

# Travel Trends in 2024

## Payments, Priorities, and Pain Points

### Introduction

The global economy relies on tourism and travel spending to boost revenue, create jobs, and develop a sense of cultural exchange. Globally, [travel and tourism spending has been increasing, inching its way back to pre-pandemic levels over the past few years<sup>1</sup>. Demand for travel is strong right now, and travel spending is expected to reach record highs in 2024<sup>2</sup>. Yet, important markers such as airline purchasing have yet to bounce back fully. \[Inefficiencies in travel threaten to stem spending if not addressed<sup>3</sup>\]\(#\).](#)

To navigate the evolving travel payments landscape and safeguard secure travel spending in a new age of travel and digital payments, merchants should set their focus on:

- Prioritizing smooth and secure payment experiences for travelers
- Embracing new technologies to facilitate payments that meet the preferences of travelers
- Understanding regional travel and payment preferences by adding flexibility to their payment options

This study provides context on the consumer perspective on travel and travel payments to help merchants meet these goals. The study described below was created to help readers better understand how and when consumers will choose to spend money to travel and what preferences and pain points are driving their travel decisions.

The trends highlighted in this paper paint a picture of today's traveler—who is choosing to travel and why, what hassles they experience, and how they decide to pay. The insights that follow provide a window into how travel preferences are evolving and how the travel market can respond to those preferences to capitalize on consumer sentiment. To compile this report, we solicited feedback from 1,800 consumers across the world to ask about their past experiences with and future plans for travel. Key takeaways reveal that amidst instability in the global economy and a cost-of-living crisis, travelers seek affordable, reliable travel purchases that match their regionally defined needs for payment acceptance, requiring travel merchants to be adaptable to the varied preferences of the global traveler.

**This Travel Trends Study highlights key insights shaping consumer behavior in travel that can help you take an evidence-based approach in meeting the needs of travelers today and in the future.**

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# 01 Executive Summary

Despite the rebound of the travel industry, challenges still abound, and the way consumers spend money on travel is changing. As consumers return to travel post-pandemic, their expectations are evolving—[consumers now see payments as a critical part of their travel experience](#)<sup>4</sup>. When payments fail, when their payment options are restricted, or when they encounter fraud, travelers become easily frustrated with the booking process and may abandon their cart or issue chargebacks at the first sign of trouble.

The pressure is on the industry to transform in response to new consumer demands. Industries with high Average Transaction Values (ATV) like travel already struggle with fraud and chargebacks, but these challenges can be overcome by better understanding what travelers want to see when planning their travel experiences. It is important to note that consumer trends are not straightforward amongst the global community—regional and demographic differences must be explored to fully understand what travelers want.

The trends outlined in this report will help those invested in the travel industry better understand how various groups of travelers will choose to pay for travel across three key areas:

## Traveler Trends

Who is traveling this year? How long and where do they stay? Where are they traveling and why?

- **Trend #1:** Consumers who prioritize travel want an affordable, memorable experience.
- **Trend #2:** Millennial travelers are now driving expectations for the travel industry.
- **Trend #3:** Travelers want to achieve seven-day stays at a destination that caters to their activity interests.
- **Trend #4:** Sport and beach tourism are capturing a significant share of the global travel market so far this year.

## Overcoming Travel Pain Points

What prevents consumers from traveling? Are they happy with their booking experiences? What concerns do they have about traveling and purchasing travel?

- **Trend #1:** Payment acceptance and streamlined, simplified booking processes create grateful consumers.
- **Trend #2:** Concern for payment fraud is growing amongst younger travelers.
- **Trend #3:** Local currency acceptance lags behind consumer expectations.
- **Trend #4:** Affordable travel insurance and seamless booking are likely to move the needle for consumers hesitant about travel this year.
- **Trend #5:** Travel insurance options are most attractive to international and intercontinental travelers.

## Travel Payment Methods

What payment options do consumers prefer while traveling? How do they plan for payment method acceptance?

- **Trend #1:** A variety of payment acceptance options is important for travelers only wanting to use cash in emergencies.
- **Trend #2:** Researching payment method acceptance costs consumers valuable time when planning their travel.
- **Trend #3:** Credit cards are king for North American travelers.
- **Trend #4:** Most travelers with a travel-specific credit card prefer airline-branded cards to earn discounts on flights.
- **Trend #5:** Some rewards points are going unused as the travel industry fully recovers.

## 02 Traveler Trends

Although recessions predicted in many countries have yet to come to fruition, [inflation is a primary concern amongst travel businesses, and they respond by raising prices as a result of increasing costs](#)<sup>5</sup>. Consumers take notice and must continue to reprioritize travel amongst other, everyday expenses like food and energy, [as many regions also face a cost of living crisis](#)<sup>6</sup> with [high inflation](#)<sup>7</sup>. [Despite this, certain consumers are making sacrifices in their daily lives to save up for travel](#)<sup>8</sup>.

[Post-pandemic, those who seek travel are becoming younger. Millennials now capture the market, increasingly seeking wellness, leisure, luxury, and digital experiences](#)<sup>9</sup>. Where they choose to stay and for how long are determined not just by popular events and destinations but also the types of experiences and activities they seek. Survey results reveal not only who is traveling this year but also where and why.

### Trend #1

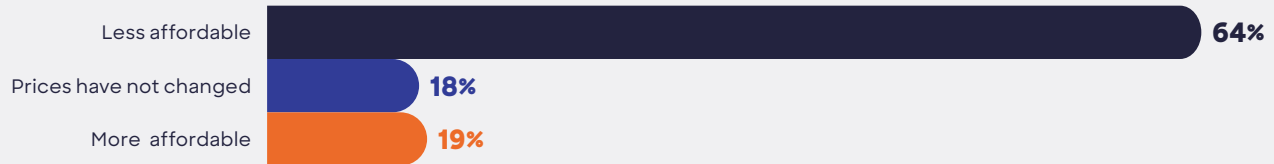
#### Travel is a priority despite higher prices

Travel creates meaningful experiences for consumers, like making new memories, exploring new places and cultures, and providing a break from their daily routine. It is becoming more difficult to afford those experiences; almost two-thirds (64%) of respondents believed travel has become less affordable in the past two years.

