

Q4, 2023

# Travel Experience Trend Tracker

How digitization is transforming the experiences industry — and how to get ahead in 2024

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# About this research

The Travel Experiences Trend Tracker focuses on the in-destination travel experiences industry. It includes the following data sources:

## Online quantitative survey

- 6277 respondents across 6 geographies
- Fieldwork completed October 2023
- 25–64 years old (even split)
- Even Male/Female split
- Travelers (completed a leisure trip within past 12 months)

## GetYourGuide platform data

- Site & visitor data (100M visits per month)
- Booking and app data (118k experiences globally)



**UK**  
n=1013



**France**  
n=1020



**Italy**  
n=1001



**Spain**  
n=1055



**Germany**  
n=1016



**USA**  
n=1171

# The travel experiences industry has entered a new digital era

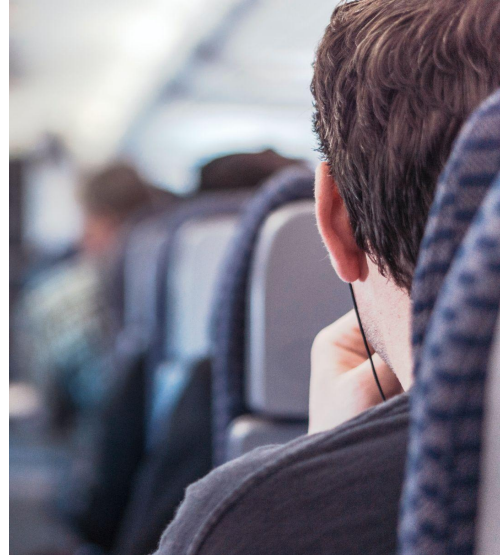
## 1900s

Offline and limited to upper classes



## 2000s:

Some parts of travel become digitized



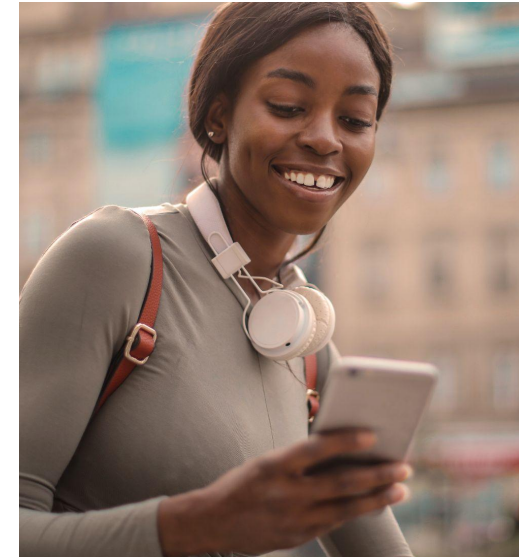
## COVID-19:

Online becomes the necessity and norm



## Today:

Digitization shapes trends & users' needs



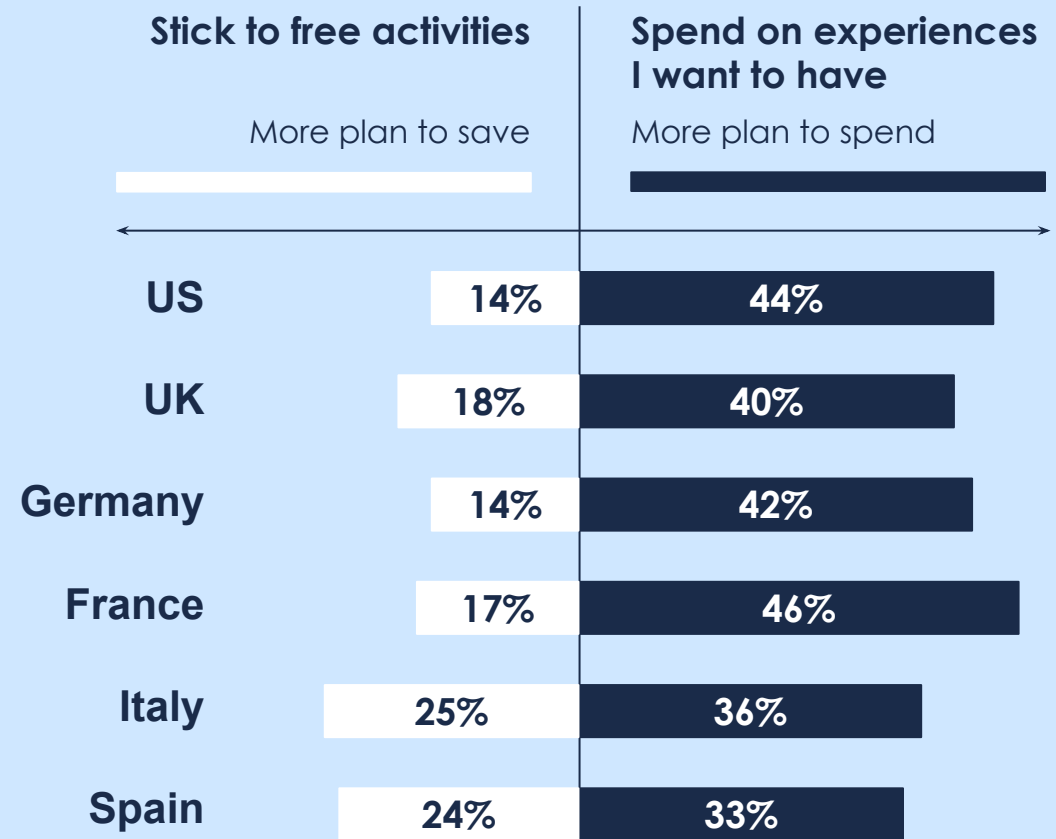
# The travel experience market is forecasted to be worth USD 375B in 2024

In 2023, the total market for travel experiences is pegged to be worth USD 320B, increasing to USD 375B<sup>1</sup> next year: Travel experiences are fundamental to the travel industry's burgeoning bounce-back.

