



TRAVEL TRENDS 2024

Redefining value through experience



Our lowdown on the latest trends *shaping industry and traveller behavior.*

Welcome to Skyscanner's Travel Trends 2024 report, our lowdown on the latest trends shaping industry and traveller behavior. It blends **our own** proprietary search and booking data with an annual consumer behavior study to reveal how and where people will travel in the coming year.

Searching over 80 billion prices every day, connecting millions of travellers across 52 countries and 32 languages, Skyscanner is perfectly placed to shine a light on the biggest travel trends for 2024.





Naomi Hahn
VP of Strategy at Skyscanner

Skyscanner's 2024 Travel Trends report reveals that, more than ever, *cultural exploration* will be a priority for travellers in 2024.

Skyscanner's 2024 Travel Trends report reveals that, more than ever, cultural exploration will be a priority for travellers in 2024. We're seeing a broad spectrum of cultural curiosity in travel, from gig trippers, jetting off to see their favorite artists, to budget bougie foodies seeking the very best food experience (at the very best price!).

The cost of living, though, remains top of mind and our money-saving tools continue to rise in popularity. Our "Everywhere" search, showing prices from the lowest to highest from airports to global destinations, is the top search destination for global travellers this year.

We're also seeing that travellers want to enhance their vacations in a cost-effective way too with 'luxe-for-less' vacation experiences trending. There's a continued willingness from travellers globally to upgrade their vacation experience on everything from better quality food on board flights (29%) to upgrading to business or first class (20%).



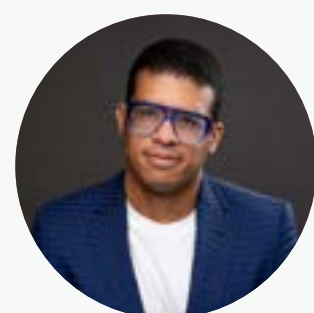
 Trending

Culture vultures take flight

Skyscanner has identified seven travel trends for 2024. Four culture-led travel vibes including Gig tripping, Main character energy, Budget bougie foodies and Destination Zzzz, and three behaviour-led travel types including Analog adventurers, Celebration vacationers and Luxe-for-less seekers.

More than ever, travellers globally in 2024 are seeking out cultural experiences. If last year was about the freedom of “revenge travel” after Covid restrictions lifted, then 2024 is about visiting destinations that inspire a certain feeling.

While value for money is still top of mind, travellers are more than ever letting culture drive their decision making. From gig trippers wanting to be moved by music to analog adventurers turning away from the “always on”, 41% of travellers globally are being drawn to the overall vibe of a destination.



Lee Chambers

Psychologist and founder of wellbeing and inclusion agency Essentialise

People want *hyper-personalized experiences*, to feel they're travelling with *intention*.

Travel is being attached more closely to identity, with purpose and meaning embedded into decisions and immersion being increasingly important, whether within a community of fans, our cultural exploration or within ourselves.

As well as digital fatigue, people want hyper-personalized experiences to feel they're travelling with intention, not just to get out of the country. Travellers are after unique, tailored energy – from being at the front of the crowd, to reliving a period drama, to savouring new flavours.



Piero Sierra

Chief Product Officer at Skyscanner

Skyscanner is evolving to help travellers pick their perfect destination, *whatever their trip's vibe*.

In response to the growing trend, Skyscanner is evolving to help travellers pick their perfect destination, whatever their trip's vibe.

Skyscanner has been helping wanderlust adventurers with its "Everywhere" search for the last 17 years (in fact, 1 in 2 travellers globally come to Skyscanner without a specific destination in mind).

The next logical step is to use technologies now available to us to personalize "Everywhere" based on a traveller's vibe – so keep an eye out on Skyscanner for more updates coming soon.

Canada trends *snapshot*

79%

of Canadian travellers plan to take the same number, if not more, trips abroad in 2024 compared to 2023

40%

of Canadian travellers say the cost of flights mostly determines their choice of destination

37%

of Canadian travellers rate the overall “vibe” of a destination as important when choosing where to go in 2024*

*OnePoll x Skyscanner research conducted August 2023 with 18,000 respondents globally (1,000 Canadian respondents).



 Trending

Bougie on a budget

Overall, travel demand remains a top priority for 2024, despite the continued squeeze on budgets. Globally, 81% plan to travel the same, if not more, in 2024 compared to 2023, while 76% are planning to spend the same or more in 2024 versus 2023.

As for the most important cost factors for 2024, 30% of travellers globally say the price of flights is the number one consideration. However, even during these challenging times, our research shows that more people are willing to upgrade their fares and pay for extras.



View from the *industry*

We spoke with our very own VP of Flights, **Hugh Aitken**, to get his take on the latest developments in the aviation industry.



Hugh Aitken
VP of Flights at Skyscanner

Forward booking profiles are returning to more traditional patterns, *giving a clearer picture* for airline planners.

Over the past year, the aviation sector has made great progress in restoring domestic and international air connectivity. In many regions and markets, seat capacity is nearing and, in some cases, exceeding 2019 levels.

At the same time, airlines are reporting strong demand and we're seeing this across Skyscanner platforms too. This combination is resulting in higher average fares, but travellers are not deterred.

In fact, they're more willing to put their discretionary spend toward leisure travel and, on certain routes, invest in premium cabins.

Forward booking profiles are returning to more traditional patterns, giving a clearer picture for airline planners. And, as capacity returns further, innovative advances in technologies from virtual interlining to dynamic offers will provide travellers with greater choice and access to an array of deals.

