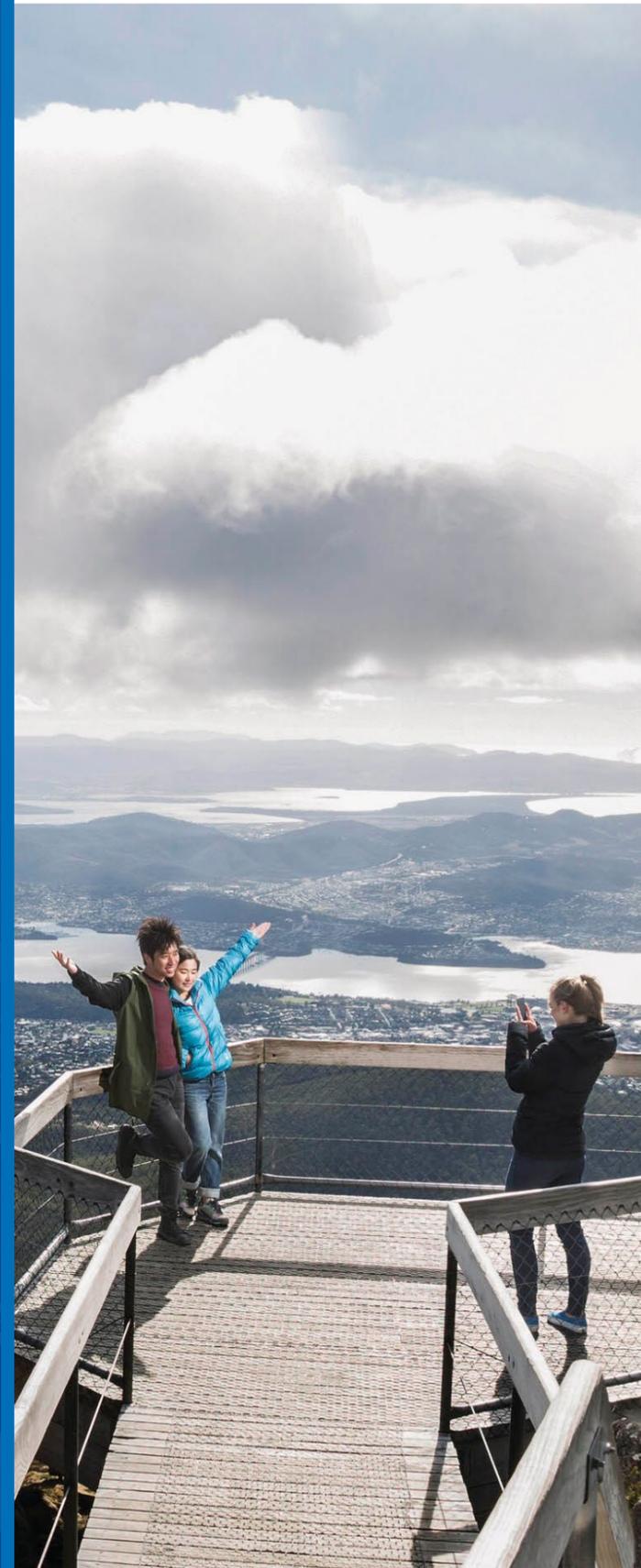




THE
CREATIVE
REIMAGINATION
OF TRAVEL:
Booking.com
REVEALS ITS 7
PREDICTIONS
FOR

20
23





Research
commissioned

24 000 +
travelers

32 countries and
territories

People around the world are feeling overwhelmingly more optimistic about traveling in 2023 compared to 2022. Despite some current instability felt globally, the mood is shifting from one of hopeful uncertainty to bold adaptability.

If 2022 was about the triumphant return of travel, 2023 will be about creatively reimagining it amidst the chaos. Nothing will be off limits, and everything will be on the menu as travelers seek to find the right balance in a world of contradictions.

To understand how travel will be reimagined in 2023, Booking.com commissioned extensive research with more than 24,000 travelers across 32 countries and territories, combining it with its insights as a leading digital travel platform to predict seven emerging travel trends.



