

Travel and Tourism Readership Trends

March 2023





Overview

Seasonality plays a huge role when it comes to travel. People take into account weather, peak-season, prices, and more. And who doesn't start looking for warmer escapes when it's cold outside?

We were curious about readership trends leading up to one of the biggest travel times of the year: spring.

Memo analyzed just over 900 articles between December 23, 2022 - March 5, 2023 across major U.S. publications and travel and tourism outlets to identify readership trends and what you can learn from them.

Table of Contents

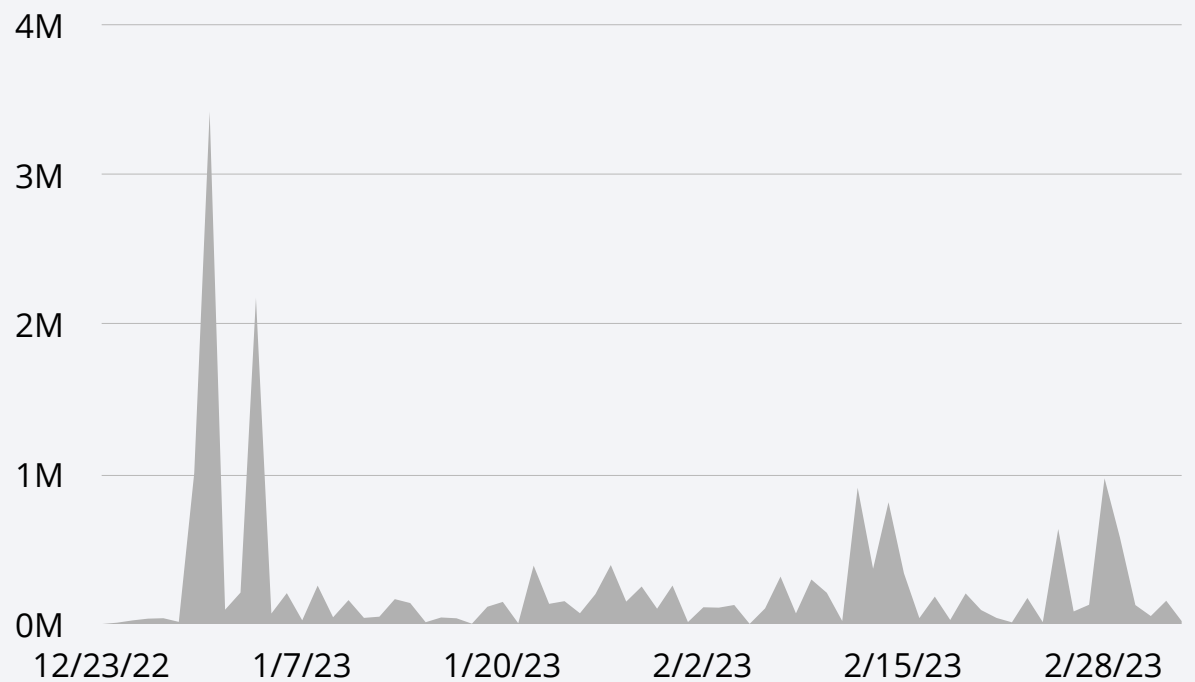
Timing Trends	3
Publisher Types	3
Domestic vs. International Travel	4
Top U.S. Destinations	5
What are people most interested in?	6
Types of Travel	7
Entertainment's Influence on Travel	8

TIMING TRENDS

As they enter the new year, Americans are eager to plan trips for the year ahead, with readership peaking on New Year's Day (3.4M).