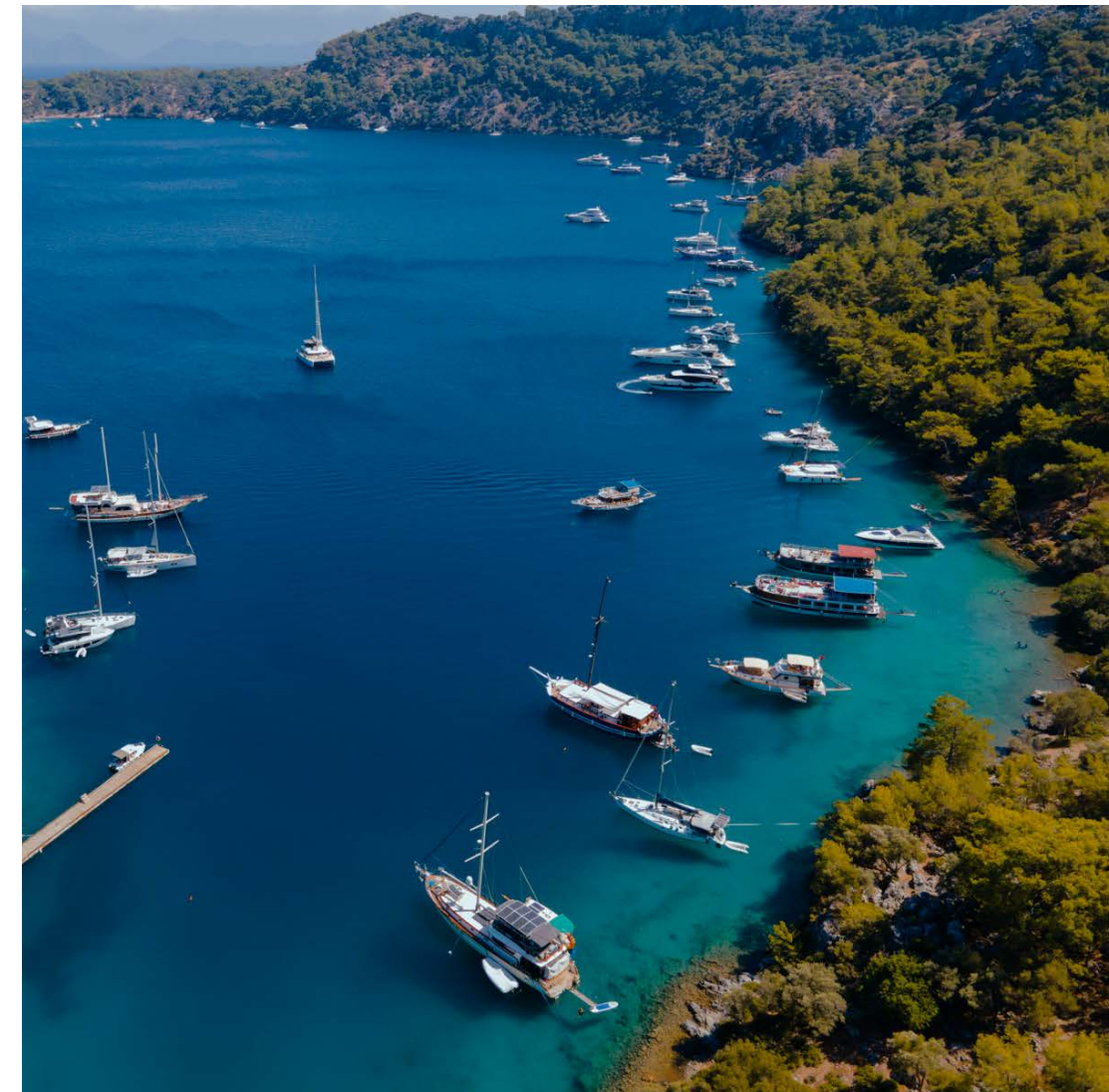
Chapter overview



Chapter 01

Trending destinations

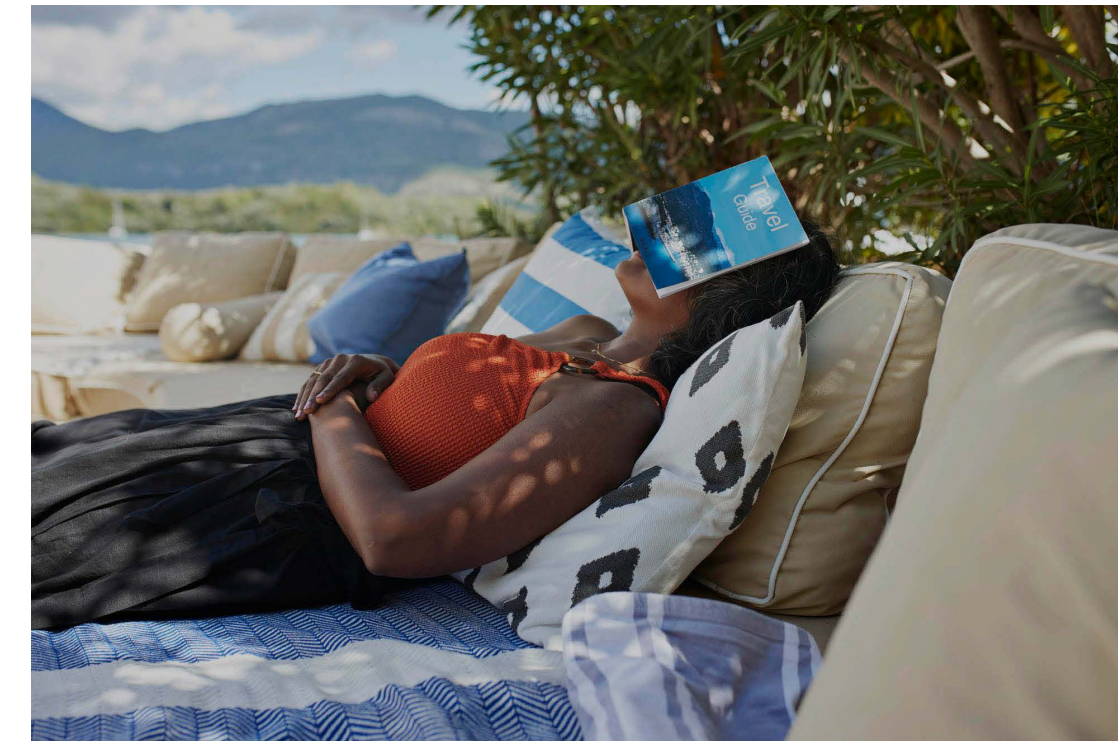
Discover the top 10 most buzzing places in 2024.



Chapter 02

Best value destinations

Find out the top 10 destinations offering the most bang for travellers' bucks.



Chapter 03

Travel vibes

From international gig tripping to budget bougie foodies, these are 2024's trending travel vibes.



Chapter 04

Travel types

From analog Polaroid snappers to finding luxury for less, these travel types will be big in 2024.