Arjan Dijk

Senior Vice President and Chief Marketing Officer at Booking.com

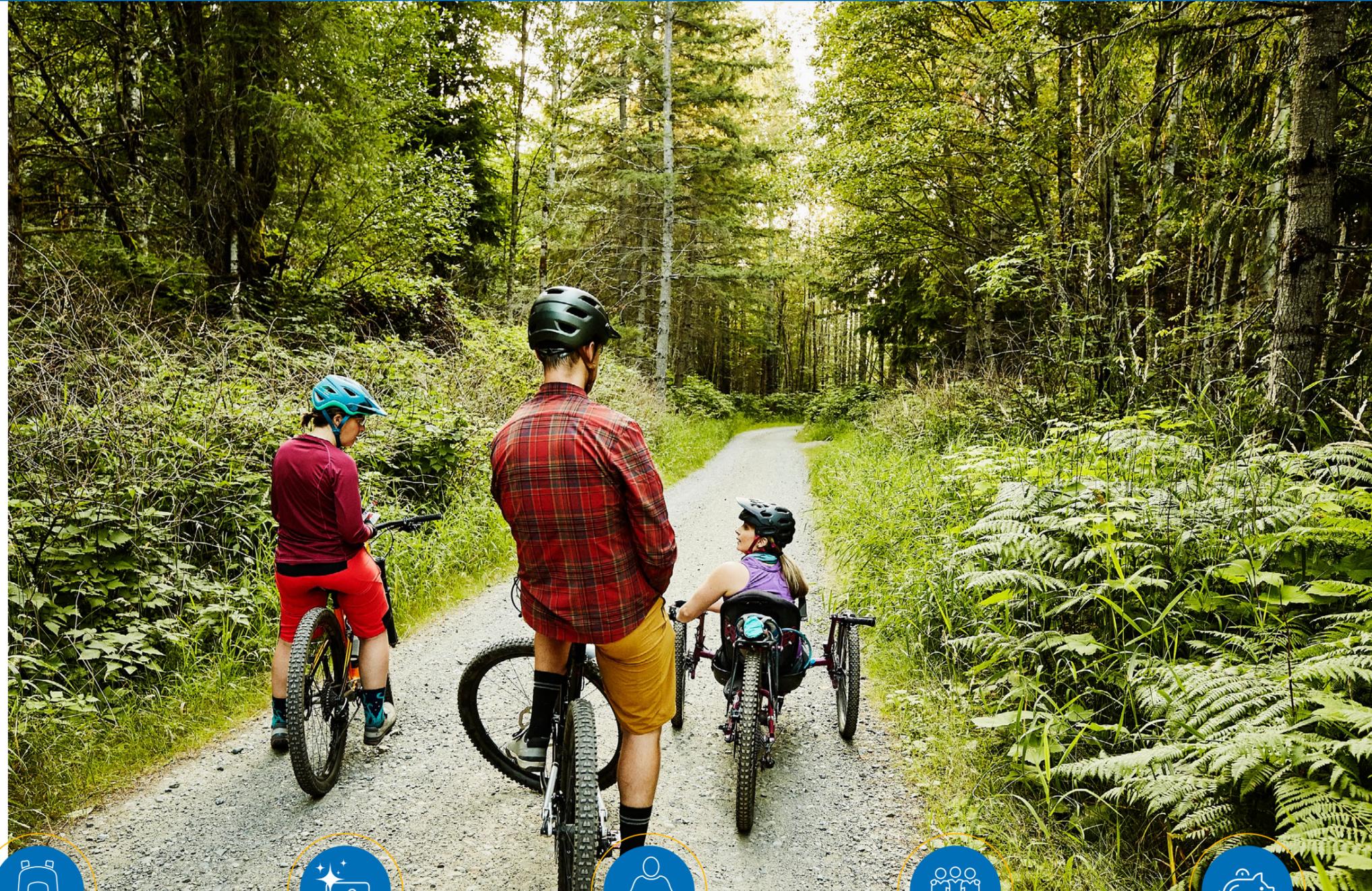


If the last few years have taught us anything it's that travel should not be taken for granted. This year's travel predictions research shows the undercurrent of intentional paradoxical behaviors that will put us all more comfortably in the driving seat amid the relentless instability.

It also demonstrates a desire for travel to be a way to seek unapologetic moments of happiness and escapism to counteract the heavy realities of our news feeds. At Booking.com, we will aim to continue to make it easier for everyone to seek their unique travel bliss in a more personalized and connected way in the year ahead and beyond.

Booking.com's 7 Predictions for the Creative Reimagination of Travel in 2023

Despite finding themselves in a multi-directional tug-of-war, this year's annual travel predictions foresee people navigating contradiction and chaos in their travel choices, with nearly three quarters (72%) reporting that traveling will always be worth it despite current global upheaval and instability.



