

# 10 TRENDS IN TRAVEL 2024



**COME ON IN**

Help yourself to a yoga mat (or ask a member of staff if the shelves are empty) and take time to rest and reflect within the galleries. You can also request portable seating, a wheelchair, magnifying glasses, and ear defenders.



1

ENGAGE,

IMMERSE,

EXPERIENCE

**‘Travelling has become increasingly harder,  
more disruptive, and much more expensive.  
And so that end moment - the hotel, the  
experience, is more precious than ever’**

*– Julia Perowne*

# Vibe check-in

Location, amenities, and star ratings still matter but, increasingly, so does a hotel's mood and feel. In fact, reviews mentioning the word "vibe" are booming, with a 1,090% jump over last year in the Hotels.com app; overall, more than 90% of travelers identified it as an important factor. From "retro" and "chill" to "modern" and even "Margaritaville," guests are seeking stays that set the tone for their entire trip — and Hotels.com reviews reveal the year's 15 most popular vibes, sure to leave an impression long after checkout.

*Based on hotel review data on Hotels.com between Jan. 1, 2018 – Dec. 31, 2022*



## Olfactory Tourism

After the sight, the olfactory sense... Or how to discover differently the history of a city. Visitors are immersed in a particular era and universe during these olfactory tours that allow them to link odors with a place or a part of our history. Each visit has been adjusted according to the steps. These tours require preparatory work, reflection, documentation, and writing. Today, Fileen Hofer has a "smell library", pleasant or unpleasant scents, which recall memories of our culture or our education.



**‘Imagine the smell of gunpowder, horse manure, 17th century lye, sweat or even violet...’**



# Big Apple Greeter

A Welcoming Friend in New York City

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## Meet the real New York City.

See the hidden sides of the city.

Hear the real New York stories.

Experience it for free.

[REQUEST A GREETER](#)







**‘People who can travel wherever they want sometimes value what they can’t buy’**

**2**

**STRETCHING**

**SPEND &**

**SEASONS**

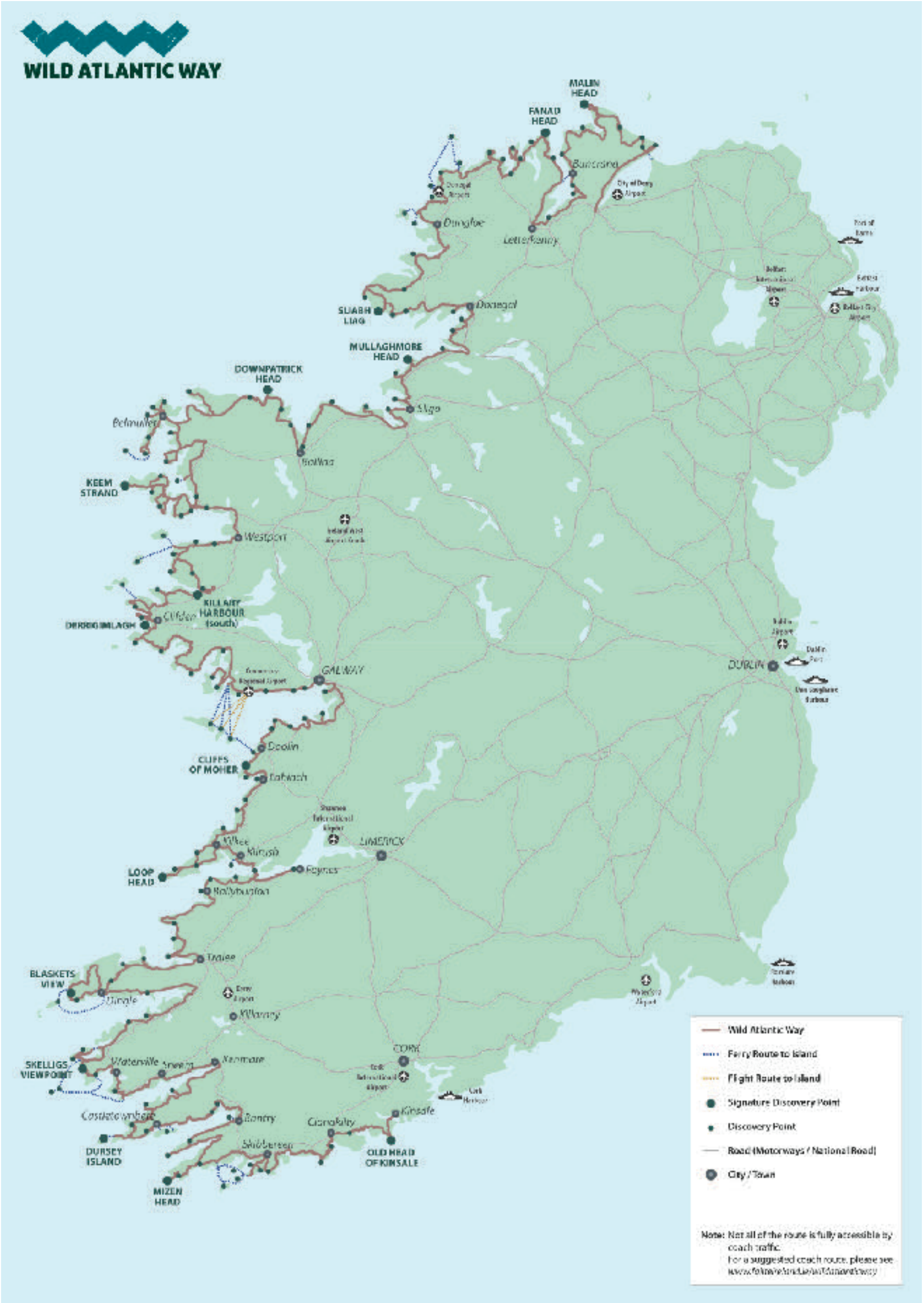
  
WILD ATLANTIC WAY

Faillte Ireland



*Slí an Atlantaigh Fhiáin*  
WILD ATLANTIC WAY





**Weekend Magazine**

Marian Keyes on 30 years of sobriety  
**Sleep secrets: 8 habits to help you slumber**  
 'My boyfriend's mum is very overbearing'

**Call of the Wild**  
 As the Wild Atlantic Way turns 10, Pól Ó Conghaile on how three words and a simple doodle changed Irish tourism forever

**DOOLINCH VALLEY**

**Irish Independent**  
 06.01.24



*curated* **WEEKENDS** *in* **CORK**



# OTHER

01—03 Dec

2023



Live & Online

Dingle, Kerry

# VOICES

**3**

**DAWN OF**

**THE DUPE**

**DESTINATION**





Replying to @klea this is ...



