



Content Framework 2027

Consumer Trends

2027 (& beyond)

 **Foresight
Factory**

Trends Overview 2027

Experience like a Local

Moving beyond sightseeing towards deeper cultural access, local intelligence and more meaningful discovery.



©The Gentrifier Distillery Wilder

Travel for Good

Demanding travel that creates positive value for places, communities and residents – not just lighter-impact trips.



©Getty Images/E+/SolStock

Shared Culture

Seeking belonging through shared moments, cultural exchange, live experiences and the rituals that bring people together.



@Nett's County Football Club

Back to Nature

Reconnecting with the physical world as an antidote to digital overload, urban intensity and everyday stress.



©Carmarthenshire County Council

Restorative Journeys

Designing trips around how people want to feel and function – helping travellers reset mentally, recharge physically and return restored.



©NGI/Angela Carrington

The bigger overarching shift: travel & experiences that feel real

In a world shaped by AI, algorithmic discovery, digital fatigue and rampant geopolitical and economic uncertainty, travellers are placing greater value on experiences that feel tangible, present and emotionally rewarding.

Across the five trends, the common thread is a pull towards experiences that cannot be replicated on a screen: moments that are live, human, sensory, place-based and connected to the real world.

This does not only mean major events. “Live” can mean a shared meal, a local ritual, a cold-water dip, a walk through a quieter landscape, a conversation with a maker, or a route that leads beyond the obvious.

For VisitBritain, this may point to a content opportunity: positioning Britain as a place where travellers can feel more alive and present – through deeper discovery, meaningful impact, shared culture, nature and restorative experiences.



Northumberland, England ©Getty Images/Solstock

The “live” opportunity is not a sixth trend, it is a lens that strengthens each of the five trends:

Experience like a Local

Live local culture: experiences shaped by real people and places – giving travellers a more grounded and experiential route into place than algorithmic recommendations.



©The Gentrifier/Disilien Willey

Travel for Good

Live impact: showing the people, businesses, communities and landscapes that visitor spend supports – making positive value visible and tangible.



©Getty Images/E-H/SolStock

Shared Culture

Live togetherness: shared cultural moments that make travel feel social, participatory and emotionally memorable.



@Netts County Football Club

Back to Nature

Live nature: nature experienced through the body and senses, not just scenery – water, air, darkness, silence, wildlife and landscape.