Consumers on the whole plan to spend more on travel experiences vs. upper-scale lodging, cheaper airfare seats, or more convenient flight itineraries.

**This presents a huge opportunity for industry players.**

## Leisure Travel Plans Next 3 months

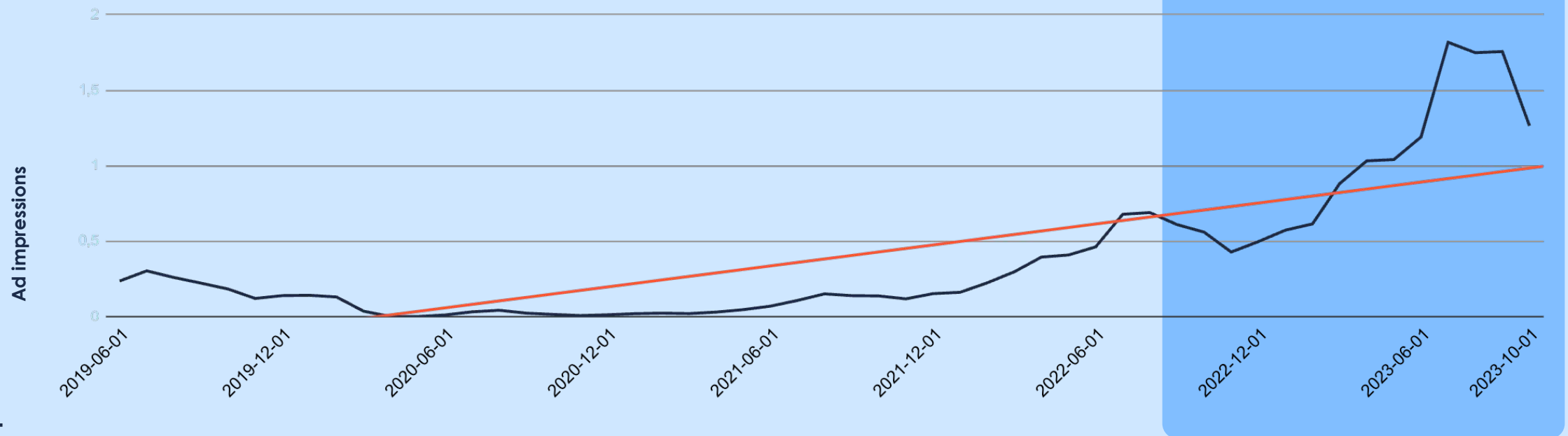


<sup>1</sup> Euromonitor, September 2023 | Graph source: Deloitte's Global State of the Consumer Tracker - 28th August 2023 (N=1000 per country) <https://www2.deloitte.com/us/en/insights/industry/retail-distribution/consumer-behavior-trends-state-of-the-consumer-tracker.html>

# And search signals confirm the experience industry's growing demand

Search and impressions data confirms this trend: Beyond bookings, we see a significant uptick in search interest, proven by increase in ad delivery. As travel-related searches increase, the more opportunities travel brands have to serve ads.

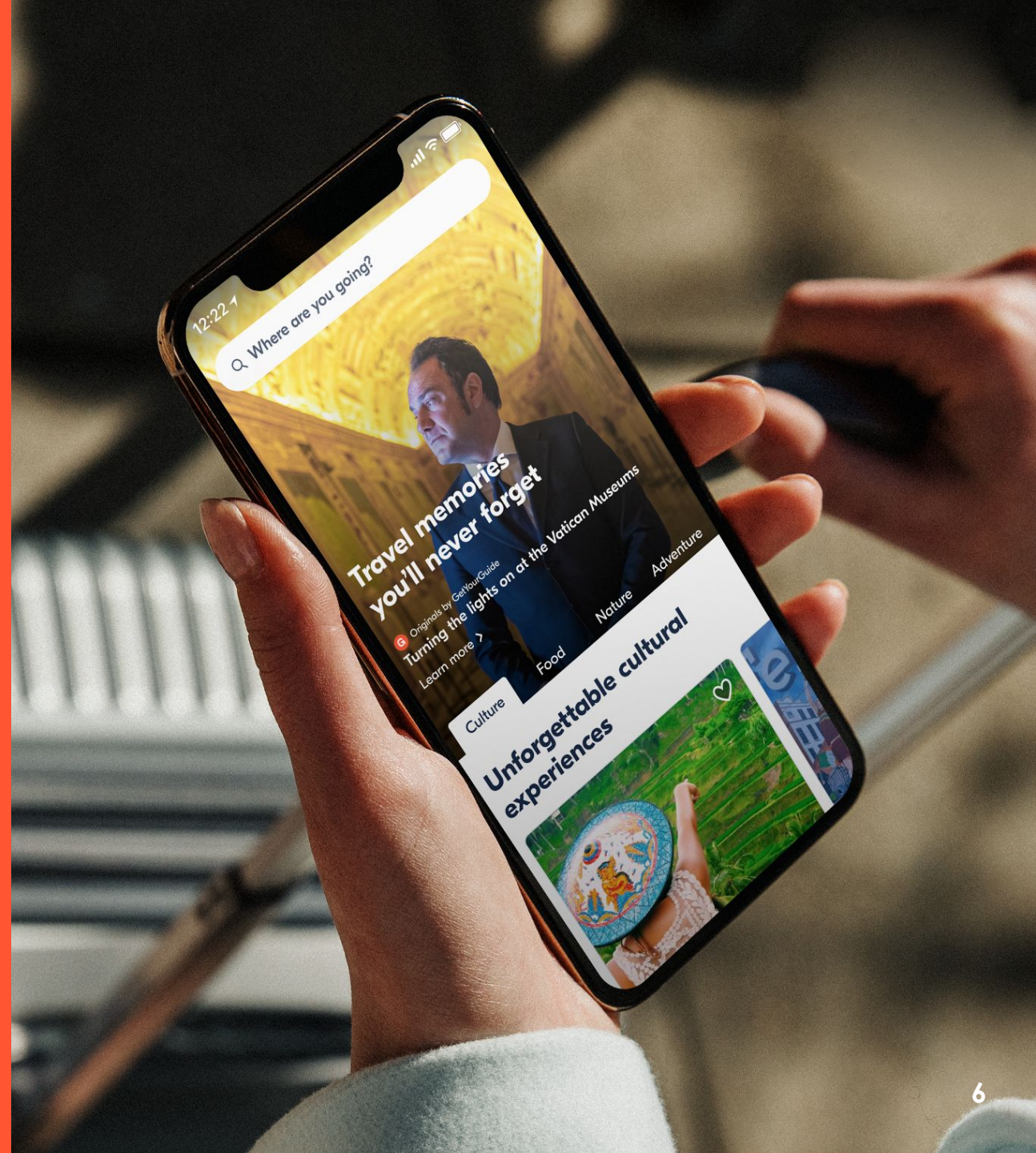
## Growth in search demand | GetYourGuide ad impressions