Chapter 01

TRENDING DESTINATIONS

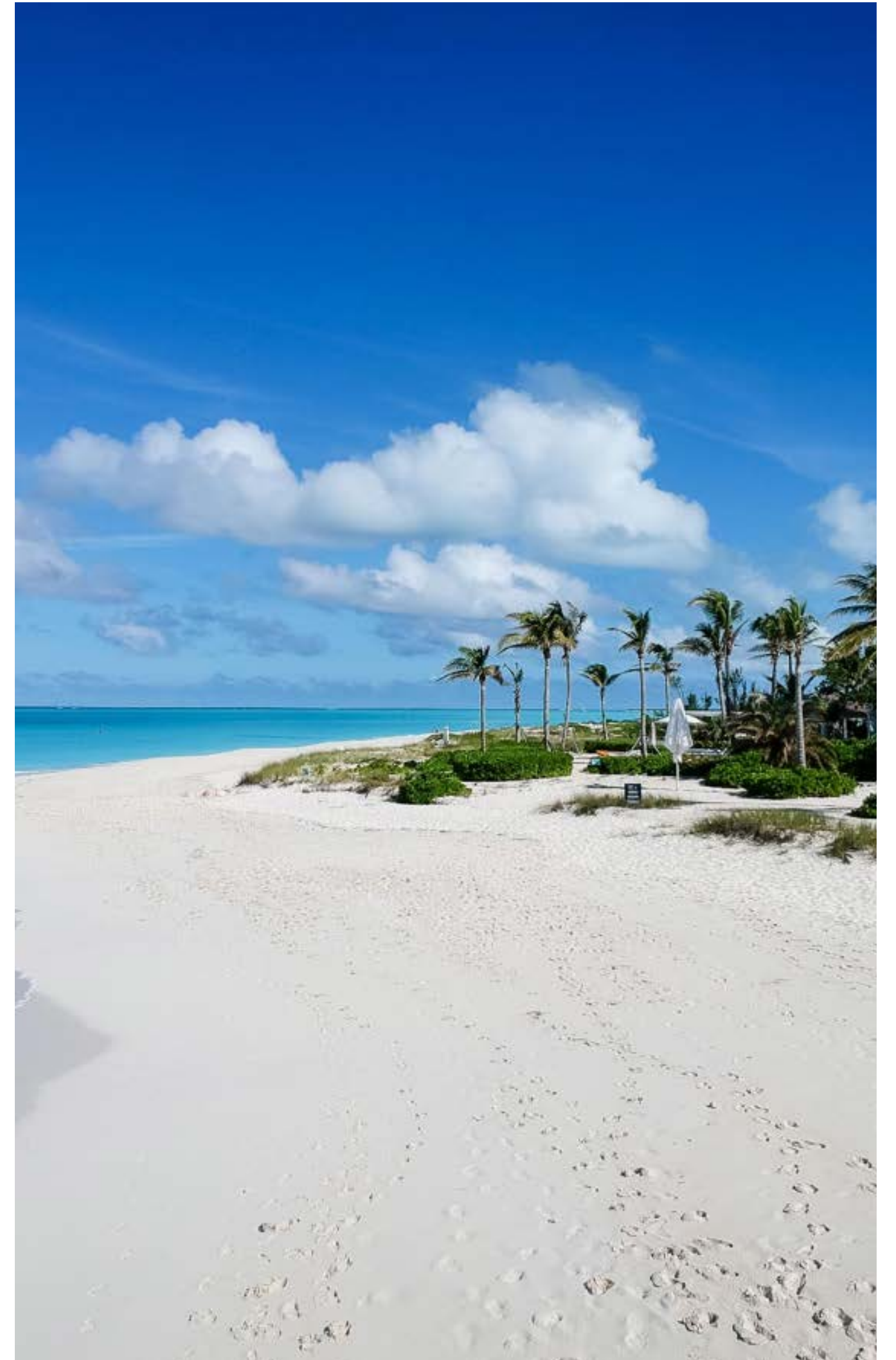


The most buzzing places in 2024

These are the top 10 destinations for Canadian travellers with the biggest year-on-year increase in searches.*

- | | |
|--|--|
| 1. Turks and Caicos Islands +323% search increase | 6. San Juan, Puerto Rico +176% search increase |
| 2. Tokyo, Japan +286% search increase | 7. Bucharest, Romania +170% search increase |
| 3. Oranjestad, Aruba +281% search increase | 8. Amsterdam, Netherlands +163% search increase |
| 4. Taipei, Taiwan +240% search increase | 9. Lisbon, Portugal +154% search increase |
| 5. Osaka, Japan +239% search increase | 10. Singapore +152% search increase |

*Cities that have seen an increase in searches from Canada between 7/8/22 – 7/8/23 vs the same period in 2021/22.





3/10

trending destinations for
Canadian travellers in 2024
are for island hot spots

The rise of *island hot spots*

It's clear that Canadian travellers are craving island adventure, with three out of the top 10 destinations being island hot spots. Turks and Caicos Islands takes the top place.

Japan continues to make a comeback after re-opening last year, with Tokyo and Osaka featuring in second and fifth place.

Bucharest rises in the ranks this year thanks, in part, to the “Wednesday” impact of the Netflix hit show which was filmed in Romania, showcasing the country’s gothic beauty.





Which factors are driving the choice in vacation destination for 2024?

The weather (70%), food (63%) and attractions (61%) are the three biggest.

When it comes to the most popular activities to do on vacation, culture is high on the agenda for Canadian travellers, with sampling local food (53%), hitting the beach (49%) and historical tours (48%) coming out on top.





Chapter 02

BEST VALUE DESTINATIONS

The destinations offering the most bang for travellers' bucks

These are the top 10 destinations for Canadian travellers with the biggest price drop in airfares from Canada over the past year:*

1. **San Juan, Puerto Rico** -36% price drop

2. **Huatulco, Mexico** -27% price drop

3. **Oranjestad, Aruba** -23% price drop

4. **San Diego, US** -23% price drop

5. **San Jose del Cabo, Mexico** -20% price drop

6. **Phoenix, US** -17% price drop

7. **Montego Bay, Jamaica** -16% price drop

8. **Algiers, Algeria** -15% price drop

9. **Orlando, US** -15% price drop

10. **Varadero, Cuba** -15% price drop



*Average price for economy class return bookings (redirects) from Canada between 1/1/23 – 7/8/23 vs the same period in 2022.



35%
of Canadian travellers
have budgeted to *spend
more on travel in 2024*
compared to 2023

The importance of *value*

Value for money remains a key factor for Canadian travellers, with the cost of the flight (40%) and hotel (16%) being the biggest factors determining the destination.

However, over a third (35%) of Canadian travellers have budgeted to spend more on travel in 2024 compared to 2023, while 37% will spend the same. Only 14% have said they'll spend less.

Over the past 12 months, flights to San Juan in Puerto Rico have fallen by over a third, followed closely by Huatulco and Oranjestad. For travellers looking to vacation in America, San Diego, Phoenix and Orlando have all seen significant price drops.

Find value with our "Everywhere" search

Another way to find a great value flight is by using Skyscanner's "Everywhere" search feature. It helps travellers search by price rather than destination – a very handy tool if you're also not sure where and when you want to go.

