

2020's top 7 travel trends and predictions

By [Teresa Richardson](#)

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Trends in travel and tourism, much like trends in other sectors, tend to come and go. Different destinations and experiences enjoy their moment in the sun before a new trend catches on. For 2020, however, we see more subtle changes in the way travellers are thinking, and it might just change how we travel forever.



Image source: [Gallo/Getty](#)

Here are 2020's top seven travel trends to impact the South African traveller:



Survey shows travellers want value over cost but often struggle to find it

16 Sep 2019



Value for money and longer stays

More than ever, South Africans are seeking value for their rand holidays.

Travellers will increasingly be conscious of who they are booking with – opting for credible suppliers with a proven track record, providing good value and hassle-free holidays and support.



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Longer stay holidays are also becoming increasingly popular. Taking into account the cost of visas and long-haul flight times, we are going to see consumers making the most of their time away by opting for longer holidays, rather than shorter

trips.

Overtourism vs Undertourism

The concept of overtourism continues to gain momentum. The loss of fragile ecosystems and monuments of historical importance is being felt around the world, including tourist meccas such as Thailand's Maya Bay, Peru's Machu Picchu and the Greek island of Santorini.



We're in the era of overtourism but there is a more sustainable way forward

Regina Scheyvens 23 Jan 2019



Travellers are opting for off-season travel, which is often substantially cheaper, seeking out more authentic experiences (far from the madding crowd) and heading off the beaten track to discover more alternative destinations.

Trafalgar, for example, has introduced new trips for 2020, exploring relatively off-the-radar (at least for South Africans) countries, such as Northern Ireland, Balkan Adventure and Georgia and Armenia.

Sicily is another great choice for travellers who want to replace traditional European tourist 'hotspots' (think Rome, Florence and Venice) with the charm, warmth and character of a Mediterranean island getaway.

Live like a local

As travellers begin to seek more genuine and interactive local experiences, local-led tours (with great insider knowledge) continue to increase in popularity.



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Homegrown experiences tick the box for travellers searching for authentic, meet-the-locals-experiences.

Sustainable travel

Sustainable travel is the fundamental idea that as a traveller you travel in a way that does no harm. Currently, there is a lot of talk about carbon emissions and flight shaming. However, responsible travel is much more than this.



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It's a commitment to the preservation of our planet, and an understanding of the needs of locals, ensuring that you make a meaningful contribution to their lives.

Family travel

According to [Forbes](#), more families are taking their children on extended holidays, as well as choosing diverse destinations.



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Not only are children a consideration in terms of easy, family-friendly travel, but children are playing a bigger role in actual holiday planning too.

Solo travel

Family groups and solo, independent travellers have one thing in common: they want safe, stress-free travel opportunities. Guided holidays and other types of travel that incorporate the essentials in a hassle-free manner, while offering the traveller the chance to personalise their trip, will continue to gain in popularity.



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Digital technology vs Personal interactions

Technology continues to open new doors for travellers. But we've found that 89% of travellers still find it challenging to plan a trip, and many are turning back to travel experts for their inside knowledge.

Hello 2020

Our research shows us that 71% of travellers want to do something new and out-of-the-ordinary, and 70% want to embrace culture and live like a local. So, from bucket-list trips to festivals, adventures and immersive cultural experiences, 2020 travel trends are all about real people, real stories and real connections.

ABOUT TERESA RICHARDSON

Teresa Richardson is the Managing Director of The Travel Corporation (TTC) SA, a Group of Companies which include Trafalgar, Cost Saver, Insight Vacations, Luxury Gold, Contiki, Uniworld Boutique River Cruises, U by Uniworld as well as the brand, Busabout introduced to South Africa by Teresa.

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