



INSPIRATION

The biggest travel trends for 2024

From gig tripping to home swapping, these are the trends shaping travel in 2024

If 2022 was all about a return to travel, then 2023 was the year we went further than ever before. Travellers took to the skies, rails, roads and seas to tick off major bucket-list moments, with Arctic adventures, luxury yacht cruises and even the first tourist trip into space.

In 2024, travellers will be putting what's important to them front and centre of their plans, valuing deeper experiences that leave a positive impact, time spent with loved ones and wellness moments that last well after checkout. We'll be choosing destinations carefully, slowing it down to enjoy the silence and the stars, indulging in our love of food in new and interesting places, and immersing ourselves in wellness practices that help us live longer.

These are the 20 travel trends likely to guide how we see the world in 2024.

7. Gig tripping

What's the trend? For years, athletes and wellness gurus were the big headlines at retreats. But rock stars are, well, the new rock stars of travel. Call it the Swift Effect. Destination concert business is up more than 50 per cent, led mostly by Taylor Swift, says Janel Carnero, a travel advisor at Embark Beyond. In the USA, tickets for Swift's Eras Tour cost thousands and were still impossible to score. Music fans are realising they can pay less and have a more memorable experience by seeing their favourite pop icons perform in say, [Amsterdam](#) or [Milan](#). Tours from performers such as Pearl Jam, U2, Doja Cat and Madonna will anchor trip itineraries, while music festivals (Glastonbury sold out in less than an hour) will be major catalysts for travel.

Why will it matter in 2024? New music festivals, including Untold in Romania's Cluj-Napoca, are introducing travellers to undiscovered destinations, says Alexandra Padilha of Fischer Travel. And it's no longer just about the music, says Carnero. "It's the social aspect of sharing experiences with friends," she adds. Hotels and travel companies have taken note and are creating the equivalent of backstage VIP experiences for guests. Global adventure collective Eleven has recently introduced Music with Eleven. The programme's dedicated team of music-industry insiders (including Chris Funk, guitarist from the Decemberists) custom design itineraries that might include sitting in on a recording session at Flóki Studios, just outside the Arctic Circle at Deplar Farm in Iceland. And Rhythm & Sails hosts musicians on its catamarans. The company's music director, Anders Beck of the jam band Greensky Bluegrass, curates the line-up of artists who perform sessions onboard and in ports as you island hop around the [Caribbean](#). *Jen Murphy*

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