

A person is captured mid-dive, upside down in the air, against a clear blue sky. In the background, a city skyline with various buildings and a church spire is visible across a body of water. In the foreground, the back of a person's head and shoulders are visible, looking out at the water. The overall scene conveys a sense of freedom and adventure.

# THE NO-NORMAL



Introducing the most unexpected travel trends of 2023. Expedia, Hotels.com, and Vrbo delved into a vast bank of traveller data and surveyed thousands of people across 17 countries\* to uncover a global shift in mindset. The coming year of travel will be like no other.

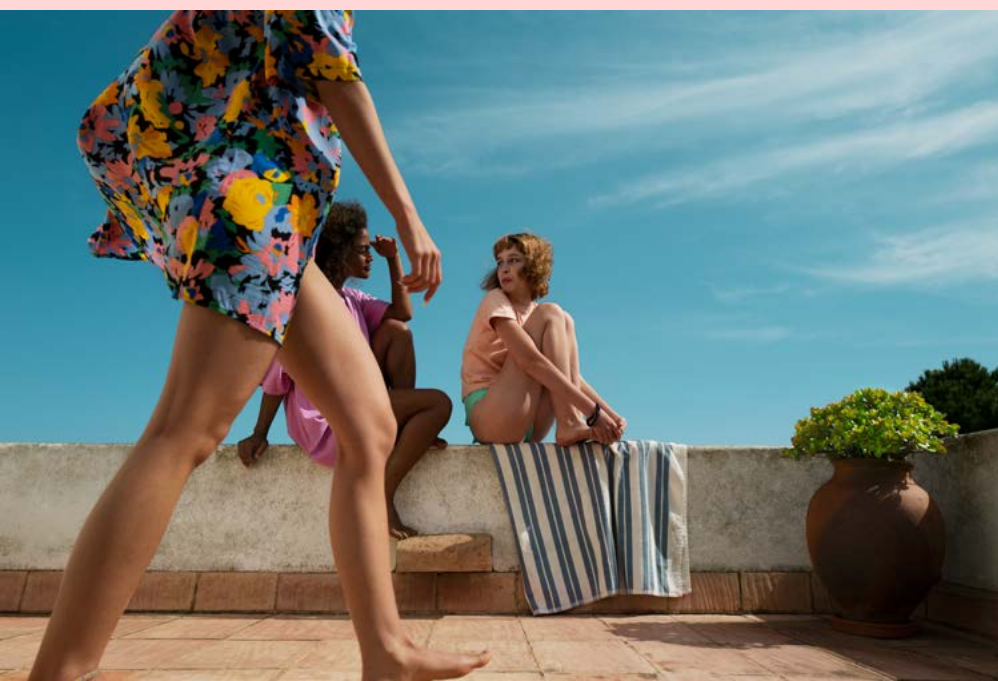
The past few years saw travellers worldwide adjusting to a series of new normals. They spent seasons inside, then sought the great outdoors. They jumped at the chance to reconnect with loved ones in person as soon as possible, then made up for lost time with extravagant bucket list trips.

*In 2023, travellers are ditching the conventional and veering off course for all-new experiences. Prepare for the year of the no-normal.*

