2024 Spring Travel Beats:

Travel trends & consumer sentiment

Australia, Japan, Singapore, United Kingdom, United States

All Markets

Australia, Italy, Japan, Singapore, United Kingdom, United States

Spring 2024 travel executive summary

Most plan to travel this spring, with many doing so for seasonal reasons

70% of those surveyed plan to travel for leisure this spring

- 80% of these travelers are planning travel for specific seasonal reasons, including school breaks, spring blooms and festivals, and national/regional holidays
- Gen Z and millennials more likely to travel this spring, similarly to past seasons
- 17% are undecided about spring travel, making this an ideal time to reach them
- Singaporean travelers are more likely to plan spring travel compared to other countries; Japanese travelers less likely
- While multiple factors can ruin a trip, more than half of travelers cited potential theft and uncooperative weather as top reasons

Travel frequency is up significantly from last spring

95% of travelers are planning as much travel, if not more, as last spring

- 43% plan to travel more than last spring

Most (87%) are planning 1-2 trips, and over 2 in 5 (44%) are planning trips lasting 5 nights or more

One fifth of travelers are visiting 3 or more cities during their biggest spring trip, with three fourths traveling within 6 hours of home.

Reasons for traveling remain largely consistent season to season:

- Cultural sightseeing trips are most popular for spring, followed by nature sightseeing
- Travelers are eager to relax, make memories, and escape the routine

Cost is still top of mind when planning travel, but doesn’t hinder it

Similar to past seasons, cost is the top consideration when choosing spring travel dates, followed by weather/season, and work

36% will likely change plans because of macro-economic factors including higher inflationary cost of living and higher energy, but a full 54% will not

- Younger respondents report changing plans more than older ones across all markets on average, in line with past seasons

However, not all travel change is negative:
1 in 5 of those who are changing plans cite a positive change in financial circumstances, not a negative one

In fact, a full 92% plan to spend at least the same on travel as last spring

- 47% will spend more

Spring 2024 travel executive summary

Travelers prioritize domestic travel and return visits

Almost two thirds (64%) are planning a return trip somewhere they've visited previously

Spring travel skews domestic: 55% of respondents are traveling domestically, 30% internationally, and 15% both

- International travel still matters: Altogether, 45% will travel abroad this spring

Half will fly to their destinations this spring, followed by driving and train travel

- US respondents more likely to drive, and Singapore respondents more likely to fly compared with other markets

Similarly to past seasons, travel intenders are most excited about food, scenery, and culture

Hotels are still the preferred accommodations

Hotels are the preferred accommodations for two thirds of respondents, distantly followed by vacation rentals

- Hotels are most popular with Japanese and Singaporean respondents
- Younger respondents are more likely to choose vacation rentals than older respondents
- Restaurants and parking are considered the most important hotel accommodations, and have the highest likelihood of use

COVID-19 matters . . . moderately

Cost, weather, COVID-19 are top 3 hesitations about upcoming travel; COVID-19 concern is mostly moderate and lower from winter

86% feel comfortable with travel in the coming months; comfort is highest in the U.S., lowest in Japan.

Planning ahead on activities

52% plan to book activities in advance of spring travel, and 34% book restaurants

- By age: Gen Z and millennial respondents significantly more likely to book both activities and restaurants ahead
- 88% generally book most of their activities prior to day of travel; Similar to past seasons, boomers are more likely to book 4+ weeks ahead than other groups
- Over half (52%) are planning 3 or more activities, most a mix of paid and free options
- 83% agree that on-trip activities and experiences are an important part of their travel budget, and 82% prioritize them while traveling
- When it comes to booking ahead, cultural tours, outdoor experiences, and amusement parks make up the top 3

Spring 2024 custom questions

Pet travel

- 56% surveyed report having pets; pet ownership is significantly lower in the 2 Asian markets surveyed, Japan & Singapore
- Of pet owners, 43% travel with their pets at least some of the time
- Travel with pets is highest in the UK, and lowest in Singapore
- Younger generations both have more pets and travel with them more than older age groups
- According to pet owners, more and cheaper pet-friendly accommodation and transportation options would make it easier to travel with pets

