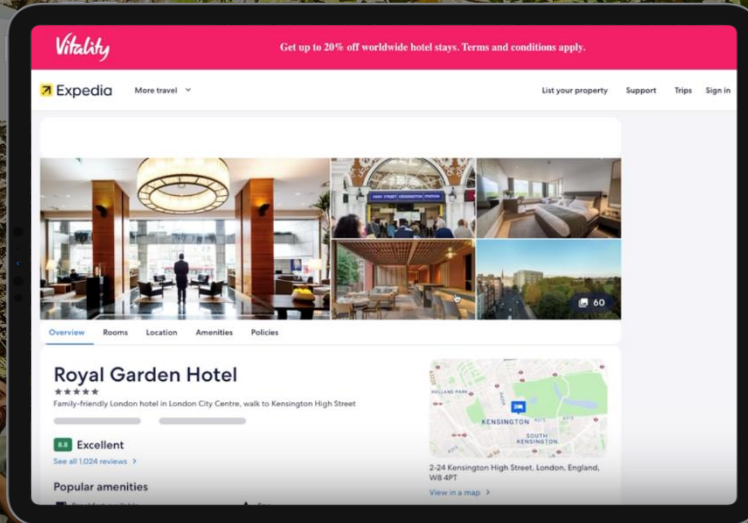


Best of brand Expedia for Vitality members



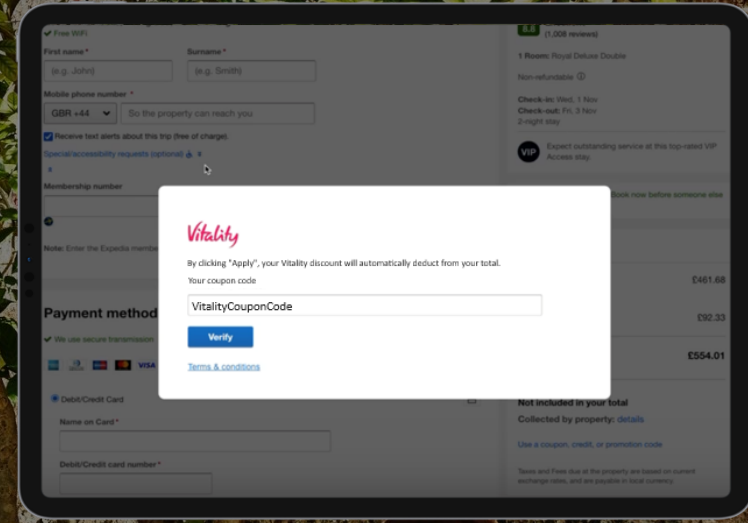
Exclusive benefits

Vitality members' benefit levels depend on their vitality status



Co-branded experience

Vitality branding throughout travelers' experience on the Expedia site



Member discount

Vitality discount automatically applied during checkout

Methodology

Global Travel Insights

70

petabytes of Expedia Group
first-party data

20K

travelers surveyed

14

countries



Set-jetting

Travelers are turning to television sets and movie screens for travel inspiration.





Set-jetting

53%

have researched or booked a trip to a destination after seeing it on a TV show or movie.

1 in 4

say TV shows and films are more influential on their travel plans than they were before.

34%

consider TV shows influential to travel decisions, more than TikTok and podcasts.

2024 Set-jetting Forecast

1. **Thailand**, as seen in *White Lotus*
2. **Romania**, as seen in *Wednesday*
3. **Malta**, as seen in *Gladiator 2*
4. **Paris**, as seen in *Emily in Paris*
5. **Scottish Highlands**, as seen in *Outlander*
6. **London, Bath and Windsor, UK**, as seen in *Bridgerton* and *The Crown*
7. **South Korea**, as seen in *Squid Game*
8. **Florida Keys**, as seen in *Bad Monkey*
9. **Australia**, as seen in *Faraway Downs* and *Furiosa*
10. **Greece**, as seen in *Argylle* and *My Big Fat Greek Wedding 3*





Destination Dupes

The “dupe” trend that has taken over TikTok is taking over travel.

“Destination Dupes” are the less crowded and less obvious alternatives to popular vacation spots.

