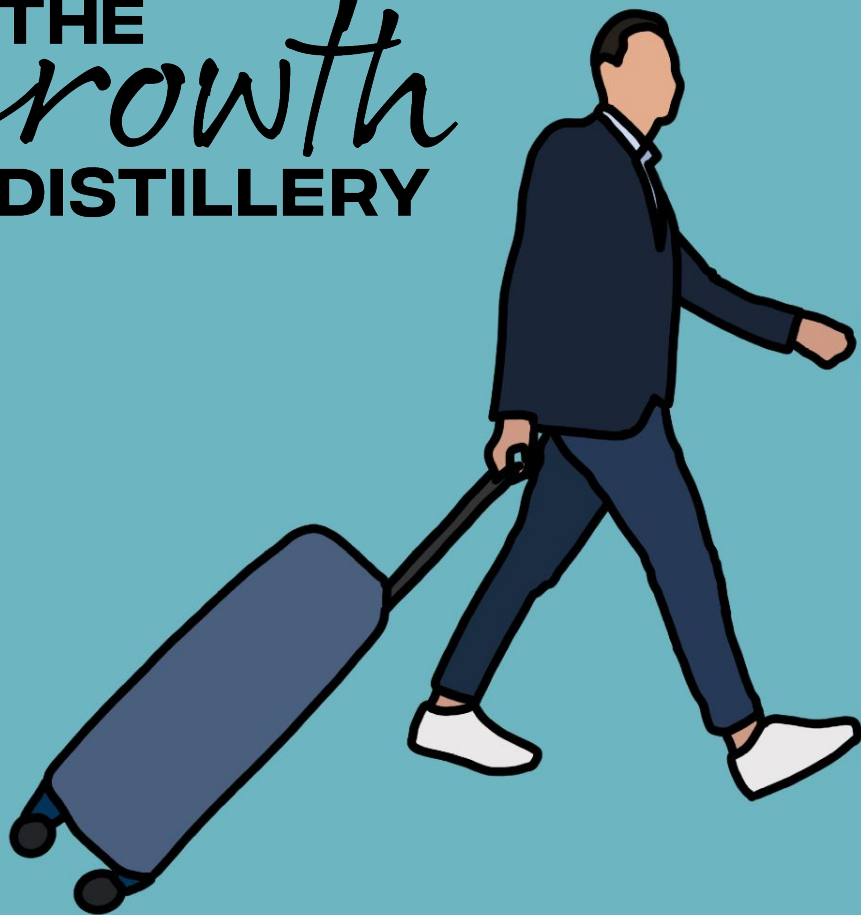


THE
growth
DISTILLERY



A WHOLE *News* WAY TO GROW

travel
d_stilled

A WHOLE *News* WAY TO GROW

We are a nation of travel lovers

For Aussies, travel is not just a luxury it is an essential aspect of life and identity. Our unique location, composition and spirit means Aussies have always been travellers at heart. Being grounded during the pandemic may have clipped our wings, but it reaffirmed its importance of travel in our lives.

Post lockdowns, Australians embraced the concept of revenge travel, eagerly taking to the skies and roads once again. Whether it was exploring local destinations or venturing abroad, people were determined to make up for lost time.



80%

of Aussies agree with statement
'I live to travel, it's one of my most important goals in life.'

1 in 3

Traveled **overseas** in the last 12 months

83%

Traveled **domestically** in the last 12 months

When it comes to travel...

Where there's a will there's a way

Despite rising travel costs and tighter travel budgets, Australians remain resolute in making their travel plans a reality.

Although over half of Australians reporting that their travel budgets have been adversely affected, **more are planning to travel**, and they are also planning on **spending more**.

- Over half are anticipating spending the same amount or more on their leisure travels compared to 12 months ago.

57%



are planning to travel **internationally** in the next 12 months.
(+22% last year)

92%



are planning to travel **domestically** in the next 12 months.
(+9% last year)

The travel non negotiables

When it comes to travel, people are often willing to compromise on various aspects of their trips, such as accommodation, transportation, and activities.

However, there are two areas that are considered non-negotiable:

1. **Travel companions:** Who we travel with is the least likely to be compromised on, with good company and connection an essential component.
2. **Destination:** The destination plays a crucial role in shaping the overall travel experience, and Aussies are unwilling to compromise heavily on this aspect



Travellers are needing to adjust & adapt to keep the dream alive...

Travel in 2023 requires a pragmatic approach to ensure the trips go-ahead, flexibility and adaptability are critical items to pack for all travellers.



