



2023
Travel Trends
GUIDE

2023 EDITION

Travel Trends

Welcome to our 2023 travel trends guide! The year 2022 was the one we've been hoping for, with borders reopened and the travel world well on its way back to normal. Travel demand remains high as people are eager to check off their once-sidelined travel plans. From Argentina to New Zealand, our Travel Trends Report has all the destinations on people's must-visit lists for 2023.

It's our job to stay up-to-date on the latest and greatest in the travel industry. We've scoured the internet and tapped into our network of industry insiders to bring you a comprehensive look at what's trending in the world of travel for 2023.

Whether you're a luxury jet-setter, budget-conscious backpacker, or somewhere in between, you'll find valuable information and inspiration for your next adventure. So let's dive in and see what 2023 has in store for us on the road. Happy travels!

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We've curated this list of destinations—both near and far—that are trending for 2023. We know they'll want to make you pull the suitcases out and get packing.



01

ADVENTURE & EXCURSIONS

Ireland

Known for its lush and vibrant countryside, Ireland's nickname of the "Emerald Isle" couldn't be a better fit. While bustling cities—like Dublin and Galway—and breathtaking natural landscapes —like the Cliffs of Moher—abound here, Ireland is the land of castles, and a visitor would do well to visit as many of them as possible. Enjoy a guided tour of Dublin Castle with its State Apartments and Chapel Royal with its gothic arches in the capital. Stunningly restored Kilkenny Castle stands as a symbol of Norman occupation, while foreboding Cahir Castle boasts a moat and functional portcullis. Rumor has it visitors can even gain the gift of the gab after kissing the Stone of Eloquence at Blarney Castle. If simply visiting isn't enough, travelers can also stay in a castle. Dromoland is set on 450 acres near the Wild Atlantic Way. Get treated like royalty in the intimate spa, or hit the green for 18 holes of championship golf.





02

ADVENTURE & EXCURSIONS

South Island, New Zealand

For travelers who see the natural world as their playground, look no further than New Zealand's South Island. It's famous for its rugged coastline and is practically bursting at the seams with protected areas and national parks. At the top of every visitor's list should be Aoraki Mount Cook. Day or night, New Zealand's highest mountain is a striking sight—and also home to the only accessible glacial lake in the world with icebergs. At the island's north end, cruise or kayak through Marlborough Sounds or head south to Fiordland National Park. This UNESCO World Heritage site is home to Milford and Doubtful Sounds. Curious adventurers can drop in by helicopter, paddle through by kayak, or lace up their boots for hiking. Fiordland can be accessed via the picturesque town of Te Anau—notably famous for its Glowworm Caves.



03

ADVENTURE & EXCURSIONS

Japan

While Japan is well known for its vibrant cities and innovative cuisine, it's also the ideal destination for the adventure seeker. Journey beyond the reach of skyscrapers to get an authentic look into this ancient land. Mount Osore, or "Osorezan", is one of Japan's most sacred sites. Thought to be the entrance to the afterlife, the volcanic landscape is nearly otherworldly in its barrenness, and nearby Lake Usori is stunningly blue due to its high sulfur content. Visitors can stay overnight in the temple, soak in the hot springs on the grounds, and spend extra time strolling the many walking paths to take in the scenery. Despite its remote location, Osorezan remains popular among locals and tourists alike. When it's closed during the winter, head to Hokkaido instead. Home to resorts like Niseko and Furano, the area is known for some of the best skiing conditions in the world.



04

ADVENTURE & EXCURSIONS

Patagonia

Patagonia takes up a massive portion of South America—with the Argentine side featuring arid steppes and grasslands, while the Chilean side boasts glacial fjords and temperate rainforests. The restless adventurer will feel right at home here. Consider making your home base at the Explora in Torres del Paine. Set within the national park and UNESCO Biosphere Reserve of the same name, this luxury eco-resort features rooms decorated with native lenga

wood and captivating views of the surrounding mountains. Try one of more than 40 adventures with bilingual guides to get to know the area—from getting up close and personal with Grey Glacier by boat to visiting Linda Lagoon with views of the Paine massif on horseback. Head to the spa after a long day of exploring. There, weary adventurers can soothe sore muscles in the heated pool or steaming sauna.

