

Themed tourism on the rise - Hotelbeds

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Tourism leaders reveal the traveller of tomorrow at MarketHub Europe

Amsterdam, 29 March 2023 – Wellness breaks and walking in the footsteps of your favourite TV characters are just two of the emerging trends in the travel industry unveiled by [Hotelbeds](#)' CEO, Nicolas Huss during the company's MarketHub Europe taking place in Amsterdam this week.

Under the theme "Where Next", conference delegates debated the "Traveller of tomorrow", pinpointing new themes that will drive the industry in 2023 and beyond.

Huss revealed that 39% of global travellers who considered trips to destinations after seeing them on shows or movies went on to make booking. TV tourism was the second most influential source of travel inspiration – just 2% behind the long-standing leader, advice from friends and family.

"The ongoing sophistication of the traveller is not only about the pricing comparisons and high customer service; Travellers also want to enhanced and sophisticated experiences that nurture their worldview and help them relive TV shows while also reconnecting to themselves, nature, philosophy," Huss told the audience of 400 travel and tourism leaders.

Personalization was another key theme during the first day of the conference, while wellness breaks are also on the rise.

"Wellness breaks have bounced back from 2021, recording a rise of more than 30% last year," Huss said. "Almost half of global travellers are also more open to wellness breaks than ever before, which underscores that travellers are becoming more sophisticated and their worldview is changing towards more balanced life internally and externally."

A desire for connected trips and an individual experience are driving the industry forward. This was echoed by Raphaël Zier, Co-Founder and Executive Chairman of PerfectStay, who said: "I strongly believe we are witnessing the end of the search engine as we've known it for the past 20 years – very soon we will see an evolution in the digital ecosystem. ChatGPT is one example of how AI can provide a 'one-to-me' experience instead of a 'one-to-many' or even 'one-to-one' experience. This will likely generate huge loyalty from customers."

MarketHub Europe is an invitation-only event attended by the most important Hotelbeds partners from all the key source markets of Europe, the Middle East and Africa.

For more information about the MarketHub Europe, please visit www.themarkethub.com/europe/

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About Hotelbeds

Hotelbeds are global leaders in the TravelTech space, connecting and empowering businesses by facilitating bridges in the ever-changing and expanding travel ecosystem. Our cloud-based technology platforms offer fast and simple access to a global network of travel products, from accommodation to ancillaries and payments, while rich data and intelligence helps to generate demand. By operating exclusively in the B2B arena, we are uniquely placed to drive growth for our partners without competing for the end customer. Our teams of 3000+ experts on the ground provide local expertise and support to boost trading even further, even in the most hard-to-reach

spaces. Our unique blend of technology, data and passionate people serves as a catalyst for B2B travel players aiming to unlock their full potential.

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