TREKK SOFT

TRAVEL TRENDS

65 TRAVEL STATISTICS TO KNOW IN 2019-2020

For tour & activity operators

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Foreword

For tour and activity operators, it can be challenging to find current travel trends and statistics without having to look at hundreds of articles across the web. At TrekkSoft, we know how valuable travel statistics can be to operators, so every six months we do all the research for you.

Each December we release the highly anticipated annual travel trends report, filled with survey results and expert opinion, and then in July we publish our travel statistics list, an update of what has changed and what to expect in the year ahead.
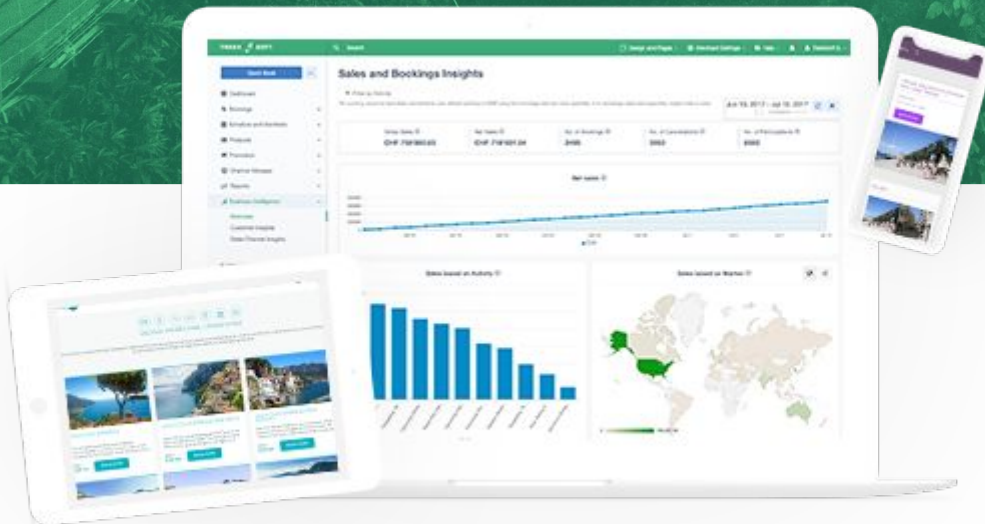
So here you go! Below are 65 travel and tourism statistics to know in 2019/20, and the insights we've been talking about most here at TrekkSoft's HQ. We hope that these statistics help your company get the most from the year ahead and gives you a taste of what to expect in our 2020 Travel Trends Report.

This report includes:

1. **Booking Trends**

2. **Travel Trends**

3. **Destination Insights**

4. **Tour & Activity Industry Insights**

5. **Travel Technology**

Get your copy of the 2019 Travel Trend Report

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Booking Trends

Sustainability is driving accommodation decisions

1 According to the Booking.com sustainability travel report, "over half (55%) of global travellers report being more determined to make sustainable travel choices than they were a year ago, but barriers include a lack of knowledge and available or appealing options when trying to put this into practice." (Booking.com 2019)

2 These sustainable decisions include accommodation. "73% of global travellers intending to stay at least once in an eco-friendly or green accommodation when looking at the year ahead." (Booking.com 2019)

3 "Additionally, 70% of global travellers say they would be more likely to book an accommodation knowing it was eco-friendly, whether they were looking for a sustainable stay or not." (Booking.com 2019)

Even homeware companies are getting involved

4 Speaking of accommodation decisions, a number of homeware companies have began launching their own hotels in a smart move to sell more products. "MADE.com kick-started the trend - it launched its first MADE hotel in Manhattan's NoMad district two years ago, followed by floating boutique hotel the Boathouse in London in summer 2018." (CN Traveller 2019)

Flight routes are expanding due to demand

5 Destination routes are expanding to give new generations unlimited reach. "We are millennials and we are looking to have different travel experiences than our parents," Patrick Quayle vice president for international planning at United Airlines said. "As a result of that, the network has to evolve and look different." The airline has recently added Cape Town to it's route roster. (Skift 2019)

