

Amadeus 2024

Travel Trends



Travel should be meaningful, and personal. And it must be centered around the traveler, and their changing needs.

This is an industry of dynamic change, one that is always evolving and adapting to the latest innovation, fashion, or cultural shift. While it is impossible to know exactly what tomorrow will bring, Amadeus' position at the center of the travel ecosystem gives

unparalleled insight into the future. Each year, Amadeus consults industry experts from around the world to get a glimpse into the future, and this year is no different. Here are the trends we expect to shape the travel industry in the months to come.



TREND

01

Music Tourism

After the social isolation of the pandemic, when bands and musical artists were grounded for months, a boom in concerts and festivals is tapping into an unrelenting desire for joy and connection. The ability to plan ahead again has given artists the confidence to schedule world tours, and fans the incentive to buy tickets to see their favorite artists.

“Music Tourism”, whereby people are traveling abroad to see their favorite performers, is also seeing festivals such as Primavera Sound in Barcelona, and Glastonbury in England, providing a linchpin for vacation bookings.

In summer 2023, Coachella festival in California:

brought

500,000
attendees

contributed

\$1.5 billion to
local economy

In 2024, general admission passes will cost from \$499.

With shows getting ever-more ambitious and spectacular, music tourism is proving big business.

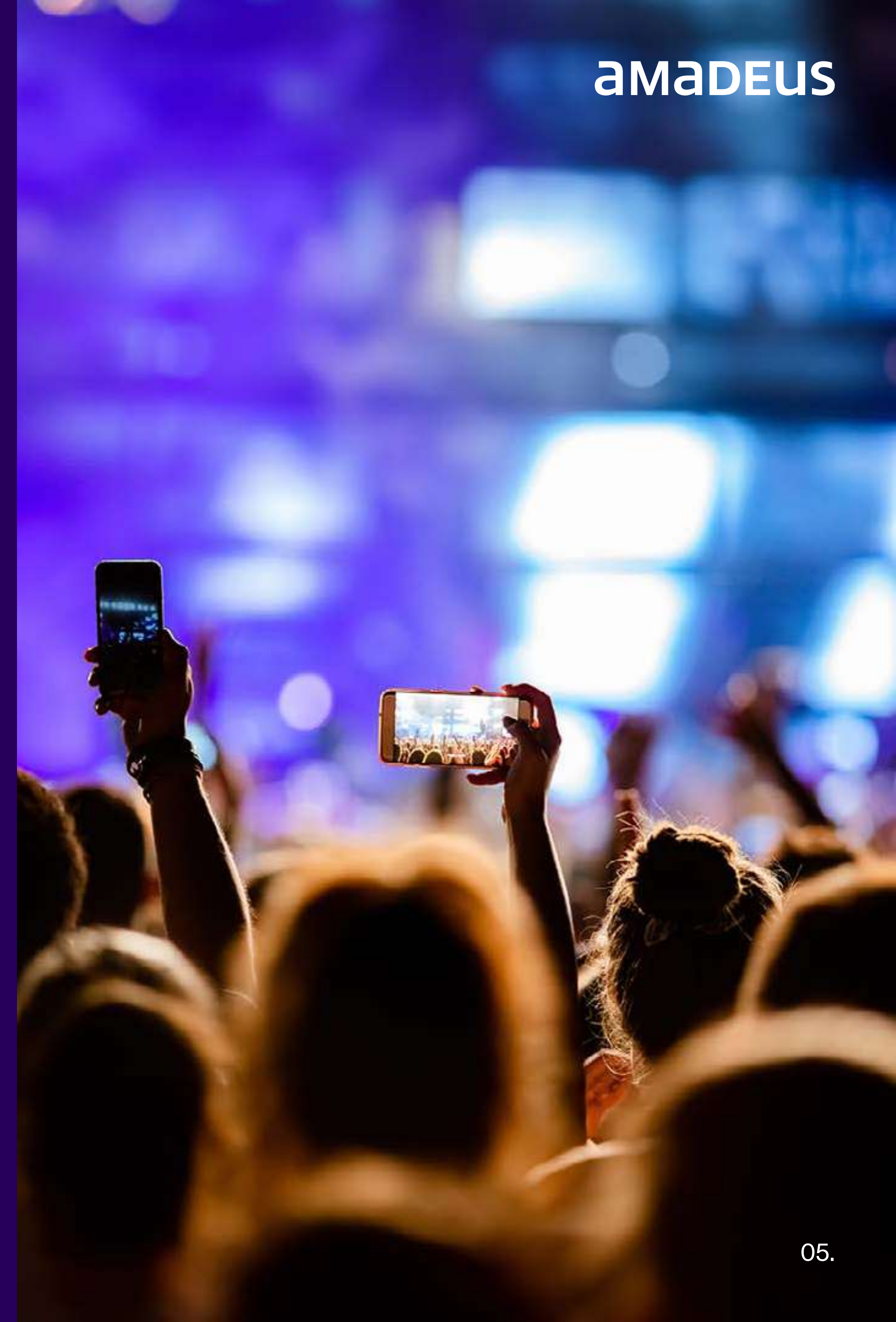
80,000
fans

When Beyoncé performed two concerts in Stockholm in summer 2023, the 80,000 fans that descended on the city sparked “Beyflation” – a hike in prices from local restaurants and hotels.

UK Music says that a record-breaking

→ 1.1 million
people visited the UK to
attend concerts in 2022

→ £6.6 billion
collectively spent in 2022
(in 2019 was £4.7 billion)



TREND 01

Music Tourism

UK band Coldplay has recently announced its tour dates for 2024, drawing fans from around the world. Amadeus researched the concert dates taking place in Romania and Greece for 2024 and found that the announcement had a significant impact on search and booking volumes in both countries:

Flight searches

Athens ↑62% Romania ↑91%

Bookings July 2024 Bookings 2024

Athens ↑80% Romania ↑436%

Athens

