

eBook

# Travel Trends Report 2024

A deep dive into the latest trends and marketing insights for digital-first travel brands.

SEMETRICAL

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## INTRODUCTION

# A guide for digital-first travel brands

The travel industry is experiencing profound changes driven by post-pandemic recovery, innovations in **digital technologies**, **cost of living** struggles, and **social trends** that are set to influence the masses.

Understanding these travel and consumer trends is crucial for businesses and stakeholders within the travel industry to **navigate this transformative period effectively**.

We delve into the emerging travel trends of 2024, providing a comprehensive analysis of consumer behaviours, preferences, and brand expectations.



By examining the latest data and market research, we aim to highlight key factors influencing travel decisions, such as sustainability, personalised experiences, and the integration of advanced technologies like artificial intelligence and virtual reality.

Our insights are designed to **equip industry players with the knowledge needed to adapt to the evolving demands of the modern traveller**, optimise their offerings, and strategically position themselves in a competitive market.

Whatever travel-related product or service you sell, this report offers valuable perspectives to help you anticipate trends, enhance customer satisfaction, and **drive growth in 2024 and beyond**.



SECTION 1

# Travel during a cost of living crisis





# How does the cost of living crisis impact consumer travel and purchasing?

The cost of living crisis has hit Brits hard, with many households being forced to make spending cuts. Despite these financial struggles, **one-third (33.5%) of Brits plan to increase their spending on holidays in 2024**, while just over a quarter (27.1%) will reduce their spending.

On a wider scale, more than **half of Europeans (54%)** expect to spend more money on travel in 2024 than they did last year, but the **majority (87%) will try to cut costs where possible** while doing so. This includes booking more affordable accommodation (27%) and reducing spending while on holiday (27%).



## Does holiday spending vary by demographic?

The **pressure to cut back holiday spending is being felt more among the younger generations**, notably Gen Z and Millennials. Meanwhile, those over the age of 60 are less likely to be impacted.

More **affluent households are less likely to change their travel spending habits** due to the cost of living since higher earners are least likely to have weakening finances. As such, it will be the 20% most affluent households continuing to make up more than a third of consumer spending and looking to travel more, while low-middle and middle-income households spend less.

# What can brands do to cater for consumers feeling the pinch?

Consumer-facing travel brands must make an effort to improve their pricing strategies in order to make consumers more willing to part with their cash.

## Competitive pricing

Travel brands should continuously monitor market trends and competitor pricing to ensure their offerings are attractively priced. Make use of **dynamic pricing models** based on seasonality and demand, and be transparent. Avoid hidden costs to build trust and encourage more sales.

## Promotional discounts and offers

Promotional discounts and special offers can significantly boost consumer interest. Consider **early bird discounts, last-minute deals, seasonal promotions, and bundle packages**.

## Flexible payment options

Flexible payment options make travel more accessible by spreading the cost over time, reducing the immediate financial burden on consumers. Consider implementing **buy-now-pay-later** technologies into your booking processes and rethink your cancellation policies. Consumers are more likely to book a holiday that has **free cancellation or amendment policies**.

## Personalised pricing optimisation

Leveraging data analytics to understand consumer behaviour and preferences enables brands to tailor their pricing strategies. **Personalised offers based on past travel history**, preferences, and booking patterns can increase conversion rates.

## Value-added pricing

Offering value-added services, such as free upgrades, complimentary meals, or exclusive access to amenities, can enhance perceived value. Ensuring that consumers feel they are **getting more for their money can justify higher price points and encourage bookings**.

## SEMETRICAL CASE STUDY

# Your Overseas Home's Cost of Living Campaign



### THE GOAL

Increase brand awareness and build quality backlinks from top-tier media.



### THE STRATEGY

We created 'The Overseas Cost of Living Index' that compared the cost of everyday staples to see which European countries offer the most value for money. We then outreached the story along with a visual asset to relevant press.

