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Eight Travel Predictions for 2018, as Revealed by Booking.com

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The experts at Booking.com, the global leader in connecting travellers with the widest choice of incredible places to stay, have combined customer insights from over 128 million real guest reviews with research from 19,000 travellers across 26 countries around the world to reveal the biggest travel predictions for 2018.

1. New tech frontiers

Almost a third (29%) of travellers say they are comfortable letting a computer plan an upcoming trip based on data from their previous travel history and half (50%) don't mind if they deal with a real person or computer, so long as any questions are answered.

2. From dream to reality

2018 is the year to dream big as 45% of travellers have a travel bucket list and the majority (82%) will aim to tick one or more destinations off their list next year.

3. Pop culture pilgrimage

In 2018, television shows, films, sport and social media in particular look set to have an increasingly significant sway over booking decisions, as travellers turn to pop culture for their travel inspiration as 36% will look to screen locations from television, film or music videos for inspiration.

To read the full list of Eight Travel Predictions for 2018, visit <https://globalnews.booking.com/eight-travel-predictions-for-2018-as-revealed-by-bookingcom/>

About Booking.com

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