Understanding *how* consumers will spend, and *who* is driving the trend, is key to getting ahead of the curve.

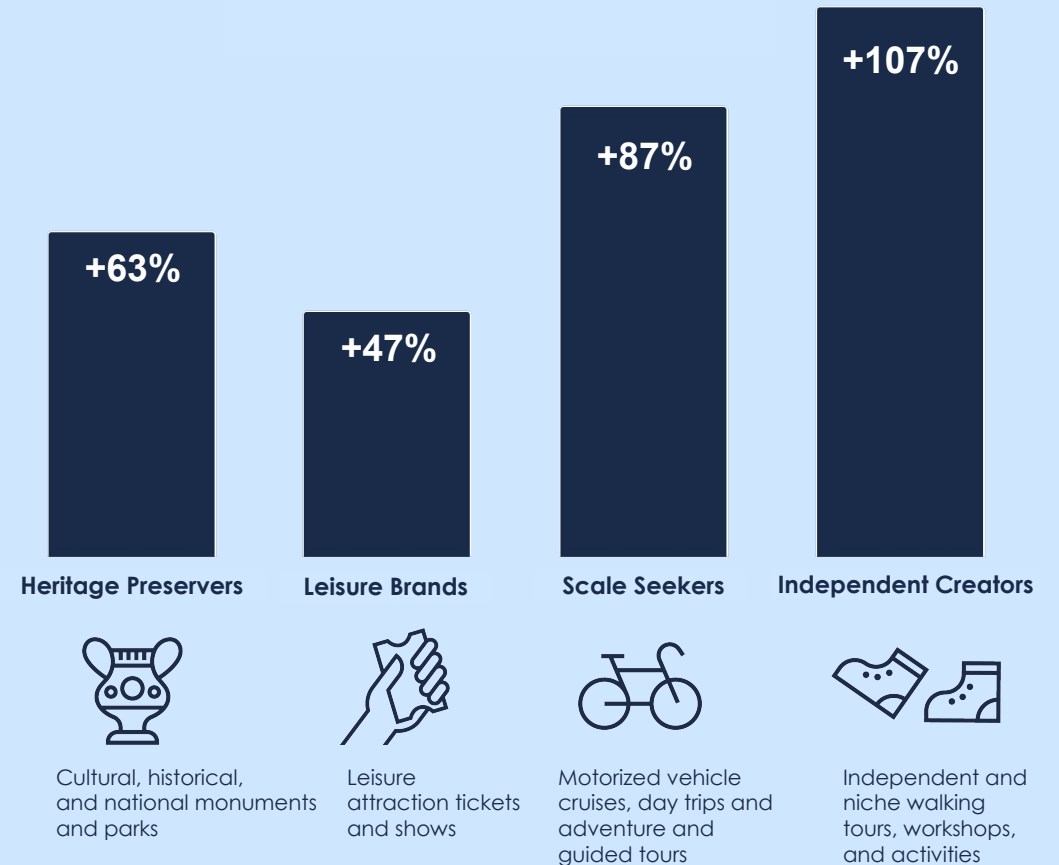
This research is designed to help Experience Creators do just that.