### THE RESULTS

66%

Link to coverage rate

40

Items of media coverage



SECTION 2

# Travel trends for 2024



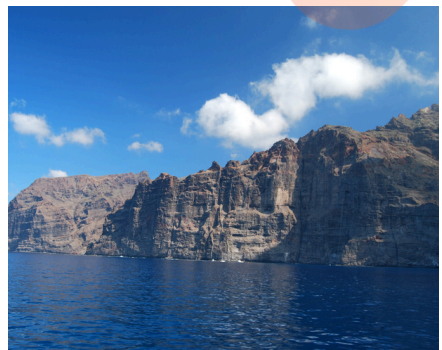


## SEARCH TRENDS

# Most popular travel destinations 2024

Exploring UK search terms for 'flights to...', we reveal trending travel destinations for Brits in 2024.\*

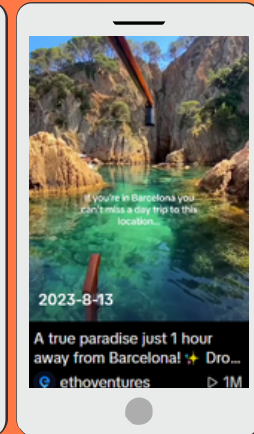
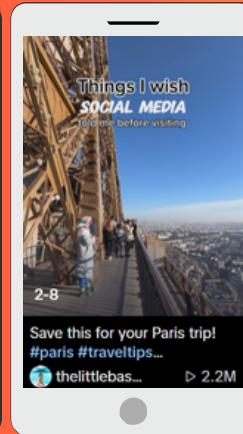
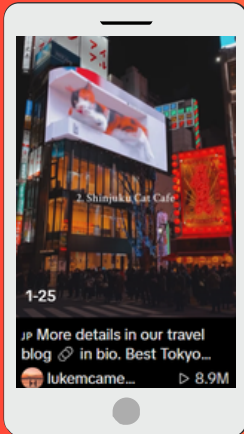
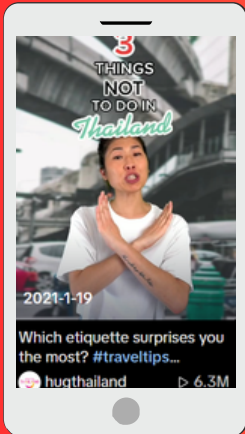
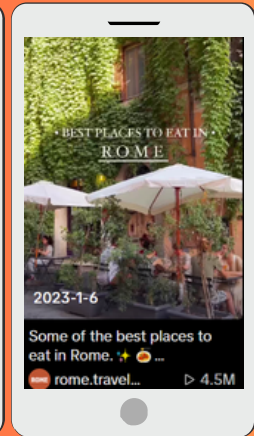
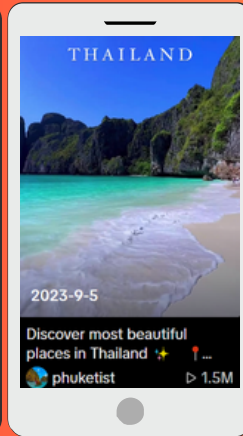
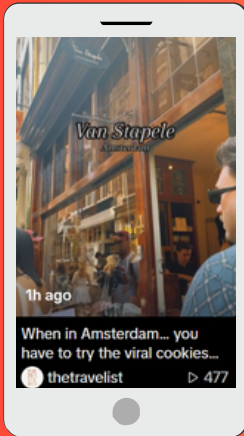
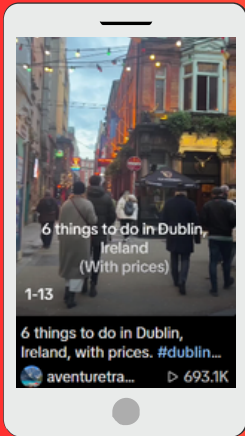
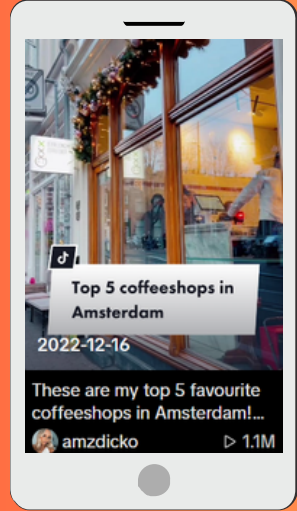
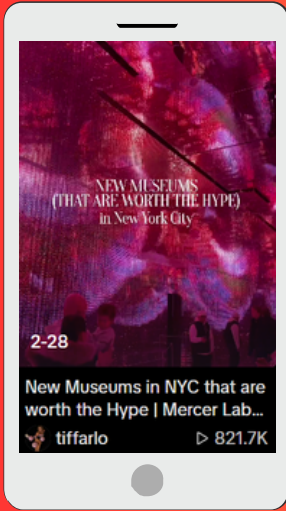
	Destination	Search volume
1	Amsterdam	81,000
2	New York	57,000
3	Tenerife	50,000
4	Dublin	50,000
5	Australia	48,000
6	Paris	47,000
7	Dubai	45,000
8	Alicante	43,000
9	Thailand	40,000
10	Barcelona	39,000
11	Malaga	35,000
12	Edinburgh	29,000
13	Japan	27,000
14	Turkey	26,000
15	Rome	26,000



