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**WeTravel Hosts Webinar to Assess 2024 Travel Trends Predictions at Mid-Year Point**

*Halfway through 2024, WeTravel revisits with industry experts travel trend reports to provide updated information on the trends shaping the multi-day and group travel industry*

AMSTERDAM, NL.--Tue., May. 20, 2024--[WeTravel](#)—a leading bookings and payments platform for the multi-day and group travel industry, launched today through its [WeTravel Academy](#) registration for its upcoming webinar, [Tracking Trends in Multi-day Group Travel](#). As the midpoint of the year approaches, this free event will assess the accuracy of 2024's travel trend predictions included in three of the industry's largest travel trend reports.

The world is continuously evolving, and travelers' booking decisions are frequently influenced by external factors. Consequently, the trends within the travel industry change rapidly, which underscores the importance of reflecting on current data and forecasting emerging trends. This webinar will reevaluate the trend predictions that have influenced their sales and marketing strategies, enabling multi-day group travel businesses to make adjustments and maximize their chances of success in the second half of the year.

“We're thrilled to bring together such a knowledgeable panel to delve into the intricacies of the evolving landscape of multi-day group travel. As industry dynamics continue to shift, this webinar presents a chance for industry professionals to gain diverse opinions, enabling them to stay ahead of the curve and adapt their strategic business planning accordingly,” said WeTravel’s CEO, Ted Clements. “By fostering dialogue among experts and practitioners, we aim to empower our audience with the knowledge and foresight needed to navigate the ever-changing terrain of the travel industry effectively.”

The webinar will feature a panel of industry experts, including Shannon Stowell, CEO of the Adventure Travel Trade Association (ATTA); Carylann Assante, CEO of the Student and Youth Travel Association (SYTA); and Maria Claudia, WeTravel’s Head of Emerging Markets. Together, these experts will analyze

the current state of multi-day travel trends, covering topics such as booking and payments, adventure and sustainable travel, student and youth travel, and more.

During the webinar, attendees will have the opportunity gain insights from industry partners who launched recent industry trends reports, including:

- [SYTA's Student Travel Business Barometer](#)
  - Resilient Recovery: The U.S. youth group travel sector rebounded strongly in 2023, surpassing pre-pandemic levels by 138%, with a significant portion of new bookings indicating robust growth.
  - Preferences for International Destinations: While in-country travel is expected to remain steady in 2024, there's a notable surge in interest for international destinations, signaling a shift away from U.S. destinations.
  - Changing Booking Behaviours: Changing customer behaviors, including earlier booking patterns, shorter trip durations, and a preference for remote accommodations, reflect evolving preferences and adaptability within the sector.
- [ATTA's Adventure Travel Industry Snapshot](#)
  - Post-Pandemic Recovery: The adventure travel industry has largely rebounded from the economic impacts of COVID-19, with increasing revenue, trip fill rates, and staffing approaching pre-pandemic levels, showcasing resilience and adaptability.
  - Prioritizing Sustainable Practices: Operators are prioritizing safety, risk management, and sustainability, with a significant portion investing in certifications and engaging with local suppliers, emphasizing the importance of community engagement and environmental stewardship.
  - Forecasted Industry Growth: Despite fluctuations in domestic travel demand, there is a strong global expectation for increased net profit, demonstrating confidence in the industry's future growth and stability.
- [WeTravel's What's Ahead For Travel Bookings and Payments](#)
  - Seeing Beyond Sights. Spontaneously: On average, the most-common booking lead moved from one-three months prior to departure to one month before departure; 70 percent of travelers make the full payment at the time of booking, a notable 181 percent surge from 2023.

- The Expense of Experiences: 33 percent of respondents noted a 10 to 25 percent increase in travel expenditures for 2024 bookings compared to the previous year; additionally, 18 percent opted for pricier destinations, and 15 percent experienced rising costs due to customized trip arrangements.
- Involvement in Itineraries: Of the respondents who offer personalized itineraries, 56 percent increase in traveler requests for customization; while 36 percent of respondents reveal that travelers are spending more on add-ons compared to 2023.

To register for the webinar, which will take place on May 28, 2024, at 4 p.m. GMT, visit [here](#). All registrants will be provided with a recording after the webinar concludes.

“Our predictions, based on survey responses collected from hundreds of travel businesses at the end of last year, were curated into a report that aimed to set travel businesses up for success. Now, as we enter the second half of 2024 and have access to more data, it’s crucial to revisit these trends. This webinar offers a timely opportunity for professionals to realign their approaches, ensuring they maximize success for the remainder of the year.”

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#### **NOTES TO THE EDITOR**

Image attached to email, with credit to WeTravel.

#### **CONTACT**

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#### **ABOUT WETRAVEL**

Founded in 2016, WeTravel was built as a platform to support travel businesses by digitizing and simplifying the travel booking process. Now used by more than 3,000 travel companies—to transact with nearly 500,000 travelers and thousands of suppliers annually—the business has revolutionized how the travel industry manages their businesses with a suite of integrated SaaS and FinTech solutions that fit into an intuitive platform.

