

AMERICAN EXPRESS TRAVEL'S

2024 Global Travel Trends Report

The 2024 Global Travel Trends Report¹ uncovers the driving forces behind why people are traveling right now. While the preferences and motivations of global travelers vary nationally, generationally, and otherwise, one thing remains clear: they intend to make the most of their trips this year.

TRENDS AT A GLANCE

For the Love of the Game

Both internationally and domestically, fans are logging serious miles to witness their favorite sporting events firsthand.

Planning Big

Travelers are booking major trips, whether or not they have something to celebrate.

Going Solo

For deep relaxation, developing a new interest, or meeting new people, the focus on solo trips continues to rise.

On a Whim

With so much of life structured and scheduled these days, people are seeking flexibility in their travel plans and leaving room for spontaneity.

“PEOPLE ARE TRAVELING TO MAKE MEMORIES IN 2024.”

While everyone’s motivation for booking a trip is unique – whether it’s taking a quick solo weekend getaway to recharge or embarking on an expedition cruise or safari – the trips that are trending are sure to be transformative, and our American Express Travel Consultants are here to build dream itineraries and help every step of the way.

AUDREY HENDLEY
PRESIDENT, AMERICAN EXPRESS TRAVEL

84% of respondents plan to spend more or the same amount of money on travel in 2024 compared to last year

89% of respondents are planning on using ‘travel hacks’ such as traveling during off-peak times or using credit card points to save money on travel in 2024

77% of respondents care more about the right travel experience than about the cost of the trip

For the Love of the Game

It's not just about rooting for the home team: fans are planning trips around athletic events, whether it involves a favorite sport.

75% of respondents who plan to travel to a sporting event in 2024 will spend at least 3 hours getting there

67% of Millennial and Gen-Z² respondents (compared to **58% of all respondents**) are interested in traveling for sporting events in 2024

58% of respondents who are traveling for sports in 2024 will do so for soccer, basketball or Formula 1 racing

7-in-10 respondents (71%) consider themselves either a huge or casual sports fan – with growing up as a sports fan/following their parents and liking to play sports as the top reasons why

Almost 4-in-10 of respondents (37%) have plans to travel for sporting events in 2024

38% of respondents have plans to travel 6 hours or more for sporting events in 2024

Nearly 6-in-10 of respondents (58%) are interested in traveling for sporting events – with traveling to see their favorite sports team in person (**35%**) and a big sports/cultural event as top reasons why

Gen Z and Millennial respondents are interested in traveling to see their favorite sports team in person (**40%**) and a big sports/cultural event (**38%**)





Planning Big

Whether they're designed to commemorate a special event or checking a dream destination off a wish-list, "major" trips are on the rise.

65% of respondents are more interested in taking a major trip in 2024 than in previous years

72% of respondents would rather save money for a major trip than spend it on going out with friends

58% of Millennial and Gen-Z respondents want a travel agent or trusted advisor to help them book a major trip this year (compared to **52% of all respondents**)

63% of respondents who plan to visit more than one country on a single trip in 2024 plan to do so in Europe

66% of respondents agree that they are saving up for a major trip this year, and **most respondents (54%)** like to plan these trips 3-6 months in advance

For inspiration, travelers turn to friends or family (**52%**), social media (**39%**), and travel websites (**37%**)

Going Solo

Sometimes traveling alone is the way to go. For deep relaxation, developing a new interest, or meeting new people, solo trips can be hard to beat.

76% of Millennials and Gen-Z (compared to **69% of all respondents**) say they are planning on taking a solo trip in 2024

66% of respondents planning on traveling solo are planning a trip centered around self-love and treating themselves

60% of respondents planning on traveling solo this year intend to take two or more solo trips

57% of respondents agreed that they were more likely to travel solo for a quick weekend getaway than for a longer or more expensive trip.

Of the solo traveler respondents, 29% say that they'll be traveling to a new city, **27%** are traveling domestically, and **22%** are visiting beach or island destinations.





On a Whim

With so much of life structured and scheduled these days, people are seeking flexibility in their travel plans and leaving room for spontaneity.

78% of respondents say that spontaneous trips appeal to them

68% of respondents agree that they like to leave unplanned time in their trip to experience local culture/activities

77% of Millennials and Gen-Z have booked a last-minute trip before, compared to **65%** of Gen-X and **52%** of Baby Boomers

44% of respondents said they prefer to take a spontaneous trip instead of having all the details planned

Of spontaneous travelers, most respondents are planning to travel with family (**41%**), followed by traveling with a significant other (**35%**), **27%** solo or with friends (**20%**)

SURVEY METHODOLOGY

¹This poll was conducted between January 31 – February 8, 2024 among a sample of 2,005 US Adults, 1,007 Australia Adults, 1,002 Canada and UK Adults, 1,002 Japan Adults, 1,006 Mexico Adults and 1,005 India Adults who have at least a \$50k+ income equivalent and typically travel at least once a year. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2-4 percentage points. Some geographies may be weighted with fewer variables depending on local census data availability.

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