# Ticket sales suggest the trend is global, across all experience categories

- We focus on all experience types within this travel vertical
- Travelers everywhere are spending more
- Supply follows demand: as more people prioritize travel, the number of tours and activities is increasing — stay competitive to capture more of this new demand

## Global GetYourGuide ticket growth (All source markets) YTD P12M Oct



# Which travellers plan to spend more — and how much?

- Travelers are gearing up to spend more on travel activities of all kinds.
- Across all geographies, the tendency to spend more is strong despite economic uncertainty



Ensure you're ready to receive these markets by:

- Enabling **multiple language** browsing
- Supporting foreign **currencies** and multiple **payment options**
- Offering **customer service** and support in local languages and **timezones**

% of respondents whose spend for travel activities will be the same or more in the coming year:



**USA**  
84%



**Germany**  
91%



**Spain**  
87%



**UK**  
77%



**France**  
79%



**Italy**  
85%



# Modern Explorers are driving the spend

- Not all travelers drive the spend equally: “Modern Explorers” plan to travel the most and who do the most activities
- Unlike how ALL travelers need accommodation or flights, only Modern Explorers will prioritize ALL activities and maximize the amount they do on their trips

**44%**

of Modern Explorers plan to **spend more or much more on travel activities vs. past trips**

**3.1**  
vs 2.6

**Leisure trips taken in the past 12 months** by Modern Explorers vs. other travelers

**43%**

of Modern Explorers **will certainly travel for leisure in the next 12 months**

**54%**

of Modern Explorers **plan to take 3 or more trips next year**

**51%**

of Modern Explorers **will travel internationally in the next 12 months**

Travel activities most done in the past 12 months

**60%**



Cultural monuments, museums or galleries

**55%**



City Walking tours

**49%**



Leisure Attraction tickets

# How to appeal to a Modern Explorer

- Modern Explorers are defined by psychographics (a set of values)
- They seek immersive travel experiences that connect them to the destination
- They want authentic, unique experiences, and hate the idea of being sucked into shallow tourist traps

 **Use lots of immersive, authentic imagery**

 **Provide engaging descriptions that explain what they will learn**

 **Surface what is unique to your activity or tour**

## The things that most define Modern Explorers



**They want to be immersed in the local way of life**



**They prefer to visit new places instead of places they already know**



**They find research fun, and an important part of the trip**



**They go on vacations to discover and explore new things**

# A fundamental shift: Travelers are choosing to book online

- Past bookings: Offline channels were cited more than online channels
- Future bookings: Modern Explorers cited a stronger preference for online channels and a lesser preference for offline channels
- Online channels service traveler needs of flexibility and accessibility (e.g. more language / currency options)

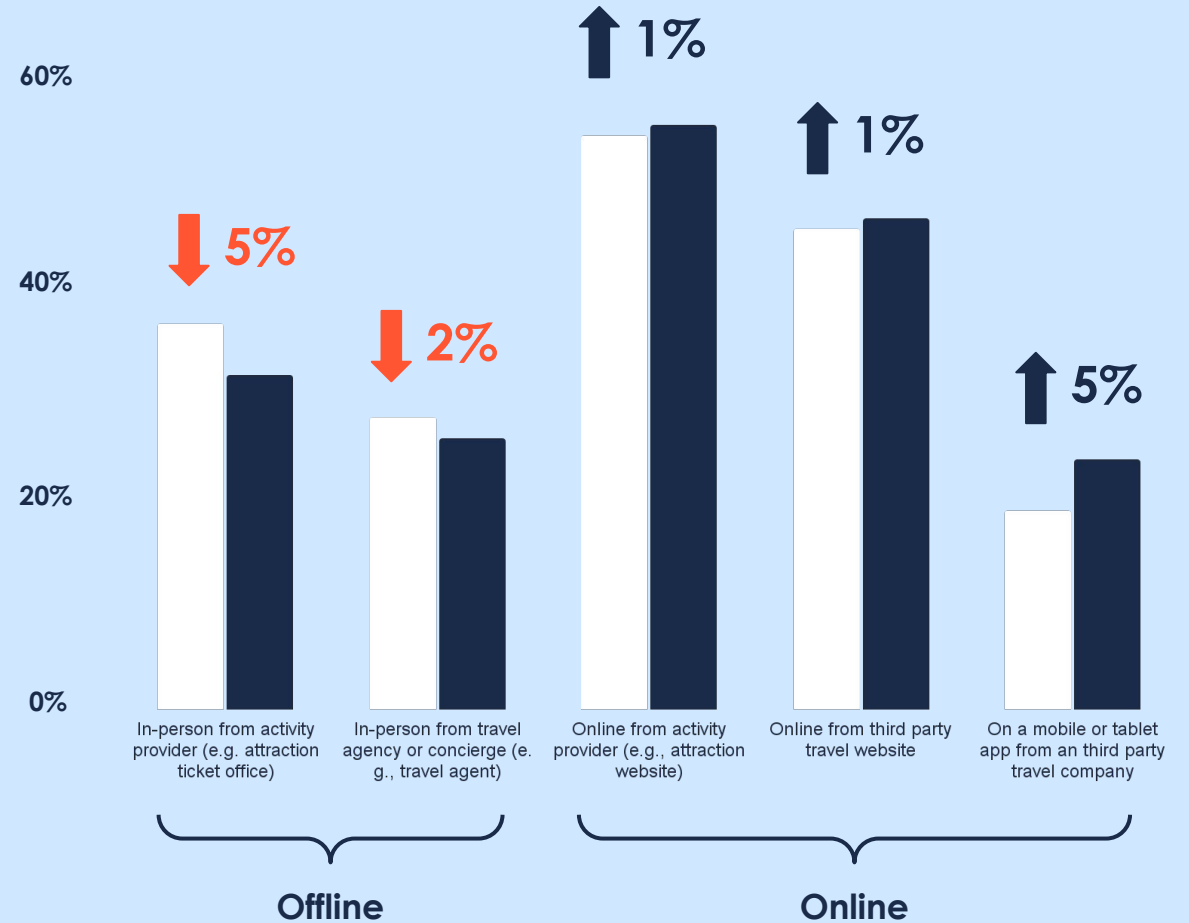


**Shift focus on online distribution to get ahead of the wave**



**App-prepare by allowing paperless tickets and digital check in**

## Booking channels: Past behavior vs. future preference Modern Explorers



# Online and on-the-go: App bookings are exploding

- Pre-trip, apps bridge the gap between inspiration and booking
- On-trip, apps are the most convenient way to manage a booking
- Apps can help capture last-minute or day-of bookings to fill seats or empty slots



