ZICASSO

2027 Travel Trends Report

Why Before Where



November 2026

Why Before Where



Travelers Are Keeping Italy, Paying More Per Day, and Going Farther for a Reason

Demand for 2027 travel is the strongest Zicasso has measured in three years. Trip requests for 2027 departures are up 27.9% over 2026 at the same point before travel, more than five times the 5.0% growth a year earlier.

The more telling change is where the new demand is going. Travelers are also absorbing rising travel costs without cutting back. Per-day budgets have kept pace with higher prices and, for 2027, moved ahead of them, while trip length and the number of countries per trip held steady.

Destination demand is splitting in two directions. At the center, Italy pulled further ahead and now accounts for nearly one in four trip requests. At the edges, the fastest growth came from destinations with a specific reason to go now. Egypt and Morocco sit in the path of one of the longest total solar eclipses of the century. Costa Rica has become a winter destination for families. Fiji is emerging as a standalone island escape. The UK and Eastern European destinations that grew in 2026 lost share, and African safari requests declined while every other major region grew.

The 2027 data describes travelers who treat a European anchor as a settled choice, invest more in the quality of each day, and save their appetite for something new for trips with a clear purpose.

One pattern connects every major finding in this report. In 2027, Zicasso travelers decide why before they decide where. The reason comes first, and the destination follows from it. Five reasons are reshaping where travelers go, when they go, and what they'll pay:

- Travelers Are Returning to the Classics on Purpose
- The 2027 Eclipse Is Moving Demand to a Single Week
- Summer Travelers Head North; Winter Travelers Head South
- Who's Coming Decides When and Where
- The Biggest Budgets Go to the Scarcest Experiences

About Zicasso

Established in 2008, Zicasso is the most-reviewed and highest-rated luxury travel company, specializing in custom tours, vacations, and safaris. Our Zicasso travel specialists are the world's top 2% of boutique tour operators and travel agents, pre-vetted and handpicked to create itineraries tailored to your unique preferences.

Zicasso makes planning a complex trip simple for busy, discerning travelers. Our specialists start with each traveler's ideas, needs, and reasons for going, then design a fully customized itinerary around them, with experiences chosen for that trip alone.

We have over 36,000 reviews and an average 4.9 rating.

For more information, visit www.zicasso.com or contact us at pr@zicasso.com.



About This Report

November 2026

This report analyzes more than 100,000 requests from Zicasso travelers and trip details for 2025, 2026, and 2027 departures to identify trends across global regions. Shares and rankings are based on all trip requests. This report examines destination preferences, request patterns, trip duration, and emerging alternatives that define the evolving luxury travel landscape.





Overview of Key Findings

- **Italy is consolidating while the UK and Eastern Europe give back ground.**

  Italy's share of trip requests rose to 24.5%, and its share of European demand to 35.1%. It's the top destination for every traveler type. England, Scotland, and Eastern Europe lost share.

- **The 2027 eclipse is moving demand to a single week.**

  One in six requests to countries in the eclipse's path mentions it. About a fifth of 2027 Egypt demand is tied to the August 2 eclipse, and 92% of July Morocco requests are eclipse travelers. Film and TV, by contrast, show no measurable pull.

- **Summer travelers are heading north, and winter travelers are heading south.**

  Cool destinations drew 13.2% of summer requests, up from 8.8% two years ago, and 18.4% of August requests. Costa Rica's January—March requests rose 143%, and it entered the Top 10 at #10.

- **Who's coming decides when and where.**

  Multi-generational families more than double their share in June, and families with children double theirs in July. As children get older, interest in history rises, and teens head for Greece.

- **The biggest budgets go to the scarcest experiences.**

  Egypt climbed from #27 to #16 in two years, and fewer than one in four Egypt requests now include another country, down from nearly half. High-budget travelers lean toward gorilla permits, migration crossings, cherry blossom weeks, and aurora season. Safari demand pulled back everywhere except the top of the price range.

- **Travelers are absorbing higher costs without shortening trips.**

  Comparing like-for-like travelers, per-day budgets rose about 9% in each of the last two years. For 2026 trips, that roughly matched higher travel costs as the dollar weakened. For 2027, it ran about 5 points ahead. Trip length and the number of countries per trip held steady.

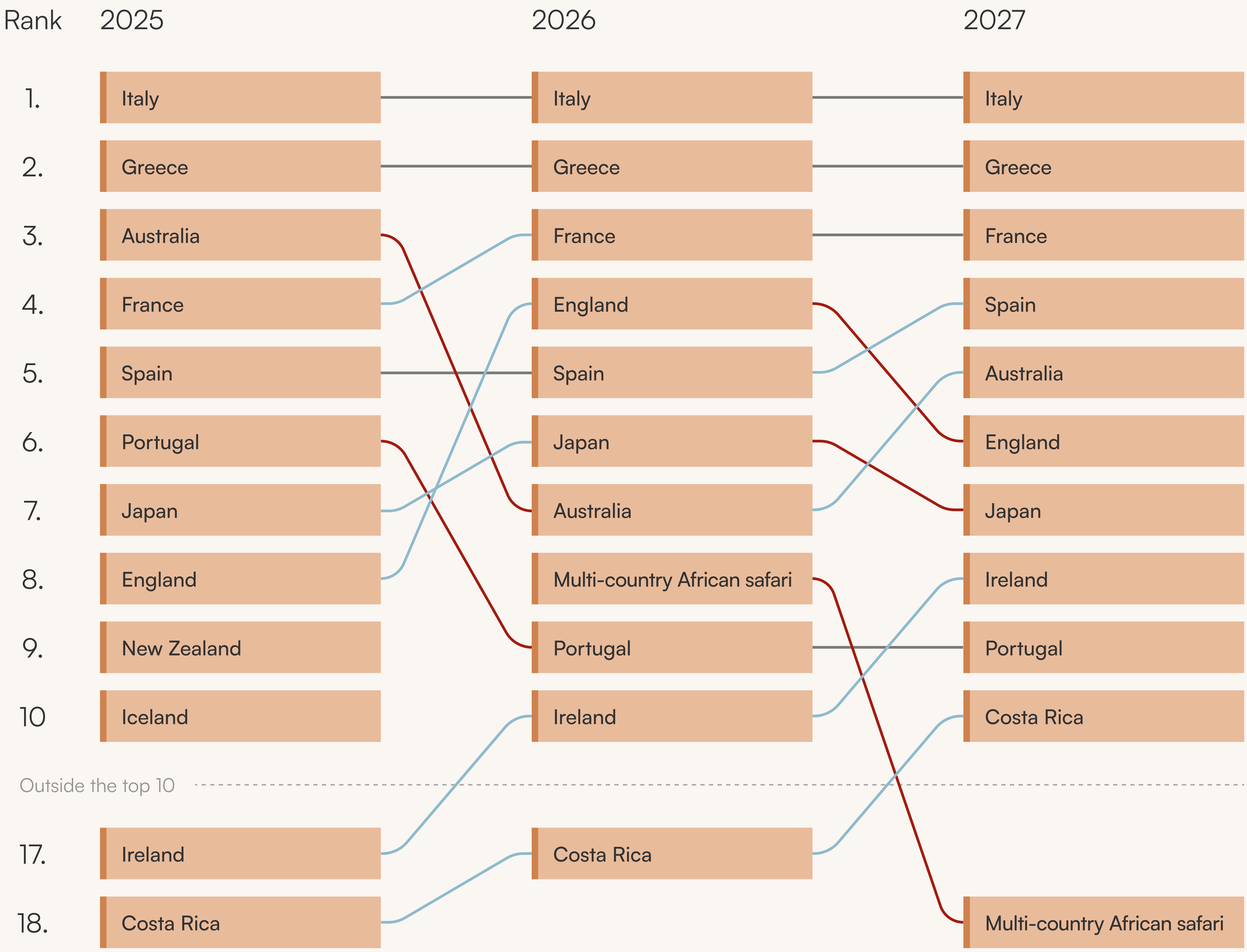


Travelers Are Returning to the Classics on Purpose



The most common reason to travel in 2027 is the most familiar one. Travelers want a destination they know will deliver, and they return to the classics on purpose. Seven of the ten most-requested destinations are in Europe, and Italy leads every traveler type. The rankings on the next page set the baseline, and every other reason in this report pulls travelers outward from it.

Where Zicasso Travelers Are Headed in 2027



The largest change in the Top 10 comes from outside Europe. Costa Rica jumped from #17 to #10 on a more than doubling of requests. Ireland climbed to #8, Australia moved up to #5, and England slipped from #4 to #6. Portugal held at #9 after slipping in 2026.

One destination left the Top 10: multi-country African safaris fell from #8 to #18.

Italy Is Consolidating as the UK and Eastern Europe Soften

Italy holds #1 with 24.5% of trip requests, up 1.5 percentage points. Greece remains #2, but its share has declined for a second consecutive year, from 16.4% to 11.1% to 10.7%, even as its request volume grew 23%. Greece is keeping its travelers while other destinations draw more of the new ones.

Europe accounts for 69.9% of trip requests, and European requests grew 28%. Within Europe, demand is redistributing in ways that reverse part of the 2026 story.





The Anchor Gets Stronger

Italy's share of European requests rose from 33.0% to 35.1%, and its requests grew 36%, faster than the overall market. It's the top destination for every traveler type, including 29% of family requests and 30% of multi-generational requests. France held #3 globally and grew 35%.

Italy's lead also shows up in how travelers build their trips. It is the first country listed on 24.5% of 2027 requests and appears somewhere on nearly three in 10. Other destinations are more often added once the anchor is set. Nearly half of the requests that include Scotland or Switzerland list another country first, and for Austria it's six in 10. Japan and Costa Rica work the other way. Fewer than one in 10 of their requests start somewhere else, which makes them the reason for the trip rather than a stop along the way.

Zicasso's Top 10 Destinations to Watch for 2027

This list is separate from the demand ranking on the previous page. It highlights destinations whose multi-year data shows credible momentum, not only the largest one-year gains.

