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Travel Leaders Group "2014 Travel Trends Survey"

Single Hottest Travel Trend is
European River Cruising

European river cruises crack the
international Top 5; "up-and-coming" destinations include Myanmar
(Burma), Maldives, and Seychelles.

PR Newswire

PLYMOUTH, Minn., Dec. 19, 2013

PLYMOUTH, Minn., Dec. 19, 2013 /PRNewswire/ -- Today, Travel Leaders Group unveiled the 2014 results of its authoritative annual [Travel Trends Survey](#). Based on the findings, the single, hottest destination trend in travel is **European river cruising** – having landed in the Top 5 international destinations for the first time ever (it ranked 21st just three years ago). The overall top domestic and international destinations for the coming year are **Las Vegas** and **Caribbean cruises**, respectively. This year's survey results also reveal that 85.7% of agents indicate that 2014 bookings are on par *or greater* than this time one year ago and 94% of those surveyed state client spending will be the same *or higher* in the coming year.

This survey, **based on actual booking data**, was conducted by [Travel Leaders Group](#) from November 11 - December 14, 2013, and includes responses from 1,358 U.S.-based travel agency owners, managers and frontline travel agents from the flagship Travel Leaders brand, along with those affiliated with Travel Leaders Group's Luxury Travel Network, Nexion, Results! Travel, Travel Leaders Corporate, Tzell Travel Group and Vacation.com units.

"If Europe could find a way to create additional scenic rivers, the travel industry – and, in particular, our agents – would be sending even more clients on European river cruises. Demand is definitely outpacing supply even as major river cruise lines build more ships. The continued success of river cruising is just one of many positive stories heading into the New Year," stated

Travel Leaders Group CEO Barry Liben. "Just yesterday the Federal Reserve said it would be reducing its stimulus program because of the improvement in the 'labor market.' Ninety-four percent of our agents indicate that clients will be spending the same *or more* on travel in 2014, which certainly correlates to government statistics in that a significant number of people are quite confident and comfortable in spending more of their discretionary income on travel in the coming year."

"Also exciting in our results are the unique destinations that are starting to gain a foothold with our Travel Leaders Group clients as the 'next great' place to visit," added Liben. "At one time, Burma seemed off-limits due to its former government. But since its peaceful transition in 2010 to a civilian reformist government, this still relatively isolated nation is really opening up to tourism, and a growing number of American travelers are responding to its truly exotic allure."

Top "Up and Coming" International Destinations:

When asked for their expert findings, Travel Leaders Group agents nationally indicate the following as the "up and coming" international destinations within Europe, the Pacific, Asia/Southeast Asia and Central/South America.

- **Europe "Up and Coming":** Croatia (25.6%), Iceland (14.8%), Turkey (13.6%), Czech Republic (12.1%) and Portugal (12.0%). *Last year Iceland was fifth on this list with 9.9%. Delta Air Lines began serving Iceland's capital of Reykjavik in 2013 and will resume service for Summer 2014. In 2012, Travel Leaders held its annual International Summit in Dubrovnik, Croatia; the exclusive travel agent event for 2014 is scheduled for Istanbul, Turkey.*
- **Pacific "Up and Coming":** New Zealand (30.1%), Tahiti (16.9%), Fiji (13.0%), Bora Bora (11.5%), and Australia – Queensland (5.9%). *New Zealand continues to capture the public imagination through high profile films like this year's "The Hobbit: The Desolation of Smaug." It should also be noted that if Australia wasn't broken out by state, it would be second behind New Zealand with 18.1%.*
- **Asia/Southeast Asia "Up and Coming":** Vietnam (38.0%), Burma/Myanmar (11.9%), Maldives (11.4%), Seychelles (8.6%), and Indonesia (7.4%). *Last year the list, in order, was: Vietnam, Indonesia, Burma/Myanmar, Cambodia, and Malaysia.*
- **Central/South America "Up and Coming":** Peru (17.6%), Brazil (16.8%), Panama (16.3%), Ecuador and Galapagos Islands (16.0%), and Argentina (12.2%). *Peru is increasingly on more "bucket lists" thanks to Machu Picchu, while Brazil is hosting the 2014 World Cup and the 2016 Olympic Games.*

Top Destinations: U.S. and International Based on Actual 2014 Bookings:

The following lists display the top domestic and international destinations for 2014 (agents were asked to name up to five top destinations they're already booking for 2014).

Rank	2014 Top Domestic Destinations		Rank '13
1	Las Vegas, NV	41.5%	2
2	Orlando, FL	41.0%	1
3	Maui, HI	39.7%	3 (tie)
4	Cruise - Alaska	38.3%	3 (tie)
5	New York City, NY	33.7%	5
6	Honolulu, HI	28.9%	6
7	San Francisco, CA	15.6%	7
8	Fort Lauderdale, FL	13.1%	11
9	Cruise – Hawaii	12.9%	12
10	Los Angeles, CA	12.8%	10

Rank	2014 Top International Destinations		Rank '13
1	CRUISE - Caribbean	43.5%	1
2	Cancun, Mexico	38.0%	2
3	CRUISE - Europe (Mediterranean)	26.7%	3
4	Rome, Italy	22.9%	4
5	CRUISE - Europe (River)	21.9%	8
6	London, England	20.3%	5
7	Punta Cana, Dominican Republic	18.1%	6
8	Paris, France	16.3%	9 (tie)
9	Playa del Carmen/Riviera Maya, Mexico	15.6%	7
10	Montego Bay, Jamaica	12.6%	9 (tie)

Personal Favorite Destinations of Travel Experts:

As travel experts, those participating in the survey have a multitude of experience based on their own personal travel. So, we also asked our Travel Leaders Group agents to identify their top *personal* favorite domestic and international destinations...

For the full news release, [go here](#).

For a comprehensive list of Top Destinations, [go here](#).

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