DIY PLANNERS

Increase in planning and booking direct

45% - Booked everything themselves



DIY DINERS

More likely to eat-in and prepare meals on-tour

49% - Reduced or avoided eating out while on holiday

37% - Prepared their own meals



LESS AND MORE

Shorter but more regular travel

37% - Took shorter trips



EXPLORATION LITE

Tourist are cutting back on attractions, seeking free activities at their destination

32% -Opted for more affordable/free local attractions



TIME IS RIGHT FOR SOME

Increase in off-season travel

32% -Avoided travelling during peak season (41% for Boomers)

**But *what* we adjust,
depends on our
internal
destination...**



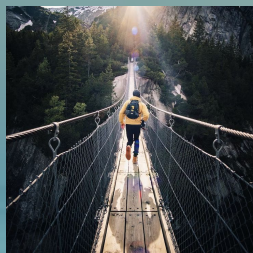
Our internal travel destinations

There are seven key leisure travel mindsets: each with distinct emotional drivers of travel, travel aspirations and travel preferences. These mindsets dictate the trade offs and compromises they are willing to make in order to keep their travel dreams alive.



STRESS RELIEVERS

I want travel to be simple, relaxing and reliable



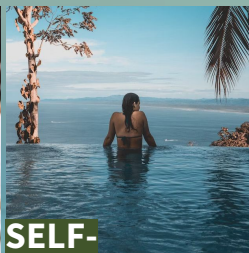
EXPLORERS

Always ready to discover something new



INDULGERS

Seeking all the pleasures of the world



SELF-NURTURERS

Travel is a way to re-connect and treat myself



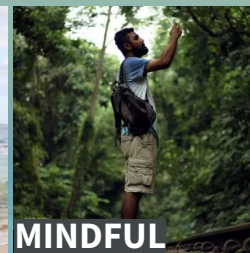
KNOWLEDGE SEEKERS

Travel is a learning opportunity



CONNECTION SEEKERS

It's all about the shared experiences



MINDFUL TRAVELLERS

Take nothing but pictures, leave nothing but footprints

A travellers' guide to our internal destinations

	Stress Relievers	Explorers	Indulgents	Self-Nurturers	Knowledge Seekers	Connection Seekers	Mindful Travellers
Their Mantra	I want travel to be simple, relaxing and reliable	Always ready to discover something new	Seeking all the pleasures of the world	Travel is a way to treat myself	Travel is a learning opportunity	It's all about the shared experience	Take nothing but pictures, leave nothing but footprints
How we are adapting (Overindex)	Avoiding peak season Online tools for best deals Destinations closer to home No airfare extras Travelling by road	Prepare own meals Limit fine dining Limit eating out/ drinking Destinations closer to home Less tourist attractions Camping Less popular destinations Stay in a van/ caravan	Stay at hosted accommodation Use loyalty points for accommodation	Preparing own meals Less popular destinations Camping	Taking shorter trips Limit shopping at destination Limit shopping pre-trip Less tourist attractions Travel by rail or bus	Less tourist attractions Use loyalty points for accommodation Use loyalty points for flights Travel by road (e.g., car hire)	Less tourist attractions Accommodation with meals included Travel by rail, bus or sea
Internal Destinations	Security	Wonder	Indulgence	Self	Growth	Affinity	Ideals
Key Generations	Millennials, Boomers	Millennials, Boomers	Millennials, Gen Z	Millennials, Gen X	Millennials, Gen Z	Millennials, Gen Z	Millennials, Gen Z, Boomers
Key Lifestages	Families, Empty Nesters	SINKS, Empty Nesters	SINKS, Young Families	SINKS, Older Families	SINKS, Families	DINKS, Young Families	SINKS, Older Families
Type of Trips (Overindex)	Road trips/ 4WD Milestone Holidays	Road trips/ 4WD Outdoor trips Caravan/ Campervan Adventure/ Active trips	Island & beach holidays Luxury Escapes Full package tours	Resort holidays Outdoor trips Wellness/ retreat	Family/ budget holiday Adventure/ Active trips Organised group/ tour	Luxury Escape Caravan/ Campervan Cruise Milestone holiday Skiing trip Volunteering trip	Island & Beach holiday Road trips/ 4WD Outdoor trips Full package tour/ holiday Wellness/ retreat Around the world trip Backpacking trip
Travelling With (Overindex)	A partner Children	Myself	Friends Other family	Myself	A partner Children Other family	A partner Friends	Myself Other family
Top Travel Trends (Overindex)	Travelling off-season Shorter but more frequent trips	Focus on authentic and local Trying 'van life' Alternative modes of transport Off-limits travel	Plan trip around food & dining experiences Travel to landmarks/ locations on TV/ movies Luxury customized itinerary Luxe camping/ 'glamping'	Focus and connect with self Restorative travel for self-care, mental & physical health Focused on physical activity	Dry destinations Places with sordid/ interesting backgrounds Travel with indigenous focus	Focus on intimate relationships Fewer but extended trips Big tour / group travel	Travel that is sustainable as possible Local, authentic experiences Alternative modes of transport
Size of Destination (% of total sample)	26%	23%	22%	18%	18%	12%	6%