International data usage

- Most travelers make plans to continue data usage during travel, ranging from using international roaming plans , turning on roaming, buying SIM cards either before or during travel. A small % uses a separate phone
- Boomers are more likely to use their phones only for emergencies, compared to younger cohorts (16% vs. 6%, on average).
- Only 1 in 5 don't use data during international travel and rely on WiFi
- Two thirds of respondents consider cheap international roaming extremely/very important when choosing phone companies/plans

Home food and travel

- 78% of travelers bring food from home at least some of the time when they travel; 2 in 5 (41%) do so always or most of the time
- While high across the board, this % highest in the US and lowest in Singapore
- There are various reasons for bringing food from home, but mitigating the cost of food at destination, as well as having access to favorite foods during travel, top the list

Duty-free and VAT refunds

- 73% of travelers consider duty-free shopping and VAT refunds important; 38% consider it extremely/very important (10pp higher in Singapore at 48%)
- 74% start planning their duty-free shopping/VA refund before the day of return travel

Paris Olympics

- Currently, 4% of those surveyed in the US plan to travel to Paris for the 2024 Olympics; 15% are undecided
- More (11%) in US plan to travel to Paris either before or after the Games
- Intent is highest in Singapore at 10%, lowest in Japan at 2%
- Younger respondents appear more likely to travel to the Games than older respondents


Spring travel intent

Travel is a top priority this spring

70%

of respondents plan on traveling for leisure this spring

17% of respondents are undecided about spring travel

13% of respondents don't plan on spring travel

Similar to past seasons, Gen Z and millennials are more likely than other age groups to travel this spring

Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
Q: Are you planning to travel for leisure this upcoming spring season, between March 1 2024 and May 31 2024?

Alt of previous slide to include every market

7 in 10 are traveling this spring

70%

of respondents plan on traveling for leisure this spring

79% Singapore

77% Italy

73% United Kingdom

68% Australia

65% United States

60% Japan

On average across 6 markets surveyed, Gen Z and millennials are more likely than other age groups to travel this spring

80% of travelers are planning travel for specific seasonal reasons this spring

March 1st, 2024 - May 31st, 2024 be for any of the following seasonal reasons?

26% school breaks

23% spring blooms

22% a national or regional holiday

21% spring festivals

18% spring sports and activities

Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US

95% of travelers are planning at least as much travel this spring, if not more, compared to last spring

By age: Gen Z and Millennials are likelier to travel more this upcoming spring than older gens

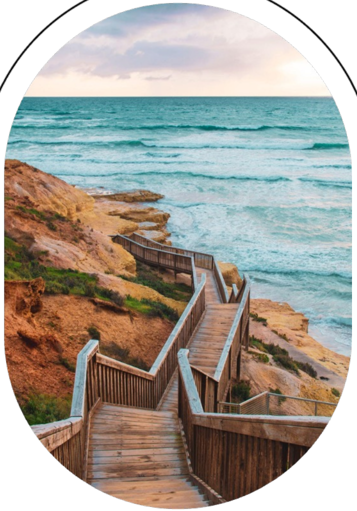
By Market: UK and Singapore travelers surveyed report higher intent of traveling more than other markets: Singapore 55%, UK 46%

43%

Plan to travel for leisure this upcoming spring more frequently than last spring

52%

Plan to travel for leisure this upcoming spring at about the same frequency as last spring