Discover your next trip by [searching "Everywhere" today ↗](#)





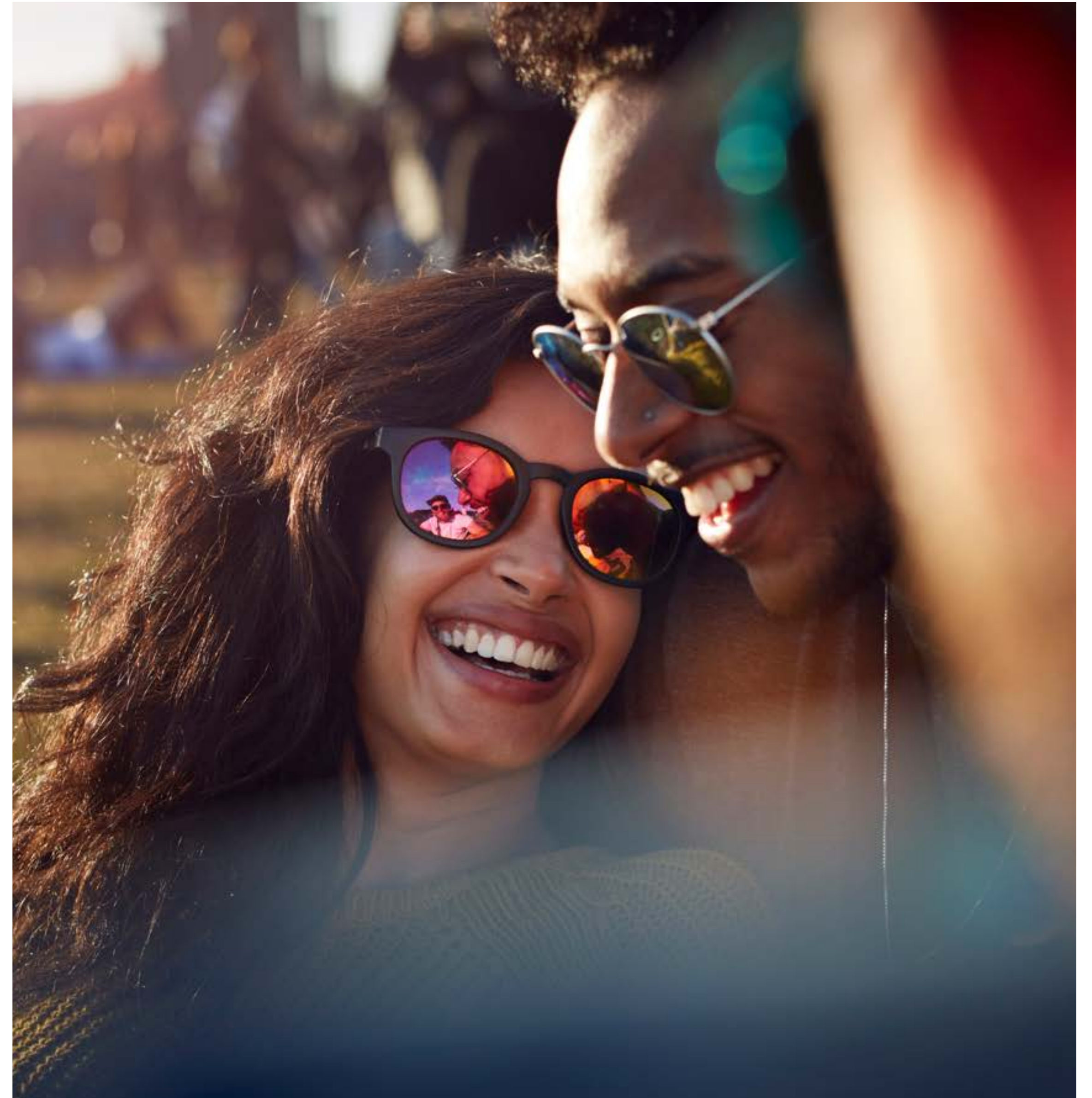
Chapter 03

TRAVEL VIBES



Cultural experiences top the agenda in 2024

From international gig tripping to budget bougie foodies, these are 2024's trending travel vibes.



Gig tripping

Attending a gig in your own country is so 2022. Catching your favorite band or artist abroad – now that's totally 2023 and, even more so, 2024 vibes.

With some superstars announcing big international tours, there's more interest than ever in travelling abroad to catch a show – especially if tickets can be found cheaper and a no-frills airline can get you there.

A third (32%) of Canadian travellers – let's call them superfans – would fly short haul to see their favorite artist live, with 16% saying they'd fly long haul.

26% of Canadian travellers said they plan to attend a gig, music concert or festival at home in 2024. This rises to 41% of 25-to-34-year-olds. But a huge 49% would consider a singalong overseas instead in 2024 if it would help them save money.



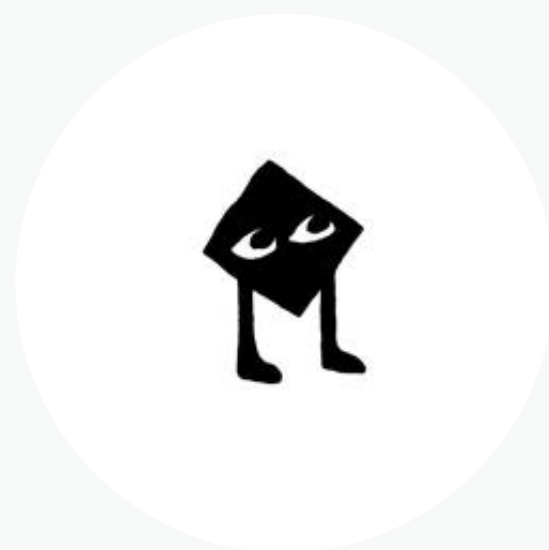
1/3

of Canadian travellers would fly short haul to see their *favorite artist live*

1/2

would consider travelling to *a gig or festival in a different country* if it would help save them money





Katie Soo
Chief Business Officer at DICE

Immersing yourself in different cultures, genres and communities is *one of the best experiences you can have*.

At DICE, we believe enjoying live music abroad and immersing yourself in different cultures, genres and communities is one of the best experiences you can have.

Millions of fans use DICE to discover and buy tickets to events all over the world.

01 Set up your profile so DICE learns the artists and music you love. Our platform syncs with Spotify and Apple Music to recommend personalized events.

02 For fans travelling on a budget, we have a price feature so you can filter events in different cities that are under ten bucks, five bucks or even for free.

03 Steer clear of secondary ticketing and resale platforms, where hidden fees, unfair pricing and ticket scalpers are increasingly common. Look for mobile-only secure tickets locked to smartphones.

