

A person is captured mid-dive, upside down in the air, entering a body of water. In the background, a city skyline with a prominent church spire is visible across the water. The sky is clear and blue. The overall scene conveys a sense of adventure and breaking norms.

THE NO-NORMAL



Introducing the most unexpected travel trends of 2023. Expedia and Bookabach delved into a vast bank of traveller data and surveyed thousands of people* to uncover a shift in mindset. The coming year of travel will be like no other.

The past few years saw travellers worldwide adjusting to a series of new normals. They spent seasons inside, then sought the great outdoors. They jumped at the chance to reconnect with loved ones in person as soon as possible, then made up for lost time with extravagant bucket list trips.

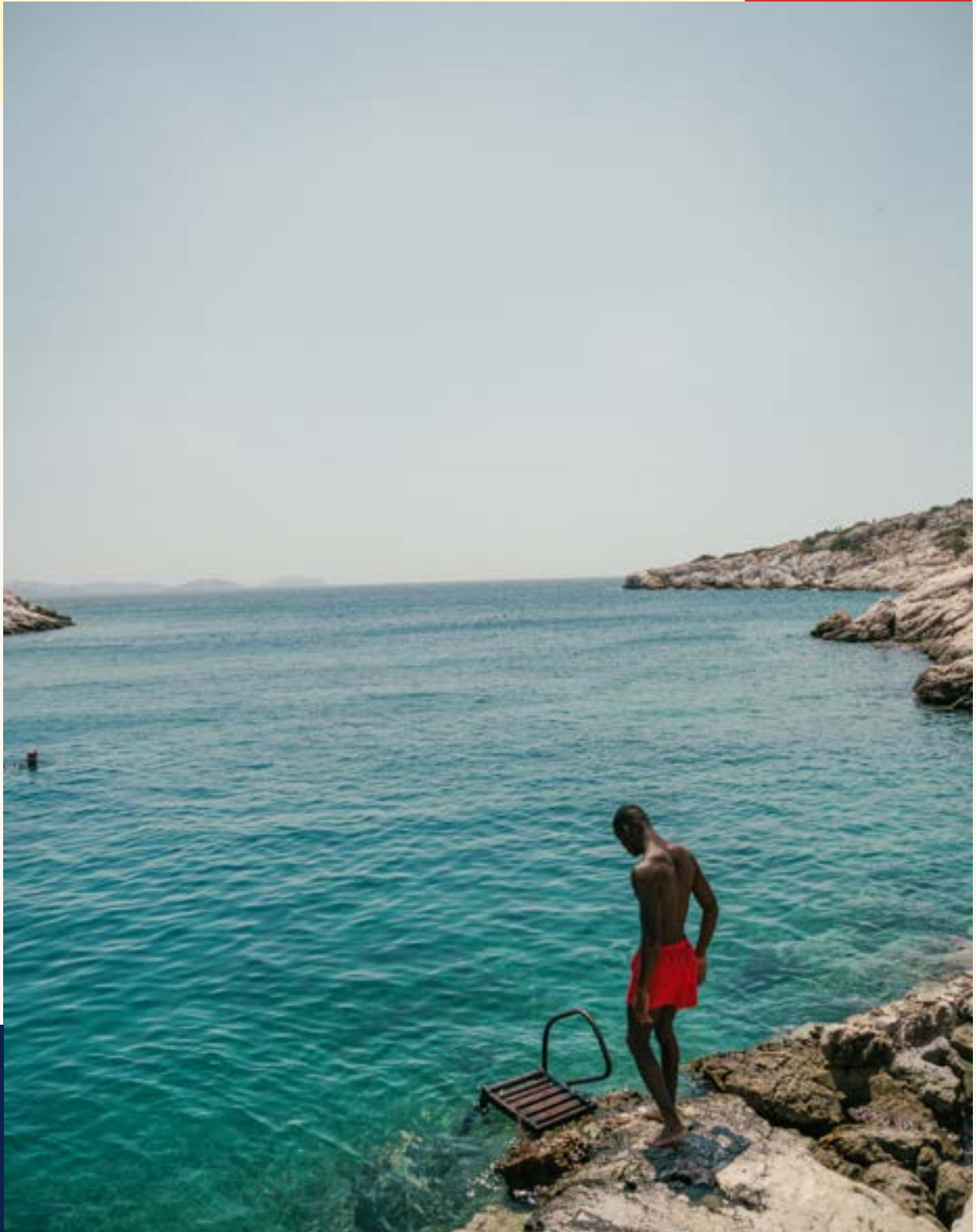
In 2023, travellers are ditching the conventional and veering off course for all-new experiences. Prepare for the year of the no-normal.

Now, travellers are tired of compromise and ready to experience an array of destinations, be influenced in new ways, and book what they want when they want it. There will be no “one size fits all” approach.



“When we look at Expedia and Bookabach data together, we see a detailed and robust picture of travel into 2023,” said Jon Gieselman, president of Expedia Brands. “We’re seeing a surge in trips to culture capitals, streaming services inspiring travel, and a spike in demand for outdoor destinations beyond just beaches and mountains – not a new normal but people branching out to unexpected trends in what we’re calling the ‘no normal.’”





