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INSPIRATION

## The biggest travel trends for 2024

From gig tripping to home swapping, these are the trends shaping travel in 2024

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If 2022 was all about a return to travel, then 2023 was the year we went further than ever before. Travellers took to the skies, rails, roads and seas to tick off major **bucket-list** moments, with Arctic adventures, luxury yacht cruises and even the **first tourist trip into space**.

In 2024, travellers will be putting what's important to them front and centre of their plans, valuing deeper experiences that leave a positive impact, time spent with loved ones and wellness moments that last well after checkout. We'll be choosing destinations carefully, slowing it down to enjoy the silence and the stars, indulging in our love of food in new and interesting places, and immersing ourselves in wellness practices that help us live longer.

These are the 20 travel trends likely to guide how we see the world in 2024.



**Why will it matter in 2024?** A greater range of wild feasting opportunities will give urbanites a chance to properly connect over food. Leading the way is Noah Ellis, founder of the UK's Nomadic Dinners. "Since launching in 2018, we experienced compounded year-on-year growth for our feasting and foraging experiences," he says. In 2024 he will be hosting a new series of fire feasts, including one set among the bluebells. Also tapping into the zeitgeist is TikTok star Alexis Nikole Nelson (aka the Black Forager) who will publish a book about wild food in 2024. And don't forget, 2024 is the last year you will be able to eat at [Copenhagen's](#) legendary, foraging-focused restaurant Noma before it turns into a test kitchen and closes to the public. Another innovator is Holmen Lofoten's Kitchen On The Edge Of The World series in the Norwegian Arctic Circle, where guests can participate in four nights of wild feasts cooked by top chefs. In 2024, these will include Lennox Hastie, José Pizarro and Heidi Bjerkan. Ingunn Rasmussen, owner of Holmen Lofoten, says: "Now, as when we were little kids, gathering around a bonfire in the wilderness, sharing stories, feasting under the stars in these magical, remote surroundings is one of the absolute highlights, both for our guests and for us." *Jenny Southan*

## 19. Plan-free travel

**What's the trend?** Saying no to endless scrolling to plan every inch of a trip, and saying yes to spontaneity instead. The power of the algorithm-spawned era of Fomo travel is waning, with those once secret spots made Insta-famous becoming tired and cookie-cutter, and the drive to plan a trip around them losing momentum. The rising counter movement is travel with no plans at all.

**Why will it matter in 2024?** The plan-free appeal is going one step further in 2024. Booking.com recently reported that 50 per cent of UK travellers want to book a surprise trip in 2024, where everything, even the destination, is unknown until arrival. And it's possible to do it via travel companies such as Black Tomato, whose [Get Lost](#) service offers customers the ability to simply select a preferred environment – polar, jungle, desert, mountain or coastal – and leave its team decide everything else. "While we launched Get Lost several years ago, post-pandemic we've seen a notable and rising uptick in bookings and enquiries," says Black Tomato co-founder Tom Marchant. [Journee](#) offers a similar surprise element, with travellers only finding out where they're going at the airport. The service, which includes a full itinerary and access to a team via Whatsapp, is particularly popular with solo female travellers, while overall demand has grown so much that the [London](#)-based brand recently launched trips in the USA. *Lauren Burcill*

## 20. Frontier tourism

**What's the trend?** To go above and beyond. Or below and under. As crossings of the tumultuous Drake Passage to Antarctica rack up millions of TikTok views and traffic jams form on Everest, canny travellers are seeking more individual, less obvious experiences that combine thrill-seeking with more meaningful self-empowerment.

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**Why will it matter in 2024?** One person's frontier is another's backyard, of course, so frontiers are entirely subjective here. For some, this could mean being the first to camp under the stars in a remote landscape, or hike an ancient pilgrimage trail that's been off the map for centuries. It's still possible to bag a rare place on a Kamba African Rainforest Experience in the Republic of the Congo, being one of just 12 people to explore a game park the size of Belgium. Black Tomato, meanwhile, is designing an intrepid new expedition to the remote Mitre Peninsula in Argentina, along with a trip in Peru navigating the Sacred Valley of the Incas by raft. "This sort of adventure goes beyond bragging rights and is more akin to self-empowerment and the gratification of pushing our own horizons," says Black Tomato co-founder Tom Marchant. The Ultimate Travel Company is also heading to Peru, a country repositioning itself for luxury travellers, with stays at [Puquio](#), its first tented exploration camp,, in the remote Colca Valley in the Southern Peruvian Andes. Wilderness camping is also pegging out fresh terrain in Kyrgyzstan, with yurt stays on the steppes trending for 2024, according to Wild Frontiers, as is [Mongolia](#); while Albania, Mongolia, Pakistan and the Empty Quarter of Oman are all on the radar for an increasing number of travellers. And while the space-age pods of White Desert have already sold out for New Year's Eve 2024 and 2025, latter-day frontiersfolk can take the path less travelled and explore the frozen continent's southern coast (99 per cent of visitors go from [South America](#) to the northwest) with The Ultimate Travel Company's new Ross Sea cruises, seeing the Ross Ice Shelf and Transantarctic Mountains. Don't forget to pack your penknife. *Rick Jordan*

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