TOP SEVEN TRAVEL TRENDS THAT WILL SHAPE TRAVELER BEHAVIOR IN 2027



Despite the uncertainty and geopolitical instability the tourism industry has faced, citizens are still keen to travel. As highlighted in the latest travel report from Skyscanner, 'Travel Trends 2027', travelers are planning to travel just as much or more next year. The report used search data from the travel site, over 28,000 traveler opinions and supporting studies. It highlights 7 travel trends that are set to have an impact on travelers this year. Brought to you by Tourism Review.

1/ Digital Detox

One in four citizens want to fully disconnect. They are looking to travel to far-off destinations to get away from constant digital connectivity.

2/ Real Souvenirs

Many tourists are traveling to destinations where they can include real local souvenirs into their itinerary. Typical clothes, crafts and unique regionally specific products. 43% of travelers have traveled on at least one occasion to purchase something they couldn't find online or in their home country.

3/ Rise of Joint Farewells

Many couples are delaying marriage and are moving away from traditional send off's such as bachelor parties. Many are opting for group travel.

4/ Epic Journeys

Travelers are looking for tours based around holy or legendary routes. Cultural media such as epic films and series have inspired 35% of travelers to plan a trip. Examples include Gladiator and The Odyssey.

5/ Gym-cation

Travelers are exploring destinations focused on health and well-being. 65% of millennials are likely to book a hotel offering a healthy breakfast. 36% of Gen Z travelers are looking for hotels with a gym.

6/ Sound Destinations

Music has become a big factor in choosing where to travel. Large concerts are a big factor, but regional and local music culture has become increasingly important.

7/ Saving with Change

Currency rates have become a factor when deciding to go. 39% of travelers have changed countries to get a better rate. 61% of Gen Z and 47% of millennials have done this.

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