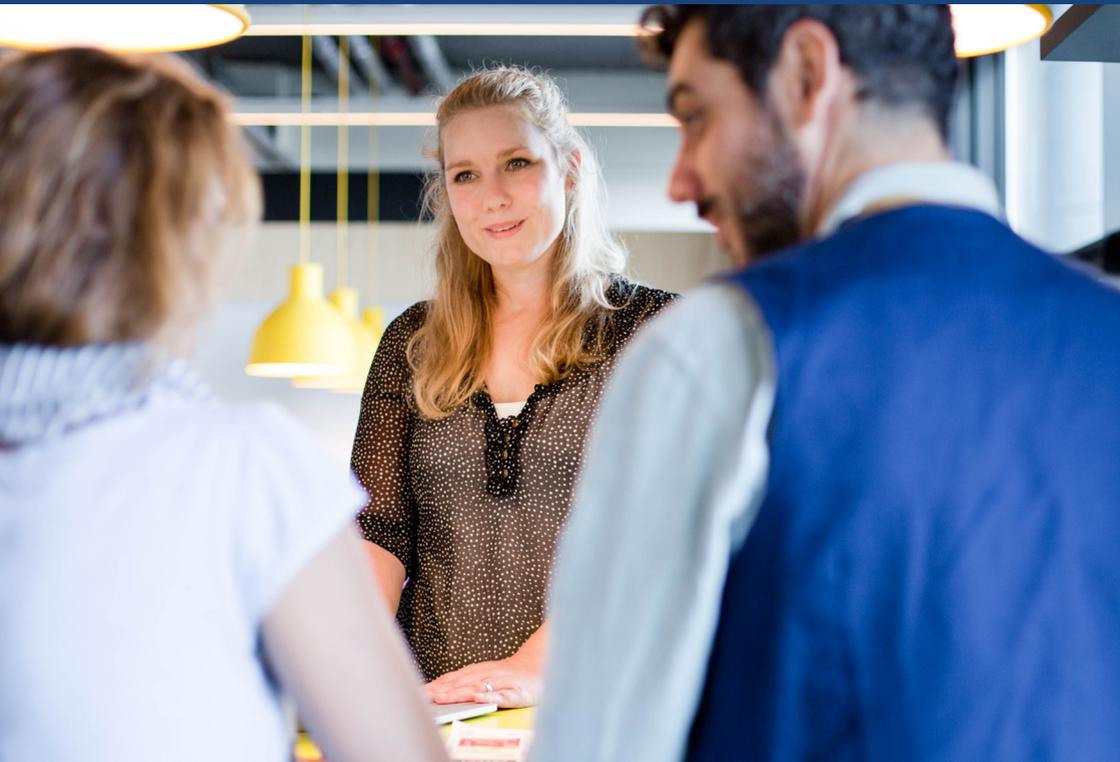


**BookingSuite**

## **Your guide to 2018's top travel trends**

Put together by the team at BookingSuite.



# Contents

Intro	5
Research	7
1. Travel technology	8
2. Increased travel	9
3. Rental homes	10
4. Staycations	11
5. Weekend getaways	12
6. Health-conscious holidays	13
7. Pop culture trips	14
8. Food tourism	15
9. Groups of friends	16
10. Eco-friendly travel	17
11. 10 trending destinations	18
Conclusion	20
About Us	22



**BookingSuite**



## 2018 Travel Trends: An Introduction

Those of us who work in travel know that the industry is always changing. Every year, new trends influence the way guests plan their trips, from where they'll go to what accommodations they'll choose.

That doesn't mean that you need to totally revamp your business each year to keep up – but it's a good idea to know what to expect. That way you can make simple changes that have a big impact.

To make things easier, we've put together this ebook on 2018's top travel trends. Using our data and your business savvy, we've recommended steps you can take to make 2018 the best year yet.



## How did we find out these trends?

The experts at Booking.com, the global leader in connecting travellers with the widest choice of incredible places to stay, combined customer insights from **over 129 million real guest reviews with research from nearly 19,000 travellers across 26 countries around the world to predict the biggest travel trends for 2018.**

Research was commissioned by Booking.com and independently conducted among a sample of adults who have taken a trip in the last 12 months/plan to take a trip in the next 12 months. In total 18,509 respondents were surveyed (1,000+ from the UK, US, Brazil, China, Germany, Italy, Spain, France, India, Singapore and Russia and 500+ each from Australia, Argentina, Belgium, Canada, Denmark, Hong Kong, Croatia, Indonesia, Japan, Mexico, Netherlands, New Zealand, Sweden, Thailand and Taiwan). Respondents completed an online survey in August 2017.