Preppers in
Paradise



Virtual
Voyagers



Delight in the
Discomfort Zone



Glamorizing the
Good ol' Days



Peace and Pleasure
Pilgrimages



From Daily
Grind to Great
Company Escape



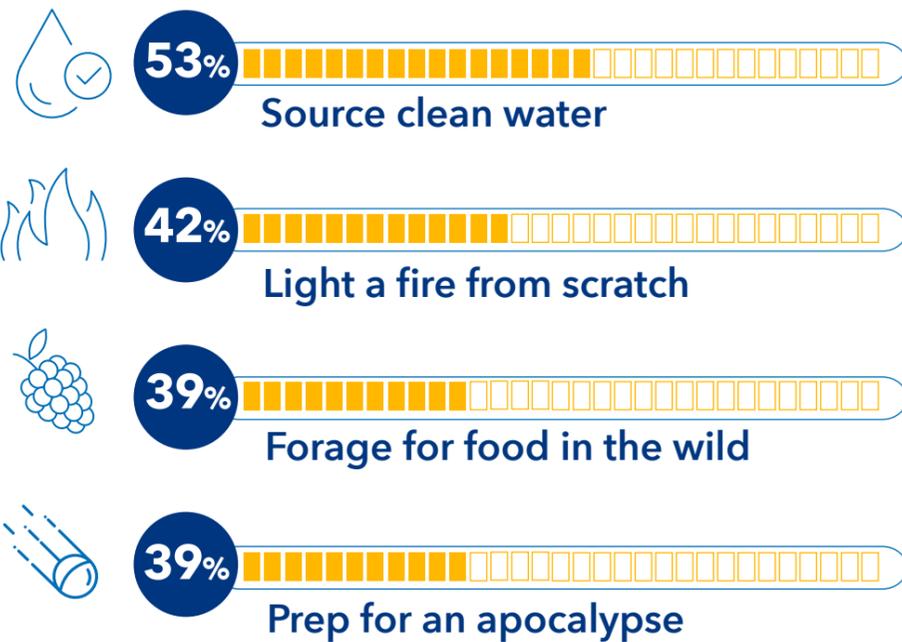
Saving to
Splurge

Preppers in Paradise

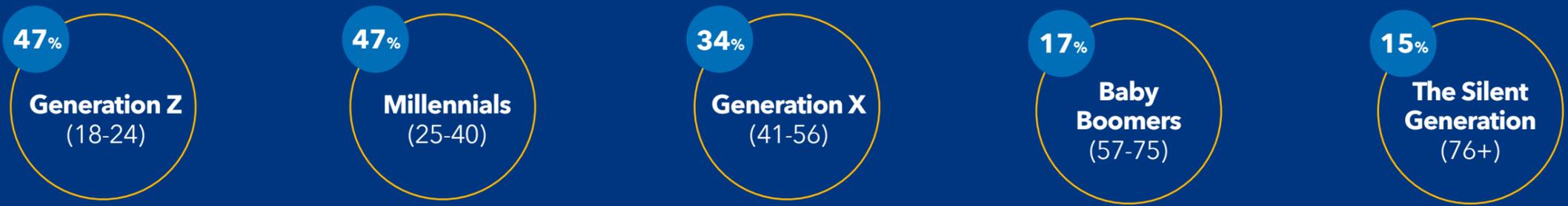
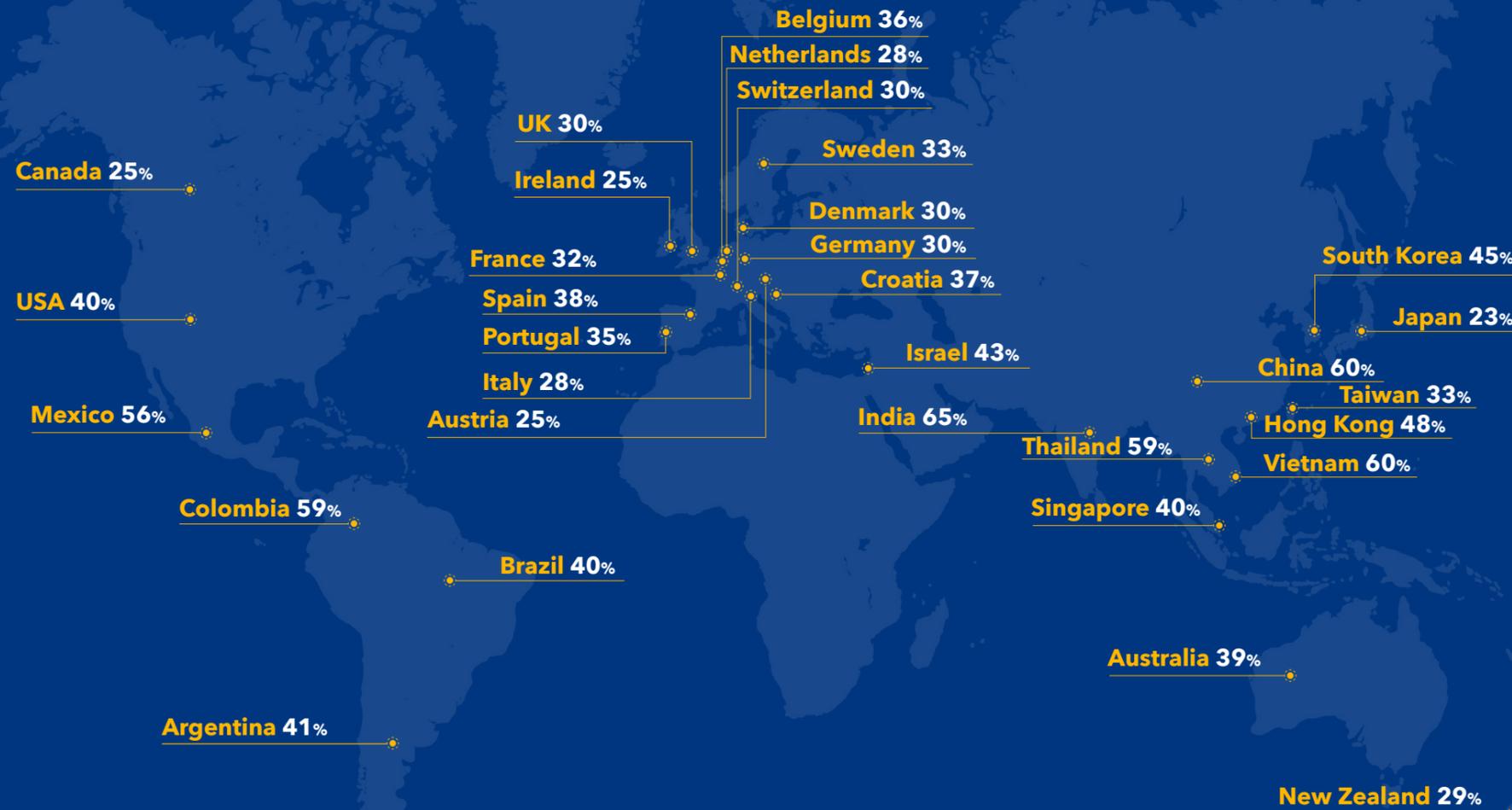
Camouflaged cabins, campfire cuisine and compasses; going off-grid will never be more sought after than in 2023.

Nearly half (44%) of global travelers want their travel experiences to have a more back-to-basics feel to experience life with only the bare necessities, while 55% are looking for 'off-grid' style vacations to switch off and escape from reality.

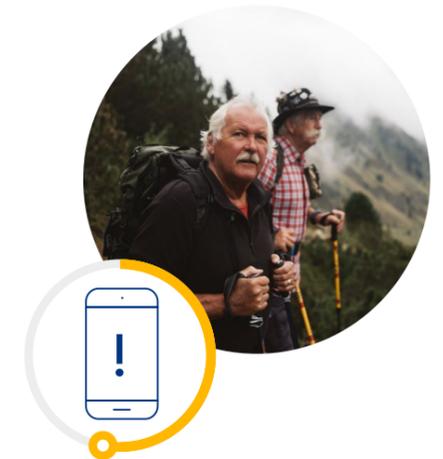
58% are even keen to use travel as an opportunity to learn survival skills in 2023 including how to:



Travelers per market who are looking to use travel in 2023 as an opportunity to prep for an apocalypse:

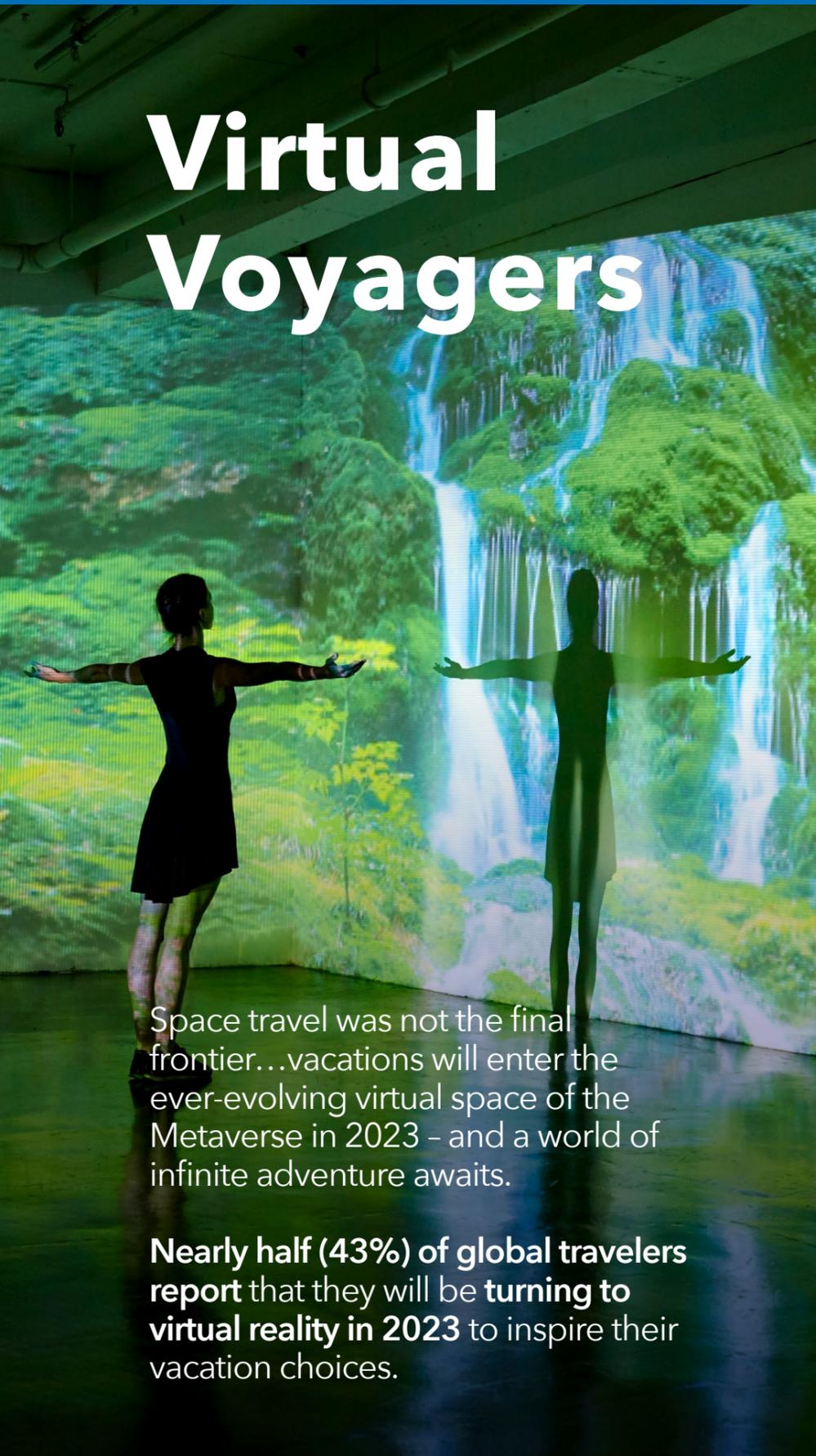


An increase in wilderness survival schools where travelers can learn these skills are predicted to pop up around the world. Expect to also see more eco-friendly, earthy stays springing up to accommodate burnt-out city dwellers searching for simplicity - as well as accommodations offering guidance for guests on how to be more self-sufficient, such as sourcing and preparing their own meals.



Still, over half (53%) have a non-negotiable requirement: phone and internet connection at their destination is essential - so expect this cohort to be weathering the wilderness with 5G.

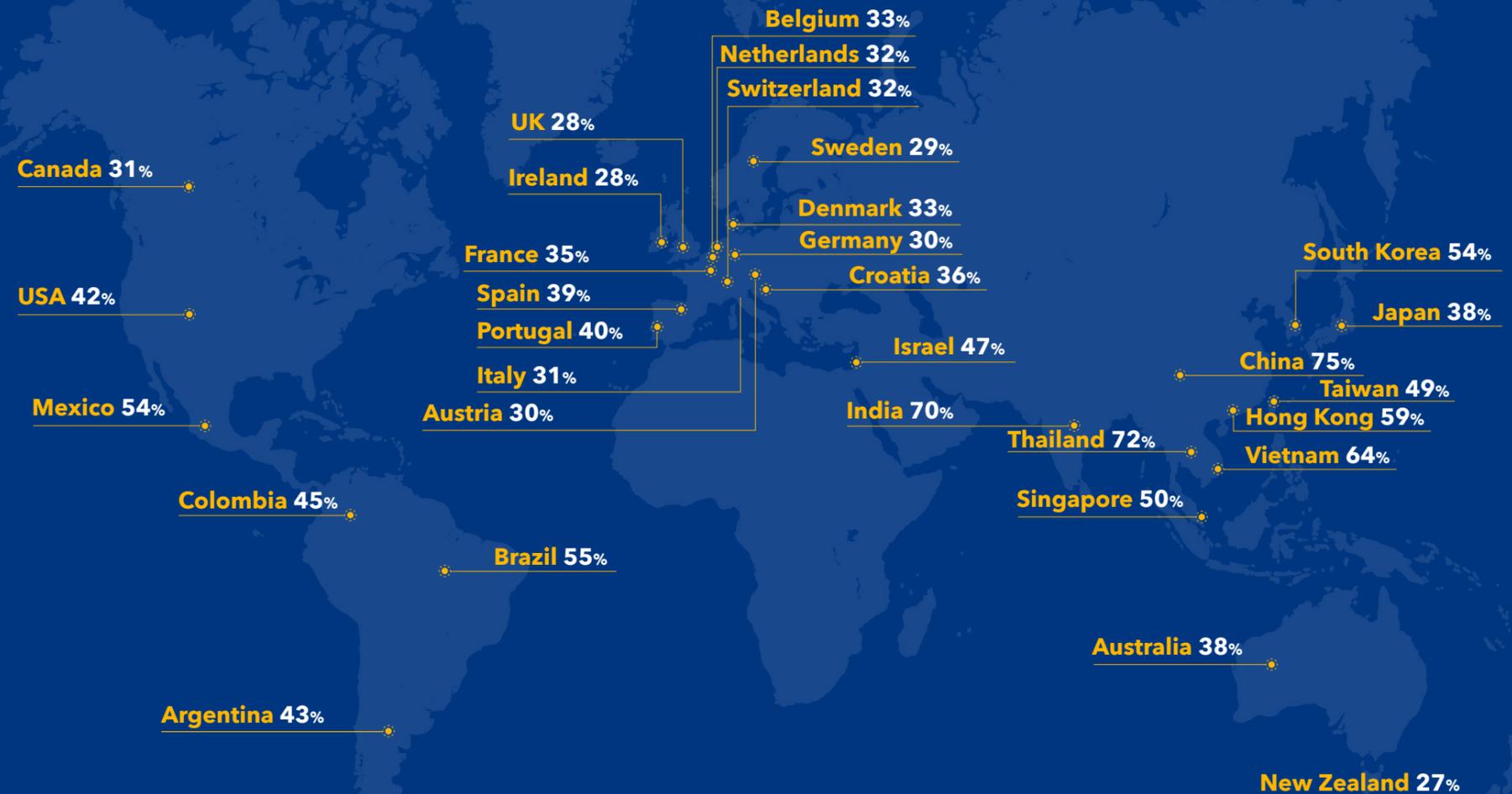
Virtual Voyagers



Space travel was not the final frontier...vacations will enter the ever-evolving virtual space of the Metaverse in 2023 – and a world of infinite adventure awaits.