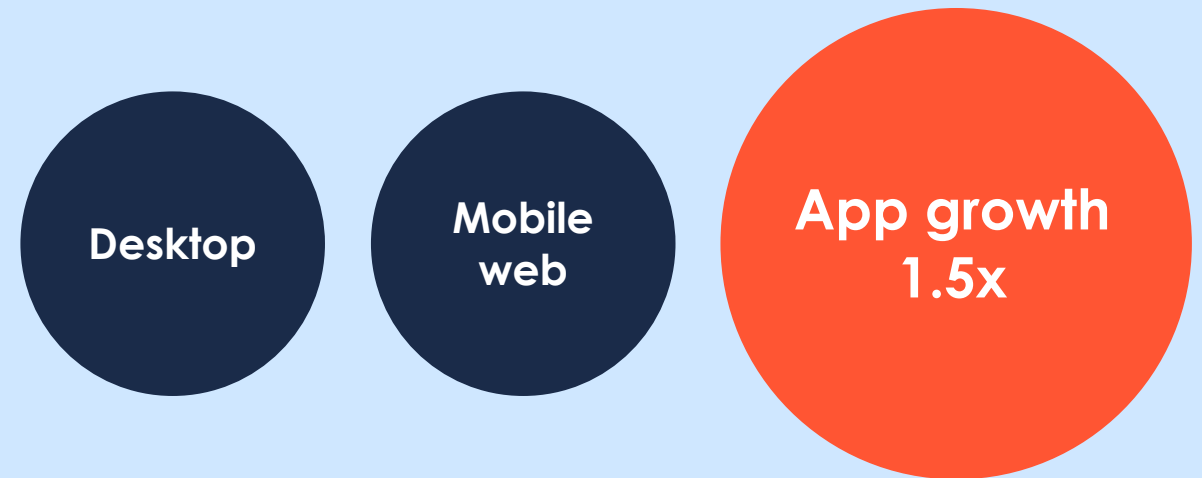
**Turn casual mobile browsing into booking by enabling a seamless app experience**



**Lean on OTAs apps as the brands of choice for on-the-go and for saving favorites before a trip**

## App growth vs. other devices, all GetYourGuide tickets

P12M Oct23



# 80% are thinking about their next trip at any given time

- Inspiration and research begins online propelled by social media, blogs, and online streaming
- Over 80% of travelers are thinking about their next trip 3 months in advance
- 44% are already researching their trip; over 50% of trips are planned for the next 3 months

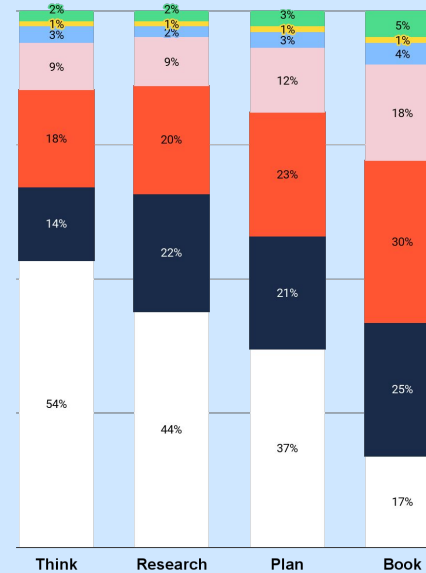
 **Maximize exposure on ALL online channels to get on travelers' shortlists**

 **Start marketing when research begins**

*Summer vacation = April start*

*Holiday period = October start*

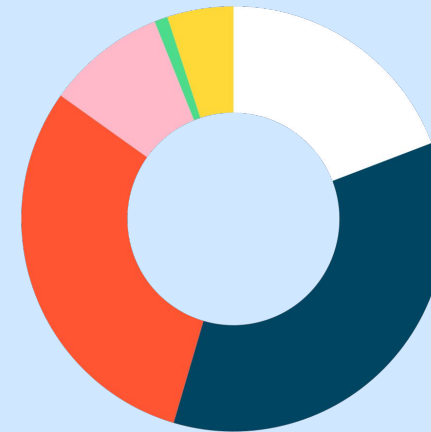
*Spring/Easter = January start*



## Inspiration to booking: Timings (Modern Explorers)

- Don't know / can't say
- In more than 12 months
- Within next 12 months
- Within next 6 months
- Within next 3 months
- Within next 1 month
- Already doing it