Some consumers did not plan to travel (20%); 49% of those not traveling said it was because of lack of finances. Yet, a majority of consumers still plan to make travel a priority in 2024, and 56% of respondents who do plan to travel this year said they would travel one or two times. Those who make over 100k annually plan to spend almost 3x as much on average on travel in 2024 (\$14,857) than those who make less than 100k (\$5,806).

## Affordability of Travel

### How Have Prices for Travel Changed in the Past Two Years?



**Key Takeaway:** Consumers who prioritize travel will want an affordable, memorable experience.

### Trend #2

#### Young travelers capture the market

Findings support that younger consumers are most interested in travel, as Millennials are the generation most likely to travel in 2024, and those with young families are more likely to travel (92%) than those with grown-up children (74%). Middle-aged, male consumers and those outside of the United States are most likely to travel for any reason (i.e., leisure and business reasons). Globally, North Americans are least likely to travel in 2024.

Business travelers were more likely to be young men who reside in European countries. Generationally, Generation Z (36%) and Millennials (38%) are most likely to travel for business reasons, followed by Generation X (26%). Only 8% of Baby Boomer respondents planned to travel for business reasons.

## Travelers by Generation

### % of Consumers Traveling



## Travelers by Region

### % of Consumers Traveling



**Key Takeaway:** Millennial travelers are now shaping expectations for the industry.

### Trend #3

#### Travelers want to “get away” for about a week

When given a choice, 24% of travelers preferred to stay at a location seven days, and this was the top-rated length of stay amongst respondents. 17% preferred to stay at their destination 10 days, and close behind was a preference for five-day stays (15%). As responsibilities and financials allow, consumers prefer to get away for a week on average.

Consumers have many options when it comes to overnight stays. Most will consider staying at standard hotels (73%) for their typical overnight trips, and 22% at resorts. Following that, a small proportion of consumers will consider non-standard accommodations. One out of four consumers chose Airbnb as an option for their typical travel plans, while 11% chose boutique hotel accommodations and a meager 2% rely on timeshares. Respondents could select multiple choices when choosing where they typically stay overnight.

Aside from tourist attractions, amenities for stays that are important to consumers may include the option for games, sports, and other physical activity or workout gear, as one in four consumers prioritize staying physically active. On the other end of the spectrum, one in five travelers prefer low-energy-output relaxation activities like lounging and amenities such as salon and spa. Breaking out of a routine and familiarity is also an important value for some travelers, who prefer to find more adventurous ways to spend their time—both in nature and in more industrialized settings.

## Types of Travel Activities

What types of activities do you hope to do while traveling for personal (i.e., leisure) reasons?	Percentage Mentioned (N = 1261)	Examples
Tourism/Sightseeing	27%	Tour Buses, Visit Historical Monuments, Educational
Sports/Adrenaline	25%	Golf, Hiking, Water Sports, Cycling, Gym
Relax	20%	Sunbathing, Spa, Reading
Adventure/Explore/Discover New Things	18%	Photography, Walking Around, Visiting New Places
Nature	17%	Beach, Trails, Wildlife
Food	15%	Culinary, Beverages
Culture	8%	Art, Museum, Traditional Culture Activities

**Key Takeaway:**

Travelers want to achieve seven-day stays at a destination that caters to their activity interests.

**Trend #4****Sports and beaches draw travelers**

Some travelers chose travel destinations based on popular events happening around the world (14%). Sports is a huge draw for travelers, and [sales of sports tourism packages is expected to grow 15% over 2023-2024](#).<sup>10</sup> Of those traveling for events, 59% mentioned sports in general. Other 2024 events those surveyed mentioned following include concerts (26%), film, music, art, and theater festivals (8%), and holiday events (5%).

The landscape of tourism is changing as people prioritize certain experiences over the popularity of the destination. Over half of travelers (54%) prioritize beach destinations, which is not surprising considering the number of travelers seeking relaxation, sport, and nature-based activities. Yet, some people will focus not on the destination, but the experiences they can find within their stay. Culinary, adventure, wildlife, and sustainability tourism were top-rated tourism types by consumers, as well as theme parks. Beach destinations should incorporate these types of tourism into the fabric of their traveler journeys.

**Types of Tourism Preferred****Key Takeaway:**

Sport and beach tourism capture a significant share of the global travel market in 2024.



## 03 Overcoming Travel Pain Points

[Businesses lose money when traveling frustrates consumers<sup>19</sup>](#). When facing financial constraints, additional pain points are quick to turn into reasons for consumers to forego the luxury of travel. Surveyed consumers found that top challenges in travel include the booking experience, the threat of fraud, payment ease, and staying healthy. As younger travelers grow up and seek travel experiences, expectations for ease of service and instant gratification climb and burdensome travel processes will continue to thwart the industry.

### Trend #1

#### Booking travel is still frustrating for consumers.

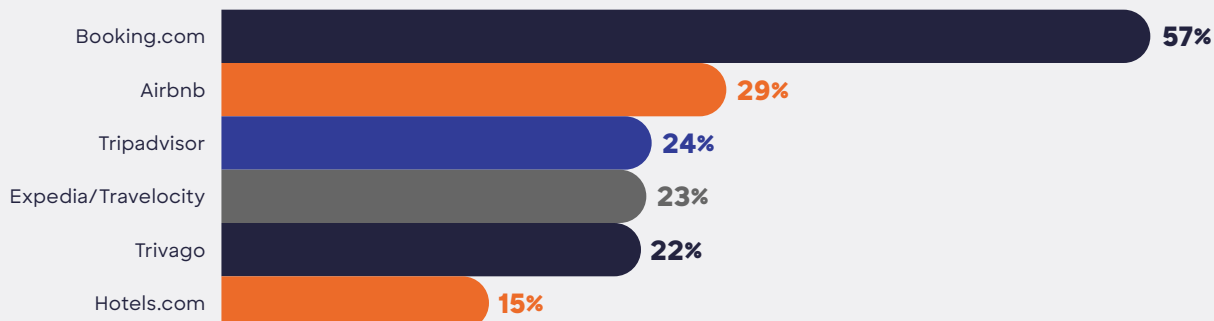
Travel booking is a complex process fraught with many decision points and time-consuming comparison-shopping research. 21% of respondents reported that booking travel is overwhelming, and 40% of travelers said that booking travel was not easy.