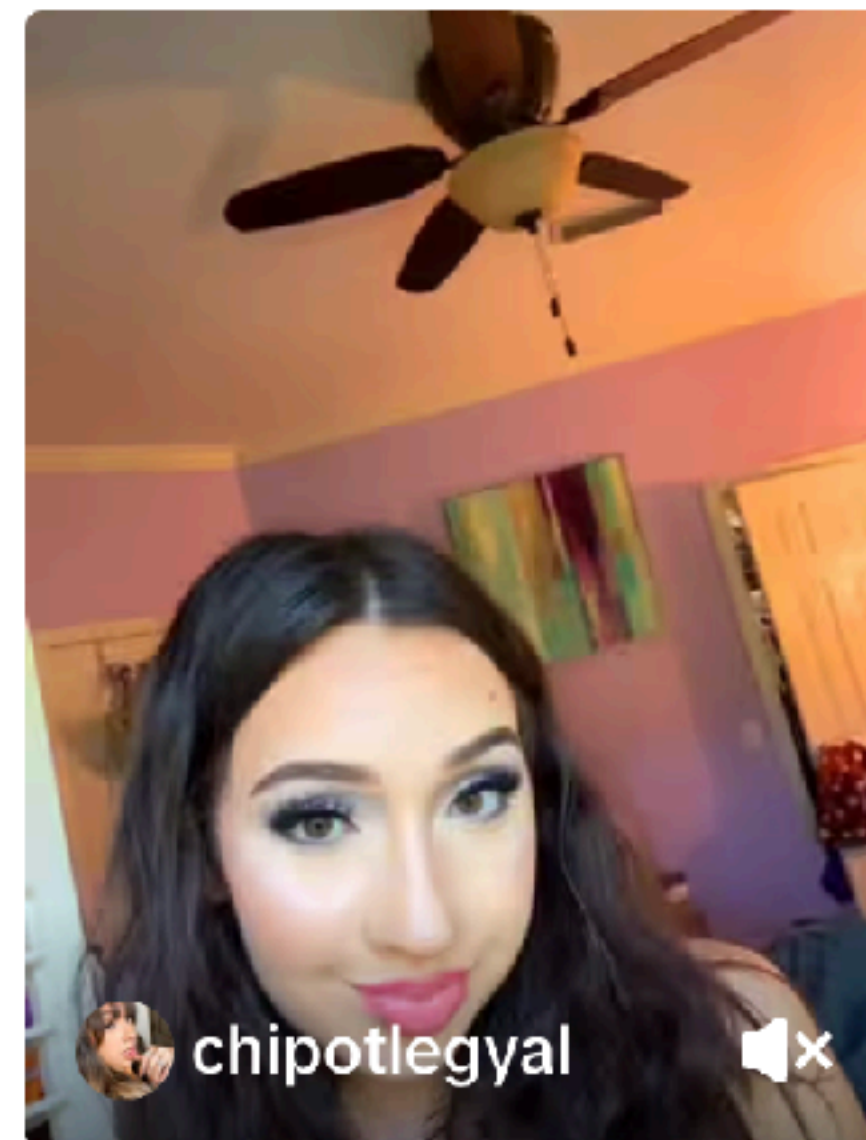
Foul #luxful #versace ...



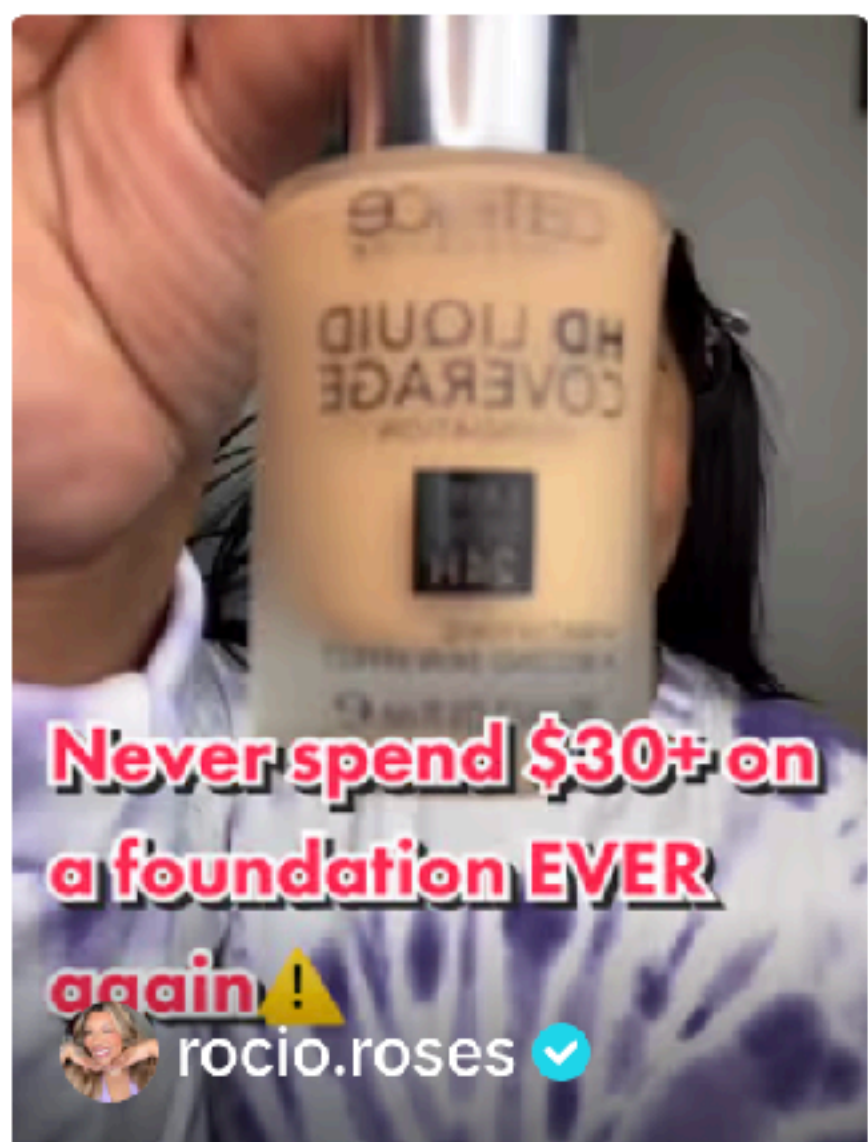
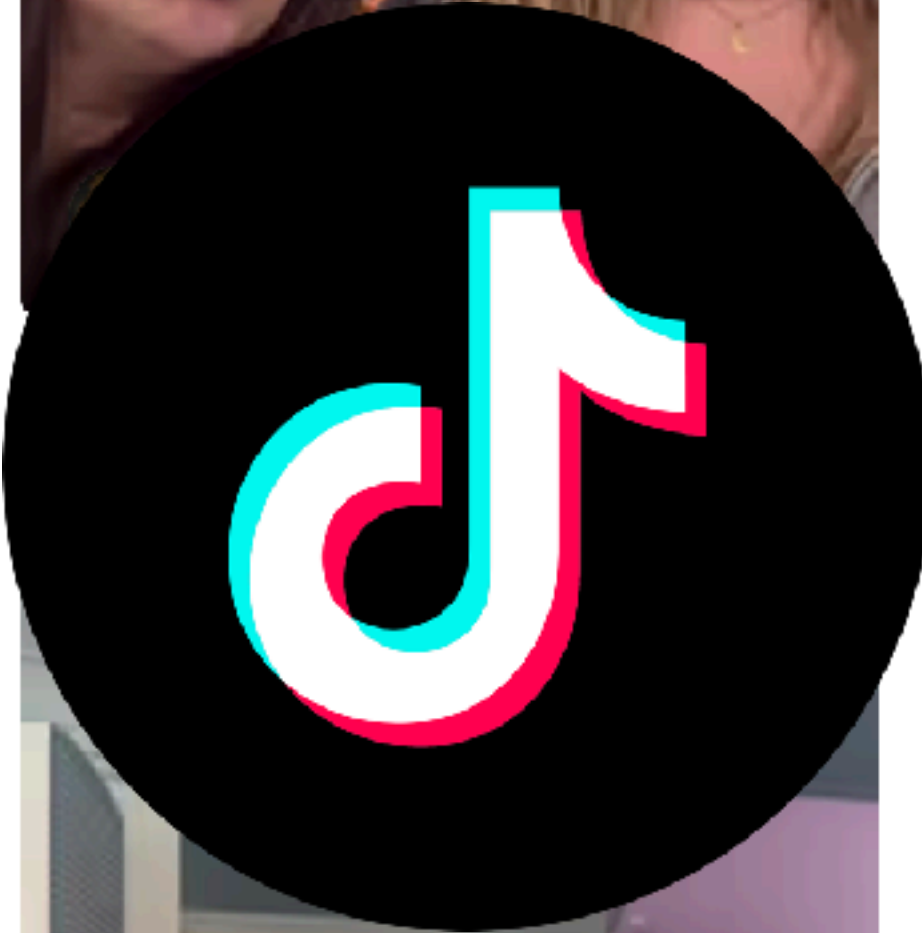
The dupe is better tbh ...