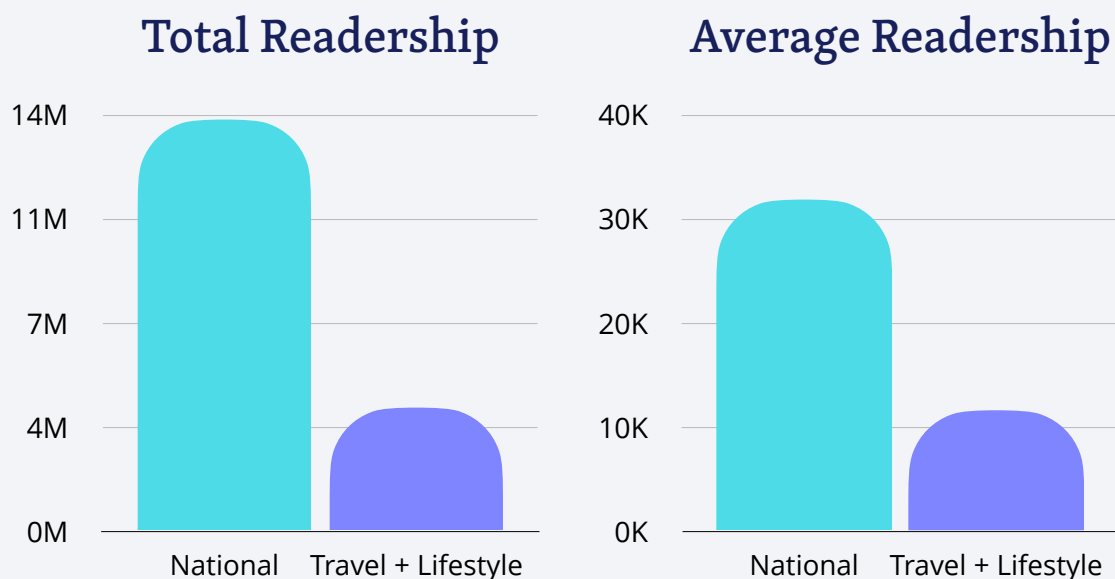
Readership Over Time



Readership picked up again at the end of February as spring break nears and people are finalizing travel plans. For travel & tourism companies, the end of February is a great time for coverage around spring travels.

PUBLISHER TYPES

Publisher Types



Large national publications drove more than 3X the readership as travel + lifestyle specific outlets. This is helpful when targeting readers that might not always have travel top of mind.



DOMESTIC VS. INTERNATIONAL TRAVEL

This year, U.S. readers are more interested in **domestic travel** compared to international.

After the pandemic, international travel boomed, but Americans are now turning to more **accessible and affordable** destinations.

U.S. destinations received

248%

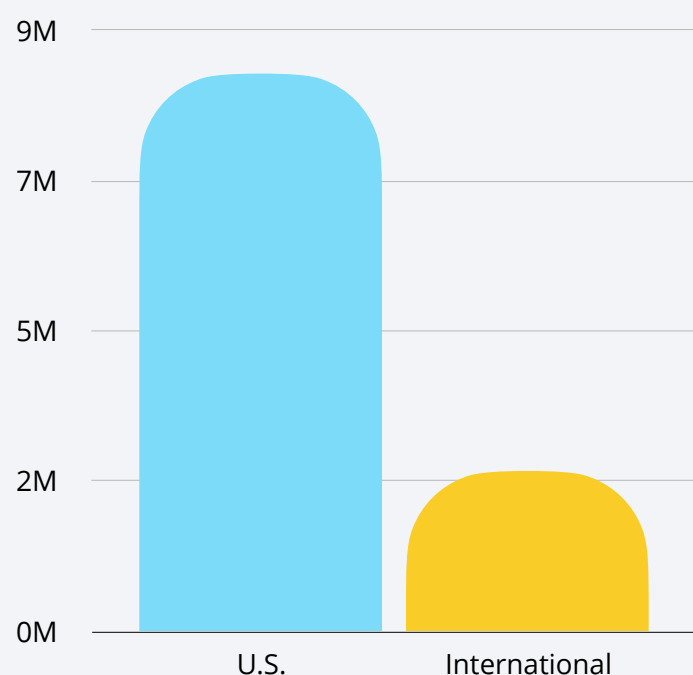
more readers than international destinations.



