

Lemongrass Annual Travel Trend Report 2025



Travel trends to watch in 2025

Over the past year, the tourism industry has seen it all: A backlash against overtourism and travellers seeking alternative holiday destinations. A surge in tech integration and the desire to get back to basics. An increase in short getaways and lifestyle changes that allow for months on the road. And, the desire to hold onto the good ol' days of blissfully sanitised holidays and the realisation that the future of travel needs parameters and guidance to mitigate ballooning carbon emissions.

Looking back at the trends we anticipated for 2024, we're pleased to see many of our predictions have evolved into established practices that are now commonplace when we travel. This is especially true even with the cost of living crisis and the deeply ingrained presence of artificial intelligence in our lives.

This points to a couple of certainties in travel: It is always changing, and it is inherently intertwined in societal-level issues and movements.

Trends capture snapshots of the moment while illuminating what the future of tourism will look like. This also means that trends prepare the tourism industry with the information it needs to respond in an intentional and beneficial way. So, even as some travel trends in this report point toward concerning tendencies, we also believe they highlight the fact sustainability throughout tourism is becoming more accessible and mainstream.



2	Introduction	22	Trend 6 Cool-Cationing’s Ripple Effects Redefine Seasonality	39	Trend 12 Spontaneity Seekers: Last Minute Is Here To Stay
4	Trend 1 Go Home, Tourists! Destinations Respond to the Fallout of Poorly Planned Tourism	25	Trend 7 Fan Fares Ignite Event Tourism	43	Trend 13 Travel Choices Reflect Lifestyle Realities — Micro and Macro Travel
7	Trend 2 Going Where No One Has Gone Before	28	Trend 8 Grounding Getaways: The Movement That Earths People	47	Trend 14 Destination Dupes
11	Trend 3 Epic Overland Train Expeditions	31	Trend 9 Sustainability: The Ultimate Risk Manager	50	Trend 15 Tofu Tourism
14	Trend 4 Transformational Holidays, But Make Them Ethical	34	Trend 10 Data and Divination: Bridging Tech Medicine and Traditional Healing	53	Trend 16 Repurposing City Design
18	Trend 5 The Ongoing Luxury + Sustainability Struggle	36	Trend 11 Agritourism Grows Up as Travellers Go Back — and Give Back — To The Land	57	Trend 17 Neurodiverse Travel
				62	Conclusion

Trend 1

Go Home, Tourists!
Destinations Respond to the
Fallout of Poorly Planned Tourism



With a sharp increase in anti-tourism movements, the consequences of mass tourism hit a fever pitch in 2024. This isn't the result of “bad” tourism per se, but rather poorly planned and managed tourism — even in regions largely dependent on it.

Destinations have responded with a wide spectrum of solutions: In Barcelona, local authorities removed a bus route from Google Maps to stop tourists from jumping on board. Tourists now encounter alcohol restrictions in Spain's Balearic Islands. Daytrippers must pay a fee in Venice. And a massive barrier now blocks a picture-perfect view of Mt. Fuji¹ in an attempt to keep overcrowding at bay.

Along with governmental regulation and planning, there is an opportunity to promote awareness and educate travellers about the link between sustainability and overtourism. This is [what is happening in Copenhagen](#)², which incentivises tourists for participating in climate-friendly behaviour like using bikes and taking the train by providing perks such as free kayak tours. This is similar to the [Palau Pledge](#)³, which requires travellers to commit to eco-responsible practices; this response to the overtourism problem recognises the positive impact of tourism by empowering travellers.

So a question worth asking when it comes to tourism planning is whether we should start giving a voice to those who normally don't have a seat at the table, locals - especially indigenous people - as well as nature? If companies like [Patagonia](#)⁴ or [Faith in Nature](#)⁵ can do it, perhaps tourist boards and tour operators can do the same?

“The disastrous consequences of unregulated and irresponsible tourism development for people and the environment is nothing new, but several factors are making more authorities and local people take notice. The proliferation of low cost rental accommodation, via the likes of Airbnb, has caused tourism to manipulate local economies, in some cases forcing local people out of towns, cities, and villages with inflated housing costs. Combined with congested roads and burdened infrastructure (made worse by the continued untaxed growth of the aviation and cruise sectors), for some local people the cost of tourism now outweighs the benefits. Unregulated tourism is also an additional squeeze on resources and the environment, which are already under pressure due to the climate crisis. Let's hope the industry moves towards stricter regulation, collaboration, and the widespread adoption of holistic sustainability (both social and environmental) quick enough to maintain its reputation as a positive contributor.”



Holly Tuppen
Writer and Sustainable Travel Expert

Trend 2

Going Where No One
Has Gone Before



From the deepest depths of the seas across the polar regions to the highest mountains and into outer space, if a place exists, it is now fair game for tourism. “Frontier tourism” is considered an exclusive and extreme form of adventure travel⁶ that is often prohibitively expensive for most people, the only benefit being that it feeds the ego.

This trend hasn’t gone unchecked. In fact, it’s sparked important conversations⁷ about whether people should actually be visiting these places at all. Take Antarctica and the Arctic, both of which have experienced increased traffic in recent years. Yet the uptick in travel to the ends of Earth has a detrimental impact on the environment, further exacerbating the impact of the climate crisis on fragile ecosystems.

Considered from a different angle, though, interest in places that weren't previously on tourists' radars can be beneficial. Travel companies ISHKAR⁸ and Wild Frontiers⁹, for example, are setting a positive example by facilitating trips to destinations like Pakistan and Tajikistan. While these often misunderstood destinations might attract travellers seeking "novel" experiences, the companies emphasise the long-term economic importance of tourism to impacted communities while encouraging travellers to have intentional experiences. So long as these types of frontier holidays are organised with the host communities and nature front and centre of mind, they are a good thing. Like so often in life it's not the what, it's the how.



At Wild Frontiers the benefits of ‘frontier travel’ have always been clear and to us that means to all parties: for the destination you’re bringing much-needed income to some of the most remote and often poorest parts of the world; you’re inspiring connections on a very basic level between countries which may often be at loggerheads geopolitically, and in countries with questionable human rights records you’re acting as a pair of eyes and providing a connection for those who don’t want to be cut off and isolated. On top of that, you’re escaping the crowds, visiting somewhere where you’re actually welcome compared to destinations suffering from over-tourism, and enjoying experiences which few others get to enjoy, whether that’s walking amongst the stunning peaks of Pakistan’s Hunza Valley or explore the exquisite Islamic architecture of Isfahan in Iran.