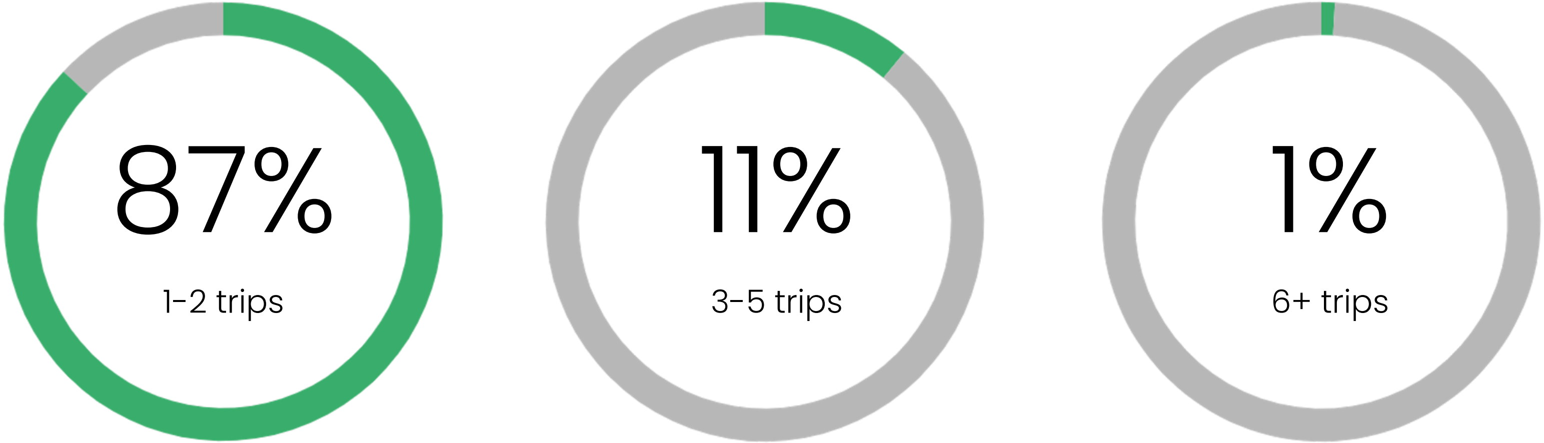
5%

Plan to travel for leisure this upcoming spring less frequently than last spring

Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
Q: How much do you intend to travel this spring, compared to last spring?

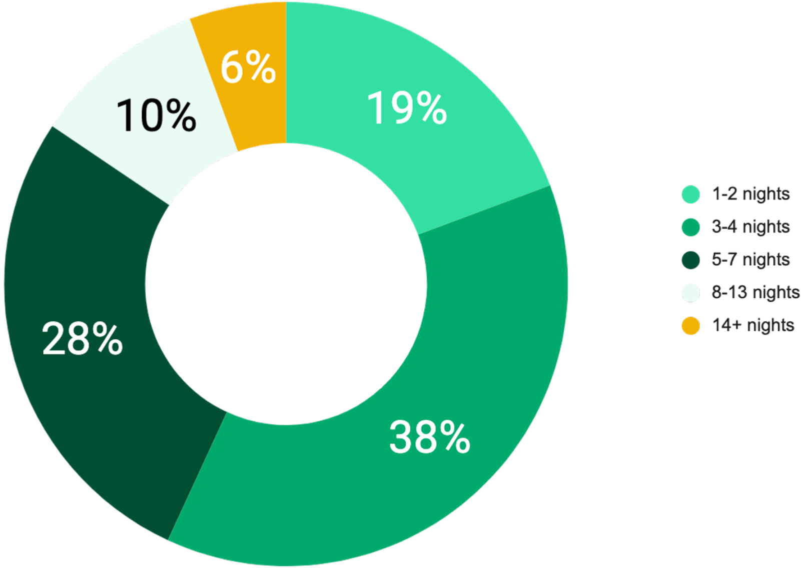
Most are planning 1-2 trips this spring

By market: US and UK respondents surveyed are tied for planning more trips: 17% will plan 3 trips or more, which is **31% higher** than the 13% average



Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
Q: How many trips are you likely to go on this spring?

44% of those planning a spring trip will go for **5 nights or more**



By country: Of the countries surveyed, Australian respondents plan on longer trips: 65% plan on trips of 5+ nights; Japanese respondents plan shorter trips: only 6% plan on trips of 5+ nights.

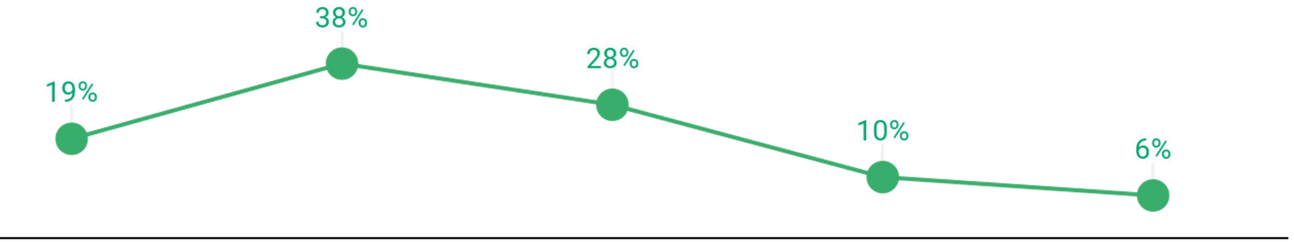
By age: Boomers are more likely to take trips lasting 8 days or more compared to other age groups.

Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
Q: How many nights are you planning on going for?

Trip Length

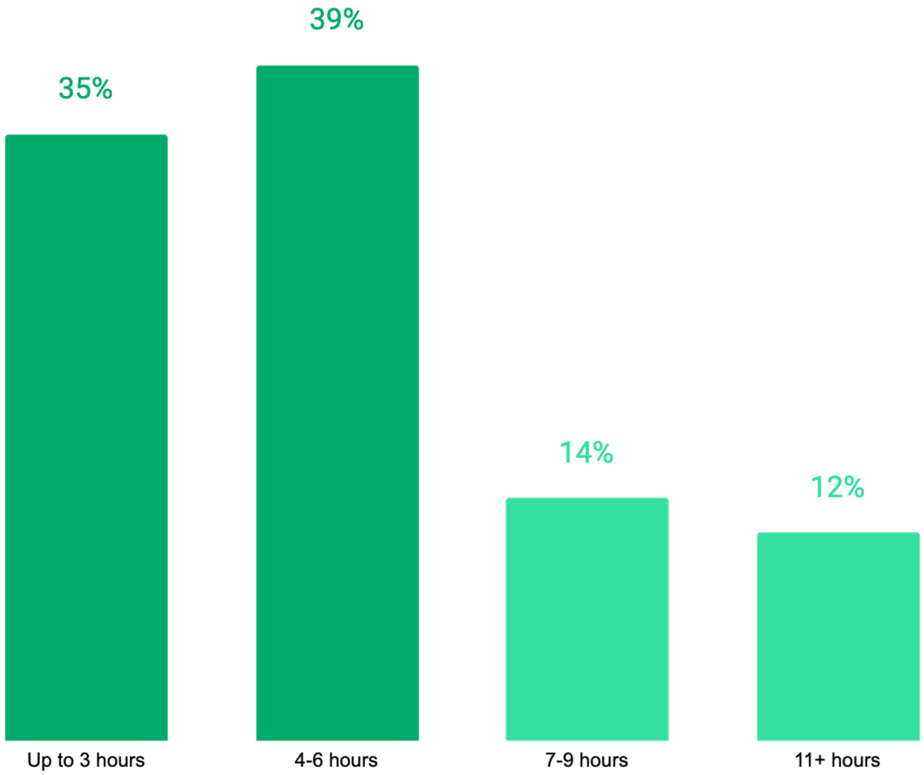
Most respondents are planning to stay at their destination for between 3 and 7 nights. Generally, the shorter the travel distance, the shorter the duration of the stay (data not shown). **By age:** Boomers are more likely to take trips lasting 8 days or more compared to other age groups.

Global Total
(n=1,730)



		1-2 night	3-4 nights	5-7 nights	8-13 nights	14+ nights
US	n=266	14%	41%	34% ▲	8%	3%
UK	n=302	13%	37%	31%	13%	6%
Italy	n=318	16%	54% ▲	20%	7%	2%
Australia	n=283	10%	25%	30%	19% ▲	16% ▲
Japan	n=245	66% ▲	28%	4%	0%	1%
Singapore	n=316	5%	37%	42% ▲	12%	5%

Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
▲ indicates statistically higher than Global Total at 95% confidence
Q: How many nights are you planning on going for?