Fragrance Clones. ...



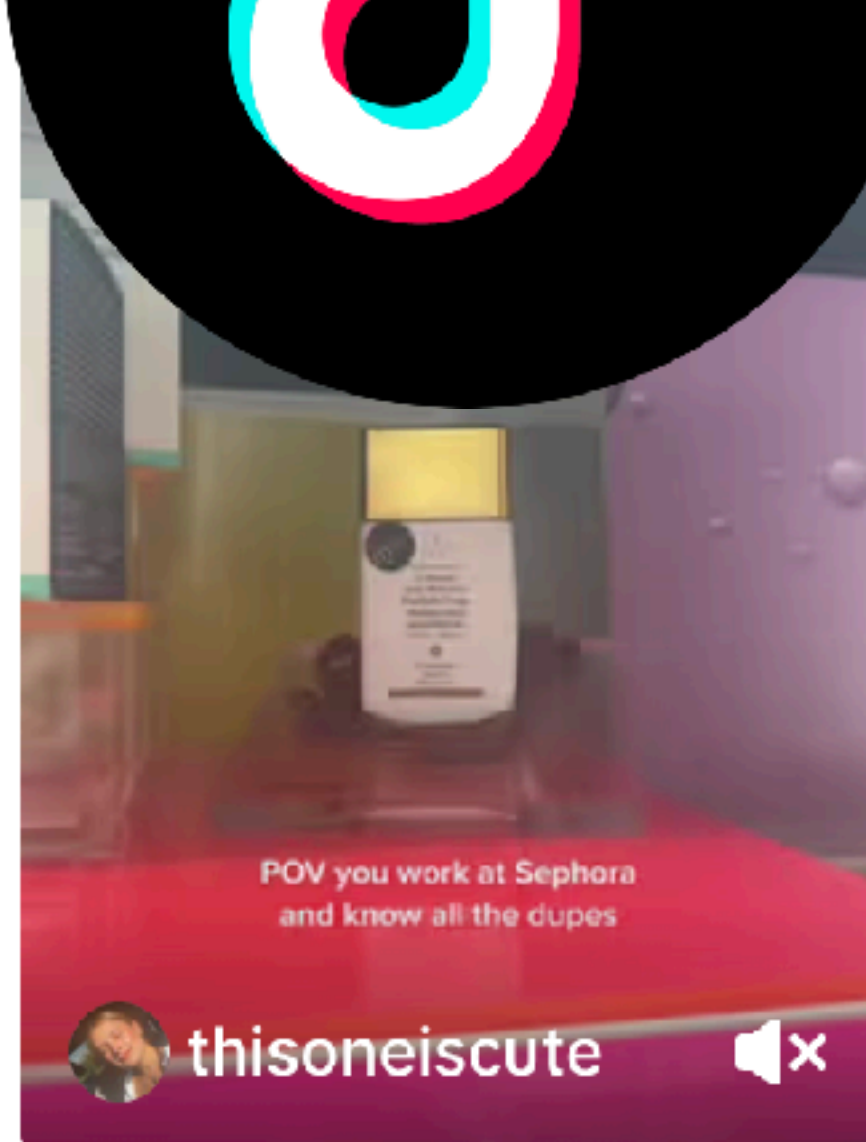
gotta pay homage to ...