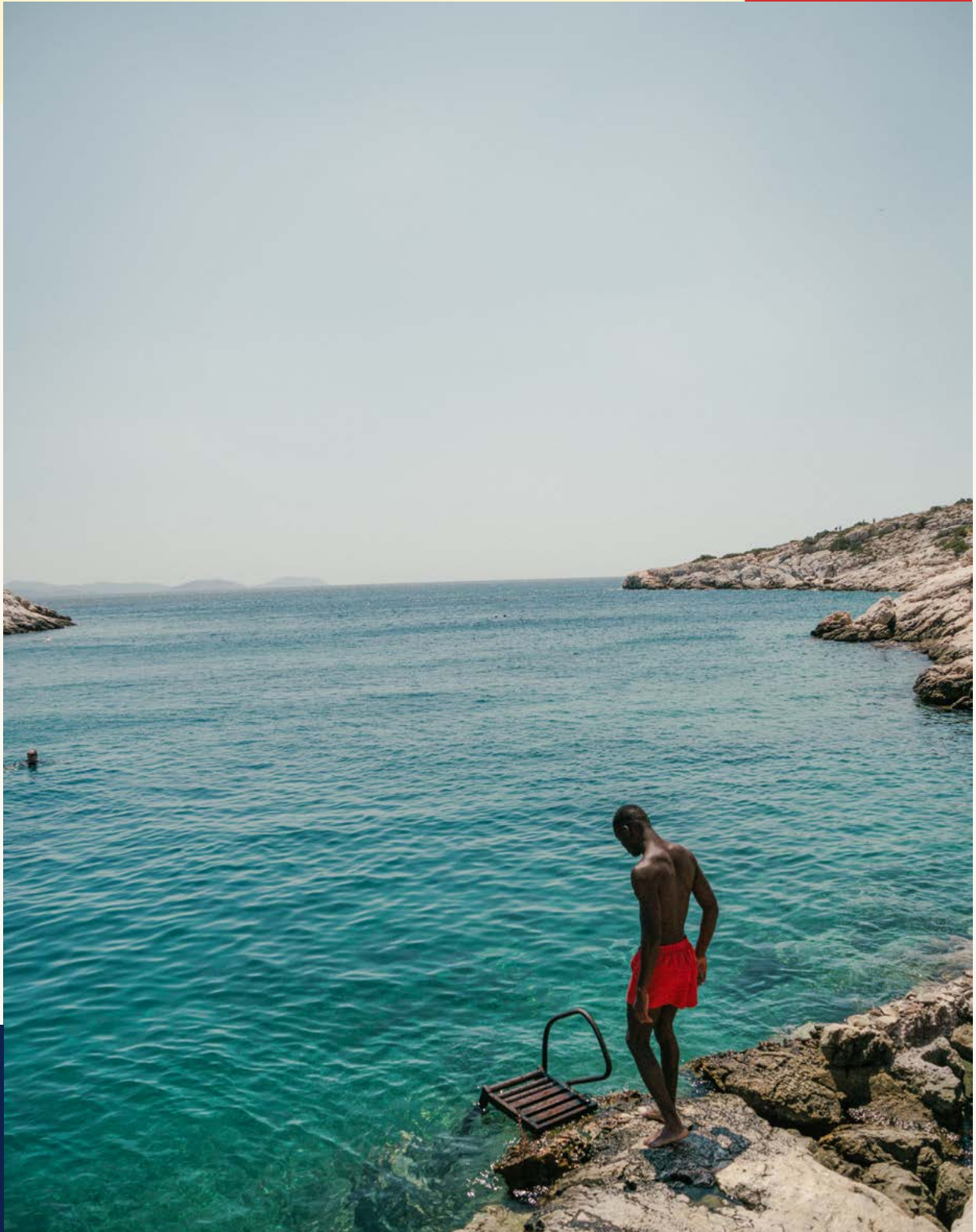
Now, travellers are tired of compromise and ready to experience an array of destinations, be influenced in new ways, and book what they want when they want it. There will be no “one size fits all” approach.



“When we look at Expedia, Hotels.com, and Vrbo data together, we see a detailed and robust picture of travel into 2023,” said Jon Gieselman, president of Expedia Brands. “We’re seeing a surge in trips to culture capitals, a new wave of interest in wellness retreats, and a spike in demand for outdoor destinations beyond just beaches and mountains – not a new normal, but people branching out to unexpected trends in what we’re calling the ‘no-normal.’”







Travellers are ready to enjoy the hustle and bustle of cities and experience urban vibes. Crowded pubs, open-air markets, and dazzling lights await vacationers who are ready to be at the heart of culture and action.

Among the world's cultural capitals are cities rich with unforgettable experiences and celebrations. Visit Edinburgh to enjoy the world's largest arts and media festival or Sydney to celebrate WorldPride, coming to the city for the first time in February 2023.