## Next trips: expected timings (Modern Explorers)



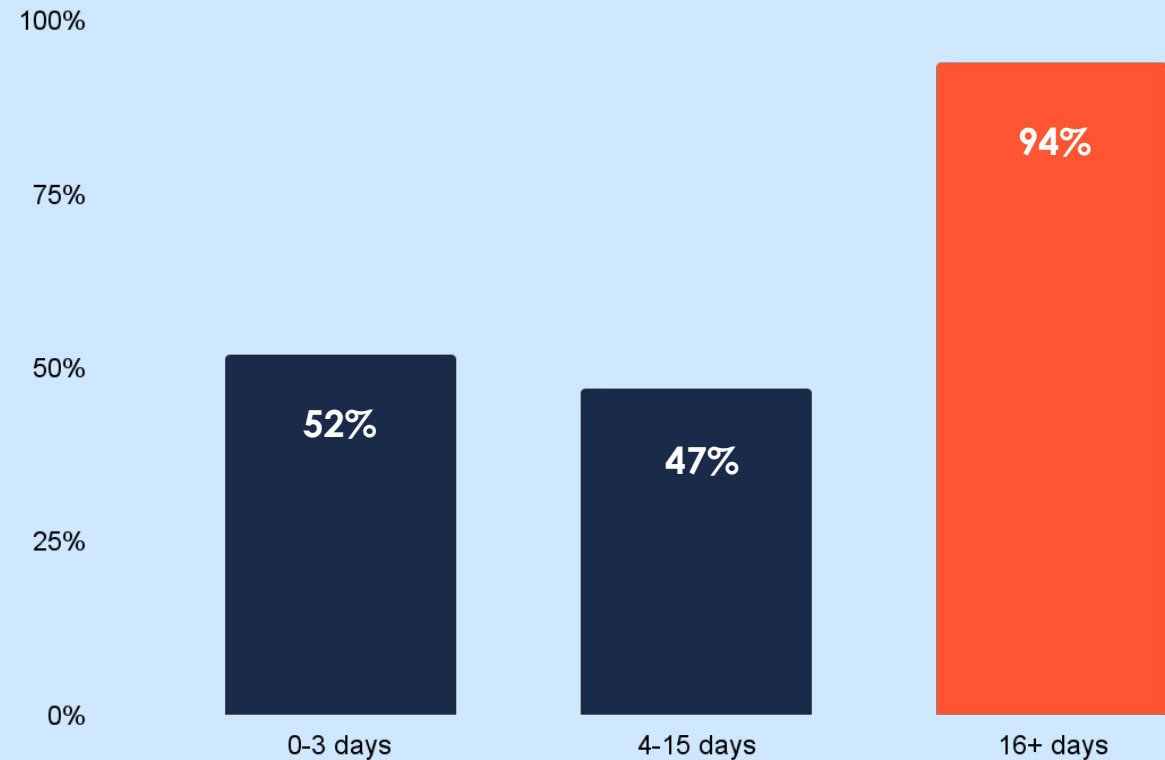
- 1 month
- 3 month
- 6 month
- 12 month
- More than 12 months
- Don't know / Can't say



# Way ahead or last-minute: Catering to extreme booking patterns

- Always-on inspiration, online bookings, and Modern Explorers' preference for planning and researching has made the booking window much longer
- Bookings 16+ days in advance almost doubled vs. last year
- Last minute bookings are still important, with the next highest increase at 50%+ vs last year

## 2022 vs. 2023: How far in advance are people booking compared to last year?



Source: GetYourGuide booking data YTD P12M Oct

# And the booking window is longer for all activity types

- Looking at actual days to conduction, last-minute bookings still lead for all experience types, with the exception of smaller niche activities
- For all experience types however we see a huge surge in bookings 16+ days ahead — by far the strongest trend