Flight searches to Athens increased by 62% in the week the concert was announced and the demand for short trips (within week or weekend) to Greece also saw a significant increase, while longer trips (7+ days) followed the growth trend. The most significant impact on booking volume to Athens took place between week 29 and week 32, 2023 with an average week over week growth of 80% increase for bookings in July 2024.

Romania

The concert announcement also influenced the searches for flights to Romania, which rose by 91% in the week it was announced to the week before (week 28 of 2023). Bookings to Romania in 2024 recorded week over week growth of a fascinating 436% increase in booking volume in just two weeks of 2023.

TREND 01

Music Tourism

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Taylor Swift will also continue touring in 2024
– according to the trade publication Pollstar.

Completed

Generated

146
stadium shows

→ US \$1.4 billion in
ticket sales

Not to mention filling hotels and restaurants with “Swifties” in every city she visits along the way.

According to data from Amadeus, which has analyzed flight searches of Taylor Swift’s performance dates, there is a correlation between bookings and the dates of her concerts. Amadeus research shows that with the return of live concerts approaching pre-pandemic levels, the following countries are gearing up for a tourism boom.



Per [Amadeus' recent media alert](#), Amadeus says that her concerts in Melbourne and Sydney in February 2024 have had a “very significant impact” on booking volumes to Australia.

The total searches to Singapore grew between weeks 24 and 27, covering both Taylor Swift and Coldplay concerts. Both events had a significant impact on the booking volume in January and March 2024.

The announcement of lottery results on July 25, 2023, for Taylor Swift’s concert in Japan sparked an uptick between weeks 28 and 30.

32.37%

of international searches from neighboring countries to Tokyo spiked by 32.37% week-over-week from weeks 29 to 30.

Australia flight bookings growth

↑ 446% average week-over-week

450,000 people expected to attend

Singapore flight searches growth

↑ 25% average week-over-week

Japan flight searches growth

↑ 15% domestic searches

↑ 10% international searches to Tokyo

TREND

02

Agents of Influence

TREND 02

Agents of Influence

Social media has been a powerful force in influencing people on where to book their next trip, but a new shift is happening.

Instead of influencers and content creators solely being the source of vacation inspiration, they are becoming travel providers themselves, and the facilitators of direct bookings through their varying channels.

