

# TRAVEL INSIGHTS

**BVK**

HOLIDAY HOLIDAYS

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When thinking of the quintessential aspects of the holiday season, visions of family, coziness, and cultural traditions dance in heads, along with luxurious indulgences or marquee events. These holiday features also represent fall and winter travel trends as vacationers plan to take their holidays.



# HOLIDAY HOLIDAYS

1. Expanded Family
2. Culture & Traditions
3. Indulgent Luxury
4. Coziness & Calm
5. Events & Festivities



# EXPANDED FAMILY

The holidays nearly always involve family time and gatherings with loved ones, but this travel trend expands who is included in these groups. Parents, kids, grandparents, extended family, and even non-related members of the family like nannies are included as families look to gain memories together during familial trips.

## 77%

Family is top of mind for those who traveled with their parents growing up, with **77%** planning to continue the tradition of traveling with their kids in order to bond (66%) and make new memories (65%).

- APPLE VACATIONS DATA  
IN ENTREPRENEUR



## 31%

An emerging trend is the allocation of travel budgets for nannies with **31%** of families surveyed considering hiring a travel nanny.

- CARIBBEAN NEWS DIGITAL

## 72%

**72%** of respondents said their kids have expressed an interest in traveling with their parents and grandparents.

- TRAVEL PULSE

## 49% v. 33%

Older generations are more likely than younger generations to say “I want to visit friends/family” as a top factor influencing their trips (**49% vs. 33%**) but younger generations are more likely to site that “there is a holiday/celebration that I’m traveling for” as a top factor (19% vs. 11%).

- MORNING CONSULT

ALMOST HALF OF RESPONDENTS ARE REDEFINING THEIR VACATION PREFERENCES WITH A FAMILY-FIRST MINDSET, PRIORITIZING VACATIONS THAT INCLUDE MULTIPLE GENERATIONS.

- TRAVEL PULSE





# CULTURE & TRADITIONS

Traditions mold the months around the holidays and hold a similar influence on travel decisions. While some travelers crave authentic cultural experiences, others embrace kitschy traditions. Iconic U.S. locations remain popular while travelers seek tastes of international cultures that are tied to their heritage or help them learn about others.

## 40%

About **40%** of all tourism worldwide now focuses on cultural and historical travel.

- IGES

"SO I LOVE TACKY  
TOURISTY KITSCH,  
AND I'M TIRED  
OF PRETENDING I  
DON'T...WHAT PLACES  
LIKE THIS CAN  
YOU RECOMMEND?"

- Reddit post eliciting 2.8K comments with suggestions and recommendations celebrating touristy destinations.

- REDDIT



## 80%

**80%** of travelers visit just 10% of the world's tourist destinations.

- MCKINSEY & COMPANY



## 73%

**73%** of Millennials express a desire to visit cultural and historic places.

- IGES

There are more domestic locations represented in the top Thanksgiving destination list vs. the December holidays, including Chicago, Phoenix and Dallas-Fort Worth as Americans are likely to visit home.

- GOOGLE

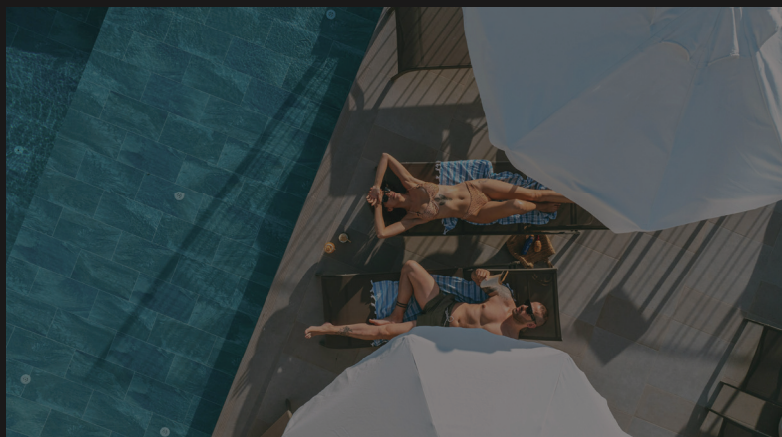


## INDULGENT LUXURY

Holidays are often a time of indulgence and this desire for extravagance carries through with luxury as a dominant sector of the travel industry. The luxury travel market has been historically defined by expectations of personalized experiences for older, ultra-high-net-worth audiences. However, the market is expanding with younger aspirational luxury audiences willing to dedicate a higher percentage of their household income towards travel.