6 Stopover destinations during long haul flights used to be an unwanted part of the journey. In 2019, airlines now offer a low cost option to lengthen your stop over time, so that travellers can explore the destination. "Longtime stopover providers include Icelandair, Hawaiian, Emirates, and TAP. And recently, new programs from Brussels Airlines and Swiss add even more great options to the list of stopover possibilities." (CN Traveller 2019)

There's more data on how travellers book their trips

7 51% of US travellers said that once they decided to go on a trip, they would spend less than one week conducting research. (Facebook IQ)

8 Google data found that hotels and flights are booked in advance of 12 weeks. Within the 3 months prior to the trip date, the search increases further for experiences. (Google 2019)

In the 12 weeks leading up to a trip, there are:

3x more experiences searches than hotel searches.

8x more experiences searches than air searches.

9 We examined three random data points between August and September, the busiest months for tour and activity operators in Europe and found that Monday is the most popular day for people to book their trips while Saturdays are the least busy days for bookings. (TrekkSoft 2019)

10 Bookings made slowly drops from Monday and plateaus between Wednesday to Friday before dropping dramatically on Saturday. Bookings pick up again on Sunday and take off again on Monday. (TrekkSoft 2019)

11 10am CET is the time of day when most bookings are made, and 6am CET is when there are the least. (TrekkSoft 2019)
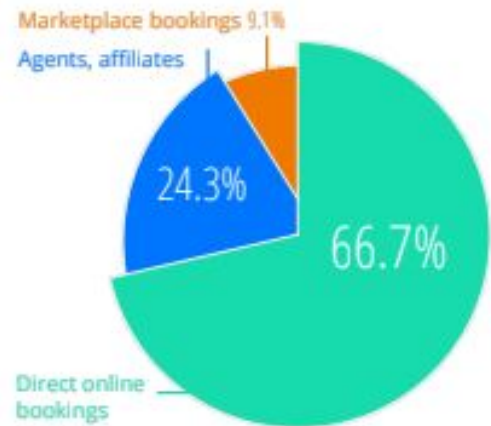
12 In 2018, the proportion of direct website bookings fell to 66.7% while marketplace bookings increased to 9.1%. Bookings made through agents, affiliates and local tourist offices also increased from 17.5% to 24.3% in the same time frame. (TrekkSoft 2019)

2017

Marketplace bookings 3.2%
Agents, affiliates

17.5%

79.2%

Direct online bookings

2018

Marketplace bookings 9.1%
Agents, affiliates

24.3%

66.7%

Direct online bookings

13 Booking.com research also revealed some interesting differences between the types of travellers. "We found that travellers who book their activities ahead of their trip spend 47% more on lodging and 81% more on transportation than those who wait to book in destination, making them a valuable audience, especially for companies like online travel agencies that sell across multiple categories." (Booking.com 2019)

14 We'll talk more about in-destination bookings further in our tours & activity insights chapter, but it's worth mentioning that "near me" searches on Google Maps grew 150% over the past year showing that locals and travellers alike are using the search engine. (Skift 2019)

Travel Trends

Never-ending family holidays are on the up

15 Family travelling has always been a staple to the annual program, but now family sabbaticals are taking over influenced by the likes of @thebucketlistfamily, @byjetpack and @travelling_family.

16 "Given that by 2020 it's estimated that roughly half the UK and American workforce will be freelance and that 40 per cent more children were being home-schooled in 2017 than in 2014 (48,000 in total), it's no surprise that parents will be embracing the freedom this gives." (CN Traveller 2019)

Generation Alpha are driving travel decisions

17 "Gen Alpha, which refers to those born after 2010, is showing more signs of influencing family travel decisions and planning than previously thought, according to Expedia Group Media Solutions." (Short Term Rentalz 2019)

18 "On average globally, travellers with Gen Alphas are taking more than three family trips a year." (Expedia Group 2019)

19 "For family travellers, 95% said their priority was keeping their families entertained and happy, while deals and value (89%), outdoor activities (85%) and planning travel around school holidays (85%) or near major attractions or theme parts (85%) were also of utmost importance." (Short Term Rentalz 2019)