04 If you have to change your travel plans and sell your ticket, just return your ticket to someone else on the DICE Waiting List to purchase at face value.

The most affordable cities for gigs in 2024? DICE shares the top destinations with the most gigs for under \$35:

1. **Leeds, UK**
2. **Bordeaux, France**
3. **Rome, Italy**
4. **Milan, Italy**
5. **Paris, France**
6. **London, UK**
7. **Seattle, US**
8. **Manchester, UK**
9. **Minneapolis, US**
10. **Nashville, US**
11. **Toronto, Canada**
12. **Los Angeles, US**
13. **Hamburg, Germany**
14. **Barcelona, Spain**
15. **Chicago, US**

Main character *energy*

For decades now, travellers have been jet setting off to discover destinations they've seen on screen. Well, travel enters a new chapter in 2024.

Next year, more and more travellers want to slot themselves into their favorite show and embody its “main character energy”.

In a similar vein to gig tripping, main character energy sees travellers embrace the cultural zeitgeist, stepping inside the shoes of their favorite on-screen character.





Topping the list is Emily in Paris. Canadians want to experience the city like Emily Cooper. In fact, following season 3's launch at the end of December 2022, Skyscanner saw a 33% increase in searches from Canada to Paris in January compared to the previous month.*

But while 70% of Canadian travellers are inspired to take a trip to a destination they've seen on the big or small screen, only 28% go on to book.

Skyscanner is here to help turn those big-screen dreams into reality by helping people easily compare flights, hotels and cars from hundreds of providers – so they can find the best deal for them.

*Percentage increase in searches from Canada to Paris in January 2023 compared to December 2022 for travel between December 2022 to April 2023.



Main character energy inspiration

Netflix shares some of the global content that has inspired “main character energy” wanderlust.

01

Wednesday

Lean into your gothic side with a trip to the Southern Carpathians in Romania and see for yourself where Wednesday was filmed.

02

The Diplomat

See the real-life corridors of power featured in The Diplomat and take a trip to London – iconic landmarks like the US Embassy await.

03

The Witcher

Visit the Hungarian heritage sites like Vajdahunyad Castle and the riverside town of Szentendre featured in Season 3, and immerse yourself in The Witcher’s fantasy world.

04

Glass Onion

Experience the opulence and grandeur of Glass Onion (without the murder mystery) by taking a trip to the beautiful Greek island of Spetses.

05

Stranger Things

Looking for an unusual vacation destination? Stranger Things Season 4 was filmed at Lukiškės Prison in Lithuania, where you can step behind the scenes of the Upside Down.

06

Selling Sunset

Explore some of California’s most stunning beaches and communities as featured in the mega-property show – if only the luxury mansion was included!

07

You

Follow Joe on his nine-hour daily walk through London and visit the city for some famous sights with old-school charm.

08

The Crown

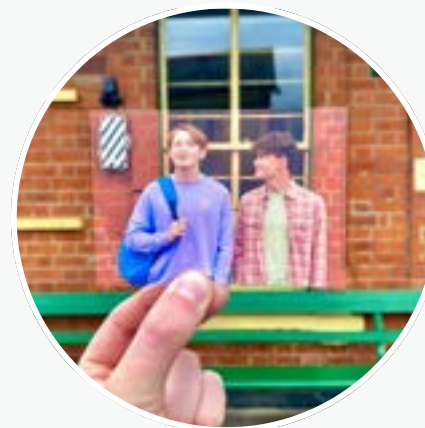
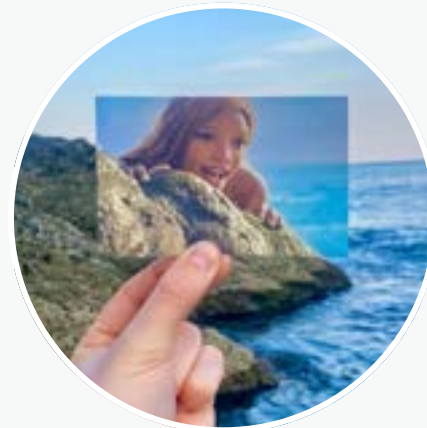
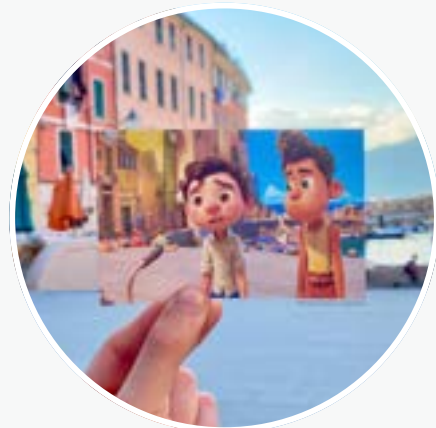
If Season 5 of The Crown made you want to add some royal flair to your life, embark on a journey through London’s timeless royal palaces and iconic stately landmarks.



Thomas Duke

Photographer, writer and creative behind
[*Stepping Through Film.*](#)

Whether the sun is out or the rain is falling, it's always a joy to see a new part of the world with a *slightly different perspective*.



Thomas Duke, photographer, writer and creative behind *Stepping Through Film*, shares his tips on creating the perfect Main Character Energy film shot when on vacation.

Creating the perfect film shot is about more than just a photograph – it's about the excitement leading up to the moment, the love for the story, the journey to get there, and then exploring everything that makes up that one film you've travelled hundreds of kilometres for!

It's about delving into that world and surrounding yourself with the filmic environment to not only capture that

perfect photo – but to make the most of everything the country you're in has to offer.

Try out that cute little coffee shop next to the scene, find a similar outfit to the character that once stood there, talk to locals about how it felt having that world recreated on their doorstep.

Patience is also key, of course – be ready to stand still to try and line up everything perfectly! Whether the sun is out or the rain is falling, it's always a joy to see a new part of the world with a slightly different perspective.

Our take

22% of Canadian travellers
use film and TV as a source
of travel inspo.

Budget *bougie* foodies

Food and travel. Both have always been linked. In fact, a fifth (20%) of Canadian travellers have booked a destination purely on a specific restaurant they want to visit. While a further 41% say it's something they'd like to do.

Eating the local cuisine and trying authentic food is the most popular activity for Canadian travellers when they're abroad, with over half (53%) preferring it to anything else.

Interestingly, the research shows that Canadian travellers believe fine dining is out of their price range. They estimate a fine dining experience to cost \$74 per person on average while planning to spend \$54 per meal per person on vacation.

The good news is that more and more cities are offering great value eateries that don't sacrifice quality to make the foodie dream a reality.



