

Top Travel Trends 2017

Top Travel Trends

1. Multigenerational travel
2. Active or adventure trips
3. River cruising
4. Travel with immediate family
5. Celebration travel

Top Endangered/Changing Destinations

1. Cuba
2. Antarctica
3. Great Barrier Reef
4. Venice
5. The Arctic

Top Global Destinations

1. Italy
2. South Africa
3. France
4. Iceland
5. Australia

Top Family Travel Destinations

1. Italy
2. Mexico
3. Hawaii
4. Orlando, FL
5. England

Top Cruise Itineraries

1. Mediterranean
2. Alaska
3. European river
4. Caribbean
5. Greek Isles

Top Emerging Destinations

1. Cuba
2. Iceland
3. Croatia
4. South Africa
5. Japan

Top Adventure Destinations

1. South Africa
2. Galapagos Islands
3. Costa Rica
4. New Zealand
5. Peru/Iceland (tie)

Top U.S. Destinations

1. New York, NY
2. Maui, HI
3. Napa Valley/Sonoma, CA
4. Las Vegas, NV
5. Miami/South Beach, FL

Top Honeymoon Destinations

1. Italy
2. Maui, HI
3. French Polynesia
4. Maldives
5. Mexico

Top Travel Motivations

1. Exploring new destinations
2. Seeking authentic experiences
3. Rest and relaxation
4. Personal enrichment
5. Seeking adventure