\*According to Ahrefs data (June 2024).

# EXAMPLES

## Creative destination-inspired TikTok videos



## Are staycations still popular?

Searches for glamping peaked in 2020 during the height of the COVID-19 pandemic, however, since then popularity has levelled-out.

Nonetheless, there are still 42,000 searches in the UK for 'glamping' every month. It appears that **glamping has become even more popular than camping** this year, with searches for 'camping' only reaching 31,000 per month.

Popular related searches around glamping include 'glamping pods' with a monthly volume of 22,000 and 'glamping with hot tubs' with 20,000. Another trending search this year is 'Johnny Vegas glamping' with 18,000 monthly searches.

## Where do Brits like to glamp?\*

	Top UK glamping destinations	Monthly search volume
1	Exeter	17,000
2	Northern Ireland	10,000
3	Lake District	9,500
4	Scotland	7,700
5	Yorkshire	6,000



\*According to Ahrefs 'glamping in [Location]' (June 2024).

## EXAMPLES

# Glamping content ideas with search-potential

ACCORDING TO ANSWER THE PUBLIC

Google

What is glamping



Google

Are glamping pods warm



Google

Can you go glamping in winter



Google

Glamping what to take



Google

When did glamping become popular



Google

Where does glamping originate



Google

Why is glamping so expensive



Google

Glamping with dogs



Google

Glamping without a car



Google

Glamping vs hotel



Google

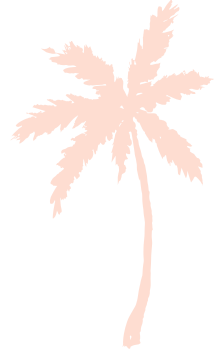
Glamping vs camping





## SEMETRICAL CASE STUDY

# Cementing international brand authority



Semetrical was enlisted to drive organic visibility and establish Your Overseas Home as the go-to website for those looking to buy property abroad.



### THE GOAL

Increase traffic volume to Your Overseas Home's website and improving its organic rankings.

A technical SEO audit and consultancy was crucial to ensure crawlability, indexability, and site optimisation.

We launched PR stories, reactive pitching, and data-led campaigns to gain coverage.



### THE STRATEGY

## THE RESULTS

2-MONTH PERIOD



**+700%**

Organic traffic

**82**

Items of PR coverage

**+7**

Domain rating increase

## SEARCH TRENDS

# How are Brits searching for flights?

## Google Flights is taking over the SERPs

Google Flights is the search engine's easy way for users to find and book cheap flight options to anywhere in the world.

Search volume data\* reveals that Google's flight search feature has become the number one way to book flights in the UK, surpassing going directly to airline websites, using other online travel agents, like Kayak, or even flight comparison sites, like Skyscanner.

Google Flights appears as a search result snippet when users search for flights online, and as we all know SERP features take up 50% or more of the first page of the result and driving the most traffic.

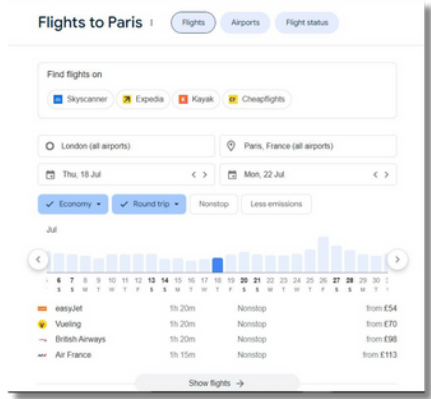
In fact, securing the top spot could earn you a 34.2% click-through rate.