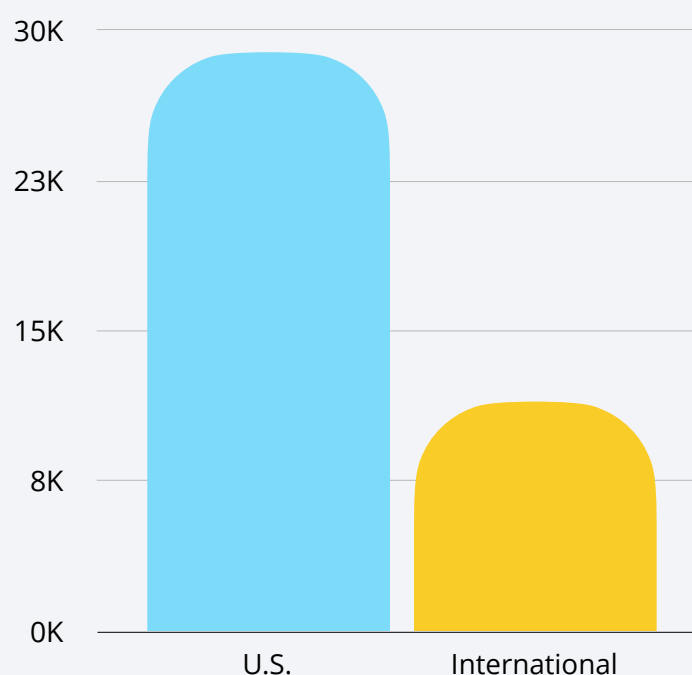
Domestic vs. International Travel

(based on headline mentions)