20 And convenience is driving the travel decisions. "Plane and car are preferred modes of transport for family travel." 52% of surveyors selected their mode of transport by the fatest option, and 34% selected based on the lowest cost. (Expedia Group 2019)

And travel fulfilment doesn't just apply to families

21 Personal fulfillment sees travellers making their destination choice based on their own development. "Over half (56%) of global travellers agree traveling has taught them invaluable life skills, and 2019 will see a rise in people's desire to learn something new whilst away, as well as an increase in volunteering and skills-based vacations across generations." (Booking.com 2019)

Solo Travel is becoming more sociable

22 Co-living apartments are being introduced that allow solo travellers to meet like-minded individuals on their trip. "One of the co-living leaders, WeLive (sister company to WeWork), now has apartment complexes with trendy shared social spaces, events programmes, yoga classes and even hot tubs in New York and Crystal City. People can stay for a few days or a few months." (CN Traveller 2019)

23 Dublin Airport claimed of it's 31.5m estimated passengers in 2018, 57% were solo travellers. Gráinne Morrison, futurist at the Dublin Airport Future Factory shared this stat as he presented a project opportunity to come up with an idea on how to revolutionise the solo traveller experience at the airport. (Silicone Republic 2019)

24 According to data from Solo Traveler, which is commandeered by Janice Waugh and Tracey Nesbitt, the number of solo travellers is growing. For example, subscribers to their newsletter for solo travellers grew from 33,000 this time last year to over 50,000 at time of press. (Travel Marketing Report 2019)

25 What can we expect from Solo Travel in 2020? According to The New Indian Express "We will see more travel companies going for the millennial travel segment as it explodes with more younger travellers than ever before. We could also start seeing companies go for the Gen Z audience who are just entering the age of independent travel." (The New Indian Express 2019)

Destination Insights

Traveller destinations have changed

26 Top destinations in 2019 are predicted to be The Turkish Riviera, Egypt, The Peloponnese (Greece), Matera (Italy), Perth (Western Australia), The Scottish Highlands, St Barths (Caribbean), Arles (France), Valle de Guadalupe and New Orleans. (CN Traveller 2019)

27 TV shows have increasingly brought travellers to destinations, but in 2019 we will see this grow even further. "*Game of Thrones* fans got a treat in Las Vegas last month with a twice-nightly fountain show at the Bellagio (watch it here). And GOT filming locations like Northern Ireland and Croatia have seen surges of visitors seeking a real-life peek at the show's incredible backdrops." (CN Traveller 2019)

And China outbound travel continues to grow

28 "Chinese tourism is 'FIT' and healthy," says ForwardKeys vice president insights, Olivier Ponti, summing up the latest travel trends. ForwardKeys' analysis of outbound tourism in the first four months of this year reveals that independent (FIT) travel grew by 12.7%. "It reflects growing confidence in doing one's own thing", particularly in the case of younger and more experienced travellers," Ponti points out. (TTR Weekly 2019)

Chinese FIT departures
2019 Chinese New Year period (24 Jan – 16 Feb 2019) vs 2018 Chinese New Year period (04 Feb – 27 Feb 2018)

29 The trends were particularly marked during the Chinese New Year, at the end of January and early February, which is the busiest time for Chinese outbound travel, accounting for around three-quarters of total international air departures during the first three months of 2019. (TTR Weekly 2019)

Overtourism is reaching breaking point

30 "International-tourist arrivals around the world have gone from a little less than 70 million as of 1960 to 1.4 billion today." (The Atlantic 2019)

31 Last year international tourist arrivals worldwide reached 1.4 billion, two years ahead of schedule according to the UN World Tourism Organisation. France, the world's most popular country, is expecting a record 100 million visitors a year by 2020 and destinations from Rome to Reykjavik, Goa to the Galapagos and Boracay to Bali are straining under the weight of too many tourists. (Stuff 2019)

32 Overtourism is finally being addressed due to extreme measures. In 2019, the Louvre Museum in Paris that was shut down for a day when workers walked out due to overtourism. Union representatives say renovation work around the "Mona Lisa," the museum's most famous painting, had led to organisational problems, huge queues, and the harassment of staff by frustrated tourists. (Skift 2019)