VISIT NAPA VALLEY'S RECENT VISITOR PROFILE STUDY HAS SHOWN THAT WHILE THEIR CORE VISITOR REMAINS AFFLUENT OLDER ADULTS, THE AVERAGE VISITOR AGE HAS DECREASED FROM 46 IN 2018 TO 40 IN 2023.

— NORTH BAY BUSINESS JOURNAL



### ↑6%

The luxury hospitality space is projected to grow faster than any other segment, at **6%** per year through 2025.

— MCKINSEY & COMPANY

### 2x

Affluent travelers are going on trips **twice as often** as other travelers and they expect to have personalized and tailored experiences from reputable brands.

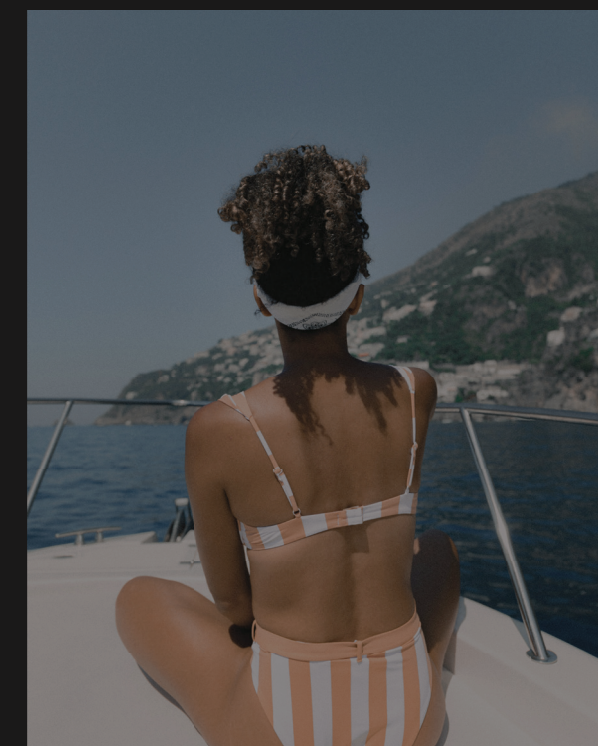
— SIMON-KUCHER

“That luxury customer continues to spend, continues to have confidence and continues to prioritize spending on travel and experiences versus hard goods.” - Marriott CEO Tony Capuano in a Bloomberg Interview.

— WSJ TRAVEL

The luxury travel market is expanding with growth among “aspiring luxury travelers” who have net worth between \$100,000 and \$1 million, are younger, and increasingly willing to spend larger shares of their wealth on upscale travel options.

— MCKINSEY & COMPANY





# COZINESS & CALM

As the weather gets cooler, people crave cozy moments of calm. Travelers dream of these comforting escapes whether it's searching for quiet escapes, staying in a home with loved ones, or finding a sense of calm from a typically stressful experience.



## ↑530%

People are seeking quiet getaways in the colder months with “quiet life” garnering 83.2 million views on TikTok and a **530%** YoY increase in search on Pinterest, while similar Pinterest searches for “quiet places” and “calm places” rose by 50% and 42%.

- THE EVERY GIRL & HOSPITALITY NET

The busyness of the holiday season and family gatherings can sometimes cause social batteries to run out, which may be why the average American looks forward to alone time just four hours into a holiday, and nearly **one in five (19%)** say it only takes between one to two hours.