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05

ADVENTURE & EXCURSIONS

Victoria Falls, Southern Africa

Nothing says “adventure” like a journey to one of the Seven Natural Wonders of the World. Victoria Falls is where the Zambezi River plummets over cliffs on the border of Zambia and Zimbabwe. At nearly 5,600 feet across, it’s also one of the world’s largest waterfalls. Lookout points on the Victoria Fall National Park side offer show-stopping views of the Devil’s Cataract, Danger Point, and the Main Falls. On the Zambian side, those searching for a true adrenaline rush can cross Knife Edge Bridge to view the Eastern Cataract and main gorge. In the drier months, visitors can dip in the Devil’s Pool—a natural rock infinity pool that forms at the edge of the falls. Guides are available to make sure no one goes overboard. While Victoria Falls is the main attraction, the surrounding parkland is also an excellent place for zip-lining, bungee jumping, and game drives.



06

WELLNESS & REJUVENATION

Cook Islands

Travelers trying to unplug completely should look at the Cook Islands. Cast adrift in the South Pacific; these 15 islands are renowned for their snorkeling and scuba diving sites. Turquoise lagoons, volcanic peaks, and palm-fringed beaches await those willing to make the journey. Head to Aitutaki for the ultimate relaxing beach day. The archipelago's second-most visited island, its lagoon, is famous for its 21 islets—or motu—that dot the shockingly blue water. Hop in a kayak and start paddling. The islet of Maina is known for its excellent snorkeling opportunities and “Honeymoon Island” sandbar—named after a couple who got married there. One Foot Island is the most-visited motu. In addition to all the typical beach activities, visitors can get their passports stamped at the island's tiny post office.





07

WELLNESS & REJUVENATION

Playa del Carmen, Mexico

The coastal resort town of Playa del Carmen is an oasis of tranquility. Days here are peaceful—whether on the sand or in the spa. Weary travelers will want to head to the secluded 50-acre estate of Hotel Esencia for the latter. Once the beachside villa of an Italian duchess, this property’s lush gardens and bright, airy rooms surround guests in an atmosphere of healing. The spa overlooks the estate’s cenote and offers

treatments inspired by the Caribbean waters and Mayan jungle where ingredients are harvested—like the Temazcal, or sweat lodge, that uses hot stones and aroma therapy in a ritual of symbolic rebirth. For those who manage to wander off the property, head to Kantun Chi. The natural underground pools are a must to explore.





08

WELLNESS & REJUVENATION

Iceland

It's no secret that Iceland is a land of contrasts—fire and ice, mountains and ocean, the wild and the tamed. Despite being so far north, it's one of the most volcanic regions in the world. Thanks to all that geothermal activity, Iceland has become a wellness destination known worldwide. At the top of the list is the Blue Lagoon. This hot spring's striking turquoise waters are said to have healing properties. There's even an on-site clinic for those looking for specific treatments. However, the Blue Lagoon is just the tip of the iceberg—no pun intended. Other notable geothermal sites include Mývatn Nature Baths and Nauthólsvík Geothermal Beach. Laugarvatn Fontana spa is also a beloved attraction along the famous Golden Circle route. There, visitors can switch between icy Lake Laugarvatn and geothermal pools.



09

WELLNESS & REJUVENATION

Costa Rica

The rugged, rain-forested landscape of Costa Rica is an eco-tourist's dream, especially for those seeking wellness for the body and mind. Intrepid travelers can challenge themselves with waterfall jumping in the country's central volcanic region or touring the jungle by night. However, there are plenty of activities for those who desire to take it easy. Spend an afternoon paddle-boarding near the laid-back town of Playa Samara, visit a sweat lodge in Quepos, participate in a sacred cacao ceremony, and, of course, soak in the Arenal Volcano hot springs. Check in to the nearby Tabacon Thermal Resort & Spa to enjoy the healing waters to your heart's content. Energetic days spent hiking or zip-lining through the jungle can wind down in the spa. Treatments ranging from volcanic mud wraps to coffee exfoliation ensure tired muscles are rejuvenated for the next day of exploring.