And the effects of Brexit are showing

33 EasyJet issued a Brexit warning in May 2019 after they posted a loss before tax of £272m in its half-year results, compared to a loss of £68m the same time last year. "Brexit increased fuel costs and the Gatwick drone incident which caused the carrier to lose millions between October and March are to blame." (Express 2019)

34 British Airways' owner International Airlines Group was in agreement with the hit of increased fuel costs. "Its fuel bill is forecast to have rocketed by around €250m between January to March, compared with the same period last year." But, BA chief executive Willie Walsh said British Airways "don't see any Brexit impact going forwards." (Telegraph 2019)

Especially for UK outbound travel

35 "When we asked British residents if they were planning a domestic holiday, or had already stayed at a UK holiday destination in 2019... According to data from our survey, the on-going confusion surrounding Brexit is prompting around one in 10 people to plan a British holiday, instead of travelling to Europe." (Cabin Bookers 2019)

36 Savvas Perdios, the deputy minister of tourism in Cyprus shared that there was a "drop by 6.9% in March" of British arrivals in March 2019. "As it stands, Britain remains the vital market for the tourist trade, delivering 38% of all overseas visitors and over 20% of all foreign tourism revenue." (Cyprus Mail 2019)

37 "Fewer Europeans are now visiting the UK and according to tourism agency 'Visit Britain'; overseas arrivals were down 5.3% last year, while a similar pattern has been observed in the first few months of 2019." (Albawaba Business 2019)

38 Yet, this may just be the short-term impact of uncertainty. In January 2019, "the national media picked up on a government warning to travellers to check passports are sufficiently up to date for EU travel if there is no deal. The Express reported "3.5m passports could be INVALID after Brexit." (Travel Weekly 2019)

Climate change increases destination popularity

39 As part of a survey to UK residents, "75% of the people we surveyed expressed that they were concerned about climate change. One in seven people also said they chose UK holidays as they are more environmentally friendly." (Cabin Bookers 2019)

40 And as flight shaming is growing, more travellers are staying local. The Swedish-born "anti-flying" movement has grown and is moving to more destinations. "One flight-boycotting British attorney, who formerly loved to travel, told Reuters, "It's a tough pill to swallow, but when you look at the issues around climate change, then the sacrifice all of a sudden becomes small." (Forbes 2019)

Tour & Activity Insights

41 Phocuswright has predicted that by next year, the overall tours and activities segment will grow to $183 billion. (Phocuswright 2019)

42 Arival - the in-destination event - shared that not only is the tours & activities sector now the third largest sector in travel, it's the most memorable part of travel and the area with the most opportunity.

Finding an experience is happening in-destination

43 In June 2017, the EU removed data roaming charges to EU destinations. For countries further afield, most telecommunication companies opted for a daily charge to use your own calls, messages and data. The change has proven to increase the usage of mobile in-destination.

44 "Nine out of 10 [travellers] now have apps to make their life easier when at their destination with maps, airlines, weather and social media topping the list of favorites." (Travelport 2018)

45 Greenberg analyzed over a thousand travellers' online behavior and found that searches for activities are happening across devices in the three months prior to a trip, but shift significantly to 54% mobile when travellers are in-destination. (Google 2019)

46

48%
of experiences bookings are happening once travelers arrive at their destination.

(Google 2019)

Travellers are closer than you think

47 | "The final untapped opportunity is to capture a greater share of the traveler's wallet, even when they aren't traveling. In fact, mobile searches for "things to do/activities" + "near me" have seen a 6X increase over the last two years."(Google 2019)

So, operators need to be online to be seen

48 | "The travel experience after the flight and hotel booking step is broken," says Welcome Pickups co-founder and CEO Alex Trimis. "The in-destination vertical is a multi-billion dollar opportunity that remains fragmented and offline." (TechCrunch 2019)

49 | "During a survey with over 700 operators, 35.4% said that they are not accepting bookings on their website. That's a huge number! If someone is unable to book on your website, that opens the opportunity for them to quickly look elsewhere." (TrekkSoft 2019)