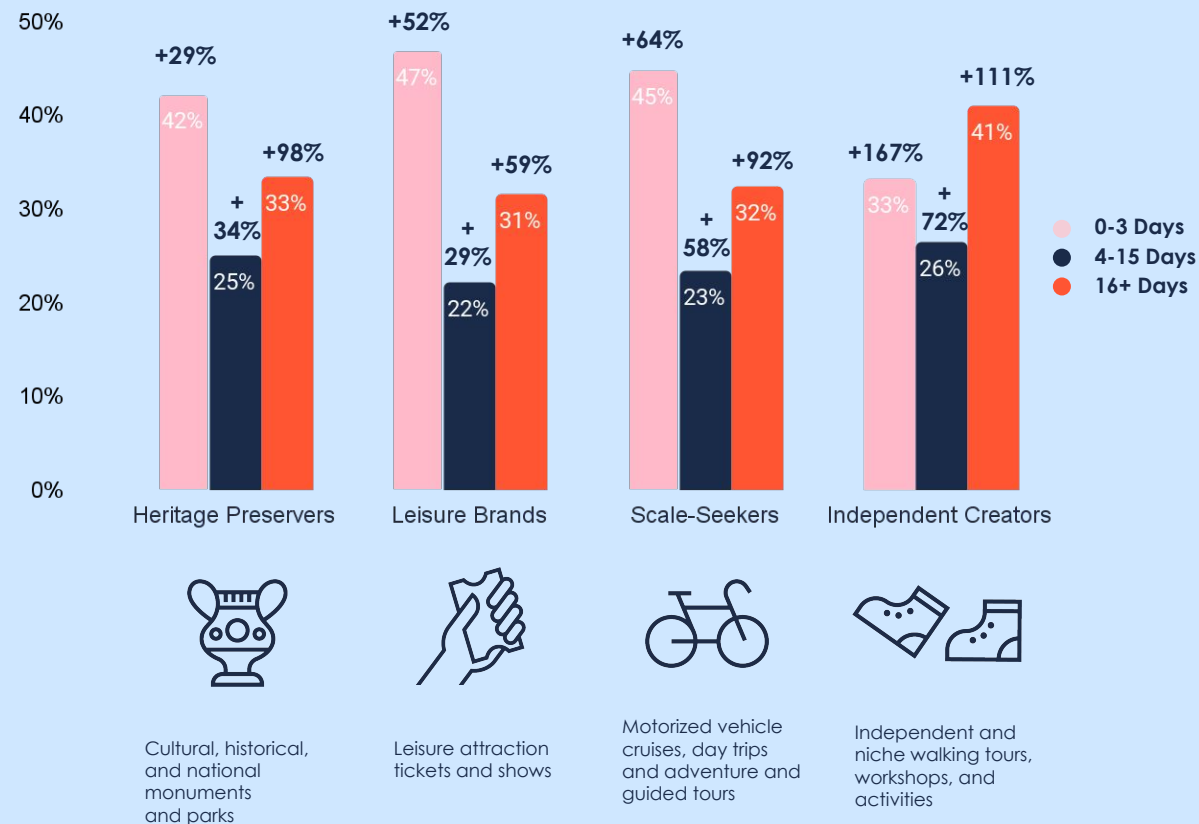


Get ahead of the trend: Capture as much early demand as possible by **ensuring availability is up-to-date well in advance**



**Lean on restechs and API software** to automatically update pricing and last-minute availability


## Days to conduction per Supplier Segment P12M Oct23



# Digitization is at the core of customer consideration...

- Three out of five of the top needs related to online and flexible booking
- Modern Explorers share these needs with all travelers

 Connect with a restech or API software to **enable easy online booking changes**

 Use **dynamic pricing offers, combined with unique selling points**, to get customers over the line

## Top 5 drivers


Modern Explorers

- 1  I can manage my booking online
- 2  It lets me experience something unique or out of the ordinary
- 3  I can reschedule if my plans change
- 4  I can cancel last minute
- 5  It has a special offer or discount

# ...and the biggest barrier to conversion

- The biggest barriers confirm the new travelers' expectations
- Four of the five top concerns relate to online booking and flexibility!
- Reviews are listed very highly as they help to drive trust amongst prospective travelers who can see your tour or talk to you directly

 **Enable free cancellations** to encourage purchases

 Remind customers to **leave rich reviews**, e.g. by requesting they comment on unique parts of your tour or to **add pictures!**

## Top 5 drivers barriers / concerns

Modern Explorers

-  **1 I cannot reschedule if my plans change**
-  **2 I can't cancel last minute**
-  **3 I can't manage my bookings online**
-  **4 It has no ratings or customer reviews**
-  **5 I found a similar tour for a cheaper price**

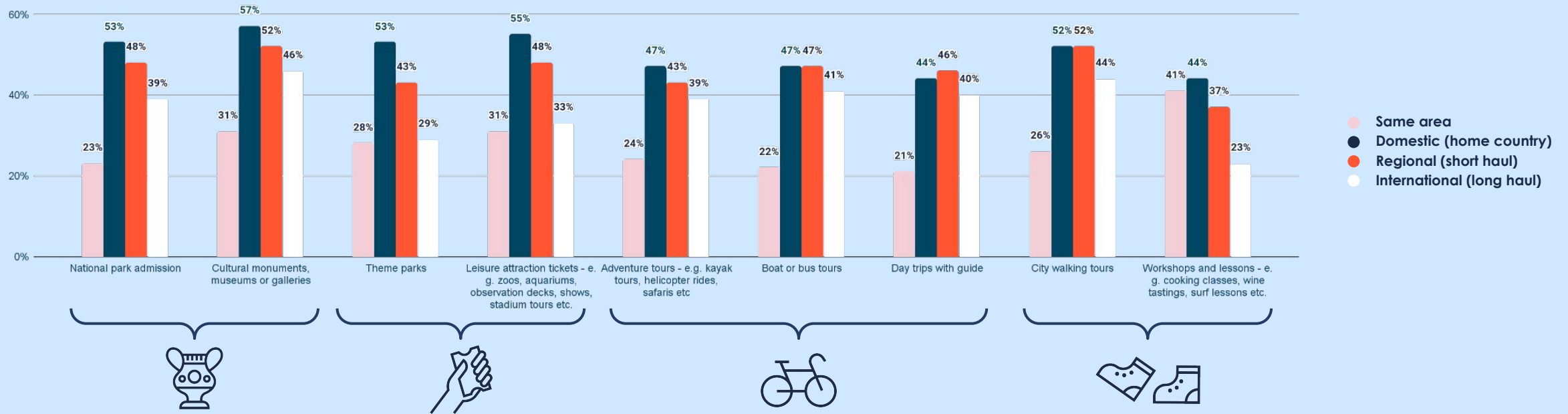
# Every trip is a chance to experience something new!

- Modern Explorers prioritize all activities on all types of trips — and different trips are taken at different points throughout the year



Reach out to DMOs to understand **city-specific travel trends** and create **campaigns targeting different cohorts** at different times of year

