



# Travel Insights Report





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## OVERVIEW

## INTRODUCTION:

As we approach the mid-point of 2024, the travel industry stands at a pivotal point of growth and opportunity. Revenge travel—the post-pandemic surge in travel demand—may be subsiding, but travelers are maintaining interest in exploring new destinations and travel experiences. According to **Deloitte's 2024 Travel Industry Outlook**, consumer bookings for hotels and flights remain steady, and the enthusiasm for organizing trips this year is on the rise.

This sustained interest presents a significant opportunity for the travel industry to adopt innovative strategies that address the evolving needs of today's travelers. While traditional first-party data can offer some insight into consumer tastes and preferences, the ever-changing nature of consumer behavior now demands a more nuanced approach. As the need for data-driven consumer insights grows, Qloo's expansive cross-category database and cutting-edge Taste AI technology can empower travel providers to create more compelling, personalized travel experiences.





## THE STATE OF TRAVEL:

New technologies are reshaping customer interactions across industries, and the travel sector is seeing new opportunities for growth and personalization. Machine learning-powered advanced analytics and generative AI are transforming how travel providers understand and interact with their customers. These tools are doing more than improving backend efficiencies—they're revolutionizing the way that travel experiences are personalized and delivered, enabling providers to offer highly tailored travel suggestions directly to consumers.

Amid rapidly evolving consumer trends and the increasing challenges of signal loss and stringent privacy regulations, delivering truly customized experiences that distinguish your brand has never been more difficult. Qloo's Taste AI, a privacy-compliant insights engine, delves deep into your customers' nuanced cultural preferences, unlocking opportunities for customized experiences, products, and marketing strategies tailored specifically to their needs.

Personalization has become the norm among contemporary consumers. Today, travelers are seeking experiences that genuinely reflect their individual tastes and interests, requiring a level of customization that can best be achieved through sophisticated AI integrated with rich, multi-dimensional data. This strategic personalization not only builds loyalty but also enhances the overall customer journey, making every travel experience seamless and memorable. This travel report provides a preview of the insights that can help travel and airline companies leverage these new opportunities.

## IN THIS REPORT:

Qloo's Taste AI technology has revealed detailed taste profiles for four distinct audience segments aligned with 2024 travel trends:



The Sports Fan



The Thrill Seeker



The Wellness Traveler



The Foodie

For each of these traveler types, we have identified the top destinations, fashion brands, retail brands, and accessory brands that exhibit the strongest correlation with the preferences and interests of these travelers. This report provides a comprehensive overview, offering valuable insights for businesses looking to effectively target and engage with these specific consumer groups based on their unique travel and lifestyle inclinations.



## METHODOLOGY

## KEY METRICS:

Qloo's Taste AI finds correlations between any given input and entities within a requested category. The strength of these correlations is measured by Qloo's **Affinity Score**. This metric tells us how closely the input aligns with the outputted entities through the shared tastes of their consumers or fans. Affinity Scores range from -1 to +1, with +1 being a perfect match and -1 meaning no correlation at all.





# THE SPORTS FAN

Travelers are increasingly planning their travels around iconic athletic events.

According to the **2024 Global Travel Trends Report** from AMEX, 58% of surveyed travelers are interested in traveling for sports in 2024. Major upcoming events like the 2024 Summer Olympic and Paralympic Games and the European Football Championships are contributing to the shift in travel trends. For these travelers, the trek isn't just about witnessing sports—it's also about experiencing the energy and spirit of the events and the memorable journeys that come with them. **The Sports Fan** represents these passionate travelers whose plans are intricately woven with their love of the game.

Qloo's Taste AI technology has predicted the top travel destinations and the preferred fashion, retail, and accessory brands among adventure travelers:

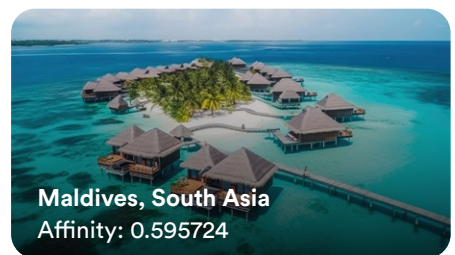
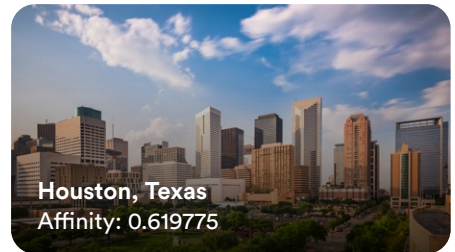
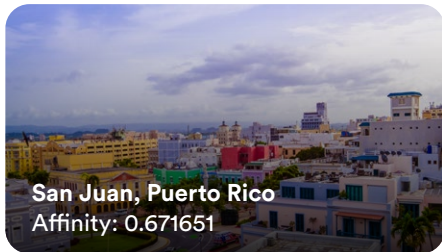
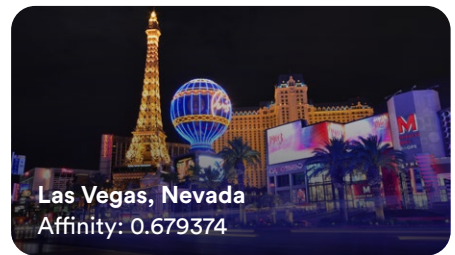
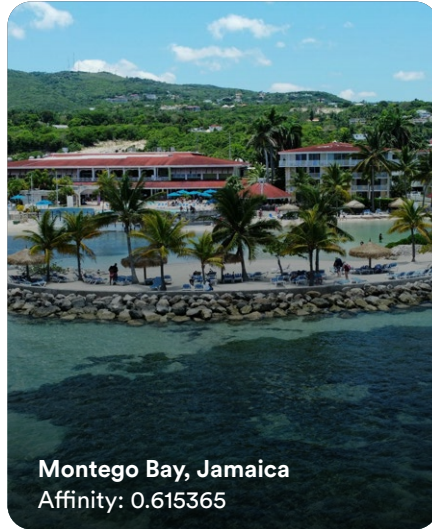




# THE SPORTS FAN

## Sports Travelers x Destinations

What destinations offer sports travelers most of what they're seeking?