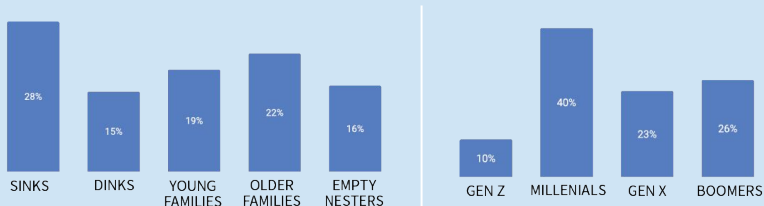
Note: Audiences are not MECE

Itinerary: Stress Relievers Driver: Security

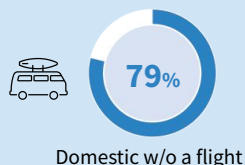
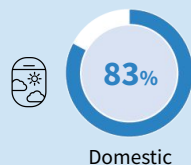
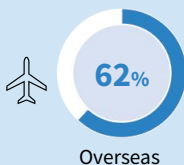


WHO

They tend to be spread across lifestages and generations, with a slightly greater proportion being **Millennial families**, and relatively high proportion of Empty Nesters and Boomers.



WHERE



TYPE OF TRIP

- Family / budget holiday
- Self-organised holiday
- Short and easy breaks
- **Road trips / 4WD**

EMOTIONAL DRIVERS

Key Emotional Driver: **Security**

"I need to feel in control, safe and protected when I travel."

TOP TRAVEL TRENDS

- Travelling off-season, during the quieter months for lower costs
- Shorter but more frequent trips

TRIP PURPOSE



Relaxation and wellness



To visit family

TRAVELLING WITH



With partner



With children



Their internal destination

The Stress Relievers are all about travel as a way to **switch off and enjoy themselves**. They aren't so interested in visiting a new place, but they're looking for **relaxation and wellness**.

They're more focused on security, safety and stress free travel, and are likely to opt for something **closer to home, planning domestic trips without a flight more frequently** over the next 12 months.



Their essentials

The most popular types of leisure trips in the next 12 months are **family / budget holidays, self-organised holidays and quick, easy breaks**.

Compared to other mindsets, they are also more interested in **road trips or 4WDing trips**.

These more low-key, familiar styles of trip speak to their need for Security.



How they adjust & adapt

They are looking to **DIY their planning**, using **online tools** to find the best deals, and **buy airfares on special or without extras**.

They are also the mindset most likely to **avoid travelling in the busy season**. They are also more likely to choose destinations **closer to home** they can drive to, **switch to a cheaper airlines**, or take **shorter but more frequent trips**.

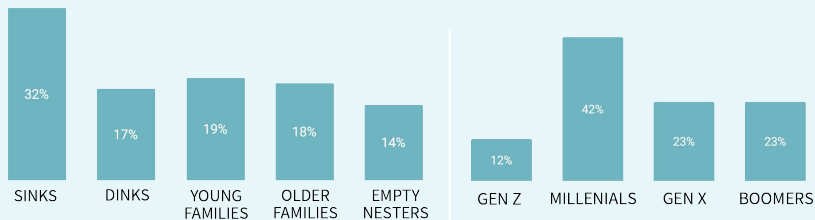
Itinerary: The Explorers Driver: Wonder



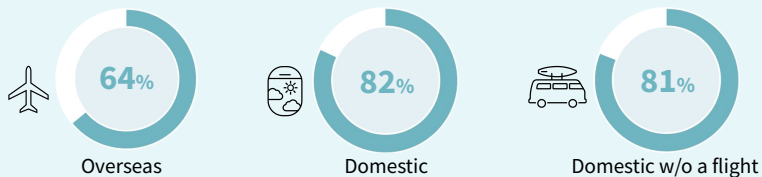
Size of Mindset

WHO

They tend to be spread across life stages and generations, with relatively high proportion of **Empty Nesters and Boomers**.



WHERE



TYPE OF TRIP

- Self-organised holiday
- Family / budget holiday
- Short and easy breaks
- **Road trip / 4WD**
- **Outdoor (eg camping) trips**
- **Caravan / Campervan trips**
- **Adventure / active holidays (e.g. hiking, sailing)**

EMOTIONAL DRIVERS

Key Emotional Driver: **Wonder**

"I travel to satisfy my curiosity, escape and discover something new."

TOP TRAVEL TRENDS

- Travel focused on experiencing the authentic and local
- Trying 'van life'
- Exploring alternative modes of transport
- Off Limits travel to destinations that have previously been inaccessible

TRIP PURPOSE



Relaxation and wellness



To visit family



Visit a new place

TRAVELLING WITH



With partner



With children



By myself



Their internal destination

The Explorers are looking to hit the road with their partner for **adventure**

Discovering **new places**, new **local cultures**, seeing **new sights**, **getting outdoors** and trying out **new activities** are important aspects of their leisure travel, and provide a sense of adventure.

Aside from travelling with a partner, Explorers are also more **likely to travel by themselves**.



Their essentials

They want to quench their thirst for adventure and get amongst the outdoors.

The most popular types of leisure trips for Explorers in the next 12 months are **self-organised holidays** and **budget** holidays.

