



Expedia Trends in Travel 2020

Where to go and what to do in the year ahead

Travel Trends for a New Decade

When it comes to analyzing travel trends, Expedia® has a leg up. Being one of the world's largest online travel brands means we're able to uncover **themes across air travel, hotel stays, searches and bookings, even experiences** – all in the pursuit of arming travelers with everything they need to travel smarter in 2020.

We can't wait to share what we learned. From **college towns** to **far flung beaches**, American travelers took the road less traveled in 2019. Read our full **2020 Trends in Travel report** where we unpack the fastest-growing destinations around the world, hidden gems, natural wonders and more, all based on real traveler data.

The New Top Ten

It's time to dust off your bucket list and start adding some new places. These countries each had **three or more cities** that appeared on our list of **fastest-growing destinations**, based on flight demand.

We're calling it now – these are the new fan favorites and ones to watch in 2020:



Tenerife, Canary Islands (+10%)



1. **Spain & Canary Islands** – This European locale boasts a whopping 13 trending cities, but they're far from its usual suspects. Barcelona and Madrid were downright eclipsed by beachy Ibiza, Balearic capital Mallorca and historic Oviedo and Alicante.

Where to go: Ibiza (+50%), Palma de Mallorca (+35%), Alicante (+30%), Oviedo (+30%), Seville (+15%), Madrid (+15%), Jerez de la Frontera (+10%), Tenerife (+10%)



2. **Canada** – The U.S.'s northern neighbor was far and away the champion of this year's trend report, occupying 15 of the top 20 spots on our list with nearly all posting year-on-year triple-digit increases. Whether it was the favorable exchange rate, the draw of friendly citizens or the great outdoors, Americans are clearly quite fond of Canada.

Where to go: Winnipeg (+465%), Saskatoon (+425%), Regina (+400%), Calgary (+385%), Halifax (+365%), Ottawa (+340%), Victoria (+270%), Toronto (+265%), St. John's (+170%), Vancouver (+145%), Quebec City (+125%)

3. **Peru** – While Peru might be synonymous with Machu Picchu for some, one glimpse of the less-famous but equally impressive archaeological sites in Trujillo, colonial architecture of Lima and White City of Arequipa will have you researching airfare within seconds.

Where to go: Trujillo (+35%), Lima (+15%), Arequipa (+5%), Iquitos (+5%)



Growth based on Expedia.com demand from Jan 1, 2019 - Sept 15, 2019 compared to the same timeframe in 2018.

4. Japan – All eyes will be on Tokyo next summer, but our data shows that interest in the country has already picked up, and it's not just centered around Japan's largest city.

Where to go: Naha/Okinawa (+45%), Sapporo (+40%), Tokyo (+20%), Osaka (+20%)



5. Italy – If you thought Italy started and ended with Florence, Rome and the Amalfi Coast, this year's trends are determined to prove you wrong. From Sardinia to the Italian Riviera, there's clearly much more to explore.

Where to go: Cagliari (+40%), Genoa (+5%), Olbia (+5%), Calabria (+5%)

6. Australia – Who's afraid of the big bad 20+ hour flight? Apparently not American travelers, who went the distance to experience all that Down Under had to offer this year.

Where to go: Sydney (+20%), Cairns (+20%), Adelaide (+15%), Melbourne (+10%), Gold Coast (+10%), Perth (+5%)

7. Mexico – While spots like Cancun and PV maintain their popularity, Mexico's hidden gem beaches and culture-rich cities are officially having a moment as well.

Where to go: Campeche (+95%), Oaxaca (+60%), Puerto Escondido (+50%), Puerto Vallarta (+30%), Mexico City (+30%), San Jose del Cabo (+25%), Cancun (+25%)

8. Portugal – Portugal might be the most predictable destination on our list this year, but just like Croatia before it, the demand shows no signs of letting up.

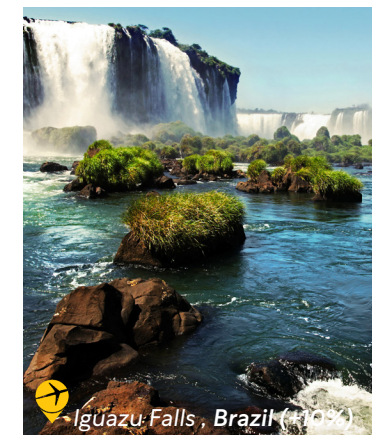
Where to go: Porto (+55%), Faro (+35%), Lisbon (+10%)

9. Brazil – Brazil dropped its requirement for U.S. citizens to obtain a tourist visa earlier this year, so it seems safe to say that demand will continue to grow in 2020.

