

# TRAVEL TRENDS THAT INSPIRE TRAVELERS IN 2023



Inspiration in movies, food, mental health, and the discovery of places far from the 'mainstream' are pulling tourism strongly in 2023.

This was revealed by the 2023 Global Travel Trends report by American Express Travel, an American travel agency that reveals that **travelers are looking for unique and unforgettable experiences for their vacations**. The report has highlighted four travel trends above the rest:

**Set-Jetting:** Thanks to movies, TV shows and social networks, increasingly more people are inspired by iconic and popular places they have seen on the screen, like Italy, Paris, Yellowstone, and London.

A great example of this trend is the Spanish San Juan de Gaztelugatxe, a tourist icon of the Basque coast that since 2016 has suffered a brutal increase in tourists due to its appearance as "Dragonstone" in the popular series Game of Thrones.

**Food destinations:** Travelers choose their destinations based on the cuisine, whether it is visiting high-end restaurants, discovering local favorites or taking cooking classes to learn about the local culinary culture.

**Wellbeing travel:** Mental, physical, and emotional health is becoming not only a trend but also a priority for travelers and many are planning vacations that allow them to take care of themselves and recharge their batteries.

**Discovering hidden gems:** Travelers are looking for authentic experiences beyond the traditional tourist spots, looking to discover hidden gems and support local communities.

## Travel Trends Report Findings

The survey was carried out in several countries and the following interesting facts regarding the travel trends of this year were revealed:

- More than half of those surveyed plan to take more trips in 2023 than in 2022.
- **84% of Generation Z and Millennials would rather take a dream vacation than buy luxury items.**
- 75% of those surveyed are inspired by social networks to plan their trips.
- 81% expect to try local gastronomy when traveling.
- 73% of those surveyed plan a vacation to improve their mental, physical, and emotional health.

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