Online Travel Agents see this as a big opportunity

50 | In May 2019, GetYourGuide raised $484 million in its Series E funding. Johannes Reck, CEO and co-founder said; "GetYourGuide is already global, so for us, it's about expanding our global coverage and broadening our inventory rather than tackling any one destination. That said, now that we've established ourselves as the clear market leader in Europe, Asia and the United States are our next big targets. We'll be adding products and staff and acquiring customers at a rapid pace." (TechDaily 2019)
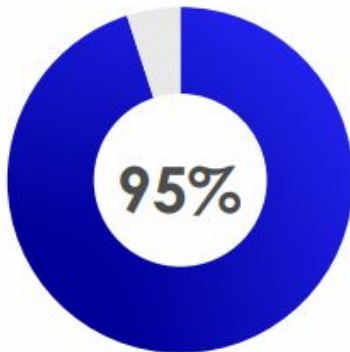
51 | In April 2019, Klook announced it has raised $225 million" in April 2019, adding to their previous funding round of $200 million in Autumn 2018. "The new funding will help Klook expand its roster of tours and activities to new places and spaces and continue to expand in its existing Asian markets. The growth is perfectly timed to help Klook carve out an even bigger niche in the Japanese tourist market in advance of the 2020 Summer Olympics in Tokyo, where an estimated 40 million smartphone wielding visitors will descend upon the city hungry for tours and fun." (FastCompany 2019)
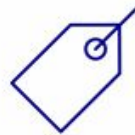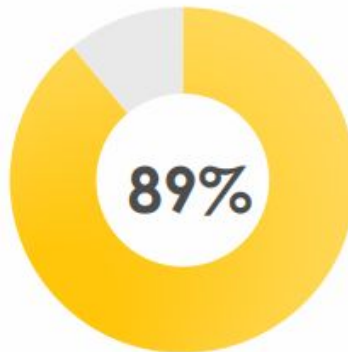
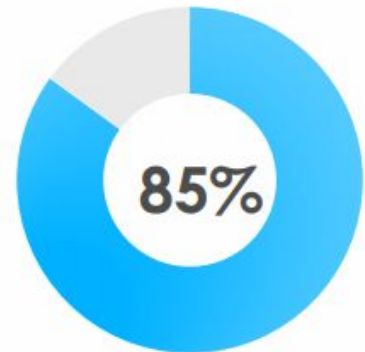## Experiences are the best part of travel for everyone

52 "When it comes to family travel experience beats expense." ([Expedia Group 2019](#))

95% — Keeping my **family** entertained and happy is of the utmost importance

89% — I look for the **best deals and most value** when planning a family trip

85% — My family loves to **explore the outdoors and be active**

53 "Airbnb recently announced that they are partnering with the biotech firm,23andMe, to give heritage travel recommendations into their customers. Market research showed that "heritage travel" is on the rise. An April study commissioned by Airbnb, which included 8,000 participants from eight countries, found that more than 50% of Americans have traveled to at least one country of their ancestry. As have 89% of Indian people and 69% of French people." ([Forbes 2019](#))

54 Other survey results included that "57% of of survey respondents in the United States would give up alcohol for a year for a free heritage trip." ([Airbnb 2019](#))

55 "83% of people in Argentina said they considered heritage trips more valuable than a normal vacation." ([Airbnb 2019](#))

56 "Forget what you thought about millennials traveling on a shoestring," said Karen Fuller, senior director of global market research at Vrbo. "Our results revealed that they are actually the most likely to go into debt for travel, which is consistent with the notion that millennials like to accumulate experiences, not things." ([Travel Pulse 2019](#))

Travel Technology

Mobile is our technology leader for 2019

57 62.9% of the population own a smartphone and on average spend between 3.5 to 5 hours using it daily. (TrekkSoft 2019)

58 On average, adults (16+) look at their mobile phone every 12 minutes, they check it within 5 minutes of waking up and 78% say they can't live without it and never switch it off, thus defining the mobile-first customer. (World Ticket Solutions 2019)

59 Customers are comfortable researching, booking and planning their entire trip to a new travel destination on a mobile device. Top consumer markets displaying this trend include India who came out top with 87%, Brazil (67%), Japan (59%), South Korea (53%), US (48%), Australia & United Kingdom (45%) and France (44%). (Google 2018)