Destination	Evidence	Growth Type
01 Egypt	#27 to #23 to #16; more than doubled even without eclipse travelers; increasingly a standalone trip	Sustained, accelerating
02 Costa Rica	#18 to #17 to #10; family and winter demand more than doubled	Accelerating
03 Italy	#1 all three years; share up 1.5 pp; #1 for every traveler type	Consolidating leader
04 Ireland	#17 to #10 to #8; share nearly doubled in 2026 and held in 2027	Sustained
05 Norway	#25 to #20 to #21; share up each year; tied for the highest per-day budgets in Europe	Sustained
06 Morocco	#29 to #24 to #20; grew 93% without eclipse travelers	Sustained, with a one-time 2027 boost
07 Chile	#33 to #27 to #25; requests up 86%	Emerging
08 Thailand	#11 to #16 to #11; increasingly a single-country trip	Rebound
09 Japan	Top 7 all three years; highest per-day budgets in Asia	Stabilizing at a high level
10 Galápagos / Ecuador	Share up in 2027; highest per-day budgets in Latin America	Steady growth

Some 2026 Alternatives Are Giving Back Share

Several of the destinations that grew in 2026 lost share in 2027:

Destination	2026 Rank	2027 Rank	Share Change (pp)
England	4	6	−1.04
Scotland	11	13	−0.46
Austria	22	24	−0.11

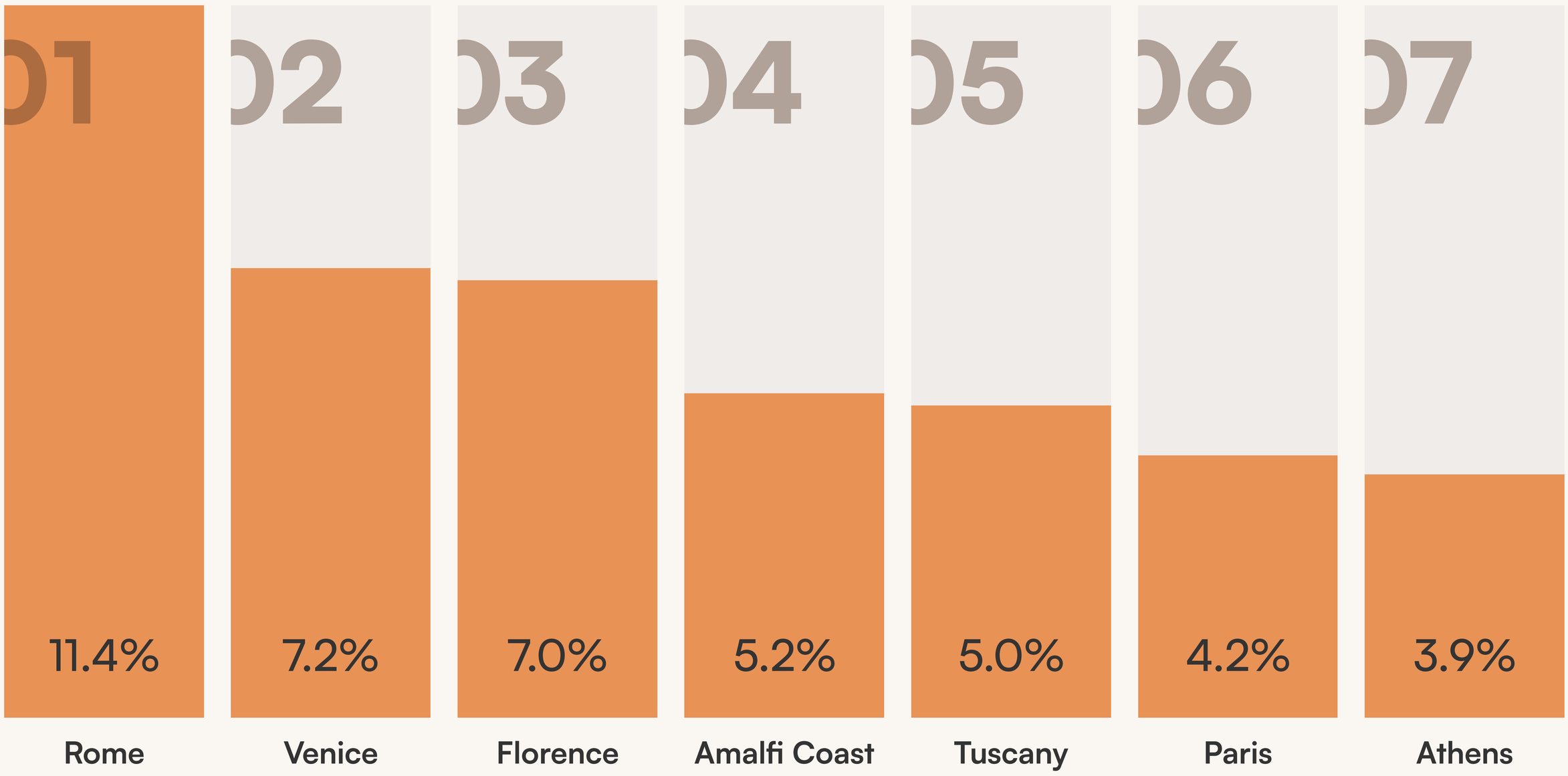
Eastern and Central Europe fell from 1.3% to 1.0% of trip requests. Poland, the fastest-growing European destination in last year's report, dropped 90%. Croatia, Switzerland, and Germany held their ground.





The Most-Requested Places

When travelers name specific cities, towns, or regions in their requests, these seven come up most often:



Five of the seven are in Italy. Rome, Venice, and Florence (the classic first-trip triangle) are still the most-named places by a wide margin. Sicily (2.7%) is the only place in the top 10 whose share of requests increased from 2026 (2.4%). Lake Como held steady at 2.1%.



Long-Haul Growth Has a Purpose



Outside Europe, the strongest gains came from destinations that solve a specific travel need: a winter escape, a family trip, a standalone island honeymoon.

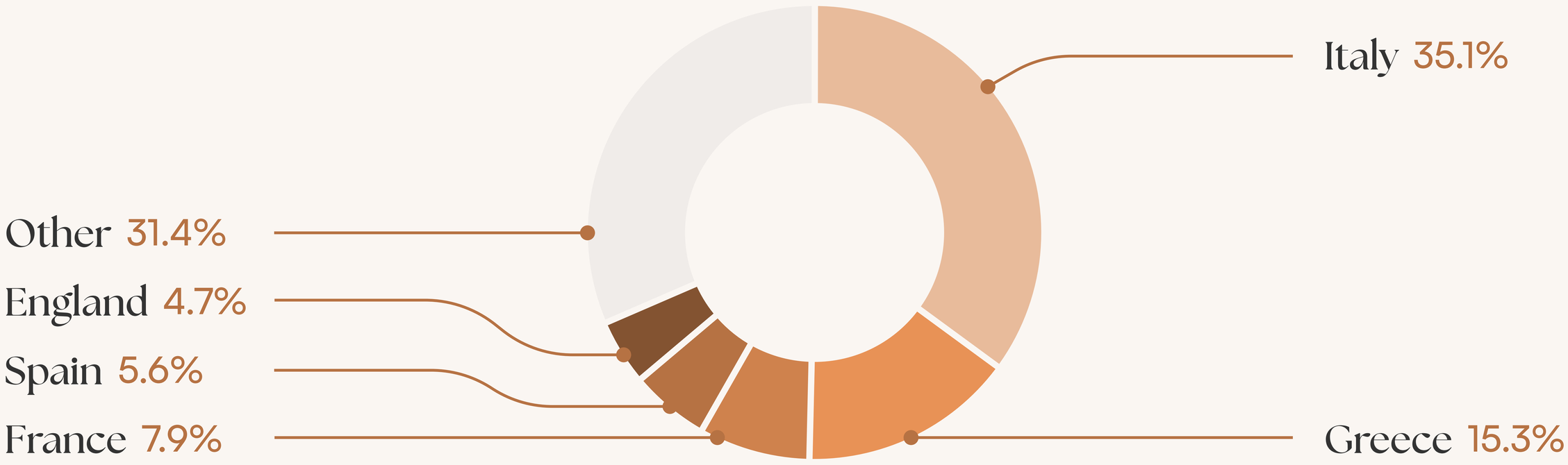
Region	2027 Volume Growth	2025	2026	2027
Middle East & North Africa	+128%	1.54%	2.30%	4.11%
Latin America	+45%	4.81%	5.92%	6.71%
South Pacific	+31%	7.44%	6.42%	6.56%
Europe	+28%	71.23%	69.73%	69.91%
Asia	+24%	8.12%	8.87%	8.61%
Africa	−23%	6.49%	6.13%	3.69%

● Growth of all trip requests by region. ● Reduction of all trip requests by region.

Top Destinations by Region

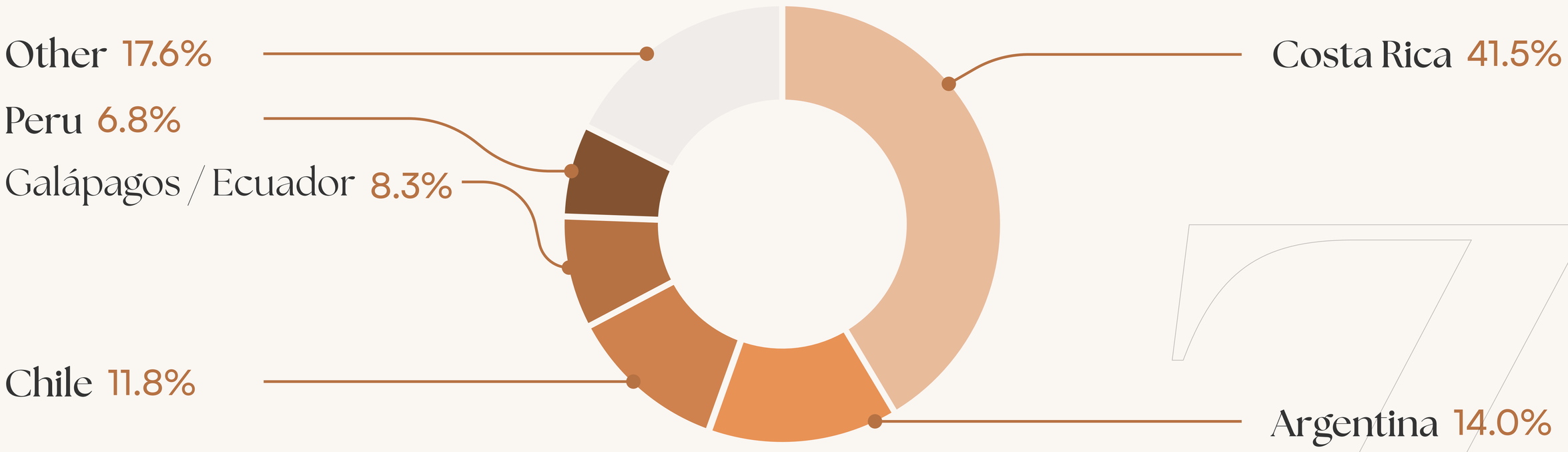
Top Five European Destinations (share of European trip requests)

Ireland (4.2%) now sits just outside the top five, behind England. Spain's 20% growth in 2027 got a lift from travelers planning around the August eclipse. Without those requests, Spain grew 14%.



