

Global Travel in 2024 Rebounds to Pre-Pandemic Levels

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Explore the latest trends fueling the travel industry's resurgence.

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Global travel in 2024 nearly reached pre-pandemic numbers last year, according to the [United Nations](#).

With so many people on the move, some interesting trends are emerging in the industry.

Gig-Tripping

2024 saw a growth in **gig-tripping**: travel based around attending specific events, such as concerts, festivals or games, according to ALL, a travel booking platform.

In Sydney, for example, Taylor Swift's February 2024 concerts at attracted 335,000 fans, generating record occupancy for some hotels, according to hotel group Accor.

Sports Tourism

Sports tourism was also on the rise, as more than 3 million visitors descended upon Paris for the Olympic Games.

Travel linked to sporting events is expected to increase by 12%, according to one [report](#), and was worth \$564.7 billion in 2023.

Set Jetting

Another key trend identified in the report is "**set jetting**," where travelers flock to the filming locations of popular TV shows and movies.

Think exploring the streets of Seoul inspired by "Squid Game," or visiting Dubrovnik to see

the setting of King's Landing in "Game of Thrones."

Slow Travel

Travelers are also shifting their focus to an immersive experience, and their impact on the climate, embracing **slow travel**.

Slow travel embraces staying longer in one place and living like a local for a more meaningful experience.

Source: Travel trends: 2024 in review & 2025 forecast by ALL, Accor's booking platform, and Ibis travel trends report 2024