	Destination	Search volume
1	Google flights	1,100,000
2	Easyjet flights	180,000
3	TUI flights	134,000
4	Ryanair flights	125,000
5	British Airways flights	59,000
6	Skyscanner flights	56,000
7	Emirates flights	43,000
8	Kayak flights	28,000
9	Virgin flights	22,000
10	KLM flights	22,000

\*According to Ahrefs data (June 2024).

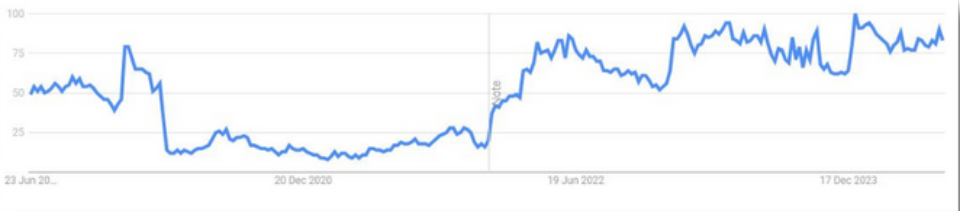
The screenshot shows a flight search interface titled "Flights from London". It features a search bar with "London (all airports)" selected and a field for "Enter a destination". Below the search bar, there are two flight options listed: "Barcelona 9-18 Sept" with a "LOW PRICE £35" and "Palma 15-24 Jul" with a "LOW PRICE £36". At the bottom, there is a "Show flights →" button.

When searching for flights to a particular destination, for this example we used 'flights to Paris', Google will return a comprehensive flight comparison snippet like so:



Search trends data shows that this hasn't always been the case, with Google Flights only gaining popularity post-pandemic and rising ever since. The same applies for hotel comparison searches too.

Google Flights and Google Hotels have been dominating the search results, stealing away traffic from other travel sites. While this offers an improved user experience, online travel agents feel the hit as a result. In this landscape, if you manage to rank in positions nine or ten, you still might not make it to page one due to Google's SERP features taking up the majority of page.



### What can travel sites do about this?

**SEO has never been more important for travel sites**, not only to be listed just below Google Flights and Hotels snippets, but to possibly outrank it.

First and foremost, you'll have to follow SEO best practices, including top-notch content, on-page SEO, technical SEO, and building backlinks. Moreover, Google evaluates your site's suitability and technical readiness for integration, which means you'll also have to ensure your site meets Google's requirements for integration, such as direct booking capabilities and transparent pricing.

Need some help? [Get in touch](#).

## SEMETRICAL CASE STUDY



# Sky-high traffic for world-class private jet company

Semetrical partnered with a leading luxury private jet charter company to drive growth.



To improve organic traffic to location-specific and flight route pages to feed into the wider business goal of improving lead generation through online enquiry forms.

### THE GOAL

A killer SEO content strategy that began with granular keyword research and landscape gap analysis, followed by the creation and optimisation of more than 40 location, route, and specialist pages for their private jet service offering.



### THE STRATEGY

### THE RESULTS

YEAR-ON-YEAR



Organic traffic

**+500%**

Impressions

**+1000%**



# Top holiday types 2024

	Holiday type	Uk monthly search volume	Global monthly search volume
1	All inclusive holidays	114,000	132,000
2	City breaks	66,000	77,000
3	Cruise holiday	18,000	26,000
4	Ski holidays	18,000	22,000
5	Villa holidays	21,000	24,000
6	Disney holidays	11,000	12,000
7	Beach holiday	9,900	12,000
8	Family holiday	7,400	13,000
9	Safari holidays	6,400	8,900
10	Golf holidays	6,400	8,600
11	Luxury holiday	5,000	9,600
12	Adults-only holidays	3,900	4,300
13	Spa weekends	1,600	2,200
14	Group holidays	1,200	2,300
15	Honeymoon holidays	1,200	2,700

According to Ahrefs data (June 2024).

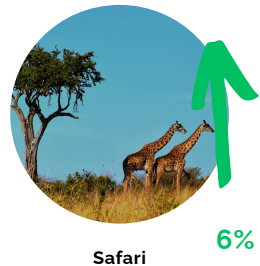


# Niche travel is in-demand

Niche travel refers to specialised travel experiences tailored to specific interests, hobbies, or demographics. Unlike traditional travel, which often focuses on popular destinations, niche travel caters to unique preferences and offers more personalised and often more immersive experiences.