Destination

Dupes

Taipei dupe for Seoul

Pattaya dupe for Bangkok

Paros dupe for Santorini

Curaçao dupe for St. Martin

Perth dupe for Sydney

Liverpool dupe for London

Palermo dupe for Lisbon

Quebec City dupe for Geneva

Sapporo dupe for Zermatt

Memphis dupe for Nashville





Tour Tourism

The cultural impact of the Eras and Renaissance tours were undeniable, driving ticket sales but also tourism. Expedia predicts that Tour Tourism will continue to boom in 2024.



Tour Tourism

40%

are more likely to travel to watch a concert than they were last year.

70%

are more likely to travel to a concert outside their own town.

44%

would travel for a concert as an excuse to visit a new destination.

30%

would travel for a concert outside of their home city because tickets are cheaper elsewhere.

Dry Tripping

From observing Dry January to Sober October, adopting an alcohol-free lifestyle is becoming more common and the travel industry is paying attention.





Dry Tripping

More than 40%

say they are more likely to book a detox trip in 2024.

Half

would be interested in staying at a hotel that offers easily accessible alcohol-free options.



Outside In

When it comes to booking private vacation homes, it's what's on the outside that counts. From pickleball courts to cold plunges, outdoor amenities are influencing traveler booking choices.

Outside In

42%

book vacation homes with outdoor amenities
they can't afford to have at home or want to try.

30%

would choose a vacation home with outdoor
amenities, so they'd *never* have to leave the
property.



Trending Outdoor Amenities for vacation homes



Relaxation & rejuvenation

Hot tubs, cold plunges, and barrel saunas



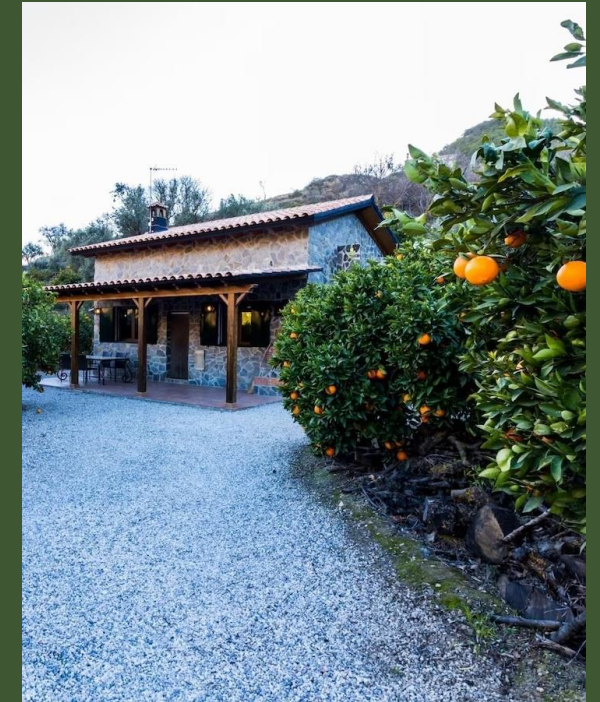
Sports & recreation

Ping-pong tables, pickleball courts, and lawn games



Roaring fires

Fire pits, barbecues, and outdoor kitchens



Fresh produce

On-property fruit trees or vegetable patches

Gen Gen AI



In 2023, generative AI tools like ChatGPT took center stage, but only 6% of travelers used it to plan their trip.

In 2024, Expedia Group predicts the “generation of generative AI” users will come of age and embrace this tech throughout their travel journey.

Gen Gen AI

Half

of travelers are interested in using generative AI to plan their next trip.

40%

would likely use AI to help them find a hotel or vacation rental.