Upcoming travel distance:

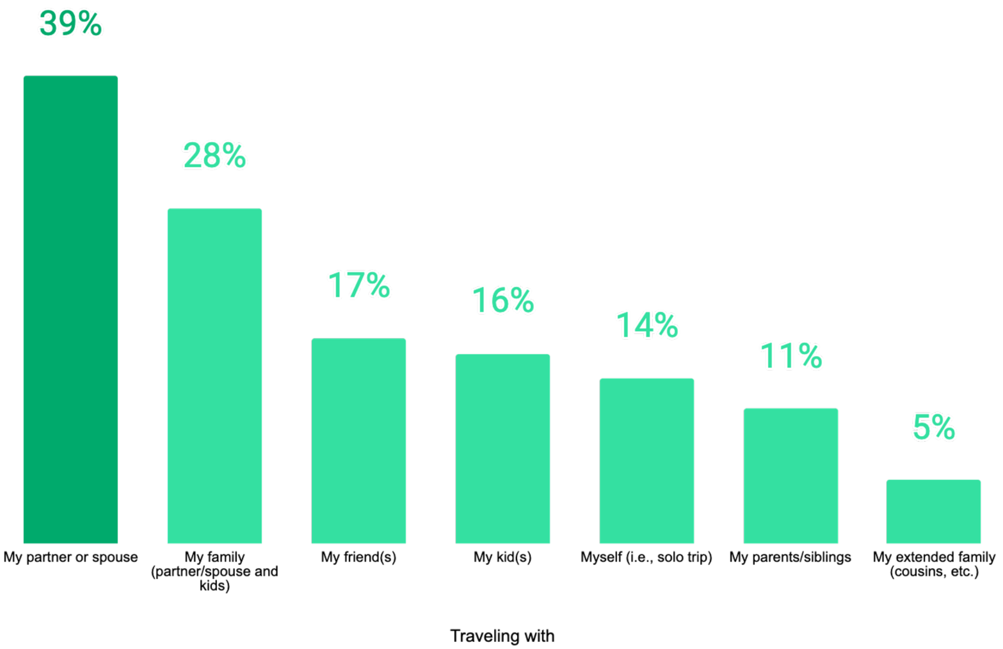
74% plan to travel up to 6 hours from home

26% plan to travel 7+ hours from home

Boomers are 42% more likely to travel 11+ hours than the total average (17% v. 12% average)

By country: US (23%) and AU (25%) respondents surveyed plan to travel 11+ hours this spring more than the 12% average

Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
Q: How far do you plan on traveling from home (i.e. total travel distance)?



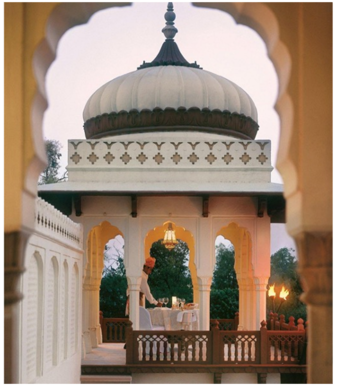
2 of 5 respondents are planning to travel with their partner or spouse only for their spring trip

Travel is reflective of life stage:
Compared with other age groups, Gen Zs are less likely to travel with partner/spouse, and more likely to travel with friends and parents/siblings than older respondents

Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
Q: Who will you travel with?

Cultural sightseeing trips are most popular for spring

By age: Boomers are less likely to plan a shopping trip than other age groups (3% vs. younger age group avg of 10%); **Gen Z** are less likely than older age groups to plan a road trip (9% vs. older age group avg of 13%)