Compared to other mindsets, they are more interested in go-getter, adventure style holidays including **road trips** or **4WDing**, **camping** or **fishing trips**, **caravan / campervan trips** and other active holidays like **hiking** or **sailing**.



How they adjust & adapt

They are happiest compromise on food, the most likely to **prepare their own meals**, reduce or **avoid eating out, drinking or fine dining** at destination, or choose **accommodation that includes meals**.

Explorers are the most likely to see the journey as part of the exploration and **drive themselves to a destination**, travel to **less popular destinations**, or choose destinations that don't require flying.

In terms of accommodation, they are happy with **lower budget accommodation** and are the most likely to go **camping** or stay in a **van or caravan**.

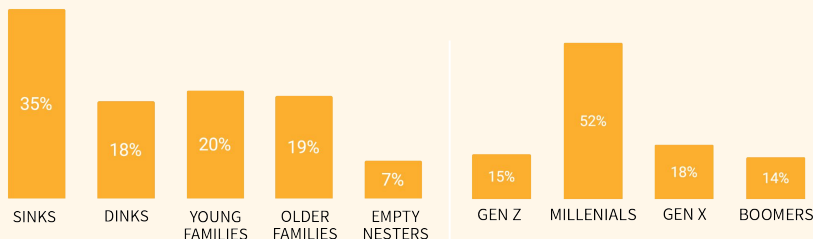
Itinerary: The Indulgents Driver: Indulgence



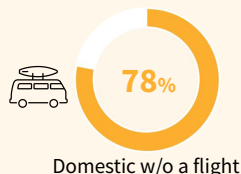
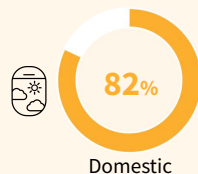
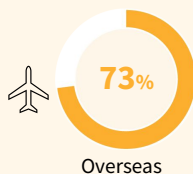
Size of Mindset

WHO

They tend to be spread across lifestages and generations, over indexing on **Millennials, Gen Z and SINKS.**



WHERE



TYPE OF TRIP

- Self-organised holiday
- Family / budget holiday
- Short and easy breaks
- Island & beach holidays
- **Luxury escapes**
- **Full package tours and holidays**

EMOTIONAL DRIVERS

Key Emotional Driver: **Indulgence**

"I travel to find joy in life and indulge in luxurious experiences."

TOP TRAVEL TRENDS

- **Planning a trip around food & dining experiences**
- **Travelling to landmarks / locations featured on TV / movies**
- **Travel with a luxury customised itinerary**
- **Luxe camping or 'glamping'**

TRIP PURPOSE



Relaxation and wellness



For a special event

TRAVELLING WITH



With partner



With friends



With other family



Their internal destination

The Indulgents are looking to **treat themselves**, prioritizing **relaxation, wellness, and luxury**.

They also appreciate the social aspects of their trips, and want to share these experiences with others - more likely to travel with **friends and wider family members** than other mindsets.

They are more likely to take **more frequent** and **longer trips** than other mindsets to immerse themselves in a luxurious break.



Their essentials

The Indulgents want to enjoy **stress-free, luxury experiences** and trips

Compared to other mindsets, they are more likely to want **luxury escapes** and **full package tours** and holidays, with **island & beach holidays** and **wellness retreats** also appearing in their top considerations.



How they adjust & adapt

The Indulgents are happy to **DIY the planning** of their trip. More likely to **deal hunt** to allow them the same luxury experiences at a more accessible price.

In particular they will use **websites and apps** to find the best deals, use **loyalty points** for accommodation and buy airfares when **on special**.

They are also starting to show an interest in **'glamping' or luxe camping**.

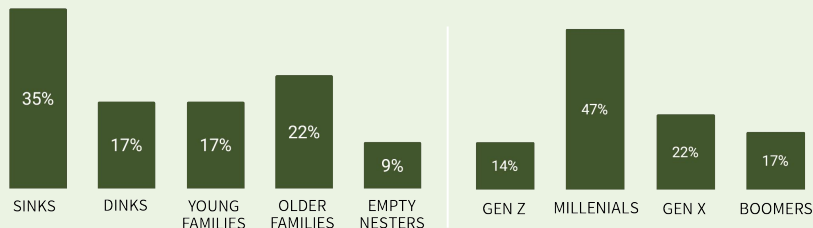
Itinerary: The Self-Nurturers Driver: Self



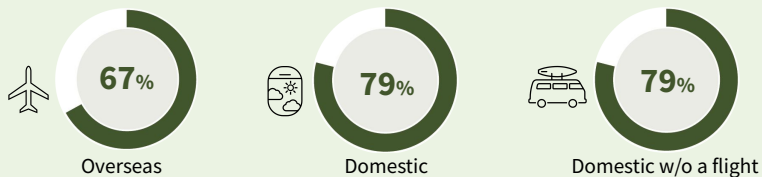
Size of Mindset

WHO

Self-Nurturers are mostly **Millennial SINKS** and a slightly greater proportion of **Gen X Older Families**.