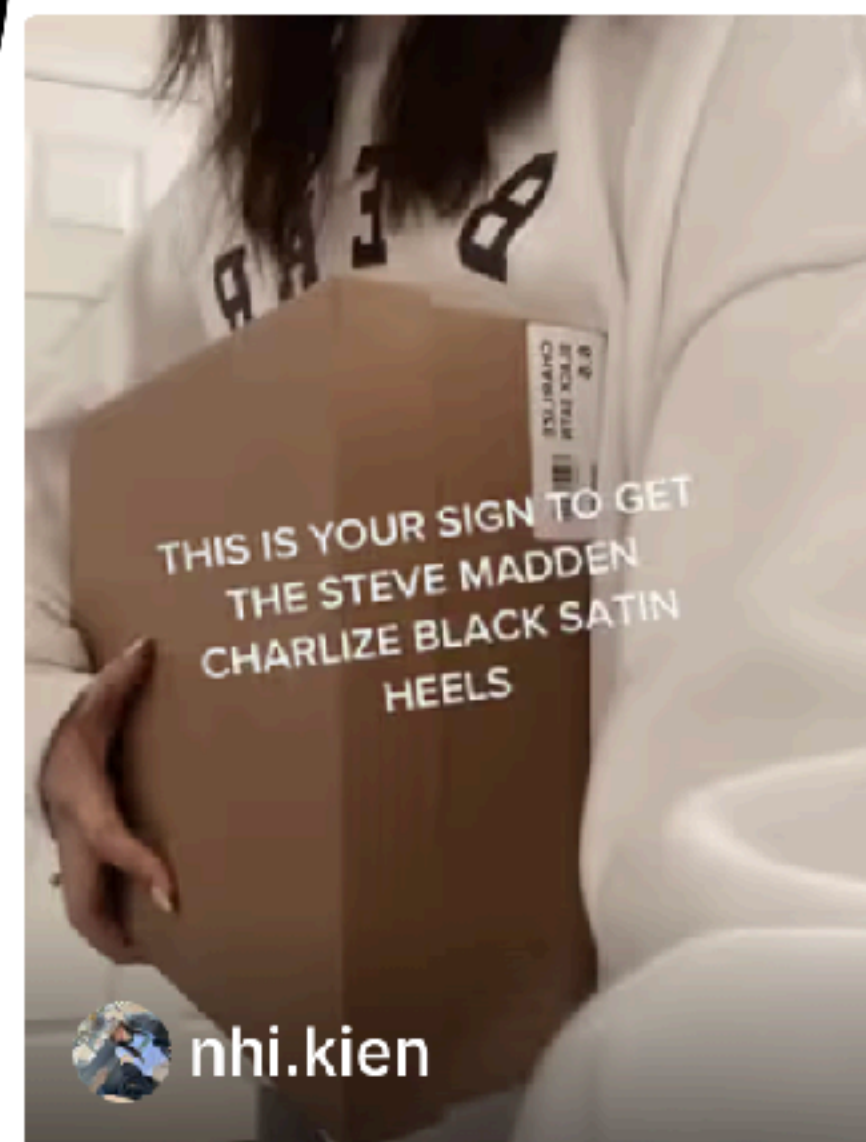
#BeautyTutorial ...



Ig: trewleyprecious ...



The dupe is better tbh ...



IT'S SO CUTE #fyp ...




Zara Perfume Dupes ...



The New York Times

***Welcome to Venice. That'll Be 5 Euros.***

Starting this month, tourists intending to visit the city on busy dates will be required to register on a website, and those coming for a single day will have to pay an entry fee.