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WELLNESS & REJUVENATION

Bali

Travelers familiar with Eat, Pray, Love will know that Bali is where the titular character Elizabeth Gilbert finds love. There's no question this Indonesian island is easy to fall in love with. From its stunning beaches to its spiritual atmosphere, it's the perfect destination to rejuvenate the body and mind. Must-visits include Ulun Danu Temple on the edge of Beratan Lake, the sacred waters of Tirta Empul, and any of the island's golden stretches of sand like Canggu or Jimbaran. Visit Soori Bali to experience the island as it should be. Originally designed as a vacation home, this lifestyle resort is situated between Mount Batukaru and terraced rice fields. Stroll along the volcanic black-sand beach or head to the spa for a traditional Balinese massage. This ancient technique helps relieve muscle tension and unravel stress.





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HONEYMOON GETAWAYS

Morocco

Morocco is nothing short of intoxicating—from its centuries-old markets and hammams to its desert dunes and mountain landscapes. Honeymooners especially will find much to enjoy in Marrakesh. While this city effortlessly combines the old with the new, visitors will find its vibrant soul within the high red walls of the medina. Get lost in the maze of

souks selling traditional wares, from rugs to spices, admire the Koutoubia Mosque, and snap a photo in the Majorelle Gardens. Marrakesh is also the gateway to the High Atlas region, where couples can go horseback riding, hiking and even take hot-air balloon rides over the palm groves outside the city.



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HONEYMOON GETAWAYS

Greece

With its preserved ruins, ancient culture, beautiful beaches and fresh Mediterranean cuisine, Greece has been a popular honeymoon destination for decades. Romantic landscapes abound both on the mainland and on surrounding islands. Many start their journey in Athens—known for its hilltop Acropolis—before island-hopping. While in town, visitors looking to be pampered can stay at one of the many luxury hotels in the region. These hotels are known for their excellent service and amenities, and many of them offer breathtaking views of the ancient architecture and Mediterranean Sea. Couples can begin their island exploration on Corfu and Zakynthos. Corfu offers a beautiful capital city filled with Venetian architecture, while Zakynthos’s famed shipwreck beach might be the most beautiful in all of Greece. Other notable islands include Milos—known as a “couple’s island” for its white sand beaches and local crowds—as well as Rhodes with its walled, medieval fortress and Santorini with its white and blue architecture.



