

TRAVEL INSIGHTS

BVK

TRAVEL CATALYSTS

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Travelers are driven by cravings and must-have experiences that may encourage a sense of spontaneity in their trip planning. Nearly three in five travelers reported having no specific destination in mind when they decided to take a trip (Expedia). Destinations can play a supporting role as beloved sports teams, adored music, once-in-a-lifetime adventures, irresistible dining offerings, or even unique transportation options, act as catalysts for travelers to book those gotta-have-it getaways.



TRAVEL CATALYSTS

1. Sports Travel
2. Music Tour Tourism
3. Outdoor Adventures
4. Culinary-cations
5. Trending Transportation

SPORTS TRAVEL

As an Olympic year, sports travel has been prominent but goes well beyond Paris's events. As travelers show their fandom for various sports including golf, soccer, baseball, basketball, football, or Formula 1, destinations can consider offerings and/or messaging that connects with these enthusiasts.

71%

Over seven in ten (71%) global respondents are into sports and 58% are interested in traveling for sporting events in 2024 (up to 67% of Gen Z and millennials).

- AMERICAN EXPRESS TRAVEL

Sports Illustrated Resorts and Travel + Leisure Co. are partnering on a new era of experiential travel for sports enthusiasts, with accommodations and immersive experiences in fan-favorite college towns, upscale golf destinations, and more.

- TRAVEL + LEISURE

63%


Nearly two-thirds (63%) of destinations report that sports programming is the number one generator of hotel room nights in their community.

- SPORTS DESTINATION MANAGEMENT

75%

75% of respondents who plan to travel to a sporting event in 2024 will spend at least 3 hours getting there.

- AMERICAN EXPRESS TRAVEL



EXPLORE MINNESOTA DEMONSTRATED THE POWER OF CULTURAL RELEVANCE WITH A QUICK MESSAGING RESPONSE TO A VIRAL COMMENT OF A MINNESOTA TIMBERWOLVES PLAYER TELLING A REPORTER TO "BRING YA A\$\$.

- PEOPLE

As the destination for the Philadelphia Phillies spring training, Visit St. Pete-Clearwater partners with the team to promote the destination during the regular season to increase awareness and entice Phillies fans to visit.

- VISIT ST. PETE-CLEARWATER



MUSIC TOUR TOURISM

Following a blockbuster year of music tours, fans continue to travel for A-list artists, events, and festivals. This passion area is a perfect opportunity for tourism and hospitality brands to encourage greater engagement with a destination.

"LAST YEAR, CONCERT HISTORY WAS MADE WITH STANDOUT TOURS FROM BOTH BEYONCÉ AND TAYLOR SWIFT... NOW WE'RE DEEP INTO A 2024 TOURING SEASON THAT APPEARS LIKELY TO BREAK THAT RECORD."

- THRILLEST

40% & 30%

40% of respondents say they'd travel for a concert as an excuse to visit a new place, while **30%** would travel because tickets were cheaper elsewhere.

- EXPEDIA

↑68%

In 2023, restaurants within 2.5 miles of a Taylor Swift concert saw a **68%** increase in sales.

- MASTERCARD

70%

Almost **70%** of travelers polled claim they are more likely than ever to travel to a concert outside their hometown.

- EXPEDIA

↑5%

Event travel is a growing booking driver as the share of U.S. adults who say they'll travel for an event is up **5 percentage points** since October 2021.

- MORNING CONSULT

Following great success in its inaugural year, Ocean City, Maryland brought back their Ocean's Calling music festival and added a Country Calling music festival, driving visitation from music lovers.

- OCEAN CITY, MD



OUTDOOR ADVENTURES

New outdoor experiences call adventurous travelers to soak in the thrill of the wild. Destinations steeped in nature can create an exciting pull with offerings inclusive of all adventure-seekers.

31%

31% of Gen Z and millennials want to take an adventure travel trip.

- AMERICAN EXPRESS TRAVEL

45% & 94%

Searches for “adventure activities” and “hiking trail” are up 45% and 94% YoY respectively on Pinterest.