©Carmarthenshire County Council

Restorative Journeys

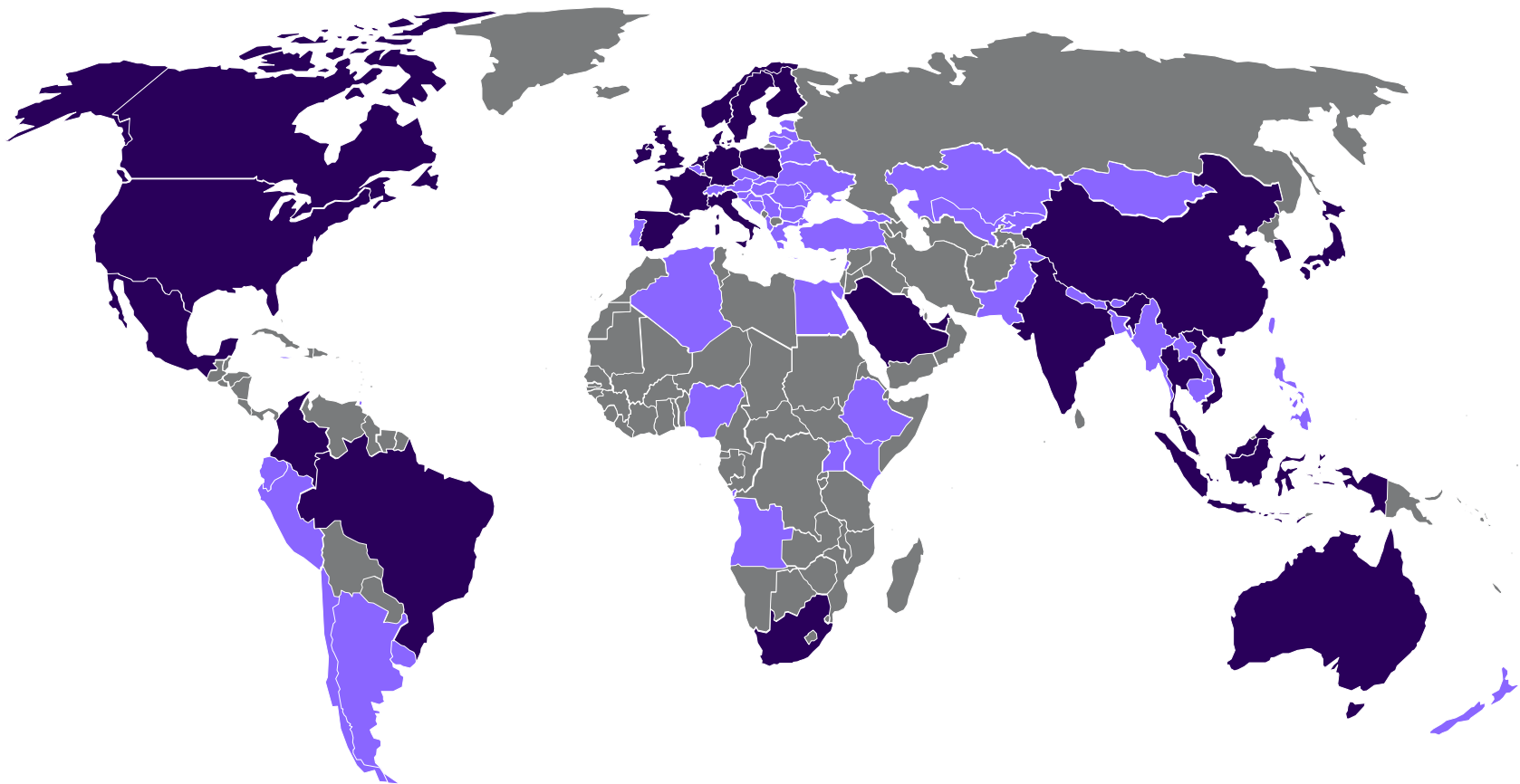
Live wellbeing: travel that delivers a felt return – helping visitors reset mentally, recharge physically and come back better.



©NGI/Angela Carrington

A note on the data & methodology

Multiple tiers of global data to track signals from every continent



Global Coverage:

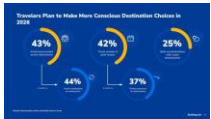
Foresight Factory's Exclusive Global Consumer Data across 46,000 consumers in 27 markets, data trended since 2010

Markets include:
Australia, Brazil, Canada, China, Denmark, Finland, France, GB, Germany, India, Indonesia, Ireland, Italy, Japan, KSA, Malaysia, Mexico, Netherlands, Poland, South Korea, Spain, Sweden, Thailand, UAE, USA, Colombia, South Africa

Third-party sources:



Hilton's survey of 14,000 travellers across 14 markets



Booking.com's survey of 32,500 travellers across 35 markets



Google Trends

Trend 1: Experience like a Local

Moving beyond sightseeing towards deeper cultural access, local intelligence and more meaningful discovery.

43%

of travellers say they are planning to **avoid overcrowded tourist destinations**, +11pp vs 2025 (2026).

In a nutshell:

The desire to avoid overcrowded, over-familiar hotspots is no longer niche

The appeal is not just “hidden gems,” but deeper cultural access

Provide curated confidence in a crowded search landscape



Crieff, Perth and Kinross, Scotland ©The Glenturret DistilleryWildey

How this is showing up in travel: Experience like a Local



DESTINATION DUPES / DETOUR DESTINATIONS



SET-JETTING / SCREEN TOURISM



TRAVEL-MAXXING / TRIP-STACKING

EMERGING TRAVEL TRENDS

LITERARY TOURISM / BOOKBOUND TRAVEL

SHELF-DISCOVERY / GROCERY STORE TOURISM

Trend 1: Experience like a Local

Moving beyond sightseeing towards deeper cultural access, local intelligence and more meaningful discovery.