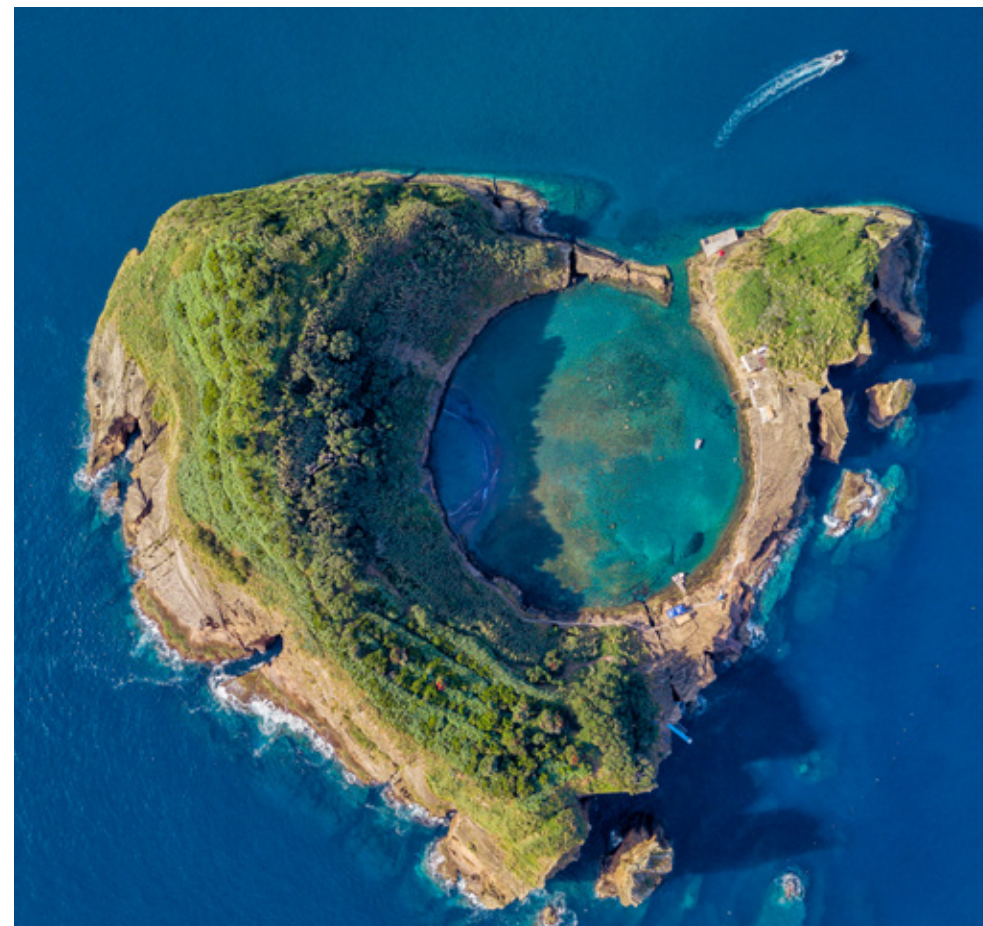


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HONEYMOON GETAWAYS

The Azores, Portugal

Situated off the coast of Portugal, the Azores are known for their dramatic landscapes, fields of blue hydrangeas, and quaint fishing villages. These are islands for couples looking for the unique and the unexplored. While all nine islands are worth a visit, the largest of São Miguel has some of this archipelago's most popular attractions. Terra Nostra Park is home to natural hot springs, known for their healing properties for over a century. Travelers can soak away any residual stress from the journey. Stroll through the capital of Ponta Delgada to catch a glimpse of the 18th-century city gates, gothic St. Sebastian Church and 16th-century Fort of São Bràs. Oenophiles should head to the island of Pico. The 7,700 foot- tall Mount Pico is surrounded by unique stone-walled vineyards. Many varietals are grown on the island, but it's known for its white wines. Head to the town of Criação Velha to learn about the area's winemaking history.



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HONEYMOON GETAWAYS

Puglia, Italy

Forming the heel of Italy's "boot," Puglia is known for its rugged Mediterranean coastline, whitewashed hill towns, and the conical "Trulli" huts of the Itria Valley. Capital Bari is a vibrant port, while Lecce is known as the "Venice of the South" for its notable baroque architecture. This region will enchant couples old and new. Visit the Rione Monti district to get lost among

the alleyways of UNESCO-protected Trulli, or head to Salento to visit The Cave of Poetry. This natural seawater cave is best seen in the early fall when the summer crowds are gone. Also, visit the seaside city of Trani. Wander narrow streets dotted with medieval churches and synagogues before heading to the port. There, fishermen still bring fresh seafood straight to the docks.

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HONEYMOON GETAWAYS

St. Barts

St. Barts is a dreamy destination for couples seeking a luxurious and romantic getaway. With its white-sand beaches and designer shops, this French-speaking island offers a sophisticated escape. Picture yourself waking up in a private villa with your own pool, surrounded by lush tropical gardens. Take a leisurely stroll to the beach and spend the day lounging on the soft white sand or swimming in the crystal-clear waters. In the evening, head to Gustavia for a little retail therapy and browse the island's designer boutiques and art galleries. And no visit to St. Barts would be complete without indulging in the island's delicious cuisine, which combines French and Caribbean flavors. With its stunning beaches, luxurious accommodations, and gourmet dining, St. Barts is the perfect place for couples to create unforgettable memories.