20%
of Canadian travellers have booked a destination *purely on a specific restaurant* they want to visit





Foodie spotlight on

OSAKA

What makes **Osaka** such a special foodie destination?

We asked Mr. Tetsuya Nakamura, foodie expert at Osaka Convention & Tourism Bureau



Why is Osaka such a great destination for cost-conscious “foodie” travellers?

During the Edo Period (1601 – 1867), Osaka became “the nation’s kitchen”, receiving the finest goods from across Japan for shipment to other parts of the country. Dashi stock was created in Osaka and became the base of Japanese cuisine. Today, Osaka is known for quality food across a range of price points.



What are your top tips to experience the best of Osaka’s food scene?

Osaka ranks fourth in the world for cities with the most Michelin stars. There are 3 three-star restaurants, 10 two-star restaurants and about 80 one-star restaurants, plus a host of Bib Gourmand restaurants providing high quality and affordable options such as ramen and okonomiyaki (savoury Japanese pancakes).



What foodie news do future visitors to Osaka need to know?

There are lots of foodie events happening in the coming years. One is the first Time Out Market in Asia, featuring some of the best chefs, food, drinks and cultural experiences. Another is the World Food Expo, held every four years, which will be packed with not only Japanese cuisine, but food from all over the world.

Experience fine dining without breaking the bank

Osaka (as well as other cities in Japan) has some of the world's most affordable high-end restaurants. We also see Osaka (alongside Tokyo) as a top ten trending destination for Canadian travellers in 2024.

There are 93 Michelin-starred restaurants in Osaka, including 80 one-star establishments, many of which are genuinely affordable. So there's plenty of opportunity to score a bougie meal for less. It's no wonder Osaka is known as the "kitchen of Japan".

Restaurant

Kashiwaya

Kashiwaya is one of the world's cheapest three-star Michelin restaurants, with meals costing around \$254. The theme of the menu is "The tale of the four seasons", comprised of rich fare bursting with feeling and flavour.

Restaurant

Ayamuya

Ayamuya is the cheapest one-star restaurant in Osaka – the average price for dinner is \$64. It's known for its Yakitori – skewered chicken.

Restaurant

Shintaro

The average price for lunch and dinner at Shintaro is \$54 and \$119. The restaurant is famous for its tempura, with simplicity at the heart of each dish to make seasonal ingredients shine.

Destination Zzzz

Sleep tourism is a growing trend in a world that feels busier and harder to switch off from. In the last few years, the number of people searching online for sleep retreats (and asking what they are) has increased.

At the same time, people are becoming more interested in their sleep health. In fact, 65% of Canadians are more mindful of their sleep health today compared to a few years ago.



The best destinations for a great night's sleep according to reviews on Skyscanner?

Hoi An, Santorini and Rome top the list as the cities with hotels with the best sleep quality scores.**

Hoi An Santorini Rome

**Global list, based on the volume of traveller reviews of hotels with a sleep quality score of 5 and overall review rating of 5 between 1/6/23 – 31/6/23 on Skyscanner (reviews collected by TripAdvisor).

Sleeping tops the board of Canadian travellers' main activities for their next vacation.

Sleeping 31%
Historical tours 30%
Nightlife 26%
Hiking 24%

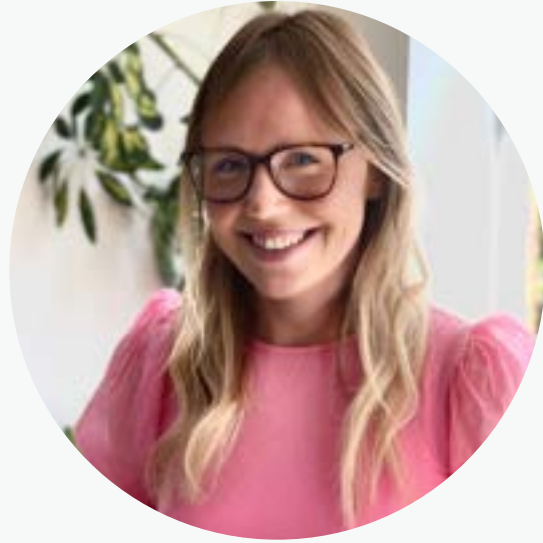


31%
of Canadian travellers
say they *sleep better on
vacation*

39% of Canadian travellers say they're not getting the recommended 7 – 8 hours of sleep a night, with 30% stating they feel the need for a sleep retreat remedy in 2024.

So what is it about being abroad that helps our travellers get their zzz's?

- 01** Being away from the stresses of everyday life 51%
- 02** Being more physically active and out in the fresh air 27%
- 03** Accommodation being clean, calming and clutter free 8%



Stephanie Romiszewski

Sleep physiologist and founder of Re:Sleep

Become a sleep expert with **Stephanie Romiszewski**

Skyscanner has teamed up with **Stephanie Romiszewski**, sleep physiologist and founder of **Re:Sleep**, to share her top tips on helping travellers to get the most restorative sleep while on vacation (without spending mega bucks!).

All partner commentary included in the report is editorially independent.

01

Prep before

Get up at the same time each day to regulate your sleep/wake cycle and add light exposure and exercise to your morning routine.

03

Jet lag

Eat at your new time zone mealtimes and get up at your usual wake-up time, even if you don't want to. It'll be short lived!

02

On the plane

Block out the light and noise and maybe play some soothing rain sounds. Don't force the sleep. Let your mind wander and it'll come if it needs to.

04

During the trip

Focus on having the best daytime and don't worry about sleep – it'll help you nod off as your body realigns itself to the new normal.



Chapter 04

TRAVEL TYPES



More than ever, people are leaning into their traveller types.

From analog Polaroid snappers to finding luxury for less, these travel types are trending for 2024.



Analog *adventurers*

What's cooler than snapping an Insta photo at an iconic destination? Not posting about it, or, at least, not right away.

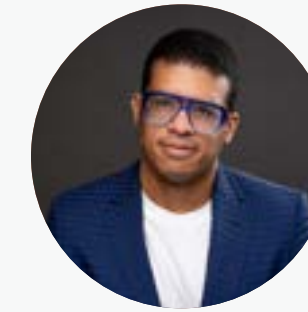
In an age of always-on and constant hype, Gen Z are craving old-school analog adventures that ditch the digital device in favour of how it used to be done.

28% of Canadian 18-to-24-year-olds now bring a Polaroid camera with them on vacation; 20% take a disposable camera; and 16% bring vinyl records with them too for a more immersive experience.

