

GHA DISCOVERY

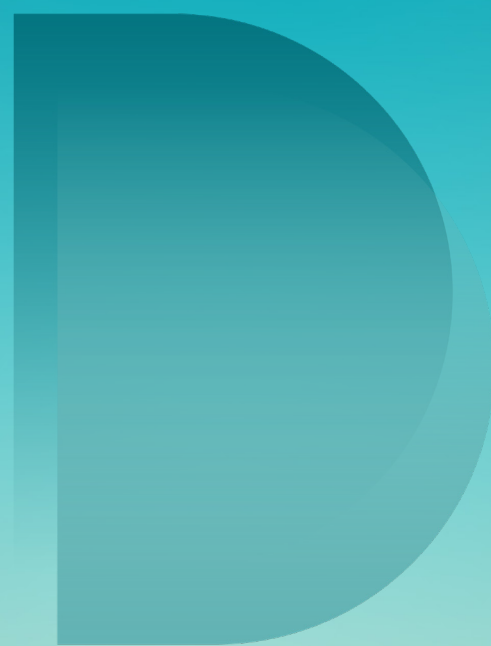
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# Top Trends Influencing Travel in 2024



The future travel plans and priorities of GHA  
DISCOVERY members

# Top Trends Influencing Travel in 2024



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# Top trends shaping travel in 2024

Travel is back in every region globally and the outlook for 2024 is overwhelmingly optimistic, with the strong appetite for leisure travel showing no signs of slowing down.

Our Top Trends Influencing Travel in 2024 report reveals this upward tick in demand, as well as the places travellers plan to visit and the key factors driving their decision making. Our findings are based on a survey conducted with the members of GHA DISCOVERY, the loyalty programme shared by the 40 independent hotel brands of Global Hotel Alliance (GHA), offering more than 800 hotels in 100 countries to 25 million members.

Japan and Thailand have maintained their top spots as the most desired destinations for 2024, followed by Spain, Canada and Hawaii. Europe is the most popular region to visit overall, while Asia is witnessing a staycation boom, led by residents in China, Thailand and Malaysia. Unsurprisingly, China is making a huge travel comeback, with this market planning six to seven leisure trips on average in 2024, more than any other country.

Taking a deep dive into travel motivations, the desire to see and experience new things is what travellers seek most. Our report identifies social media as the top inspiration source, with 75% of respondents saying they travel to new places after seeing friends' posts. And, signalling a return to 'normal' demand patterns following the post-pandemic revenge travel movement, our members are mostly opting for travel with their spouse or partner and intimate family trips, rather than solo adventures or mega-vacations with extended family. Foodie breaks are on the rise too and have overtaken wellness getaways as the most desired travel experiences in 2024.

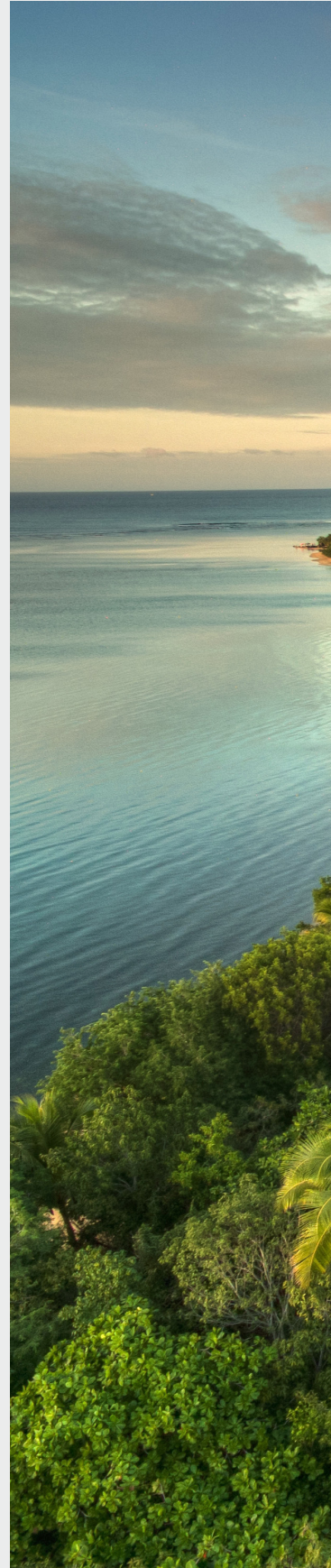


When it comes to researching and booking travel, loyalty programme websites and apps are now the top tools used, followed by online travel agent sites and dedicated review portals. They are all preferred to brand and hotel sites, indicating that travellers want to search from a wide choice of options in one place to save time and effort. Travellers also reveal the quality of accommodation and the benefits of its loyalty programme are the most important factors when deciding what hotel they will stay in — a change from last year when location or neighbourhood and price were prioritised.

Special rates and hotel benefits are now considered the most critical loyalty benefits and 70% of elite GHA DISCOVERY members reveal room upgrades as the top benefit. Overall, travellers are still willing to pay premium prices to visit their preferred destination and stay in the best hotels, but they now expect the product and service levels to match and want loyalty programmes to add value and enhance each stay.

Of course, each market has unique travel preferences and priorities, and this report not only highlights the global travel trends in 2024, but drills down at a country level for top feeder markets, identifying where members are travelling to, what motivates them and what loyalty programme factors influence them most.