Examples of niche travel could be anything from trekking in the Himalayas, diving in the Great Barrier Reef, taking cooking courses in Rome, or going on a wellness retreat in Bali - you get the picture.

We've looked at the **top niche travel categories** (according to Google) to find out how popular\* each has become in the past year:



\*Based on the number of social mentions on Meltwater between Jan and July 2024.

# The rise of eco-friendly tourism

There has been a **rise in popularity of eco-friendly holidays** and low carbon travel in recent years as consumers become more aware of the impact of travel on the environment and communities. Travelling sustainably refers to reducing your impact both through the modes of transport you choose and how you behave in your travel destination too. It can also be known as responsible tourism.

In 2024 alone, there were almost 89,000 mentions of eco travel on social media, compared to around 79,000 in the previous period. This represents a 9% increase! Not to mention, in terms of market size, the eco-tourism sector was worth \$172.4 billion in 2022 and is expected to reach \$374.2 billion by 2028.



Social data\* shows that the **sentiment towards sustainable travel is positive** for the most part, with 53.3% of online content registering positive sentiment compared to just 1.5% negative.

So, if you have sustainable measures in place, it's definitely worth shouting about it.

From hotels reducing water usage, building saltwater pools, and linen cleaning every other day, to a food waste reduction scheme for your all inclusive buffet, consumers want to know that you're doing your part for the environment. Why not take it even further and actively contribute with beach cleans or carbon-offsetting initiatives?

## Consider taking the train

More climate-friendly than flying

07:35 – 11:18 2h 43m 1 change

11:05 – 14:48 2h 43m 1 change

Search trains →

**Google is already taking note too**

The search results for flight-related queries often also return a second snippet, which provides a more climate-friendly alternative to flying to your chosen destination.

\*Based on the number of social mentions on Meltwater between Jan and July 2024.

# Digital transformation in the travel industry

Rewind to twenty years ago, when we wanted to book a holiday we'd pick up the phone or head on down to our local travel agents. Fast forward to the present day and things couldn't be more different. Technology has become a key part of the industry and a must-have integration for brands.



## Online bookings

Approximately 90% of people do research for holidays online and **80% of people book holidays online.**

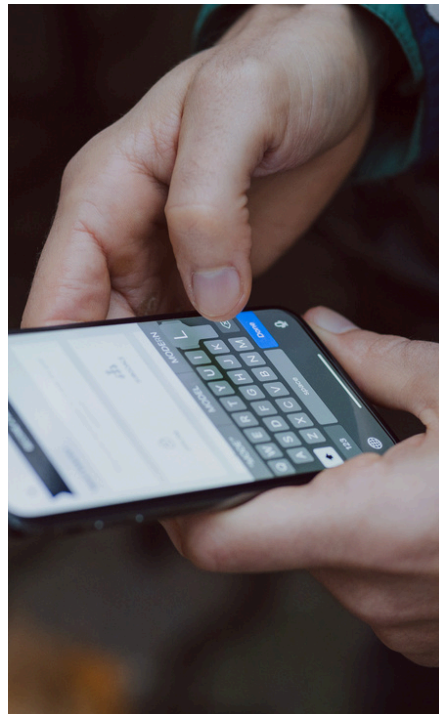
In addition to booking direct, metasearch engines like Kayak, Skyscanner, or Google Flights remain a popular choice for booking trips. They aggregate data from various online travel agents and direct booking sites, allowing users to compare prices across multiple platforms in one place.



## AI and personalisation in the travel industry

AI and machine learning algorithms analyse user behaviour to provide **personalised travel recommendations**, improving user experience and satisfaction. Similarly, personalised pricing strategies are often used, which are based on user profiles and real-time demand to help users get the best deals.

Many travel platforms now also use chatbots and virtual assistants to provide 24/7 customer support, answer queries, and help with bookings. This is essential with 60% of travellers ready to switch providers from one or two poor customer service experiences.







## Mobile apps and optimisation

Mobile apps offer features such as booking management, itinerary tracking, real-time notifications, and mobile check-ins. Mobile optimisation allows users to book travel services quickly and conveniently from anywhere. In 2023, **32% of travellers used a website on their mobile to book travel** and 23% purchased directly using mobile apps.

