2024 Travel Trends

Understanding travelers and opportunities for marketers
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Agenda

- 2024 Travel Trends
- The Path to Purchase
- The French Traveler
Unpack ‘24

The Trends in Travel
Set-jetting

Travelers are turning to television sets and movie screens for travel inspiration.
have researched or booked a trip to a destination after seeing it on a TV show or movie.

53%

‘24 Forecast

- Malta, as seen in *Gladiator 2*
- Paris, as seen in *Emily in Paris*
- Thailand, as seen in *White Lotus*
- South Korea, as seen in *Squid Game*

Take action

Incorporate messaging and visuals from popular TV shows and movies in your advertising efforts.

Utilize Media Solutions’ experiential content and immersive video that lets viewers experience your destination like a local.
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.
40% are more likely to travel to watch a concert than they were last year.

44% would travel for a concert as an excuse to visit a new destination.

Take action

01 Promote your property in the context of the event, such as proximity to the venue

02 Use images in native advertisements that showcase your brand’s proximity to the event venue
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.
of travelers are interested in using generative AI to plan their next trip.

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

would use it to compare flight options.

would use it to find activities and things to do.
The Path to Purchase

On average, travelers view **141 pages** of travel content in the 45 days before booking

Source: Expedia Group Path to Purchase Study, 2023
The path to purchase is dynamic and complex

- **Inspiration**: When travellers first start thinking about a trip
- **Research**: Early in the process, when travellers are researching and narrowing options
- **Planning**: Right before booking, when considering final options
- **Booking**: Final step, when travellers make a purchase

Source: Expedia Group Path to Purchase Study, 2023
French travelers planning further out and are often open to destination inspiration

40 days
Initial inspiration phase

39 days
Research and planning

73 days
Between booking and trip start
OTAs used by nearly all French travelers in the 45 days leading up to purchase

The Path to Purchase

Percentage of travelers that visited resource

<table>
<thead>
<tr>
<th>Resource</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTA</td>
<td>90%</td>
</tr>
<tr>
<td>Search engine</td>
<td>62%</td>
</tr>
<tr>
<td>Meta travel site</td>
<td>49%</td>
</tr>
<tr>
<td>Social media</td>
<td>49%</td>
</tr>
<tr>
<td>Airline site</td>
<td>36%</td>
</tr>
<tr>
<td>Hotel site</td>
<td>28%</td>
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<tr>
<td>Car rental site</td>
<td>9%</td>
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<tr>
<td>Destination site</td>
<td>8%</td>
</tr>
<tr>
<td>Travel media</td>
<td>3%</td>
</tr>
<tr>
<td>Financial services</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Expedia Group Path to Purchase Study, 2023
23% of French travelers said *advertising* influenced their decision to book a trip.

53% of French travelers influenced by advertising said beautiful images are the most influential aspect of advertising.

53% of French travelers influenced by advertising are drawn to advertising with promotions and deals.

Source: Expedia Group Path to Purchase Study, 2023
Couples & Single Adults account for majority of bookings from French travellers

**French Traveler Profile**

- **46%** Two Adults
- **30%** Solo Travelers
- **19%** Families
- **6%** Groups

Source: Expedia Group Booking Data
Origin: France
Date Range(s): 2023

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Top 10 holiday types for French travellers

- City Break
- Beach/Coast
- Sightseeing
- Nature
- Visiting Family, Relatives or Friends
- Walking/Hiking
- Country/Rural Escape
- Road/Driving Trip
- Resort
- Special Occasion (e.g. Wedding)

Source: Global Web Index (GWI) Third Party Data
Markets: France
Expedia Group audience refers to adult online audience aged 16-64yrs who have used/visited Expedia or HomeAway or Vrbo (where applicable by market)
Survey Question(s): In the next 12 months, what types of vacations do you intend to take? / What types of vacations do you typically take?
Searches and bookings from French travellers saw **two peaks throughout 2023**

![Booking & Search Trend for French Travelers – 2023](image)

Source: Expedia Group Booking and search Data
Origin: France
Date Range(s): 2023

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Mobile is the main choice for French travelers searches and bookings

Searches by Device Types 2023

- Mobile: 54%
- Desktop: 43%
- Tablet: 4%

Bookings by Device Types 2023

- Mobile: 51%
- Desktop: 48%
- Tablet: 1%

Source: Expedia Group Booking and search Data
Origin: France
Date Range(s): 2023

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Standalone bookings were considerably more popular across lodging and air bookings

Source: 1st Party Expedia Group Booking Data
Date range(s): 2019, 2022 & 2023 – for each year data is shown for the period 1st January to 22nd October
Points of Sale (POS) used: All Global POS
Origin: France

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Looking ahead: Recommendations for DMOs
Continue to influence travel decision making

*Utilise Awareness Campaigns on OTAs*

- 90% of French travelers visited an OTA in the 45 days leading up to purchase.
- Ensure you’re advertising across OTAs to keep your destination top of mind.

*Inspire with Beautiful Imagery*

- 53% of French travelers influenced by advertising were influenced by beautiful images.
- Use vibrant imagery in your conversion campaigns to showcase unique aspects of your destination.

*Use Mobile Compatible Creatives*

- 54% of searches were on mobile.
- Use creatives that are mobile/tablet compatible in your awareness campaigns.

Source: Expedia Group Booking and search Data