Tapping into the trend:

- 1** Build “detour” content around familiar hooks
- 2** Make local culture more tangible
- 3** Use screen or literary tourism as national & regional gateways
- 4** Frame destination dupes as better-value discovery
- 5** Lean into the AI / decision fatigue opportunity



Crieff, Perth and Kinross, Scotland©The Glenturret DistilleryWildey

Competitor activity: Experience like a Local



Visit Italy – “99% of Italy”
(2025): A social-first dispersal campaign redirecting travellers away from Rome, Venice and Florence towards lesser-known regions.

Trend 2: Travel for Good

Demanding travel that creates positive value for places, communities and residents – not just lighter-impact trips.

85%

of travellers say that
**more sustainable
travel is important
or very important** to
them (2026)

In a nutshell:

**Overtourism is no longer a background concern;
resident wellbeing is becoming a tourism priority**

**Regenerative travel has moved into the
mainstream**

**For some travellers, ethical choices are moving
from niche preference to baseline expectation**

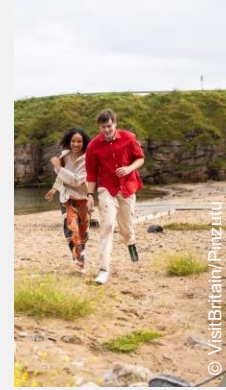


United Kingdom ©Getty Images/E+/SolStock

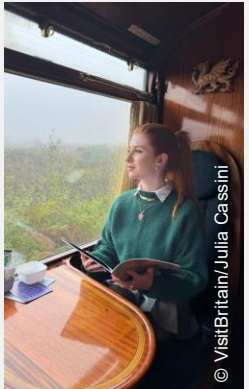
How this is showing up in travel: Travel for Good



SLOW TRAVEL



**RESPONSIBLE
DISPERSAL
/ DETOUR
DESTINATIONS**



**OVERLAND TRAVEL /
LOW-CARBON ROUTES**

EMERGING TRAVEL TRENDS

CONSERVATION / BIODIVERSITY TRAVEL

DESTINATION REWARDS / GAMIFIED SUSTAINABILITY

Trend 2: Travel for Good

Demanding travel that creates positive value for places, communities and residents – not just lighter-impact trips.

