

## Airbnb reveals its 2024 travel predictions

**Auckland, December 2023:** As the world prepares to wrap up 2023, Airbnb has shaken the magic eight ball to unveil what travel in the New Year will look like. For the holiday planning geeks out there, our data reveals some of the top trending destinations and what factors are influencing how people are travelling. Travel next year has lots of surprises and emerging new trends in store, including adventures to Japan, celebrating Carnival in Brazil, and the Paris 2024 Olympic Games.

### Embark on a global adventure: 24 places to visit in 2024

It's clear that 2024 is shaping up to be the year of globetrotting – with many exciting international destinations appearing in the list of trending destinations. The first stop on the 2024 world tour is Japan, where guests are seeking the unique blend of tradition and modernity – with Tokyo, Osaka, and Kyoto all appearing among the most trending destinations for travel in the new year. As the city of love prepares to host the 2024 Olympic Games, Paris is more attractive than ever, with searches for July 26 - August 11, 2024 increasing by over seven times compared to the year prior<sup>1</sup>.

Meanwhile – across the Atlantic, the vibrant Carnival is encouraging guests to dance with the rhythm of samba all the way to Brazil, with Rio de Janeiro making an appearance in the trending list, and Brazil seeing an increase in searches of 136 percent for Carnival weekend<sup>2</sup>.

Closer to home, Melbourne in Australia has cracked the global list serving up an eclectic mix of coffee culture, food, art, theatre and sport. As the clock turns toward 2024, below are 24 of the top trending global destinations to set sights on in 2024<sup>3</sup>:

- Indianapolis, Indiana
- Warsaw, Poland
- Osaka, Japan
- Kyoto, Japan
- Buenos Aires, Argentina
- Marrakesh, Morocco
- Salvador, Brazil
- Paris, France
- Düsseldorf, Germany
- Puerto del Carmen, Canary Islands, Spain
- Melbourne, Australia
- Philadelphia, Pennsylvania
- Lille, France

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<sup>1</sup> Based on worldwide searches from January 1, 2023 to September 30, 2023 for future travel between July 26, 2024 to August 11, 2024.

<sup>2</sup> Based on global searches during January 1, 2023 to September 30, 2023 for future travel between February 9, 2024 to February 14, 2024.

<sup>3</sup> Based on worldwide searches from January 1, 2023 to September 30, 2023 for future travel during the full 2024 year.

- Stockholm, Sweden
- Tokyo, Japan
- Rio de Janeiro, Brazil
- Cortina d'Ampezzo, Italy
- Milan, Italy
- Rome, Italy
- Maceió, Brazil
- Dallas, Texas
- Mexico City, Mexico
- Colorado Springs, United States
- Nassau, The Bahamas

### **Kiwis heading overseas**

New Zealand travellers are overwhelmingly searching for a holiday in Japan, escaping the summer heat and heading north. Below are some of the trending international destinations Kiwi travellers are searching for this upcoming holiday season based on searches from January 1, 2023 to September 30, 2023 with Australia's Olympic Park the top trending destination, coinciding with major international concerts taking place across the ditch next year.

- Sydney Olympic Park, New South Wales, Australia
- Furano, Hokkaido, Japan
- Shinjuku City, Tokyo, Japan
- Shibuya City, Tokyo, Japan
- Taito City, Tokyo, Japan
- Kutchan, Abuta District, Hokkaido, Japan
- Les Allues, Auvergne-Rhône-Alpes, France
- Austin, Texas, United States
- Canberra, Australian Capital Territory, Australia
- Ao Nang, Krabi, Thailand

### **Japan leads the way: Fastest growing countries**

The following countries and regions are just some of the locations with the highest increase in searches when comparing Q1 - Q3 2023 to Q1 - Q3 2024 – with Japan topping the list again, seeing searches increase by over three times compared to the previous year:

- Japan
- Taiwan
- Albania
- Singapore
- Finland
- United Arab Emirates
- Curaçao
- Aruba

- Thailand
- Guatemala

### **Trending Kiwi destinations**

For Kiwi travellers planning to stay local in 2024, the following locations are just some of the trending New Zealand destinations for next year, based on worldwide searches by users living in New Zealand, from January 1, 2023 to September 30, 2023 for future travel during the full 2024 year:

- Lower Hutt, Wellington
- Aoraki / Mount Cook, Canterbury
- Thames, Waikato
- Ohaupo, Waikato
- Mosgiel, Otago
- Omarama, Canterbury
- Karitane, Otago
- Wanaka, Otago
- Twizel, Canterbury
- Lake Tekapo, Canterbury

### **Guest Favourites: Great ratings and reviews, easy to discover on Airbnb**

For guests who are yet to finalise 2024 travel plans and need help finding the cream of the crop, Airbnb has launched [Guest Favourites](#), a collection of the 2 million most-loved homes on Airbnb based on ratings, reviews, and reliability. Guest Favourites have excellent reviews and are rated above 4.9 stars on average. These homes also receive high marks for ease of check-in, cleanliness, listing accuracy, Host communication, location, and value. Below are some of the most wishlisted Guest Favourite homes to inspire new year travel:

- [Panoramic view close to Quebec City](#)
- [Hector Cave House](#)
- [Trullo Edera](#)
- [Casa do Rio](#)
- [Cob Cottage](#)
- [Gawthorne's Hut](#)

### **Wholesome escapes: National parks and amazing views**

Following on from a busy social calendar at the end of the year, guests have recharge and relaxation on their minds when booking holidays next year, with national parks, amazing views, and beach categories appearing in the top booked categories for 2024. The following are some of the most booked categories globally for next year, based on booked stays, from January 1, 2023 to September 30, 2023 for future travel during the full 2024 year:

- National parks
- Amazing pools
- Beach
- Amazing views
- Iconic cities

*All listings included in this press release are intended to inspire and illustrate. Airbnb does not endorse or promote these listings or any other accommodation on the platform.*

**ENDS**

Airbnb was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to over 4 million Hosts who have welcomed over 1.5 billion guest arrivals in almost every country across the globe. Every day, Hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way.