Where to go: Fortaleza (+35%), Iguazu Falls (+10%), Sao Paulo (+10%)

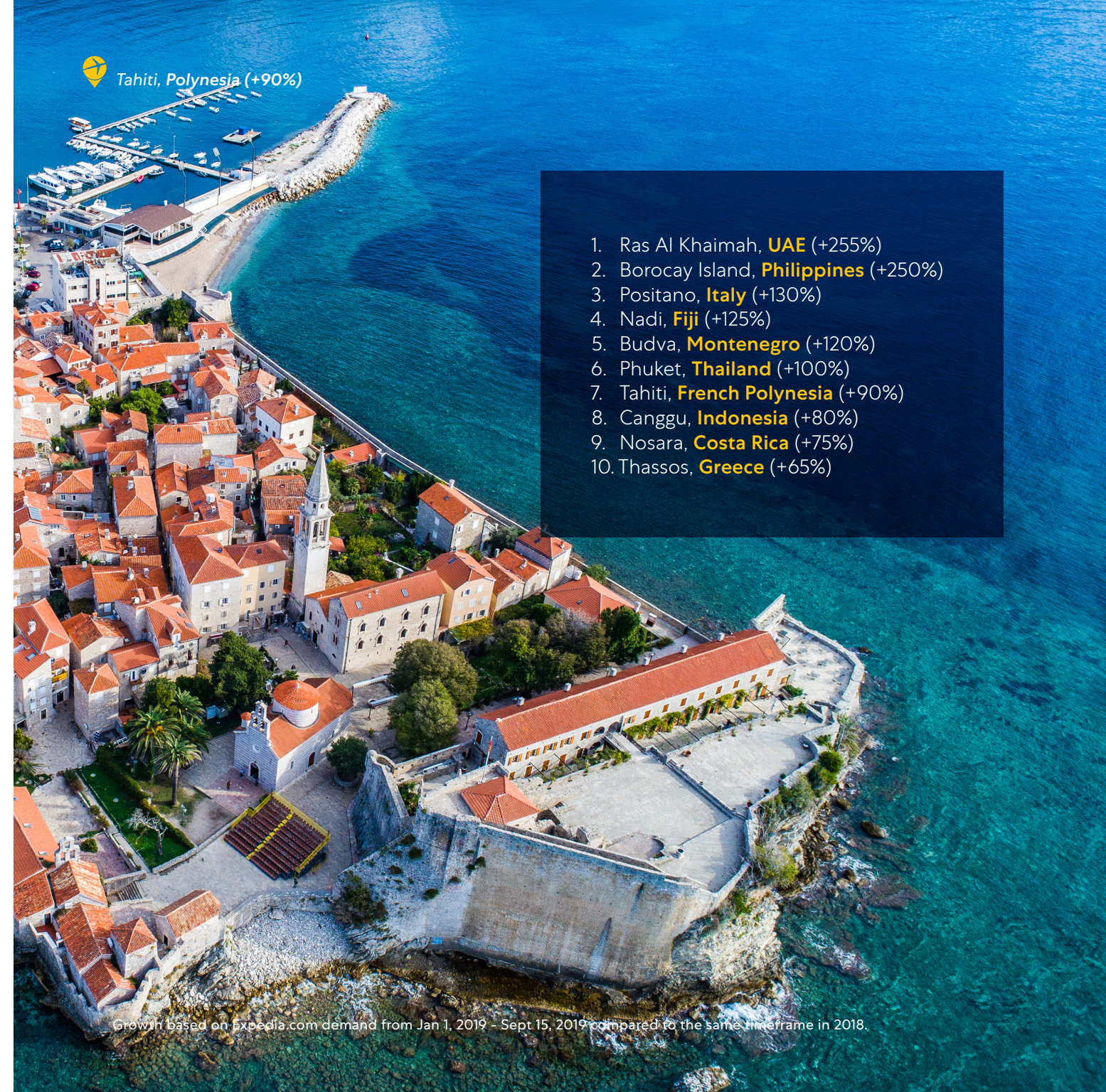
10. India – The cities seeing the biggest year-over-year growth in India tell a story of leisure and industry. The country's loveliest beach destination leads the pack, followed by more business-oriented locales.

Where to go: Goa (+25%), Ahmedabad (+15%), Delhi (+15%), Kolkata (+10%)



Paradise Found

Beach vacations are one of the most popular trips for travelers, and it seems Americans will stop at nothing in search of the perfect stretch of sand. The **fastest-growing beach destinations based on hotel demand** highlight a desire for the new, novel and not-to-be-missed. Take note, because we may see an increasingly high number of travelers frequenting these far-flung beaches in 2020.




1. Ras Al Khaimah, **UAE** (+255%)
2. Borocay Island, **Philippines** (+250%)
3. Positano, **Italy** (+130%)
4. Nadi, **Fiji** (+125%)
5. Budva, **Montenegro** (+120%)
6. Phuket, **Thailand** (+100%)
7. Tahiti, **French Polynesia** (+90%)
8. Canggu, **Indonesia** (+80%)
9. Nosara, **Costa Rica** (+75%)
10. Thassos, **Greece** (+65%)



Growth based on Expedia.com demand from Jan 1, 2019 - Sept 15, 2019 compared to the same timeframe in 2018.



