

CURRENT TRAVEL TRENDS: CITY TRIPS, SOLO TRAVEL AND AI



The travel booking platform Omio has published its first annual report titled "NowNext," which outlines the trends expected to shape travel in 2024 and beyond. The report highlights increased city breaks, solo travel, and a growing willingness to utilize artificial intelligence.

Experts point to a dynamic mix of the current travel trends, such as the rise in solo male travel, alongside the revival of traditional holiday practices. **The continued rise of the digital traveler—who increasingly relies on AI, social media, and apps—demonstrates how the industry must adapt to meet evolving consumer needs.** The report also reveals that new factors are influencing the booking decisions.

The most remarkable current travel trends:

Remote niche locations have recently gained popularity, but **city breaks** are returning. In 2025, 60 percent of travelers plan to visit major cities. Culturally rich capitals are the most sought-after destinations for 2024. Travelers are drawn to famous landmarks and culinary delights, concerts, and sporting events, which are becoming increasingly significant reasons for visiting big cities.

Traveling broadens our horizons, offers new perspectives on foreign cultures, and presents challenges. Many travelers identify language barriers and navigating unfamiliar transportation systems as their most significant sources of stress. Nearly a third (29 percent) of respondents report having issues with transportation while abroad. By 2025, travelers are expected to rely more on technology to tackle the complexities of international travel. Forty-four percent of respondents say they would **use AI** to plan and book trips in 2025, up from 27 percent in 2024.

Choosing a holiday destination can often be challenging. With so many options available, there is significant pressure to select a place that aligns with the travel expectations. It's unsurprising that many savvy travelers are turning to **AI and social media** for help. 45 percent of travelers will find their travel inspiration through social media in 2024.

Although the shoulder season can provide cheaper rates, calmer conditions, and more moderate weather, many travelers still prefer to travel during the peak summer season. In 2024, 74 percent of travelers believed that June, July, and August were the best times to travel. This trend is expected to continue in 2025, with 76 percent likely to choose the whole tourist experience of peak season over the off-peak alternatives.

Conscious travel is becoming increasingly important for travelers who want to reduce the negative impact of their journeys and support the communities and destinations they visit. In fact, over half of travelers (58 percent) are more likely to choose destinations that promote sustainable practices. In comparison, 44 percent consider supporting local businesses and restaurants essential to their travel plans.

Traveling alone offers numerous benefits, including self-discovery, mental empowerment,

independence, and confidence building. **Recently, this trend has predominantly been embraced by women; however, a growing number of men are also choosing to travel solo.** By 2025, it is estimated that 30 percent of men will plan solo trips, compared to 23 percent of women. Men are also expected to spend more on their travels, with 28 percent planning to spend over £2,000 on their trips abroad.

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