## Trend #1:

### People are using technology more and more to plan their trips.

This means a professional property website is more important than ever.

But it's not just about booking accommodation online. We found that nearly one third of travellers would let a computer plan their next trip using their travel history. And half don't mind if they deal with a real person or a computer – as long as their questions get answered.

#### What does this mean for you?

First of all, make sure your property website is up and running. Consider using a custom domain or web address to make your brand more memorable to potential guests. Then, get your content looking as professional as possible – inviting photos, a clear description of your facilities, and details about your location.

And since we know that guests like to receive quick answers, open up your communication channels – add contact information to your website so your guests can reach you directly.

## Trend #2:

### People are travelling more often.

To be exact, 47% of travellers plan to take more trips in 2018 than in 2017. This increase in travel is most likely due to worldwide economic growth, easier access to social media promoting travel, and a millennial generation passionate about seeing the world.

#### How to make the most of this good news?

Here are some ideas to attract more customers to your property:

1. Add a calendar of local events to your property website.  
*This will get potential guests excited for the upcoming festivities nearby.*
2. Add content highlighting the best parts of your destination.  
*This shows off why your region is worth a trip – and positions you as an expert.*
3. Make sure your rates are competitive by investing in a rate shopping tool.  
*If the deal is good, your guests will come.*

## Trend #3:

### Holiday homes are the new 'it' thing.

In 2018, more and more travellers will opt for an apartment or holiday home over a hotel – 1 in 3 to be exact.

And with a rental, hosting style becomes more important than ever. 30% of guests want a host that is courteous and helpful – but doesn't breathe down their necks.

Whether or not you own a holiday home, you can make some small adjustments based on this growing trend.

When you greet guests, be polite and helpful – but to the point. Really want to keep it brief? Try a mobile check-in app so your guests can check in from anywhere. Better yet, go keyless with an app so guests can open the door using only their phones.

That being said, a personalised experience means a lot to guests. Why not install a mobile messaging service so guests can communicate with you directly? There are a few different options out there that help you share check-in information, house rules, local tips and more – all translated into the language of your guest.



## Trend #4:

### Staycations are on the rise.

It's true that people will be travelling more in 2018 – but that doesn't necessarily mean further away.

In fact, 1 in 3 travellers plan to take a holiday closer to home this year.

#### The reasons why?

- ◇ They want to save: *46% of travellers say domestic travel is cheaper.*
- ◇ And they ♥ their home countries: *46% believe there are wonderful places they have yet to discover right on their doorstep.*

#### So, how do you prepare for more local visitors?

The best way to keep all your different channels accurate and up to date is by using channel manager software alongside your reservation system. This will make it much easier to manage bookings, update availability and reduce errors.



## Trend #5:

### People plan to take more weekend getaways.

With a focus on travelling more and closer to home, it makes sense that people will be booking more weekend trips this year.

Nearly half of all travellers are planning to take more weekend getaways in 2018 than they did in 2017.

#### So how can you prepare your business for the weekend rush?

*You'll need to optimise your rates and availability. The best way? A rate management tool.*

A rate management tool makes sure your weekend rates stay competitive with the market – so you don't miss out on bookings or revenue. It uses real-time data to forecast which prices you should set 360 days in advance, saving you time and money.