60 Mobile devices also lead to a greater propensity to book at the last-minute. Google Data shows that travel-related searches for "tonight" and "today" have grown over 150% on mobile, over the past two years.(Google 2018)

61 From TrekkSoft data, the proportion of mobile bookings increased between 2017 and 2018, from 51.5% to 56.7%. In 2018, revenue from desktop bookings fell from 73.2% to 65.8%. (TrekkSoft 2019)

62 You can now rent a car - and unlock it - with just your phone. "Making the car rental experience more pleasant requires making cars available where business travellers actually are, along with allowing them to digitally customize their ride." (Skift 2019)

And the booking journey is continuing to evolve

63 62% of Generation Z and millennial consumers want visual search over any other new technology. (World Ticket Solutions 2019)

64 Search intent has redefined the customer marketing journey from what we'd expect. "Today, people are no longer following a linear path from awareness to consideration to purchase. They are narrowing and broadening their consideration set in unique and unpredictable moments." (Google 2019)
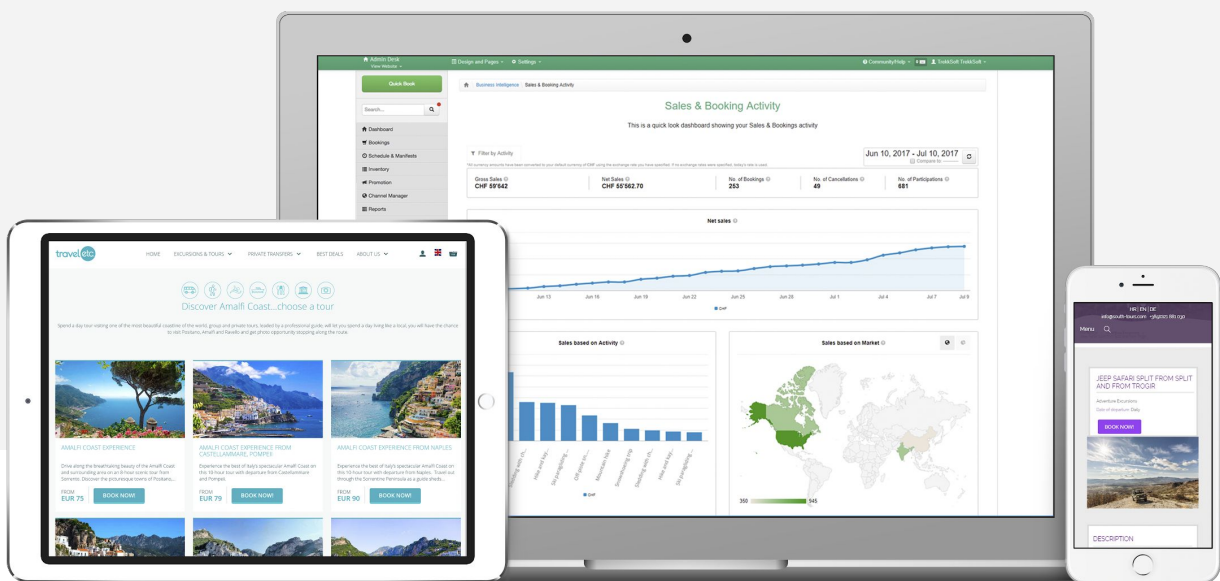
65 "Amazon wants to be a superapp, the mobile tool of choice to book flights, buy books, and make payments. In travel, flights are only the beginning." "Customers are already using Amazon beyond shopping," said Shariq Plasticwala, director of Amazon Pay. "They love the convenience we offer of shopping and paying — all in one single app." "Plasticwala said Amazon is delighted to partner with Cleartrip, which is powering the flight-booking services, available with cash-back discounts for all customers, and additional ones for Amazon Prime members, in the Amazon mobile app and on its website." (Skift 2019)

In the past year we've seen growth, consolidation, interesting turns and big developments in both the tourism and experience sector. We are intrigued to see what will be the new norm for travel in the future.

Stephanie Kutschera

Head of Marketing

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