**Kristi Gole**  
Executive Vice President Strategy  
Global Hotel Alliance



## Introduction



# Global Trends Summary



## A LOVE FOR LEISURE

2024 travel plans are predominantly driven by pleasure. Across all regions, most members are planning 2-4 leisure trips compared to 0-1 business trip. City and beach/tropical destinations are preferred to getaways in the countryside and mountains.



## STAYCATION BOOM

Staycations remain a significant trend, led by members in Asia, with travellers in China planning more than five domestic trips on average, followed by Thailand and Malaysia (more than four). In comparison, countries in Europe and North America are planning around two local breaks.



## ASIA'S COMEBACK

The strong rebound of Asian outbound travel is also clear, once again led by China where members have six to seven leisure trips planned (a 6.8 average), closely followed by Hong Kong (6.7) and Thailand (6.4).



## JAPAN IS TRENDING

Japan is the most popular travel destination for 2024, followed by Thailand, and then Spain, Canada and Hawaii, and the most desired region to visit is Europe.



## EXPERIENCES COUNT

A hunger for new experiences and destinations continues to drive travel decisions, with foodie breaks overtaking wellness getaways as the most desired travel experiences.



## FAMILY FIRST

Members are mostly opting for travel with their spouse or partner and intimate family trips, rather than solo adventures or mega vacations with extended family.



## SOCIALS INSPIRE

The main travel booking inspirations are social media and friends and family recommendations, with 75% of respondents saying they travel to new places after seeing friends' posts, led by members in Asia, Middle East and North Africa.



## CHINA SEEKS SUSTAINABILITY

Though sustainability efforts are appreciated, they are not a key factor in choosing where to stay, except for in China where members say it is top priority. Guests in all markets show a clear willingness to support responsible hotel practices, primarily by switching off lights and reusing towels in their guestrooms.



# Destination hotspots by region

## Intra-regional travel rules in Asia

Travellers are booking trips to Japan, China and Thailand, the same as in 2023, revealing an appetite to continue exploring intra-regional destinations.

## More Europe for Europeans

Members in this region favour Thailand and Japan for the second consecutive year, but have replaced their 2023 hotspot, the US, with a desire to dive deeper into Europe's eclectic offering.

## Oz an Oceania member favourite

Residents here are heading to Europe and Singapore in 2024 instead of Japan and the US, but staying in Australia remains a top favourite.

## North Americans go global

Members in the US and Canada are looking to travel further afield in 2024, swapping trips close to home for a wide range of destinations including Europe, Japan and Australia. For a sun and beach fix, Hawaii has emerged as the top pick.

## Japan trends in the Middle East & North Africa

Japan remains a favourite into 2024, but Canada and Oman are the new hot destinations for travellers based in this region, compared to 2023 favourites Italy and Singapore.

## Loyalty trends at a glance

### Travel research gains

Loyalty programme websites and apps are gaining relevance and influence, now the #1 choice across all regions for travel research and booking, a clear increase compared to 2023.

### One-stop shop appeal

This is followed by online travel agent sites and dedicated review portals, all preferred to brand and hotel sites, indicating that travellers want to search from a wide choice of options in one place to save time and effort, with loyalty benefits rolled into the appeal.

### Benefits influence decisions

When deciding what hotel to stay in, the quality of accommodation and the benefits of its loyalty programme are the most important factors. This marks a change from last year when location or neighbourhood and price were prioritised.

### Upgrades rule

Special member rates and hotel benefits are seen as the most critical loyalty benefits by members of loyalty programmes globally. Across regions, a staggering 70% of elite GHA DISCOVERY members place room upgrades at the top of their preferences, seeking greater availability of this benefit.

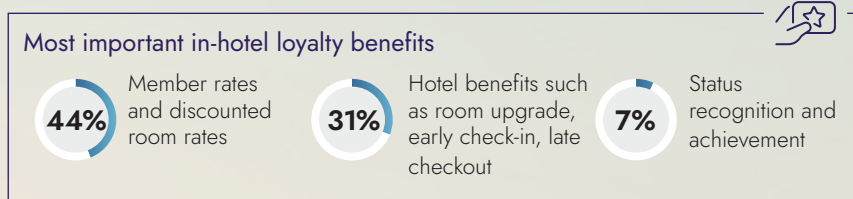
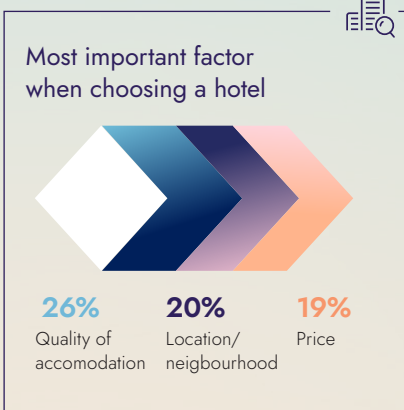
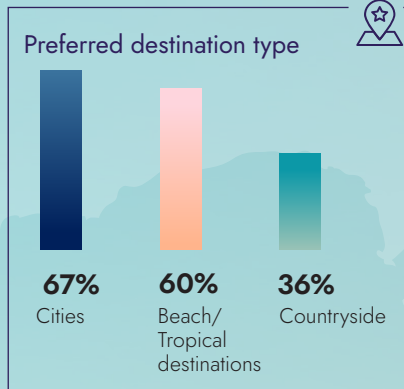
COUNTRY REPORT



