



zicasso

Zicasso 2024 Summer Travel Trends

The Luxury Travel Report

About Zicasso

Since 2008, Zicasso has been a leading luxury travel company, fulfilling personalized, life-enriching vacations for tens of thousands of international travelers. Zicasso connects travelers directly with our team of in-country specialists who bring deep destination knowledge. This network represents the top 10% of luxury travel advisors in over 100 countries.

By connecting travelers with our trusted travel advisors, Zicasso simplifies vacation planning for busy, discerning clients. We listen to our customers' trip ideas, needs, and desires, and create fully customized itineraries with unique and authentic travel experiences for each trip.

We have over 24,000 reviews and an average 4.9 rating.

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





About This Report

April 2024

We analyzed the data from thousands of Zicasso trip requests for information on traveler interests, activities, destinations, and tours aimed at the summer of 2024.

In addition, we performed a detailed survey from 100 of the top Zicasso in-country specialists on traveler and trip details for the summer of 2024, as well as the trends they are seeing for planning and bookings in their regions.

The Zicasso Luxury Traveler

Accessible Luxury

The Zicasso traveler has a household income floor of \$200k and up. They fit into several segments from working couples, retirees and near-retirees, families, multi-generational families and, significantly, friends traveling together in small and large groups.

While we handle many trips priced over \$100k, the bulk of our travelers spend in the \$6000-\$8000 range per person, for an average vacation duration of 11 days. As such we provide "accessible luxury" for our audiences with exceptional, memorable experiences.

For our travelers, this means upscale, primarily boutique accommodations, extraordinary amenities, and custom-tailored vacation experiences that go well beyond conventional travel standards. Zicasso travelers expect an enhanced level of comfort, personalized service, and exclusivity.

The luxury traveler also prioritizes authentic cultural and local culinary experiences – they feel that local cultural immersion enriches their travel experience. Our travel specialists love delivering in these regards, sharing unforgettable tours and activities while customizing tours that both pique the curiosity of Zicasso's clientele and surpass their expectations.





Overview of Key Findings

- Avoiding peak season crowds and off-season bookings show higher growth in the shoulder seasons compared to travel during the typical summer season.
- Overall, there is a shift in luxury travel preferences, moving towards unique and personalized adventures and cultural immersion opportunities beyond just expensive accommodations, especially in Asia.
- In all regions, our destination experts are serving a mix of traveler demographics, including families, couples, solo travelers, and multi-generational groups. This indicates a broad appeal for summer travel across different age groups and preferences.

Our detailed analysis of the evolving travel industry revealed key findings that include how the **summer travel landscape is evolving**. Travelers are actively seeking respite from peak season crowds. With an increase in Spring shoulder season travel of **16%** vs. 2023 and Fall shoulder season of **25%** vs 2023, the shift towards **shoulder season travel is evident**. **The most significant increases are in Europe**, where some visitors are avoiding the busiest months, **and Latin America**, where off-season bookings are on the rise.

Luxury travelers have a growing appetite for unique, personalized adventures that offer cultural immersion beyond just opulent accommodations; **this trend is particularly pronounced for travel in Asia**. Notably, **60% of respondents expressed a desire to immerse themselves in local cultures, aligning with the surge in demand for authentic regional experiences** like street food tours in Southeast Asia and spice route tastings in the Middle East and North Africa.

Across regions, our destination experts are catering to diverse traveler demographics, from families and couples to solo explorers and multi-generational groups, underscoring the broad appeal of summer travel. However, **this diversity also presents the challenge of curating suitable activities for all family members on multi-generational trips**. By understanding and adapting to these evolving preferences, Zicasso and its partners can continue to deliver exceptional personalized travel experiences.

Responses by Country



The most popular Summer 2024 destinations for Zicasso travelers



This list differs from 2023 with Spain and France swapping places, Portugal and Iceland switching positions, and Japan replacing South Africa on the top 10 list.