Michael Pullman
Head of Marketing,
Wild Frontiers⁹

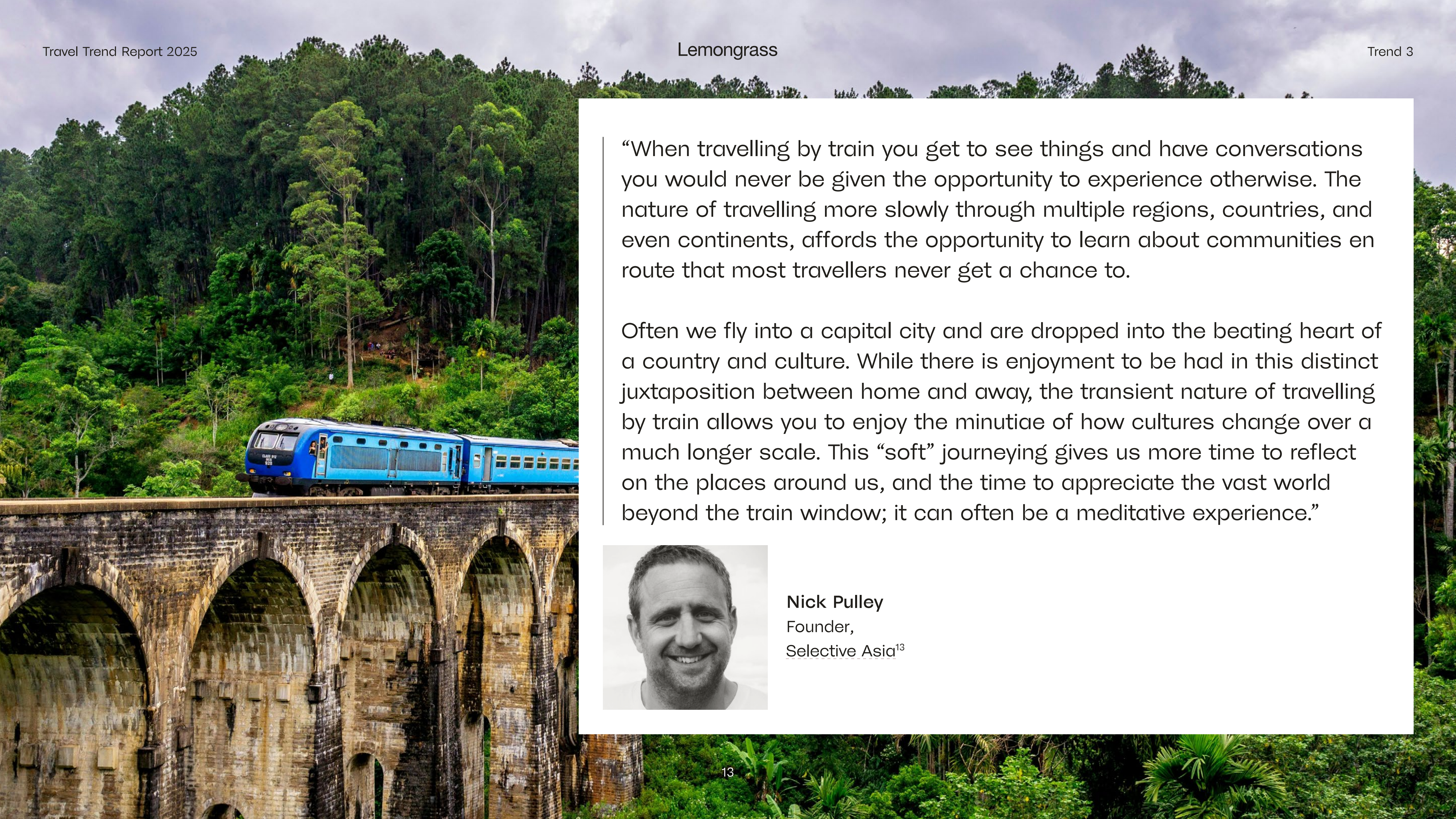
Trend 3

Epic Overland Train Expeditions



The unknown challenges associated with travel have mostly disappeared¹⁰: the globe is mapped, apps remove language barriers in real time, and transport can be booked from the comfort of home. Our tech-saturated world means traditional expeditions are no longer necessary and increasingly difficult. This has also given rise to a sense of nostalgia, a desire to travel “the hard way,” and to a resurgence in long-haul train journeys¹¹.

Several factors are contributing to this trend: As people become more conscious of their carbon footprint, train travel and its significantly lower CO2 emissions make them an attractive alternative to flying. Improvements in train technology and serious investments in rail infrastructure have made long-distance train travel more comfortable and efficient. The desire to appreciate the journey as much as the destination has also contributed to its popularity. With routes like¹² the 2,800-mile Canadian, and the Indian Pacific connecting the two oceans in Australia, the epic expedition is not only making a comeback, but is arguably more attractive than flying too.



“When travelling by train you get to see things and have conversations you would never be given the opportunity to experience otherwise. The nature of travelling more slowly through multiple regions, countries, and even continents, affords the opportunity to learn about communities en route that most travellers never get a chance to.

Often we fly into a capital city and are dropped into the beating heart of a country and culture. While there is enjoyment to be had in this distinct juxtaposition between home and away, the transient nature of travelling by train allows you to enjoy the minutiae of how cultures change over a much longer scale. This “soft” journeying gives us more time to reflect on the places around us, and the time to appreciate the vast world beyond the train window; it can often be a meditative experience.”



Nick Pulley
Founder,
Selective Asia¹³

Trend 4

Transformational Holidays,
But Make Them Ethical



The days of going on holiday to do nothing seem to be waning as travellers seek out more purposeful, interactive experiences. Active learning opportunities, arts and cultural classes, and immersive education¹⁴ are top of mind as people prioritise travelling with a purpose and engaging with local communities in a meaningful way. This is good news for both tourism and host destinations, as these kinds of experiences often disperse tourists beyond popular attractions, help preserve local skills and stories, and keep more economic resources within communities. Moreover, people are willing to pay: 79% of Millennials and Gen Z said the quality of an experience is more important than the price¹⁵.

Similarly, travellers are seeking transformative experiences by brands that authentically reflect and care for the planet and communities¹⁶ in which they operate. This includes programming that supports local residents, seasonal food and beverage offerings, intentional design and amenity choices, and partnerships benefitting more than an international chain. And this trend starts with the youngest in society as school tour operator Flooglebinder¹⁷ demonstrates. As travellers become more discerning, companies must actively reinvest in the places and people they impact.