Top Five Latin American Destinations (share of Latin American trip requests)

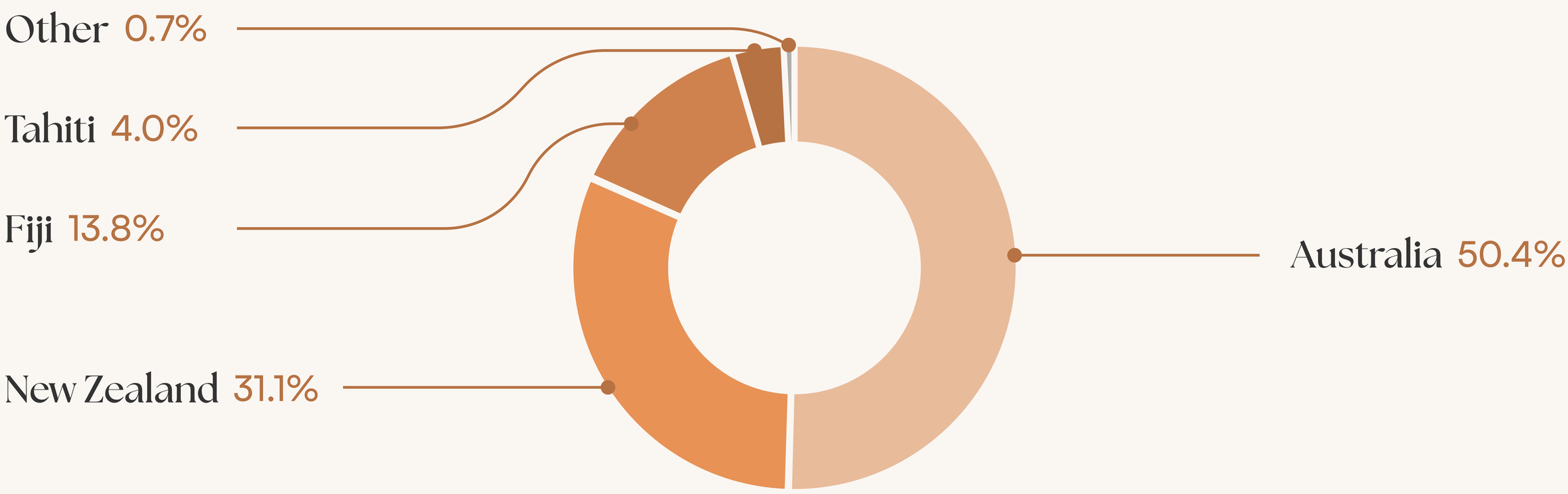
Chile nearly doubled, climbing from #27 to #25. The Galápagos gained share in 2027 and carries the highest per-day budgets in Latin America at USD 800. Argentina, Brazil, Belize, and Mexico, which last year's report identified as growth markets, were flat or down in 2027.



Top Destinations by Region

South Pacific Distribution (share of South Pacific trip requests)

After a 2026 dip, the South Pacific returned to growth, with requests up 31%. Australia climbed from #7 to #5. Within the region, Fiji took share from Australia, which moved from 55.9% to 50.4%, and New Zealand, which moved from 35.2% to 31.1%.



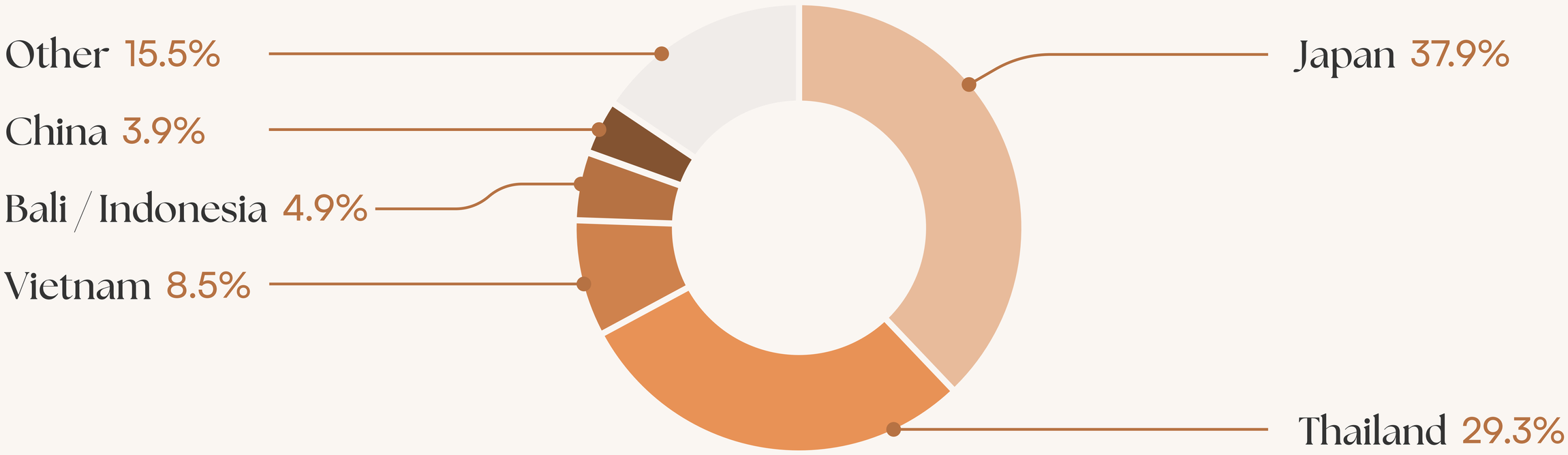




Asia Rebalances: Japan Plateaus as Thailand Returns

Japan's trip requests grew 2%, slower than requests overall. Its global share slipped from 4.08% to 3.26% (#6 to #7), and its share of Asian demand fell from 46.1% to 37.9%. Thailand recovered: requests rose 92%, its global rank climbed from #16 to #11, and its share of Asia travel rebounded from 19.0% to 29.3%. Thailand trips are also becoming more self-contained. The share of Thailand requests that include another country fell from 47% to 36%. Honeymooners are part of the recovery. Thailand is the third most-requested honeymoon destination for 2027, after Italy and Greece.

Top Five Asian Destinations (share of Asian trip requests)



Japan's position is best read as stabilization at a high level. It is still Asia's leader, has the highest per-day budgets in Asia (USD 650), and mentions of ryokan stays more than doubled as a share of requests.



Where Travelers Are Planning on Value



Several destinations with growing demand are being planned on per-day budgets below the overall median of USD 500. For comparison, Nordic destinations run USD 575 to 666 per day, Japan USD 650, and African safaris USD 700 to 857.

Destination	Median Per-Day Budget (2027)	Change in Requests, 2026 to 2027
Thailand	USD 400	+92%
Vietnam	USD 408	+66%
Costa Rica	USD 444	+131%
Spain	USD 454	+20%
Portugal	USD 461	+9%
Morocco	USD 500	+176%

Southeast Asia stands out. Thailand and Vietnam carry the lowest per-day budgets of any destination with a meaningful number of requests, and both grew faster than requests overall. Morocco is planned at about 14% less per day than Egypt (USD 583), while growing nearly as fast. In Europe, Spain and Portugal are still the lower-budget alternatives to the Nordic countries and Switzerland.

These figures reflect what travelers plan to spend, not what destinations cost. Who travels there affects them. Costa Rica's per-day budget, for example, is pulled lower by its large share of family trips.

What Travelers Want to Do in 2027

Food is the most common request, appearing in two of every five trip requests. The seven most-requested types of experience, and where travelers are most likely to ask for each:

Experience	Share of 2027 Requests	Where It's Most Requested
Food and dining	40%	Japan and Denmark (55% of requests)
Historic and archaeological sites	22%	Egypt (53%), Scotland (51%)
Wine tasting and vineyards	20%	South Africa (46%), Argentina (38%)
Beaches and islands	14%	Belize (51%), Costa Rica (49%)
Wildlife	13%	African safaris (74—91%); Costa Rica and Australia lead outside Africa
Hiking and walking	12%	Chile (42%), New Zealand (36%)
Boat trips and sailing	9%	Egypt (36%, mostly the Nile), Galápagos (29%)

A few pairings are unusually strong. Half of Egypt requests center on historic sites, and more than a third mention a boat trip, most of them on the Nile. Wine is the second-most-requested experience in South Africa, after wildlife.