First, they must choose how they will book their travel—online or using a travel agent, for example. Most (51%) use the method that gets them the best bang for their buck. Others choose the option that is the most secure (21%) or the most familiar to them (21%). 66% of respondents use online travel agency websites to book their personal travel, while 48% book through airline, hotel, car rental, or tour agency websites directly and 23% utilize a travel agent. Respondents could select multiple choices to indicate which method(s) they use when booking travel.

80% of travelers use additional, external sources of information to influence their travel plans. Social media sites are becoming a popular way to learn about safe, secure, and fun methods of travel. Respondents reported using Google (58%), YouTube (44%), Instagram (33%), Meta (30%), review websites (27%), and TikTok (15%) to help plan their travel destinations.

Credit cards are still a popular choice when paying for travel. To meet consumer needs, booking websites should accept credit cards as payment, provide price breakdowns at each step of the checkout process, and include relevant reviews when viewing each accommodation. When surveyed, consumers rated Booking.com as the most popular choice for online travel agencies, and it utilizes all three of these features.

## Travel Booking Websites



Top 3 Rated Features of  
Booking Websites

1. **The ability to use a credit card for payment** (44%)
2. **Displaying reviews for accommodations** (42%)
3. **Price breakdowns at each step of the checkout process** (33%)

**Key Takeaway:** Payment acceptance and streamlined, simplified booking processes create grateful consumers.

### Trend #2

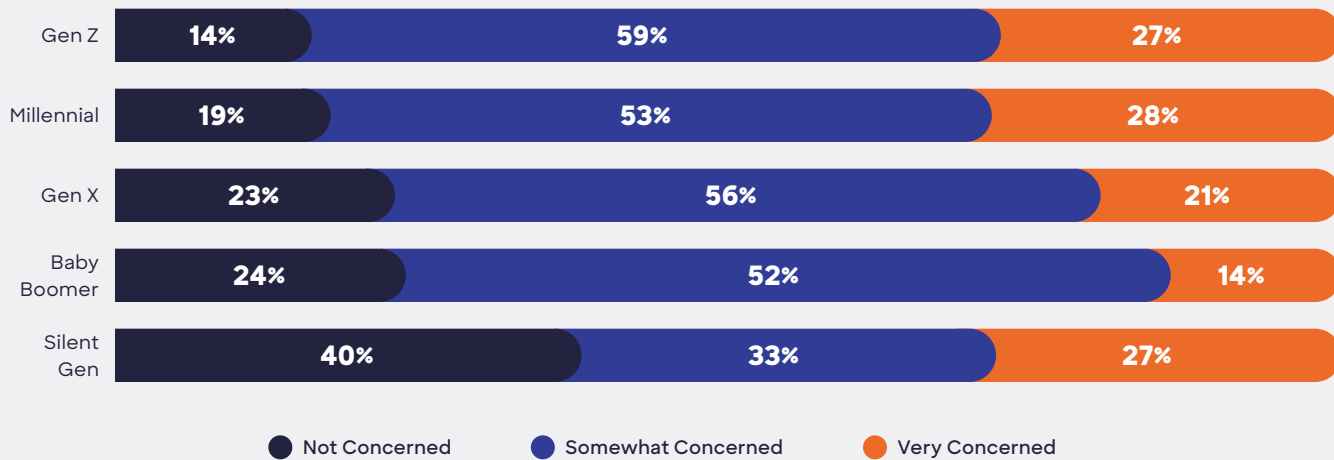
#### Concern for travel payment fraud is growing

Fraud is a growing concern as digital transactions become the norm in travel. It impacts merchants' bottom lines and has the potential to hinder once-in-a-lifetime travel plans for consumers. The vast majority (80%) of travelers are at least somewhat concerned about the potential for payment-related fraud when traveling, and 23% are very concerned. The potential for fraud requires more extensive research of accommodations and activities so that consumers can verify the legitimacy of businesses.

There is a correlation between age and concern for travel payment fraud; recent generations are more concerned about payment-related fraud when traveling than subsequent generations. Given the increasing threat of fraud and the mounting sophistication of fraudsters, younger consumers may be more attuned to threats than those who grew up using less sophisticated payments technology and booking experiences.

## Travel Payment Fraud Concern

% of Travelers Concerned by Generation



**Key Takeaway:** Concern for payment fraud is growing amongst younger travelers.

### Trend #3

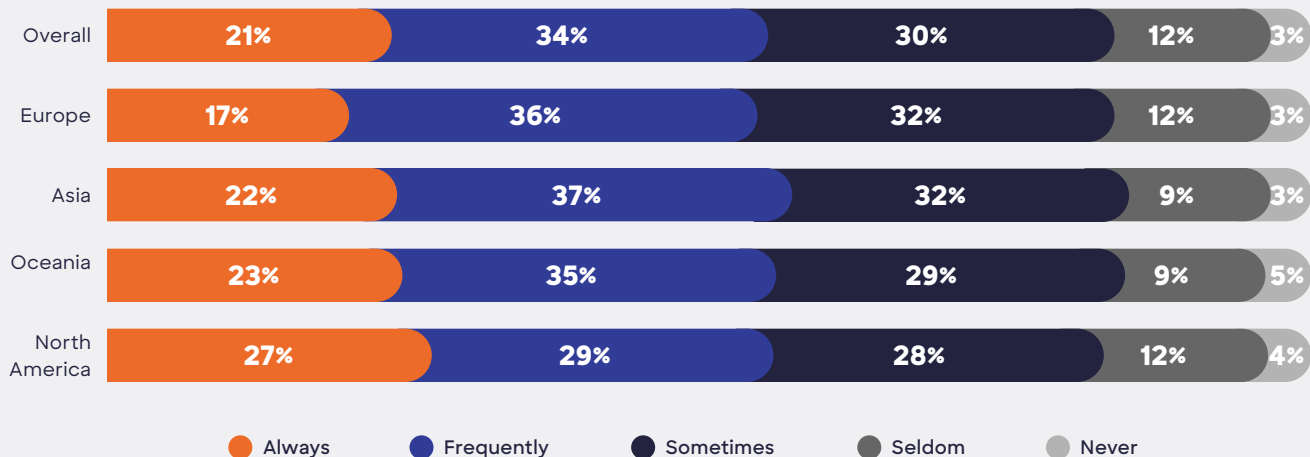
#### Travelers care about local currency payment options

