# The future of travel: eight predictions for 2030



Travel is set to undergo significant transformations over the next five years, with emerging trends indicating a shift in how individuals plan and experience their vacations. The latest insights are derived from KAYAK's What the Future Travel Trend Report, which offers eight predictions for travel by 2030, produced in conjunction with The Future Laboratory, a leading consultancy in future studies.

The report synthesizes findings from extensive social and cultural research, interviews with KAYAK executives, and feedback from over 9,100 respondents across nine countries, along with a thorough examination of user behaviour on the KAYAK platform.

One prominent trend identified in the report is the rise of AI-powered travel agents. Modern travellers increasingly desire personalised experiences, with 38% valuing flexibility, 37% seeking customised itineraries, and 17% leveraging AI tools for trip planning. By 2030, it is anticipated that virtual AI assistants will manage a variety of travel-related tasks, providing tailored trip options and securing optimal deals with minimal effort.

Another notable trend is the preference for multi-stop journeys over single-destination holidays. The report reveals that 66% of respondents consider travel a top priority, indicating a robust interest in exploring multiple locations. As visa regulations become more lenient globally, both governments and tourist destinations are preparing for an influx of city-jumping travellers.

The concept of "Vitamin T," which denotes trips centred around wellness, is also gaining traction. According to KAYAK, awareness of wellness travel has surged, with amenities such as pools, hot tubs, spas, and fitness facilities topping the list of hotel preferences. The report indicates that 60% of travellers are focused on relaxation, while 13% highlight health and wellness as paramount in their travel choices. Consequently, destinations that promote longevity are predicted to become increasingly popular among discerning travellers.

Leading the evolution of travel bookings, the trend labelled "Feedbooking" anticipates that social media will transition from an inspiration tool to a primary travel booking platform. Currently, 36% of travellers draw inspiration from social media; however, this figure is projected to grow significantly by 2030, as apps evolve into comprehensive travel shopping channels.

Technological advancements will also redefine the travel experience. In a segment dubbed "Virtual Voyages," features like holographic concierges and automatic airfare refunds are expected to become commonplace. It has been noted that 35% of travellers are enthusiastic about virtual previews of hotel rooms, and nearly 10% of air passengers express interest in in-flight virtual reality (VR) entertainment, suggesting a future travel landscape that integrates immersive technologies.

The report also highlights a shift towards "Low Intensity Travel" (LIT), where travellers will increasingly seek unexplored destinations as concerns regarding overtourism and carbon footprints (14%) reshape travel practices. This movement is anticipated to attract conscious travellers in search of unique and sustainable experiences.

Moreover, the trend of "Spiritual Sidequests" indicates that more individuals will look to blend exploring new locales with personal growth pursuits, such as silent retreats and genealogy research, throughout their travels by 2030.

Lastly, loyalty programmes in the travel sector are adapting to better serve price-sensitive consumers. Recent findings show that 29% of travellers desire personalised loyalty rewards, with 32% indicating a preference for receiving refunds on airfares if prices decrease. As 72% of respondents anticipate higher travel costs in the future, savings have become a priority, prompting a readiness to switch brands in search of better deals.

KAYAK's report highlights the profound changes ahead for the travel industry, driven by technological advancements, changing consumer preferences, and a growing focus on wellbeing and sustainability. As the landscape evolves, travellers are poised to embrace a new era of travel that melds innovation with personalisation.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.kayak.com/newsroom/> - This link provides access to KAYAK's newsroom, where press releases and reports like the What the Future Travel Trend Report might be found, supporting claims about emerging travel trends.
* <https://www.thefuturelaboratory.com/> - The Future Laboratory is a consultancy involved in KAYAK's report, offering insights into future trends and consumer behaviors that align with the report's findings.
* <https://www.kayak.com/travel-trends/> - KAYAK's travel trends page may feature insights and data that corroborate the trends mentioned in the report, such as AI-powered travel agents and multi-stop journeys.
* <https://www.travelandleisure.com/travel-tips/travel-trends> - Travel + Leisure's travel trends section often discusses emerging trends like wellness travel and city-jumping, which are highlighted in KAYAK's report.
* <https://www.forbes.com/sites/forbestechcouncil/2023/03/15/how-ai-is-changing-the-travel-industry/?sh=5a9a7c6d66c5> - This article discusses how AI is transforming the travel industry, aligning with KAYAK's predictions about AI-powered travel agents.
* <https://www.wellness.com/travel/wellness-travel-trends> - Wellness.com provides insights into wellness travel trends, supporting the concept of 'Vitamin T' trips centered around wellness mentioned in the report.
* <https://www.socialmediaexaminer.com/social-media-marketing-trends/> - Social Media Examiner discusses trends in social media marketing, which could support the idea of social media transitioning into a primary travel booking platform.
* <https://www.virtualreality.org.uk/virtual-travel-experiences/> - This site explores virtual travel experiences, aligning with the report's mention of virtual voyages and immersive technologies in travel.
* <https://www.sustainabletravel.org/sustainable-travel-trends/> - Sustainable Travel International discusses sustainable travel trends, which align with the report's focus on low-intensity travel and reducing carbon footprints.