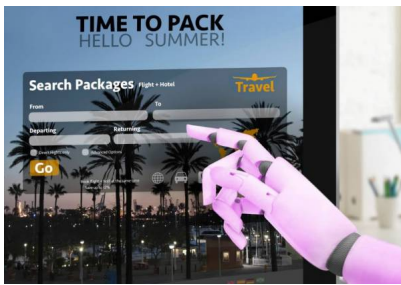


# 2030 TRAVEL PLANNING TRENDS



Kayak has released its report titled "What the Future" (WTF), which examines the transformations expected in the tourism sector by 2030. Based on data collected from over 9,100 respondents, the report identifies eight key trends to revolutionize the travel experience. The future of travel is characterized by a convergence of technological innovation, sustainability, and personalization, with the aspirations of a new generation of travelers.

## AI Agents Bring Personalization and Simplicity

AI-powered virtual agents are set to become key players in travel planning. By 2030, these assistants will evolve beyond simple flight or hotel searches; **they will provide comprehensive services that include creating personalized itineraries and proactively managing unexpected events.** According to the report, 38% of travelers desire more flexibility, while 37% seek recommendations tailored to their individual tastes and needs.

Ultimately, these tools will enable travelers to communicate with their VAs (virtual assistants) in real time, allowing them to book activities, adjust their plans, or receive suggestions based on advanced algorithms. The goal is to simplify logistics as much as possible, enabling travelers to focus on their travel experience and discoveries.

## Expanded Discoveries Through Multi-Destination Travel

The study revealed that 66% of respondents view travel as a top priority. This desire for exploration is evident in the rising popularity of multi-destination travel, which allows travelers to experience various cultures and landscapes within one trip.

The trend is supported by easing visa regulations and improvements in transportation infrastructure. New offers, including predefined or flexible itineraries, enable travelers to explore multiple destinations effortlessly. This approach caters to a heightened desire for exploration and facilitates better time and budget management. Travelers are eager to make the most of their journeys by discovering various locations in one trip.

## Well-being and Health Vacations Among Top Priorities

The data indicates that 60% of travelers seek relaxation during their vacations, while 13% are particularly interested in wellness offer. Destinations that provide amenities supporting physical and mental health—such as spas, yoga retreats, and mindfulness experiences—will draw more visitors.

The emphasis on wellness extends beyond just amenities; travel experiences will be designed to minimize stress. This includes tailored itineraries, healthy dining options, and accommodations that promote relaxation. This trend is part of a broader development towards viewing travel as an opportunity to reconnect with oneself while discovering new cultures.

## Inspiration and Bookings on Social Networks

By 2030, social platforms are expected to be central to travel planning. Currently, 36% of travelers use these tools for inspiration when choosing their destinations. In the future, these platforms will evolve to include booking features that allow users to make reservations directly from posts or

stories. Travelers can discover places through real-time recommendations and book accommodations or activities with just one click, sharing their experiences instantly. This development will transform social networks into genuine travel partners, simplifying every step of the process, from initial inspiration to actual travel arrangements.

### **Virtual Travel and Immersive Technology**

Technological development will be a key to enhancing the travel experience. Innovations such as holographic concierges, virtual reality simulators, and immersive airplane cabins are expected to become commonplace. These technologies will enable travelers to preview their destinations or receive personalized advice.

Experts also anticipate that travelers will have access to tools that allow them to test travel experiences before committing. For example, they could take a virtual museum tour or get a sneak peek of a hiking trail. These solutions combine convenience and excitement and will enrich the travel experience while reducing the uncertainty often associated with planning trips.

### **More Sustainable and Low-Intensity Travel**

As overtourism becomes a growing concern, more travelers choose less crowded destinations. Many now prioritize minimizing their environmental impact while exploring pristine locations.

Tourism operators are responding by promoting eco-friendly options, such as sustainable accommodation and activities that support local biodiversity. Additionally, travelers are encouraged to adopt more responsible behaviors, such as eco-friendly transport and waste reduction.

### **Reinventing Loyalty Programs**

Loyalty programs are set to evolve to cater to an increasingly demanding customer base. **With 72% of travelers expecting a rise in travel costs, these programs will provide tangible benefits,** such as discounts on travel and financial compensation when prices decrease.

Accompanying these initiatives will focus on increased personalization, enabling users to select rewards tailored to their needs. Experts emphasize that these programs will become essential in fostering customer loyalty while offering a more enriching and cost-effective experience.

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