

72% OF TRAVELERS PLAN TO TRAVEL THIS AUTUMN



According to HomeToGo, a vacation rental portal, 72% of travelers plan to travel during the autumn-winter season, a 22-point increase from last year. Their autumn-winter 2023-2024 travel forecast reveals that American and European travelers shape their vacation plans based on current trends.

International travel is a popular choice among travelers, with almost half of the respondents planning to travel abroad in Autumn and winter. The data shows a 10-percentage-point year-on-year increase in international search volumes.

People often travel in groups when traveling. It has been recorded a 20% increase in the average number of guests (3 on average) looking to go on trips in the upcoming months, and almost a quarter (23%) of travelers surveyed mentioned that they would be traveling with their family or a group of friends.

Experts have noted that Autumn, usually considered a low season, is becoming increasingly popular among travelers. This is because they can take advantage of the less crowded destinations, cooler temperatures, and more affordable prices.

Over 70% of travelers say they tend to be more cost-conscious than in previous years, so they make reservations earlier and prefer to travel outside the high season. They also tend to cook in their holiday homes. Furthermore, more travelers are now using AI tools to plan their trips. A survey shows that 63% of US and European travelers consider AI tools to plan their vacations. And, looking towards the future, 40% of travelers have already started planning trips for next summer.

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