# Australia



Leisure trips planned <b>4.3</b>	Staycations planned <b>3</b>	Most likely region for leisure <b>Oceania</b>	Business trips planned <b>3.1</b>	Most likely region for business <b>Oceania</b>
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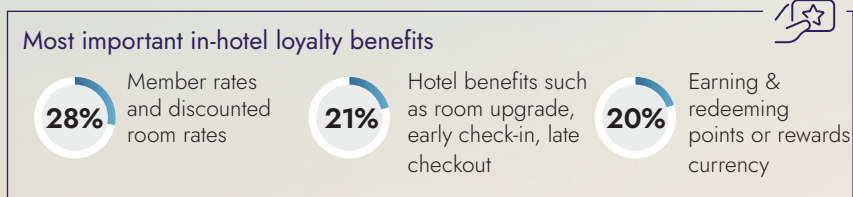
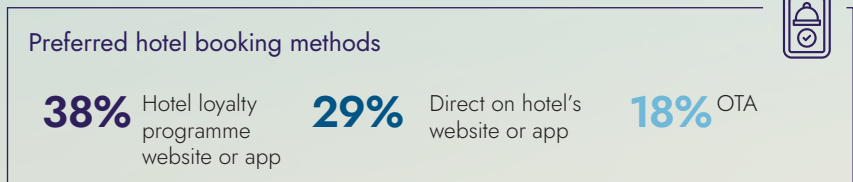
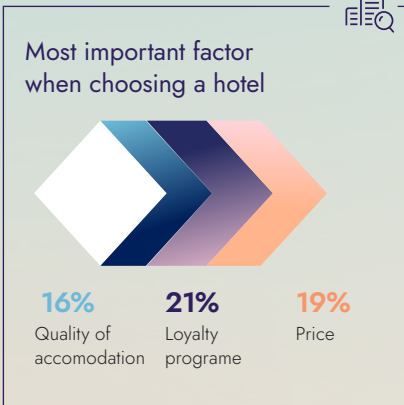
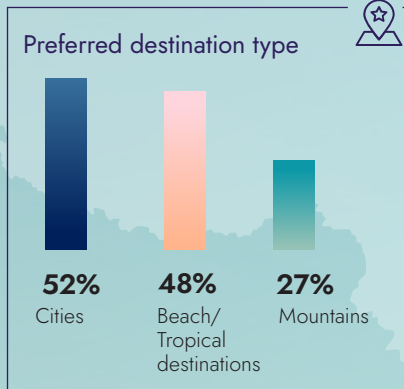
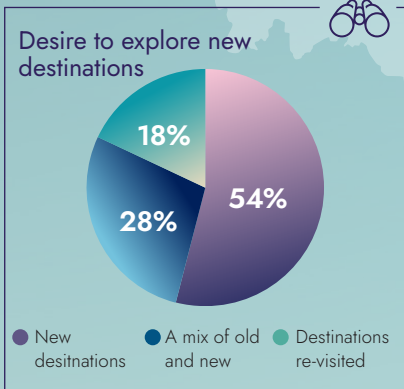
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# China



<p>Leisure trips planned</p> <p><b>6.8</b> #1 Globally</p>	<p>Staycations planned</p> <p><b>5.5</b> #1 Globally</p>	<p>Most likely region for leisure</p> <p>Asia</p>	<p>Business trips planned</p> <p><b>5.5</b></p>	<p>Most likely region for business</p> <p>Asia</p>
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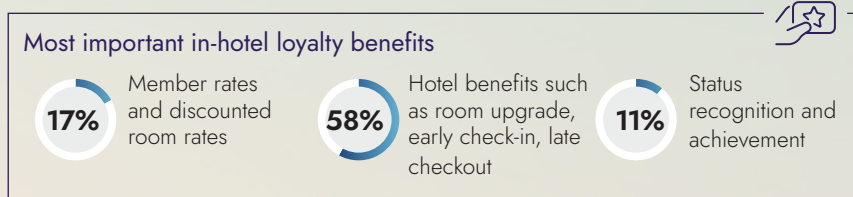
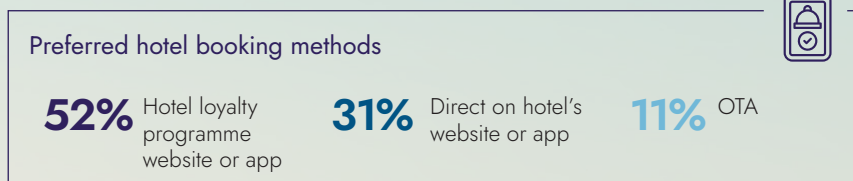
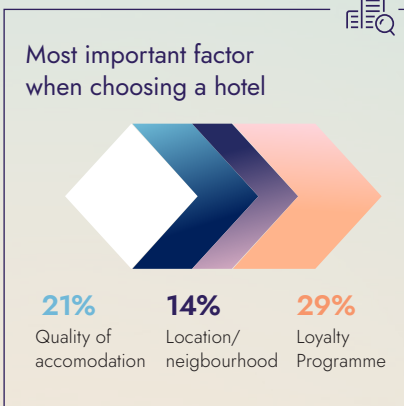
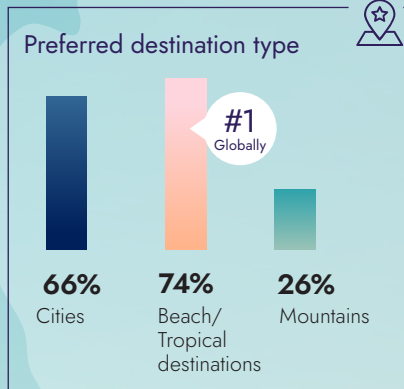