### Qloo's Take:

Destinations that offer a mix of leisure activities and opportunities to engage in or watch various sports align most with what sports fans are seeking in their next trip. Nassau appeals to sports fans with its vibrant beach and water sports scene. Its lively yet relaxed atmosphere is perfect for those who enjoy active vacations. Atlanta's rich sports history continues to draw fans who appreciate both professional sports and outdoor adventures. Miami is also a top option with its dynamic mix of water sports, golf courses, and energetic nightlife.





## Sports Travelers x Fashion Brands

What fashion brands do sports travelers love most?



### Qloo's Take:

The fashion brand preferences of sports fans demonstrate a clear overlap between sports fandom and fashion, showing that brand loyalty often extends from the field or court into everyday life. Air Jordan tops the list, showing that its iconic sneakers and athletic apparel resonate deeply with basketball enthusiasts and style-conscious consumers alike. Under Armour is also a favorite, with high-performance sports gear and apparel that cater to both athletes and casual exercisers. Champs Sports, a go-to retailer for a wide range of branded sports apparel and footwear, is also a top brand.



## Sports Travelers x Retail Brands

What retail brands most align with sports travelers' interests?



### Qloo's Take:

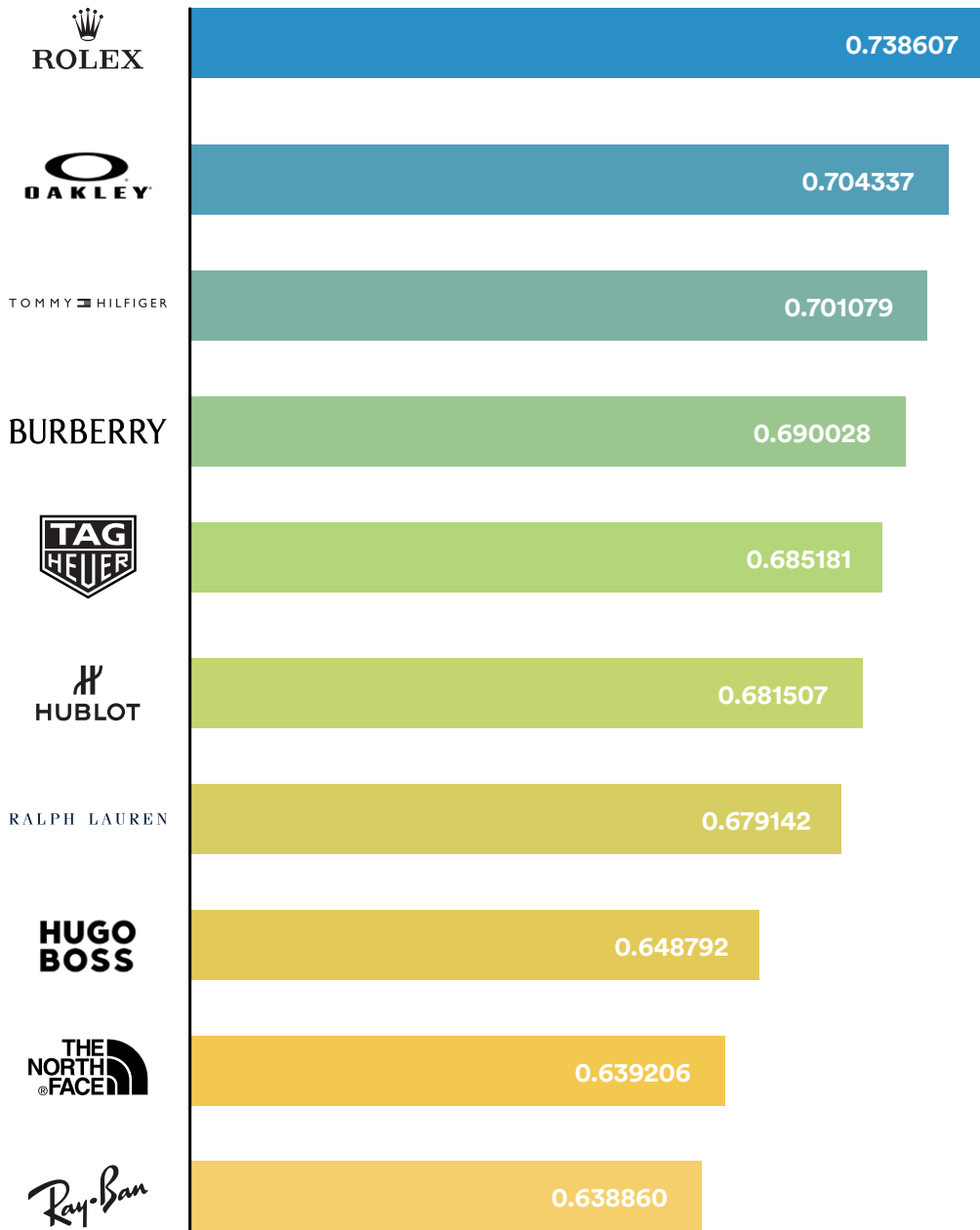
Foot Locker is a favorite among sports fans, offering a wide selection of athletic footwear that caters to diverse tastes and needs. Dick's Sporting Goods also ranks highly, providing sports enthusiasts with a comprehensive range of equipment and apparel for a variety of activities.





## Sports Travelers x Accessory Brands

What accessories are best for sports travelers?



### Qloo's Take:

Sports fans show a clear affinity for accessory brands that enhance their style while also providing functional benefits. Rolex leads as a top choice, perfect for sports fans who appreciate both luxury and the heritage associated with a classic sports watch. Oakley is also favored, known for its high-performance eyewear that offers both style and durability. Tommy Hilfiger, with its blend of classic American style and casual sportiness, also appeals to sports fans.



# THE THRILL SEEKER

While lounging on a beach or exploring a new city is certainly enjoyable, some travelers are constantly seeking to venture out of their comfort zone. Adventure travel captures the imagination of those looking to push beyond the ordinary, offering thrilling experiences that challenge and exhilarate. **According to AMEX**, expedition-style adventures are on the rise—65% of travelers are more interested in taking a major trip in 2024 than in previous years. So it's no surprise that adventurous travel is one of the top travel trends for 2024. **The Thrill Seeker** represents these bold adventurers, who prioritize exciting, even physically demanding experiences as essential elements of their travels.