Most Common Countries Mentioned in Zicasso Traveler Summer 2024 Trip Requests



The most popular destinations by region include:

African Safari

- Cape Town, South Africa

Asia

- Tokyo, Japan

Europe

- Amalfi Coast, Tuscany, Italy
- Santorini, Greece

Latin America

- Patagonia, Argentina & Chile

Middle East & North Africa

- Essaouira
- Morocco

Southeast Asia

- Bali, Indonesia
- Thailand

South Pacific

- Bay of Islands, New Zealand

Travelers in 2024 are looking for high-quality, customized, and unique travel experiences, and they are planning and booking well in advance to secure these experiences. There is also growing interest in authentic and less touristy destinations with a focus on slowing down their travel.





The top three most popular activity themes:

- Culture
- Wine
- Food

Wildlife and beaches make up the remainder of the top 5 most popular types of activities in 2024.

We have seen an increase in summer travel interest from:

- Families
- Romantic/Couples
 - Wedding
 - Honeymoon
 - Anniversary



African Safari

The highlights of Cape Town, and safari reserves in places like Kenya, Tanzania, Botswana, and South Africa remain the most popular destinations for African Safaris, which are emerging as an ultra-luxurious escape for honeymooners seeking unparalleled privacy and romance. Safari companies report a notable increase in bookings from newlywed couples looking to create unforgettable memories while experiencing the thrill of witnessing majestic wildlife in their natural habitats.



African Safari Traveler Interests Change with Demographics

Multi-generational travel continues to be a growing trend with increased interest in combining adventure activities with relaxation.

- Traveler Type Increase vs. 2023:
 - Multi-Generational: **+33%**
 - Solo Travelers: **+17%**
 - Families: **+17%**

There is also a growing interest in combining African safaris with other experiences like visiting wine regions or lounging on the coast. Younger travelers prefer more adventurous itineraries while seniors prefer more relaxation.

- **33%** of respondents highlighted the growing popularity of multi-generational travel and the need for itineraries that cater to a mix of adventure and relaxation

Travelers' Top Concerns

Budget and timing remain common concerns for African safari travelers. Finding the right balance between adventure and relaxation can be challenging, especially for multi-generational groups.

Booking Trends

Travelers are booking trips well in advance due to high demand, reserving their trip up 11-12 months for East and South Africa.

Unique Insights for African Safari

There is a growing interest in wellness retreats coupled with safari experiences.

83% of travelers are interested in combining unique places, such as Zambia and Mozambique, with traditionally popular destinations during their African safari. Travelers want to experience a variety of destinations, blending iconic safari experiences with off-the-beaten-path locations.

Despite the rugged and adventurous nature of safari travel, 33% of travelers seek luxurious and opulent experiences, including opting for exclusive lodges or private game reserves that provide lavish safari opportunities.



Asia

Bali emerged as a hotspot for summer travel in 2024 but many travelers are focusing on off-the-beaten-path destinations that include Sidemen and Batukaru, in addition to lesser-known villages. This reinforces Bali's traditional appeal coupled with travelers' cravings for unique, customized experiences in Asia beyond the island's famed beachside destinations.

25% of respondents say interest in solo travel to Southeast Asia is on the rise.



Travelers' Top Concerns

Weather conditions and finding enough space are common concerns for summer travel in Asia.

- **75%** of travelers visiting Asia are concerned about weather conditions
- **25%** of travelers are concerned about finding enough accommodation and tour spaces available.

There's a growing interest in exploring cooler places within Japan during summer and in unique experiences like hot spring baths.

Travelers Wanting to Visit Southeast Asia are More Prepared

Travelers are doing more research and often have specific interests in mind before speaking with a destination expert.

Booking Trends

Travelers are booking trips 5-8 months in advance due to higher demand than in previous years, limiting last-minute options.

Unique Insights for Asia Travel

63% of travelers are interested in exploring less-typical or unexpected places based on suggestions, demonstrating a subset of travelers who crave authentic cultural experiences away from mainstream tourist crowds.

Our Japan destination experts have noticed a shift in honeymooners interested in Kyoto instead of Tokyo. There's a growing interest in Japanese cultural experiences and relaxation, alongside adventure activities with 25% reporting multi-island adventures that include orangutan tours and Komodo dragon tours.



Europe

Traveler Are Showing More Flexibility

Travelers to Europe are increasingly open to suggestions from travel experts and willing to explore less familiar destinations.



