



Contiki Launches Multiple Trips – Including ‘Sober Curious’ and ‘Inspired by Emily’ - Following Latest Research

Sober travel and new memories with new friends: Contiki research unveils what younger travellers truly yearn for



[X] December 2024 - Social travel brand [Contiki](#) has unveiled a collection of data from their 2024 Voice of a Generation survey, uncovering the travel habits and aspirations of Gen-Zs and Millennials around the globe.

The results emphasise the unfiltered preferences of young travellers, shedding light on what today's generation of adventure seekers truly desire when exploring unfamiliar lands. Contiki's new data showcases the changing nature of travel, and the greater move away from cookie-cutter holidays for more personalised and immersive trips. The survey engaged over 5,000 individuals aged between 18 and 35, forecasting a series of intriguing travel trends for Generation Z and Millennial travellers in 2025, highlighting how destination choices are ultimately evolving with younger generations.

Sober Travel

The survey revealed a notable shift in attitudes toward drinking, with eight in ten (83%) of travellers saying they would book a completely sober travel experience. Welcoming this growing trend, Contiki is pioneering its first "[Sober Curious](#)" trip, set to launch in January 2025. This innovative journey coincides with the ever-popular Dry January challenge, which attracts thousands of participants annually. Redefining travel for the mindful adventurer, Contiki will be reintroducing The Reimagined 18-day Great Britain & Ireland Tour, which also includes the option for shorter trips with the Ireland in a Week Tour and Scotland in a Week Tour.

New Friends and Moving Home

In a move that speaks volumes about the prioritisation of travel amongst young people, 42% of travellers have even moved back into their parents' home to save more money for new travelling experiences, as 56% stated that debt or lack of finances was their biggest barrier to travelling. Interestingly, despite these choices, 61% of those surveyed would choose to turn down a pay rise in lieu of more annual leave. There is also a growing desire for social connections within youth travel, with 69% of participants saying that they would prefer to make friends with new people on their travels rather than make new memories with old friends.

Destination Dupes

As access to new and exciting corners of the world is becoming easier, many popular travel destinations have become increasingly congested. This shift is clearly reflected in Contiki's survey, with an overwhelming 88% of respondents indicating that they have either already travelled to or would consider visiting a 'destination dupe' - less crowded alternatives that offer travellers more for their money. These

'destination dupes' are appealing to young travellers who can delight in exploring cities untouched by tourism, and experience new culture authentically. Contiki offers a range of destinations which can be considered affordable dupes for well frequented destinations, such as the [turquoise beaches of Albania](#) instead of visiting Croatia and Greece or the charming villages of Bordeaux instead of Paris.

Set-Jetting (Again)

Set-jetting has become an evergreen travel trend, with travellers consistently seeking out destinations made famous by their favourite TV shows, films, or songs. This trend is going nowhere, as 67% of young travellers aged 18-35 admitted that they were inspired by a particular film or TV show when picking their next travel destination. Contiki has embraced this new style of travelling with a unique offering: the 'Inspired by Emily' one-off departure, where fans of the hit show *Emily in Paris* can visit Paris' most iconic locations. Contiki has embraced this new style of travelling with a unique offering: the '[Inspired by Emily](#)' one-off departure, where fans of the hit show *Emily in Paris* can visit Paris' most iconic locations. This is part of the brand's biggest-ever trip launch, with the inclusion of a 'Paris to Rome by Train' trip, perfect for *Emily in Paris* lovers who can emulate Emily's move to Rome in the latest season of the show.

Responsible and Off-the-Beaten-Path

Responsible travel practices are growing in importance, with 59% of participants valuing sustainable travel and 46% of Contiki's survey participants wanting to have a positive impact on the economy of the community they visit. They also seek a greater connection to the destination they are visiting, with four in ten (40%) of participants saying that immersing themselves in the local culture and lifestyle is their key goal whilst on holiday. Contiki is embracing this mindset with its range of incredible **MAKE TRAVEL MATTER™** excursions, which promotes responsible travel and teaches young travellers about giving back to the communities and cultures they meet along the way. Contiki's '[Best of Morocco](#)' trip is an example of this commitment, offering travellers the opportunity to explore Morocco's vibrant cities and rich cultural heritage. As part of the initiative, travellers can take part in meaningful activities such as traditional tea rituals with a nomad family, visiting an argan oil co-op, meeting the women of Tatefy, listening to their stories and enjoying their cakes in the Dades Valley.

As travellers increasingly seek one-of-a-kind experiences, over half (55%) of Contiki's survey participants expressed a desire to explore 'off the beaten path' destinations. Contiki has launched four new trips to some of Asia's lesser-known destinations, including its [first-ever trip to Borneo](#) – an increasingly popular haven for eco-conscious travellers. The trip taps into the rising demand for sustainable travel, as evidenced by 59% of respondents in Contiki's survey who consider sustainability when making travel decisions. Contiki's Borneo trip offers a blend of adventure and conservation, including an exclusive **MAKE TRAVEL MATTER™** experience at sanctuaries for endangered Orangutans, contributing to the advancement of UN Sustainability Goal Number 15: Life on Land. Young travellers can immerse themselves in the region's unique wildlife and have the chance to see species only found in that part of the world – orangutans, pygmy elephants, sun bears, proboscis monkeys and more.

For more information or to book, visit [contiki.com](https://www.contiki.com).

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About Contiki

Contiki are the world leaders in social youth travel, providing amazing travel experiences for young travellers, from 18-35 years old, since 1962. Imagine how good you would be at something if you had been doing it for more than 60 years?

Everything about Contiki is deeply rooted in its core values 'Make Every Moment Count' and 'We're about people'. Contiki doesn't just talk the talk, it walks the walk and lives by the philosophy of 'Travel.Together.' which means to travel with one another, the destinations visited, the cultures enjoyed and the environment, too.

Notes to Editors:

The 2024 Voice of a Generation survey by Contiki engaged 5,600 Contiki trip travellers aged between 18 and 35.