## Social media integrations

Integration with social media platforms allows users to see reviews, ratings, and photos from other travellers. Some travel brands will even allow direct booking through social media platforms, making the process more convenient. This is particularly effective as **social media serves as one of the primary channels for brand discovery**, following search.



## Virtual Reality (VR) and Augmented Reality (AR) enabling users to tour the world from anywhere

VR enables users to take virtual tours of destinations, hotels, and attractions before making a booking decision. And when you're at your destination, AR apps can enhance the travel experience by providing **real-time information and interactive guides** when users are at a destination. Such apps include World Around Me, Senditur, Viewranger, Smartify, and AR City.

## Seamless payment solutions

Travel websites offer various payment methods, including credit cards, digital wallets, and instalment plans, catering to diverse user preferences. Natwest reported that **digital wallets will dominate payment preferences** in the retail, leisure, and hospitality sector, expecting it to increase by 39.7% and making up £210 billion of spending. Therefore, this is likely to become the preferred payment method for booking holidays, restaurants, trips, and hotels, and making travel-related purchases.

## Automation

Automation streamlines various processes, such as **booking confirmations, itinerary updates, and customer support follow-ups**, enhancing efficiency and customer experience. Automating emails for instance can be especially useful for the delight phase of the marketing flywheel, enabling brands to keep the momentum going with customers, supplying them with useful information, keeping your brand top-of-mind, and encouraging brand loyalty.



## SECTION 4

# The Impact of social media on consumer travel

The way consumers discover new travel destinations and book their travel is changing. And social media has a huge part to play in all this.



# Influencer marketing and the travel industry

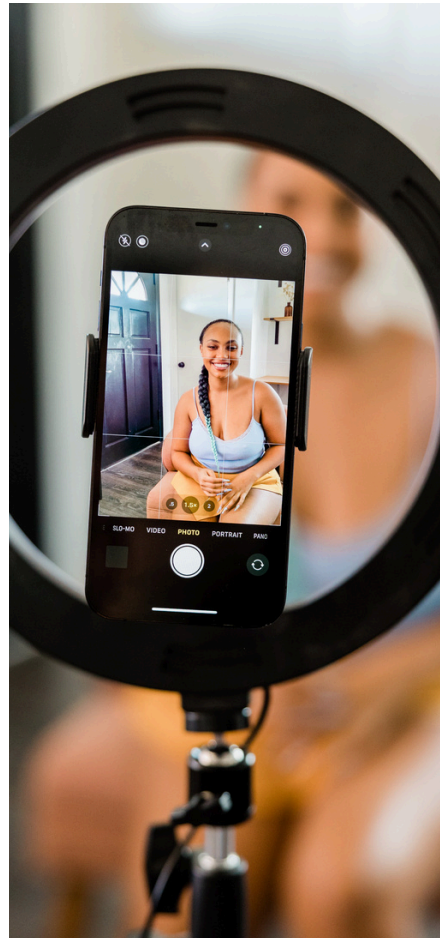
Credible social media personalities are travel brands' best friends.

Many influencers have built a strong rapport with their audience, making **their endorsements more trusted than traditional advertisements**. Their substantial followings on platforms like Instagram, YouTube, and TikTok, enable them to reach an engaged audience.

With careful selection of brand ambassadors, you can cater to specific demographics and interests and gain access to niche markets authentically and make your campaigns more impactful.

Influencers share travel stories, post photos, promote brand offers - sometimes in real-time through live streams and stories - and create a sense of excitement to enhance the authenticity of your brand's communication with your audiences.

However, these amazing benefits come at a cost. But how much exactly?



Shopify reports that the average sponsored Instagram post from an influencer costs around \$1,300 (approx. £1,030), however, this can be as low as \$10-\$100 for nano-influencers with less than 10,000 followers or \$10,000+ for mega-influencers with over 500,000 followers!

For TikTok influencers, you can expect to pay slightly more on average with \$2,700 for a sponsored video.

For YouTube, rates are even higher. For a sponsored video, brands fork out more than \$20,000 (approx. £15,840) for mega-influencers and between \$5,000 to \$10,000 for a mid-tier influencer. The key reason for this is that the platform offers brands access to the influencers' niche and engaged audiences for a prolonged period of time.

