

AMERICAN EXPRESS TRAVEL'S

2023 Global Travel Trends Report

Where to travel and how? What to do once you're there? The answers to these questions continue to evolve. The 2023 Global Travel Trends Report¹ uncovers the driving forces behind global traveler behaviors and how these factors are shaping the future of travel.

TRENDS AT A GLANCE

Traveling Off the Beaten Path

Travelers want to discover lesser-known destinations and hidden gems and help support local communities.

The Rise of "Set-Jetting"

Pop culture is driving decision-making about where to travel and what to do when you get there.

Delicious Destinations

Food is a huge part of travel, with consumers planning entire vacations around dining experiences.

A Wellness Wave

Restorative vacations are on the rise, as travelers prioritize self-care and mental and physical health.

“TRAVELERS ARE GETTING INSPIRATION FROM A NUMBER OF PLACES.

Whether it's engaging with local communities, recreating favorite onscreen moments, or planning an entire trip around a specific restaurant, one thing that's clear is that people continue to value and feel passionately about travel. As demand for travel continues, we know our customers on a deep level and can use our expertise to plan all types of trips.”

AUDREY HENDLEY
PRESIDENT OF AMERICAN EXPRESS TRAVEL

GROWTH IN 2023 TRAVEL

85% of respondents surveyed say they plan to take two or more leisure trips in 2023

74% of respondents surveyed agree that they care more about creating a travel experience that meets their expectations than about the cost

78% of respondents surveyed agree they see leisure travel as an important budget priority



Traveling Off the Beaten Path

Travelers want to discover lesser-known destinations and hidden gems, while helping to support local communities:

89% of respondents agree that they want to travel to destinations they've never visited before

88% of respondents agree that dining and shopping at local small businesses brings a more authentic experience while traveling

85% of respondents agree that they want to visit a place where they can truly experience the local culture

83% of respondents agree that they want to shop at small businesses when traveling to a new location

78% of respondents are "very" or "somewhat" interested in going on a vacation in 2023 that supports local communities

71% of respondents agree that they want to travel to a destination that is off the beaten path

68% of respondents agree that they pride themselves on finding lesser-known vacation spots before they become popular

69% of all respondents agree that they would be willing to spend more on a vacation if they knew it supported the local community

58% of respondents said that they value learning about different cultures while on vacation

51% of respondents agree that they value financially supporting local businesses while traveling

Putting a Premium on Purpose: Gen-Z and Millennial² Spotlight

86% of Gen-Z and Millennial respondents agree that they want to shop at small businesses when they travel to a new location – compared to 83% of respondents overall

81% of Gen-Z and Millennial respondents agree that they want to be able to tell their friends and family that they discovered a new vacation spot – compared to 72% of respondents overall

79% of Gen-Z and Millennial respondents agree that they would love to partake in a day in the life of locals in the destination they are visiting – compared to 73% of respondents overall

When asked which travel activities they would undertake to support a destination's local economy, the most respondents cited eating at local restaurants (**75%**), followed by shopping at local businesses (**63%**), walking to local/hole-in-the-wall restaurants, shops, and attractions (**60%**), and visiting cultural sites like museums and landmarks (**59%**)





The Rise of “Set-Jetting”

Travelers are flocking to places that captivate them onscreen, with travel inspiration found anywhere from smartphones and binge-worthy TV series:

Inspiration driven by pop-culture:

64% of respondents agree that they have been inspired to travel to a destination after seeing it featured on a TV show, news source, or movie

64% of respondents agree that they like to watch travel TV shows to know what to do when they visit a destination

61% of respondents agree that they have been inspired to visit specific restaurants or stores after seeing them in a TV show or movie

55% of respondents agree that they have been inspired to travel to a specific destination after seeing it featured on a TV show or documentary about food

44% of respondents agree that they get most of their inspiration for where to dine and what to eat from TV shows

40% of respondents agree that they have been inspired by a celebrity/influencer to visit a specific destination

Inspiration driven by social media:

75% of respondents agree that they have been inspired to travel to a specific destination by social media

57% of respondents agree that they like to capture content for their social media accounts during their travels

51% of respondents say that most of their inspiration for where to dine and what to eat while traveling comes from social media

49% of respondents say that a top motivation for traveling in 2023 is to visit a destination that will look great in photos/videos

48% of respondents say they want to travel somewhere they can “show off on social media”

The Power of the Screen: Gen-Z and Millennial Spotlight

70% of Gen-Z and Millennial respondents agree that they have been inspired to visit a destination after seeing it featured in a TV show, news source, or movie – compared to **64%** of respondents overall

66% of Gen-Z and Millennial respondents agree that they get most of their eating-while-traveling inspiration from social media – compared to **51%** of respondents overall

61% of Gen-Z and Millennial respondents agree that a top motivation for traveling in 2023 is to visit a destination because it looks great in photos/videos – compared to **49%** of respondents overall

56% of Gen-Z and Millennial respondents say they often purchase new outfits or accessories for a vacation – compared to **25%** of respondents overall

46% of Gen-Z and Millennial respondents say they have been inspired to travel to a destination because of Instagram – compared to **31%** of respondents overall

29% of Gen-Z and Millennial respondents say they have been inspired to travel to a destination in 2023 from TikTok specifically – compared to **18%** of respondents overall.