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# Germany

Leisure trips planned <b>6.1</b>	Staycations planned <b>2.8</b>	Most likely region for leisure <b>Europe</b>	Business trips planned <b>4.6</b>	Most likely region for business <b>Europe</b>
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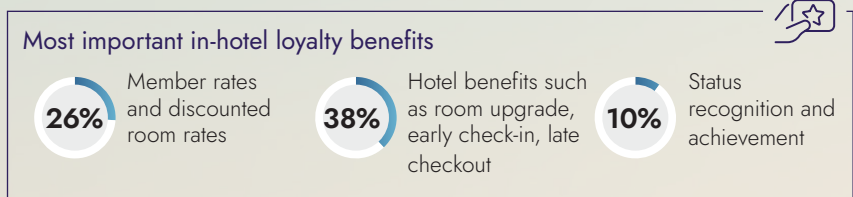
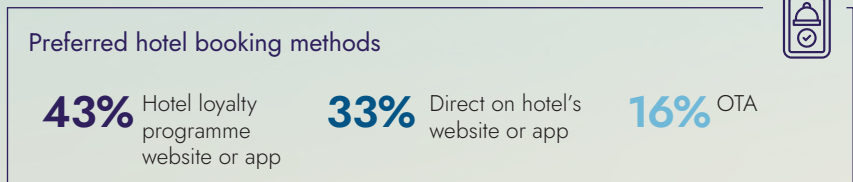
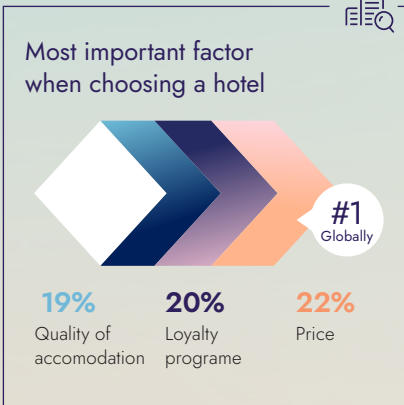
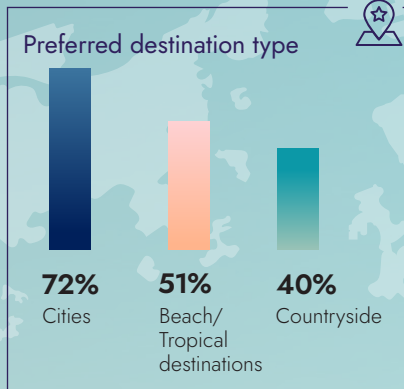
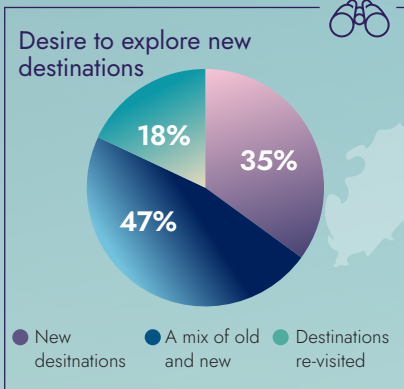