It can be difficult to switch off when on vacation. Although 79% of Canadian travellers say it's important, 40% find themselves scrolling on social media, 31% are planning their next vacation, and 22% are doing an online food shop in preparation for home time.

Struggling to switch off from work, 23% of Canadian travellers are checking their work email and, with a fear of the back-to-work blues, 12% admit they are even searching for a new job.





Lee Chambers

Psychologist and founder of wellbeing and inclusion agency Essentialise

Immersion, mindfulness and human-to-nature connection are becoming of increasing value.

The desire for analog adventures is being driven by various influences. Firstly, travellers are starting to focus on the depth and quality of experiences, relishing the moment itself rather than the capturing of it, especially with devices that provide active distraction and blurred boundaries between work and pleasure.

Immersion, mindfulness and human-to-nature connection are becoming of increasing value, and for some, it's driven by nostalgia, and for others, by never having experienced the novelty of it. And it's in these spaces where people often report they find the clarity and creativity that having a break is supposed to confer, alongside the rejuvenation to reattach to life more strongly on their return.



Celebration vacationers

Whether it's birthdays, anniversaries or something else to cheer, "celebration vacationers" are all about creating memories in some of the world's most amazing places – making these milestones something to remember.

47% of Canadian travellers have taken a group trip to celebrate a birthday or anniversary, with a further 32% saying it's something they'd love to do.

According to Skyscanner data, **the US, Mexico and Egypt are the most popular destinations for group trips** in 2024.

Here at Skyscanner, we know how tricky it can be arranging group travel – from deciding on where to go, to admin like costs and booking accommodation.



What puts Canadian travellers off arranging a big group trip?

50%

said agreeing on the cost

29%

said knowing how or where to
communicate with their group

28%

said struggling to decide
on dates

24%

said struggling to decide
on the destination

Plan the *perfect group trip* with **WhatsApp**

When planning a group trip, almost a third of Canadian travellers say knowing how or where to communicate can be a challenge. Skyscanner has teamed up with WhatsApp for some top tips on how to turn those group chat dreams into a group trip reality.

[Check out our other group travel trips ↗](#)

Make decisions with *Polls*

With differing opinions and clashing diaries, making choices as a large group can be the hardest part of booking a trip away. This is where **Polls** on WhatsApp comes in handy. Simply start a poll with multiple choice options, or toggle “limit to only one choice” if you want a definitive answer from the group.

Send sensitive info using *View Once*

Need the group to transfer you some money? Feel secure sharing information such as your credit card details by sending a photo as **View Once**.

Pin the group chat

Keep the group chat **pinned** at the top of your WhatsApp chats so you're not hunting for it every time among your other messages.

Get quick updates with *emoji reactions*

As the group organizer, there might be times when you need a quick gut-check reaction to something like a restaurant choice. **Emoji reactions** allow the group to quickly let you know they're happy with a thumbs up.

Control the guestlist in *Group Settings*

If you want to ensure the group trip doesn't get out of hand with friends of friends, change the **group settings** so only the admins can add other participants.

Use *Chat Lock* for extra privacy

If you're planning a surprise trip for your friend or partner's big celebration, use **Chat Lock** to ensure the group chat is hidden away.



Celebration travel hacks

We have some helpful tips and hacks to help travellers organize a group trip.

01

Use a calendar app to nail down travel dates

02

Book together & travel under one booking to save hassle and money

03

Be flexible with your departure point to make it work for everyone

04

Use Skyscanner's "Everywhere" search to find the best deals

Luxe-for-less seekers

Although the cost of living remains high for many, we're seeing a willingness from travellers to find luxury where they can, within budget.

18% of Canadian travellers plan to upgrade their flight to business or first class in 2024, while 19% plan to purchase airport lounge access to get their trip off to a great start.

Five-star luxury doesn't have to come with a five-star price tag. There are plenty of amazing five-star hotels around the world that won't cost you the Earth



Some of the best-value five-star stays around the world include:

Average five-star hotel price per night*

Kuala Lumpur

Malaysia

\$138

Hôi An

Vietnam

\$158

Tirana

Albania

\$190

Chiang Mai

Thailand

\$198

Brno

Czechia

\$206

*Average price per night for five-star hotel room booked on Skyscanner between 1/1/23 – 30/6/23 for stays throughout 2023.



How to score a *business class* flight for less

These are our industry insider tips from Skyscanner staff on how to score a flight upgrade.

01

Travel at quieter times, especially when business folk might not be flying.

02

Be early for your flight as there might be one or two seats available.

03

[Sign up for Price Alerts ↗](#)

04

Be loyal to your airline by joining their loyalty program.



LOOKING FORWARD

Attitudes towards AI and sustainability



At Skyscanner, we annually track trends for the year ahead but we also ensure that we look at the wider macro trends that will shape our industry for the longer term. We take a moment in this final section to reflect on some of the biggest influences on travel that will shape its future. Consideration for the health of our planet, in relation to travel, is an ongoing and critically important focus for Skyscanner and travel as a whole, while AI is increasingly emerging as both an opportunity and a new space for consideration.

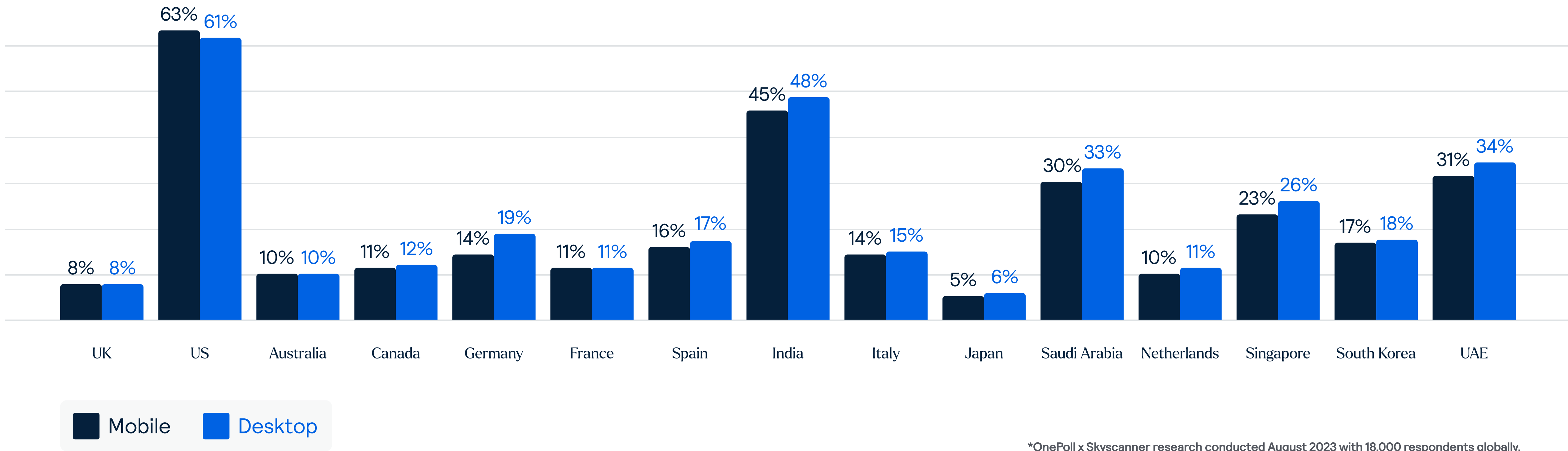
Artificial Intelligence

Help with travel planning

Two topics increasingly at the forefront of the public consciousness globally are AI and sustainability, especially their relationship to flights and travel.