- TRAVEL AGE WEST

Adventurous silent seekers can trek the peaceful Japanese Kumano Kodo trail, or explore Finland’s Arctic landscape with a Silence & Nature Tour.

- CONDE NAST TRAVELER

The 131-foot long “Stigull” ladder draws thrill seekers as it dangles 2,591 feet above a Norwegian fjord, offering stunning views, a heart-pumping experience, and a rewarding restaurant at the top of the climb.

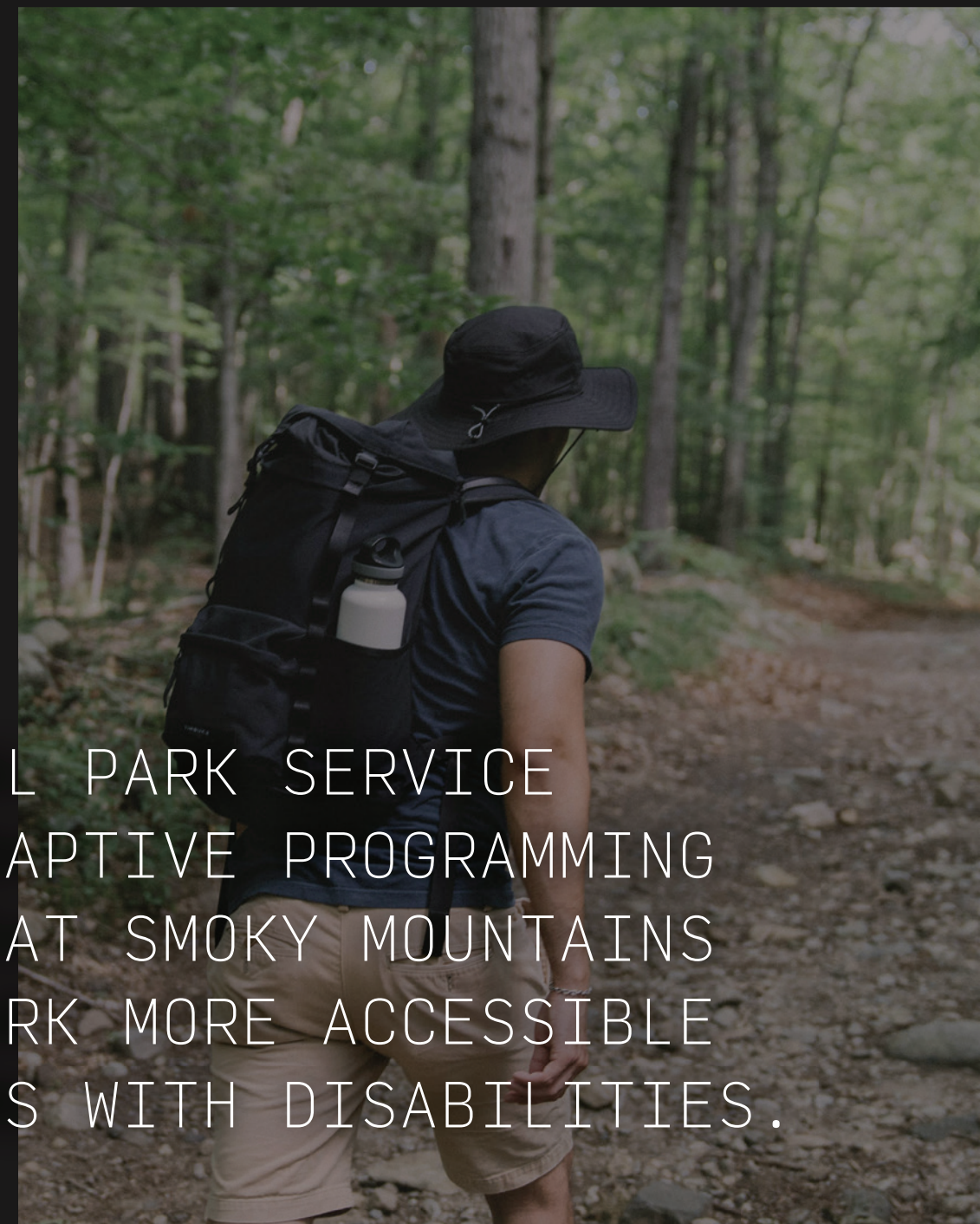
- CNN

THE NATIONAL PARK SERVICE
LAUNCHED ADAPTIVE PROGRAMMING
TO MAKE GREAT SMOKY MOUNTAINS
NATIONAL PARK MORE ACCESSIBLE
FOR VISITORS WITH DISABILITIES.