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U.S. DESTINATIONS

Jackson Hole, Wyoming

While Jackson Hole is known first as a premier ski destination, there's so much more to this charming Wyoming town than meets the eye. Jackson Hole is the gateway to Grand Teton and Yellowstone National Parks. Hundreds of miles of trails, alpine lakes, and plentiful wildlife await visitors year-round. Summer brings the Jackson Hole Rodeo and whitewater rafting on the Snake River. Wander downtown to find an Old West-themed theater, divey watering holes under neon signs, and the National Museum of Wildlife Art—home to works by Georgia O'Keeffe and Andy Warhol. And when the snow finally falls, avid ski bums flock to one of Jackson Hole's three ski areas. At the end of a long day on the slopes, check into Amangani. This luxury property blends seamlessly with the surrounding landscape. Guests can catch sweeping views of the Teton Mountains from the floor-to-ceiling windows and ease tired muscles in the spa with a roster of signature winter rituals.



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U.S. DESTINATIONS

Hamptons, New York

Situated on Long Island's South Fork, the Hamptons have long been a favorite getaway spot for affluent New Yorkers. Now, it's a luxury weekend destination for travelers from all over. Here, charming villages are framed by long stretches of beach, and massive estates are hidden behind tall boxwood hedges. Explore Jackson Pollock's home studio, nosh on gigantic lobster rolls in Amagansett, or sample rosé at Wölffer Estate and Vineyard. Cocktail aficionados can head to the old stomping grounds of John Steinbeck, Paul Newman, Art Garfunkel and Truman Capote to enjoy a stiff one at Baron's Cove. Fifty-plus years later, it's still one of the best places to soak in views of Sag Harbor. Summer visitors will enjoy fresh seafood on the docks in Montauk, but those who head to The Hamptons in autumn should check out Hank's PumpkinTown. There's pumpkin picking, a corn maze, and even the chance to rub elbows with some of the local celebrity residents while enjoying the taste of cider donuts.





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U.S. DESTINATIONS

Austin, Texas

Known for its eclectic live music scene and pleasant weather, Austin is the perfect weekend getaway city. Many plan their visit around the city's numerous music festivals—Austin City Limits and South by Southwest top the list for their more casual vibe and flexible schedules. Other hits include wandering the shops of the funky South Congress area, checking out the gorgeous State Capitol building, and queuing up for melt-in-your-mouth meats at Franklin Barbecue. When things heat up in the summer months, join Austinites at their favorite watering holes—in more ways than one. Rent a kayak for an afternoon of paddling on Lady Bird Lake or hit up the legendary Driskill Bar to sip on one of their specialty cocktails and maybe catch sight of one of the property's ghostly guests. Finally, visit Lake Austin Spa Resort for some well-deserved pampering. Voted as one of the Top Destination Spa in the U.S. by Condé Nast Traveler, their European facials utilize the best skincare technology to help turn back the clock on tired skin.