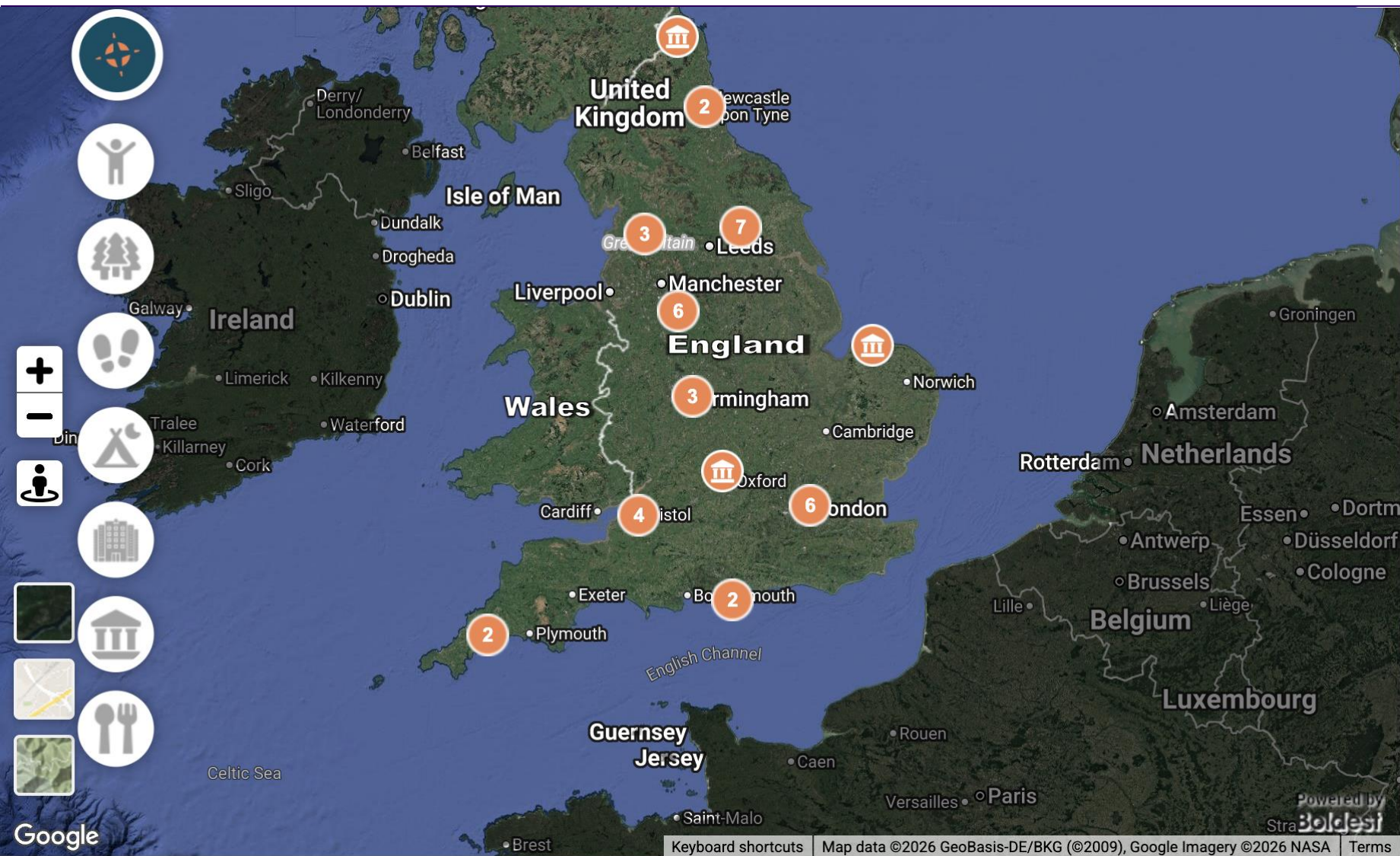
Tapping into the trend:

- 1** Make impact people-first and tangible, not generic
- 2** Use dispersal as a responsible travel story
- 3** Help travellers spend with purpose
- 4** Build pride in place



United Kingdom ©Getty Images/E+/SolStock

VisitBritain activity: Travel for Good



VisitBritain x Tourism Cares – Meaningful Travel Map of England (2025)

A digital platform featuring
more than 30 verified
sustainable tourism
experiences across England

Trend 3: Shared Culture

Seeking belonging through shared moments, cultural exchange, live experiences and the rituals that bring people together.

In a nutshell:

Connection as a core wellbeing need

Finding belonging through shared culture

Travelling together, and alone, to connect

1 in 4

Global consumers
(16+) have travelled
to another country
to go to a live event
(2026)

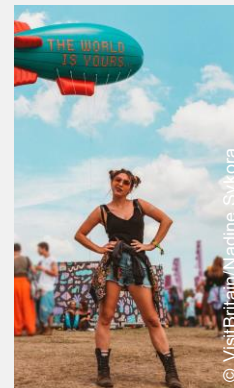


Nottingham, Nottinghamshire, England @Notts County Football Club

How this is showing up in travel: Shared Culture



TOGETHER TRAVEL



EVENT TOURISM / LIVE CULTURE TRAVEL



COMMUNAL DINING

EMERGING TRAVEL TRENDS

PILGRIMAGE TOURISM

ANCESTRY / ROOTS TRAVEL

Trend 3: Shared Culture

Seeking belonging through shared moments, cultural exchange, live experiences and the rituals that bring people together.