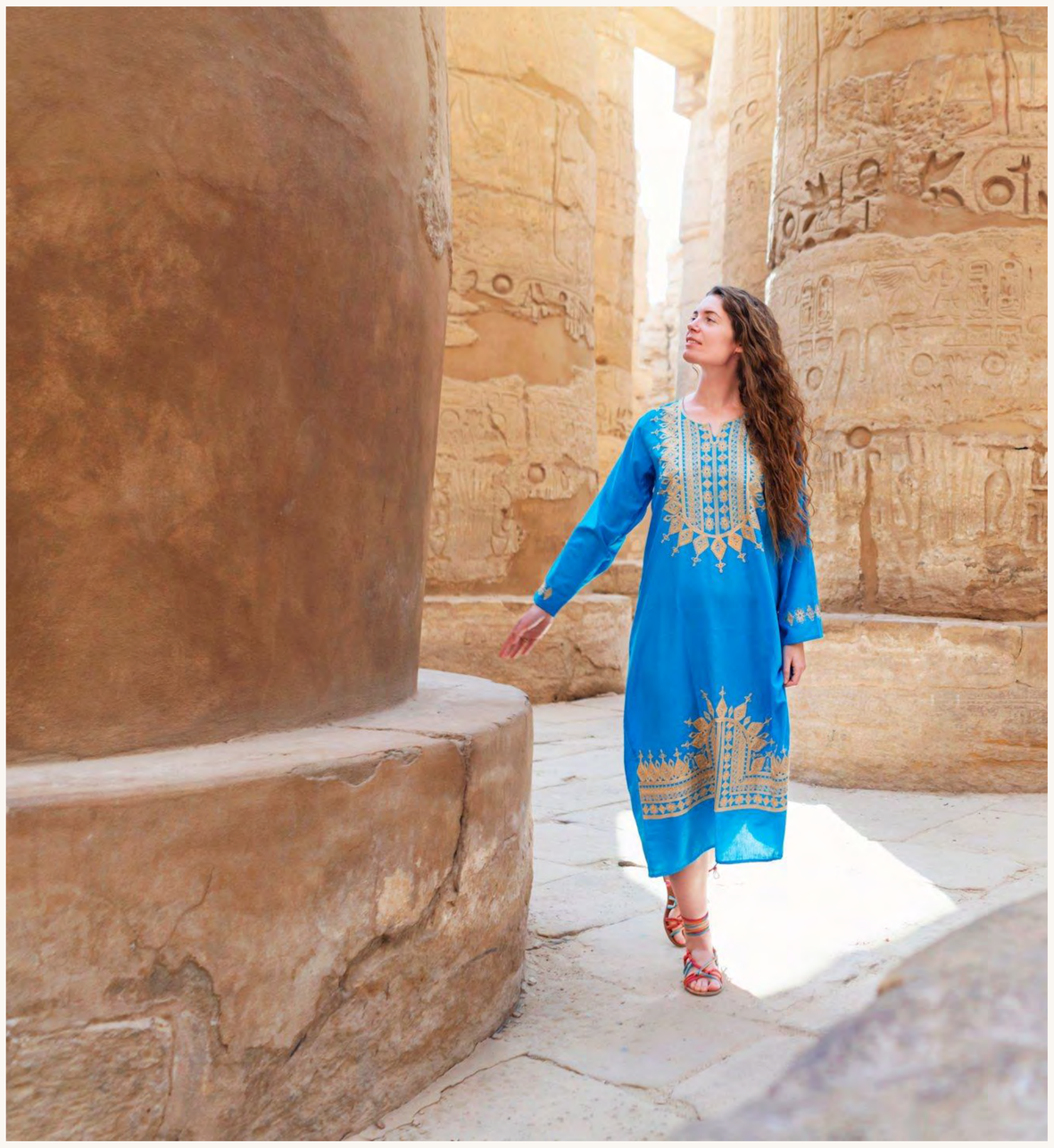


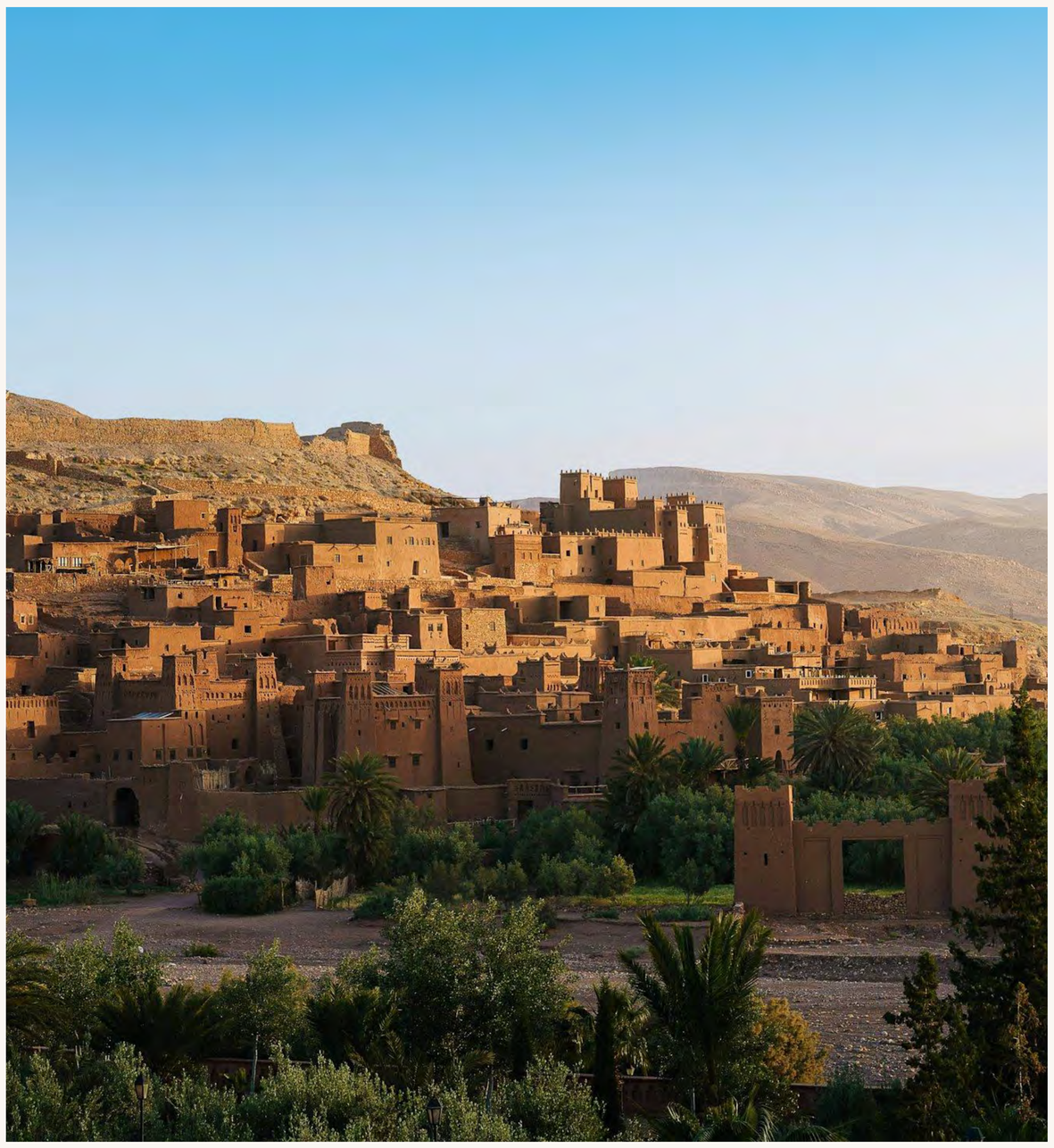
The 2027 Eclipse & Travel Demand Moving to Specific Weeks



A growing share of travelers are planning around a fixed date: a total eclipse, an aurora season, a cherry blossom week. When the date is fixed, the destination follows.

The Eclipse Effect





Biggest finding

16.5%

of eclipse-path requests mention the eclipse

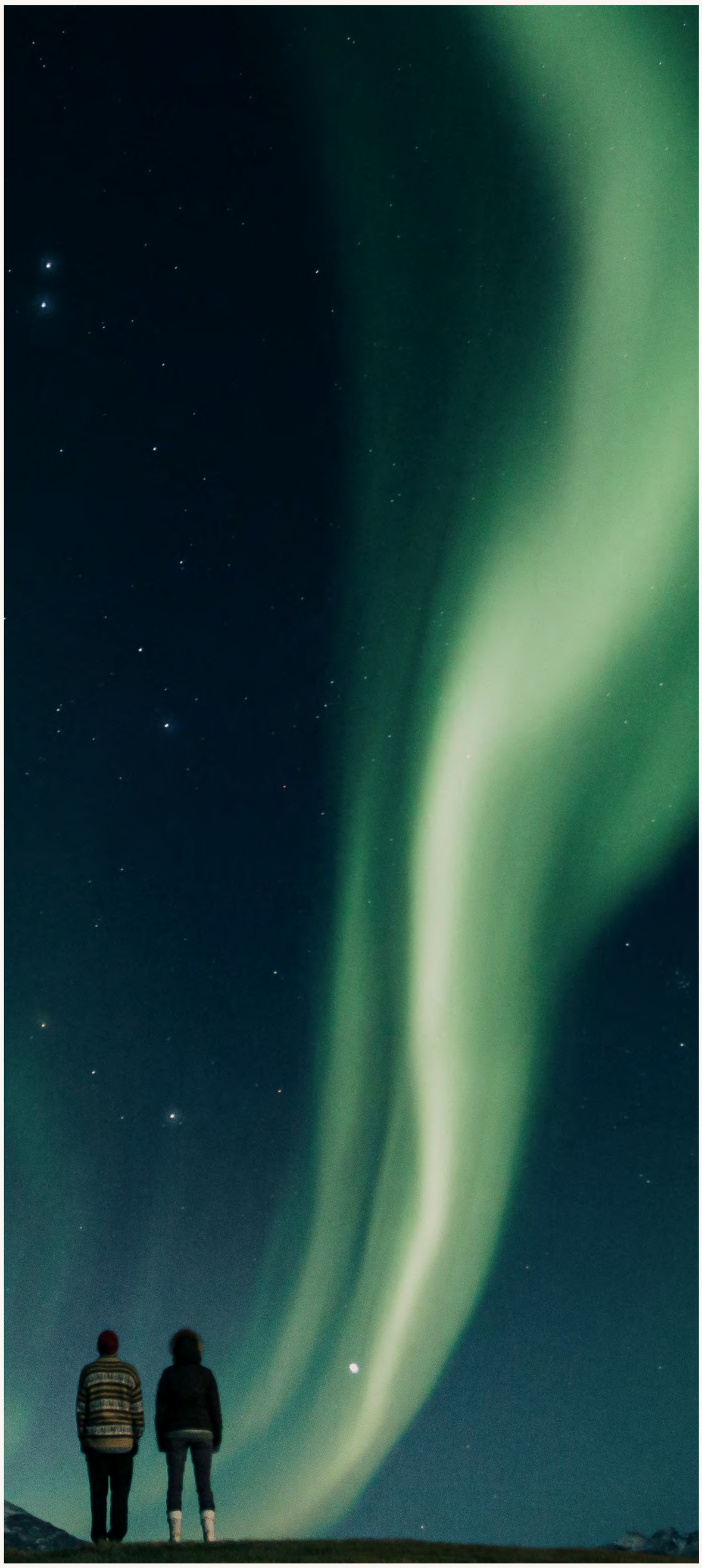
On August 2, 2027, a total solar eclipse will cross southern Spain, Morocco, North Africa, and Egypt. Near Luxor, totality will last more than six minutes, one of the longest total eclipses of the century. Zicasso travelers are planning around it. One in six trip requests (16.5%) to countries in the eclipse's path mentions the eclipse. That's more than double the share tied to the August 2026 eclipse over Spain and Iceland at 7.5%. The effect concentrates in July. Eclipse travelers account for 92% of July requests to Morocco and 74% of July requests to Egypt.

The eclipse accounts for a meaningful share of North Africa's 2027 growth:

- Egypt: 18% mention the eclipse. Without them, Egypt still grew 175%.
- Morocco: 30% mention the eclipse. Without them, Morocco grew 93%.
- Spain: 10% mention the eclipse. Without them, Spain grew 14%.

Egypt's growth began before the eclipse drew attention and continues without it. That is sustained demand. Part of Morocco's and Spain's 2027 gains is tied to a single date and most likely will not carry into 2028.