The most frequently requested summer destinations in Europe are popular cities and regions like Lisbon, Amalfi Coast, Tuscany, Puglia, Greek islands (e.g., Santorini, Crete), and coastal areas in Spain and France.

Travelers to Europe also crave authentic interactions and opportunities to forge meaningful connections with local communities demonstrated in the growing interest to venture off the beaten path to uncover lesser-known destinations and hidden gems.

- Travelers have demonstrated the most interest in Stewart Island, Dordogne, and Emilia Romagna
- Travelers to Portugal are interested in less-typical places like the Geres-National Park, Dao, Algarve's Tavira or Sagres
- Travelers to Spain are interested in Galicia and the Basque Country
- Bologna and Emilia Romagna are becoming more well-known to North American travelers looking for culinary experiences

Travelers are combining multiple countries/regions in a single trip:

Over **15%** cited an increase in multi-destination or combined region trips.

- Specifically
 - One company mentioned more multi-destination trips "combining Italy with either other countries or as an addition to another type of trip (biking, hiking, river cruise, etc)"
 - Multi-destination trips: "Croatia combined with Italy or Greece for example"

Over **25%** of European respondents pointed to a rise in authentic, localized experiences tailored to specific traveler interests connected to demographics like families, outdoor enthusiasts, or those seeking privacy/exclusivity.



Traveler Interests in Europe are Shifting

Families, couples, and multi-generational/skip-gen (grandparents with grandchildren) travelers are the main demographics for summer 2024 travel in Europe.

- Families
- Couples
- Multi-Generational/Skip-Gen

We are seeing an increase in travelers seeking unique experiences like food & wine tours or outdoor adventures compared to 2023

- Food/Wine Tours: **+21%**
- Outdoor Adventures: **+12%**
- Unique Experiences: **+21%**

Wellness and spa retreat options are gaining traction as well. Eco-friendly and sustainable travel is seeing a notable increase of **18%**. And still relatively niche, **12%** of respondents reported growth in glamping experiences.



Travelers' Top Concerns

Travelers are asking about crowd levels, weather conditions, and the best time to visit specific destinations during the summer.

Emerging destinations within popular regions

44% of European respondents said they see an increase in interest for unique experiences or alternative/less typical destinations within their regions.

Extravagant and personalized experiences

38% of European companies reported an increase in travelers booking extravagant, personalized luxury experiences like private boat tours, helicopters, and high-end accommodations.

Unique Insights for Europe

Despite the opulence associated with European travel, **32%** of travelers express interest in environmentally conscious and sustainable luxury experiences, possibly seeking eco-friendly accommodations or carbon-neutral transportation options.



Latin America

Adventure travel remains popular for many travelers across Latin America, which coincides with a demographic shift to multi-generational travel, observed by **43%** of respondents.



Travelers' Top Concerns

Finding experiences for different traveler types within a group is the biggest challenge, but is also cited as a reason to work with a destination expert.

Traveler Interests in Latin America are Shifting

50% of respondents mention a growing interest in activities beyond traditional sightseeing, such as adventure experiences (e.g. rafting, kayaking), food and wine experiences, and sustainable travel options.

Unique Insights for Latin America

Travelers to Latin America are prioritizing the optimal timing for their trips by considering factors such as weather patterns, crowd levels, and seasonal events when planning their vacations.

58% of respondents notice a subset of travelers seeking unconventional and off-the-beaten-path experiences, indicating a growing interest in exploring hidden gems and lesser-known destinations beyond popular tourist spots such as Mendoza in Argentina and San Jose del Guaviare in Colombia

The Booking Window

Destination experts recommend booking 5-6 months in advance for a Summer trip.



North Africa & The Middle East

Traveler Interests in North Africa & The Middle East Is Shifting

There's a noticeable uptick in interest in cultural experiences and relaxation among travelers, including those from older demographics, representing **20%** of responses, who prefer leisurely paces and extended stays at accommodations.

There is also a growing interest in experiences beyond traditional sightseeing, such as food and wine tours, with **80%** of respondents saying travelers wish to join or experience cultural events.



Travelers' Top Concerns

Weather and crowds are common concerns among **60%** of respondents but geopolitical conflict has also acted as a notable barrier for some travelers when considering travel to the region.