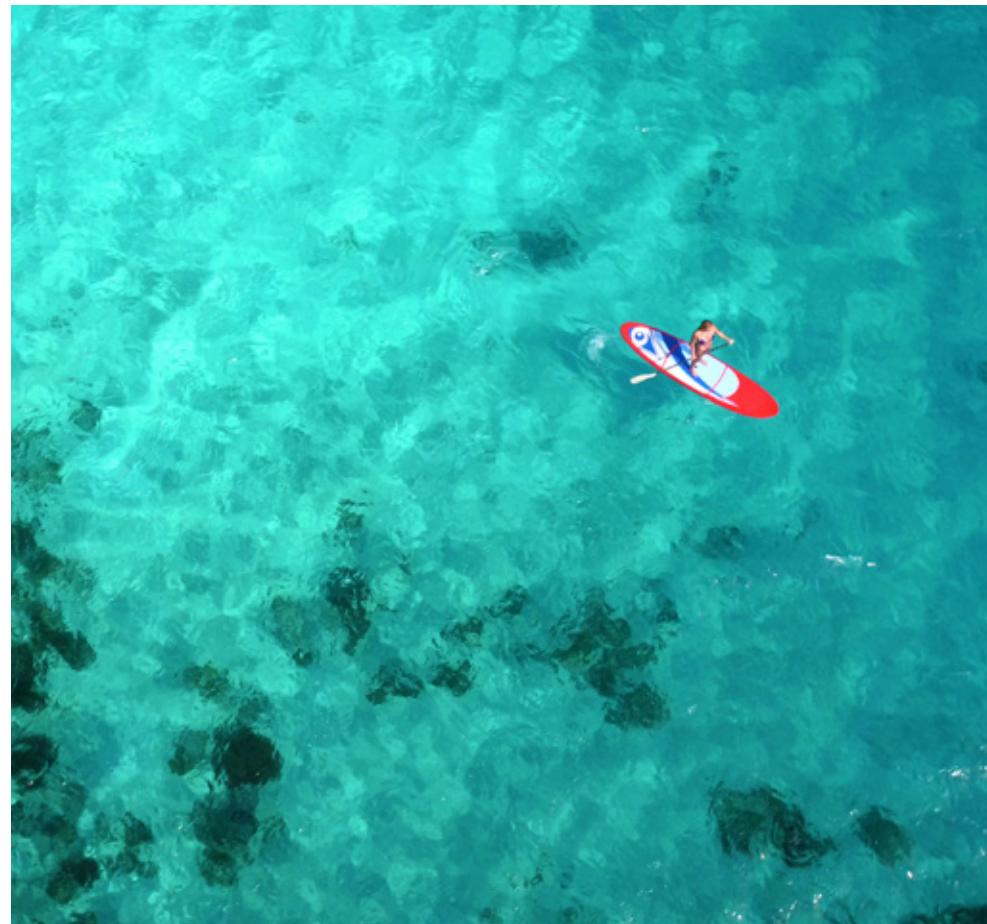
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U.S. DESTINATIONS

San Diego, California

Beloved for its beaches and mild climate, San Diego is pleasant any time of year. Some may be skeptical of its nickname as “America’s Finest City,” but spend a few days here, and you’ll believe it’s true. Head just outside downtown to find Torrey Pines State Natural Reserve. Locals and tourists alike come for the miles of trails through pine forests and plenty of sand to stroll and water to swim. Visitors can also hit the green nearby at Torrey Pines Golf Course to experience the same stunning ocean views. Other highlights include La Jolla Cove for boutique shopping, 18th-century Mission Basilica San Diego de Alcalá, and Balboa Park. This 2,100-acre urban oasis is home to nearly 30 museums and, of course, the world-famous San Diego Zoo. While in town, visit the equally iconic Hotel del Coronado. This historic hotel has been welcoming guests for more than 130 years. Oceanfront dining, spa experiences, and lounging on the beach await. There are even ghost tours of the property for the daring.





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U.S. DESTINATIONS

U.S. Virgin Islands

Looking for sun, sand, and crystal-clear waters? Look no further. Comprised of three main islands – St. Croix, St. John, and St. Thomas – the U.S. Virgin Islands offer a range of activities and attractions for travelers of all ages. One of the main draws of the U.S. Virgin Islands is its stunning beaches. From the sandy shores of Magens Bay on St. Thomas to the secluded coves of St. John’s Virgin Islands National Park, there are plenty of opportunities to soak up the sun and take a dip in the warm waters. In addition to its natural beauty, the U.S. Virgin Islands are also home to a number of cultural attractions. St. Croix is home to a number of historic sites, including the colonial-era Fort Christiansvaern and the St. George Village Botanical Garden. St. Thomas is home to the Blackbeard’s Castle, which offers panoramic views of the island, as well as the 99 Steps. The U.S. Virgin Islands are also known for their delicious cuisine, which blends Caribbean and European flavors. From local seafood dishes to tropical cocktails, there are plenty of opportunities to indulge in the island’s culinary delights.