Travel Planned Around a Moment



The eclipse points to a broader way of reading travel demand. A share of travelers are planning around fixed events in time as well as around places. Zicasso requests show no measurable rise in film- or TV-inspired travel. References to specific shows are rare and flat. A once-in-a-lifetime natural event, by contrast, moved hundreds of requests to specific countries, specific towns, and a specific week.

The same pull shows up in the North. Mentions of the northern lights in requests rebounded to their highest rate in three years, and northern lights appear in 62% of Finland requests, the highest concentration of any single experience in any destination outside safari country. Among the highest-budget Japan travelers, cherry blossom season appears in 14% of requests.

Summer Travelers Head North; Winter Travelers Head South



For many travelers, the time of year comes first. They know when they can travel, and they choose the destination that's at its best in that window.

Ireland and the North as Part of the Calendar Season

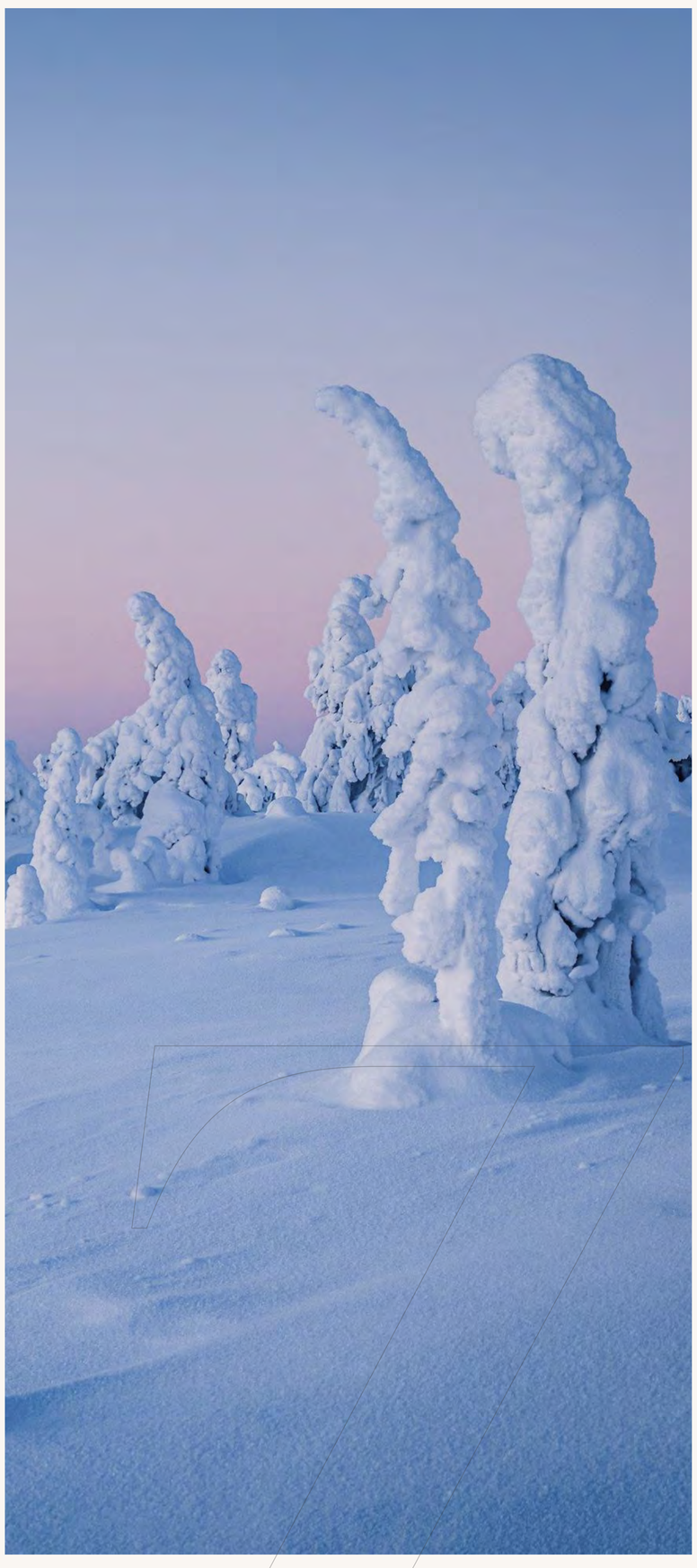
Ireland rose from #17 to #10 to #8. Its share nearly doubled in 2026 (1.61% to 2.93%) and held in 2027 (2.94%). It's the only UK or Ireland destination that kept its 2026 gains.

The Nordic countries, defined here as Scandinavia (Norway, Sweden, and Denmark) plus Finland, grew from 1.0% to 1.8% to 2.75% of trip requests, up 91% in 2027. Norway grew 83%. Finland nearly tripled, and Iceland partly recovered its 2026 decline.

These travelers are also among the biggest spenders. Norway, Iceland, Finland, Denmark, and Sweden hold the five highest median per-day budgets in Europe: Norway and Iceland at USD 666, Finland at USD 600, Denmark at USD 583, and Sweden at USD 575. The continued growth of Northern Europe, alongside the retreat of Eastern Europe, shows travelers are drawn to specific landscapes and seasonal experiences more than to the idea of an alternative Europe.

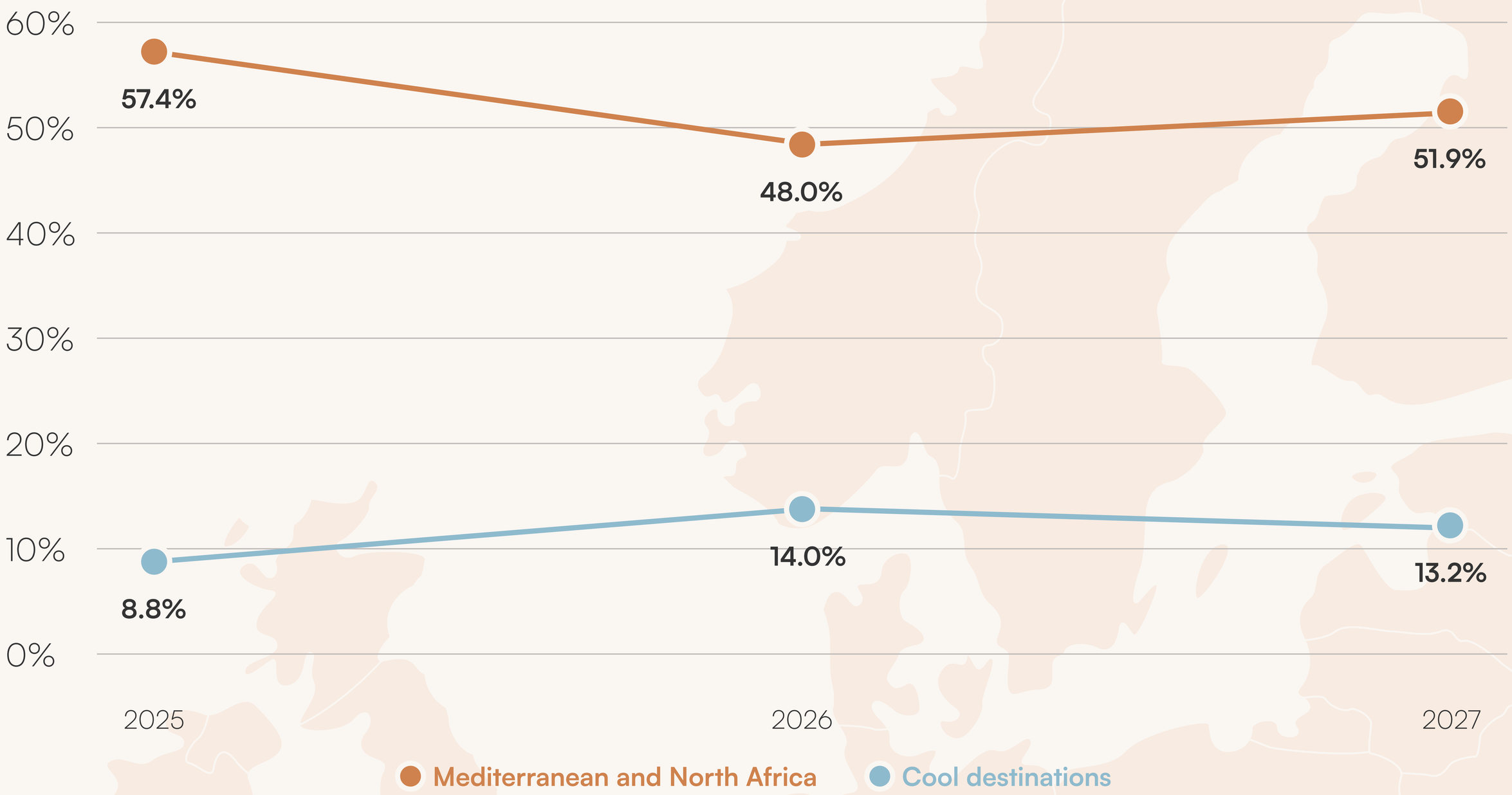






Summer Travelers Are Heading North

Beyond rising in traveler interest, Ireland and the Nordic countries have another thing in common: summer travel. A growing share of summer travelers are choosing cooler destinations over the Mediterranean, a pattern often called "cool-cation," which held through 2027.



Share of summer trip requests. Cool destinations: Ireland, Scotland, Iceland, Norway, Sweden, Denmark, Finland, Greenland, and Canada. Mediterranean and North Africa: Italy, Greece, Spain, Portugal, Croatia, Turkey, Egypt, Morocco, Cyprus, Malta, Montenegro, and Albania. Excludes requests tied to the 2026 and 2027 solar eclipses.

Summer requests to cool destinations grew 81% over two years, and the shift held in 2027 even as Mediterranean summer demand recovered. It's strongest at the height of summer. Cool destinations drew 18.4% of August requests for 2027, up from 16.9% in 2026 and 10.6% in 2025. Ireland and Scotland account for more than half of this summer demand, followed by Norway and Iceland.

Costa Rica Becomes the Family Winter Escape





Biggest finding

+143%

Costa Rica January to March requests growth

Latin America has increased traveler interest two years in a row, and Costa Rica is driving the demand. Costa Rica's requests rose 131% in 2027, accounting for three-quarters of the region's growth. Costa Rica now draws more than two in five Latin American requests, up from about a quarter.

What changed:

- Family and multi-generational requests: more than doubled, up 128%.
- January—March departures: up 143%.

Costa Rica trips are almost always single-country, at 93% of requests. Travelers aren't using it as a stop on a longer route. It's a self-contained trip for a specific time of year.