# Culture Capitals



## *Global data from Expedia.co.uk reveals the cultural capitals to see in 2023:*

1. Edinburgh, Scotland
2. Lisbon, Portugal
3. Tokyo, Japan
4. Dublin, Ireland
5. New York, USA
6. Sydney, Australia
7. Dubai, UAE
8. Montreal, Canada
9. Munich, Germany
10. Bangkok, Thailand

Based on global lodging demand and interest on Expedia, comparing data for travel spanning 2021 – 2023 to identify the fastest-growing destinations as of September 30, 2022.





# Set-Jettters Turn to TV Tourism

Adventure-seekers are turning to captivating TV locales for their next-big-trip inspiration. Get ready for the Set-Effect.

Two-thirds of global travellers have considered and 39% have booked trips to destinations after seeing them on streamed shows or movies. Advice from friends and family topped streaming services by only 2% as the most influential source of travel inspiration.\*

## Top TV-Inspired Destinations

- Sweeping landscapes from famous fantasy thrillers are inspiring New Zealand adventures, though hobbit and elf sightings are unlikely.
- Travellers are ready to make their own formal entrances into British society as historical TV dramas increase interest in Great Britain and its host of stately homes.
- Stunning resort sets, minus questionable hotel managers, have people eager to see Hawaii.
- Lively cosmopolitan scenes are inspiring trips to Paris and New York. Budding romances with beautiful locals are optional.



## *Expedia's Air Hacks*

Take the guesswork out of booking 2023 air travel with Expedia's Air Travel Hacks. These data-backed flight tips can help UK travellers save time and money:

- Best day to book: Sunday.
- Best lead time for flights: Two months in advance for domestic. Four months in advance for international.
- Best day to depart: Saturday for domestic flights and Friday for international travel.

Best day of the week to book recommendation is based on average round-trip ticket prices for January through August 2022, sourced from ARC's global airline sales database. Ideal booking window recommendation is based on average round-trip ticket prices for January through August for 2022, sourced from ARC's global airline sales database. Best day of the week to depart recommendation is based on average round-trip ticket prices for January through August for 2022, sourced from ARC's global airline sales database.



Hotels.com<sup>TM</sup>





# Three-Star Superstars



Travellers are no longer planning just one big blowout expedition. They want the excitement of a spontaneous, easy trip—prompting a boom in more affordable three-star hotel stays. Fewer stars don't equal lower standards, however. Many properties still offer excellent amenities, stylish interiors, and unique vibes as standard—just at lower rates. Plus, these hotels are ideal for spontaneous or last-minute stays, especially when travellers can be flexible about where and when they visit.

*Hotels.com data reveals that travellers are browsing luxuriously but booking affordably:*

Searches for three-star and under hotels were down more than 10% YoY, but interest was up globally by more than 20%. Globally 35% of travellers plan to stay in one- to three-star hotels in 2023, and 38% plan to book a vacation with bonus extras, such as plush toiletries or free breakfast. As nearly a quarter of global travellers plan to be more frugal in 2023, added value without compromised quality is vital.\*

Based on interest for 1-3 star hotels from January 1, 2021 – September 30, 2021 vs. January 1, 2022 – September 30, 2022, across US, CA, MX, UK, FR, NO, DK, FI, SE, JP, and KR.

## New Wave Wellness



Out with the old, in with the new. Wellness breaks have bounced back from 2021, with a more than 30% increase in 2022 demand. Almost half (46%) of global travellers are more open to wellness breaks than ever before, but the quirkier the stay, the better.\*

Alternative getaways such as sylvotherapy (forest bathing), chakra sessions, food boot camps, puppy yoga, laughter therapy, and fruit harvesting are increasingly more popular than classics such as cookery courses, sports trips, and meditation sessions. While the US was the top overall wellness break destination in 2022, Gen Z took the path less traveled to Norway, Turkey, Switzerland, Iceland, and Sri Lanka.\*

Based on interest in "wellness hotels" from January 1, 2021 – September 30, 2021 vs. January 1, 2022 – September 30, 2022, across US, CA, MX, UK, FR, NO, DK, FI, SE, JP, and KR.