Qloo's Taste AI technology has predicted the top travel destinations and the preferred fashion, retail, and accessory brands among adventure travelers:

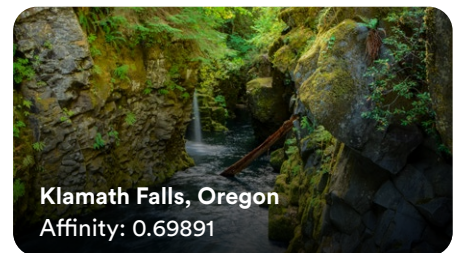
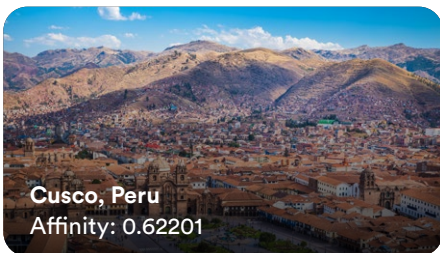
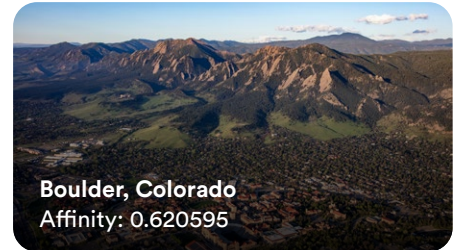
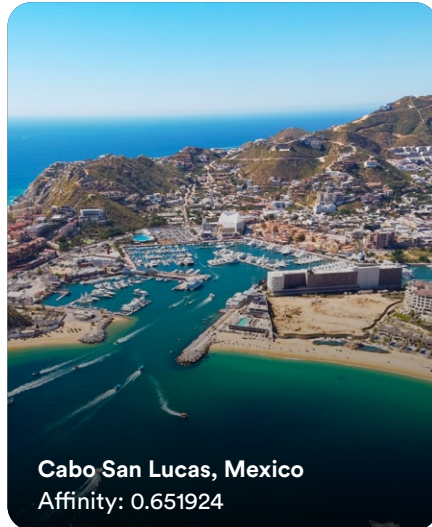
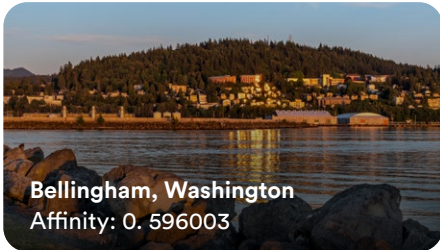
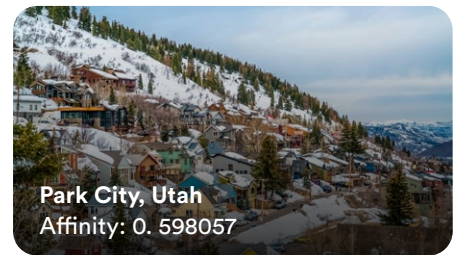
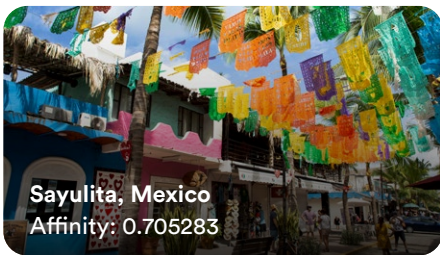
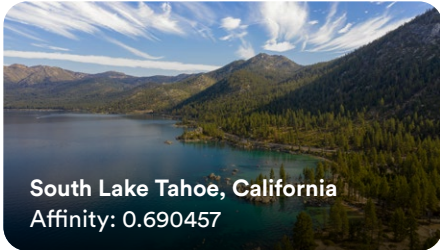




# THE THRILL SEEKER

## Adventure Travelers x Destinations

What destinations offer adventure travelers most of what they're seeking?



### Qloo's Take:

Mount Shasta is a top option for adventure travelers, known for its challenging hikes and stunning mountainous landscapes that are sure to keep thrill seekers entertained. Sayulita is also a great pick, known for its surf breaks that satisfy both beginners and pros. Klamath Falls, although less well-known, offers unique activities in its gorgeous tree-filled landscapes, including bird watching and fishing. It's a hidden gem for those seeking adventure off the beaten path.





## Adventure Travelers x Fashion Brands

What fashion brands do adventure travelers love most?



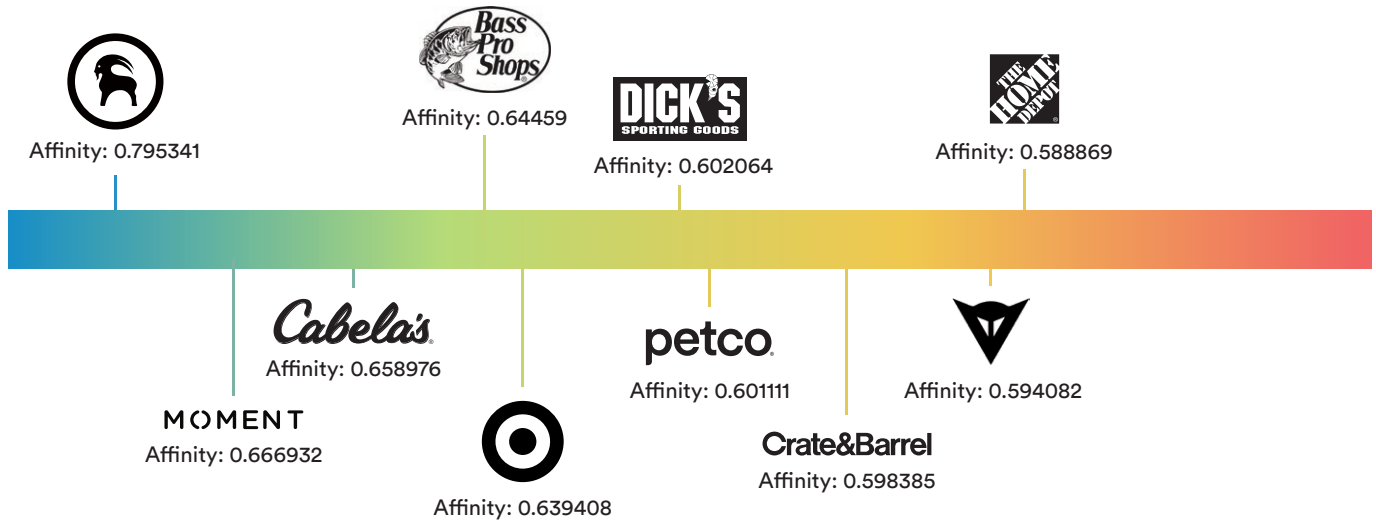
### Qloo's Take:

Unsurprisingly, thrill seekers prefer brands that combine durability, functionality, and style, giving them the necessary tools to tackle their adventurous pursuits. The North Face leads as the most favored brand among thrill seekers, well known for its durable and high-performance outdoor apparel that meets the demands of extreme environments. Eddie Bauer closely follows, offering quality gear and clothing that supports a wide range of outdoor activities. Osprey is a favorite, providing specialized backpacks and travel gear to adventurers who need reliable equipment for their journeys.