“Our programmes are specifically designed with purpose and impact at the heart of them and all of our trips are built with ethical experiences in mind. Because of this, we are seeing an increase in numbers and a shift from schools and colleges to choose us as a more sustainable provider. They want to make a positive contribution to the environments that they visit and are mindful of the impact that they can have on these communities and ecosystems. They’re also now aware of the benefits that this brings to their students, with much closer, authentic engagements resulting in increases in pro-environmental behaviour change and significant benefits to their mental health.”



Brad Frankel
Founder,
Flooglebinder¹⁷



“At Rainforest Expeditions, we have seen an increase in purposeful travel. Travellers coming to our ecolodge are interested in wildlife, but they are also concerned about the actions behind the conservation of the area. For us, every detail that is part of this experience must be consistent with the sustainable development of the region and its people and the preservation of the Amazon rainforests. Today, the traveller ceases to be a tourist and becomes an experience seeker who wants to ensure they leave a positive impact on the place they visit.”



Rocio Guzman

Sales and Marketing Manager,
Rainforest Expeditions¹⁸



Trend 5

The Ongoing Luxury + Sustainability Struggle



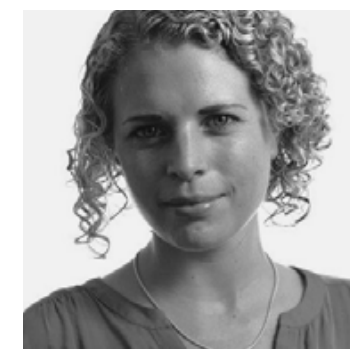
Even as people become more aware of their environmental footprint, they're hesitant to give up the comforts they've come to expect on their travels. They want the opulence delivered by infinity pools and extensive meal options catering to high-end tastes: This is how luxury has been defined in tourism, and giving that up for something far more environmentally friendly — or at least destination-appropriate — is sometimes a tough sell.

Many new boutique properties and lavish accommodations have been built in recent years using more eco-conscious design practices. They've focused on issues like waste reduction, plastic elimination, and water conservation, but the question remains: Can luxury properties truly be sustainable?



With a critical eye on the climate crisis and awareness of the holistic nature of sustainability (it's not all about carbon emissions, after all), it is on the greater tourism industry to cut through potential greenwashing and hold luxury brands accountable. Only then is it possible to redefine "luxury" as something that adds value¹⁹, not only to traveller holidays but also to the host destinations and the people who live there.

"Luxury brands are increasingly recognising that sustainability is not a compromise but an enhancement of their value proposition. As consumers become more aware of their environmental impact, they are seeking out brands that align with their values. This shift is driving a new kind of luxury that is as much about ethics as it is about aesthetics."



Jenny Southan
Editor and Founder,
Globetrender²⁰

“Achieving sustainability in luxury hospitality starts with a mindset shift: when we stop seeing it as downgrading the luxury experience or a compromise and start recognising it as adding value through authenticity, innovation, creativity, and forward-thinking, only then will hoteliers truly elevate the luxury experience and ensure their properties stay sustainable. The next generation of luxury guests will see sustainability as essential, so embracing this perspective now is key. We’re beginning to see this shift, but it can still be a challenge to get it right. Balancing high expectations with eco-friendly practices and social impact requires creativity, financial investment, and a real commitment to reimagining luxury in a way that’s both environmentally and socially responsible. It means adopting a more circular and inclusive approach that benefits not just the environment, but also the community.”



Kelly Forbes

Founder/Owner,
A'ARU Collective²¹

Trend 6

Cool-Cationing’s Ripple Effects
Redefine Seasonality



Much of the planet has been on fire over the last two years²², and many tourist destinations are feeling the burn. Greece, Italy, the United States, and Australia are just a few of the countries that have suffered from wildfires, sweltering temperatures, and intolerable holiday conditions. As temperatures continue to rise, people are turning away from hot beaches toward more moderate holiday destinations. Google Trends data shows a 300% increase in the search term “cooler holidays” compared to the same time 12 months ago.

This reaction has had a knock-on effect reflected in a trend we noted last year with the rise of travel during shoulder seasons. However, with increased temperatures going hand-in-hand with the cost-of-living crisis, the reliability of the “seasonality” of some destinations has completely scrambled the concept. Thailand, for example²³, has seen no dip in its tourism numbers across its “low” season.

With the climate crisis impacting tourist destinations — from fires and flooding to increasingly hotter temperatures — it’s worth asking if there is such a thing as off-season travel anymore?



Trend 7

Fan Fares Ignite Event Tourism



Travellers have more than plane or train tickets in hand these days. From global athletic and sporting tournaments to music concerts, event tourism is on the rise²⁴ and destinations are cashing in.

All eyes have been on Taylor Swift and her five-continent Eras Tour, which generated more than a billion dollars for the U.S. travel industry in 2023 alone²⁵. Swifties aren't the only boon to event tourism, though: Many popular artists have announced global tours for 2025, including eco-conscious Billie Eilish and Coldplay²⁶.

Not to be outdone, the EuroCup, Copa América, and the Olympics have attracted committed followers. Sports tourism, specifically, continues to outpace other types of travel²⁷, and 67% of Millennials and older Gen Z respondents to a recent survey say they are “interested” in travelling for sporting events in 2025.

The increase of niche events catering to specific interests, such as food festivals and wellness retreats, have further fuelled the growth of this fan-favourite tourism sector.



Trend 8

Grounding Getaways:
The Movement That Earths People



The desire to reconnect with nature is nothing new, but few travel trends get back to basics like grounding (also known as earthing). It is what it sounds like: activities that put the skin directly in contact with the Earth's surface, such as walking or running barefoot, laying on the ground, or submerging the body in natural water sources like rivers, streams, and lakes.

This growing trend is being touted as a way to improve the physiological state of being and a “cure all” for everything from jet lag²⁸ to stress. People are eager to take advantage: “grounding” recently reached breakout status on Google Trends, with inquiries on techniques and gear topping popular searches. Wellness resorts have responded by creating and marketing new packages that guide guests on their “grounding” journey. At [Banyan Tree Veya](#)²⁹, for example, the “conscious grounding” activity encourages guests to walk barefoot across a grassy field, then repeat the activity with their eyes closed. The town of Dornstetten in Germany’s Black Forest recently launched a [Barefoot trail and park](#)³⁰, where visitors can explore nature with all senses by walking over mud, sand and balancing on uneven ground.