## Type of travel per trip | Modern Explorers

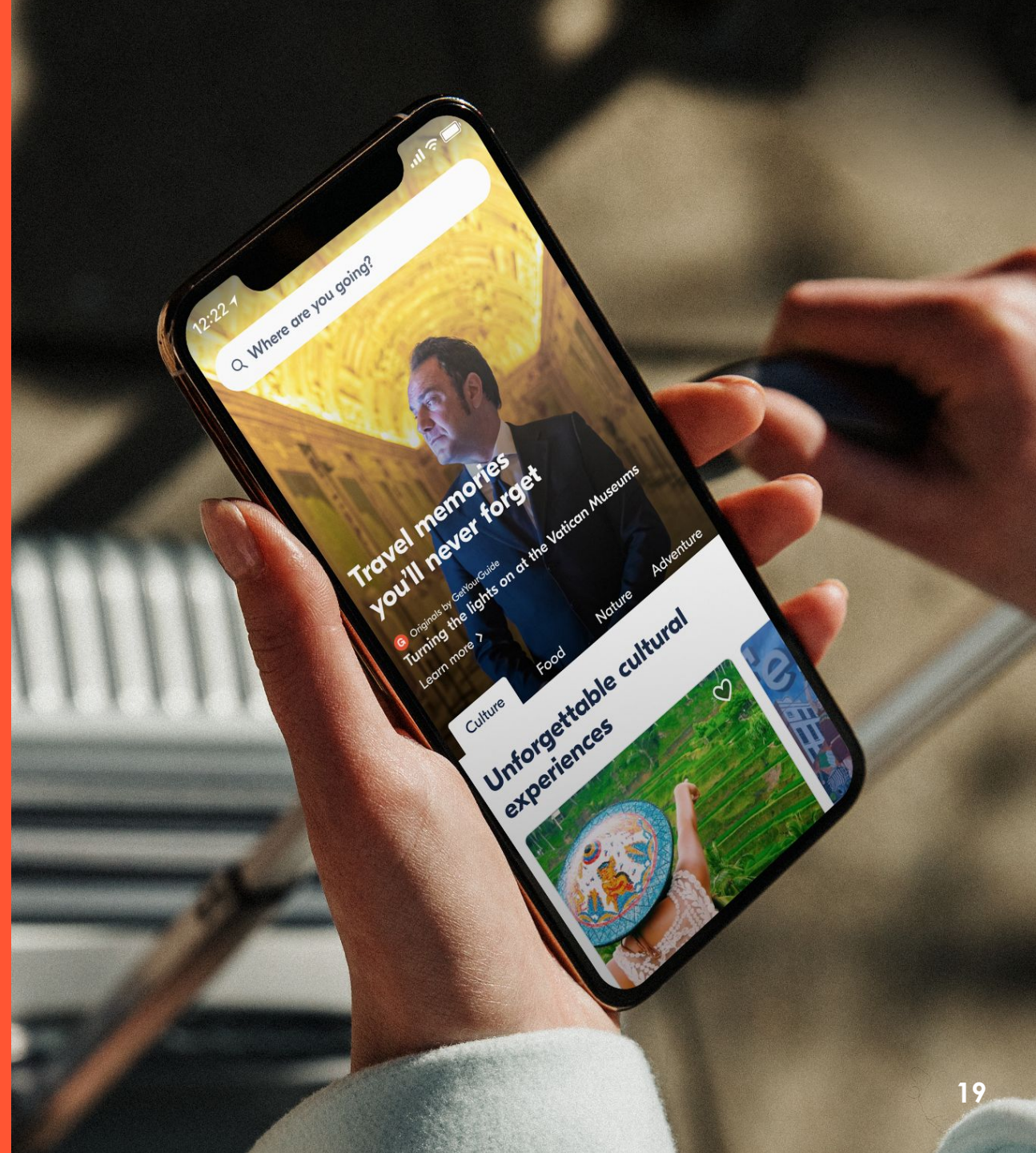




# With digitization comes evolving needs

Digitization is changing the industry and landscape

- The most spend is being driven by high-value travelers
- Trip inspiration now happens at all times
- The booking window is getting much longer
- Customers have new expectations as a result of the online and digital booking trend



# Turning data to dollars

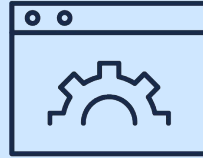
Summarizing the key actions to drive growth



## Extend availability:

The booking window is getting much longer as travelers book more in advance and last minute

- Ensure availability is up-to-date well ahead of time
- Enable day-of bookings to capture last minute demand



## Embrace connectivity:

The digitization of the industry is driving a need for flexibility and instant updates.

- Use connectivity and API software to address customers' needs to cancel and reschedule
- Reduce manual investment in pricing and availability updates in real time



## App-prepare:

More and more travelers are booking via app, and would prefer to book via app in future

- Ensure you're visible on popular bookings apps
- Enable mobile check-in, paperless tickets, and check all meeting point info is correct

# Turning data to dollars

Summarizing the key actions to drive growth



## Focus on high-value travelers:

The industry is forecast to grow, but “Modern Explorers” will drive the majority of the growth

- Cater to their need for unique, authentic experiences and ensure your content and imagery support this
- Increase discoverability as they research / plan their trip



## Use reviews to drive trust at the point of sale

As more bookings happen online, online proof will be critical to drive sales

- Remind visitors to leave photos in their reviews
- Tell your visitors that you'd love them to focus on what was unique or special in their reviews



## Cater to all trip types:

International, regional and domestic travelers all do travel experiences

- Lean on DMOs / DMCs to provide trip timing data
- Mitigate seasonal fluctuations by targeting different travelers at different times of year, e.g. campaigns for domestic vs. international visitors





# About GetYourGuide

**We are passionate about the Travel experience industry.**

We're on a mission to help tour operators and attractions provide unforgettable experiences to engaged travelers all over the world. By providing access to intuitive tools and data-driven insights, our global team empowers experience creators to connect with visitors while unlocking new sources of growth and innovation.

GetYourGuide proudly partners with over 18,000 experience creators to share more than 118,000 unforgettable travel experiences around the world. Across our 17 local offices, we're working together with industry partners to shape and grow the sector and deliver more unforgettable experiences to millions of global travelers.

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