Nearly half (43%) of global travelers report that they will be turning to virtual reality in 2023 to inspire their vacation choices.

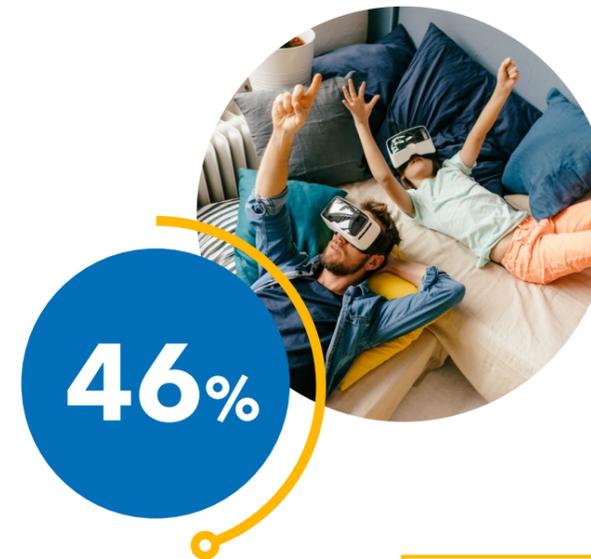
Travelers by market who are turning to VR next year to inspire their vacation choices:





Over a third (35%) of travelers are keen to embark on a multi-day VR travel experience; and this will be more than just 'try before you buy.' In a year when Metaverse worlds will begin replicating and reimaging destinations, travelers will no longer be limited by physics and can experiment with different travel experiences.

Travelers will also become bolder in their real-life trip choices, after being able to visit them in the Metaverse first via their online avatars - especially handy for those who might feel anxious about trying somewhere new:



are more likely to travel to destinations that they wouldn't have previously considered after virtually experiencing them



While the Metaverse will offer a new way to experience travel in 2023, it won't stop people from booking a ticket to their next destination, with **60% agreeing that a virtual experience is not fulfilling enough to check it off the bucket list**



Delight in the Discomfort Zone

Whether it's bottled-up energy, pent-up frustration or a new lease on life, the world is ready to dive into different cultures and new experiences headfirst in 2023. Forget the usual favorites, travelers will be seeking unique vacations that shock, surprise and delight.

50% of global travelers want to experience complete **culture shock**

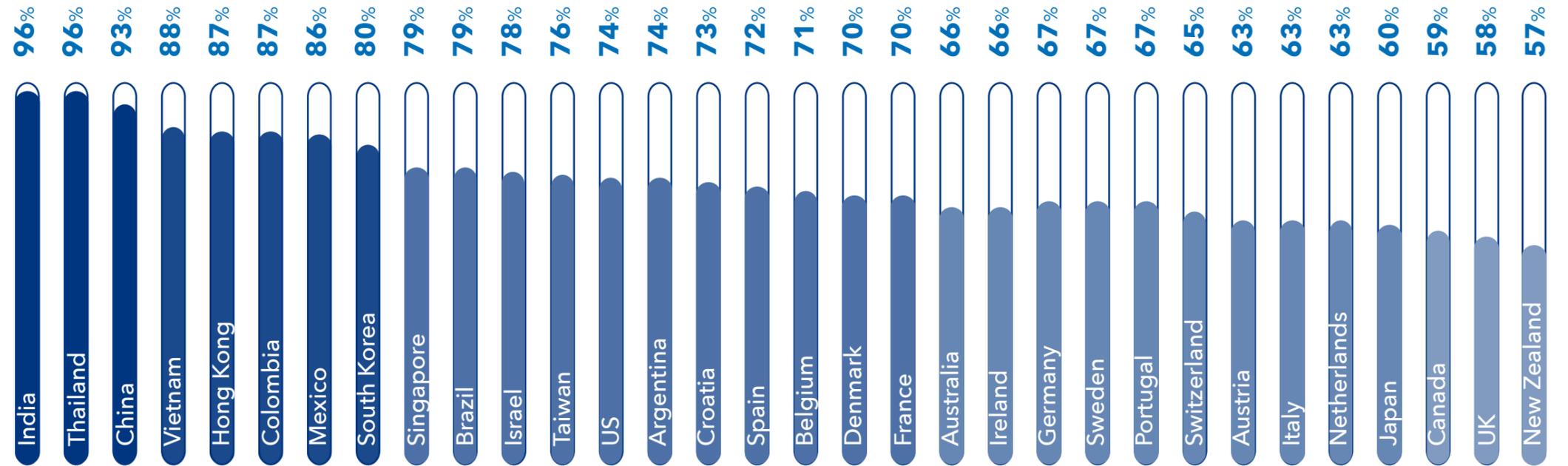
51% want to travel somewhere with completely **different cultural experiences and languages**

30% are keen to explore lesser-known cities with **hidden gems** that aren't already on the radar





Nearly three quarters (73%) are looking forward to experiencing 'out of comfort zone' travel that pushes them to the limits:



As a result, there will be an influx of niche experiences encouraging people to push their travel escapades to the extreme:



47%



are up for eccentric eating e.g. tasting the most expensive truffle or the hottest chili pepper