WHERE



TYPE OF TRIP

- Self-organised holiday
- Family / budget holiday
- Short and easy breaks
- **Resort holidays**
- **Outdoor trips**
- **Wellness/retreat**

EMOTIONAL DRIVERS

Key Emotional Driver: **Self**

"I travel to create a better understanding of myself and express myself to others."

TOP TRAVEL TRENDS

- Travelling as a way to focus and connect with myself
- Restorative travel to prioritise self-care, mental & physical health
- Travelling off-season
- Travel focused on physical activity

TRIP PURPOSE



Relaxation and wellness



To visit family



Visit a new place

TRAVELLING WITH



With partner



By myself



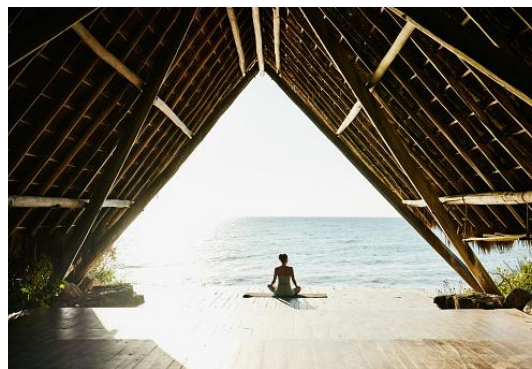
With children



Their internal destination

The Self-Nurturers are highly purposeful in centring their next trip around **relaxation and wellness**. Looking to **recharge and renew** their mind and body and **reconnect with themselves**.

They want a trip that's **'all about me'** and are also more likely than most other mindsets to **travel solo** and the least likely to centre a trip around visiting family or taking the kids on a holiday.



Their essentials

The Self-Nurturers favour **holistic, natural, and wellness style** leisure trips

The most popular types of leisure trips for The Self-Nurturers in the next 12 months are **short quick and easy breaks, island and beach holidays** and **resort and wellness retreats**.

Compared to other mindsets, they are more likely to want to go on **city breaks, outdoor trips** and **travel that centres around a physical activity** like hiking, cycling or surfing and restorative holistic health.



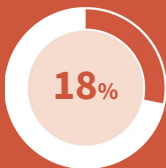
How they adjust & adapt

Meal easy areas for them to compromise on, and they are **prepared to make their own meals**.

Similarly they are happy to take the **road less travelled**, and are more likely to travel to less **popular destinations** than other travel mindsets.

Given their interest in natural and outdoors, they also express an interest in **camping** as part of their accommodation.

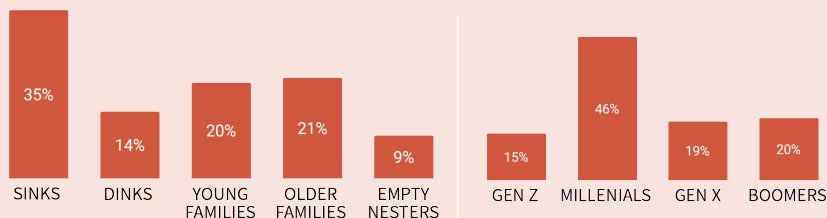
Itinerary: The Knowledge Seekers
Driver: Growth



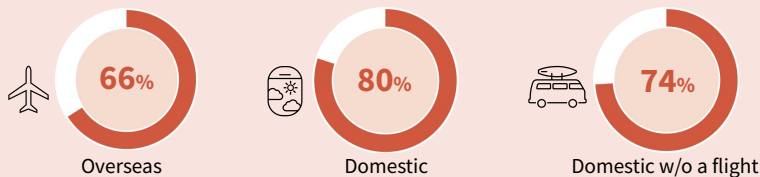
Size of Mindset

WHO

Knowledge Seekers are mostly **SINKS and Families**, and over-index on **Gen Z and Millennials**.



WHERE



TYPE OF TRIP

- **Family / budget holiday**
- Self-organised holidays
- Short and easy breaks
- **Adventure or active holidays (e.g., hiking, sailing)**
- **Organised group travel / organised tour**

EMOTIONAL DRIVERS

Key Emotional Driver: **Growth**

"I travel to learn. Immersing in different cultures, traditions and experiences help me grow."

TOP TRAVEL TRENDS

- **Dry destinations**
- **Places with sordid/interesting backgrounds**
- Travelling off-season
- **Travel with an Indigenous focus, i.e., immersing in local First Nations cultures**

TRIP PURPOSE



Relaxation and wellness



To visit family



Visit a new place

TRAVELLING WITH



With partner



With children



With other family



Their internal destination

The Knowledge-Seekers want to explore and participate in **enriching and stimulating experiences** that help them to grow and learn.

They want to share their experiences with their **family**, and are more likely to take **longer trips** and travel with children or other family members.

They have an interest in **niche trends** and **immersive travel**- e.g immersing in local **First Nations cultures, dry destinations** and & places with **interesting backgrounds**.