What could influencer marketing for travel brands look like in real life? Common examples include resorts and hotels partnering with influencers, offering them a free stay in return for social content, or travel-related brands gifting products to influencers for promotion, such as luggage, guided tours, swimwear, or even subscriptions to travel apps - to name a few.



# How much do social influencers really cost?

## INSTAGRAM

	Influencer size	No. of influencers	Price per post
1	Nano-influencer	500 - 10,000	\$10 - \$100
2	Micro-influencer	10,000 - 50,000	\$100 - \$500
3	Mid-tier influencer	50,000 - 100,000	\$500 - \$5,000
4	Macro-influencer	100,000 - 500,000	\$5,000 - \$10,000
5	Mega-influencer	500,000+	\$10,000+

## TIKTOK

	Influencer size	No. of influencers	Price per post
1	Nano-influencer	1,000 - 10,000	\$5 - \$25
2	Micro-influencer	10,000 - 100,000	\$25 - \$125
3	Mid-tier influencer	100,000 - 500,000	\$125 - \$1,200
4	Macro-influencer	500,000 - 1,000,000	\$1,200 - \$2,500
5	Mega-influencer	1,000,000+	\$2,500+

## YOUTUBE

	Influencer size	No. of influencers	Price per post
1	Nano-influencer	500 - 10,000	\$20 - \$200
2	Micro-influencer	10,000 - 50,000	\$200 - \$5,000
3	Mid-tier influencer	50,000 - 100,000	\$5,000 - \$10,000
4	Macro-influencer	100,000 - 500,000	\$10,000 - \$20,000
5	Mega-influencer	500,000+	\$20,000+

Data from [Shopify](#).



# User-generated content (UGC) sells more than branded content

User-generated content creates authentic, relatable travel narratives that impact destination popularity and the **feeling of FOMO** (fear of missing out) among groups.

UGC is created by real travellers sharing their **genuine experiences**, making it more relatable and trustworthy compared to polished, perhaps biased, content produced by brands. Consumers are much more likely to trust recommendations and reviews from fellow travellers than brand ads.

Surveys reveal that **84% of people trust product reviews from other customers**, 67% trust industry experts, 48% trust professional reviewers, and 41% trust companies or brands. The numbers speak for themselves!

Have you ever gone to book a hotel room that looked like a palace in the photos, but read the reviews to find out it's actually a 2x2 box photographed with a wide lens? Consumers know that the reviews don't lie, but brands might.

User-generated content goes beyond reviews and helps to **create an online community of validation**. When potential travellers see others sharing positive experiences, it acts as social proof, validating the choice of destination or service and 'granting them entry' into this community.

Seeing everyday people enjoying a destination or travel service also makes it easier for potential customers to **imagine themselves having similar experiences**.

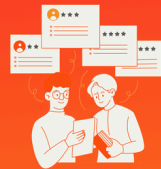
## Are consumers losing trust in brands?

84% trust product reviews from other customers



67% trust product reviews from industry experts

48% trust product reviews from professional reviewers



41% trust product reviews from brands

# Visual platforms and content are driving wanderlust

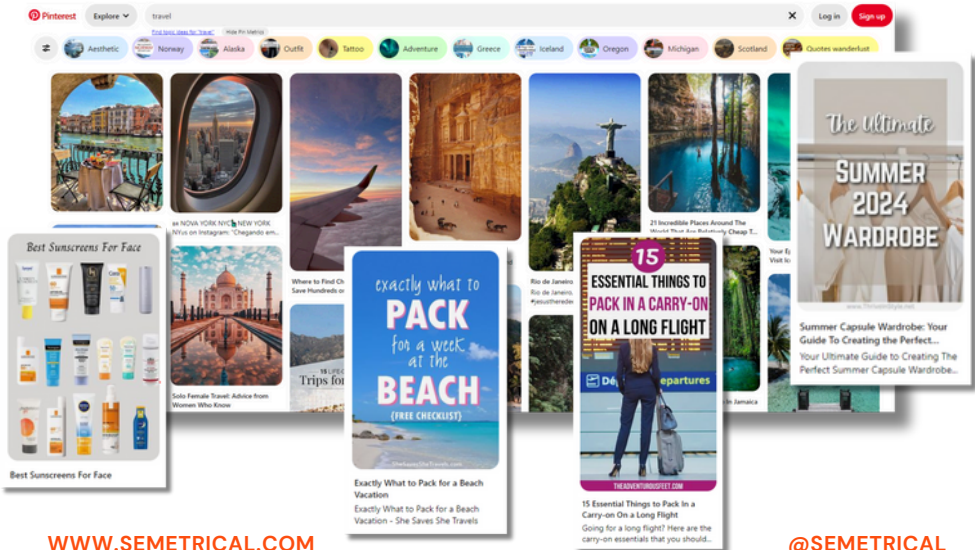
Platforms like Instagram, Facebook, Pinterest, and TikTok serve as powerful tools for destination discovery and travel inspiration, with stunning visuals and personal stories driving wanderlust.

