

Travolution

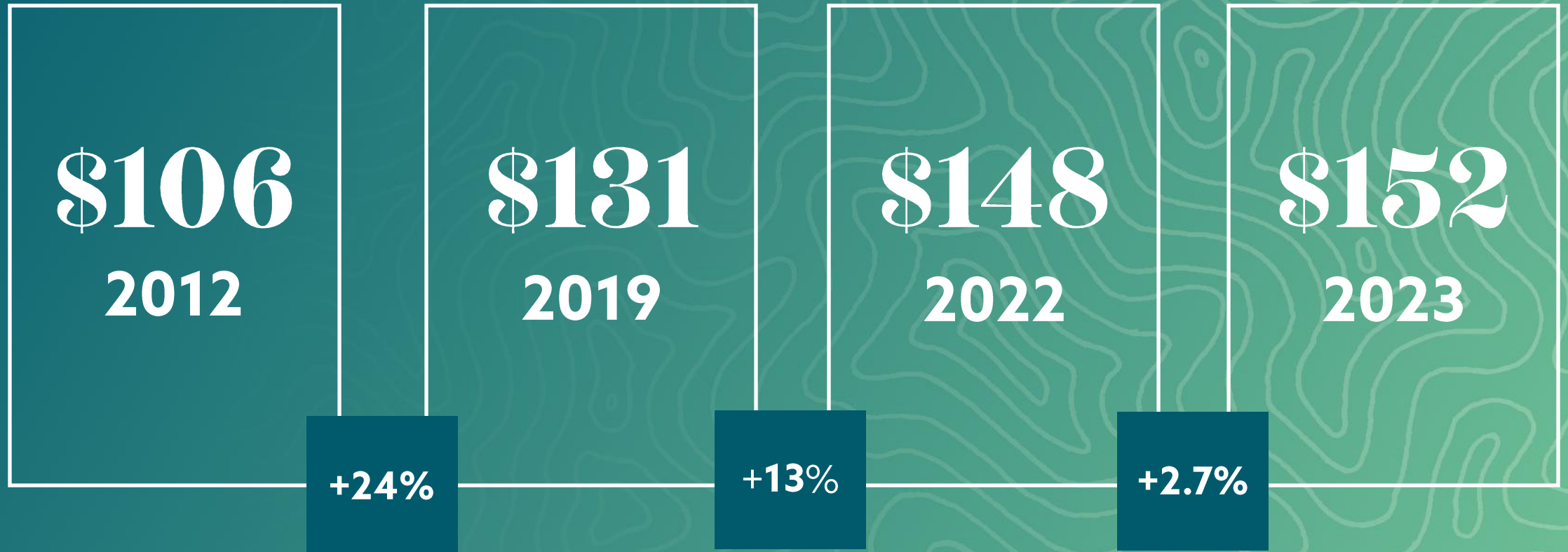


CULTURAL TRENDS THAT ARE
RESHAPING TOURISM

Affordability

Rising costs are impacting who can travel and where they go.

Average Daily Rate (U.S. Hotels)



SOURCES: CUSHMAN WAKEFIELD, STR

34%
OF AMERICANS

*Expect to spend less
on travel in 2023*

*“because of the high
price of travel
products.”*

SOURCE: SKIFT U.S. TRAVEL TRACKER, DEC. 2022

Average Daily Rate (October 2022)

\$198

DALLAS

\$208

KANSAS CITY

\$225

NASHVILLE

\$240

NEW YORK

\$255

AUSTIN

\$262

BOSTON

SOURCES: TRAVELPULSE



Gather & Go
WITH BRIAN JEWELL

“Famous destinations are no longer tourist destinations. They’re run closer to theme parks. You line up in rows just like you would a ride at Disney.... So, people want to go more and more remote.”



BRUCE POON TIP



Community

Widespread loneliness is increasing the value of community in travel.

Loneliness in America (2022)

58%

OF ADULTS

41%

AGES 65+

79%

AGES 18-24

SOURCE: CIGNA

Finding Friendships Through Travel

77%

**HAVE MADE
LIFELONG
FRIENDSHIPS WHILE
TRAVELING**

33%

**REPORTED A
VACATION
ROMANCE**

25%

**HAVE MADE A BEST
FRIEND ON THE
ROAD**

71%

**BELIEVE TRAVEL
CAN DEEPEN
EXISTING BONDS**

SOURCE: EXODUS TRAVEL



Gather & Go
WITH BRIAN JEWELL

“The group experience is significantly powerful for our travelers. A community is forged through travel. And especially coming out of the last few years of the pandemic, the opportunity to get out of the virtual space and forge new relationships face to face is immensely powerful.”



IAN KYNOR



Diversity

A cultural emphasis on diversity is changing what travelers want from destinations and providers.

95%

OF BIPOC TRAVELERS

*Prefer to do
business with local
vendors of color
when traveling.*

AVERAGE AGE: 43

SOURCE: [NOMADNESS BIPOC DIVERSITY IN TRAVEL CONSENSUS](#)



Gather & Go
WITH BRIAN JEWELL

“A lot of DMOs don’t even know who the Black stakeholders are within their destination. They’re leaving out marketing diverse tourism products and experiences that inbound travelers are often seeking to have. Those authentic experiences often exist in those off-the-beaten path communities.”



STEPHANIE JONES



31%

OF AMERICAN TRAVELERS

*Describe themselves
as “likely” or
“extremely likely” to
switch to a travel
company that
emphasizes inclusion
and diversity.*

SOURCE: ACCENTURE

49%

OF MILLENNIALS AND GEN Z

Describe themselves as “likely” or “extremely likely” to switch to a travel company that emphasizes inclusion and diversity.

SOURCE: ACCENTURE

The background of the image is a topographic map with white contour lines on a teal background. The lines represent elevation and are more densely packed in some areas, creating a sense of depth and terrain.

GROU**THE**UP

TRAVEL LEADER

INC.

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