Departures Are Spreading Across the Calendar





Every departure month grew in 2027. The fastest growth outside the spring peak came in summer and early fall:

- July requests rose 44%, and about 40% of that growth comes from eclipse travelers departing in July. Excluding eclipse requests, July grew 25%, in line with the overall market.
- September rose 32%, reaching 10.1% of requests.
- June rose 28.5%, recovering from its 2026 decline, but its share (14.4%) is still below 2025 (17.3%).
- May remains the single busiest month at 18.5% of requests.

May and June together accounted for 36.3% of requests in 2025, 33.2% in 2026, and 32.9% in 2027. September's share has risen every year, from 9.0% to 9.7% to 10.1%. September is now a core travel month for Zicasso travelers.

Who's Coming Decides When and Where



Who is on the trip shapes when it happens and where it goes. A multi-generational June, a family July, and a solo January each lead to a different destination.

Who Is Traveling, and Who Spends the Most

Couples make up the majority of Zicasso trip requests, and their share is rising: from 54.8% to 56.0% to 57.3%. Adult groups declined slightly, from 23.8% to 21.5%. Families with children (8.7%), multi-generational groups (6.3%), and solo travelers (5.4%) held steady.

Per-day budgets differ sharply by who is traveling:

Traveler Type	Median Per-Day Budget (2027)	Top Destinations Beyond Italy and Greece
Solo	USD 600	France, Spain, Australia
Couples	USD 538	France, Australia, Spain
Adult groups	USD 500	France, Spain, Japan
Multi-generational	USD 428	France, Costa Rica, Spain
Families with children	USD 400	France, Costa Rica, Spain

A few patterns stand out:

- Solo travelers budget the most per day and are the least concentrated on Italy (17.1% of solo requests, compared with 24.3% for couples). They spread across more destinations than any other group.
- Group size doesn't reduce per-person spending. Adult groups of three budget about the same per day as groups of eight or 10.
- Honeymooners budget below the average. Requests that mention a honeymoon carry a median per-day budget of USD 461, compared with USD 500 overall. Honeymooners are likely younger, and younger travelers budget less, but the gap runs against the common assumption that honeymoons are the most lavish trips.

About 14% of requests mention a honeymoon, anniversary, or milestone birthday.

Who Travels When

Couples are the largest group of travelers in every month, from 41% of June requests to 70% of February requests. The more revealing pattern is which other travelers show up in each month at well above their usual share:

Month	Couples' Top Destinations	Standout Traveler (Share vs. Year Average)	Their Top Destinations
January	Australia, Thailand	Solo travelers (9% vs. 5%)	Australia, Thailand
February	New Zealand, Costa Rica	Solo travelers (7% vs. 5%)	Italy, Australia
March	Italy, Japan	Families with children (14% vs. 9%)	Italy, Costa Rica
April	Italy, Greece	Solo travelers (7% vs. 5%)	Italy, France
May	Italy, Greece	No standout	
June	Italy, Greece	Multi-generational families (15% vs. 6%)	Italy, Greece
July	Italy, Greece	Families with children (18% vs. 9%)	Italy, Greece
August	Italy, Greece	No standout	
September	Italy, Greece	Groups of adults (26% vs. 22%)	Italy, Greece
October	Italy, Greece, Japan	Couples (68% vs. 57%)	Italy, Greece, Japan
November	Italy, Thailand	Groups of adults (28% vs. 22%)	Italy, Thailand
December	Australia, New Zealand	No standout	

Who Travels When

- **Winter belongs to warm-weather destinations and to solo travelers.**

  From December through February, Australia, New Zealand, Thailand, and Costa Rica lead for couples. In January, solo travelers appear at 1.6 times their usual share.

- **March is spring break.**

  Families with children rise to 14% of requests, and Costa Rica accounts for 14% of family trips that month.

- **June is the multi-generational month.**

  Multi-generational families make up 15% of June requests, more than twice their yearly share, and 35% of them are headed to Italy.

- **July is the family month.**

  Families with children make up 18% of July requests, double their yearly share.

- **October is for couples, and Japan enters their top three.**

  Couples make up 68% of October requests, compared with 57% for the year.



Where Families Go Depends on Their Children's Ages

Family trips follow the classroom. Across 2025—2027 requests from families whose children all fall in one age group:

- **Interest in history rises with age.**

  History and ancient sites appear in 16% of requests from families with children ages 3—7, 21% with ages 8—12, and 23% with teens.

- **Ages 8 to 12 are the adventurous years.**

  Families with tweens choose African safaris at 1.5 times the family average, Japan at 1.35 times, and Costa Rica at 1.3 times. Wildlife and adventure activities peak in this group.

- **Teens head for the classics.**

  Greece draws 17% of teen family requests, the highest share of any age group. Rome, Athens, Paris, and Pompeii are all named most often by families with teens.

- **The calendar narrows as children grow.**

  Summer accounts for 34% of trips with babies and toddlers, 39% with young children, 50% with tweens, and 58% with teens.





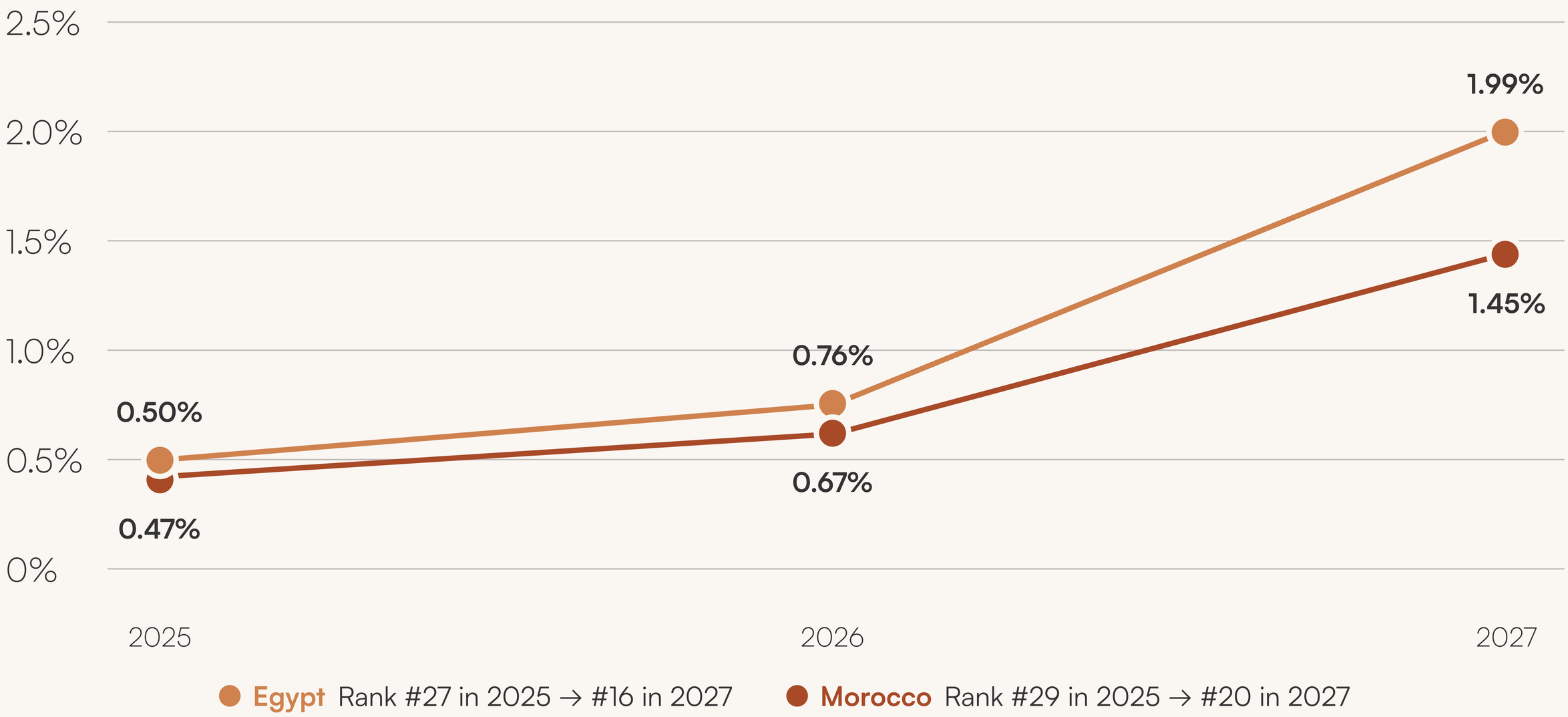
The Biggest Budgets Go to the Scarcest Experiences



The fastest-growing destinations in 2027 each give travelers one clear reason to go, and travelers increasingly make that reason the whole trip. The biggest budgets go to experiences that are limited by permits, seasons, or the sky.

Egypt Has Become a Headline Destination

The clearest multi-year destination trend in the 2027 data is Egypt's rise. It has gained share in each of the last two years, and the gains are accelerating.



The broader Middle East and North Africa region more than doubled its trip requests (+128%) and grew from 2.3% to 4.1% of all trip requests. Within the region, Egypt now accounts for 48.4% of demand, up from 32.5% two years ago. Turkey's share fell from 24.4% to 9.6%.