Trend 9

Sustainability:
The Ultimate Risk Manager



If consumer demand is what it takes for travel companies to embrace sustainability, the time has come to get on board. According to Deloitte research³¹, one in three UK consumers say that whether a product or service supports biodiversity is a relevant consideration when deciding what to purchase. A quarter of consumers are also willing to pay more for these goods and services.

The tourism industry seems to hear the message loud and clear. Travel companies are taking increasing action to become nature positive, measure and cut carbon emissions, and integrate sustainability throughout all aspects of their operations. Some, like Rewilding Europe³², have generated new business opportunities, jobs, and incomes by embracing sustainability. This is good business in the eye of the buyer and to future-proof the livelihood of tourism across destinations impacted by climate change. A prime example is skiing³³, which looks drastically different today than even a few short years ago as little or no snow falls at popular ski destinations³⁴.

In other words, embracing sustainability acts as a risk manager, especially in tourism, by protecting the livelihoods and incomes of communities that rely upon it.

“Restoring nature to communities isn’t just about environmental stewardship — it’s about economic revitalisation. Take the Iberá Rewilding Project in Argentina, where the restoration of the country’s largest wetland has sparked new hope and prosperity for local communities. This isn’t merely a risk management strategy; it’s the only viable path forward for our industry. We must inform travellers on the impact of their journeys and how they can positively contribute to the places they visit.

As a global community, we must embrace sustainability, restoration, and regeneration. We owe it to our ecosystems — damaged by past exploitation — to restore and protect them. Nature offers the best way to heal these broken systems and presents a powerful economic opportunity that benefits both the earth and the communities that depend on it. We must act now because there is no alternative.”



Duncan Grossart

Founder,
Journeys with Purpose³⁵

Trend 10

Data and Divination: Bridging Tech
Medicine and Traditional Healing



The next wave of medical tourism has arrived. As travellers seek tailored and proactive care, many health-related operators have responded³⁶ with packages combining comprehensive diagnostic assessments and wellness activities.

At the same time, there's been increased interest in herbal medicine, traditional healing practices, and psychedelic retreats that draw on Indigenous healing methods. This resurgence is grounded in a celebration of cultural heritage and a conscious effort to preserve Indigenous knowledge.

Many retreat centres successfully integrate high-end diagnostics with functional medicine and nutritional expertise. The next logical leap for these integrated wellness retreats is to make use of Western and functional approaches to medicine as well as psychedelics³⁷. Although challenges remain due to legality, brands like Synthesis³⁸ in Europe are pioneering psychedelic retreats that honour Indigenous healing methods, and the Beckley Foundation in the United Kingdom³⁹ is actively working to change perceptions.

Trend 11

Agritourism Grows Up as
Travellers Go Back —
and Give Back — To The Land



Food has always been a tourism cornerstone, but travellers today are more interested in where their food comes from. This unsurprisingly coincides with the shift in people seeking more back-to-nature experiences and a desire to travel more sustainably⁴⁰. Marry the two and an evolved version of agritourism (a form of eco-tourism) emerges.

Italy has been at the forefront of the “agritourismo” movement⁴¹ for decades. However, today’s agritourism taps into interests in Slow Adventure, sustainability, and holistic well-being while also responding to an increasingly urban population eager to trade in the concrete for fresh air, blue sky, and dirt wedged beneath their fingernails. This has given rise to light-hearted activities like cow cuddling and alpaca walking⁴², but it’s also encouraged people to visit, learn about, and participate in agritourism-related rewilding projects, such as those at Elmore Court⁴³, Knepp Estate⁴⁴ and 42 Acres⁴⁵.



Trend 12

Spontaneity Seekers:
Last Minute Is Here To Stay



If one word sums up 2024, it's "uncertainty." Unpredictable weather patterns, political turbulence, and a cost-of-living crisis have travellers reeling. They want to go on holiday, but they are also willing to embrace flexibility with the hope of finding last-minute bookings at rock-bottom prices⁴⁶. In fact, many travellers are booking within the month of travel. As long as they can find the deals they're looking for, this trend is likely to continue — and grow in popularity — in the years to come.

To be sure, spontaneity is not just about great deals. With so many aspects of life structured and scheduled⁴⁷, travel is one area that leaves room for flexibility. Perhaps this has increased the appeal of eleventh-hour bookings, one-way tickets, and other opportunities that nudge open the door of curiosity.

14%

lead times for bookings have reduced by 14%
year-on-year from 2023 to 2024

“Our observations reveal that many staycation bookings are being made within the month of travel, with our data showing that lead times for bookings have reduced by 14% year-on-year from 2023 to 2024. This shift towards spontaneity reflects a broader change in how people approach their holidays. Rather than meticulously planning months in advance, more travellers are embracing the flexibility of last-minute arrangements. Spontaneity allows them to navigate the financial landscape more effectively, without committing to travel and financial outlay too far in advance.

For us, as a UK-based holiday let agency, this trend has shaped our approach to bookings. If a property has availability, we make it easy for our guests looking to book at the eleventh hour through our direct website or with support from our customer service team. From streamlining our booking processes to offering a last-minute availability page on our website, we’re committed to meeting the needs of today’s spontaneity seekers.”



Rebekah England
Managing Director,
Bolthole Retreats⁴⁸

“Spontaneous travel is more than just a trend; it’s a lifestyle shift. At AMA Stay, we’ve witnessed firsthand how this desire for unplanned adventures has reshaped the hospitality industry. We believe that the freedom to travel spontaneously allows guests to embrace the unexpected and discover new adventures, and in this way, we are ready to meet their needs. Our workation residence is designed to be flexible as our guests, with amenities and services that cater to those seeking last-minute escapes. This approach not only attracts a diverse range of travellers seeking unique experiences but also helps us adapt to the fluctuating market dynamics. In today’s uncertain world, it is essential for the hospitality sector to recognize this shift and adapt accordingly.”



Markus Promberger
Managing Director,
AMA Stay⁴⁹

Trend 13

Travel Choices Reflect
Lifestyle Realities —
Micro and Macro Travel



Tourism is often a reflection of changing personal and societal circumstances⁵⁰, and that's come into play with the interest in both micro- and macro-tourism.

On the micro-tourism side, Google Trends indicates⁵¹ searches for “best short vacations” are up 100% over the past year. Likely responding to the cost-of-living increase, more people are taking five days or less of annual leave to travel, squeezing in as much as possible within those few days.