## Trend #6:

### People want their holidays to be more health-conscious.

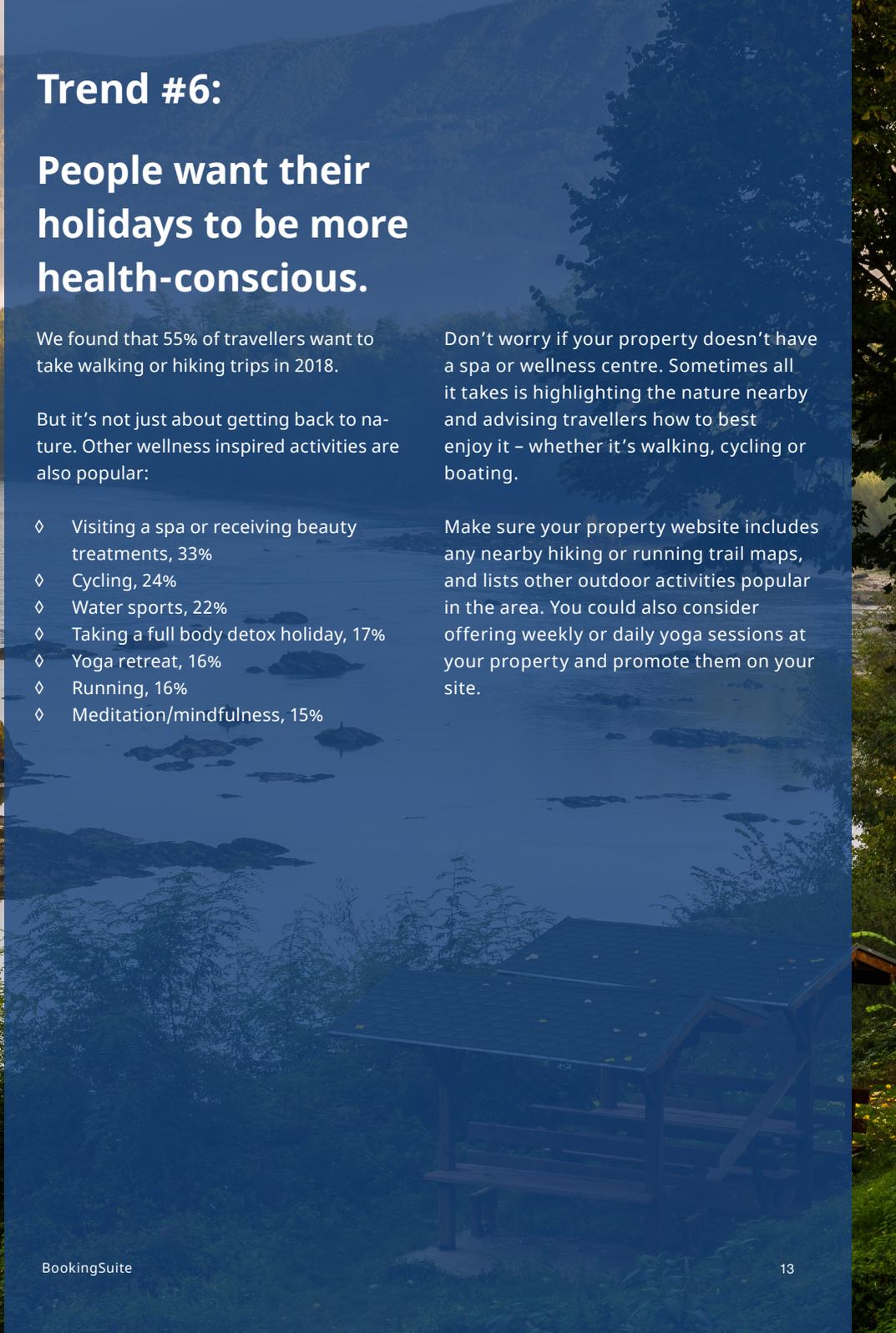
We found that 55% of travellers want to take walking or hiking trips in 2018.

But it's not just about getting back to nature. Other wellness inspired activities are also popular:

- ◇ Visiting a spa or receiving beauty treatments, 33%
- ◇ Cycling, 24%
- ◇ Water sports, 22%
- ◇ Taking a full body detox holiday, 17%
- ◇ Yoga retreat, 16%
- ◇ Running, 16%
- ◇ Meditation/mindfulness, 15%

Don't worry if your property doesn't have a spa or wellness centre. Sometimes all it takes is highlighting the nature nearby and advising travellers how to best enjoy it – whether it's walking, cycling or boating.

Make sure your property website includes any nearby hiking or running trail maps, and lists other outdoor activities popular in the area. You could also consider offering weekly or daily yoga sessions at your property and promote them on your site.



## Trend #7:

### Pop culture influences where people go.

In 2018, 36% of people plan to travel to the on-screen locations of their favourite film, music video or television show.

Some of the world's top television programmes will have the biggest influence:

- ◇ *Game of Thrones* inspires 29% of travellers to visit Croatia, Spain and Iceland
- ◇ *Sherlock* (21%) and *The Crown* (13%) make people want to visit London
- ◇ *Billions* attracts 13% of travellers to New York and Manhattan
- ◇ *Entourage* makes 10% want to plan a trip to Los Angeles

#### Lucky enough to be in any of these destinations?

Capitalise on it. Offer or suggest unique experiences related to the television programme and promote them on your website.

Take it to the next level by creating themed rooms or whole weekend experiences planned around the programme. Die-hard fans will thank you!



## Trend #8:

### 2018 is the year of the foodie.

Trying a new cuisine has always been a factor in travel, but local food is a major draw in 2018.