# Adventure Travelers x Retail Brands

What retail brands most align with adventure travelers' interests?



## Qloo's Take:

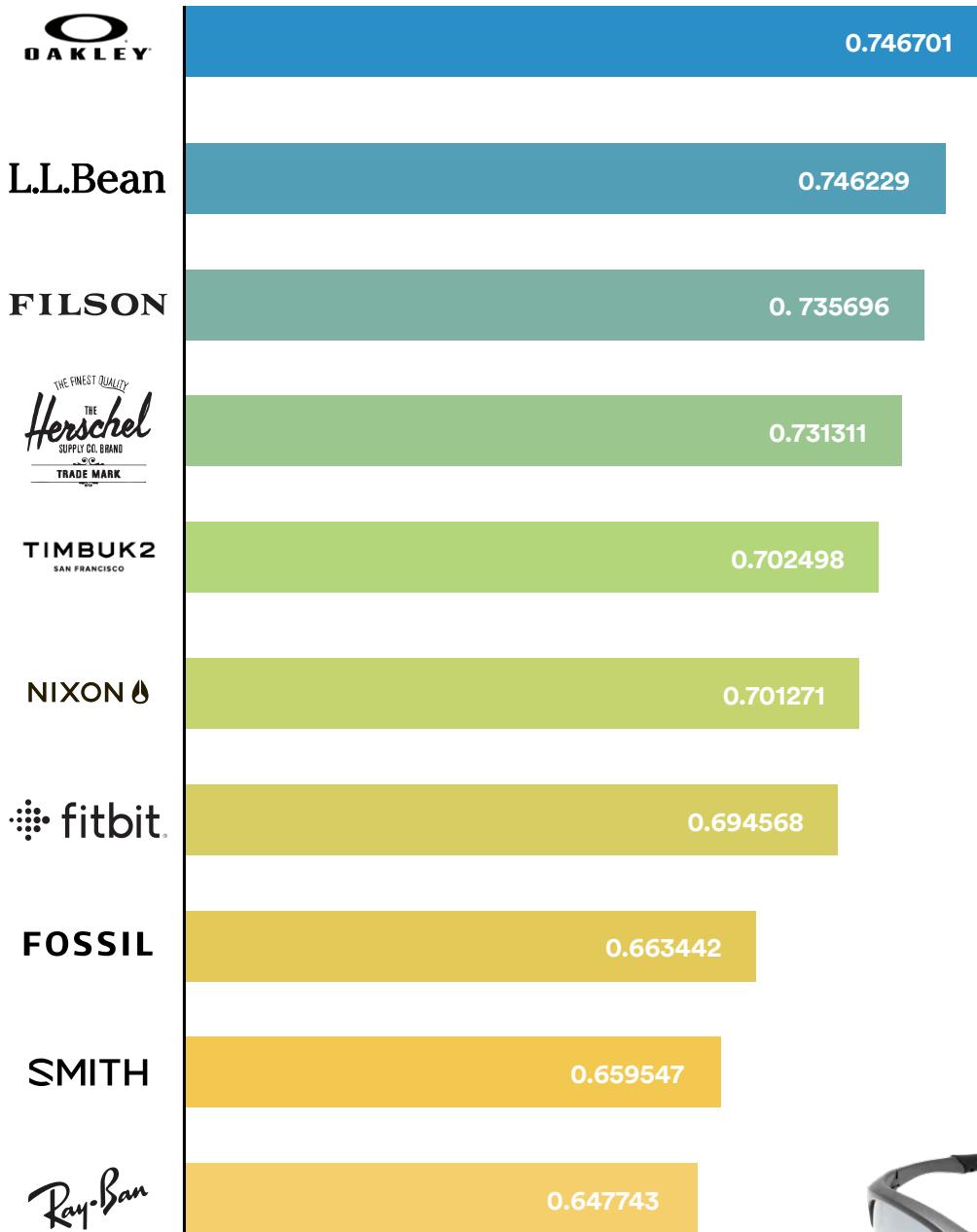
Thrill seekers look to retail brands that provide robust and reliable gear perfect for outdoor adventures and extreme sports. Leading this category is Backcountry, known for its extensive selection of high-quality outdoor gear. Cabela's, known for its hunting, fishing, and outdoor cooking equipment, also ranks highly among thrill seekers. But many adventure travelers are also homeowners and pet lovers, explaining why retailers like Target, Petco, Home Depot and Crate & Barrel, and Petco top this list.





## Adventure Travelers x Accessory Brands

What accessories are best for adventure travelers?



### Qloo's Take:

The thrill seeker's accessories need to be able to withstand the rigors of their adventurous lifestyles. Like their fashion and retail choices, thrill seekers look for accessory brands that combine durability and functionality. Oakley is a top brand, favored for its high-performance eyewear that offers both protection and style in even the most extreme conditions. Close behind is L.L.Bean, well-loved for its rugged outdoor equipment and accessories that cater to the practical needs of outdoor enthusiasts.



# THE WELLNESS TRAVELER



While health and wellness trends frequently come and go, the enduring appeal of wellness travel is undeniable. With the wellness tourism sector **projected to reach \$1.5 trillion by 2025**, more and more travelers are seeking escapes that not only take them away from their daily routines but also promote their overall well-being. **The Wellness Traveler** represents those who plan their travel with rejuvenation, tranquility, and holistic health experiences in mind.