From Add-On to Main Event





Biggest finding

48% to 23%

Egypt multi-country share

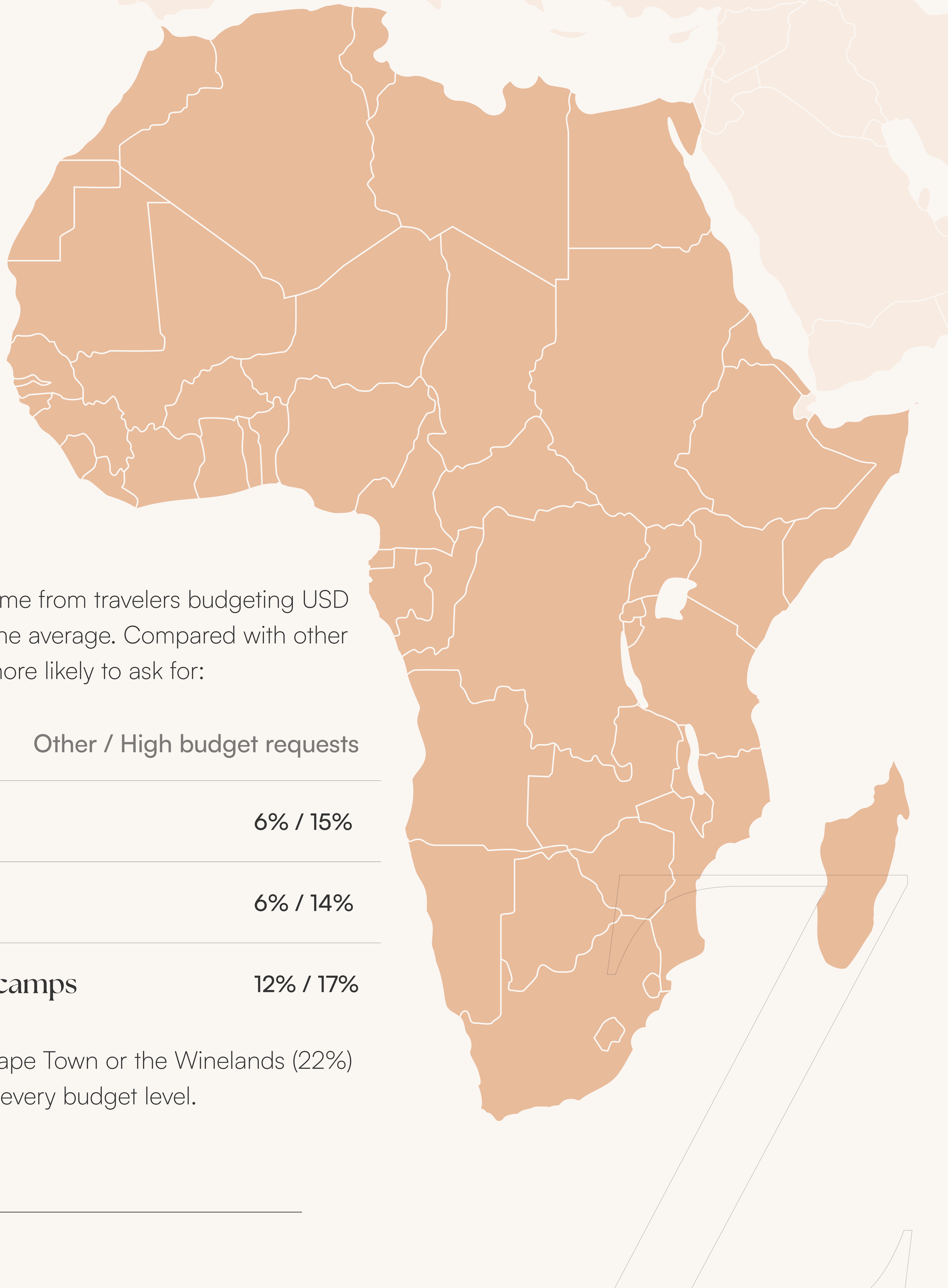
How travelers plan Egypt has changed in 2027. In 2026, 48% of requests that included Egypt combined it with another country, most often Jordan. In 2027 that fell to 23%. More travelers are treating Egypt as the whole trip.

The core Egypt itinerary is consistent: Cairo and Giza, the Nile, Luxor, and Aswan.

Egypt isn't alone. The share of Thailand requests that include another country fell from 47% to 36%. 93% of Costa Rica requests and 86% of Fiji requests are for that destination alone.

Where the Highest-Budget Travelers Are Going

About 13.5% of 2027 requests budget USD 1,000 or more per person per day. These travelers go to Italy, Greece, and France in the largest numbers, like everyone else. Three destinations, however, draw a far larger share of high-budget travelers than average:



African Safari

35% of safari requests come from travelers budgeting USD 1,000+ a day, 2.6 times the average. Compared with other safari travelers, they are more likely to ask for:

Experience	Other / High budget requests
The Great Migration	6% / 15%
Gorilla trekking	6% / 14%
Specific lodges and camps	12% / 17%

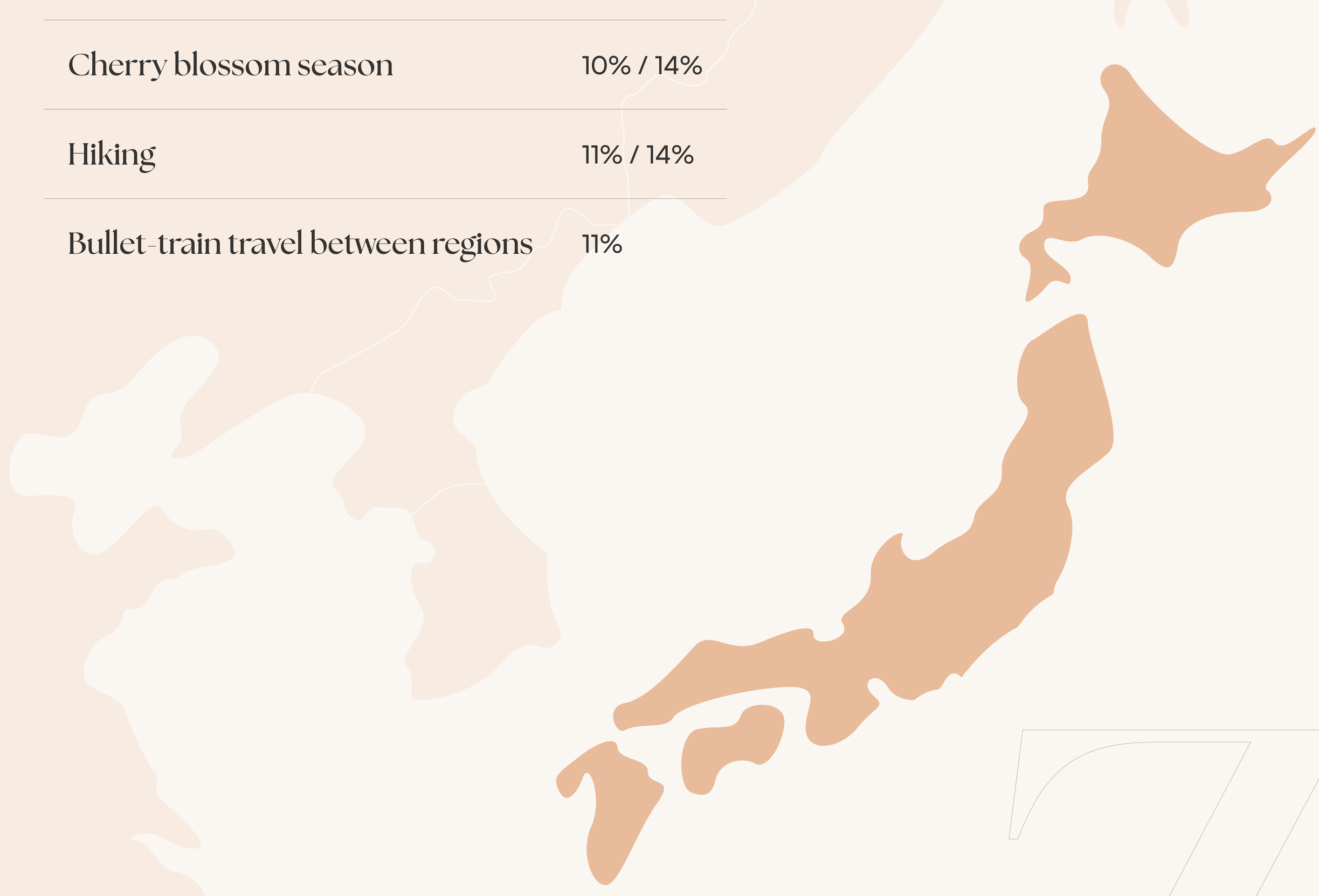
Victoria Falls (18%) and Cape Town or the Winelands (22%) are common additions at every budget level.

Where the Highest-Budget Travelers Are Going

Japan

21% of Japan requests come from travelers budgeting USD 1,000+ a day, 1.6 times the average. Their requests focus on:

Experience	Other / High budget requests
Food	49%
Cherry blossom season	10% / 14%
Hiking	11% / 14%
Bullet-train travel between regions	11%



Where the Highest-Budget Travelers Are Going

Iceland

26% of Iceland requests come from travelers budgeting USD 1,000+ a day, 1.9 times the average. Their priorities:

Experience	Other / High budget requests
Northern lights	41%
Food	25% / 31%
Hot springs and geothermal lagoons	23%
Glaciers	11%
Volcanoes	6% / 10%

Where the Highest-Budget Travelers Are Going

The Galápagos (34%) and Norway (24%) also draw an above-average share of high-budget travelers, on smaller volumes.

The pattern across all three is consistent. High-budget travelers ask for the same experiences as everyone else, in their scarcest form. They choose destinations where the experiences themselves are scarce, seasonal, or permit-limited, such as gorilla permits, migration crossings, cherry blossom weeks, and aurora season. They also plan further ahead. Requests that mention gorilla trekking or the Great Migration are made about 440 days before departure, compared with 338 days for the typical request.





Fewer Safari Travelers, Except at the Top

The safari decline happened entirely below the top of the price range. Safari requests budgeting USD 1,000 or more per person per day held steady (222 in 2026, 219 in 2027), while all other safari requests fell 32%. Travelers budgeting USD 1,000+ a day now make up 35% of safari requests, up from 27% in 2026 and 17% in 2025.

Safari is still the highest-value experience Zicasso travelers plan. Africa requests carry the highest median per-day budget of any region, at USD 769, and have every year. Kenya (USD 857), Tanzania (USD 833), and Botswana (USD 800) rank among the highest of any destination.





What We Can and Can't Say

The data establishes that safari interest for 2027 is lower at this point in the planning cycle than in either prior year, and that the decline sits below the top of the price range. It doesn't show why. Possible explanations include price, flight access, or a longer planning horizon for safari than for other trips. None can be confirmed from request data alone.

Fiji Arrives

The most striking change in the South Pacific is Fiji, which rose 24 places, from #47 to #23, the largest rank gain of any destination. Its share of South Pacific demand grew from 4.2% to 13.8%, and it accounted for nearly half of the region's growth. Most Fiji requests are for Fiji alone, accounting for 86% of requests, and about one in five mentions a honeymoon. This is one year of growth from a small base, so Fiji is a destination to watch rather than an established trend.

Unexpected Destinations on the Rise



Outside last year's top 20, five destinations surged in 2027. Each is still small, under 1% of requests. Together they show travelers looking at places that aren't on most first-trip lists:

Destination	Rank, 2026 to 2027	Change in Requests	What Travelers Ask For Most
Fiji	47 → 23	+331%	Beaches and islands (40%); about 1 in 5 mentions a honeymoon
Finland	49 → 29	+187%	Northern lights (62%)
Netherlands	43 → 30	+105%	Museums and art (27%, the highest of any destination)
Denmark	45 → 34	+82%	Food (55%); scenic train travel (24%)
Chile	27 → 25	+86%	Hiking (42%, the highest of any destination)

Each destination gives travelers one clear reason to choose it. Finland is planned around the aurora, the Netherlands around its museums, Denmark around its food, Chile around Patagonia's trails, and Fiji around beaches and honeymoons. These are one-year gains from small bases. Their 2028 data will show whether they hold.