- MOTEL 6 SURVEY VIA STUDY FINDS

“OUR NEED, AS A PEOPLE, IS TO HAVE MORE BALANCE IN OUR LIVES. TO GET AWAY FROM THE NOISY CITY, TO GET AWAY FROM OUR STRESSFUL JOBS, TO BE FREE EVEN OF OUR MESSY APARTMENTS.”

- JON STAFF, CREATOR OF GETAWAY

## 71%

**71%** of respondents said their biggest regret each holiday season is not taking time to relax.

- THE AMERICAN HEART ASSOCIATION

## 19% ↗ 21%

There has been a YoY increase in American travelers' likelihood to stay with friends and family (**21% from 19%**) or in vacation rentals (18% up from 17%). Meanwhile, staying in name-brand hotels, while still the dominant lodging option, has decreased (48% from 51%).

- KANTAR U.S. MONITOR



## EVENTS & FESTIVITIES

As any holiday includes attending events and festivities, so does fall and winter travel. Beyond partaking in winter sports, travelers look to be spectators as well. Festivals and seasonal events create warm vacation memories in the holiday months and help drive winter visitation.

↑42%

College football conference realignment has been a boon for travel with Delta Air Lines more than doubling the number of special flights to college football games from last season and resale tickets for college football games **up 42% YoY** on Stub Hub.

- THE WALL STREET JOURNAL



50% & 48%

Gen Z, already avid travelers, are showing increased engagement with major sports leagues with approximately half interacting with the NFL (**50%**) and NBA (**48%**) in 2024, up 8 and 12 percentage points, respectively, from 2023, while the MLB and NHL also saw double-digit increases over the same time.

- MORNING CONSULT

THE FAVORITE CHRISTMAS MARKET OF AMERICAN TRAVELERS IS IN BUDAPEST, FOLLOWED BY MADEIRA AND CRAIOVA.

- FORBES



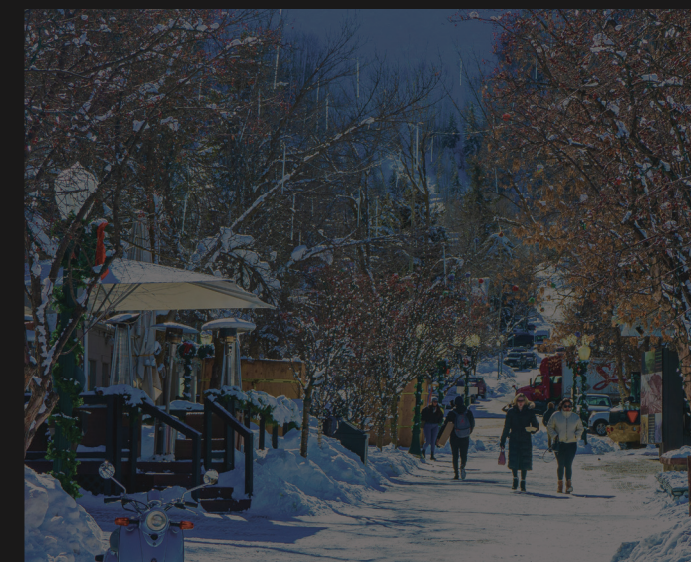
New York City is a natural fit in Google's **top 10** holiday destinations for both Thanksgiving and Christmas/New Year with iconic experiences such as the Macy's Thanksgiving Day Parade, performances like the Radio City Rockettes, and the Rockefeller Center tree lighting.

- GOOGLE & U.S. NEWS & WORLD REPORT

#6

Aspen ranks **#6** for Top Christmas Destinations as a haven for skiers with a highly regarded après-ski scene and 12 Days of Aspen downtown festivities including Santa meet-and-greets, ballet performances, and cookie decorating.

- U.S. NEWS & WORLD REPORT



If you are interested in a conversation about these topics please reach out to [victoria.simmons@bvk.com](mailto:victoria.simmons@bvk.com).



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