Their essentials

The Knowledge-Seekers are more interested in **adventure trips and organised tours**

The most popular types of leisure trips for the next 12 months are **family / budget** holidays, **self-organised holidays**.

Compared to other mindsets, they are more likely to want to go on **adventure or active holidays** (e.g., hiking, sailing, etc) or **organised group travel or tours** that allow them to get the most out of their learning experiences. They are also very interested in niche trends like dry destinations & places with interesting backgrounds



How they adjust & adapt

They are happy to **DIY their booking** and **their meals** whilst travelling. They will also look for **free or cost effective local attractions**, which can still deliver the experience they seek, but at a lower cost.

They are also the most likely to compromise on spending at and for the destination by **reducing or avoiding shopping** for the trip.

They are more likely than other mindsets to take **alternative transport**, in particular travelling by rail or bus.

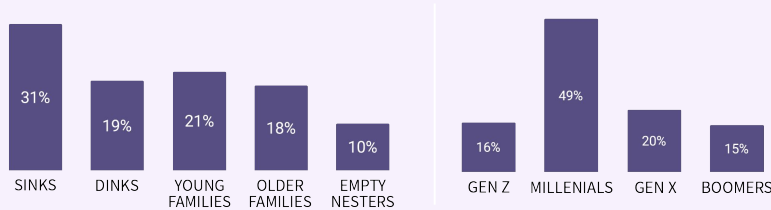
Itinerary: The Connection Seekers Driver: Affinity



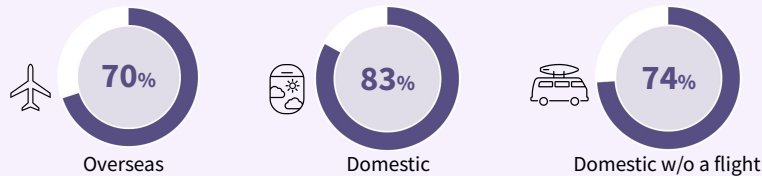
Size of Mindset

WHO

Connection Seekers are mostly **Millennials**. They are a slightly larger proportion of **DINKS, Young Families** and **Gen Z** as well.



WHERE



TYPE OF TRIP

- Family / budget holiday
- Self-organised holiday
- Short and easy breaks
- **Luxury escape**
- **Caravan trip**
- **Cruise**
- **Milestone holiday**
- **Skiing trip**
- **Volunteering trip**

EMOTIONAL DRIVERS

Key Emotional Driver: **Affinity**

"I travel to experience life with the people I care for."

TOP TRAVEL TRENDS

- **Travel to focus on intimate relationships**
- Travelling off-season
- Travelling to connect with myself
- **Fewer but extended trips**
- **Big tour/ group travel**

TRIP PURPOSE

- Relaxation and wellness
- To visit family
- For a special event

TRAVELLING WITH

- With partner**
- With friends**

Note: Text in bold indicates where mindset over-indexes compared to other mindsets.



Their internal destination

The Connection Seekers see leisure trips as a way to **focus on** and **strengthen their existing relationships** by spending time relaxing together.

This could equally be their **partner or family**, but also includes **larger groups of friends**. Seen in a growing interest for engaging in **big tour/ group travel**.

They will be spending more time on domestic than overseas trips and overseas trips will be shorter.



Their essentials

The Connection Seekers are interested in a **variety** of leisure trips to suit their preferences.

Compared to other mindsets, they are more likely to want to go on **luxury escapes, caravan trips, cruises, a milestone holiday (e.g., wedding), skiing trip** or a **volunteering trip**.

This wide variety of interest suggests they are choosing trips they **personally enjoy** and can spend time connecting with their partner and friends.

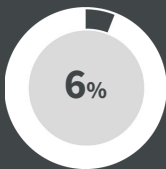


How they adjust & adapt

For these trips, the **time spent together** is **more important than the activities** or experiences. As such they are the most likely to compromise by **doing less tourist attractions** such as museums, galleries, famous buildings, amusement parks, etc., and are more happy to **travel by road** creating more time together.

The Connection Seekers are more likely than others to use **loyalty points** for accommodation and for flights, e.g., airfare, upgrades, add-ons, etc.

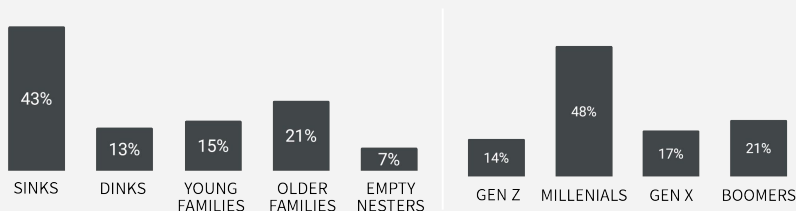
Itinerary: The Mindful Travellers Driver: Ideals