# Hot New Hotel Openings Around the World



A new flock of hotels will open in 2023, catering to travellers' diverse needs. Research from Hotels.com reveals the top 2023 new hotels in the world's hottest destinations. These brand-new stays have more to offer—from the liveliest city centres bustling with history and culture to sparkling seaside paradises designed to pamper and indulge.

- La Palma | Capri, Italy
- 100 Princes Street | Edinburgh, UK
- Ikos Odisia | Corfu, Greece
- Celestial Suites | Kefalonia, Greece
- 1 Hotel Hanalei Bay | Princeville, Kauai
- Four Seasons Resort Tamarindo | Tamarindo, Mexico
- Alila Kothaifaru Maldives | Maldives, Indian Ocean
- Six Senses | Rome, Italy
- Atlantis The Royal | Dubai, UAE
- art'otel London Battersea Power Station | London, UK









They say the kitchen is the heart of the home; in 2023, it's the heart of the holiday home, too. Staying in, cooking and enjoying meals together may be cost savvy, but travellers are not compromising on getting the best seats in the house on their next trip. In 2023, next-level cooking amenities will be an absolute must.

***The top five cooking amenities are outdoor kitchens or barbeques (50%), fancy coffee machines (37%), air fryers (30%), pizza ovens (25%), and access to gardens with fresh produce (24%).\****

More than half of travellers looking for rentals with family and friends say amenities are one of the most important criteria. Thirty-eight percent of travellers use cooking to cut down on vacation costs, and 41% feel it's an excellent opportunity to bond as a group.\*

## Hay-cations

Rustic ranches, lodges, and farmhouses characterized by cowboy western charm are quickly joining the ranks of beach and mountain destinations as Vrbo's top epic holiday home destinations globally. Montana and Colorado spring readily to mind, while the unreal converted barns of Europe and outback farmhouses with winery views of Australia await overseas.

- Demand for Vrbo's whole, completely private holiday homes in destinations offering many converted barns like Cambridgeshire, Leicestershire, and Hertfordshire increased by more than 50%
- Urban people are drawn to rural destinations easily accessible from big cities.







# What's Trending Spotlight: Hidden Gems

Travellers are also exploring unassuming locales and unfamiliar places. These charming spots are the up-and-coming getaways for groups who would rather take their time soaking up new destinations with loved ones than jumping into the commotion of urban centres.

Top hidden gems in the UK have one thing in common: beautiful countryside landscapes, where travellers can take a break from their daily routines. Demand for these less conventional destinations has increased by 40% or more:

1. Cambridgeshire, England
2. Leicestershire, England
3. Hertfordshire, England
4. Buckinghamshire, England
5. South Ayrshire, Scotland
6. East Lothian, Scotland
7. Monmouthshire, Wales
8. Tyne and Wear, England
9. Midlothian, Scotland
10. Bath and North East Somerset, England

Data based on Vrbo traveller demand increase on [www.vrbo.com/en-gb](https://www.vrbo.com/en-gb) for the 12-month period ending September 31, 2022, compared to the previous 12 months' period.



Travel in 2023 will be about saying “no” to normal, breaking routines, and searching for experiences without compromises. Whether travellers book quirky getaways, fly to events in far-flung city centres, or host the best chef’s table overlooking sweeping vistas, they will no longer be adapting to the next new normal. They will be creating their very own status quo.

A person wearing a tan trench coat is holding a large, unfolded map in front of their face, completely obscuring it. They are standing on a cobblestone street in front of a historic building with arched windows and doorways. The map is held up with both hands, and its edges are slightly frayed. The background is slightly out of focus, emphasizing the person and the map.

# THE NO-NORMAL

\*Third-party research was conducted on behalf of Expedia Brands (Expedia, Hotels.com, Vrbo & Wotif) by OnePoll, a global strategic research firm. The survey was conducted online from September 22 – October 14, 2022, across North and South America, Europe, and Asia-Pacific using an amalgamated group of best-in-class panels. The study was conducted among 24,000 respondents across 17 countries, amongst adults who are planning domestic or international travel in the next 36 months.

*For more information, contact the Expedia Brands PR team at [press-uk@expedia.com](mailto:press-uk@expedia.com).*