Tapping into the trend:

- 1** Build content around shared cultural moments
- 2** Turn live events into longer-term destination legacy
- 3** Make cultural exchange participatory
- 4** Design for together and solo-social travel



Nottingham, Nottinghamshire, England @Notts County Football Club

Competitor activity: Shared Culture



Destination Canada x OpenTable – OpenHome (2025)

A limited-time initiative allowing American travellers to book complimentary dinners inside real Canadian homes. The campaign turns the dinner table into a space for cultural exchange, where guests share meals, stories and local traditions with Canadian hosts.

Also taps into
Experience like a Local

Trend 4: Back to Nature

Reconnecting with the physical world as an antidote to digital overload, urban intensity and everyday stress.

1 in 2

Global consumers find
**outdoor activities very
valuable**, rising to
majorities in many
markets (2026)

In a nutshell:

The “touch grass” reset

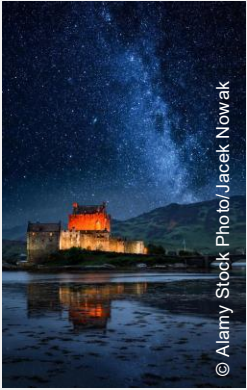
Nature as therapy

Wildness as modern luxury



Llandeusan, Carmarthenshire, Wales ©Carmarthenshire County Council

How this is showing up in travel: Back to Nature



© Alamy Stock Photo/Jacek Nowak

NOCTOURISM / ASTROTOURISM / DARK SKIES TOURISM



© VisitBritain/Jack Bootby

LAND-CONNECTED STAYS



© VisitBritain/National Trust/Paul Healy

COLD WATER CULTURE

EMERGING TRAVEL TRENDS

REWILDING TOURISM

COOLCATIONS / ALTITUDE SHIFT

Trend 4: Back to Nature

Reconnecting with the physical world as an antidote to digital overload, urban intensity and everyday stress.

Tapping into the trend:

- 1** Bring the therapeutic benefits of nature forward
- 2** Package nature into routes and rituals
- 3** Use night-time nature to extend the opportunity
- 4** Keep urban nature in the frame



Llandeusant, Carmarthenshire, Wales ©Carmarthenshire County Council

Competitor activity: Back to Nature



Tourism Tasmania – “Off Season” (2026)

Tourism Tasmania launched its 2026 “Off Season” campaign, reframing cold, wilderness and after-dark experiences as reasons to travel outside peak season.

Competitor activity: Back to Nature



Utah Office of Tourism – Dark Skies Experience (2026)

In April, the Utah Office of Tourism transformed its website into an immersive dark-sky experience to spotlight Utah's night-sky assets.

Trend 5: Restorative Journeys

Designing trips around how people want to feel and function – helping travellers reset mentally, recharge physically and return restored.

56%

of travellers are
primarily motivated
by the need to "rest
and recharge"
(2026)

In a nutshell:

Wellbeing as a travel outcome

Escaping everyday stressors

Wellness without the wellness cliché

Wellbeing value as trip value



Newcastle upon Tyne, Tyne and Wear, England ©NGI/ Angela Carrington

How this is showing up in travel: Restorative Journeys



© VisitBritain/Phizutu

**CALMCATIONS /
QUIETCATIONS /
HUSHPITALITY**



© Eleanor Scriven/robertharding

BLUE MIND BREAKS



© Shutterstock Images/DGImages

**PURPOSE-LED
ESCAPES**

EMERGING TRAVEL TRENDS

GLOWCATIONS / GLOWMADING

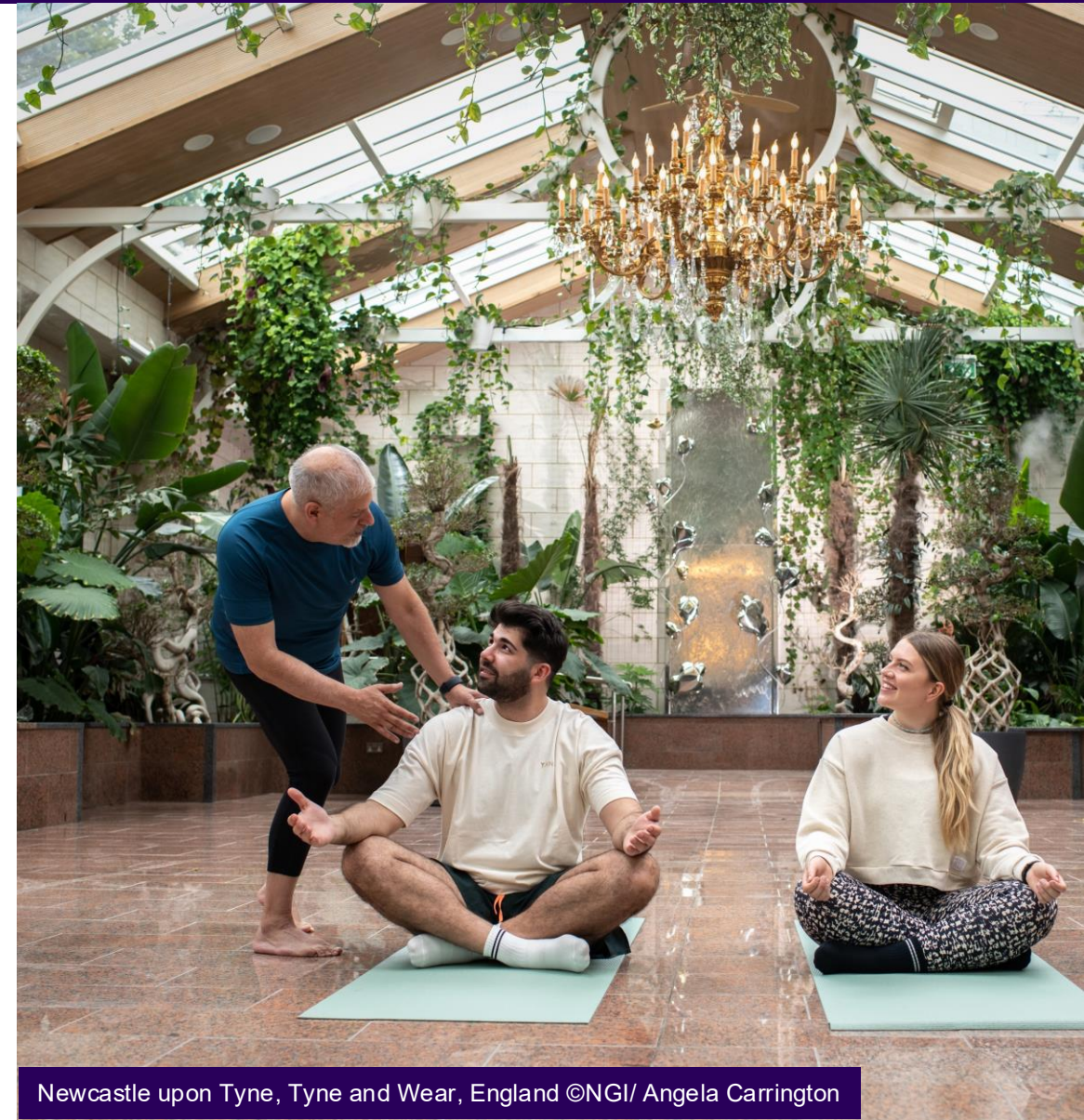
DRY TOURISM

Trend 5: Restorative Journeys

Designing trips around how people want to feel and function – helping travellers reset mentally, recharge physically and return restored.

