

The US **travel trends** for the year 2024



One of the best things about traveling is that it's constantly evolving! Each time someone comes into your office looking to book a trip, they're searching for an entirely new experience. Be at the top of your game with our checklist on the 2024 travel trends in the US, **commented by Ed Jones, RateHawk Area Manager USA.**



Biohack vacation

According to an investigation by the longevity research and media business Longevity, venture capital investment in longevity clinics more than doubled from **\$27 million to \$57 million** internationally between 2021 and 2022.

Ed Jones, Area Manager USA RateHawk, comments:

“Hotels are now focusing on the science of prolonging life and maximizing wellness. The newest biohacks are being offered by sybaritic resorts as well as Blue Zones retreats, which are the new boot camps.

Luxury hotel chains are also embracing the trend. Some of them partner with biotech companies to provide guests with comprehensive diagnostic testing. Others are teaming with wellness tech pioneers to assist guests

improve their performance. One of the luxury hotel chains even administers treatments such as stem cells and NAD+(a.k.a. the fountain of youth).”

Gig-tripping

Gig-tripping is undoubtedly one of the biggest travel trends we'll see in 2024! It is becoming so increasingly popular that 44% of US travelers have reported they're willing to go on a short trip to see their favorite star in action, and over 60% of them have said they'd fly overseas for their shows.

Given that mega superstars like Beyonce and Taylor Swift have been instrumental in boosting the global economy in the past year with their sold-out world tours, many people have felt compelled to travel thousands of miles to catch their shows.

More digital experiences in air travel

In 2024, travelers can expect to spend more time interacting with screens. As staffing continues to be a global issue, airlines are projected to turn to digital experiences to fill in the gaps.

Ed Jones, Area Manager USA RateHawk, comments:

“While the return of air travel has been great for the industry, it's also brought back issues that plague travelers, such as long lines and long delays at airports, often exacerbated by staffing shortages.

But with the right smart IT in place, airlines and airports can drastically reduce the time and hassle associated with air travel.

As an example in North America, Delta Air Lines is testing a digital ID system that will allow travelers to pass through Detroit Metro Airport and Atlanta Hartsfield-Jackson International Airport without needing to present a paper document. During bag drop, security, and departure, this smart ID performs face matching in collaboration with the US Transportation Security Administration (TSA).”

Budget luxe foodies

Travel and dining always go hand-in-hand. Year after year, travelers embark on culinary adventures, booking trips solely to experience the delicacies of far-flung locations. In fact, over 47% of US travelers are jetting off just to visit a popular restaurant.

However, this year, there seems to be a catch. Although foodies are still eager to scope out new destinations and sample local delicacies, their budget for dining out has been significantly cut. Travelers have started looking into destinations where they can taste something new for a much lower price instead of venturing to those places with expensive world-famous restaurants.

In 2024, we look forward to seeing some of these positive trends impact travel for the better — and whatever they are, RateHawk has got you covered!

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