dream big  
live slow

Bretagne



**LIVERPOOL - LONDON**

**PAROS - SANTORINI**

**DUBROVNIK - DUNDALK**

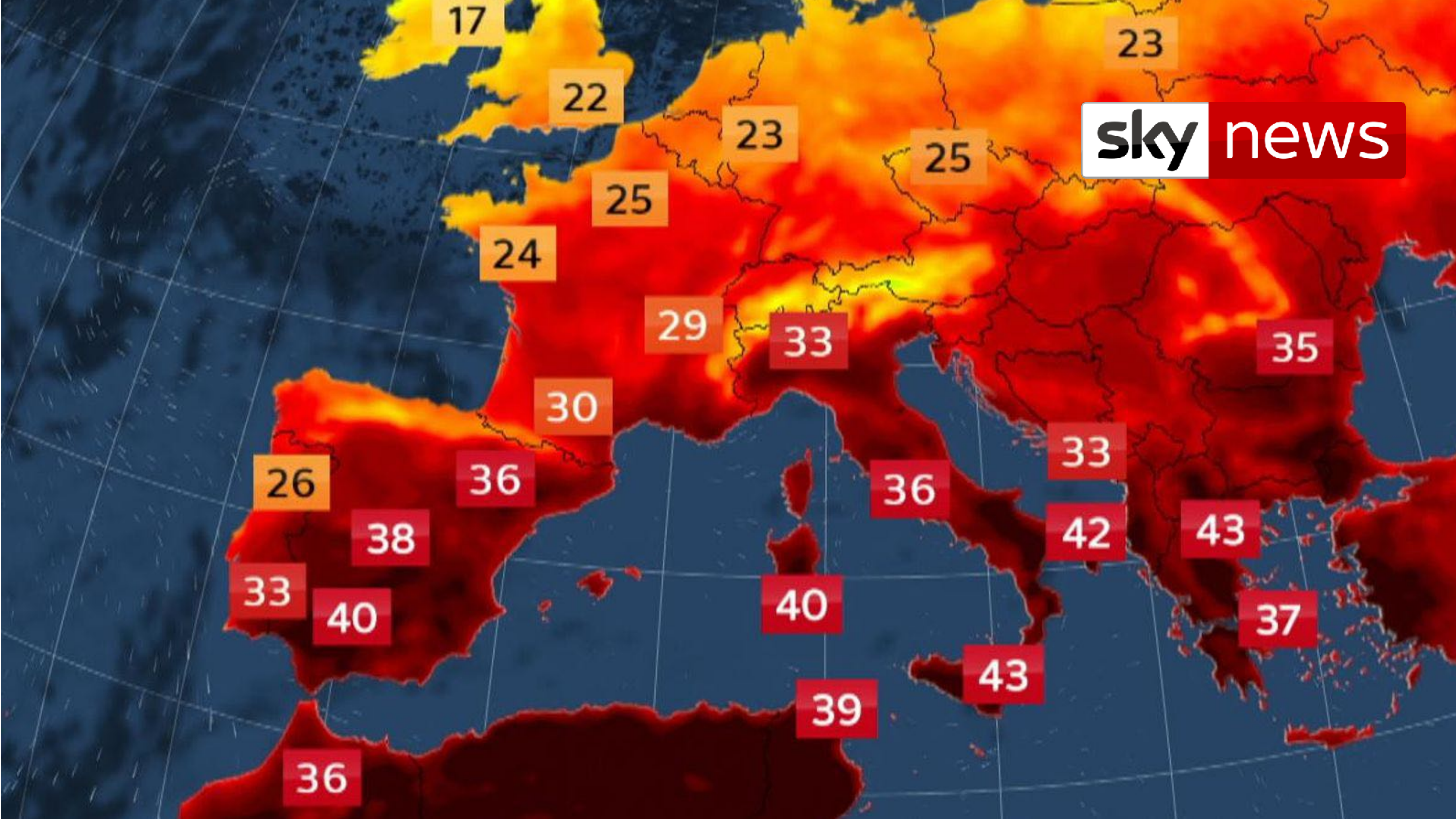
# 4 COOL CATIONS





**The  
Guardian**

**Greece launches 'free' holidays for  
tourists who fled 2023 Rhodes wildfires**





**PRICE  
VERSUS  
VALUE**

**5**



**€6.95**





€1,478

Fogo Island Inn



# ECONOMIC NUTRITION <sup>CM</sup> fogo island inn

NIGHTLY STAY Where the money goes

<b>Labour</b>	<b>49%</b>
<b>Food, Room Supplies</b>	<b>12%</b>
<b>Commissions, Fees</b>	<b>5%</b>
<b>Operations, Admin</b>	<b>18%</b>
<b>Sales, Marketing</b>	<b>4%</b>
<b>Surplus</b>	<b>12%</b>
Reinvested in the community of Fogo Island	

<b>Economic Benefit Distribution</b>			
Fogo Island	65%	Canada	19%
Newfoundland	13%	Rest of World	3%

**ECONOMIC NUTRITION** is a certification trademark of Shorefast Foundation, used under license by Shorefast Social Enterprises Inc.