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# Hong Kong

Leisure trips planned <b>6.7</b>	Staycations planned <b>4</b>	Most likely region for leisure <b>Asia</b>	Business trips planned <b>4.4</b>	Most likely region for business <b>Asia</b>
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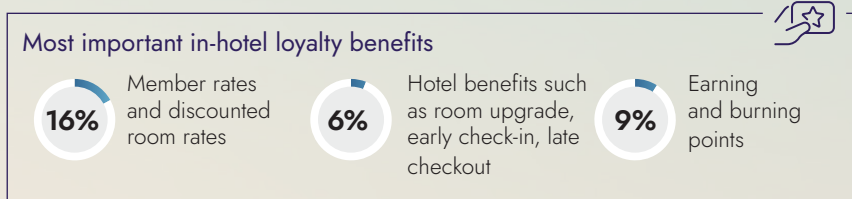
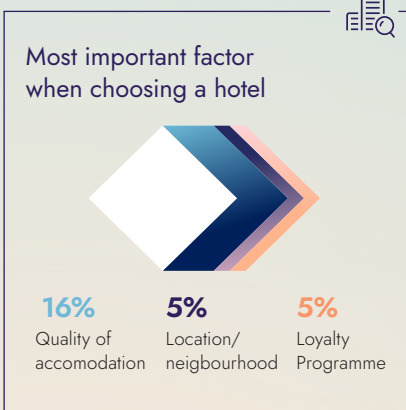
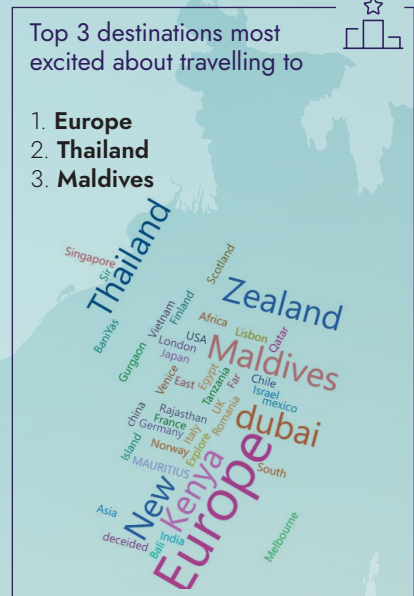
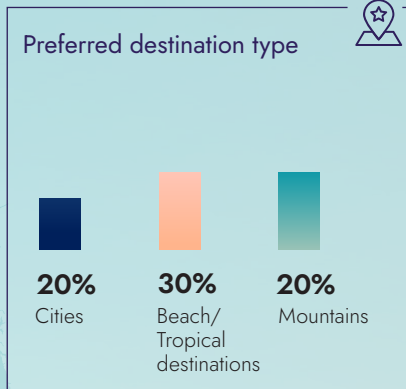
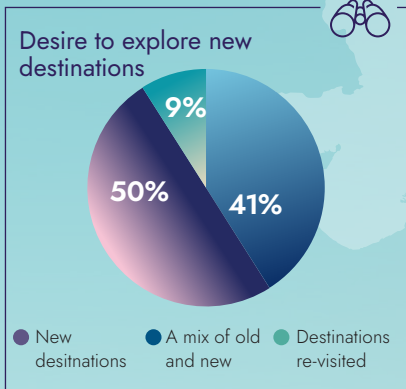


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# India

Leisure trips planned <b>3.92</b>	Staycations planned <b>3.07</b>	Most likely region for leisure Asia	Business trips planned <b>5.32</b>	Most likely region for business Asia
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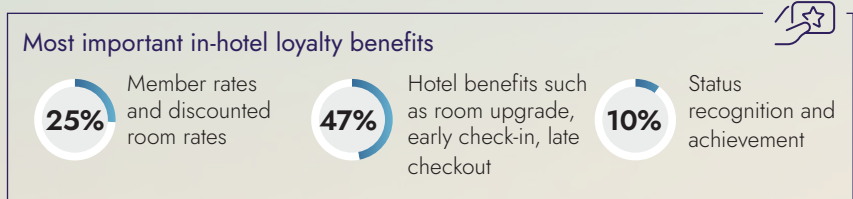
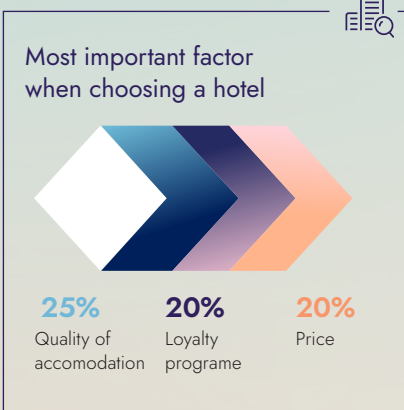
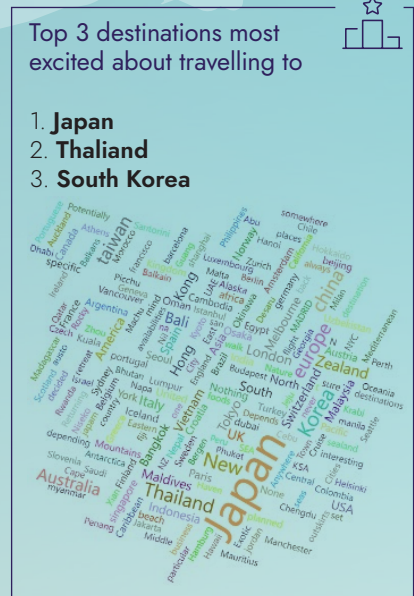
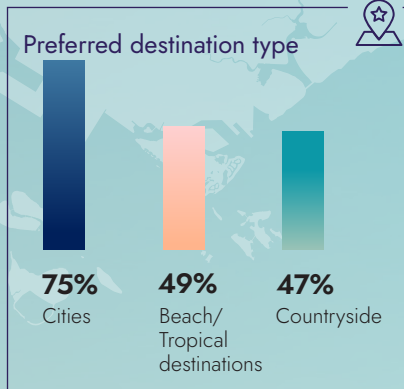
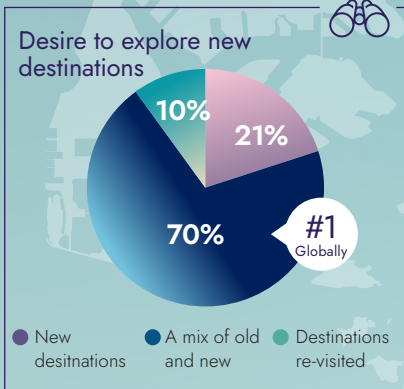
COUNTRY REPORT