Leveraging the first-hand experience that travel influencers have, many content curators are now designing and hosting their own group trip. With themed tours and specialist experiences for their followers to book, influencers are taking online communities offline, and away from the crowds. Examples include:

Ana Hernández Sárria

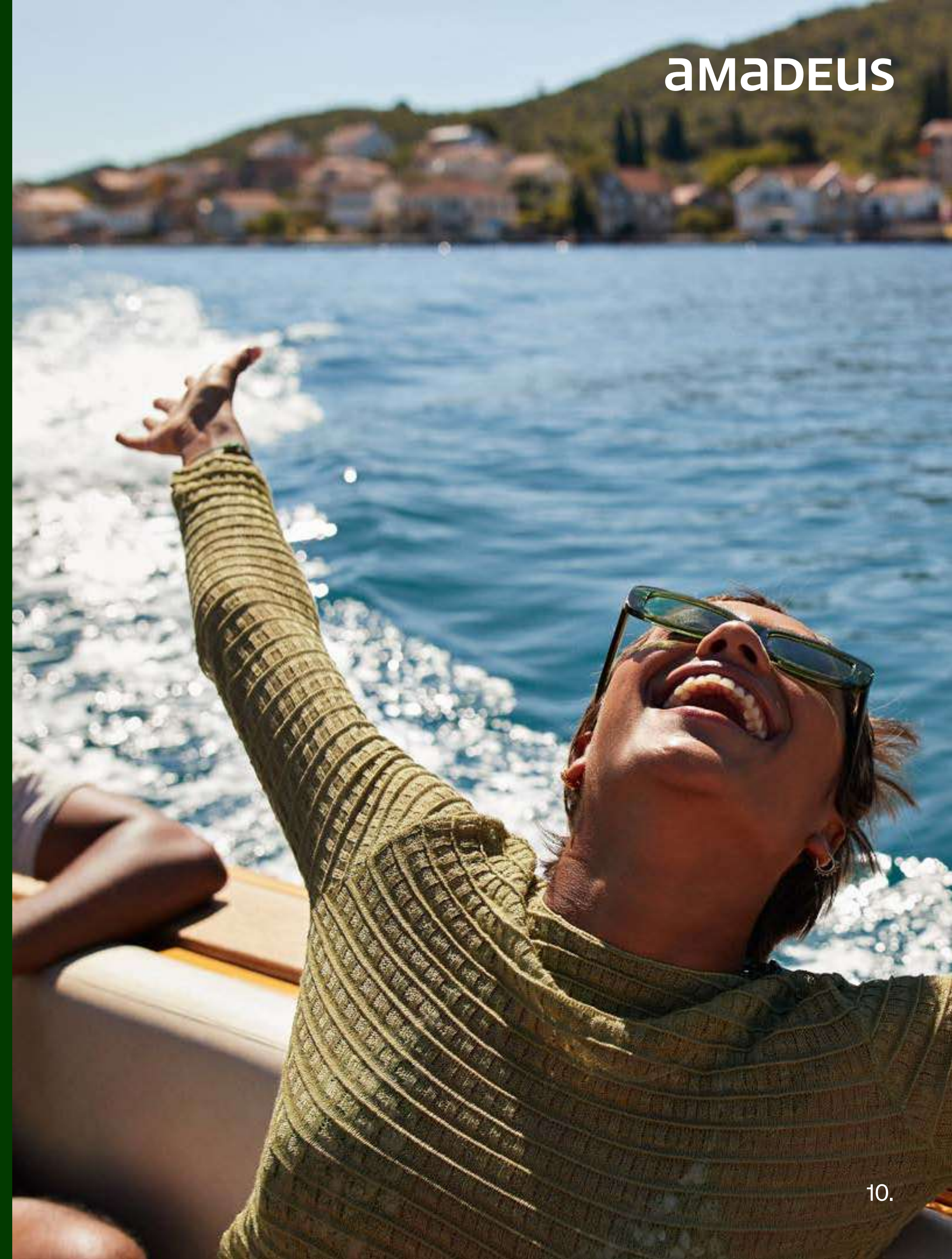
Sjana Elise

Alyssa Ramos

The Blonde Abroad

Rafael Fernández Caballero

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The rise of so-called “Agents of Influence” is being facilitated by e-commerce marketplaces such as Thatch, Luxury Travel Hackers and TrovaTrip, which Inc ranked number