23%

Searches for “long stay holidays”
are up 23% over the past year

Slow Adventure is not a reality for micro-tourists (whether by choice or circumstance) as they fully maximise their limited time, yet it’s well-aligned for those embracing macro-tourism.

These macro-travellers are “going big” with long, extended stays, either in a single or multiple destinations. These holidays may be part of a [golden or midlife gap year⁵²](#), [sabbatical⁵³](#), or [second honeymoon⁵⁴](#).

The macro-tourism holiday is largely related to the relatively new ability for people to work remotely. This has created opportunities for hospitality brands [such as Accor⁵⁵](#) to cater to hybrid lifestyles by combining the comforts of home with the convenience of hotel services. People are keen for that extended stay: [Google Trends indicates⁵⁶](#) worldwide searches for “long stay holidays” are up 23% over the past year. Similarly, the term “sabbaticals” has also reached ‘breakout’ status on Google search in 2024⁵⁷.

“In 2024, there has been a drop in average trip length to just under 14 days as well as a broadly equivalent reduction in high value trips, even when adjusting for inflation. The average cost per day is also down from 2023 so, taken as a whole, people are spending less overall this year versus last.

Looking forwards into 2025 what we are seeing is a bounce back with average trip length pushing up towards 16 days, high value trips returning to 2023 levels and average spend jumping. The upward movement when compared to 2023 is material, when compared to 2024 it is dramatic.”



Thomas Power
Co-Founder and CEO,
[Pura Aventura](#)⁵⁸

Trend 14

Destination Dupes



Skip Barcelona and visit Girona. Swap Venice for Ljubljana. And book a trip to Maratea to instead of Positano⁵⁹.

These are among the alternative (but comparable) destinations holiday planners are seeking out that promise to be less expensive and crowded than popular hotspots⁶⁰, making this the year of the “destination dupe.”

Affordable alternatives have flooded TikTok feeds, where there are 5.9 billion views for #dupe. Searches for Taipei (a dupe for Seoul) have jumped 2,786%, and those for Pattaya (a dupe for Bangkok) are up 249%. Increased flight searches also support the destination dupe trend: Curaçao (a dupe for St. Martin) is up 185%; Perth (a dupe for Sydney) is up 109%, and Liverpool (a dupe for London) is up 97%⁶¹.

Destinations are responding⁶² with a sense of urgency to disperse travellers: in France, where a whopping 80% of visits are currently concentrated in 20% of the country, a recently launched €1m campaign is nudging domestic and foreign tourists to set their sights beyond the beaten path.



Trend 15

Tofu Tourism



Hold the meat: the future of tourism appears to be vegan.

Societal awareness and acceptance of veganism is surging, as people cut meat and other animal products out of their diets for health, environmental, and ethical reasons. This has seeped into the tourism industry, which is undergoing a transformation with more vegan meal options, vegan-based tours, and all-vegan cruises⁶³. Vegan travel agencies like Escape To⁶⁴ cater to vegan travellers' specific needs by curating itineraries and organising tours that incorporate local vegan restaurants, cooking classes, and visits to animal sanctuaries.

The increased interest in vegan-related travel is well aligned with a more sustainable future – both within the tourism industry and throughout society. Animal agriculture and meat consumption greatly contribute to the creation of greenhouse gas emissions, deforestation, and water pollution. When choosing vegan-infused holidays, travellers take a significant step toward reducing their environmental footprint.



Trend 16

Repurposing City Design



A great place to visit must first be a great place to live, which is why the attention given to reimagining urban design matters in tourism – especially since the world’s urban population is expected to increase 1.5 times to 6 billion people by 2045⁶⁵. With an eye on environmental, social, economic, and cultural desires and needs, the cities of the future must be able to respond to this growing population and its evolving circumstances.

“SLOW believes passionately that nature helps create positive emotions, such as calmness, joy and can facilitate concentration. There is a huge amount of research to back this up. It is not always easy to find ‘nature’, particularly so if you have grown up in an urban environment.”



Jane Stuart-Smith
Co-founder,
SLOW Adventure⁶⁶

In pockets around the globe, it's possible to find architectural practices that adapt with reusable and repurposed materials⁶⁷ so buildings avoid becoming derelict. This has resulted in surprisingly aesthetic and appealing urban hubs that meet the needs of residents while also attracting travellers. The Hamburg Bunker⁶⁸, for example, once served as a World War II bunker but today entices people with a restaurant, bar, events space, and 134-room hotel. Similarly, a new waste management centre in Copenhagen is a top attraction with an artificial ski slope and recreational hiking area incorporated into its roof⁶⁹. Freiburg in the Black Forest is not just a 900-year-old university town, it's also one of the most sustainable and livable cities⁷⁰ in Germany. In addition to 2 million annual tourists, this cyclable gem welcomes hundreds of city and tourism planners each year, who want to learn how to make a city sustainable and attractive to live in whilst being a magnet for tourists.



Trend 17

Neurodiverse Travel



If travel is meant to be accessible for and inclusive of everyone, then it's high time that neurodiverse travellers' desires and needs are considered.

Neurodivergency includes a spectrum of atypical developmental norms⁷¹, which include autism⁷², tourettes, dyslexia, and ADHD.

In 2019, Mesa, Arizona, became the first autism-certified city in the world⁷³, which means at least 80% of guest or public-facing staff have received training in autism and sensory disorders. High Point, North Carolina followed in 2021 as did Visalia, California in 2022. Several other destinations such as Dubai are currently working towards certification.

Tour operators have also responded to this growing need by tailoring travel options for neurodiverse people. WanderRock⁷⁴ opened its doors in 2023 specifically to serve neurodiverse travellers in their 20s and early 30s with hands-on, curated experiences.

“With 1 in 7 of us assumed to be neuro- atypical which translates into some 25% of the UK workforce, it is critical that the travel and tourism industry begin to focus on how best to serve the needs and aspirations of its growing neurodivergent workforce and clientele. Ultimately, this makes sense commercially as well as morally as diverse talent is increasingly important to attract and represent diverse customers.”



Alessandra Alonso
Women in Travel⁷⁵



“By investing in true awareness and understanding of customer requirements, and strategies to address and exceed them, every tour operator, destination, visitor experience, restaurant, venue or event space can realise the full potential of one of the last major untapped markets in travel. Not changing the nature or integrity of their products or services but simply and effectively adding a new dimension to what they do brilliantly well already. Transforming the landscape of opportunity for millions of people across the globe with the resources and ambition to travel with a tour operator or to a destination of their choice, independently, not grouped by condition, if only we gave them the confidence to do so.”