# Singapore



Leisure trips planned <b>4.7</b>	Staycations planned <b>2.2</b>	Most likely region for leisure <b>Asia</b>	Business trips planned <b>2.5</b>	Most likely region for business <b>Asia</b>
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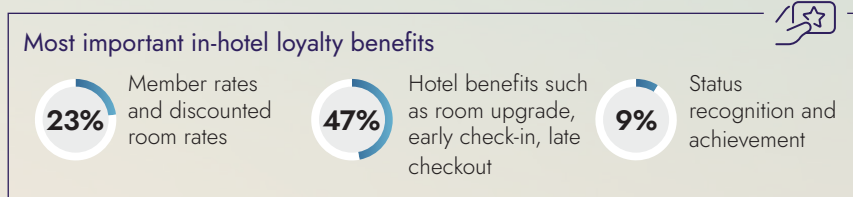
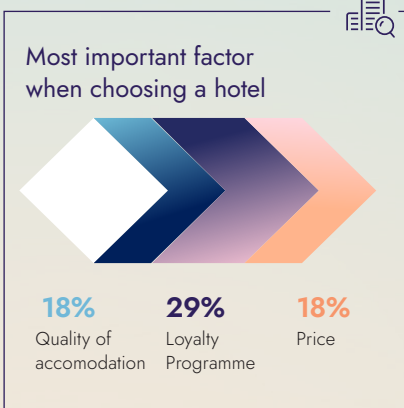
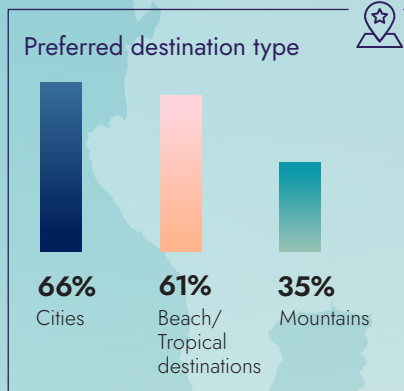
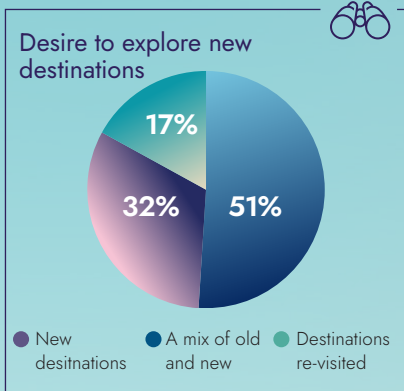


COUNTRY REPORT



# Thailand

Leisure trips planned <b>6.4</b>	Staycations planned <b>4.6</b>	Most likely region for leisure <b>Asia</b>	Business trips planned <b>3.1</b>	Most likely region for business <b>Asia</b>
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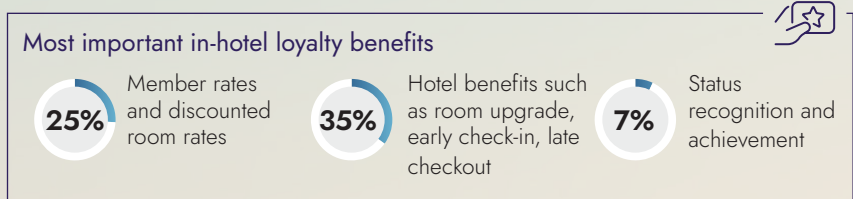
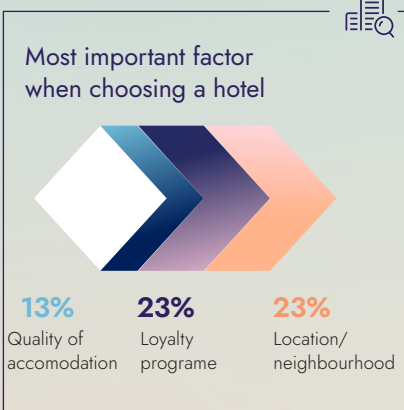
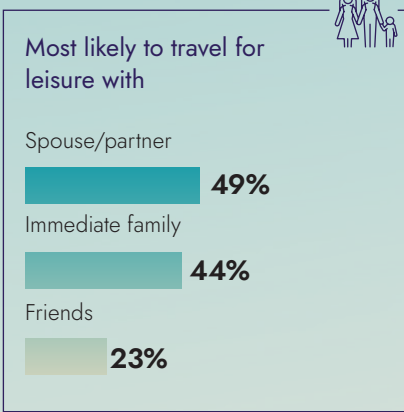
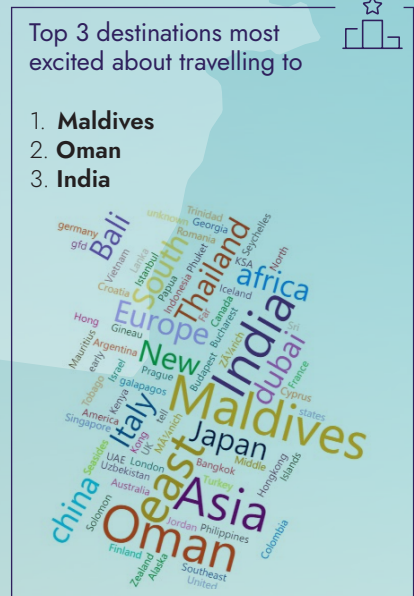
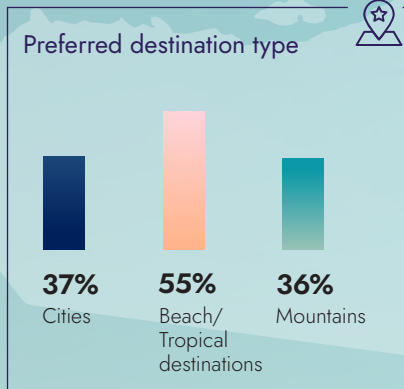
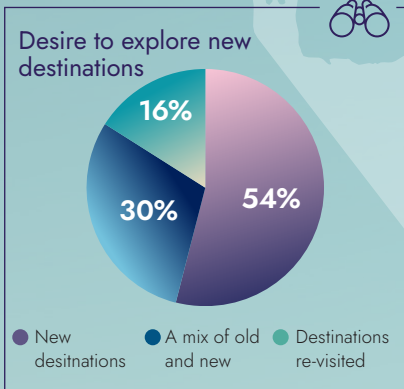
COUNTRY REPORT