Qloo's Taste AI technology has predicted the top travel destinations and the preferred fashion, retail, and accessory brands among wellness travelers:

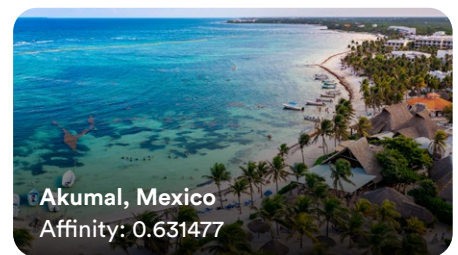
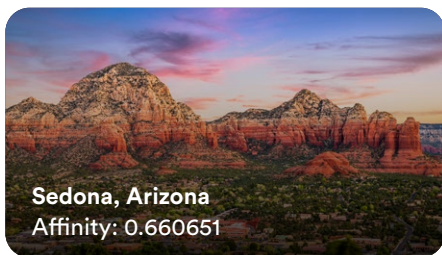
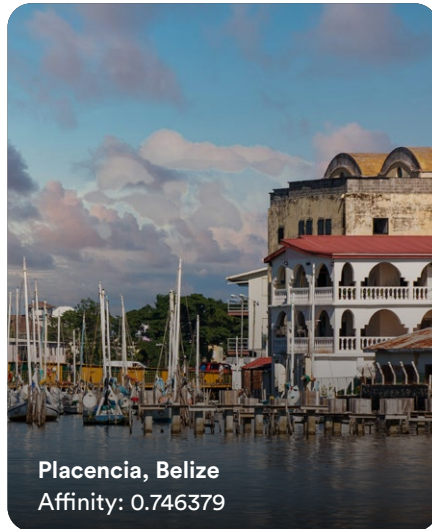
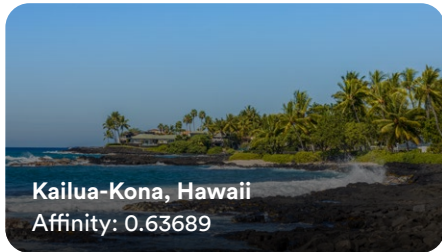
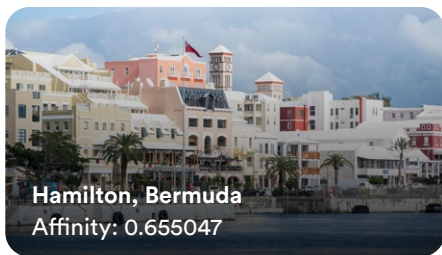
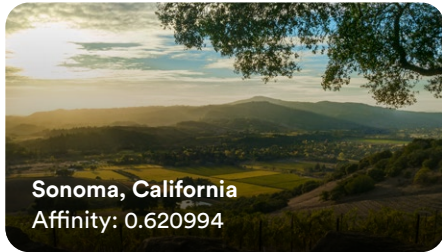




# THE WELLNESS TRAVELER

## Wellness Travelers x Destinations

What destinations offer wellness travelers most of what they're seeking?



### Qloo's Take:

Wellness travelers are satisfied with traditional wellness hubs but also with less frequented locales that offer unique, tranquil experiences conducive to relaxation and health. While it may not be the most popular destination amongst the general population, Placencia ranks highest in affinity among wellness travelers, appealing for its pristine beaches and serene atmosphere.





## Wellness Travelers x Fashion Brands

What fashion brands do wellness travelers love most?



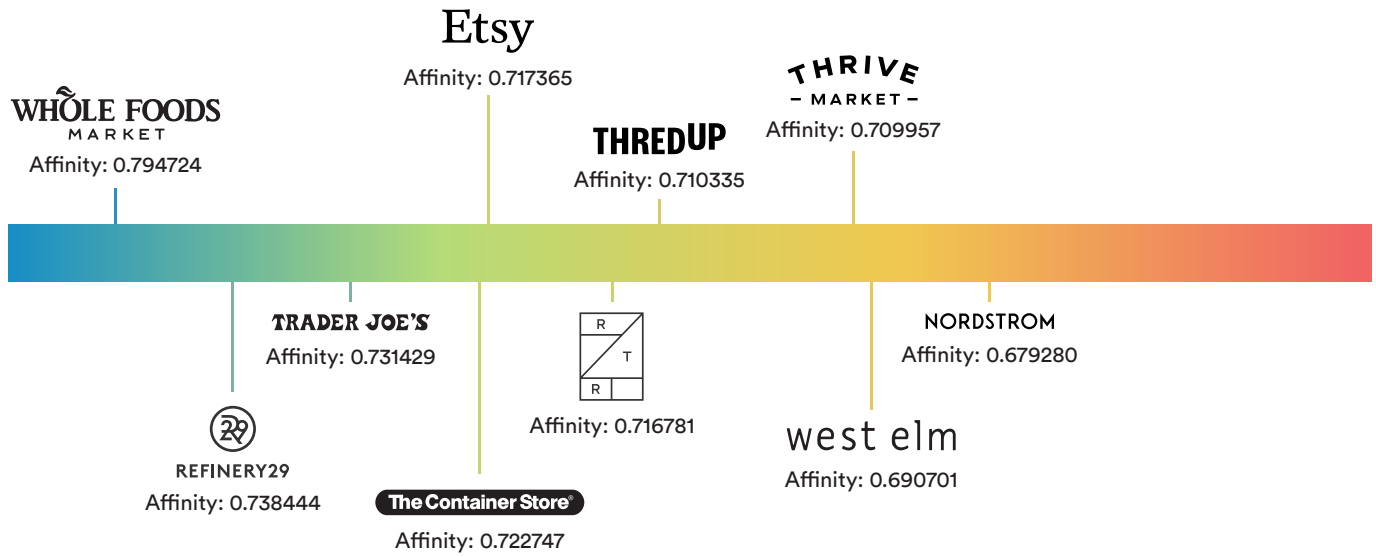
### Qloo's Take:

Wellness travelers don't sacrifice quality and style when seeking out brands that embody a philosophy of health and mindfulness. Lululemon is highly favored for its premium athletic wear that supports a variety of fitness activities, resonating with travelers who pursue an active and health-conscious lifestyle. Alo Yoga is also a top choice, appreciated for its stylish and functional yoga attire that promotes wellness throughout daily activities.



## Wellness Travelers x Retail Brands

What retail brands most align with wellness travelers' interests?