Travelers Absorb the Higher Costs



When the reason is clear, travelers pay for it. Travel has become more expensive, and Zicasso travelers have raised their budgets to match. In the most recent year, budgets moved ahead of rising costs. Through both years, the length and structure of trips held steady.

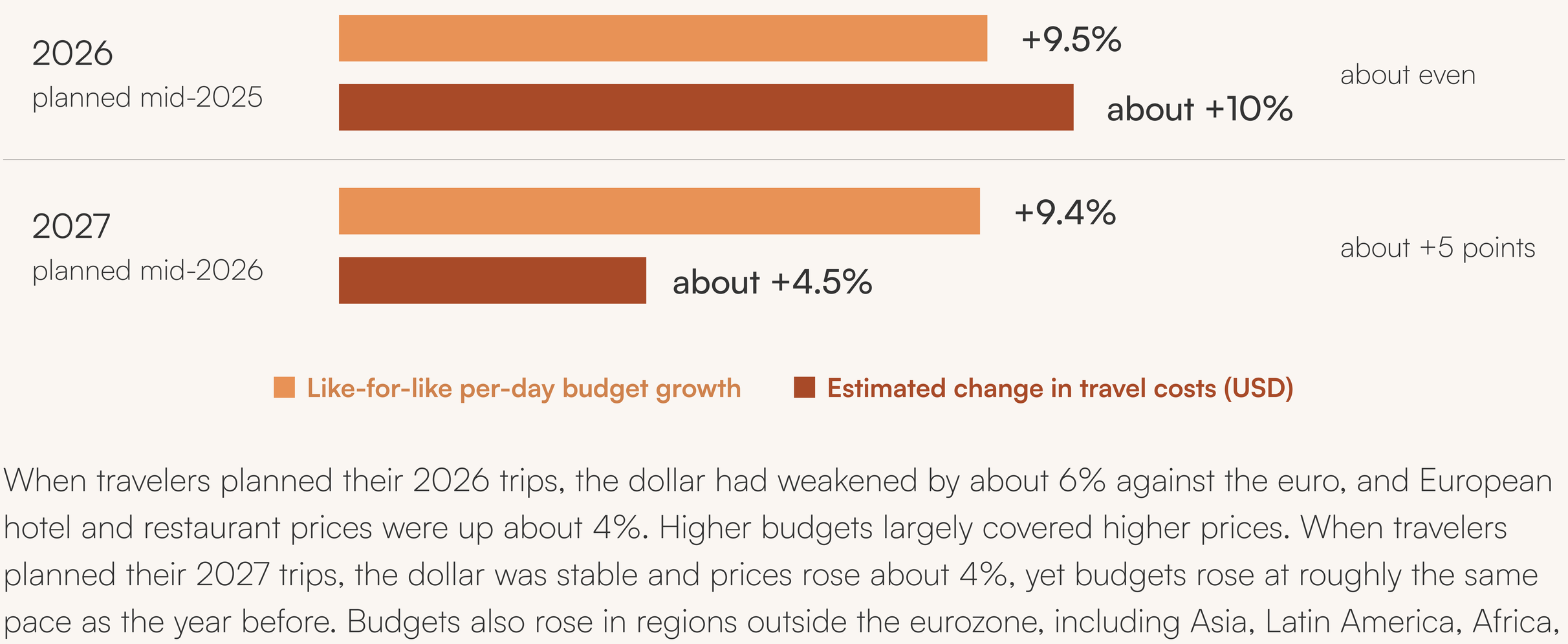
Budgets Kept Pace With Costs, Then Moved Ahead

Comparing the same kinds of travelers going to the same regions, per-person, per-day budgets (which exclude international flights) rose about 9.5% for 2026 trips and about 9.4% for 2027 trips. What that increase means depends on what travel cost when each group was planning:

Biggest finding

5 points

budgets ahead of costs



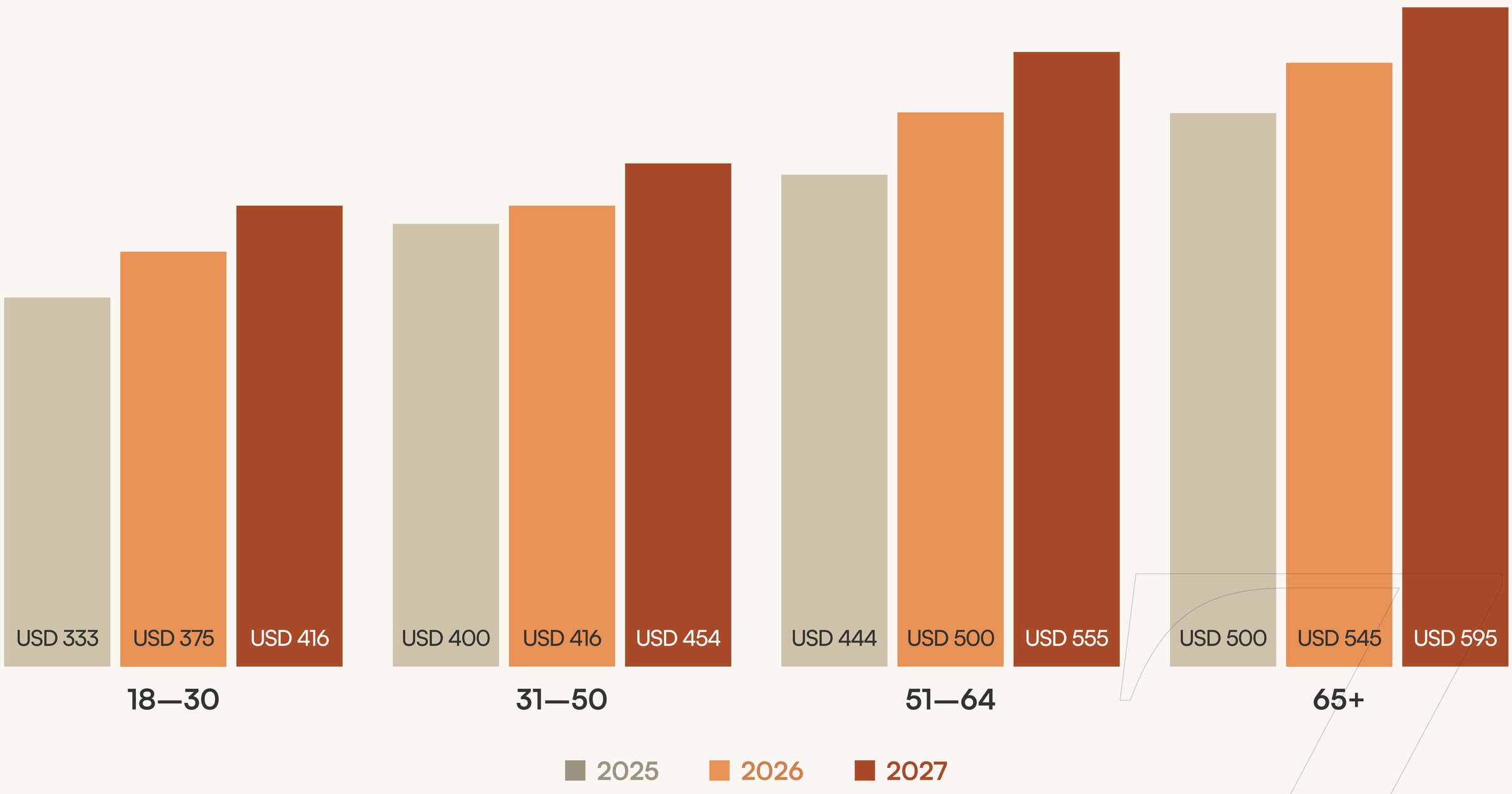
When travelers planned their 2026 trips, the dollar had weakened by about 6% against the euro, and European hotel and restaurant prices were up about 4%. Higher budgets largely covered higher prices. When travelers planned their 2027 trips, the dollar was stable and prices rose about 4%, yet budgets rose at roughly the same pace as the year before. Budgets also rose in regions outside the eurozone, including Asia, Latin America, Africa, and North Africa, so the increase isn't only a currency effect.



Older Travelers Budget the Most



Per-day budgets rise with age in every year:



Travelers 65 and older also make up a growing share of requests, which lifts the overall average independently of prices.

Trip Length and Complexity Are Holding Steady

Last year's report described shorter trips with more destinations. The 2027 data shows stability instead:

- The median requested trip has held at 10 nights for all three years.
- The share of multi-country requests has stayed between 28% and 30%.
- Two-country trips account for about 17% of requests each year.







What the Pattern Suggests





Facing higher prices, travelers could have shortened trips, dropped a country, or traded down. The data shows none of these. Trip length and the number of countries per trip held steady, and the share of requests budgeting under USD 10,000 fell from 44.7% to 38.6% over two years. For 2027, budgets rose faster than costs.

What the 2027 Data Says About How Travelers Are Choosing



2026 showed travelers spreading out within Europe. The 2027 data shows a different traveler: one who decides why before where, returns to a trusted anchor, spends more on each day, and goes farther when there's a specific reason to go.

Which 2027 Trends Will Hold

What looks structural:

- Rising per-day budgets, three consecutive years of increases across every age group
- Egypt's rise, two consecutive years of accelerating share gains that continue without the eclipse
- Latin America's growth, now led by Costa Rica's family and winter demand
- The Nordic countries' growth and Ireland's hold on its 2026 gains
- September's place as a core travel month





What may be temporary:

- The eclipse boost to Morocco, Spain, and July departures
- The 2026 surge in Eastern and Central Europe, which reversed in 2027
- Fiji's and Finland's one-year jumps from small bases
- Thailand's recovery, which returns it to its 2025 position

What didn't hold: the trend toward shorter trips and more countries per trip reported last year. Trip length and complexity held steady across all three years.

What remains unexplained: why safari requests below the top of the price range fell, the largest movement against the overall trend.

Planning 2027 Travel With Zicasso



Every Zicasso trip starts with the same question a specialist asks first: why are you going? The travel gaining ground in 2027 depends on timing and specific knowledge. An eclipse trip to Luxor depends on securing the right location for a single day, often more than a year ahead. A family winter trip to Costa Rica depends on matching lodges and activities to children's ages and school calendars. A Nordic itinerary depends on the season and the light. Zicasso's travel specialists plan these trips in-country, with direct knowledge of the timing, access, and properties each experience requires.

For more information about planning your 2027 international travel, visit www.zicasso.com or contact us at pr@zicasso.com.