AI is starting to be adopted to help with travel planning. Globally, 44% of travellers are using AI to help them plan and research travel, but its use varies a lot depending on the market. 63% of Canadian travellers, for example, are already using AI on their phones compared to just 8% in the UK.

AI use per market across mobile and desktop*



*OnePoll x Skyscanner research conducted August 2023 with 18,000 respondents globally.

Travel and sustainability

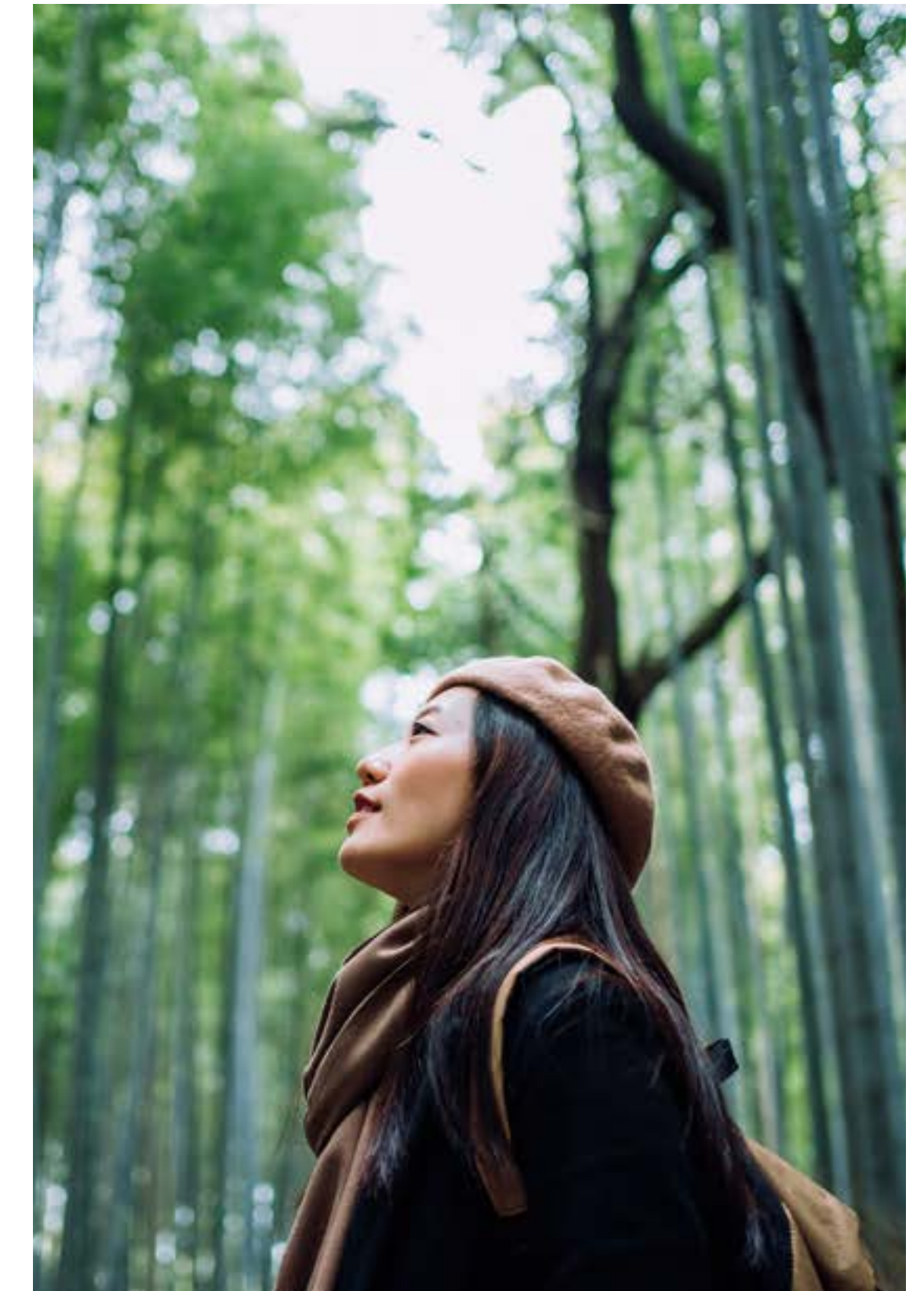
When looking at what matters to travellers, consideration for the environment is increasingly important. 64% of travellers globally believe sustainable travel is important, yet 18% of travellers would be reluctant to pay for more sustainable options.

It is crucial that the industry supports travellers to understand the environmental impact of their travel – the [Travalyst coalition](#) was formed to help do exactly that. At Skyscanner, we flag lower emitting flights and show lower emissions options for car rental, to help travellers who care about both price and the planet.

Innovations such as Sustainable Aviation Fuel offer a step in the right direction but is one piece of the puzzle. Find out more in Skyscanner's [Climate Action Report](#).



64%
of travellers globally
believe *sustainable
travel* is important





A global leader in travel

Skyscanner is a global leader in travel, helping travellers plan and book their trip with ease and confidence.

Every month Skyscanner connects with millions of travellers in 52 countries and 32 languages to more than 1,200 trusted travel partners so they can find the best flight, hotel or car rental options.

Making use of the latest technology, Skyscanner simplifies the complexity of travel and provides honest and transparent solutions, searching more than 80 billion prices every day so travellers can be sure they've seen the best possible options, all in one place.

Founded in 2003, Skyscanner has offices worldwide, in Europe, Asia-Pacific and North America where traveller-first innovations are developed, powered by data and insights.

Skyscanner is committed to helping shape a more responsible future for travel in collaboration with our partners, so that every traveller can explore our world effortlessly for generations to come.

Millions of cheap flights.
One simple search.



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