 Villa, St. Vincent & the Grenadines (+115%)

Hidden Caribbean

The data proves the Caribbean remains a go-to destination for Americans in search of a warm beach vacation closer to home. And with **more than 7,000 islands to choose from**, the hardest part about planning a Caribbean escape is narrowing it down. Our report does the work for you. Whether it's authentic island culture or quiet, uncrowded beaches our list of **up-and-coming Caribbean destinations**, based on hotel demand, has a little something for everyone.



1. Philipsburg, **Sint Maarten** (+215%)
2. Black Rock, **Trinidad and Tobago** (+170%)
3. Falmouth, **Jamaica** (+150%)
4. Villa, **St. Vincent & the Grenadines** (+115%)
5. Rockley, **Barbados** (+105%)
6. Soufriere, **St. Lucia** (+100%)
7. Puerto Plata, **Dominican Republic** (+95%)
8. The Exumas, **Bahamas** (+90%)
9. St-Barthélemy, **St-Barthélemy** (+70%)
10. Noord, **Aruba** (+70%)

Growth based on Expedia.com data and from Jan 1, 2016 - Sept 15, 2019 compared to the same timeframe in 2018.

Chasing Waterfalls

Dip your toe in new waters by straying from the rivers and lakes you're used to. Our data reveals many **travelers are literally chasing the world's most breathtaking waterfalls.** Topping the list is Niagara Falls, which has long been a symbol of natural power and beauty attracting millions of visitors each year. Other **must-see falls from South America to New Zealand** prove these majestic natural wonders inspire us to travel thousands of miles, take boat rides and even hike through rainforests to glimpse a view.



Bridalveil Falls, Yosemite National Park (hotel demand +10%)



1. Niagara Falls, **Ontario** (hotel demand +45%)
2. Kaieteur Falls, **Guyana** (flight demand to Georgetown +30%)
3. Victoria Falls, **Zimbabwe** (hotel demand +25%)
4. Sutherland Falls, **New Zealand** (flight demand to Christchurch +20%)
5. Iguazu Falls, **Brazil** (flight demand +10%)
6. Bridalveil Falls, **Yosemite National Park** (hotel demand +10%)

Growth based on Expedia.com demand from Jan 1, 2019 to Sept 15, 2019 compared to the same timeframe in 2018.



US Trend: College Towns from Coast to Coast

Small college towns close to **outdoor recreation** had quite the showing on our domestic trending list. Maybe it's because where you'll find university students, you'll often also find a **great craft beer and coffee scene**, lively bars and nightlife, and unpretentious locals. Add to that a **nearby hiking or biking trail**, and what's not to like?

1. **Cedar City, Utah** (+100%) – Home to Southern Utah University, and one hour from Zion National Park, Cedar City also boasts an annual Shakespeare festival.
2. **Flagstaff, Arizona** (+85%) – Home to Northern Arizona University, Flagstaff is a unique mix of strong brews, great cycling and bluegrass.
3. **Bend, Oregon** (+65%) – Bend is home to an OSU branch campus and is heaven for the outdoors-lover. Whether your version of outdoor recreation means snow sports and kayaking or just drinking craft beer on a sunny patio, Bend is the perfect place for a long weekend.
4. **Eugene, Oregon** (+55%) – Ask any Duck and they'll talk your ear off about how great Eugene is. Not hard to believe given it's jam-packed with great restaurants, friendly, offbeat locals and tons of outdoor recreation options.
5. **Gainesville, Florida** (+55%) – Home to the University of Florida, Gainesville is surrounded by wetlands, lakes and state parks galore, and is just an hour-or-so drive from three national forests. Plus, its still-prominent music scene gets major street cred for its ties to Tom Petty and the Heartbreakers.



 Bend, Oregon (+65%)

Things to Do: Robots, Ruins and Rollercoasters

We know that activities and attractions are more than just an add-on to a trip. Often, they're one of the top considerations when travelers are choosing their destination and accommodations, and purchasing the tickets ahead of time makes trip planning easier.

So, **don't just go somewhere in 2020** – have an experience. Here are some of the top-selling activities on Expedia for inspiration:

1. **Universal Studios Hollywood Admission** (+350%)
2. **Robot Restaurant Show** in Shinjuku, Tokyo (+220%)
3. **Chichén Itzá Admission**, Yucatán Peninsula, Mexico (+125%)
4. **The High Roller Observation Wheel** in Las Vegas (+35%)
5. **San Diego Zoo** (+15%)





All trends based on Expedia.com hotel or flight demand from the U.S. between January 1, 2019 and September 15, 2019, compared to the same time frame in 2018. For more information contact Christie Hudson and Alexis Tiacoh at press@expedia.com