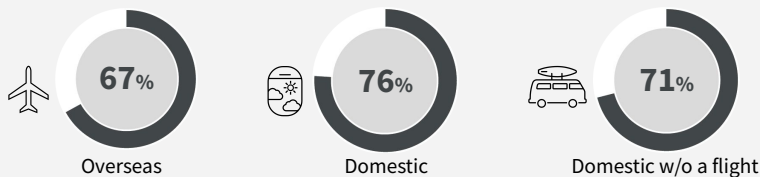
Size of Mindset

WHO

Besides Millennial SINKS, Mindful Travellers are slightly more likely to be **Gen Z, Boomers and Older Families.**



WHERE



TYPE OF TRIP

- Self-organised holiday
- Family / budget holiday
- **Island & beach holiday**
- **Road trips / 4WD**
- **Outdoor trip e.g., camping**
- **A full package tour / holiday**
- **Wellness / retreat**
- **Around the world trip**
- **A holiday with a little work**
- **A backpacking trip**

EMOTIONAL DRIVERS

Key Emotional Driver: **Ideals**

"I travel in a sustainable way that allows me to stay true to myself."

TOP TRAVEL TRENDS

- Travel that is as sustainable as possible
- Travelling off-season
- Travelling to connect with myself
- **Having local, authentic experiences**
- **Exploring other modes of transport e.g., slow travel by train or bus**

TRIP PURPOSE



Relaxation and wellness



Visit a new place

TRAVELLING WITH



With partner



By myself



With other family

Note: Text in bold indicates where mindset over-indexes compared to other mindsets.



Their internal destination

Mindful Travelers are seeking **enriching and authentic experiences**, from travelling in ways that are **as sustainable as possible**.

They are interested in travelling as a way to **connect with themselves**, have **authentic local experiences** and are more likely than other mindsets to travel **on their own** or with **other family** besides their partner or children.



Their essentials

Mindful Travellers lean more towards **island/ beach holidays** and **road trips** than other travel mindsets.

In particular they are more likely to look for a **full package tour / holiday, wellness retreat, backpacking** or an around the world bucket-list trip.

Given their focus on sustainability, they are also more likely than other travel mindsets to go on a **road trip, or outdoor trip e.g. camping**



How they adjust & adapt

Those in a more sustainable travel mindset are most likely of all the groups to compromise **on the tourist attractions on their trip**, instead seeking out less popular **more authentic experiences**.

They are also likely to stay at accommodation with meals included, or to prepare their own, when travelling.

In terms of modes of transport, they are more likely to consider exploring other modes of transport like **travelling by rail, bus or sea**, which delivers not only cost efficiency, but a more sustainable option.

Categories Snapshot



Airlines

Boomers and Millennials will be the biggest audience for air travel in the next 12 months.

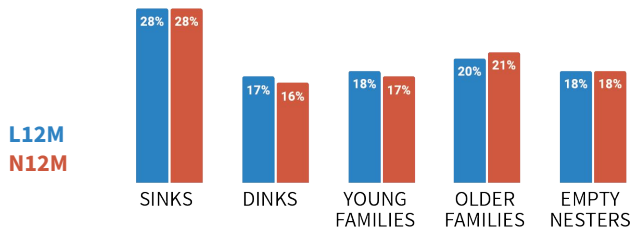
Aussies travelling by air will also be looking for specials and deals, and flying 'no frills', forgoing upgrades and switching to cheaper airlines.

A third of those planning to fly will look at travel websites and apps for inspiration, with off-season travel and authentic experiences the top two travel trends they are most interested in.

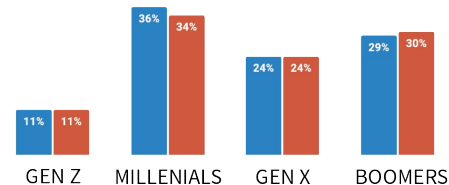


WHO

Lifestage



Generation



SPENDING

% Spending Same or More



Overseas

Last 12M

48%

Next 12M

56%



Domestic

43%

51%

KEY COMPROMISES

- Booking everything myself
- **Buying afares on special**
- **Websites/apps for best deals**
- Avoid peak season travel
- More affordable experiences
- **No flight upgrades**
- **Switching to a cheaper airline**

TOP SOURCES



42%

Search (Google)



32%

Travel Websites and apps



25%

Instagram



23%

Facebook/
Youtube/ Tik Tok

KEY TRENDS

- Travelling off-season
- Having local, authentic experiences
- Travelling to connect with myself
- Planning a trip around food & dining experiences

Base: People who travelled by air in the L12M (n=508) and are planning to in the N12M (n=1039)



Tour Operators

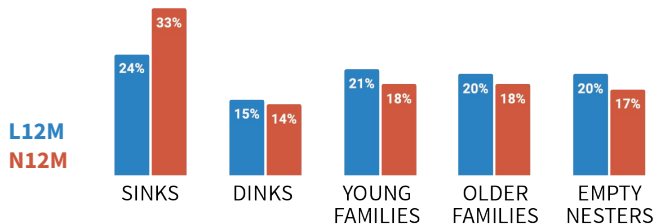
SINKS and Boomers more likely to engage with tour operators for future travel, spending much more on trips with a flight vs. last year.