Richard Thompson
CEO,
IncluCare⁷⁶

“Travel in its very nature is an intense sensory experience – from the sights, the sounds and the smells, to the languages, cultures and landscapes, and the pace and rhythm of a journey. Travelling with a neurodivergent child has thrown this into sharp focus for us, having to accommodate sensory sensitivities, difficulty with changes in routine, and challenges in unfamiliar environments.

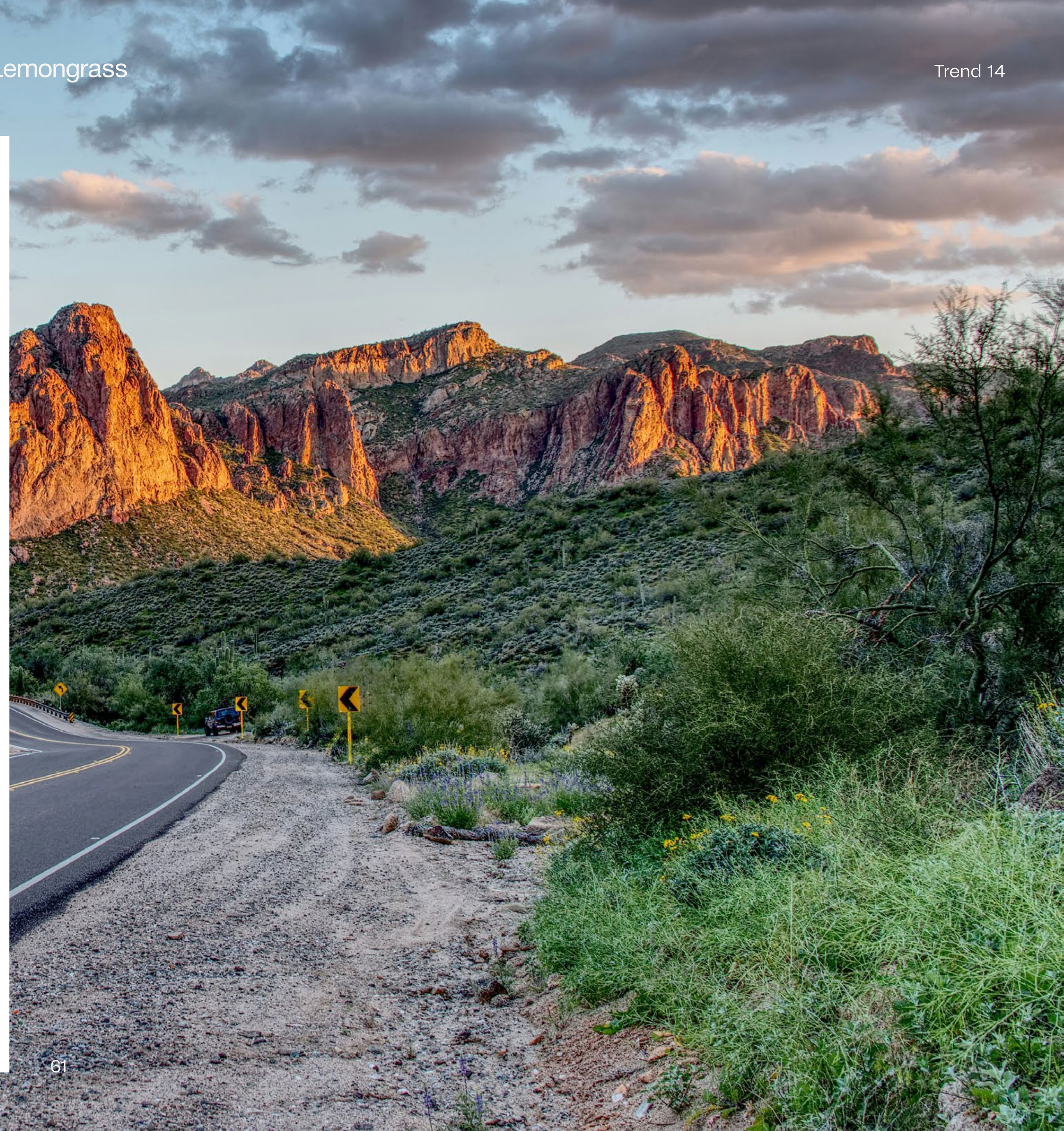
Basic steps such as providing sensory-friendly spaces, offering detailed itineraries to help manage expectations, and training staff to be sensitive and responsive to the needs of autistic travellers can make an enormous difference. Whether that’s alerting clients to the possibility of crowds, waiting times, and noise, or providing alternative options to avoid situations that neurodivergent individuals may find overwhelming.”



Olivia Cryer

Founder,

The Conscious Travel Foundation⁷⁷



Conclusion

This year's top tourism trends are a beautifully diverse mix of societal sensibilities: seeking adventure while looking within. Getting back in touch with the land but keeping an eye on the stars. Reacting to sticker shock yet taking advantage of hacks that still offer a way to escape the daily grind.

As in life, we can never truly know what the future holds for travel and tourism. It is a fickle space that is both a reflection of the “real world” and one where people actively dismiss reality, often to the detriment of the very places they visit. Perhaps this is why we are transfixed by the twists and turns that constantly shape and reshape tourism.

Yet, as the industry evolves, we remain cautiously optimistic about its future. Many of these trends highlight the need and desire to travel more intentionally, responsibly, and sustainability... and the tourism industry is increasingly responding with action. When we look back at these trends a year from now, we hope those that are most positively impactful will have become business as usual and not simply a passing fad.

grow@lemongrassmarketing.com





“Travel by B Corp is positioning itself as a facilitator of action leadership. Sustainability is now understood to be not a marketing device but something we embrace and embed in product because it improves our clients’ experience. Just because we are using the ‘s-word’ less, doesn’t mean it’s gone away — quite the opposite.”




