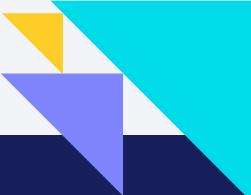
Total Readership



Average Readership



TOP U.S. DESTINATIONS



Most-Read U.S. Destinations Ranked

- 1

Florida
- 2

California
- 3

Louisiana
- 4

Nevada
- 5

Utah
- 6

Hawaii
- 7

Alabama
- 8

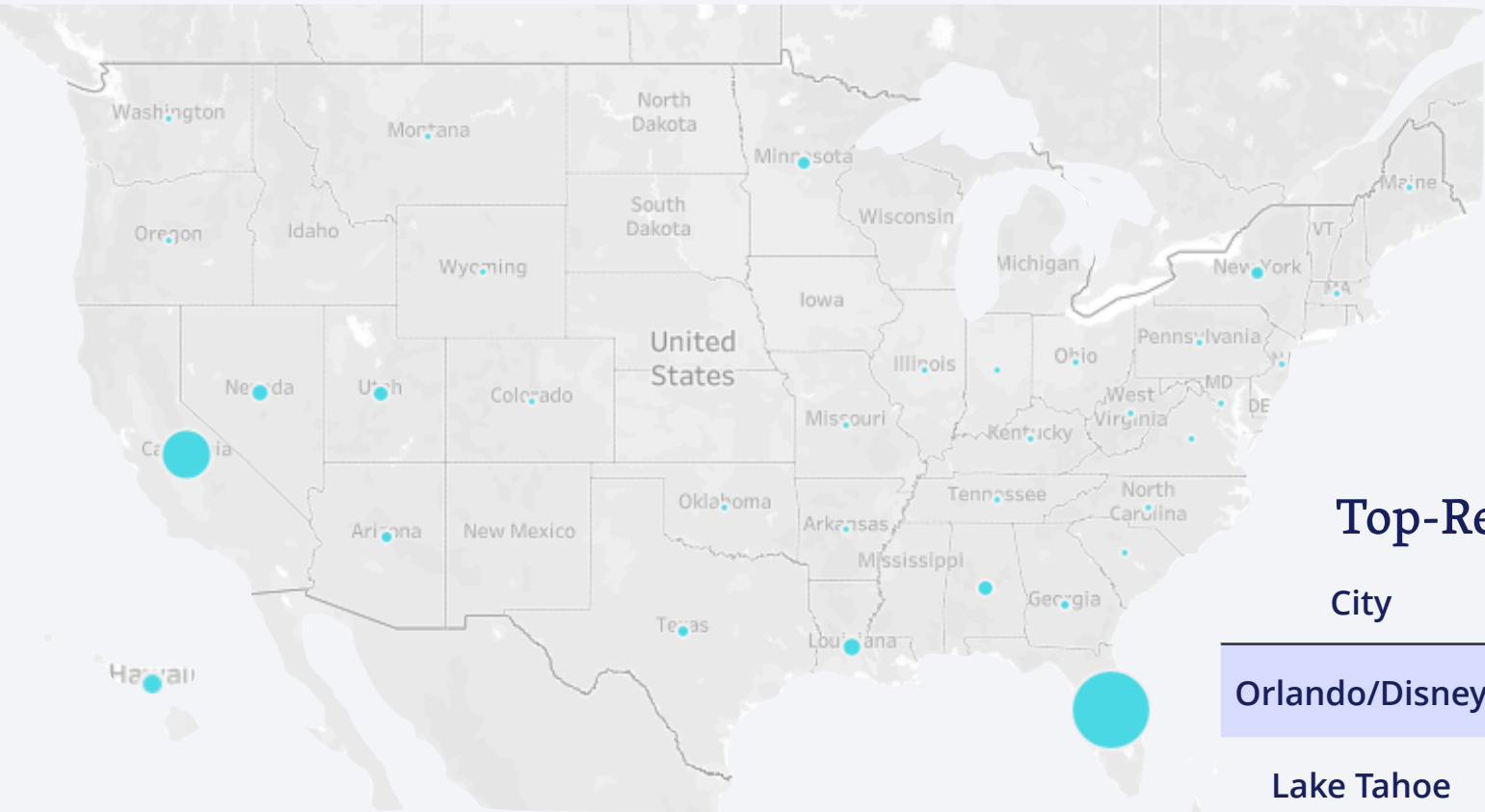
New York
- 9

Minnesota
- 10

Texas



Readership by U.S. Destination



When it comes to travel within the U.S., readers were most interested in Florida (4.1M) and California (1.6M). Other places that sparked interest for readers were Louisiana, Nevada, and Utah.

Top-Read About Cities

City	State	Readership
Orlando/Disney	Florida	1.1MM
Lake Tahoe	California	824K
New Orleans	Louisiana	192K
Joshua Tree	California	164K
Las Vegas	Nevada	161K

WHAT ARE PEOPLE MOST INTERESTED IN?

Roundups and listicles

highlighting “top destinations,” “best places to visit,” and similar accounted for 25% of travel readership during this time.

People are looking for ideas and inspiration when it comes to choosing where they should travel.



Total Readership by Travel Topic



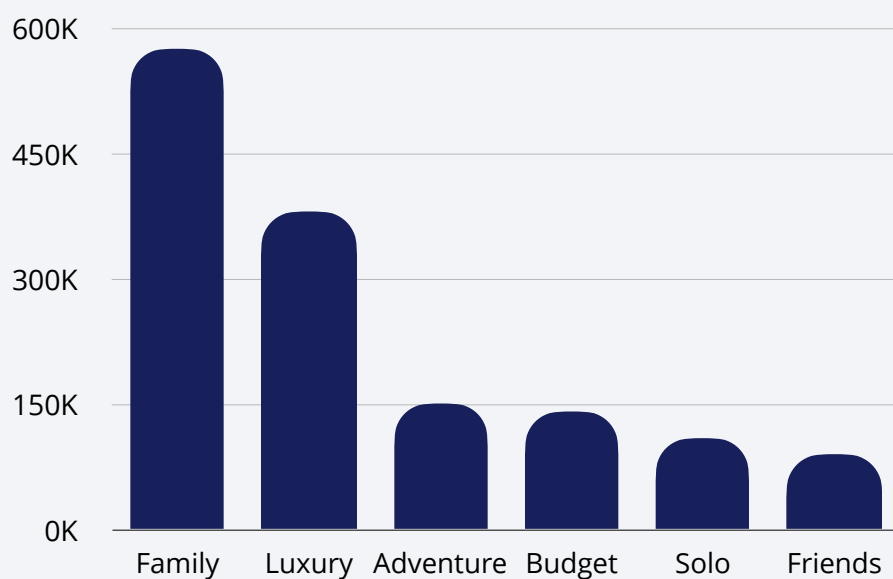
- Destinations drove the highest readership, with 4.5M. Coverage included “top destinations,” “best places to visit,” and “where to go” articles.
- Advice discussed travel tips and hacks, including useful travel items, packing lists, how to save money on travel, etc., driving 2.3M readers.
- Beach Trips garnered attention from readers (2.3M), especially with spring break coming up. Everyone loves somewhere warm to escape to during the cold winter months.