Global travel booking experiences introduce layers of complexity for payments, such as currency options. Three out of four travelers say it is at least moderately important to be able to purchase travel in their local currency. For Asians, this percentage is much higher. 88% of Asian respondents reported it is at least moderately important that they have the option to purchase travel in their local currency, compared to 71% of Europeans, 72% of North Americans, and 71% of Oceanic respondents.

Surveyed respondents rated their ability to actually purchase travel in their local currency. Very few reported they could never purchase in their local currency (3%). 55% of travelers reported they can frequently or always purchase travel in their local currency. 30% say they can about half of the time, and 12% said they seldom have the option. Europeans are the least likely to be able to purchase travel using their local currency. Online travel booking agencies should consider offering pricing and payment in multiple currencies to reduce hassle for consumers when purchasing travel, especially for Asian and European markets.

## Currency Congruency

### Frequency with Which Travelers Can Purchase Travel Using Local Currency



**Key Takeaway:** Local currency acceptance lags behind consumer expectations.

### Trend #4

#### Travelers are concerned about potential sickness or injury

Respondents who are not traveling in 2024 but have in the past five years selected the pain points and hassles they experienced when traveling, explaining some reasons why they are not planning to travel in the next year. The top three concerns included the risk of getting sick or injured while traveling, the hassle of booking and planning travel, and difficulties getting time away from work and other responsibilities.

Regional differences appeared in the degree to which some travelers experience pain points while traveling. Asian travelers tend to experience risk of getting sick or injured the most, compared to North American, European, and Oceanic travelers, and are also more likely to purchase travel insurance than those from other regions (87% of Asian 2024 travelers will consider purchasing travel insurance, and 65% definitely will). This compared to North American (65% will consider, 40% definitely will), European (76% will consider, 40% definitely will), and Oceanic (76% will consider, 56% definitely will) 2024 travelers.

Asian and Oceanic travelers experience the most hassle with booking and/or planning travel, compared to North Americans and Europeans. Asia and Oceanic respondents struggle the most with managing time away from work and responsibilities. North Americans and Europeans are most likely to have financial concerns while traveling, compared to other regions.

## What Travelers Worry About

Top Concerns/Hassles of Travel	Asia (N = 30)	North America (N = 62)	Europe (N = 142)	Oceania (N = 13)	Overall (N = 247)
Getting Sick/Injured	37%	19%	22%	23%	23%
Booking Travel Is Overwhelming	30%	21%	17%	38%	21%
Time Away from Work	33%	21%	15%	31%	20%
Financial Concerns	10%	31%	18%	8%	19%
Getting Mugged	10%	6%	13%	0%	19%
Missing Transportation	27%	15%	20%	8%	19%
Losing Docs	20%	10%	15%	15%	15%
Getting Lost	13%	15%	11%	15%	13%
Not Knowing How to Pay/Currency Exchange	20%	11%	10%	15%	12%
Culture Shock	7%	13%	13%	8%	11%
Airport Security	10%	15%	6%	8%	9%

**Key Takeaway:** Affordable travel insurance and seamless booking likely to move the needle for consumers hesitant about travel in 2024.

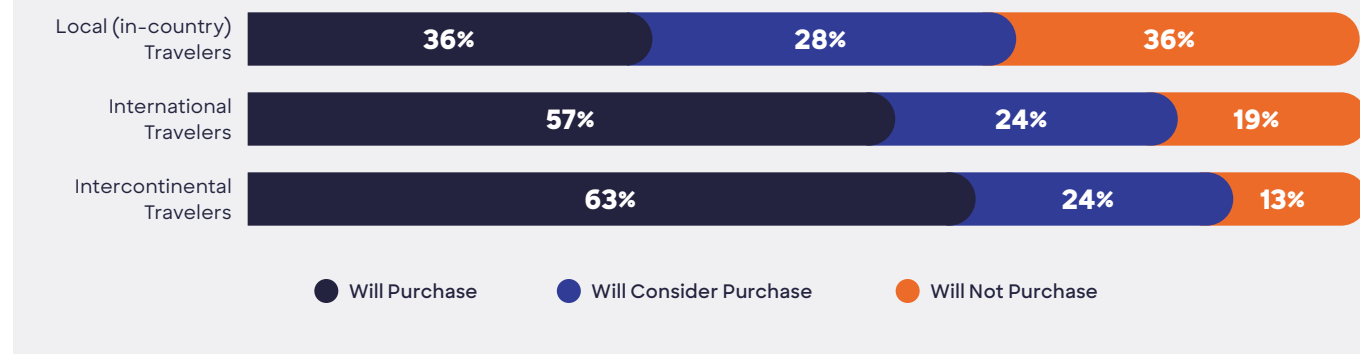
**Trend #5****Intercontinental travelers are especially interested in travel insurance**

The risks of travel abound, from missing flights to delayed luggage to sickness and injury. These were experienced by approximately 20% of travelers in our survey. In our sample of consumers, 49% of travelers often or always purchase travel insurance, 26% sometimes purchase travel insurance, and 25% never purchase travel insurance. A whopping 87% of intercontinental travelers would consider purchasing travel insurance this year, while 64% of in-country (local) travelers would. Travel insurance may be more important for more expensive, longer trips that include air travel.

