

ANATOMY OF TODAY'S GLOBAL TRAVELER



Live events, such as music festivals and sports tournaments, are playing a bigger role in travel decisions, with the global live events market expected to reach \$2 trillion by 2030.²



39% of Millennials and Gen Z opt to search for the best prices via their smartphone or tablet, but they complete their travel-related purchases using a desktop computer.⁴



Travelers are overwhelmed by too many options, leaving them feeling anxious about whether they secured the best price.¹



On average, travelers spend nearly 18 hours on travel planning activities, including researching the culture and history of a destination, comparing the prices of accommodation, flight, restaurant, and car rental options, and booking final selections.³



More than 60% of travelers worldwide are willing to use AI-driven solutions for planning their trips, highlighting a significant move toward Artificial Intelligence in travel.⁶



52% of travelers surveyed purchase flights 3–6 months in advance of their trip, while 14% book 6 months out.⁵



Travelers are increasingly seeking personalization, with the global customized travel market projected to reach nearly USD \$263 billion by 2034, reflecting strong demand for these tailor-made experiences.⁷



76% of online shoppers prefer to make purchases using information in their language, even if it's of lesser quality, and 40% will not buy from websites in other languages.⁸



Gen Z travelers are moving beyond digital connections, favoring travel experiences that lead to in-person interactions and new friendships, while multigenerational trips continue to gain popularity.⁹



Over one-quarter of European travelers said they intend to avoid overcrowded destinations, while sustainable travel practices are expected to rise.¹⁰



WHAT DOES THIS MEAN FOR TRAVEL BRANDS?

Savvy travel brands will...

OPTIMIZE

For digital and mobile experiences

PERSONALIZE

Their content and create highly targeted campaigns

PRIORITIZE

Translation and localization from the start

LEVERAGE

AI-powered tools for enhanced customer engagement and content delivery