Travellers are ready to enjoy the hustle and bustle of cities and experience urban vibes. Crowded pubs, open-air markets, and dazzling lights await holiday makers who are ready to be at the heart of culture and action.

Among the world's cultural capitals are cities rich with unforgettable experiences and celebrations. Visit Edinburgh to enjoy the world's largest arts and media festival or Sydney to celebrate WorldPride, coming to the city for the first time in February 2023.

Culture Capitals



Global data from Expedia.com reveals the cultural capitals to see in 2023:

1. Edinburgh, Scotland
2. Lisbon, Portugal
3. Tokyo, Japan
4. Dublin, Ireland
5. New York, USA
6. Sydney, Australia
7. Dubai, UAE
8. Montreal, Canada
9. Munich, Germany
10. Bangkok, Thailand

Based on global lodging demand and interest on Expedia, comparing data for travel spanning 2021 – 2023 to identify the fastest-growing destinations as of September 30, 2022.



Set-Jettters Turn to TV Tourism

Adventure-seekers are turning to captivating TV locales for their next-big-trip inspiration. Get ready for the Set-Effect.

61% of Kiwis have considered and 21% have booked trips to destinations after seeing them on streamed shows or movies. One in five (20%) of Kiwis say the influence of streaming services on their travel plans has increased in the last twelve months.*

Top TV-Inspired Destinations

- Sweeping landscapes from famous fantasy thrillers are inspiring New Zealand adventures, though hobbit and elf sightings are unlikely.
- Travellers are ready to make their own formal entrances into British society as historical TV dramas increase interest in Great Britain and its host of stately homes.
- Stunning resort sets, minus questionable hotel managers, have people eager to see Hawaii.
- Lively cosmopolitan scenes are inspiring trips to Paris and New York. Budding romances with beautiful locals are optional.



Expedia's Air Hacks

Take the guesswork out of booking 2023 air travel with Expedia's Air Travel Hacks. These data-backed flight tips can help Kiwi travelers save time and money:

- Best day to book: Sunday.
- Best lead time for flights: One month in advance for domestic. Two months in advance for international.
- Best day to depart: Saturday for domestic. Thursday for international.

Tips based on Jan. – Aug. 2022 data, sourced from ARC's global airline sales database. Visit www.expedia.co.nz/stories/2023-flight-hacks/ for more information

bookabachTM





They say that the kitchen is the heart of the home; in 2023, it's the heart of the holiday home, too. Staying in, cooking, and enjoying meals together may be cost savvy, but travellers are not compromising on getting the best seats in the house on their next trip. In 2023, next-level cooking amenities are an absolute must.

*The top five cooking amenities are outdoor kitchens or barbeques (66%), air fryers (41%), fancy coffee machines (39%), pizza ovens (28%), and access to gardens with fresh produce (24%).**

More than half of travellers looking for rentals with family and friends say amenities are one of the most important criteria. Forty-five percent of travellers use cooking to cut down on holiday costs, and 48% feel it's a great opportunity to bond as a group.*

Hay-cations

Rustic cottages and farmhouses characterised by their regional farm life charm are quickly joining the ranks of beach destinations as Bookabach's top epic holiday home destinations in New Zealand. The Waikato region springs to mind, while travellers are also booking converted barns and farmhouses in the lush countryside of the Marlborough and Otago regions.

- Search demand for Bookabach holiday homes in the Wellington Region – home to the vineyards of Martinborough – is up by 25%.
- Kiwi travellers are drawn to mountainside destinations - home to farm stay accommodations in New Zealand – with search up by more than 20% in locations like the Tasman, Canterbury and West Coast regions.

Based on Bookabach demand from September 1, 2021 – August 31, 2022.





What's Trending Spotlight:

Travellers are also exploring destinations further afield from home for domestic holidays. These charming spots are the go-to getaways for groups wanting to take in tranquil views of the mountains, while combining winery stays with the coastline.

Demand for each of these destinations has increased by 55% or more:

1. Wellington Region
2. West Coast
3. Canterbury
4. Tasman Region
5. Southland
6. Taranaki
7. Marlborough
8. Otago
9. Waikato
10. Auckland Region

Based on Bookabach demand from September 1, 2021 – August 31, 2022.



Travel in 2023 will be about saying “no” to normal, breaking routines, and searching for experiences without compromises. Whether travellers book screen inspired getaways, fly to events in far-flung city centres, or host the best chef’s table overlooking sweeping vistas, they will no longer be adapting to the next new normal. They will be creating their very own status quo.

A person wearing a tan trench coat is holding a large, unfolded map in front of their face, completely obscuring it. They are standing on a cobblestone street in front of a large, historic building with arched windows and doorways. The map is held up with both hands, and its edges are visible. The background is slightly out of focus, emphasizing the person and the map.

THE NO-NORMAL

*Third-party research conducted on behalf of Expedia Brands (Expedia & Bookabach) by OnePoll, a global strategic research firm. The survey was conducted online from September 22 – October 14, 2022, across New Zealand using an amalgamated group of best-in-class panels. The study was conducted among 1000 respondents, amongst adults who are planning domestic or international travel in the next 36 months.

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