Some consumers believe the extra expense of travel insurance is essential. They do not want to lose out on the opportunity to travel. However, some go without to keep travel costs lower.

## Plans to Purchase Travel Insurance

### Travel Insurance Plans by Type of Traveler

**Key Takeaway:**

Travel insurance options are most attractive to international and intercontinental travelers.

## 04 Travel Payment Methods

Consumers, especially those with tight budgets, will want to pay in the way that makes it easiest and cheapest for them. Meanwhile, travel merchants must take into account these preferences while dealing with the heightened amount of risk inherent in the industry, as receipt of services is often delayed from date of payment.

The role cash is playing is changing across the globe, and the use of credit cards varies by region. Consumers want to know more about payment acceptance before purchase than ever before, considering more ways to pay are available now compared to a decade ago. Foresight into payment acceptance allows them to plan their travel purchases with ease.

### Trend #1

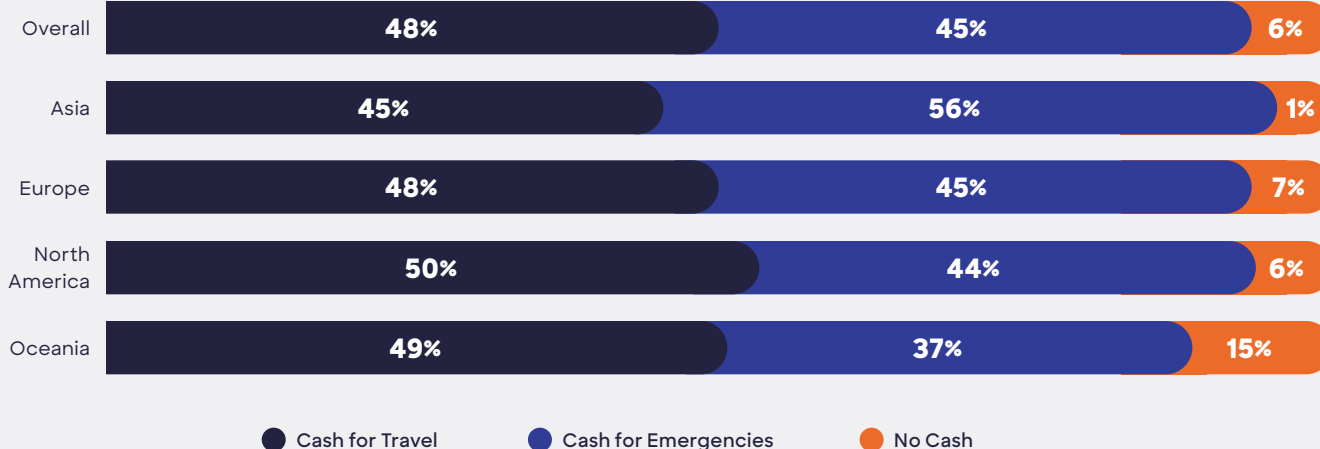
#### Cash continues to be important for travelers

The use of cash declined significantly during the pandemic, as evidenced by fewer ATM withdrawals and higher use of digital payment methods. However, it seems cash is essential for travelers to carry. Travelers are split about half and half between using cash for purchases and only keeping it on-hand for emergencies. About half of travelers plan to use cash for travel purchases (48%), and only 6% refuse to carry cash on them.

Cash continues to be a prevalent payment method in the travel landscape, even if just for last-resort scenarios. The use of cash when traveling is most popular for Asians and least popular for Oceanic travelers in 2024. Travelers of all types carry cash, including intercontinental (96%), international (93%), and local (in-country) (94%) travelers.

### Likelihood to Carry Cash

#### Cash Use When Traveling by Region



**Key Takeaway:**

Payment acceptance important for travelers only wanting to use cash in emergencies.

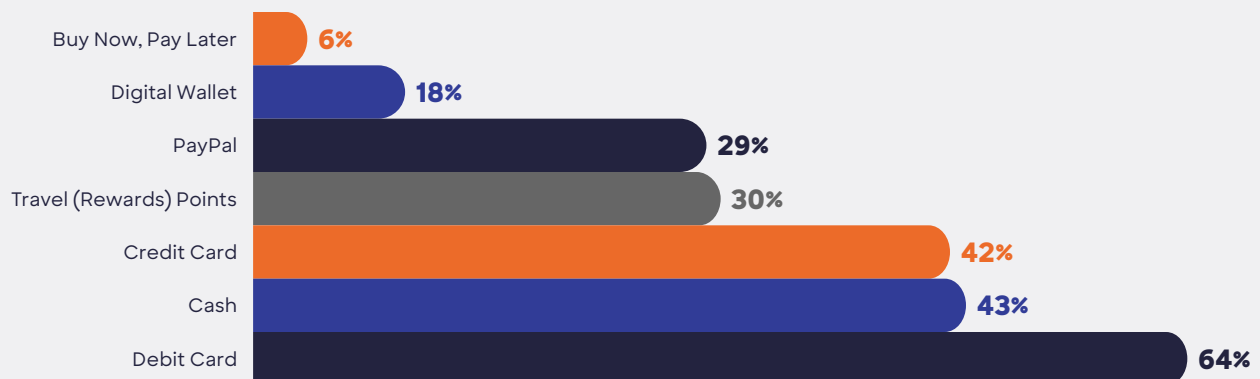
**Trend #2****When it comes to travel payments, ease of use matters**

Travelers have many options to choose from when deciding how to pay for their travel. Travelers tend to be split between those who want to pay in the way that gives them the best deal (34%) and those who want to use the payment method that is easiest for them (34%). Only 7% of consumers don't really think about what payment method to use. Slight differences in gender were detected. Women (36%) tend to use the payment method that is easiest for them, while men are most likely to use the payment method that gives them the best deal (38%).

Overall, consumers show a slight preference for using cash-on-hand (e.g., debit) to pay for travel-related expenses, rather than rely on credit or financing options.