236 out of 5,000

of the fastest-growing companies in the US in 2023

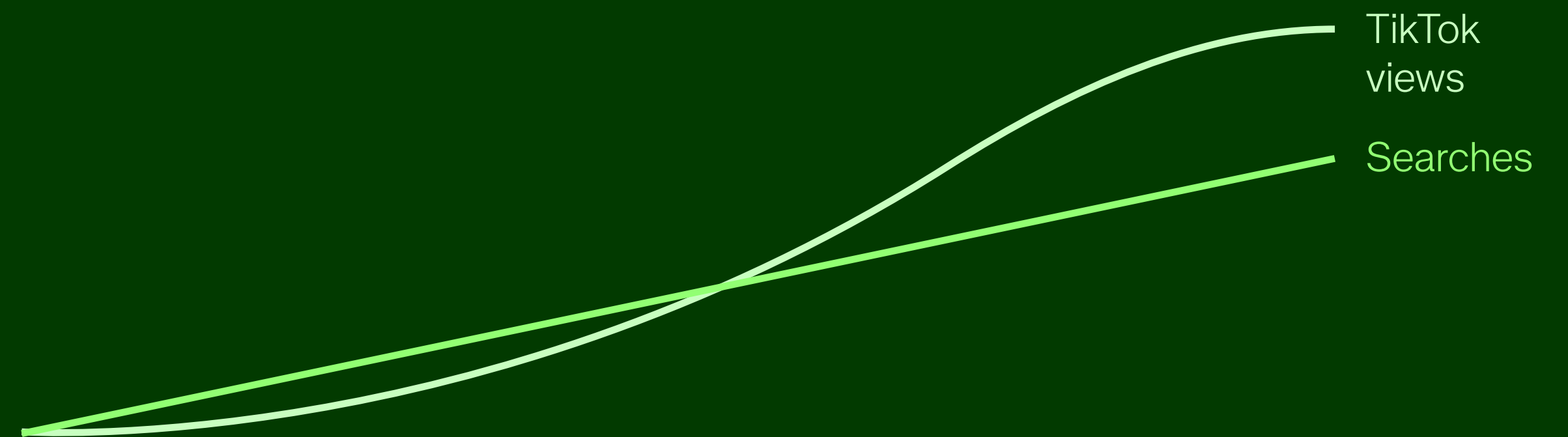
This technology allows influencers using Instagram, YouTube and TikTok, for example, to share a booking link directly on their profile page and process payments. TrovaTrip users include influencers such as:

Alfonso Boada

Quin Gable

Vanesa Seco

For Generation Z (those born 1997-2012), TikTok is showing its potential as a search engine, overtaking even Google when it comes to researching places to visit, sourcing recommendations from peers and discovering travel hacks that save money.



Data from mobile booking app Hopper shows that when a destination is trending on TikTok, there’s a corresponding spike in bookings (for example, when:

#amsterdam got 6.9 billion TikTok views in November 2022, flight and hotel searches increased by 85%

Electric Skyways

TREND

03

As cities are more congested and air pollution is more prevalent, a potential solution to fossil-fuel-powered transportation will be the emergence of “Electric Skyways” that allow flying taxis, eVTOL (electric vertical take-off and landing) aircraft and other kinds of electric aircraft to provide lower emission air travel options, both within urban areas, to satellite airports, cross-country and between islands.

Whereas helicopters are often used for unfixed routes, the installation of eVTOL vertiports across cities will provide easy-access gateways to Electric Skyways that will allow travelers to make swift, lower carbon emitting, first- and last-mile journeys.

The shift to electric aviation could become a powerful solution to reducing the environmental impact of flying in years to come, alongside other innovations such as SAF (sustainable aviation fuel).

Companies worldwide are making strides in this area:

Volocopter is planning to provide a fleet eVOTL for the Paris Olympics in 2024.

Germany

Ecotricity, plans to debut an electric airline, powered by green hydrogen.

UK

Toff Mobility, is working toward debuting electric aircraft in 2024.

South Korea

Surcar Airlines has selected **Zeroavia** to provide hydrogen-electric engines for seaplanes.

Canary Islands

Joby Aviation intends to start commercial eVTOL flights from 2025.

US

Virgin Atlantic invested in a fleet of eVTOL that serves as a city-to-city network of Electric Skyways.

UK

TREND

04

Intelligent Concierge

TREND 04

Intelligent Concierge

ChatGPT only launched in November 2022, but this cutting-edge “Generative AI” (GAI) platform:

amassed

1.6 billion

site visits in June 2023 alone.

reached

100 million

active users in January 2023, just two months after launch.