TYPES OF TRAVEL

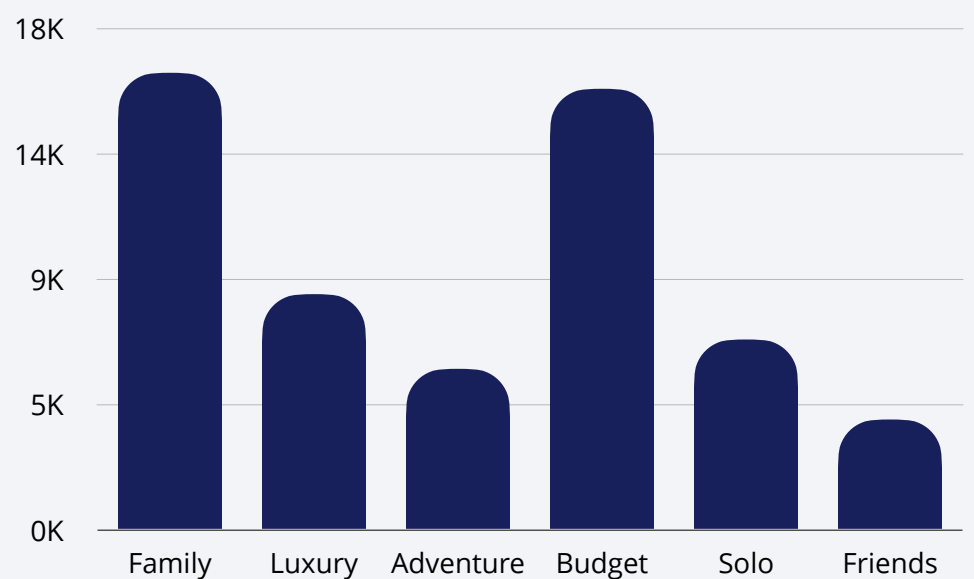
While luxury travel draws a lot of eyes with flashy hotels and breathtaking views, budget travel saw higher readership on average, suggesting Americans are price-sensitive right now given current economic conditions.

Readership by Type of Travel

Total Readership



Average Readership



- Expedia's 2023 Travel Trends report revealed that "travelers are browsing luxuriously but booking affordably." Memo's research agrees, with **luxury travel** driving high total readership but **budget travel** garnering higher readership on average.
- **Family travel** sparked high interest from readers (576K), with readership largely surrounding Disney World.

ENTERTAINMENT'S INFLUENCE ON TRAVEL

Articles surrounding the ability for people to book a stay at the Sicilian Villa from *The White Lotus* attracted **over 40,000 readers**

Expedia's 2023 Travel Trends report highlighted that travelers are turning to TV Tourism. It notes that "two-thirds of global travelers have considered and 39% have booked trips to destinations after seeing them on streamed shows or movies."

Following season 2 of popular HBO series *The White Lotus*, people were reading about how they can stay at the Sicilian villa from the show.

Articles surrounding the ability for people to book a stay at the luxury villa generated 42K readers.

NEWS

You Can Actually Rent That Gorgeous Sicilian Villa From 'The White Lotus'

You can hear the theme song in your head right now, can't you?

By [Stacey Leasca](#) | Published on January 18, 2023



PHOTO: STEFANO CORSO/COURTESY OF AIRBNB

Missing Portia, Daphne, Cameron, Harper, Ethan, Albie, Tanya, and the whole gang? Then it's time to book this getaway in Italy.

LIFESTYLE > HOME

The Villa from 'The' 'White Lotus' Is Available to Rent on Airbnb — for \$6,000 per Night

The villa was featured as a backdrop for Aubrey Plaza and Meghann Fahy's characters Harper and Daphne in the third episode of the popular show

By [Kimberlee Speakman](#) | Published on January 17, 2023 06:26 PM



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TRAVEL

HARPER & DAPHNE'S NOTO VILLA FROM *WHITE LOTUS* IS ON AIRBNB RN

Who's down for a luxe girls' trip to Italy?

by [RACHEL CHAPMAN](#)
JAN. 17, 2023

AIRBNB



Season 1 of *The White Lotus* was an award-winning success, but Season 2 did the unthinkable by being even better than the OG. It's rare for a TV series to avoid a sophomore slump, but *The White Lotus* Season 2 did it with a riveting plot and wanderlust-worthy filming location. While Hawaii is a dream destination for many, Italy has moved to the top of many people's travel bucket list recently. When you're overseas, you can even stay in *The White Lotus* Noto villa that's on Airbnb to rent.

Action Items

- ❑ Pitch warm travel destinations for coverage around New Years and February
- ❑ National publications drive the highest readership, so focus pitching efforts there. Although, some trade outlets might surprise you. Check readership based on topic, destination, and brand!
- ❑ Share destinations (tied to TV or movies if possible), any travel advice for the season, and food or other activities to keep in mind. Those topics drive high relative readership.
- ❑ Domestic travel readership is on the rise. While people read about luxury travel too, budget-friendly, accessible travel attracts more readers this time of year.





Accurate data leads to better decisions.

Only Memo reports readership direct from publications.



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