

THE GROWING RATE OF GROUP TRAVEL

Group travel is experiencing a significant resurgence, driven by increasing demand for luxury and personalized experiences. Here are some key statistics and tips to understand and make the most of this trend.

Exciting Trends in Group Travel

9%

Group room demand grew by 9% in top markets.¹



Luxury group travel, especially private tours, is increasing.¹



Baby Boomers significantly contribute to group travel rebound.²



Strong demand for personalized and intimate group tours.²



Luxury and private group tours dominate travel bookings.¹



Key Insights for Travelers



Generational Trends

Baby Boomers lead the resurgence in group travel.²

Air Connectivity

Improved air connectivity supports group travel.²

Rise in Short-term Rentals

Short-term rentals see increased demand from group travelers.¹

Exciting Trends in Group Travel



Book Early

Secure better rates and availability by booking early.



Choose Spacious Options

Look for hotels or rentals with communal spaces.



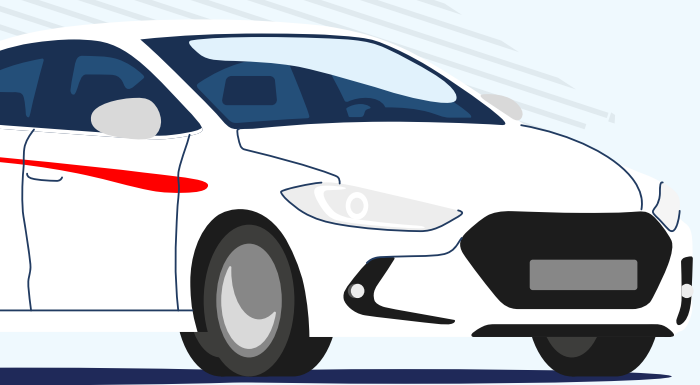
Check Group Discounts

Inquire about discounts for large group bookings.



Coordinate Transportation

Use a dispatch service for streamlined group travel.



Plan Group Activities

Schedule activities that cater to all members' interests.



Communicate Preferences

Ensure agreement on accommodation standards and amenities.



Consider Meal Options

Choose accommodations with kitchens or group dining options.



Review Policies

Check cancellation policies and additional fees for groups.

¹www.ustravel.org/research/monthly-travel-data-report

²www.traveldailynews.com/statistics-trends/baby-boomers-are-traveling-again-new-demographic-data-reveals-travel-trends-for-each-generation