## Payment Methods Used for Travel-Related Expenses

### Payment Methods Selected for Travel-Related Expenses (respondents could choose multiple)



**Key Takeaway:** Globally, most consumers rely on debit for easily financing leisure travel.



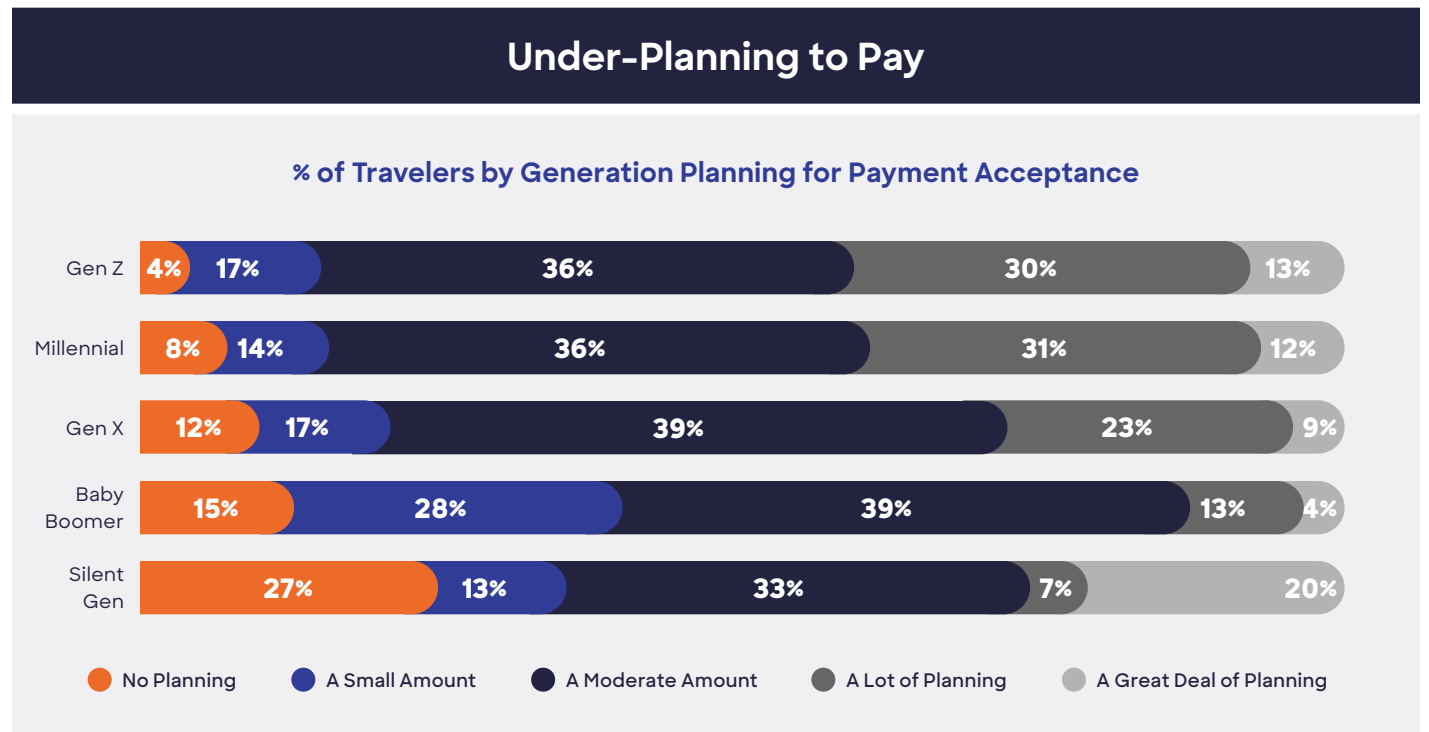
**Trend #3**

**Planning to pay takes effort**

Despite credit cards being a common preference for travelers' purchases, 73% of respondents have run into issues with credit cards not being accepted when traveling (at least rarely). 45% of respondents have at least sometimes decided not to proceed with a purchase because credit cards were not an accepted method of payment.

About half of consumers (49%) are at least somewhat likely to restrict their shopping to places where they know their preferred method of payment will be accepted, and 15% were 'very likely' to restrict their shopping. Asian respondents seem to have a higher preference for shopping where their preferred method of payment will be accepted (61% at least somewhat likely to restrict shopping), compared to Oceanic (54%), North American (52%), and European (45%) respondents.

Because most agree that payment method acceptance is not guaranteed when traveling, 72% of respondents do at least a moderate amount of planning to ensure they can pay using their preferred method of payment when traveling. For example, most respondents (80%) at least sometimes look for posted notices about payment method acceptance while traveling, while 20% rarely or never do. Recent generations tend to do more planning than more mature generations; over 1 in 4 (27%) travelers in the silent generation reported doing no planning at all for payment method acceptance when traveling.

