



TOPDECK TRAVEL REVEAL TRENDS FOR 2017

New data suggests what destinations will be popular with Millennials this year.

LONDON – JANUARY 2017 – Providers of unforgettable group travel, [Topdeck Travel](#), have revealed the top travel trends for 2017. From riding the waves in Bali, to discovering the hidden side of Ibiza, the travel firm has revealed where Millennials will be travelling in 2017. Helping adventurers on their way to ticking off that must-do travel checklist, Topdeck has launched their #TravelGoals sale offering 10% off selected trips.

European cities have traditionally been an overwhelming favourite among Millennials, but according to Topdeck's internal data that examines 2015 and 2016 travel habits, it's clear that preferences will shift as we enter 2017.

1) ASIA WILL DOMINATE MILLENNIAL TRAVEL

Leading the way as the top most searched for destination in 2016, it is clear that Asia will continue to dominate in 2017. Be it a cooking lesson in Hoi An, traipsing around the temples at Angkor Wat or experiencing the excitement of Koh San Road for the first time, this is a continent that caters for everyone and for that reason alone should be top of any travel wish list. Expanding the Asia offering this year, Topdeck will see travellers taking a boat tour across Inle Lake in [Myanmar](#), tobogganing down the [Great Wall of China](#) and finding their inner zen in [Bali](#).

2) PEOPLE HAVE GONE CRAZY ABOUT BALI

Speaking of Asia, Bali will be the destination of choice for 18-24 year olds with search data revealing that Millennials cannot get enough of the region. Searching for their own Eat, Pray, Love experience, Topdeck have seen searches for this ocean paradise increase six times when compared to 2015. Nodding to the increased demand, Topdeck expanded their Bali offering, launching the [Bali Active](#) trip. Designed for those enjoy a holidays on the move whilst discovering new destinations, the trip offers young travellers the option to tailor their own adventure choosing from surf lessons on the idyllic white beaches of Canggu to finding their zen, or mountain biking across the island.

3) COLD WEATHER DESTINATIONS ON THE RISE

Surprisingly, the word 'winter' was the fourth most-searched term in 2016 among Millennials. Two countries known for their colder climates, Iceland and Canada have jumped several spots from 2015 to 2016 on the most-searched countries list. From the Blue Lagoon and the mesmerizing Northern Lights to the majestic Banff and Jasper National Parks, Topdeck's [Iceland Adventure](#) and [Canadian Rockies](#) trips offer travellers a chance to take in the beauty and diverse nature of each region while meeting new people.

4) GREECE REMAINS A HOLIDAY FAVOURITE

With its impressive beaches, legendary history and epic nightlife, Greece will remain a popular source of travel inspiration for young people searching for a short haul adventure this year. Leaping to top of the most searched for destination list, Topdeck have seen search queries for the country increase by 177% when compared to 2015, solidifying the destination as an essential holiday destination for Millennials in 2017.

5) IIBIZA IS NO LONGER JUST FOR CLUBBING

Rewind five years and young travellers, fresh from university would head to Ibiza for a week of debauchery. Today Ibiza is fast becoming known for more than just its clubbing scene with travellers heading to the island to explore the alternative side. Perfect for those looking for some RnR , Topdeck's [Island Sunchaser](#), will give you the insider guide to everything that Ibiza has to offer, with the added luxury of sailing boat. With hidden beaches and the azure waters, it is no wonder that Topdeck have seen searches for the White Isle double when compared to 2015.

Helping passengers on the way to make their #TravelGoals come alive, Topdeck have launched the #TravelGoals sale, offering 10% off selected trips departing between 23rd December and 31st March.

Whether adventurers are riding the waves in Bali, snapping a selfie tobogganing down the Great Wall of China or eating halloumi and gyros in Greece, the discount will help travellers tick off those #TravelGoals for 2017. To redeem a discount, simply quote the promotional code #TRAVELGOALS at the time of booking.

The code is available to redeem between now and the 31st January 2016.

For more information, please visit: <https://www.topdeck.travel/travelgoals>

Topdeck's data is also available as an infographic – preview below. Image and embed code available upon request.

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About Topdeck Travel

Topdeck is the number one provider of epic, organized group trips for 18-30 somethings. Founded in 1973 by friends with a double decker bus and a passion for adventure, Topdeck has grown to offer the most authentic, planned trips spanning Europe, Asia, Australia & New Zealand, North America, Africa and the Middle East. Topdeckers from around the world enjoy a travel experience led by fun, knowledgeable trip leaders, steeped in history, which retains the company's original sense of adventure combined with authenticity, friendship and great stories to share.

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2017 TRAVEL TREND PREDICTIONS

TOP MILLENNIAL DESTINATIONS FOR 2017

Group tour operator, Topdeck Travel, analyzed millennials travel habits to determine where millennials from various parts of the world are most interested in traveling to over the next year outside of their own region. Topdeck also pulled the most searched for terms in 2015 and 2016 to see how travel trends have shifted over the last two years and what this means for 2017 travel trends. To help travelers start checking items off their must-do travel list, Topdeck has launched their #TravelGoal sale offering 10% off select trips.

2015 MOST-SEARCHED COUNTRIES

- 01 TURKEY 04 CROATIA
- 02 GREECE 05 ITALY
- 03 SPAIN

2016 MOST-SEARCHED COUNTRIES

- 01 GREECE 04 SPAIN
- 02 CROATIA 05 ITALY
- 03 ICELAND



ARE BIG CITIES LOSING THEIR APPEAL?

London fell from the #1 most searched for location in 2015 to #5 in 2016. More immersive and nature-focused destinations like Bali are on their way up.



COLD WEATHER DESTINATIONS ON THE RISE

The word "winter" was the 4th most searched term in 2016 among Millennials with Iceland and Canada moving up several spots.



TRAVELERS LOOKING FOR IMMERSIVE CULTURAL EXPERIENCES

In 2016, Asia, Morocco and Egypt were popular searches, displaying how travelers are looking for experiences with unique foods, people and culture.