



**FOR IMMEDIATE RELEASE**

**WeTravel Launches Trends Report, Expounding Traveler Preferences in 2024**

*WeTravel surveyed 600 global travel businesses to uncover how travel trends and traveler preference will evolve in 2024*

**SAN FRANCISCO, CA—Mon., Jan. 15, 2024—**[WeTravel](#)—the leading booking and payment management software for multi-day travel businesses—launched today its second-annual [What's Ahead for Travel Bookings and Payments Report](#) uncovering travel consumer expectations in 2024, and how consumer expectations will impact travel businesses.

Analyzing survey responses from more than 600 global travel businesses and comparing against survey data from 2022, the Report finds that external factors like mobile technology adoption, flexible work arrangements and climate and economic conditions are driving consumers to spend more on the customized itineraries, with more ways to instantly book and pay.

In 2024, the surveyed travel businesses claim that, unlike post-pandemic travel that was customized for smaller groups and private transportation and accommodation, consumers are now customizing itineraries to localize and broaden in-destination experiences – willingly spending more on luxury travel, culinary adventures, and wellness escapes, especially in lesser-known destinations. The high-price ticket items aren't deterring bookings; instead, travel consumers are choosing to pay instantly, with the most-common booking lead time being less than one month before departure, and the majority of travelers paying the total trip cost at checkout.

“The travel industry has navigated constantly-shifting consumer preferences since the pandemic, which instantly changed how the world travels. While the era of revenge travel that followed Covid closures and all the preferences attached to the era have tapered, WeTravel's Report found that travel spending is only increasing, with more focus on immersive, interpersonal and integrated experiences,” said Zaky Prabowo, WeTravel's chief operating officer and co-founder. “From the way travelers create trips to how they pay for a homestay tip, technology is changing in the travel bookings and payments process, which

is making it easier than ever for travel to be local. Thankfully, travel businesses have technology to support their operations in managing more customized, instantly-purchased itineraries – from travelers across the globe.”

More detailed findings from the Report, include:

#### **Seeing Beyond Sights, Spontaneously**

- The most common booking lead time according to respondents is one month before departure, with 60 percent of bookings falling within the one to three month window.
- Seventy percent of travelers now make the full payment at the time of booking, reflecting a substantial 181 percent increase from 2023.

#### **The Expense of Experiences**

- Most survey respondents reported that travelers are spending more on trips in 2024, with 33 percent describing an increase in spending by between 10 percent and 25 percent compared to 2023.
- Eighteen percent of travelers are choosing to visit more expensive destinations, while 15 percent are seeing costs increase as a result of customizing their trips.

#### **Involvement in Itineraries**

- Fifty-nine percent of businesses offering personalized itineraries note a 56 percent rise in traveler requests for customization in 2024.
- Thirty-six percent of respondents stated that travelers are spending more on add-ons to customize their trips than they did in 2023.

#### **Travel’s New Flavour**

- Culinary trips are growing: 39 percent of businesses adding local activities offer culinary experiences.
- More than half of businesses chose to update their existing trips for 2024, with 8 percent specifically updating to include culinary experiences.

#### **Wellness Widens**

- The 46-60 age group remains the most significant for wellness travel, at 33 percent of bookings.
- The popularity of Latin America for wellness travelers remained stable at 33 percent, while Asia grew to account for 19 percent of trips in 2024.

“While the collected data on how travel consumers are spending—and what they’re spending more on—is valuable knowledge for the industry as we head into product development season, it also helps travel businesses anticipate how to manage their website and operations to service these preferences” said Prabowo. “For travel businesses, more spending, at a quicker pace can mean increased revenue, but it can cause logistical and operational issues on the ground. If travel businesses can be prepared for what their travelers want in 2024, the better relations they’ll have with all their stakeholders – and the more revenue they’ll welcome into their business.”

In addition to reading the Report, Prabowo will present the findings through a virtual event on January 23, 2024, at noon EST. To register for the free webinar, [visit this landing page](#).

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#### **NOTES TO EDITOR:**

#### **IMAGES**

Attached to the email are free-for-use images of WeTravel’s Annual Trends Report.

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#### **ABOUT WE TRAVEL**

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 5,000 travel companies—to transact with millions of 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.