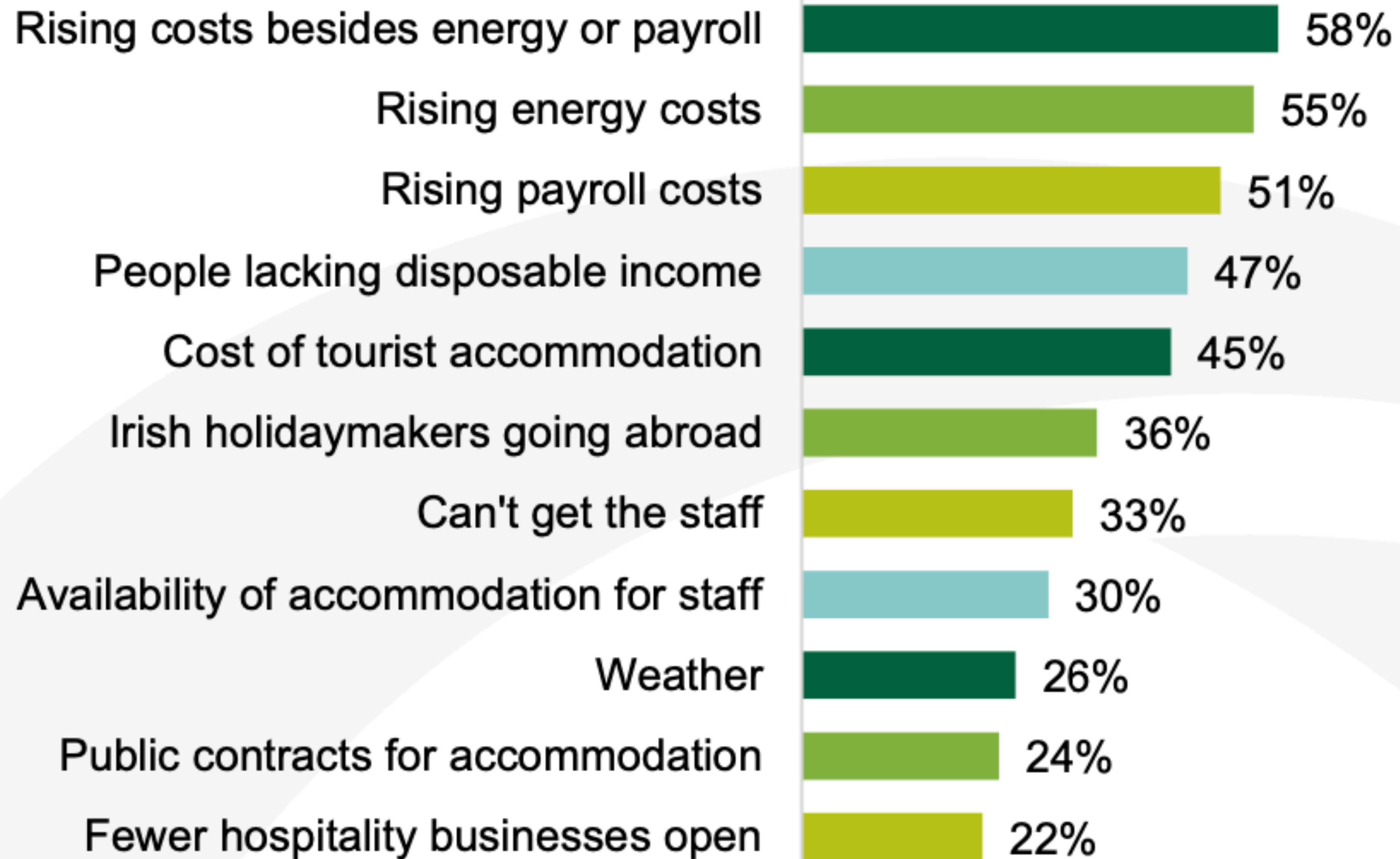
6

ACCOMMODATION

**CHALLENGES**

**& CREATIVITY**

## Q24 "Are there any particular causes for concern regarding business in 2024?"



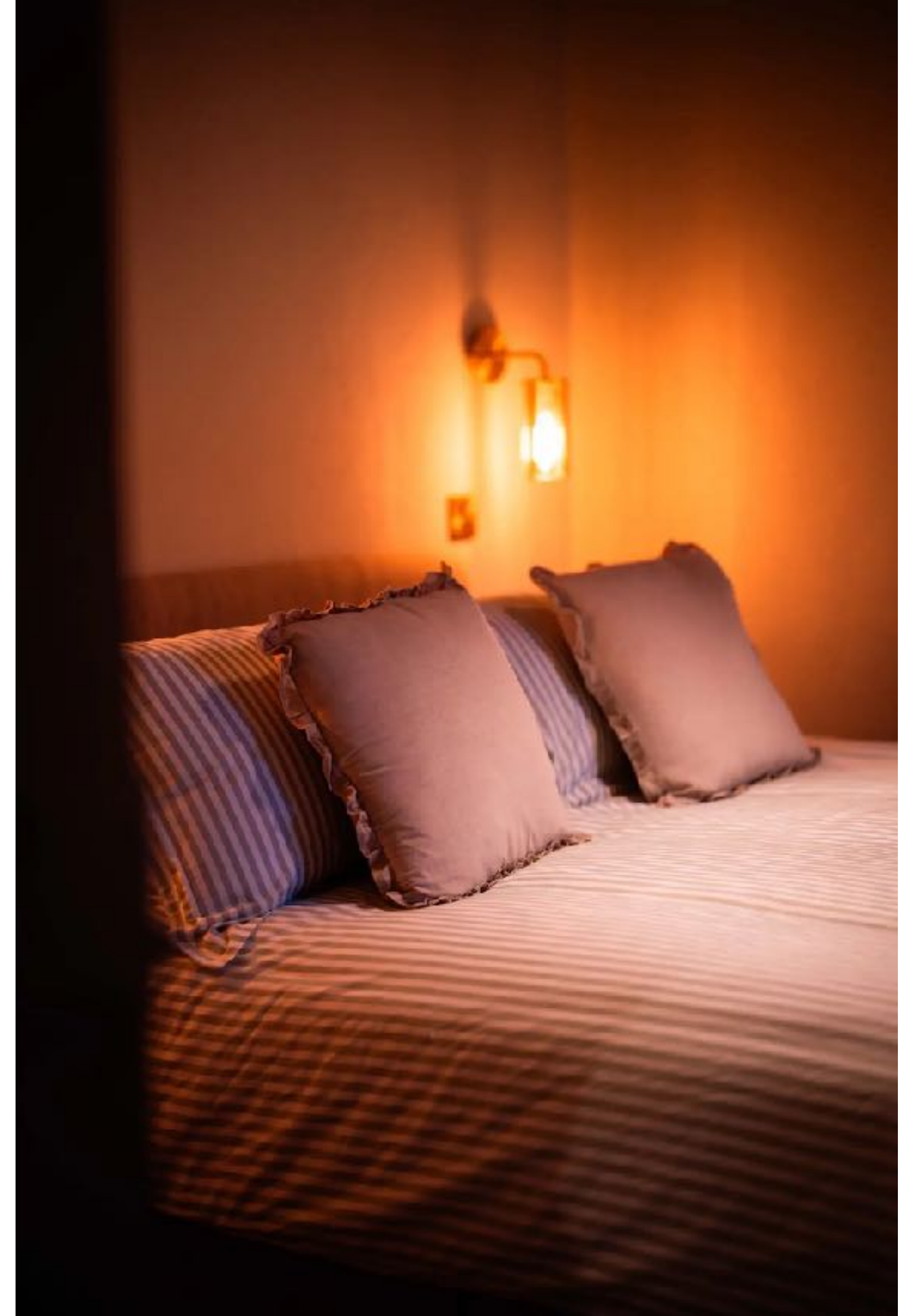
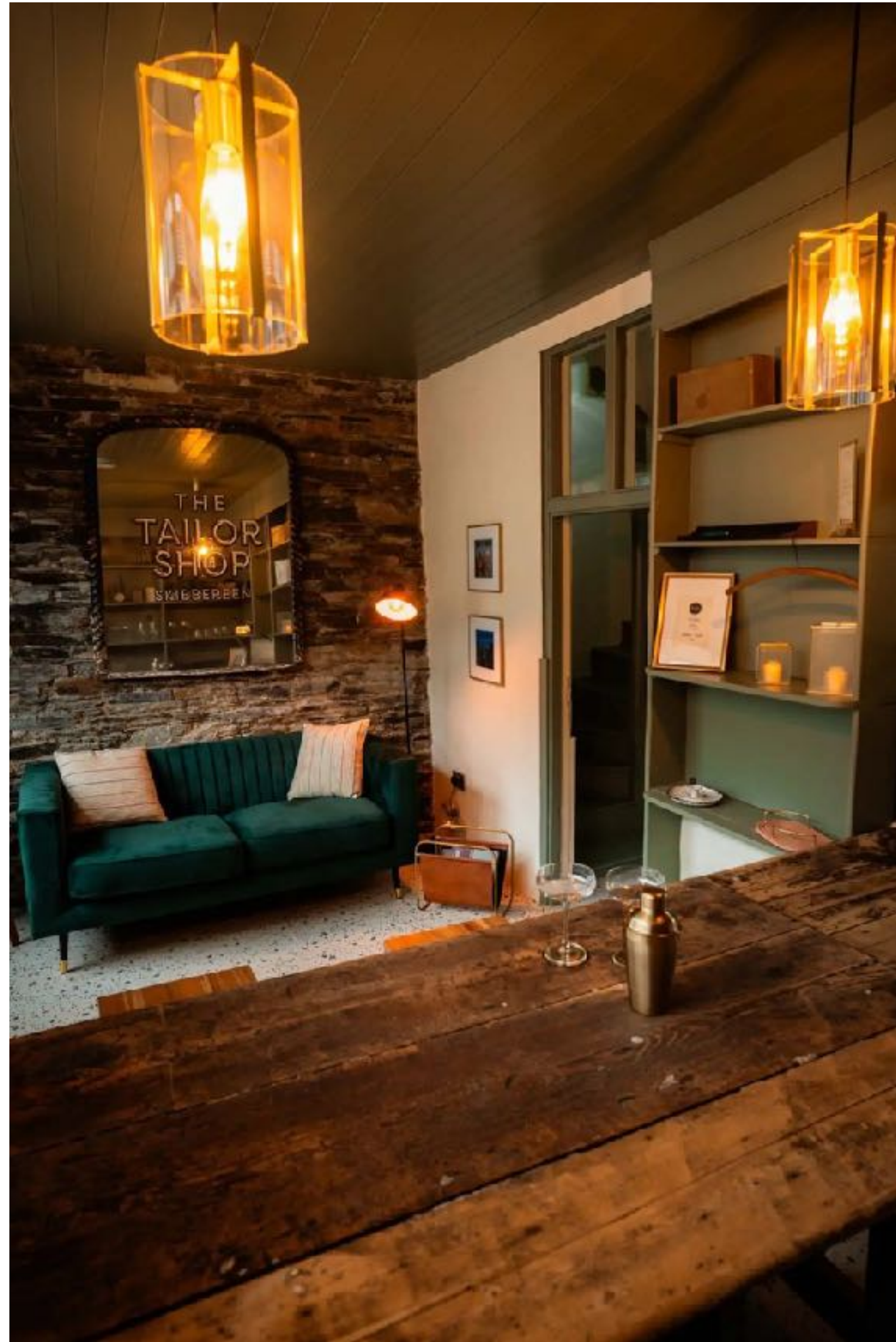
Irish Independent 

# Fab 50

Ireland's  
best places  
to stay

## 2024









# We Are a Motorhomers Community

Join Brit Stops and experience unlimited unique stopovers at farm shops, pubs, vineyards, and more.