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OFF THE BEATEN PATH

Slovenia

Slovenia is a hidden gem in central Europe that offers a unique blend of natural beauty, rich culture, and delicious cuisine. The country shares borders with Austria, Hungary, Croatia, and Italy and is known for its stunning Julian Alps and picturesque Lake Bled. The karst landscape and Postojna Cave Park offer a glimpse into the country's geology and history, while Predjama Castle is a medieval marvel that has been carved out of a rock face. Slovenia is also home to some of Europe's most underrated food, including dishes like Štruklji and potica. Hiša Franko, located just outside the capital of Ljubljana, is known for its farm-to-fork menus featuring local ingredients like trout, deer, and goat. The self-taught chef Ana Roš also ages her own Tolminc cheese and runs a summer wine bar. Don't miss this underrated destination in central Europe.



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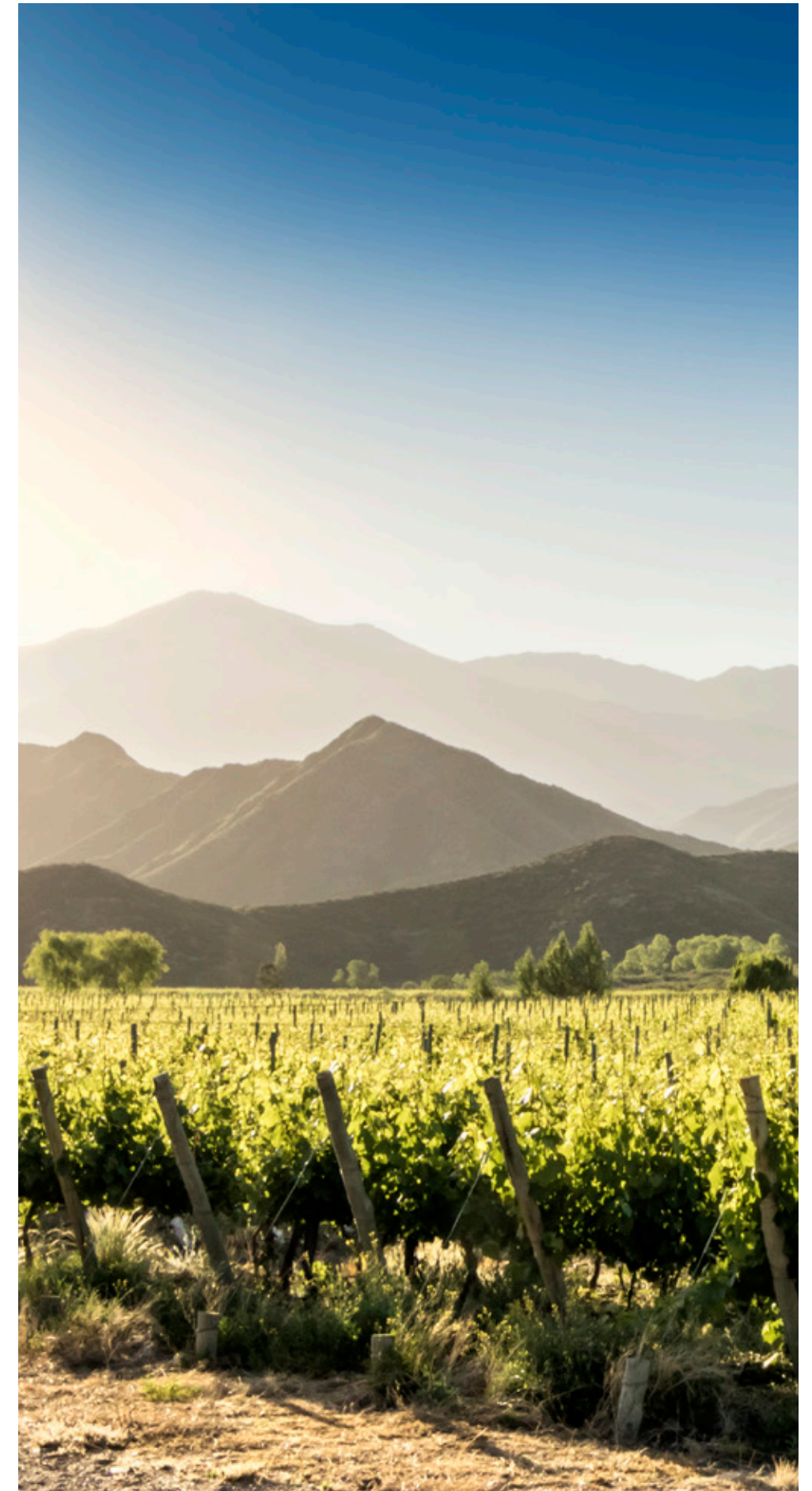
OFF THE BEATEN PATH