33%

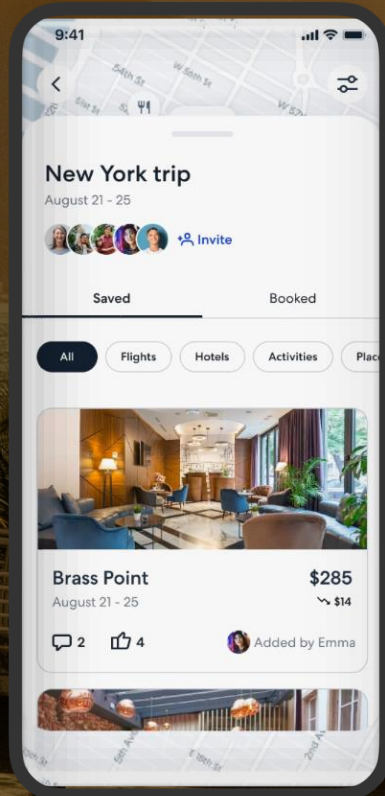
would use it to compare flight options.

35%

would use it to find activities and things to do.

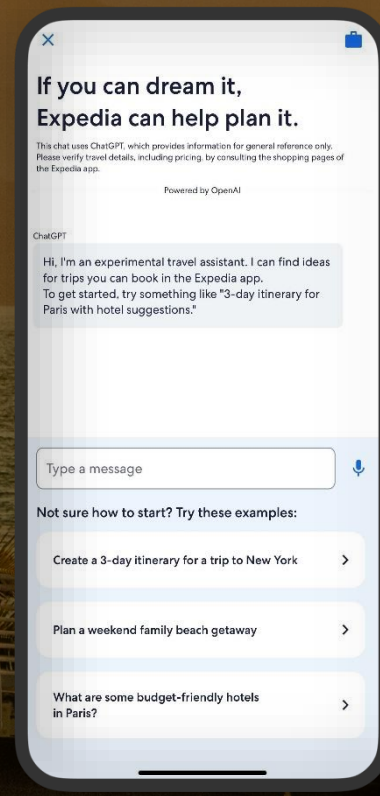


A personalized traveler experience for everyone's unique needs



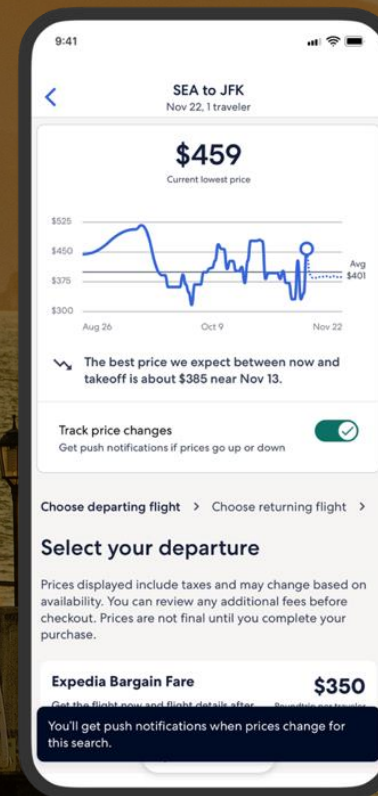
Millions of choices

Most personal trips for the most unique traveler needs with our breath of inventory



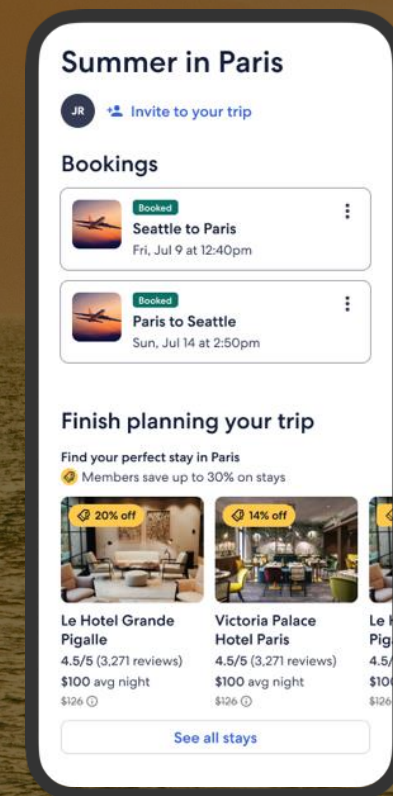
Easier planning with AI

Travelers can plan personalized trips using ChatGPT on Expedia app



Price confidence

Book with confidence using Flight Price Tracking & Predictions



Higher relevancy

+600B AI predictions for offer the most relevant choices

Un
pack
'24[™]