This group will travel mostly to see new places. Over a third will be inspired by travel documentaries and they are more likely to look at airline websites, travel blogs & use travel agents.

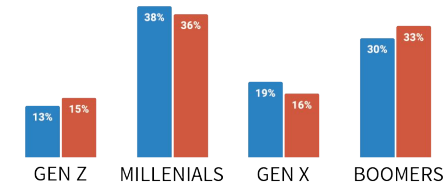
TOP TRAVEL TRENDS include visiting locations featured on TV/movies, luxury itineraries and trips around food and dining, something for tour organisers to pay attention to.

WHO

Lifestage



Generation



SPENDING

% Spending Same or More



Overseas

L12M

52%

N12M

72%



Domestic

55%

68%



**Domestic
(no flight)**

62%

65%

KEY COMPROMISES

- Buying afares on special
- Avoid peak season travel
- Websites/apps for best deals
- Booking everything myself
- More affordable experiences
- **Accommodation with meals**

TOP SOURCES



44%

Search
(google)



38%

Travel Websites/
Apps



33%

Travel Docs



30%

Tik Tok



26%

Travel Blogs

KEY TRENDS

- Travelling to locations featured in TV shows or movies
- Travel with a luxury customised itinerary
- Planning a trip around food & dining experiences
- Travelling to connect with myself



Cruises

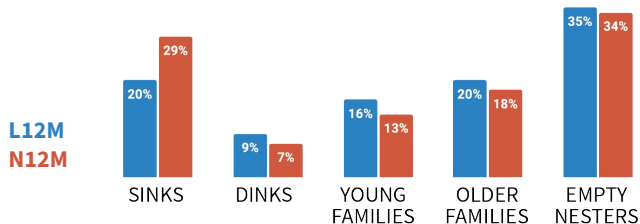
Empty Nester Boomers will continue to dominate the cruising world, however a third of Millennials have a cruise in their plans.

Aussies are going on cruises to visit new places and for relaxation & wellness. They are more likely than average to look for travel inspiration via documentaries, TV travel shows, travel agents and travel influencers.

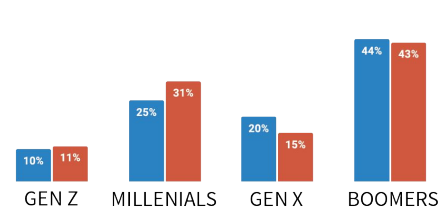
They are interested in off-season travel, going to TV/movie locations, 'van life' or caravanning, as well as planning a trip around food and dining.

WHO

Lifestage



Generation



SPENDING

% Spending Same or More



Overseas

L12M

58%

N12M

66%



Domestic

57%

64%



Domestic (no flight)

61%

61%

TOP SOURCES



43%

Travel Websites/
Apps



42%

Search
(Google)



28%

Travel Docos



27%

Travel
TV shows



25%

Youtube

KEY COMPROMISES

- **Avoid peak season travel**
- Booking everything myself
- Websites/apps for best deals
- Accommodation with meals
- **Travelling by sea**

KEY TRENDS

- Travelling to locations featured in TV shows or movies
- Trying 'van life' / caravanning
- Planning a trip around food & dining experiences



Travel Agents

Millennials are the group least likely to compromise on using a Travel Agent in the next 12 months, followed by Boomers.

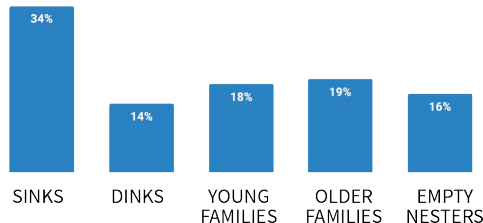
At least half will be spending the same or more on future travel, mainly to relax and visit family. Although they value the services a travel agent provides, they are not the main source of inspiration, turning to search engines and social media.

This group is very interested in off-season travel and having fewer but extended trips. To make it happen, they're willing to cutback on their discretionary trip spend.

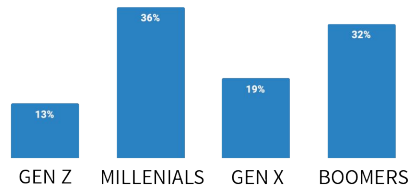
WHO

Lifestage

L12M



Generation



SPENDING

% Spending Same or More



Overseas

L12M

48%

N12M

58%



Domestic

52%

54%



Domestic
(no flight)

52%

50%

KEY COMPROMISES

- Avoid peak season travel
- Reducing shopping at destination
- Reducing eating out at destination
- Reducing shopping for the trip

TOP SOURCES



44%

Search (Google)



28%

Travel Websites
and apps



25%

Instagram/ Tik
Tok



21%

Facebook

KEY TRENDS

- Travelling off-season
- Having local, authentic experiences
- Planning a trip around food & dining experiences
- Travelling to connect with myself
- Fewer but extended trips



THE
growth
DISTILLERY