Making it the fastest-growing consumer application in history

ChatGPT-4 was unveiled in March 2023 and Microsoft uses ChatGPT back-end technology to enable web browsing mode. The use cases and abilities of GAI and other “large language models” such as Google’s Bard, are only just starting to be realized but early adopter travel companies have been quick to see the potential for conversational trip planning.



GAI is already adding tremendous value to the online travel planning and booking experience for consumers, as search and advice become hyper personalized and more intuitive.

In 2024 and beyond, there will continue to be a need and desire to work with human travel agents – after all, they combine the value of “influencers” as people who have real world experience and recommendations to share – and GAI can bring technology capabilities to support their recommendation.

The next generation of GAI-powered customer service will be delivered with greater patience and empathy, reducing the workload of employees to deal with the bulk of after-sales servicing, giving them the bandwidth to provide the human touch on more specialist issues.

Example A

Instead of selecting filters to fine-tune your search on a metasearch site or OTA (online travel agency), travelers can simply provide a brief to a chatbot in the same way you would a human advisor.

Example B

Expedia's new ChatGPT plug-in (launched April 2023) acts like a virtual travel assistant, listening to customer needs and delivering instant hotel and itinerary recommendations, with links to book.

GAI will even be able to respond to written customer reviews.

TripAdvisor, Trip.com, GetYourGuide, Klook, Kayak and OpenTable have all announced ChatGPT plugins and many more will follow suit in the coming years. Meanwhile, Airbnb founder Brian Chesky has announced that:

“AI will radically change” Airbnb service in 2024, so watch this space.



TREND

05

Business Luxe-lite

Business class fliers no longer always wear suits – in fact they are just as likely to be a Gen Z entrepreneur, Gen Y digital nomad or a Boomer vice-president.

Thanks, in part, to the influence of social media, there is a growing desire among all age groups (but especially the under 50s) for lifestyle optimization. With people aspiring for more luxurious experiences – even if they're paid for with points, credit, or savings.

With ever-more business and leisure travelers wanting to fly at the front end of the plane, especially on long-haul routes, there is an **opportunity to offer:**

More affordable and accessible “unbundled” business class fares

New “enhanced” business class products for those willing to pay more

TREND 05

Business Luxe-lite

75%

of airline profits are generated from business class, so offering more business class options is good news for airlines too.