# United Arab Emirates



Leisure trips planned <b>4.33</b>	Staycations planned <b>4.08</b>	Most likely region for leisure <b>Asia</b> <small>Only market to most likely travel outside of its own region</small>	Business trips planned <b>3.98</b>	Most likely region for business <b>Middle East</b>
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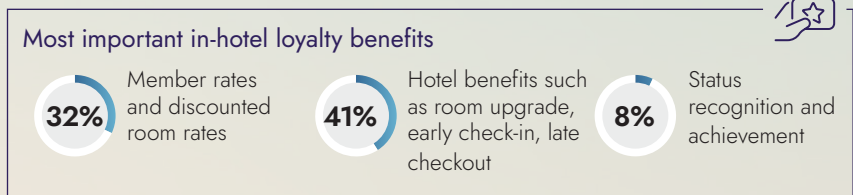
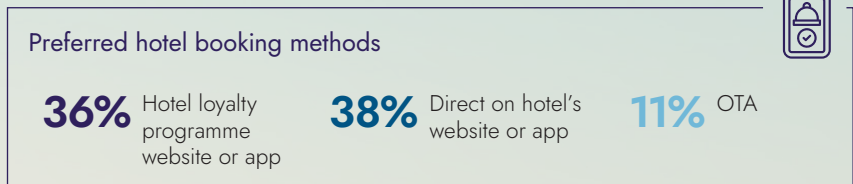
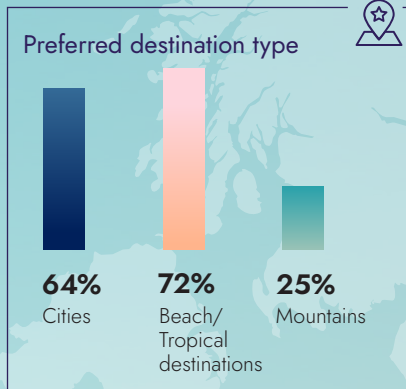
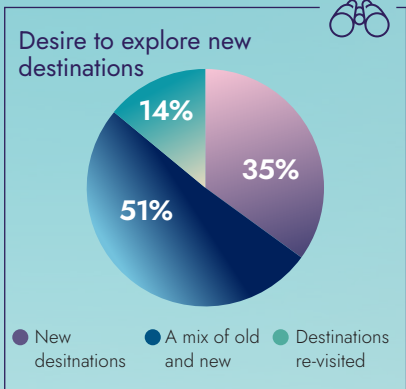


COUNTRY REPORT



# United Kingdom

Leisure trips planned <b>5.1</b>	Staycations planned <b>2.1</b>	Most likely region for leisure <b>Europe</b>	Business trips planned <b>2.8</b>	Most likely region for business <b>Europe</b>
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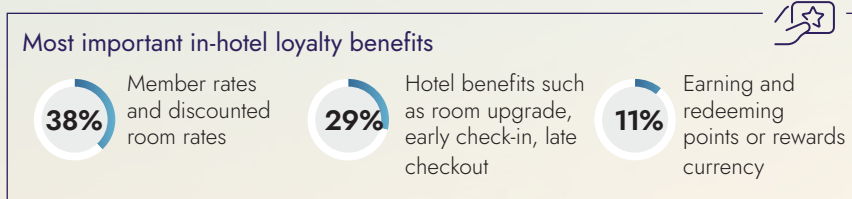
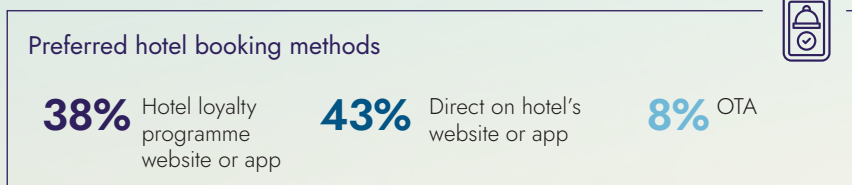
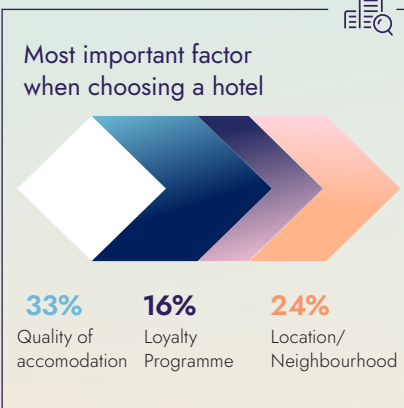
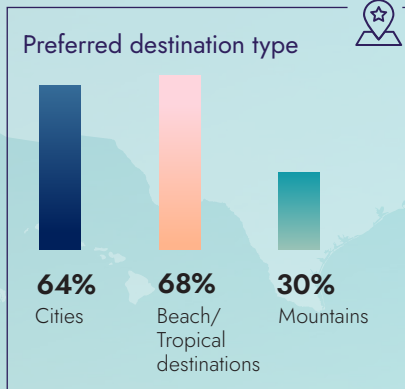
COUNTRY REPORT