38%



are open to extra-terrestrial exploration e.g. UFO or alien spotting trips



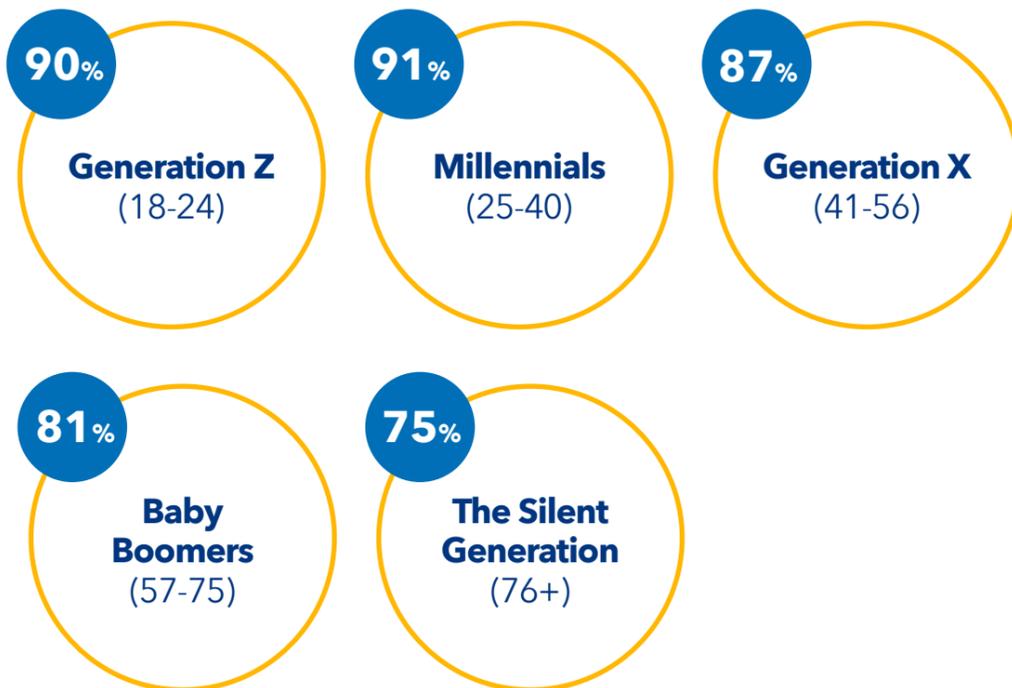
This 'culture shock' traveler is also partial to throwing caution to the wind, with three in ten (28%) wanting to buy a one-way ticket in 2023 and follow their instinct wherever it takes them.



Glamorizing the Good ol' Days

Amid global instability and the desire for escapism, people intend to carve out travel experiences that harken back to simpler times in 2023, with many (88%) wanting the thrill of reliving the glory days with nostalgic getaways.

In fact, there's a desire across all generations - but even more so for millennials and Gen-Zs who never lived it - to disappear into the romanticism of a pre-digital era:





Travelers of all generations are increasingly seeking activities that allow them to live like kids again such as theme parks, escape rooms and scavenger hunts - no longer forfeiting play in favor of rest and relaxation.

61%

are planning travel that allows them to live like kids again



60%

Generation Z
(18-24)

67%

Millennials
(25-40)

59%

Generation X
(41-56)

40%

Baby Boomers
(57-75)

21%

The Silent Generation
(76+)

With millennials now the parents of young kids, they will be first to book emerging era-themed accommodation that transports them back to a time they hold close to their hearts, and will likely be doing so with family by their side (52%) with 'family reunion' multi-generational trips top of the travel agenda in 2023.



Peace & Pleasure Pilgrimages

Travel is set to take 'mind, body and soul' wellness to the next level in 2023 - a fully immersive, no-holds-barred approach to attaining peace and pleasure including less conventional ways to feel bliss.



44%

want to recenter the mind on a meditation and mindfulness getaway



36%

seek to try plant-based substances such as cannabis or psychedelics like ayahuasca or mushrooms for an elevated spiritual experience



42%

are keen to go on a health hiatus that focuses on mental health, transformative health or helps with life milestones such as a menopause or pregnancy retreat



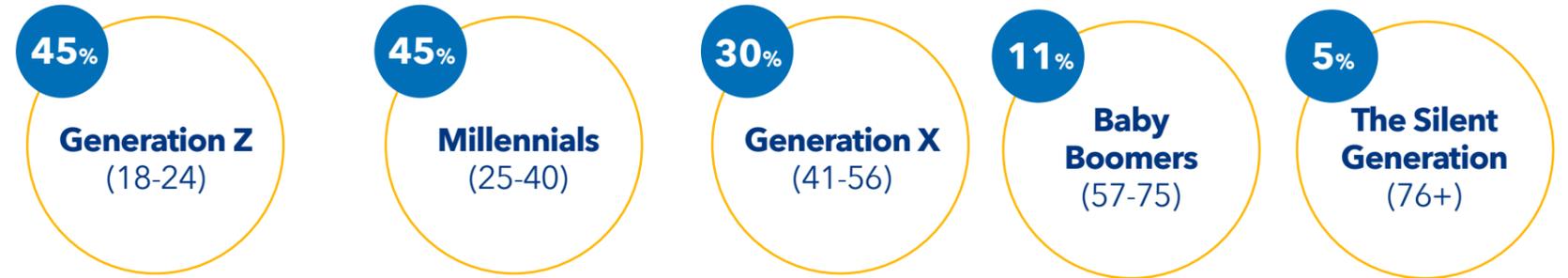
40%

aim to find peace at a silent retreat

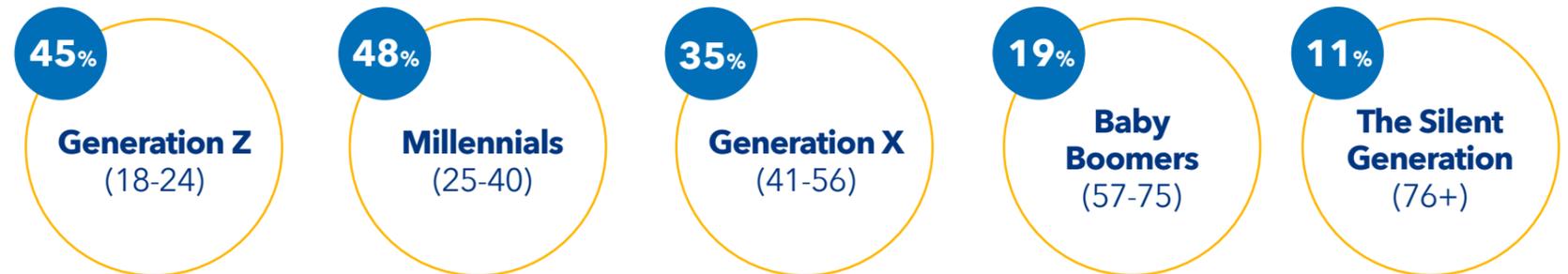




Globally it is the younger generations who are most keen to try **plant-based substances** for an elevated spiritual experience