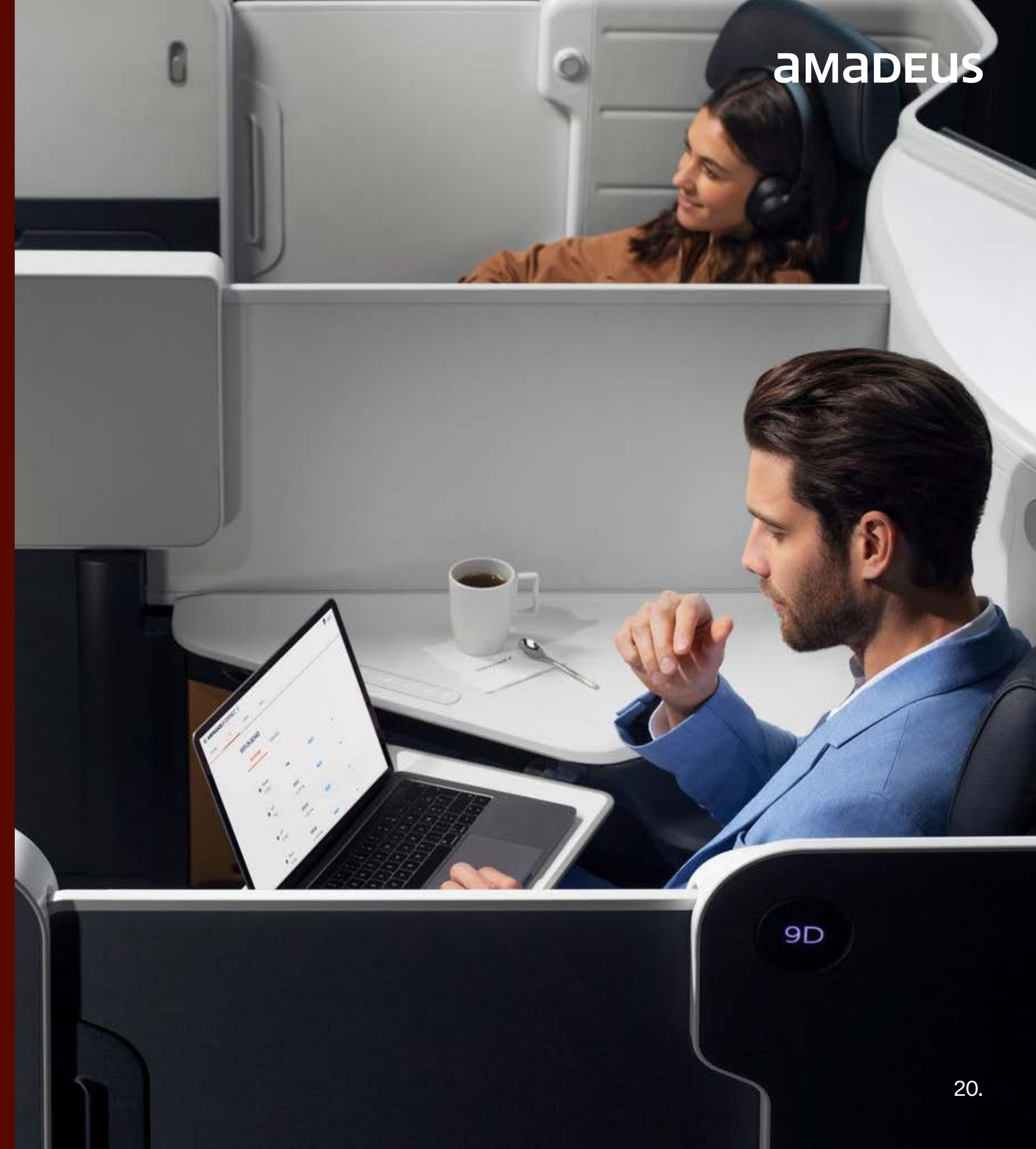
– usually, once a passenger has experienced the comfort of business class, they find it hard to return to flying economy.

Evidence of this behavior comes from The New York Times, which reports that US airlines are increasing the amount of premium seating on flights, with changes that allow for:

25% to 75%

more premium-economy, business-class and first-class options.

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Scaled-down business class options

In 2019, Emirates was one of the first airlines to launch “special” business class tickets, with no lounge access, restricted seat selection, and no upgrade abilities. Following its lead, Qatar Airways unveiled a “Business Class Lite” fare, paving the way for “Everyone VIPs”. In this case, passengers must pay extra for lounge access and date or route changes and earn fewer Avios/Qmiles. But it’s a worthwhile trade-off for a fully flat bed, unlimited champagne, and gourmet meals.

75% vs 200%

of miles flown compared to an “Elite ticket”.

With the trend gathering momentum, Japan’s Zipair and Finnair began offering basic business tickets in 2021, while Air France and KLM added Business Class Light fares in 2023.

More luxurious seats and customized options

At the other end of the scale, airlines are also installing more spacious “Luxe” business class seats in row one that are only available to a limited few.

Examples include Virgin Atlantic’s new Upper Class Retreat Suite; Condor’s “Prime” business class seat; Air France’s bulkhead seats on its reconfigured B777-300ERs; and JetBlue’s Mint Studio on the A321LR.

TREND 05

Business Luxe-lite

We see evidence of this trend continuing through 2024 with Air New Zealand which will be adding either four or eight rows of a debut “Business Premier Luxe” product with privacy doors from 2024. Finally, there is Lufthansa, which will offer seven types of “Allegris” business class from 2024 at varying prices with varying perks (from solo center seats to pairs that can be turned into double beds).

↓ Scaled-down business class options ↓

↓ More luxurious “Luxe” seats ↓

↓ Customized business class options ↓

Emirates

Qatar Airways

Air France

Virgin Atlantic

Air New Zealand

Lufthansa

Amadeus 2024 Travel Trends

Origin of Data

These data points are based on research by Amadeus data science teams. Data is drawn from a custom search dataset, Amadeus Master Pricer, and Amadeus Agency Insights. Amadeus Air Search Travel Data is one of the most complete suites of air data in the travel industry and includes shopping transactions performed by +2,500 customers including the world's top travel agencies. It consists of consolidated data generated by daily transactions.