Argentina

While Argentina is home to many famous destinations—think Buenos Aires and Iguazu Falls— plenty of lesser-known treasures in this South American country are waiting to be explored! Oenophiles will have a field day exploring the wineries of Cafayate. After passing through the scenic Los Cardones National Park, head down into the Calchaqui Valley to visit the highest vineyards in the world. The area is known

for its Torrontes whites. For those more athletically inclined, look no further than hiking in Fitz Roy. Hike to the turquoise waters of Laguna de Los Tres, or grab a taxi and head further up the valley to visit Lago del Desierto. Part of Los Glaciares National Park, it's a great place to catch a glimpse of Patagonia's flora and fauna.

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OFF THE BEATEN PATH

Istanbul, Turkey

At the crossroads of the East and the West, travelers will find Istanbul. Straddling Europe and Asia across the Bosphorus Strait, this ancient city reflects the empires that once ruled it—from the Roman-era Hippodrome to Egyptian obelisks. Staggering monuments—like the Hagia Sophia—dominate this urban landscape, but secrets remain to be discovered here. Descend into the Basilica Cistern to step back in time. This ancient cavern dates from the 6th century and features towering columns and water filled with koi fish. Head to the Asian side of the city to visit the markets in Kadiköy or summit Çamlıca Hill for incredible views of the city below. For a day trip, head to the nearby Prince Islands. This chain of nine islands off the city's coast is carless and offers a nice break from the hustle and bustle with the same historic buildings and delicious cuisine to sample. After a long day of exploring, check into the Çırağan Palace Kempinski Istanbul. As its name implies, this property was once an imperial Ottoman palace. Stays here offer award-winning dining, a historic ambiance, and even a personal butler.





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OFF THE BEATEN PATH

Dominica

Known for its natural hot springs and tropical rainforests, the mountainous Caribbean island of Dominica is popping up more often on travelers' radars, but not quite enough to lose its undiscovered charm. This island is for nature lovers—with Morne Trois Pitons National Park home to many of its unique features. Boiling Lake is a bubbling cauldron of geothermal activity located in the aptly named Valley of Desolation. It's also only one of two boiling lakes in the world. (New Zealand is the other) Other highlights include the over 200-foot-tall Trafalgar Falls and the narrow Titou Gorge. Visitors can also imagine what it might feel like to swim in a glass of bubbly at Champagne Beach. There, geothermal springs fill the water with thousands of tiny gas bubbles. Travelers who truly want to stay under the radar can check into Secret Bay Resort. The sustainably built villas here feature private plunge pools and outdoor rain showers. There's even a treehouse-style spa.



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OFF THE BEATEN PATH

Antarctica

Despite its reputation, there's so much more to Antarctica than ice and snow. This remote continent is home to the most stunning landscapes and rich wildlife on earth—even if it takes a bit of effort to get there. Join White Desert for an incredible eight-day introduction that takes travelers to the ends of the earth—and get up close and personal with some emperor penguins! Hitch a flight from Cape Town to the Amundsen-Scott South Pole station—the lowest place on earth. At the main camp, visitors are greeted by a colony of over 14,000 emperor penguins. Whichaway luxury camp on the shores of the Schirmacher Oasis seamlessly blends the cutting-edge with the old world in their heated “polar pods.” Activities adventurers can enjoy during their stay include exploring a maze of ice tunnels and caves, summiting Nunatak, 4x4 excursions, polar talks about past explorers, and even enjoying a picnic out on the ice.



We hope that 2023 brings you many exciting adventures and treasured memories. If our list has sparked your interest and you're ready to start planning, don't hesitate to reach out. We look forward to helping you plan the vacation of a lifetime.

Happy travels!

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