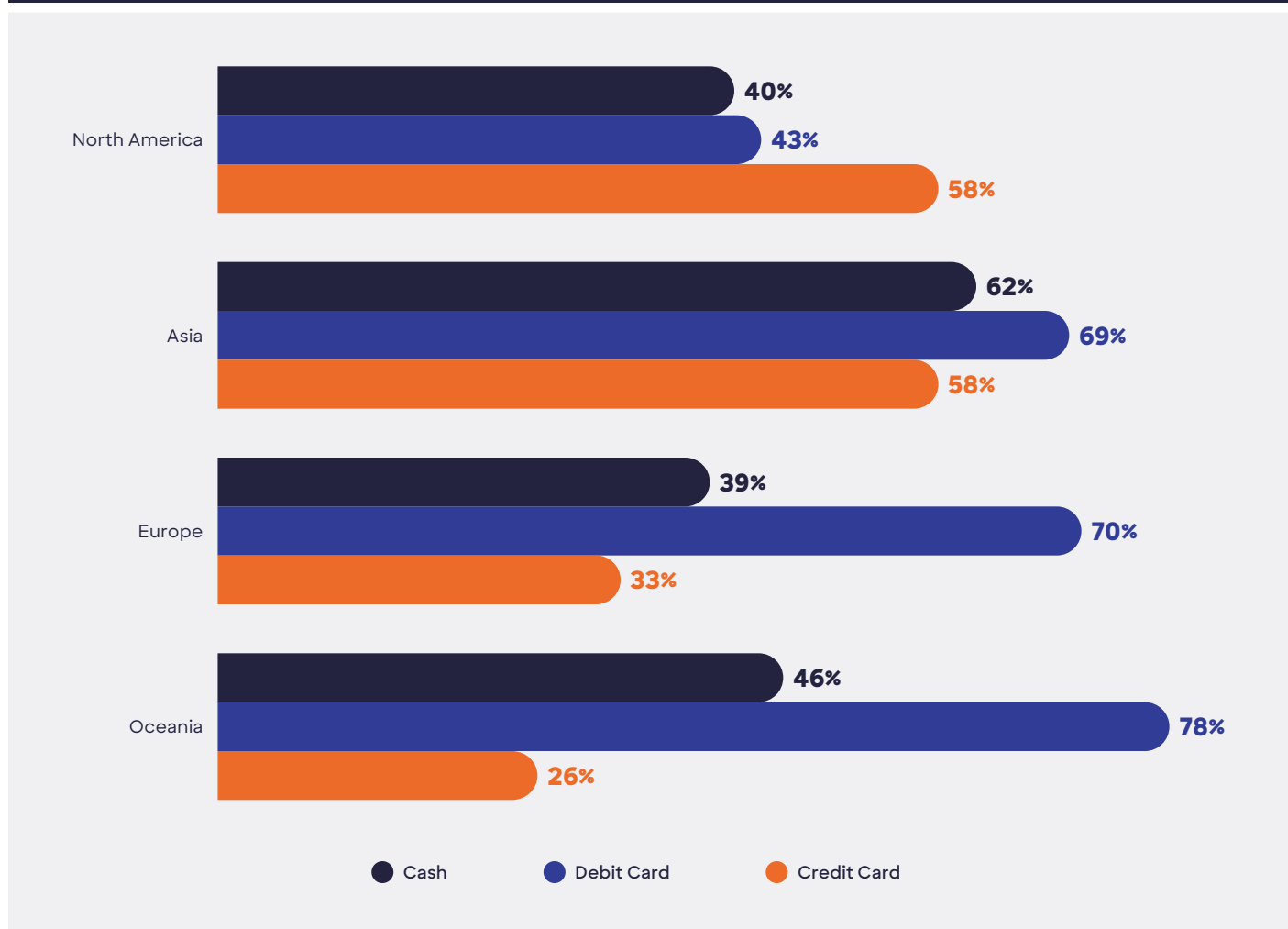


**Key Takeaway:** Researching payment method acceptance costs consumers valuable time when planning their travel.

**Trend #4****North American travelers prefer credit, while others choose debit**

North Americans rely heavily on credit cards and less on debit and cash to fund personal travel. Credit cards were selected as a payment method choice by 58% of North Americans, compared to debit cards (43%) and cash (40%). Credit cards were also chosen by the same amount of Asian respondents (58%), yet relatively more Asian respondents chose debit cards (69%) and cash (60%). Comparatively, fewer Europeans (33%) and Oceanic respondents (25%) chose credit as a way to pay for personal travel. Debit cards seem to be a preference for funding travel amongst most of the world.