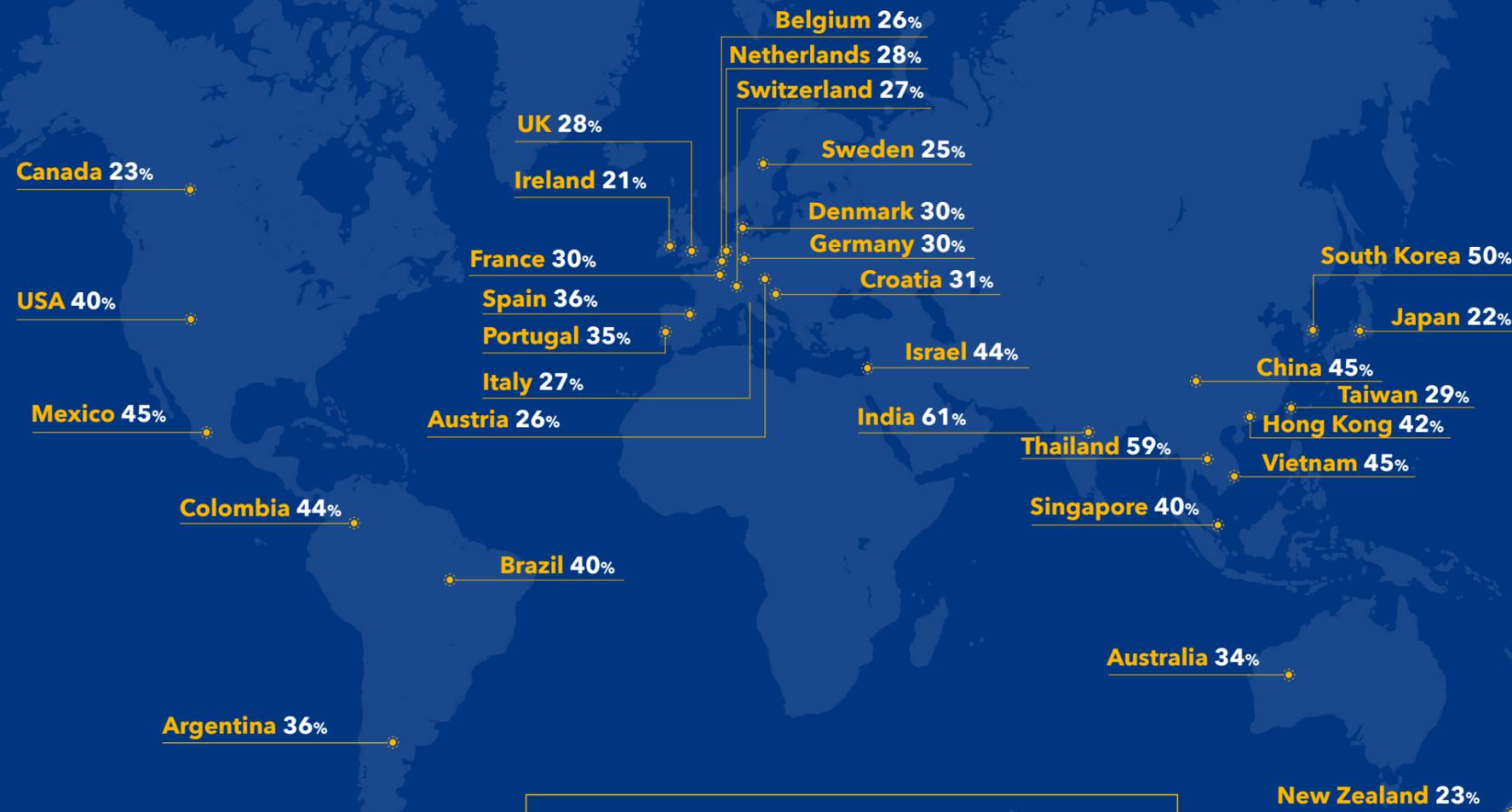


It's Millennials & Gen Z who are most likely to **find peace at a silent retreat** too:



Increasing conversations in the public sphere around sexual wellbeing, pleasure and orientation are encouraging more people to explore their sex lives. **More than a third (36%) are keen to take time away on an erotic escape, with India leading this trend (61%).**

Market breakdown of travelers who are keen to take time away on an erotic escape:



Polyamorous retreats, bondage camps and resorts dedicated to helping people delve into specific fetishes and kinks are predicted to become more mainstream in 2023, providing a safe space for travelers to explore their sexual desires away from home.



From Daily Grind to Great Company Escape

Traveling for business will be back on the agenda in 2023. But unlike business trips before COVID, employees are seeking more opportunities to build team camaraderie in real life:



44%

of the global workforce say that their employer is planning a 'real life' work trip in 2023 to bring people together who now largely work remotely



51%

would like to see their employer use the money saved from the shift to remote/hybrid working models spent on corporate travel or retreats

53%

Generation Z
(18-24)

57%

Millennials
(25-40)

46%

Generation X
(41-56)

30%

Baby Boomers
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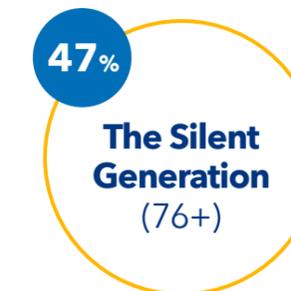
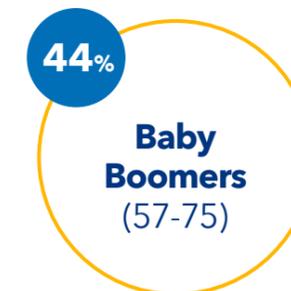
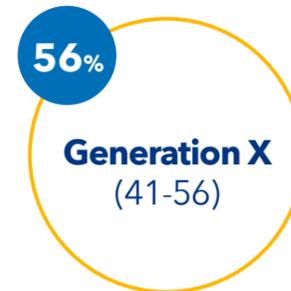
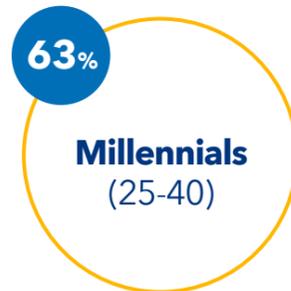
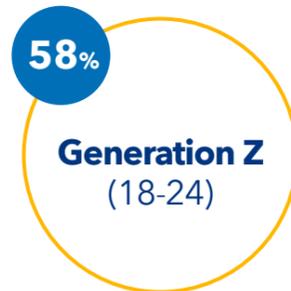




In response, 2023 will see a rise in destination business retreats with a focus on strengthening relationships and corporate recreation rather than work. Think 'survivor' themed trips at luxury cabins or country farmhouses complete with outdoor adventure activities, or crime-centric escapes where spy school and CSI simulations double as sight-seeing scavenger hunts. Businesses stand to see benefits, too:



of workers around the world believe exploring new places inspires them to be more productive at work