Travel by B Corp
<https://www.travelbybcorp.com/>

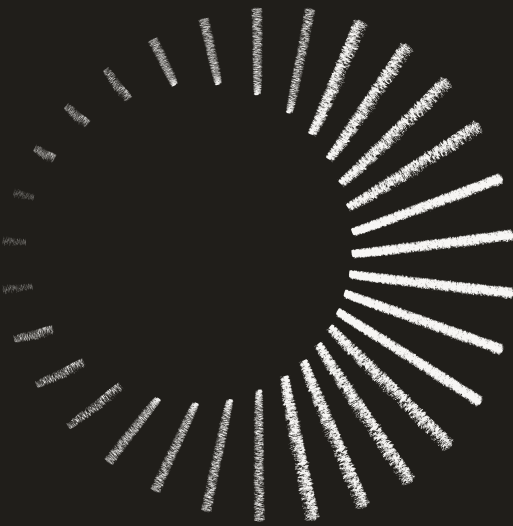


Written by JoAnna Haugen
Rooted
<https://rootedstorytelling.com/>



Thank you to our contributors

	A'ARU Collective Kelly Forbes https://www.aarucollective.com/		Holly Tuppen Sustainable Tourism Expert https://www.linkedin.com/in/holly-tuppen-29b68b21/		SLOW Adventure Jane Stuart-Smith https://www.slow-adventure.com/
	AMA Stay Markus Promberger https://ama-stay.com/		IncluCare Richard Thompson https://www.worldofinclu.com/care/		Travel by B Corp https://www.travelbybcorp.com/
	Bolthole Retreats Rebekah England https://www.boltholeretreats.co.uk/		Journeys with Purpose Duncan Grossart https://journeyswithpurpose.org/		TravelLocal Huw Owens https://www.travellocal.com/
	The Conscious Travel Foundation Olivia Cryer https://www.theconscioustravelfoundation.com/		Pura Aventura Thomas Power https://pura-aventura.com/		Wild Frontiers Michael Pullman https://www.wildfrontierstravel.com/
	Flooglebinder Brad Frankel https://flooglebinder.co.uk/		Selective Asia Nick Pulley https://www.selectiveasia.com/		Women in Travel CIC Alessandra Alonso https://www.womenintravelcic.com/
	Globetrender Jenny Southan https://globetrender.com/		Rainforest Expeditions Rocío Guzmán Retto https://www.rainforestexpeditions.com/		



About Lemongrass

Lemongrass is an award winning PR & Content agency for travel brands with impact and purpose, in the world’s most beautiful destinations. We are a certified B Corp and have been recognised as a Sunday Times Best Places to Work Company.

Lemongrass was formed almost 20 years ago as a bolder, brighter and better solution to travel PR. We are sector specialists in travel and wellness and develop travel PR strategies based on data insights.

Clients include tourist boards, tour operators, hotels and wellness retreats.

We care about making travel meaningful and we thrive on working with clients who share this belief with expertise, understanding and innovation. Together, we create strategies that support them now and — most importantly — into their future.

www.lemongrassmarketing.com



Appendix

1 Mount Fuji view to be blocked as tourists overcrowd popular photo spot <https://www.theguardian.com/world/2024/apr/26/fujikawaguchiko-town-japan-block-mount-fuji-view-overcrowding>

2 Copenhagen Tries Rewards for Good Tourist Behavior <https://www.nytimes.com/2024/07/08/travel/copenhagen-sustainable-tourism.html#:~:text=who%20act%20responsibly.,Beginning%20July%2015%2C%20tourists%20who%20demonstrate%20climate%2Dfriendly%20travel%20behavior,rentals%2C%20free%20meals%20and%20more.>

3 Palau Pledge <https://palaupledge.com/>

4 Patagonia <https://eu.patagonia.com/gb/en/home/>

5 Nature on five boards (and counting...) Who's next? <https://natureontheboard.com/nature-on-five-boards-and-counting-whos-next-b00e523f7bd5>

6 Why is extreme ‘frontier travel’ booming despite the risks? <https://theconversation.com/why-is-extreme-frontier-travel-booming-despite-the-risks-208201>

7 The Environmental and Personal Hazards of Frontier Tourism <https://www.travelpulse.com/news/features/the-environmental-and-personal-hazards-of-frontier-tourism>

8 Ishkar <https://www.ishkar.com/>

9 Wild Frontiers https://www.wildfrontierstravel.com/en_GB

10 Why Do Things The Hard Way? <https://thenextchallenge.org/why-do-things-the-hard-way/>

11 The Future of Rail <https://www.iea.org/reports/the-future-of-rail>

12 9 of the World’s Best Long-Haul Train Journeys <https://www.treehugger.com/worlds-best-long-haul-train-journeys-48>

13 Selective Asia <https://www.selectiveasia.com/>

14 Travel trends for 2024 <https://www.responsibletravel.com/copy/travel-trends>

15 2024 Global Travel Trends Report <https://www.americanexpress.com/en-gb/travel/discover/get-inspired/global-travel-trends-en-gb>

16 The biggest travel trends for 2024, as predicted by industry insiders <https://roadbook.com/travel/best-travel-trends-2024-tourism/>

17 Flooglebinder <https://flooglebinder.co.uk/our-story>

18 Rainforest Expeditions <https://www.rainforestexpeditions.com/>

19 LinkedIn > Kelly Forbes > Posts https://www.linkedin.com/posts/travel-kelly-forbes_sustainablecelebration-greenmichelinstar-activity-720951834877201665-aSY8/?utm_source=share&utm_medium=member_desktop

20 Globetrender <https://globetrender.com/>

21 A'ARU Collective <https://www.aarucollective.com/>

22 Travel brands are trying to beat the heat with the ‘coolcation’ <https://www.prweek.com/article/1864380/travel-brands-trying-beat-heat-coolcation>

23 Is there still off-season travel? <https://www.hospitalitytoday/article/is-there-still-off-season-travel>

24 Unveiling the Dynamic World of Event Tourism: Exploring Growth Trends and a Projected CAGR of 4.60% by 2032 <https://www.linkedin.com/pulse/unveiling-dynamic-world-event-tourism-exploring-growth-gill-leonard-q5gnf/>

25 Taylor Swift might be the most powerful person in travel <https://skift.com/2024/02/07/taylor-swift-might-be-the-most-powerful-person-in-travel/>

26 Inspiration: How Billie Eilish, U2 and Coldplay are Greening Concerts with the Music Sustainability Alliance <https://afors.org/2024/06/10/inspiration-how-billie-eilish-u2-and-coldplay-are-greening-concerts/>

27 Poll: Millennials, Gen-Z lead age groups in interest in traveling for sports events <https://pura-aventura.com/>

28 Defuse Jet Lag with Grounding <https://earthinginstitute.net/defuse-jet-lag-with-grounding/>

29 The Deceivingly Simple (and Free) Act of ‘Earthing’ Was the Most Calming Thing I Did at a Luxe Wellness Resort in Thailand <https://www.wellandgood.com/grounding-banyan-tree-veya/>