### Credit, Debit, and Cash Preferences by Region

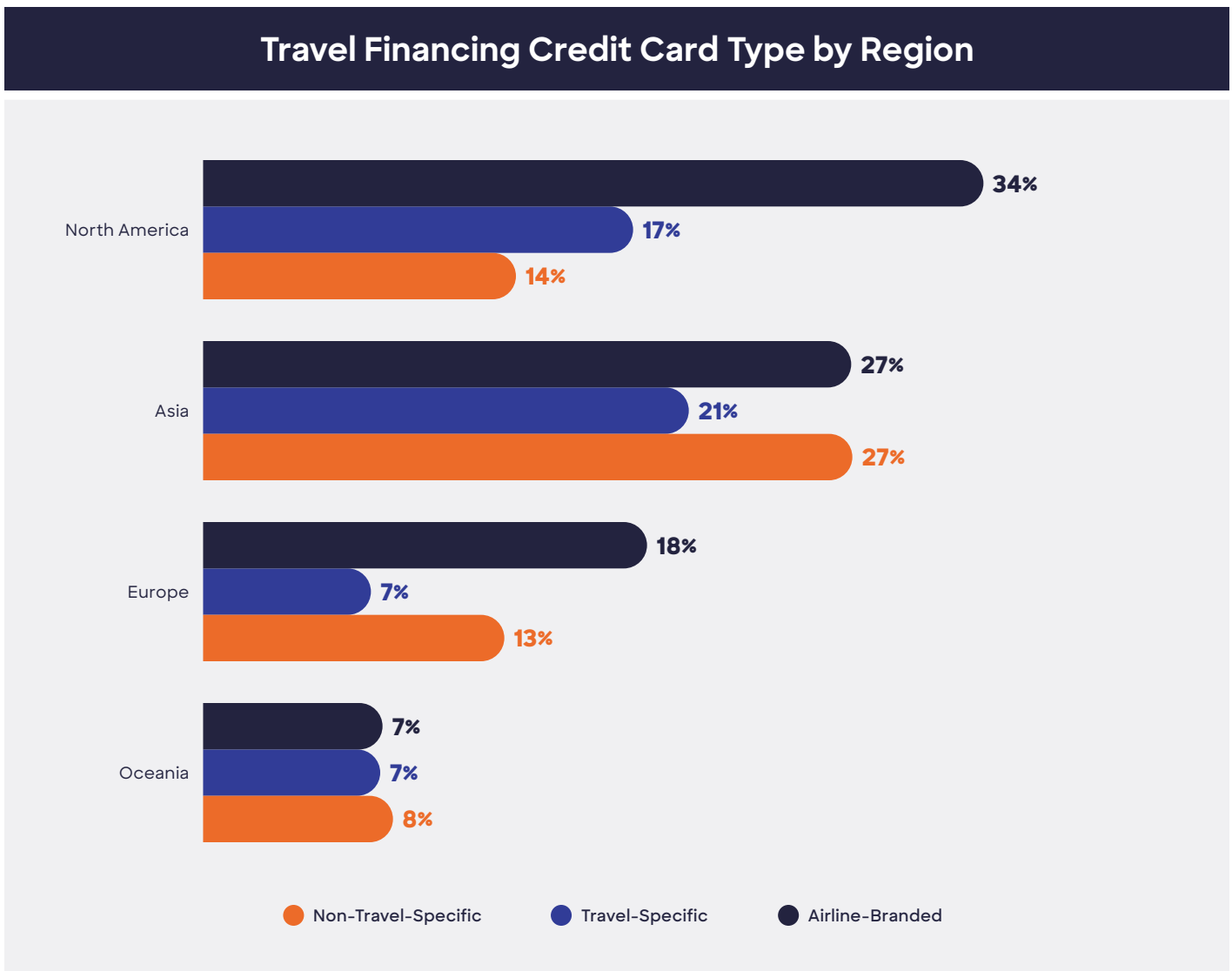


**Key Takeaway:** North American reliance on credit bodes well for merchant acquirers.

**Trend #5**

**Airline-branded credit cards are popular payment options for booking travel**

Of the different types of travel rewards credit cards used for travel, airline-branded cards were most popular to use for financing travel. 15% of surveyed consumers reported using airline-branded credit cards, and 11% other travel-specific credit cards. An additional 23% use non-travel-specific credit cards, or ordinary credit cards that do not give them rewards for travel purchases. Airline-branded credit cards were most popular with Asian and North American respondents, compared to European and Oceanic respondents.



**Key Takeaway:** Most travelers with a travel-specific credit card prefer airline-branded cards to earn discounts on flights.

**Trend #6****More travelers have travel rewards than use them**

Travel rewards credit cards are popular, yet some of the points earned may go unused. 43% of respondents had a credit card that offers them travel rewards. Asian respondents were by far the most likely to own a travel rewards credit card (72%), compared to North American (48%), European (36%), and Oceanic (30%). Millennials were the generation most likely to have a travel rewards credit card; half of them reported having one. International and intercontinental travelers are more likely to have a travel rewards card than local (in-country) travelers. No significant gender differences were found. Of those who have a travel rewards card, only 54% indicated they use those rewards to finance their personal travel.

## Travel Rewards Credit Cards

**% Own Travel Rewards Credit Card by Generation**

**Key Takeaway:**

Travel rewards points are going unused as the travel industry is in the midst of recovery.

With this travel report, Discover sought to check in with travelers across the world on their travel behavior and payment trends. We found that barriers to ease of purchase and the presence of risk may sway their decisions to travel this year. The findings from this travel study can help merchants dial in on what distinct demographics are looking for in travel and travel payment experiences.

We set out to provide information that will help business leaders understand:

- What's happening in travel so far this year
- What payment characteristics are market requirements
- How to attract and keep travelers buying from you
- How travelers prefer to pay

Discover offers solutions around enabling payments, fraud, and security, issuing, and enterprise payments, including Tap on Mobile, our SoftPOS solution, fraud monitoring tools, and e-commerce capabilities.

[Click here](#) to learn more about our solutions and services.

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# Methodology

## About the Survey

The international survey of 1,800 English-speaking consumers ages 18 and over in the following countries: United States (n = 225), Canada (n = 230), United Kingdom (n = 220), Germany (n = 181), France (n = 177), Greece (n = 165), Spain (n = 148), Portugal (n = 139), Australia (n = 126), India (n = 118), Thailand (n = 86), New Zealand (n = 1), and Hungary (n = 1) was commissioned by Discover and conducted between December of 2023 and January 2024 by TSG (The Strawhecker Group), a fast-growing analytics and consulting firm. The margin of error for those surveyed in North America was +/- 5% at a 95% confidence level. The margin of error for those surveyed in Europe across the countries included was +/- 5% at a 95% confidence level. The margin of error for those surveyed in Asia across the countries included was +/- 7% at a 95% confidence level. The margin of error for those surveyed in Oceania across the countries included was +/- 5% at a 95% confidence level. An attention check was included within the survey to ensure effortful responding, as well as manual data cleaning to ensure understanding of content. Counterbalancing of response options was employed to reduce methods bias. The results were based on consumers' self-reported travel payments behavior and preferences as well as their age, gender, and location.

- This report is based on TSG's Travel & Entertainment Trends survey commissioned by Discover® Global Network.
- Fielded Q4 2023 - Q1 2024
- 1,800 total respondents
- Markets surveyed included North America (Canada, United States), Europe (France, Germany, Greece, Portugal, Spain, United Kingdom), Asia-Pacific (India, Thailand), and Oceania (Australia, New Zealand)

## About Discover® Global Network

Discover® Global Network, the global payments brand of Discover Financial Services, processes millions of cardholder transactions each day. With industry expertise, innovative technology and a closed-loop infrastructure, Discover Global Network provides effective, customized solutions that evolve as needs change. Discover Global Network has alliances with 25+ payment networks around the world, and is led by three Discover businesses: Discover Network, with millions of retail and cash access locations; PULSE®, one of the leading ATM/debit networks in the U.S.; and Diners Club International®, a global payments network with acceptance in more than 200 countries and territories. For more information visit [www.DiscoverGlobalNetwork.com](http://www.DiscoverGlobalNetwork.com).

## About TSG

TSG (The Strawhecker Group) is a fast-growing analytics and consulting firm. The company serves the entire payments ecosystem, from fintech startups to Fortune 500 companies. The firm provides its clients with advisory services, research and analytics to help them plan and execute their strategic initiatives. Based in Omaha, a recognized payments industry hub, TSG is an established leader in this high-growth, ever-evolving space.