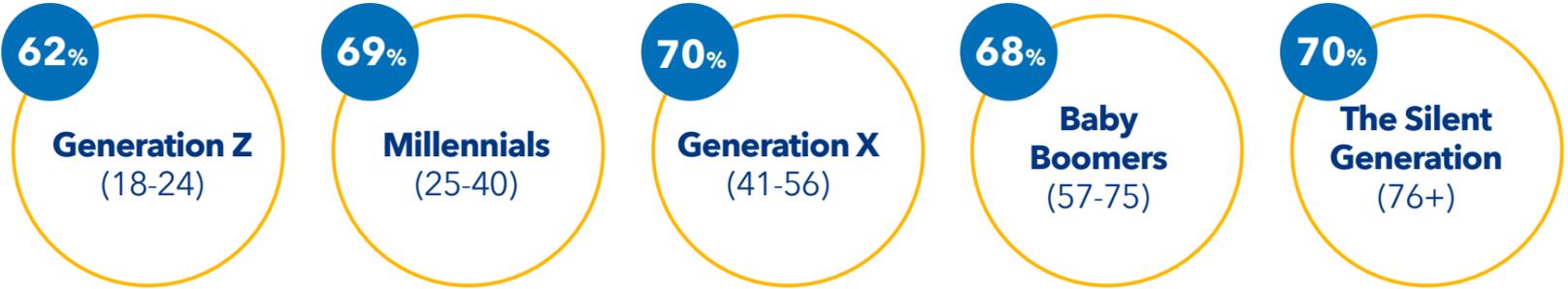
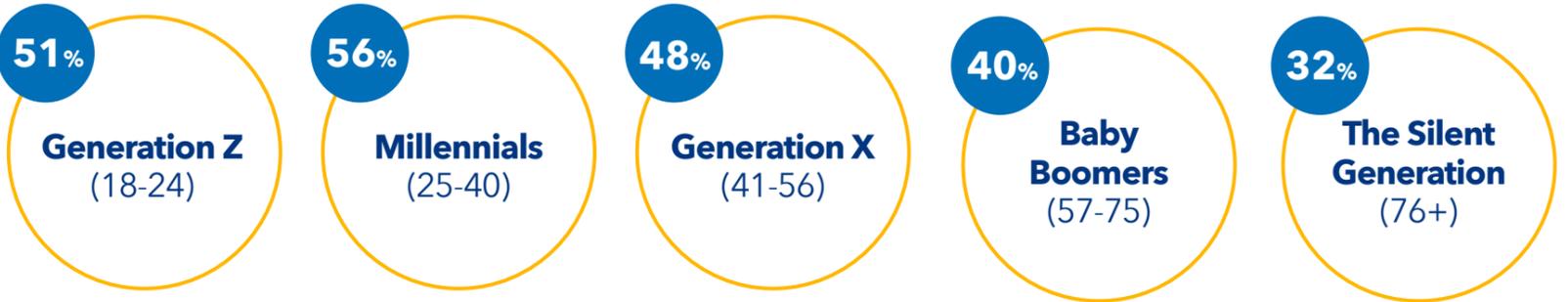
A step change from the 'work from anywhere' policies, employees are increasingly keen to preserve vacation time for complete escapism. Two thirds (66%) want their trips to be strictly work free in 2023, while almost half (49%) are not interested in working while away, they would consider clocking in for a company retreat or trip.

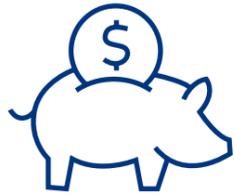




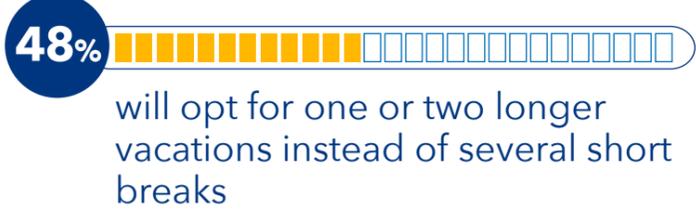
Saving to Splurge

With the background of global economic uncertainty, travelers will still continue to prioritize travel in 2023 but will be more mindful over maximizing their travel budget and what takes precedence.





As a result, 2023 will see financially savvy itinerary curation at its finest, with people planning travel budgets more tightly by taking advantage of deals, hacks and smartly-timed travel (63%) and prioritizing value for money with discounts and loyalty programs (60%).



Yet many travelers are surprisingly prepared to dial up their spend – and even splurge – on the components of their trip that mean the most to them: 49% admit that they plan to be more indulgent while on vacation to make up for the lack of travel during the pandemic, while 43% plan to spend lavishly to ensure every experience is the absolute ultimate.

Methodology

¹ Travel Predictions 2023 research commissioned by Booking.com and conducted among a sample of adults who plan to travel for business or leisure in the next 12-24 months. In total 24,179 respondents across 32 countries and territories were polled (including 1014 from Argentina, 1006 from Australia, 505 from Austria, 504 from Belgium, 1009 from Brazil, 503 from Canada, 1009 from China, 1010 from Colombia, 505 from Croatia, 505 from Denmark, 1010 from France, 1001 from Germany, 500 from Hong Kong, 1005 from India, 504 from Ireland, 504 from Israel, 1008 from Italy, 1003 from Japan, 504 from Mexico, 502 from The Netherlands, 1007 from New Zealand, 1009 from Portugal, 507 from Singapore, 1008 from South Korea, 1001 from Spain, 505 from Sweden, 508 from Switzerland, 500 from Taiwan, 504 from Thailand, 1006 from the UK, 1009 from the US and 504 from Vietnam). Respondents completed an online survey in August 2022.



About Booking.com

Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com's mission is to make it easier for everyone to experience the world whenever it's safe to do so again. By investing in the technology that helps take the friction out of travel, Booking.com seamlessly connects millions of travelers with memorable experiences, a range of transportation options and incredible places to stay - from homes to hotels and much more. As one of the world's largest travel marketplaces for both established brands and entrepreneurs of all sizes, Booking.com enables properties all over the world to reach a global audience and grow their businesses. Booking.com is available in 44 languages and offers more than 28 million total reported accommodation listings, including more than 6.6 million listings of homes, apartments and other unique places to stay. No matter where you want to go or what you want to do, Booking.com makes it easy and backs it all up with 24/7 customer support.

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