Unique Insights for North Africa & The Middle East

Amidst the cultural richness of the Middle East & North Africa, **20%** of respondents noted travelers are seeking luxurious wellness experiences, indicating a growing trend towards wellness tourism in the region possibly influenced by the rise of wellness retreats and spas in popular destinations like Marrakech.

The Booking Window

Travelers are booking trips further in advance resulting in reservations upwards of 7-8 months for Turkey or 3-4 months for Morocco and Egypt.



South Pacific

Popular destinations in the South Pacific include Queenstown, New Zealand and Sydney, Australia but travelers are showing interest in less frequented areas like New Plymouth, Napier, Waiheke Island, and Bay of Islands.

Traveler Interests in the South Pacific are Shifting

33% of respondents notice a general interest in getting off the beaten path.



Travelers' Top Concerns

33% of travel planners are seeing travelers to the South Pacific prioritizing an understanding of climatic conditions due to the region's tropical climate variability.

Unique Insights for the South Pacific

Percentage of travelers interested in eco-friendly or sustainable options for high-end Summer travel: **67%**

The pristine natural beauty of the South Pacific islands, coupled with growing environmental awareness, has led to a significant portion of travelers seeking eco-friendly and sustainable luxury experiences as reported by **67%** of respondents.

The Booking Window

Destination experts recommended booking for a Summer trip to the South Pacific 5-6 months in advance.



Conclusion

- There is a pronounced shift towards shoulder season and off-peak travel to avoid crowds and leverage better pricing, particularly noticeable in Europe and parts of Latin America
- Luxury travelers are increasingly prioritizing unique experiences that provide deep cultural immersion, like street food tours, private sake distillery visits, and desert glamping with award-winning chefs – moving beyond just high-end accommodations
- Multi-generational family groups are a major driver of summer travel, creating new complexities for travel companies to satisfy diverse aged travelers with a blend of adventurous and relaxing activities suitable for all

Zicasso's 2024 Summer Travel Trends Report illuminates the evolving landscape of luxury travel, where traditional preferences intermingle with emerging desires for novel experiences. The analysis demonstrates a continued shift towards shoulder season travel, as discerning travelers wish to avoid peak crowds while embracing the authentic allure of destinations. This trend is particularly pronounced in Europe and Latin America, signaling a recalibration of seasonal norms.

The report underscores a burgeoning appetite for unique, personalized adventures that transcend the confines of conventional luxury accommodations. Asia, in particular, emerges as a frontrunner in this paradigm shift, showing travelers' desire for immersive cultural engagement and regionally-focused culinary experiences, such as street food tours and spice route exploration.

Families, couples, solo explorers, and multi-generational groups, are part of the diverse demographics all looking to enjoy exceptional summer vacations in new ways. This diversity presents a newfound challenge: crafting activities that cater to the varied interests and needs of multi-generational groups that ensures an enriching experience for all family members involved.

As travelers increasingly gravitate towards off-the-beaten-path destinations and unique experiences within familiar locales, customization and adaptation are imperative. Zicasso and its partners strive to remain agile, anticipating evolving preferences and curating exceptional, personalized trips that resonate with the evolving tastes of modern luxury travelers. These insights are crucial to sustaining Zicasso's position as a leader in delivering unparalleled, bespoke luxury experiences in the summer of 2024 and beyond.

Further Findings from All 7 Regions

Over **40%** of respondents across all regions mentioned a focus on activities like hiking, cycling, and wildlife tours suggesting a general trend towards active travel experiences.

- This indicates a preference for more dynamic and experiential vacations among travelers across different regions.
- Beach destinations remain popular in regions like Latin America and the South Pacific but reports also highlighted growing interest in exploring lesser-known areas and diverse landscapes in places like Asia and the Middle East & North Africa.

Nearly 20% increase in interest in Luxury Camping (Glamping) experiences across

- Europe
- Middle East & North Africa
- Asia

Shoulder Season Travel Is Growing

- Spring shoulder season 2024 is up **16%** vs 2023
- Fall shoulder season 2024 is up **25%** vs 2023

Last-Minute Bookings

Travel companies are adapting to offer flexible booking policies to cater to more spontaneous travelers with **100%** of respondents saying there is limited space for last-minute bookings