30 Den Schwarzwald mit nackten Füßen erspüren <https://www.dornstetten.de/barfusspark>

31 The role of nature in the travel industry <https://www.deloitte.com/uk/en/Industries/consumer/blogs/2023/the-role-of-nature-in-the-travel-industry.html>

32 Rewilding Europe <https://rewildingeurope.com/rewilding-in-action/nature-based-economies/>

33 Ski resorts face snow scarcity due to climate change <https://www.earth.com/news/ski-resorts-face-snow-scarcity-due-to-climate-change/>

34 Popular European ski resorts face uncertainty as climate change threatens snowfall <https://www.mirror.co.uk/travel/europe/popular-european-ski-resorts-face-31848283>

35 Journeys With Purpose <https://journeyswithpurpose.org/>

36 Wellness Tourism Initiative <https://globalwellnessinstitute.org/global-wellness-institute-blog/2024/04/30/wellness-tourism-initiative-trends-for-2024/#:~:text=The%20rising%20trend%20of%20Diagnostic,enhancing%20the%20overall%20visitor%20experience.>

37 A psychedelic retreat proves a healing trip <https://www.icpr-conference.com/>

38 2023 Travel Trends: Cheap, Package, Transformative, Ethical—Say Experts <https://www.theguardian.com/lifeandstyle/2019/nov/16/a-psychedelic-retreat-proves-a-healing-trip>

39 Beckley Foundation <https://www.beckleyfoundation.org/>

40 69% of Travellers Want to Travel Sustainably This Year, New Report Shows https://schengen.news/69-of-travellers-want-to-travel-sustainably-this-year-new-report-shows/#google_vignette

41 Growing trend: Agricultural tourism <https://www.travelweekly.com/Travel-News/Hotel-News/Focus-on-Hotels-2023-Growing-trend-Agricultural-tourism>

42 The Rise Of Agritourism (And How Brands Can Respond) <https://www.forbes.com/councils/forbesagencycouncil/2022/11/30/the-rise-of-agritourism-and-how-brands-can-respond/>

43 Elmore Court: Environment <https://www.elmorecourt.com/environment/>

44 Knepp <https://knepp.co.uk/>

45 42 Acres <https://www.42acres.com/>

46 Travel trends for 2024 <https://www.responsibletravel.com/copy/travel-trends>

47 2024 Global Travel Trends Report <https://www.americanexpress.com/en-gb/travel/discover/get-inspired/global-travel-trends-en-gb#on-a-whim>

48 Bolthole Retreats <https://www.boltholeretreats.co.uk/>

49 AMA Stay <https://ama-stay.com/en>

50 2024 Global Travel Trends Report <https://www.americanexpress.com/en-gb/travel/discover/get-inspired/global-travel-trends-en-gb>

51 Google Trends > Explore > short vacations <https://trends.google.com/trends/explore?q=short%20vacations&hl=en>

52 ‘Golden gap year’ trend spotted as adventurous retirees save up to travel <https://travelweekly.co.uk/news/tourism/golden-gap-year-trend-spotted-as-adventurous-retirees-save-up-to-travel>

53 The rise of the eco-conscious sabbatical <https://www.independent.co.uk/travel/sustainable-travel/eco-conscious-sabbatical-gap-year-sustainability-b2472108.html>

54 ‘Second honeymoon on steroids’: The growing number of older Kiwis taking ‘golden gap years’ <https://www.stuff.co.nz/travel/350205979/second-honeymoon-steroids-growing-number-older-kiwis-taking-golden-gap-years>

55 Extended Stay: Insights Into a Thriving Trend & Exciting Opportunities <https://group.accor.com/en/Actualites/2024/01/extended-stay-trends-opportunities#:~:text=The%20demand%20for%20extended%20stay,the%20convenience%20of%20hotel%20services.>

56 Google Trends > Explore > long stay holiday <https://trends.google.com/trends/explore?q=long%20stay%20holiday&hl=en>

57 Google Trends > Explore > sabbaticals <https://trends.google.com/trends/explore?geo=GB&q=sabbaticals&hl=en>

58 Pura Aventura <https://pura-aventura.com/>

59 ‘Destination Dupes’ are 2024’s Hottest Travel Trend <https://hotelsabovepar.com/destination-dupes-are-2024s-hottest-travel-trend/#:~:text=%27Destination%20Dupes%27%20are%20the%20latest,crowded%20than%20already%2Dpopular%20destinations.>

60 Why ‘destination dupes’ are the latest travel-twinning trend <https://www.bbc.com/travel/article/20240306-travellers-choosing-destination-dupes-budget-friendly-travel>

61 Why ‘destination dupes’ are the latest travel-twinning trend <https://www.bbc.com/travel/article/20240306-travellers-choosing-destination-dupes-budget-friendly-travel>

62 Entrance fees, visitor zones and taxes: how Europe’s biggest cities are tackling overtourism <https://www.theguardian.com/travel/2024/mar/03/entrance-fees-visitor-zones-and-taxes-how-europes-biggest-cities-are-tackling-overtourism#:~:text=Some%20places%20are%20launching%20information,m-ore%20off%20the%20beaten%20track.>

63 The Future of Travel is Vegan <https://www.escapeto.in/blog/2024/3/5/the-future-of-travel-is-vegan>

64 Escape To <https://www.escapeto.in/>

65 Urban Development <https://www.worldbank.org/en/topic/urbandevelopment/overview>

66 Slow Adventure <https://www.slow-adventure.com/>

67 The cities built to be reusable <https://www.bbc.com/future/article/20230207-oan-we-design-cities-for-disassembly>

68 Bunker St. Pauli <https://www.bunker-stpauli.de/en/>

69 CopenHill <https://www.copenhill.dk/en>

70 Freiburg: Germany’s futuristic city set in a forest <https://www.bbc.com/travel/article/20200715-freiburg-germanys-futuristic-city-set-in-a-forest>

71 The Travel Industry Is Waking Up to the Needs of Neurodivergent Adults <https://www.cntraveler.com/story/the-travel-industry-is-waking-up-to-the-needs-of-neurodivergent-adults>

72 This Is What Autism Acceptance Looks Like in the Travel Industry <https://www.afar.com/magazine/how-the-travel-industry-is-becoming-more-supportive-of-autism>

73 Autism Travel <https://www.visitmesa.com/autism-travel/>

74 WanderRock <https://wanderrock.com/>

75 Women in Travel CIC <https://www.womenintravelcic.com/>

76 IncluCare <https://www.worldofinclu.com/care/>

77 The Conscious Travel Foundation <https://www.theconscioustravelfoundation.com/>