# United States of America



Leisure trips planned	Staycations planned	Most likely region for leisure	Business trips planned	Most likely region for business
<b>5.1</b>	<b>2.1</b>	North America	<b>3.8</b>	North America



# Methodology

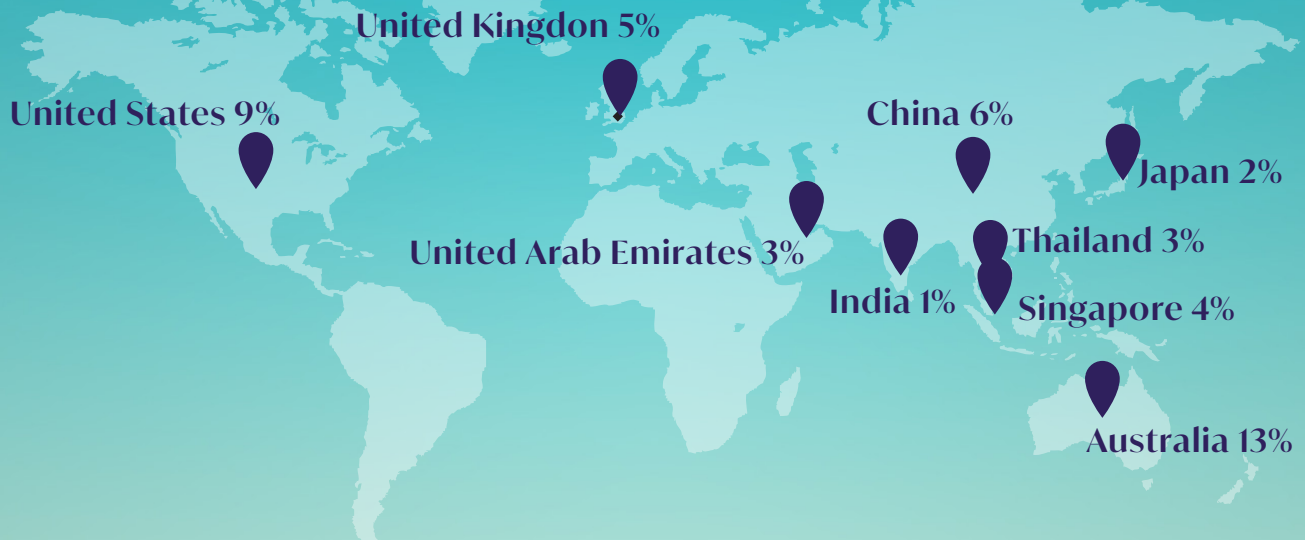
The *Top Trends Influencing Travel in 2024* report is based on an October 2023 email survey of GHA DISCOVERY members. Members were offered 10 DISCOVERY DOLLARS (D\$10), the loyalty programme's reward currency, to complete an 18-question survey, which aimed to understand their 2024 travel plans and priorities. For some questions respondents were permitted multiple answers. Survey responses were collected globally, with additional analysis conducted on the responses in 10 key markets.

## Qualified GHA member responses

# 10,667

### Markets covered:

# 10



### Member tier split:



### About Global Hotel Alliance (GHA)

Global Hotel Alliance (GHA) brings together a unique collection of independent hospitality brands with GHA DISCOVERY, a multi-brand loyalty programme leveraging a shared technology platform. Through membership in GHA, brands expand their global reach, drive incremental revenue, and reduce dependence on third-party channels, all while maintaining

management independence and individual positioning. GHA represents a collection of 40 brands with more than 800 hotels in 100 countries serving 25 million members. The award-winning GHA DISCOVERY programme is on track to exceed \$2.4 billion in revenue by the end of 2023. GHA's brands currently include Anantara, Araiya, Avani, Campbell Gray, Capella, Corinthia,

Discovery Destinations, Divani, Doyle, Elewana, Fauchon, GLO, JA Resorts, Kempinski, Leela, Lungarno, Marco Polo, Mysk, NH Hotels, NH Collection, nhow, Niccolo, Nikki Beach, NUO, Oaks, Outrigger, Pan Pacific, PARKROYAL COLLECTION, PARKROYAL, Patina, The Residence by Cenizaro, The Set Collection, Shaza, Sukhothai, Sun International, Tivoli, Ultratravel Collection and Viceroy. Visit [www.globalhotelalliance.com](http://www.globalhotelalliance.com).





# Top Trends Influencing Travel in 2024

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