**7**

**WALK IN YOUR  
VISITORS'  
SHOES!**

# MY PHONE





**BASTARDO, MADRID**







# SHOWCASE & CROSS-SELL COMMUNITY





**BE A**  
**Tourist**  
*in your own*  
**COUNTY**  
**Clare**



No.1  
**PERY  
SQUARE**

YOUR COUNTRY HOUSE IN THE CITY

Our dishes will take you on a stroll through the seasons, drawing inspiration from our local Limerick food heritage with wonderful produce that is right on our own doorstep meaning we can be 100% honest about the provenance of our ingredients - Menus are recycled after use.



House Manager

## Brendan Conway

Brendan is the House Manager at Wicklow Lighthouse. Brendan grew up at the Lighthouse station and the Conway family have been custodians of the lighthouse in one way or another for over 30 years. Brendan loves to meet guests and tell them about the best things to do in the local area.

- [Visit to Wicklow Gaol \(10 mins drive\)](#)
- [The Lighthouse Restaurant](#)
- [Walking in the Wicklow Mountains](#)
- [A day out in beautiful Glendalough, the valley of two lakes \(45 mins drive\)](#)



# **DESTINATION THINKING**

**MORE THAN A ROOM  
EXTEND SEASON & SPREAD  
MOTIVATE US TO STAY & SPEND  
CONTENT & COMMUNITY**



**LOADING ...**  
the route is under development





EAT & DRINK

**Find a cosy bar for a glass of Martinborough pinot**

Located between two of New Zealand's best wine regions, Martinborough and Marlborough, here's where to find your new favourite wine

[Find out more >](#)

# Positively Wellington Tourism

## ESCAPE WINTER AT THESE COSY BARS

There's nothing like finding the perfect cosy bar for a drink on a wild, winter's night or a chilly winter's afternoon



SHOP

**Shop for a new winter coat**

Full of New Zealand and Wellington labels, Victoria Street and Lombard Lane have some absolute hidden gems of fashion, art, homeware, and design.

[Find out more >](#)

9

A NEW

WORLD OF

CREATIVITY



KINDLY RETURN BY POST



NEW JURY'S HOTEL  
BALLSBRIDGE.  
DUBLIN. 4.

636



The first pie and mash shop on record opened just down the road on Union Street. Can't get more London than that.

40 Blackfriars Road,  
London, SE1 8PB

(+44) 207 903 3000

X



  
**ANANTARA**  
HOTELS-RESORTS-SPAS

قصر السراب  
**QASR AL SARAB**  
مبنى فندقية  
Desert Front by Anantara



### THE STORY OF ANANTARA

For hundreds of years, throughout Thailand, people would leave a jar of water outside their homes so that passing travellers could quench their thirst. The jar of water provided refreshment for those on a journey and extended a welcome for those wishing to stay.

Over time, it has come to symbolise the spirit of those who give without expecting in return which has become the symbol of the Anantara brand.

The Thai tradition of generous giving and harmonious living aligns perfectly with the time-honored Irish hospitality of warmth and sincerity. As a token of our commitment to this shared ethos, we invite you to savour an indigenous chocolate made by a skilled artisan in the beautiful countryside of Ireland.

Our heartfelt approach to hospitality reflects the essence of the Irish spirit, embodied by the famous expression "Céad Mile Fáilte" which translates to "a hundred thousand welcomes". By blending the principles of both cultures, we strive to create an unforgettable experience for our guests, characterised by the perfect harmony of generosity, warmth, and authenticity.

The entire team of Anantara The Marker Dublin Hotel wishes you a pleasant night. As we say in Ireland, Oíche mhíth agus codlaíh símh (Good night and sleep well).