#### 64% of travellers want to eat more local food when exploring a new destination

And a good local food scene can be the deciding factor when it comes to people choosing where to go. In fact, 1 in 5 travellers plan a trip for the food alone, while 1 in 4 actively avoid destinations that don't have a strong food culture.

#### So how can you attract these food-lovers to your property?

1. Build up blog content on your website about local restaurants and famous chefs in your area.  
*Be sure to include any upcoming events like food festivals or pop-up restaurants.*
2. Add photos on your website of the delicious creations made by your restaurant.  
*Position your property as an expert on local cuisine.*
3. Consider letting guests order local dishes through an app during their stay.  
*Make it easy for food lovers to try the most popular foods directly at your property.*



## Trend #9:

### People will travel more as a group of friends.

When asked whether they plan to travel solo, as a couple, with family or with a group of friends, the segment that increased the most from 2017 to 2018 was:

**Travelling with a group of friends  
(from 27% to 31%)**

How can you make the most of this trend?

- ◇ Offer special deals for group travellers on your website.  
*Sometimes it's enough just to show that your property can accommodate groups. Do you allow an extra bed in your rooms?*
- ◇ Add blog content on your page about different group activities nearby.  
*Spas, horseback riding, pub crawls? There's so much that can be more fun with a group of friends.*
- ◇ Display a digital calendar that highlights upcoming events that would interest groups.  
*Include concerts, art and food festivals, or sports events.*

## Trend #10:

### Eco-friendly travel continues to grow.

This year, 33% of travellers say they plan to choose more eco-friendly options than in 2017.

**That's great news for Planet Earth – but what does it mean for you?**

- ◇ If your property is already eco-friendly, share details on your website.  
*Add of your garden, and list amenities like solar panels or motion-sensor lighting.*
- ◇ Add some content on your website about eco-friendly activities in the area.  
*Include info on eco tours and local organisations working in conservation.*
- ◇ Take some steps to make your business more eco-friendly.  
*Start a recycling program or use organic food in your kitchen.*
- ◇ Consider using technology that regulates your water and energy consumption.  
*This can help you save money. Energy efficient dishwashers and heaters are also a good investment.*



## Trend #11:

There are  
10 trending  
destinations  
around the world.



Based on Booking.com reservations from last year, here's who made the cut for 2018:

- Sapporo, Japan**
- Nashville, Tennessee, USA**
- Bucharest, Romania**
- Zakopane, Poland**
- Taitung City, Taiwan**
- Hannover, Germany**
- Brisbane, Australia**
- Bogotá, Colombia**
- Portland, Oregon, USA**
- Lima, Peru**

*\*Destinations listed in no particular order.*

If you're located in one of these top 10 cities, there are a few steps you can take to make the most of 2018.

- Make sure your pricing is optimised so you can stand out in your local market.
- Add a badge to your website with the label 'Top 10 Destinations in 2018 from Booking.com'.
- Include some local tips on your website. Top restaurants and things to do are a good place to start.
- Prepare for more international guests by offering services like:
  - ◊ Instant messaging to quickly share check-in information and house rules before arrival
  - ◊ A complimentary smartphone with free WiFi and international calls to help them navigate the city



## Thanks for reading our 2018 ebook!

We hope you got some useful information out of it, and are already implementing some new strategies for 2018.

And if there were a few parts that weren't a fit for you and your property – not to worry! There are improvements you can make that aren't solely based on trends, but on what guests want year after year.

**Our research shows that solutions like a professional property website and rate management system can make a massive difference to your business.** You can find out more tips for making 2018 a great year on our [BookingSuite blog](#), or check out our latest [property solutions](#). Feel free to contact us directly at [suitehelp@booking.com](mailto:suitehelp@booking.com) if you have any questions.

## About us

At BookingSuite, we design, build, and support easy-to-use tools that help accommodation providers of all sizes, market and manage their properties more efficiently.

Our primary products include responsive websites that let partners accept direct online bookings and a rate shopping tool that gives them the local demand and pricing information they need to confidently set competitive rates for every room, every day.

All of our tools are web-based, so there's never any software to install or update, and no security issues to worry about. Our products also connect with a growing list of existing tools our customers rely on – including 25+ leading property management systems (PMS).

Plus, we support all of our tools with teams around the world in 15+ languages, there to help our partners day or night.

While we are part of the Booking.com family – and can tap into their resources and years of experience – we are firmly focused on delivering innovative tools to help our partners run their properties more efficiently.

We're helping over 250,000 properties of all types and sizes take care of business, so they can take care of their guests.



**BookingSuite**

[suite.booking.com](https://suite.booking.com)