When it comes to travel, **people want to see rather than read about where they're going**. Think about it, would you rather read a description of turquoise waters of the Med or skip the words and be wowed by the stunning visuals?

It is estimated that around **25% of activity that takes place on Pinterest is travel and tourism-related** and this comes as no surprise due to the visual nature of the platform.

Not all travel audiences are the same, which is why creating different Pinterest boards for each audience segment is a great idea. You can create aesthetic, sharable visuals, designed for each one of your target audiences and ensure they are hyper-focused for higher engagement rates.

Best of all, Pinterest enables you to link all your pins to your product or service pages, creating a direct call-to-action.



TikTok is another great social platform for travel brands. There's a whopping **62.7 million videos on TikTok with the hashtag #TravelInfluencer!** [Research](#) from TikTok itself reveals that UK users say they've discovered a new travel brand while on TikTok and are likely to book a trip based on recommendations.

Don't know what to post? Top travel content on the platform includes bucket list inspiration, family entertainment, and voice over travel diaries and visual listicles. Users crave more content around travel hacks, recommendations, money-saving advice, deals, sustainability tips, and behind the scenes from travel brands.

Have you ever chosen your next travel destination based on how good it will look on Instagram? Well, **60% of young people believe 'instagrammability' is crucial** for this very reason. As a brand, you have the opportunity to use Instagram to your advantage and post stunning content to engage and inspire!

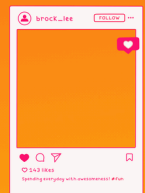


@belmond



@expedia

**60% of young people will choose a travel destination based on its 'instagrammability'.**



# Semetrical helping travel brands realise their digital ambitions for more than a decade.



**We're Semetrical. We specialise in helping digital-first brands yield sustained results. We'd love to work with you.**

As you can see, we've helped many brands just like you realise their digital goals by providing **advanced technical expertise and strategic direction** across all digital marketing channels.

We're committed to **achieving outstanding ROI for every client** across all organic and paid channels, underpinned by industry-leading data analytics and insight.

Our story began back in 2009, with the vision of 'Realising Digital Ambitions' for our clients, our team, and the digital community. Previously Heads of Search for some of the biggest websites in the UK, our founders went on to develop the world's first cloud-based crawler in 2007, Lumar (formerly Deepcrawl).

Our technical origins influence our **data-centric approach to digital marketing** - it's in our DNA. Through advanced analytics and cutting-edge technology, we help our clients reach their goals by uncovering insights that enhance their online performance.

## What's your biggest digital challenge?

We empower our clients to realise their digital ambitions through creative, data-driven digital marketing.

**Let's make it happen.  
Get in touch.**

"The work of Semetrical through the launch of our new website has created a springboard for us to grow. In particular, the attention to detail regarding the user experience and various journeys has allowed us to showcase our product in a way that has never been seen before in our industry."

GOLF TRAVEL CENTRE

## Client testimonials



"The Semetrical team has been instrumental in helping us launch and start to grow the Your Overseas Home brand. In a relatively short period of time, we've seen a significant improvement in our rankings, and have been impressed by the Digital PR and SEO team's ideas, execution and speed of delivery."

YOUR OVERSEAS HOME

"After being told by our previous agency that our high priority campaigns could not scale without increased CPAs, Semetrical helped us to significantly increase lead numbers in these areas without increasing relative costs. They have also managed to integrate our 3rd party data into our reporting. We have been very pleased with the service."

OCEAN FLORIDA