### Qloo's Take:

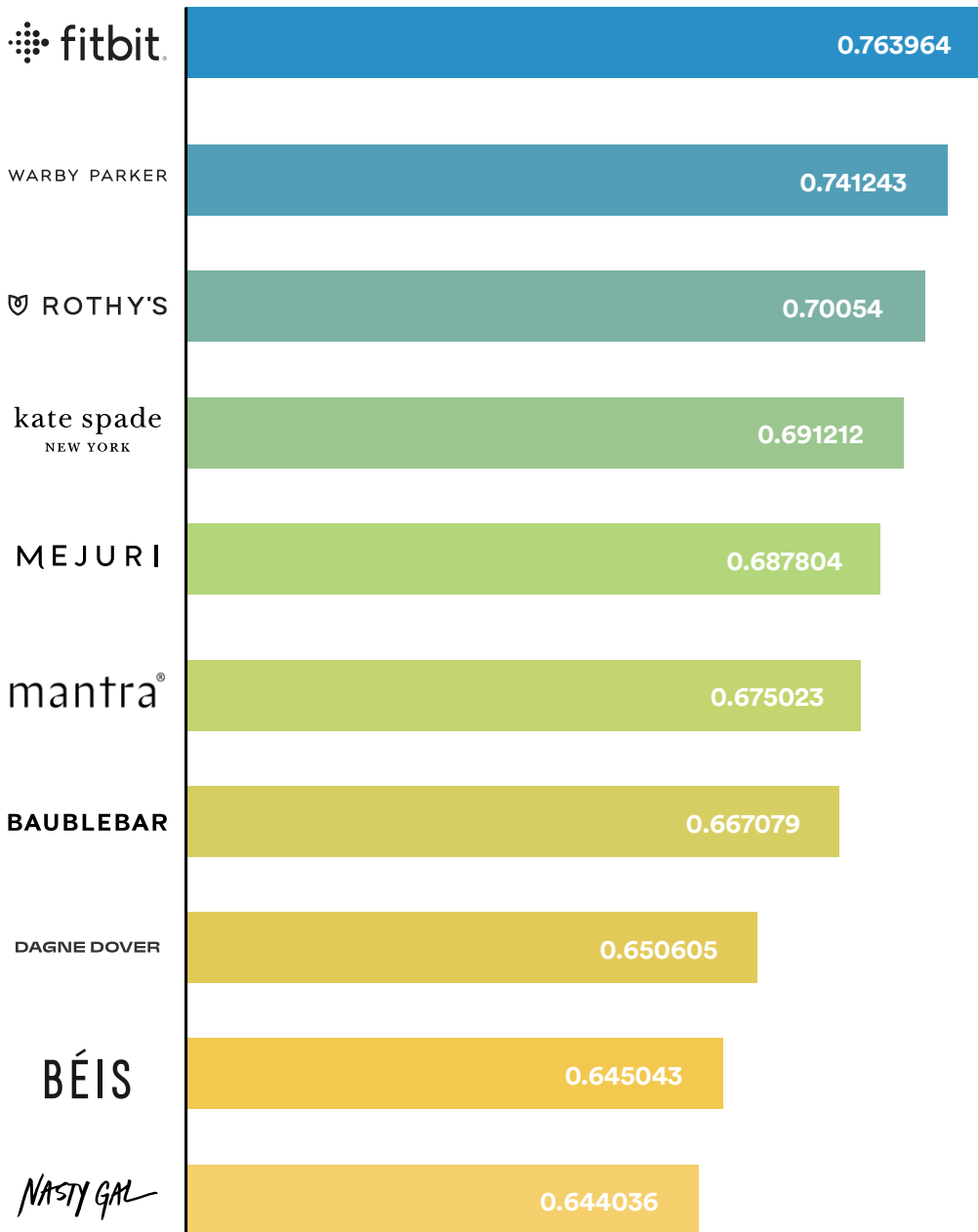
Wellness travelers seek out retail brands that align with their health-conscious and ethical lifestyles. Whole Foods Market is a primary choice, popular for its wide range of organic and natural products that cater to a healthy lifestyle. The numerous handmade, unique items available on Etsy satisfy the wellness traveler's interests, while ThredUp, an online consignment and thrift store, appeals to this traveler's sustainable mindset.





## Wellness Travelers x Accessory Brands

What accessories are best for wellness travelers?



### Qloo's Take:

Wellness travelers are particularly drawn to accessory brands that enhance their active lifestyles or contribute to their overall well-being. Fitbit leads this category, known for its fitness wearables that help users monitor and improve their physical health. Warby Parker is also a top brand known for its socially responsible and trendy eyewear.



# THE FOODIE



One of the best parts about visiting a new destination is experiencing local culture – and what better way than through its restaurants and traditional dishes? Culinary tourism is booming, topping **\$805.9 billion globally in 2022**, and according to the luxury travel network Virtuoso, 20% of travelers are booking trips with food and wine as their focus. **The Foodie** represents those who travel primarily to explore culinary delights, from Michelin-star restaurants to street food stalls.

Qloo's Taste AI technology has predicted the top travel destinations and the preferred fashion, retail, and accessory brands among foodie travelers:

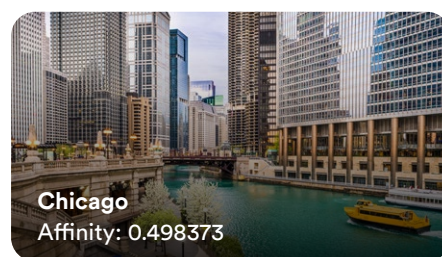
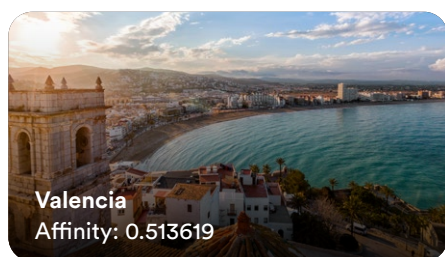
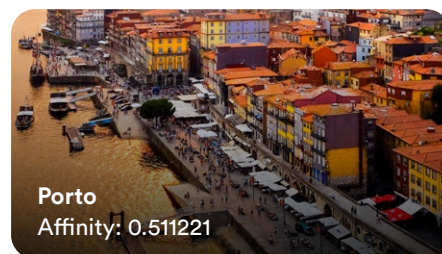
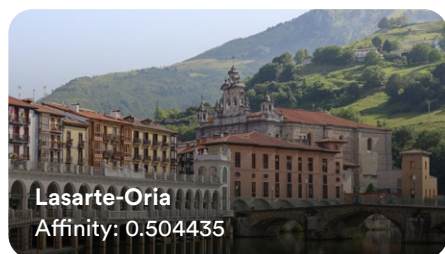
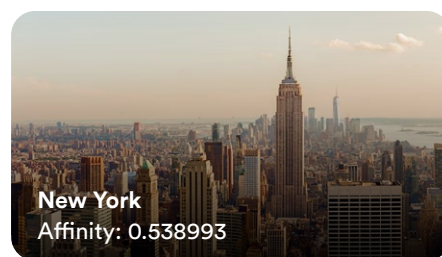
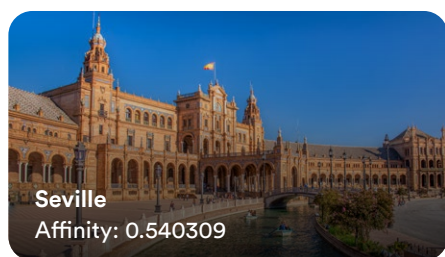
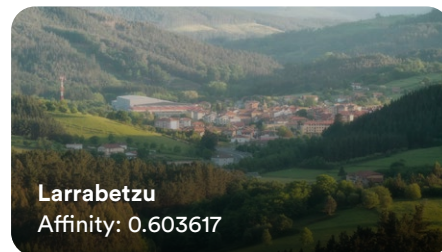
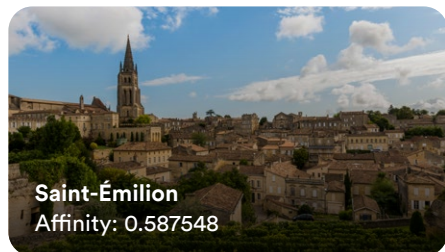




# THE FOODIE

## Foodie Travelers x Destinations

What destinations offer foodie travelers most of what they're seeking?



### Qloo's Take:

Foodie travelers are looking to travel to destinations that offer rich and complex culinary experiences. It's little surprise that Napa is a top choice, renowned for its world-class vineyards and gourmet dining that attract connoisseurs from around the globe. Larrabetzu in Spain, while relatively low in popularity, is highly valued for its unique Basque cuisine.





### Foodie Travelers x Fashion Brands

What fashion brands do foodie travelers love most?



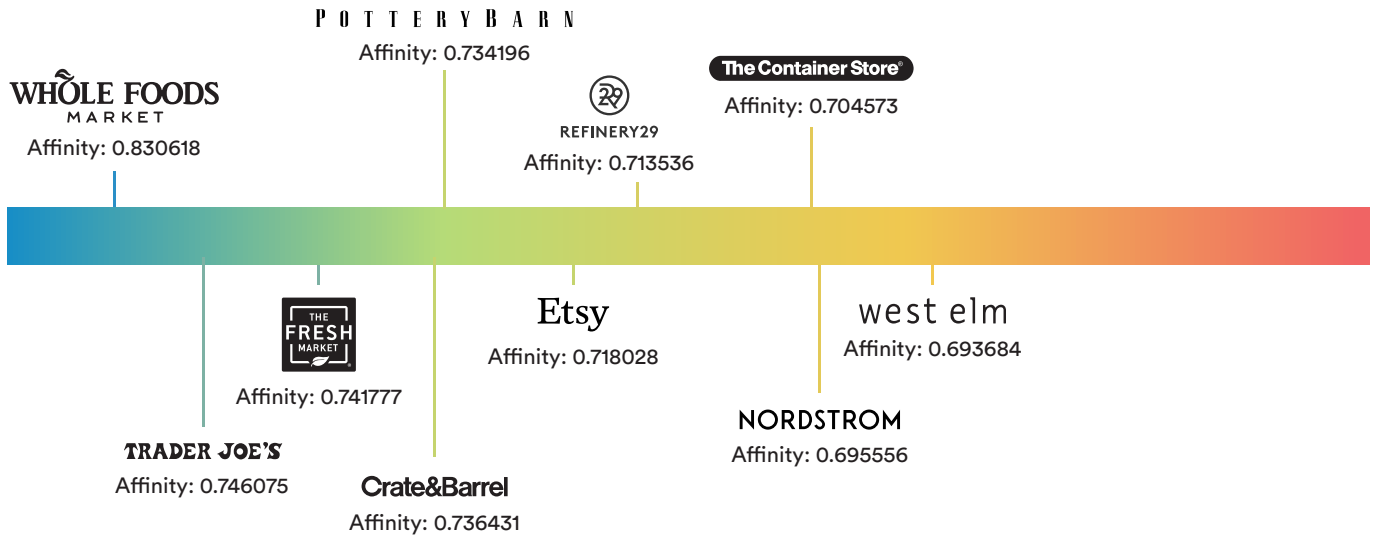
#### Qloo's Take:

Foodie travelers appreciate fashion brands that reflect a blend of style, comfort, and practicality—and they also love brands that complement their passion for food. Hedley & Bennett is a top fashion brand for foodies; they're known for their high-quality chef aprons and kitchen clothing, making it a favorite among those who love to cook or enjoy culinary experiences. Anthropologie and Madewell follow closely, with eclectic and versatile clothing that appeals to foodies looking for outfits for any occasion.



## Foodie Travelers x Retail Brands

What retail brands most align with foodie travelers' interests?