- USA TODAY

Aligned with the goal of positioning as a world-class outdoor destination, BVK and West Virginia partnered on an episode of Epic Trails, an inspiring TV series airing on Outside TV among other networks. The episode depicted wilderness adventures in a quest to discover the world’s most amazing trails.

- WEST VIRGINIA DEPARTMENT OF TOURISM

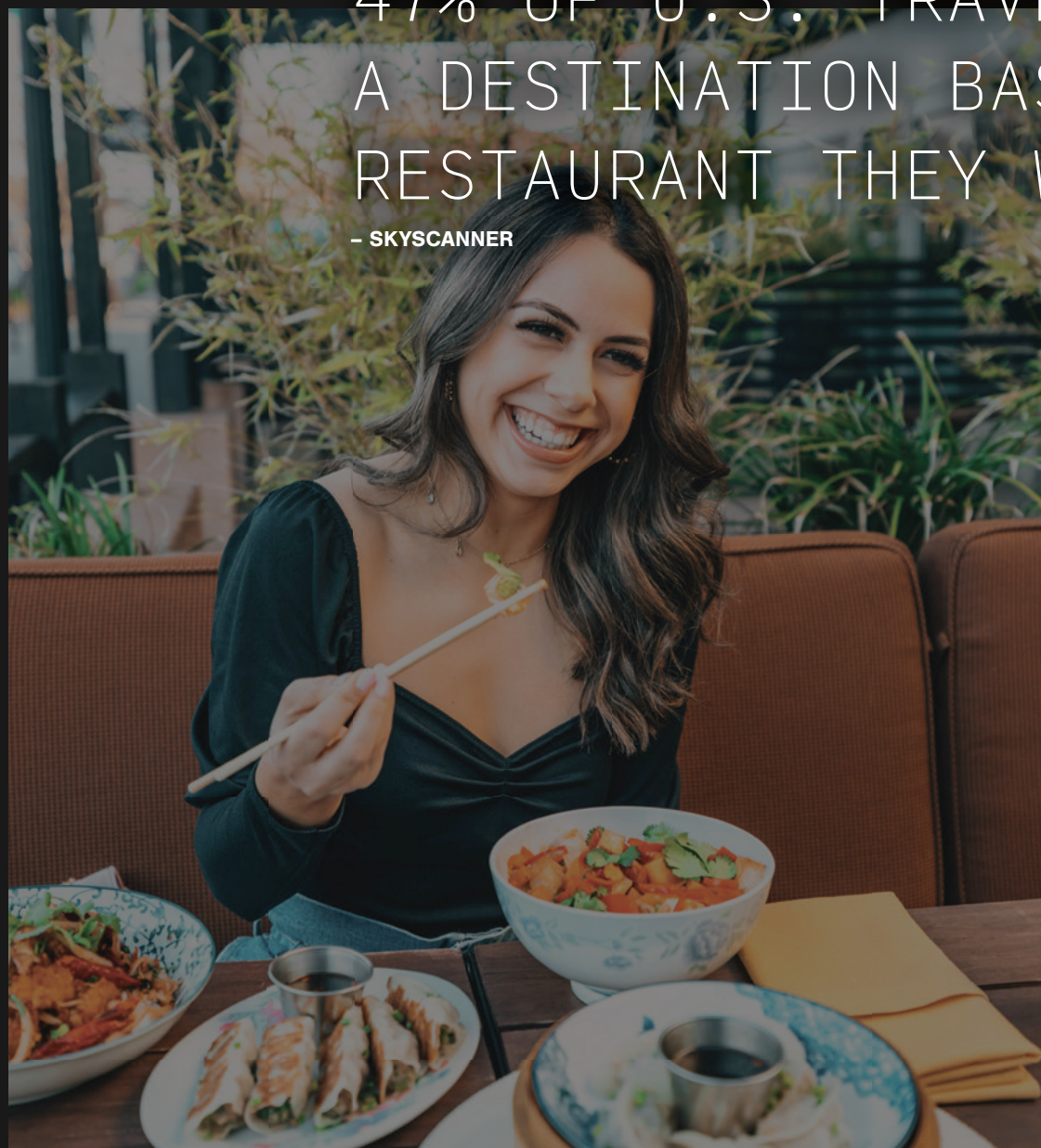


CULINARY-CATIONS

Food cravings drive travelers' destination decisions as must-have culinary experiences are more than just a cherry on top of travel, but a treat itself. Travel and hospitality brands that thoughtfully connect with the palates of the passionate foodie audience will likely score rave reviews.

47% OF U.S. TRAVELERS HAVE BOOKED
A DESTINATION BASED ON A SPECIFIC
RESTAURANT THEY WANT TO VISIT.

- SKYSCANNER



55%

55% of travelers say they like to be spontaneous with dining, which is more than any other aspect of travel.

- AMERICAN EXPRESS TRAVEL

Restaurant reservations are in high demand, warranting trips that surround the dining experience. At Sailor in New York, reservations are scooped up fourteen days in advance by residents of SoHo, Aspen, and East Hampton, who likely saw the place on a list or while doomscrolling TikTok or Eater.

- THE NEW YORKER



The Aspen Chamber Resort Association hosts the nationally recognized and beloved Food & Wine Classic each year, drawing locals and visitors to share in their gastronomic affinity.

- ASPEN CHAMBER RESORT ASSOCIATION

Wild feasting describes the trend for beautifully curated culinary experiences in natural environments with the incorporation of hyper-local and foraged ingredients.

- CONDE NAST TRAVELER

With people seeking the next hot reservation and planning entire trips around engaging with culture through food, it makes sense that restaurateurs are adding 'hotelier' to their personal bios... such as James Beard Award nominee Sam Fox launching the Global Ambassador hotel.

- CONDE NAST TRAVELER