Delicious Destinations

People are choosing their next travel destination based on what they'll eat—from top restaurants, to local favorites, to cooking classes:

81% of respondents agree that trying local foods and cuisines is the part of traveling they look forward to most

79% of respondents like to explore new food options they've never had before when traveling

72% of respondents agree that they are looking to travel internationally to experience cuisines from other cultures

46% of respondents agree they would sign up for cooking classes to engage in the culture of the destination

41% of respondents prefer to make reservations to dine out while traveling, while **34%** of respondents shop for groceries while traveling

37% of respondents agree that they have planned an entire trip around visiting a specific restaurant

35% of respondents say that they typically book travel destinations based on popular restaurants located there

Top ways respondents plan meals while traveling include: walking into restaurants suggested by locals or that they discover (**58%**), improvising/making dining plans at the destination (**48%**), making reservations to dine out (**41%**), grocery shopping at the destination (**34%**) and even planning their trip around visiting a specific restaurant (**26%**)

Focusing on Food: Gen-Z and Millennial Spotlight

86% of Gen-Z and Millennial respondents are open to venturing out of their comfort zone and trying new foods while traveling – compared to **84%** of respondents overall

62% of Gen-Z and Millennial respondents are more inclined when traveling to make reservations in advance of going to a restaurant – compared to **55%** of respondents overall

47% of Gen-Z and Millennial respondents agree that they have planned an entire trip around visiting a specific restaurant – compared to **37%** of respondents overall

45% of Gen-Z and Millennial respondents say they have planned an entire trip around attending a food festival – compared to **35%** of respondents overall

45% of Gen-Z and Millennial respondents book their dinner reservations ahead of their vacations – compared to **41%** of respondents overall





A Wellness Wave

Travelers want to relax and unplug from busy lives – and are gravitating toward destinations and resorts that will help them decompress and feel healthier:

88% of respondents say that they plan to spend the same or more on wellness vacations this year, compared to previous years

82% of respondents consider walking their favorite activity for staying healthy while traveling

81% of respondents look forward to unplugging while on vacation to live in the moment

A large majority (75%) of respondents agree that they are planning to decrease screen time while traveling to better their mental health and/or seeking to surround themselves with nature to focus on mental clarity (**68%**).

73% of respondents are planning vacations to better their mental, physical, and emotional health in 2023

72% of respondents say they are more focused on self-care than they were a year ago

68% of respondents are seeking travel destinations that are surrounded by nature, to focus on mental clarity

The top three reasons that respondents want to travel in 2023 is to gain new experiences (**60%**), escape from their normal routine (**57%**) and to spend time with people (**45%**)

57% of respondents plan to take extended vacations to focus on their wellness

43% of respondents say that they have selected a hotel/ accommodations based on the spa and wellness center amenities

Among the top activities respondents are planning wellness experiences during their travels: exploring hiking/beach trails (**39%**), visiting a private beach (**34%**), getting a massage or facial (**33%**)

Welcoming Wellness: Gen-Z and Millennial Spotlight

71% of Gen-Z and Millennial respondents are eager to book travels to private beaches to focus on relaxation – compared to **62%** of respondents overall

61% of Gen-Z and Millennial respondents are prioritizing travel plans that focus on personal wellness this year – compared to **48%** of respondents overall

60% of Gen-Z and Millennial respondents say they go out of their way to book hotels that offer spa and wellness services – compared to **43%** of respondents overall

60% of Gen-Z and Millennial respondents say they are planning to take extended vacations to focus on their wellness – compared to **57%** of respondents overall

Additional Trends to Watch

Intersection of Travel and Fashion

70% of respondents agree that they like to buy new clothes or accessories from local shops or vendors while traveling

69% of respondents like to buy new clothes and accessories for their travels

46% of respondents agree that they are inspired to change their style after traveling to a destination

46% of respondents typically purchase and/or plan specific outfits just for the airport

Credit Cards, Hotels & Lounges on Travel

70% of respondents say they like to get to the airport early so they can relax in an airport lounge

70% of respondents say they want to save money by using credit card points to buy travel

49% of respondents agree that they look forward to premium food and beverage selections at airport lounges during their journey

When asked about preferred travel accommodations, respondents invited to select more than one option overwhelmingly chose hotels (**77%**), followed by vacation rentals (**34%**) and staying with friends/family (**33%**)

Younger Generations Paving the Future of Luxury Travel

84% of Gen-Z and Millennial respondents agree that they would rather take a dream vacation than purchase a new luxury item – compared to **80%** of respondents overall

79% of Gen-Z and Millennial respondents agree that they see leisure travel as an important budget priority – compared to **78%** of respondents overall

76% of Gen-Z and Millennial respondents agree that they care more about creating a travel experience that best fits their expectations than about the cost – compared to **74%** of respondents overall

65% of Gen-Z and Millennial respondents agree that they would pay more for luxury customized itineraries that feature different destinations – compared to **59%** of respondents overall

46% of Gen-Z and Millennial respondents plan to spend more money on experiences like travel, as opposed to goods, in 2023 – compared to **37%** of respondents overall



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2023 GLOBAL TRAVEL TRENDS REPORT



METHODOLOGY

¹The American Express 2023 Global Travel Trends Report is based on data obtained through an online poll conducted by Morning Consult between February 3rd – 11th, 2023 among a sample of 1,000 travelers from Australia, Canada, India, Japan, Mexico, UK and 2,000 travelers in the US who have a household income of at least a \$70k equivalent, and who typically travel by air at least once a year. Results from each market's survey have a margin of error of plus or minus 3 percentage points.

²Gen-Z and Millennials are defined as respondents as being born between 1981 - 2012.