### Qloo's Take:

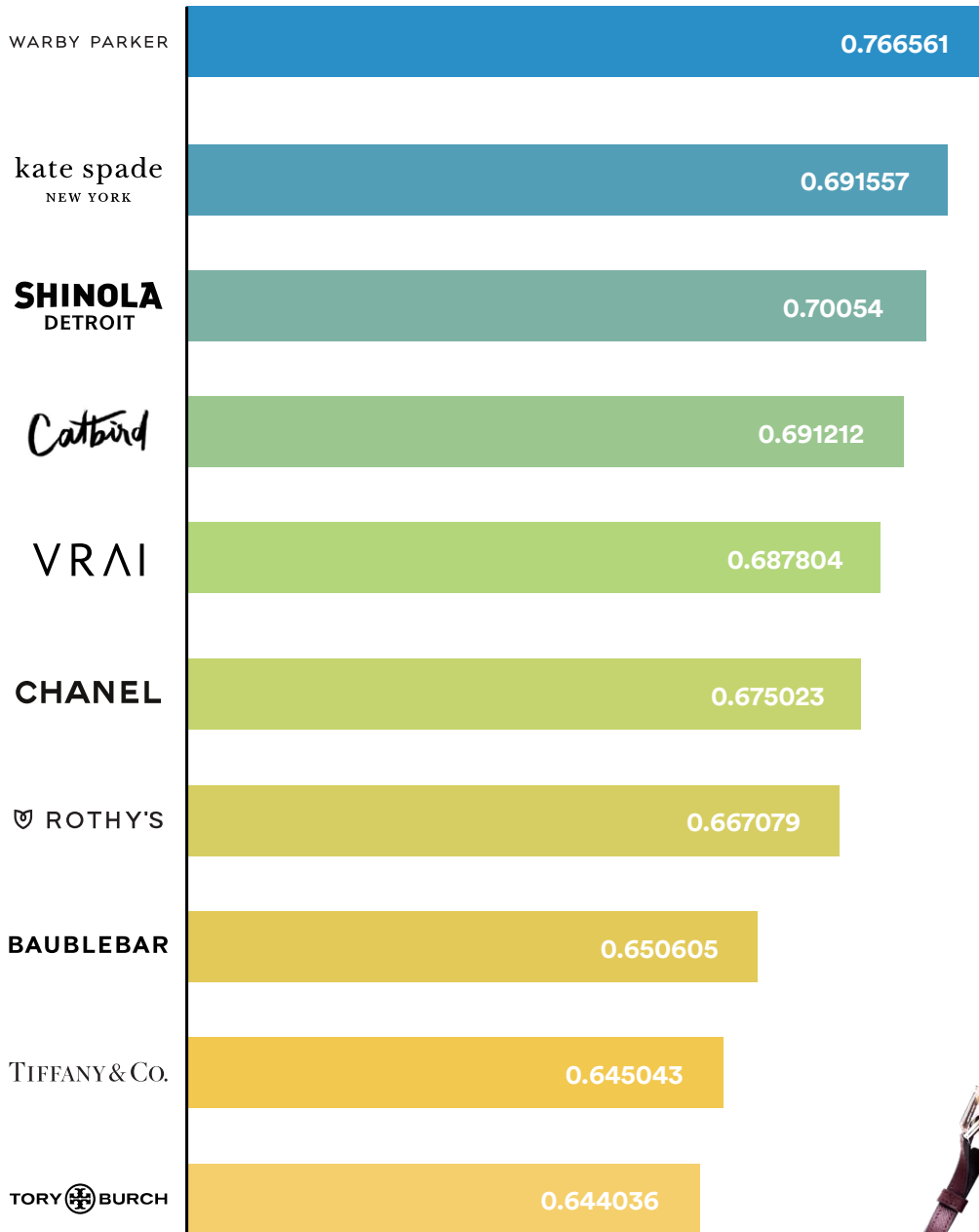
Foodie travelers favor retail brands that complement their lifestyles. Whole Foods Market is the top choice for foodies, a perfect destination for those seeking a wide array of organic and specialty foods that are perfect for gourmet cooking and healthy living. But the foodie isn't always looking for expensive options – Trader Joe's is also popular with this group, known for its unique and flavorful products that inspire creativity in the kitchen while being easy on the wallet.





# Foodie Travelers x Accessory Brands

What accessories are best for foodie travelers?



### Qloo's Take:

Warby Parker leads the accessory preferences, followed by Kate Spade New York, appealing to foodies with its chic and whimsical accessory designs that add a touch of elegance to any outing. This cohort also has an appreciation for the finer things in life, connecting with luxury brands like Chanel, Tiffany & Co., and VRAI.



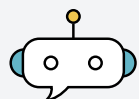
## STRATEGIC APPLICATIONS OF CONSUMER INSIGHTS

From bespoke itineraries to personalized rewards, Qloo’s detailed taste profiles and consumer insights have endless applications for businesses looking to refine their strategy. And the best part? Qloo’s Taste AI technology operates without relying on any Personally Identifiable Information (PII), ensuring you can harness the full power of cultural intelligence without compromising privacy.



### Bespoke Itineraries

Using existing customer data, Qloo can craft personalized travel recommendations that enhance the booking experience and increase customer loyalty. From suggesting ideal destinations to recommending top dining spots, all of Qloo’s recommendations are catered to your customers’ unique tastes and preferences.



### LLM Integrations

Integrating Qloo’s insights into an LLM-powered chatbot allows travelers to ask questions or create their own customized travel plans, ensuring authenticity and personal relevance in every suggestion.



### Customized Acquisition

Looking to engage new audiences effectively? Qloo’s insights enable businesses to showcase dynamic vacation plans and destinations that precisely match the interests of potential customers—no prior customer data required.



### Personalized Rewards

By revealing the detailed interests of customers, Qloo can help you offer rewards that your customers actually want to earn. From unique travel experiences to freebies from brands they love, these customized rewards are designed to enhance loyalty and ensure travelers feel valued on every journey.



### Campaign Optimization

Craft more compelling advertising, choose the most effective media channels, and target your audiences more precisely with Qloo’s insights. By revealing the interests and preferences of travelers, Qloo helps businesses fine-tune their marketing strategies with a detailed understanding of customer taste.





Qloo is the leading AI company dissecting the intricacies of global tastes and preferences. The company operates one of the world’s most robust catalogs of notable people, places, and things, coupled with a consumer behavior and sentiment database containing more than 10 trillion unique signals and zero Personally Identifiable Information (PII). By leveraging cutting-edge AI models, Qloo unlocks the value of these databases to understand and predict audiences’ interests and affinities with unrivaled accuracy. Since 2012, Qloo’s award-winning Taste AI technology has helped multinational companies – including Netflix, Starbucks, JCDecaux, and Michelin – drive growth by powering personalized customer experiences and large language models, superior recommendations, data-driven marketing strategies, and advanced audience intelligence.

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