### Bean and Goose



### LIFE IS A JOURNEY







↑ RECEPTION ↑

POLI'S  
HOTEL

POLI'S

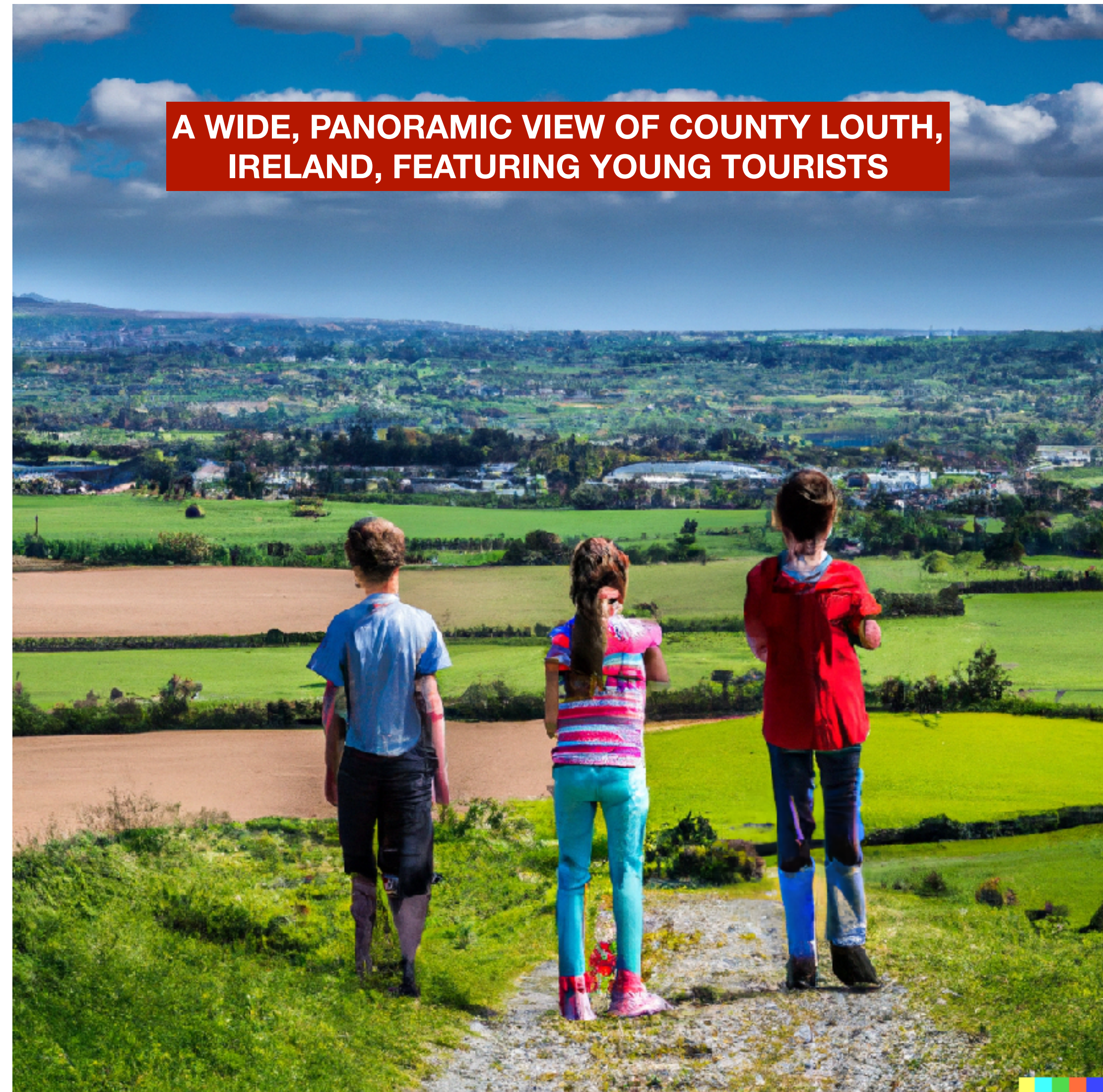


Oh mother dear  
we're not the fortunate ones  
and girls they want to have fun  
oh girls just want to have fun

Oh mother dear  
we're not the fortunate ones  
And girls they want to have fun  
oh girls just want to have fun



**IT'S  
ALSO  
REAL  
CONTENT**

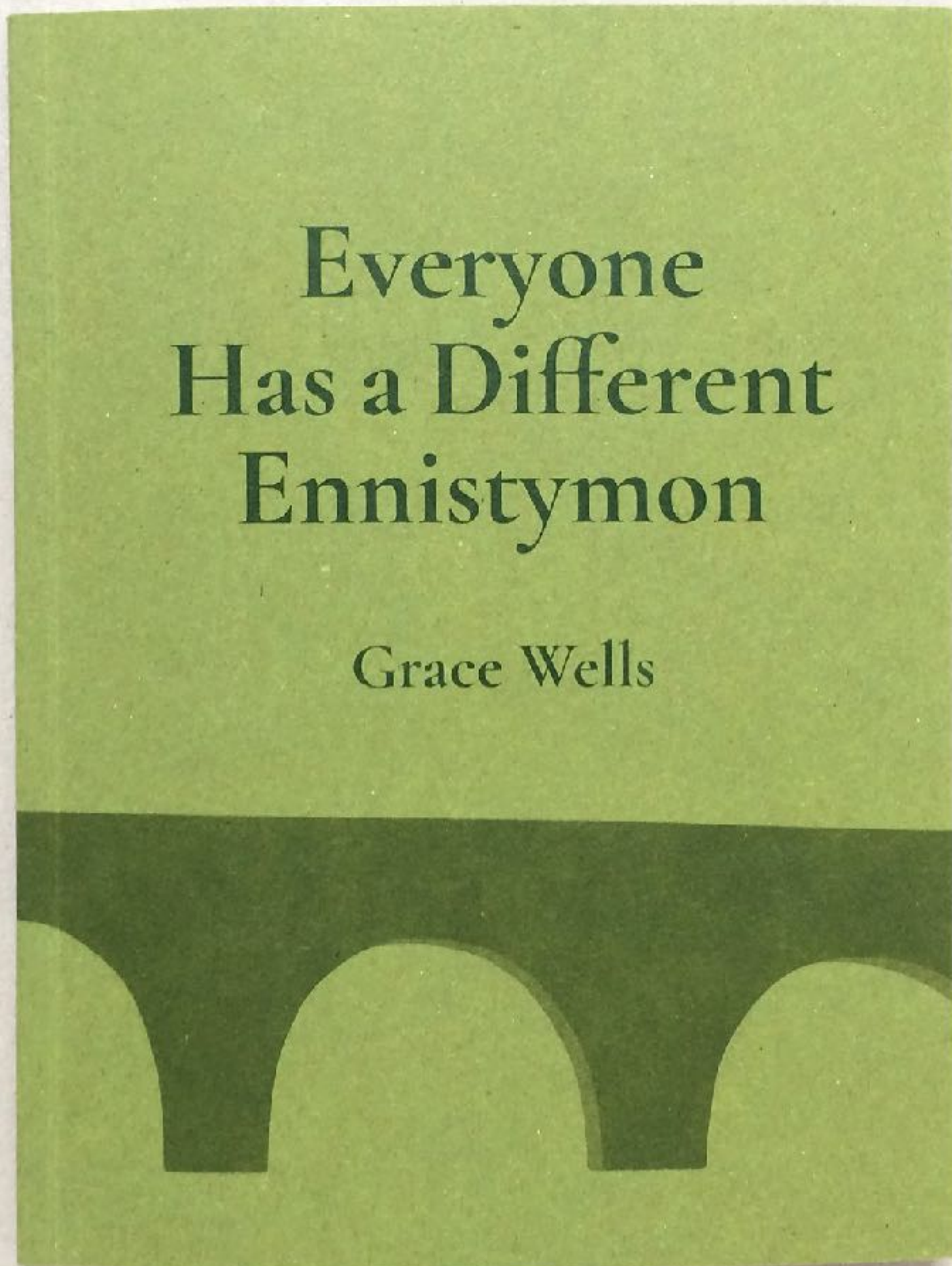


**10**

**SUSTAINABILITY**

**BUILDING**

**TO LAST**





**TOURISM  
OPENS MINDS**



**UNWTO**  
World Tourism Organization





# SUSTAINABILITY

LIVEABILITY  
OFF SEASON  
LONGER STAYS  
'VALUE OVER VOLUME'  
GREENWASHING

A scenic landscape featuring two mountain bikers in the foreground, riding on a grassy slope. The biker on the left wears a bright yellow-green jacket and a matching helmet. The biker on the right wears a blue jacket and a blue helmet, and has a backpack. In the background, a large body of water (likely a lake or bay) stretches across the middle ground, with rolling green hills and mountains in the distance under a dramatic, cloudy sky. The overall mood is adventurous and scenic.

# THANK YOU!

@POLOCONGHAILE