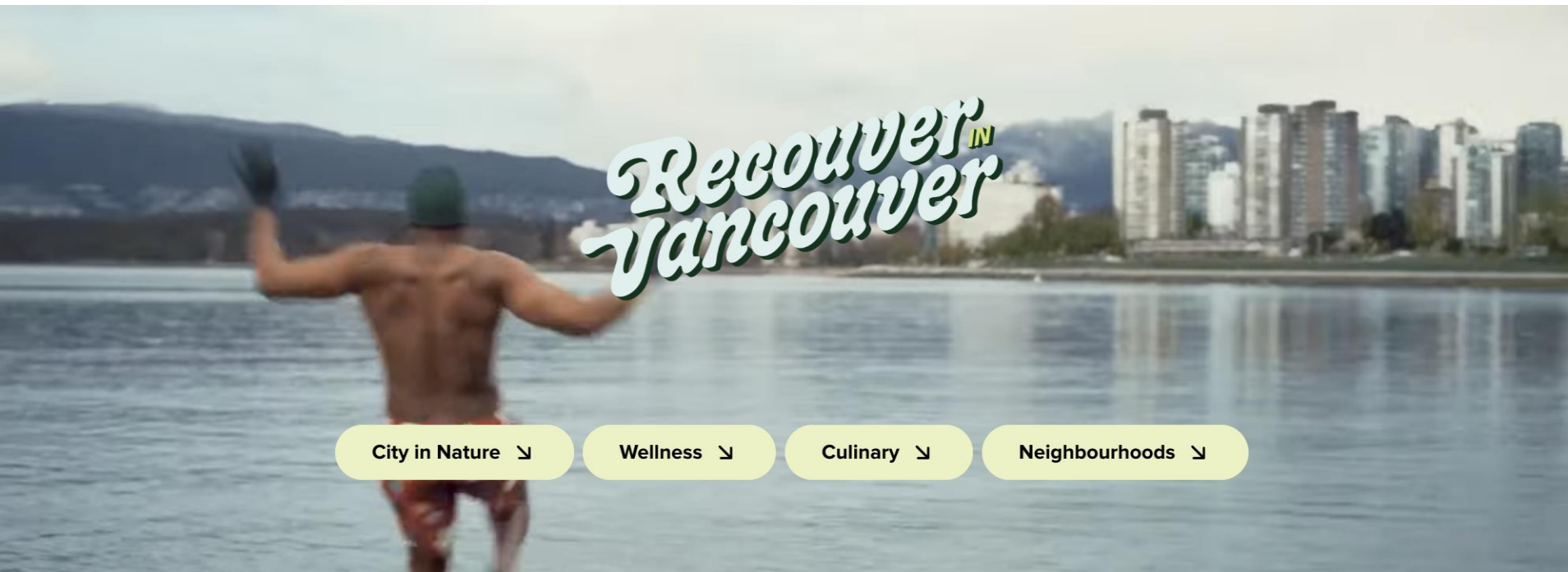
Tapping into the trend:

- 1** Create mood-led travel edits
- 2** Make low-stress travel easier to choose
- 3** Blend wellbeing into nature, culture and cities
- 4** Frame value as emotional and physical return



Newcastle upon Tyne, Tyne and Wear, England ©NGI/ Angela Carrington

Competitor activity: Restorative Journeys



Destination Vancouver – “Recover in Vancouver” (2026)

A new campaign positioning Vancouver as a place visitors leave feeling better – more energised, balanced and connected.



Also taps into
Back to Nature

2027 Trends: Seasonality

Experience like a Local

Best seasons: Spring and Autumn, with year-round potential



Travel for Good

Best seasons: Spring and Autumn, with year-round relevance



Shared Culture

Best seasons: year-round, with peaks in summer, winter holidays and major event windows



Back to Nature

Best seasons: Spring–autumn, with growing winter potential



Restorative Journeys

Best seasons: January, spring & autumn, with summer & winter hooks