TRENDING TRANSPORTATION

They say it's not always about the destination, but the journey that matters. This is proving true as novel transportation experiences are adopted, from driverless cars to re-vamped train routes. Destination brands can consider highlighting not only methods for arrival, but unique options for getting around when visitors arrive.

Joby Aviation, Inc. is a California-based transportation company developing an all-electric, vertical take-off and landing air taxi it intends to operate as part of a fast, quiet, and convenient service in cities around the world.

- JOBY

From decay to dazzling, Ford restores grandeur to the Detroit train station that once symbolized decline.

- AP

A new wave of rail lines and itineraries launching in 2024 emphasize deeper immersion into the culture and landscape of destinations, which are often off the beaten track.

- CONDE NAST TRAVELER

"SAN FRANCISCO'S HOT
TOURIST ATTRACTION:
DRIVERLESS CARS.
CABLE CARS ARE STILL
TRUNDLING UP THE CITY'S
HILLS, BUT ROBOTAXIS
FROM WAYMO ARE SHAPING
UP AS THE CITY'S LATEST
MUST-DO FOR VISITORS."

- THE NEW YORK TIMES



↑90%

Searches for "train journey" are up **90% YoY** on Pinterest.

- TRAVEL AGE WEST

As cities are more congested and air pollution is more prevalent, a potential solution to fossil fuel-powered transportation will be the emergence of "Electric Skyways" that allow flying taxis, eVTOL (electric vertical take-off and landing) aircraft, and other kinds of electric aircraft that provide lower emission air travel.

- AMADEUS

Leveraging a shared brand ethos, Travel Wyoming and Ford partnered on a five-episode Wildly Wyoming content series where three teams of Bronco Ambassadors competed to win a grant for a local non-profit – all in the name of keeping Wyoming wild.

- TRAVEL WYOMING



If you are interested in a conversation about these topics please reach out to victoria.simmons@bvk.com.



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