Cultural Sightseeing

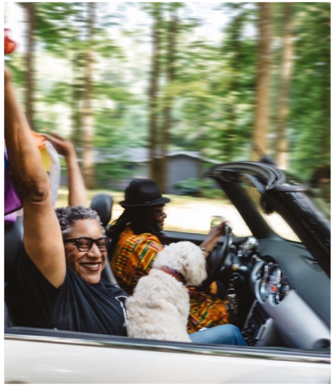
25%

Nature Sightseeing

18%

Beach trip

14%



Road Trip

13%

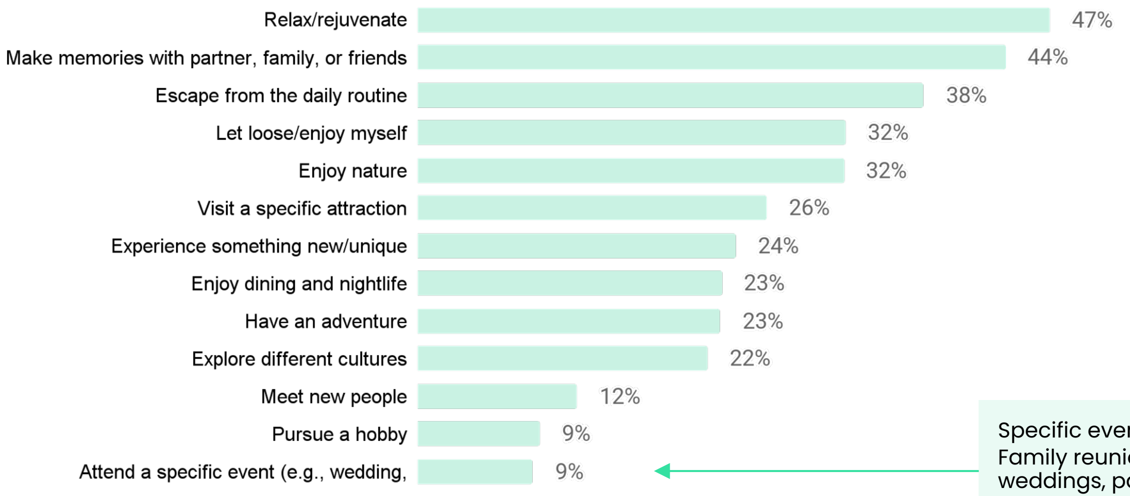
Shopping

9%

Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
Q: Thinking about your upcoming trip, what type of trip will it be? *Top 5 answers listed*

Those planning to travel are eager to relax, make memories, and escape from the routine

While every generation prioritizes relaxation, older respondents do so more than youngers ones: 51% of older (Boomers and Gen X) vs. 44% for millennials and Gen Z. Younger respondents are more likely to want to have an adventure and experience something new than older generations.

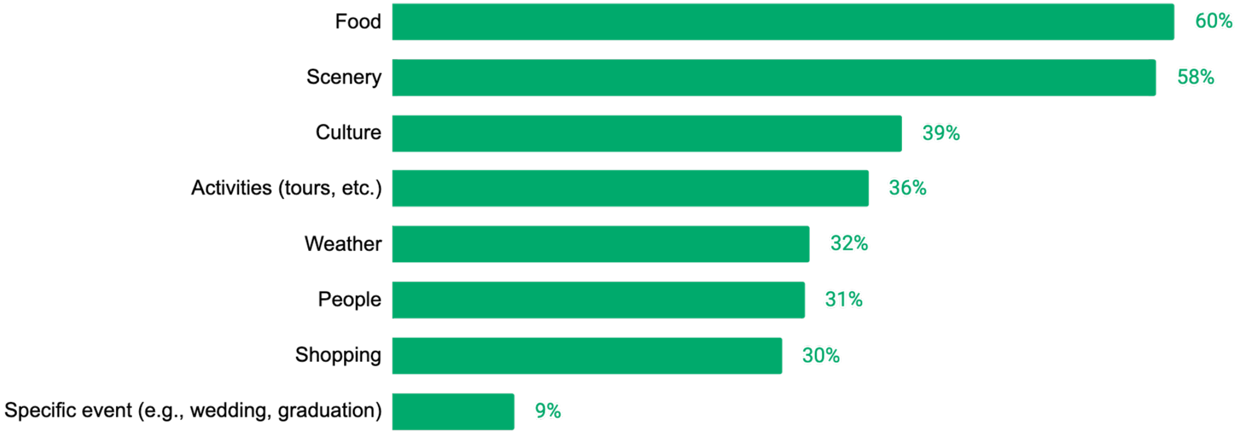


Specific events, in order of responses: Family reunions, concerts, sporting events, weddings, parade/street festivals, conferences, graduations

Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
Q: Now, looking at the following options, which would you say best describes the purpose of your upcoming trip?

When thinking about upcoming travel, respondents are most excited about food, scenery, and culture

Younger respondents are are significantly more excited about on-trip activities than older respondents (42% vs. 30%)
Gen X respondents are more excited about scenery than the other age groups average (62% vs. other age groups avg of 55%)



Source: Tripadvisor Spring Travel Beats Report 01/2024, N=2,461; AU, IT, JP, SG, UK, US
Q: What about this destination are you excited about?