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The Future of Trips

Counting is so 2019. Today, travel is not about ticking off 1,000 places to see before you die. It's about delving deeply into a destination rather than skipping over it like a stone, about engaging with local communities, being mindful of your environmental impact, and spending time with loved ones. These trends hold true for individuals, tour companies, and private itineraries created by travel advisors.

"The future of trips will be very personal," says Erika Richter, spokesperson for the American Society of Travel Advisors—professionals who have seen their currency rise in the pandemic as champions of refunds and advocates for safe travel. "The emotional component of future trips will be just as unique as the person taking the trip," Richter adds.

Here's what to look for in your next journey.

PLANTING A SEED

Travel's great reset has forged a new dedication to its positive power. In a spring 2022 survey by the travel advisor consortium Virtuoso, 82 percent of travelers said the pandemic made them want to travel more responsibly. The industry has already responded.

"It used to be [that] the best travel anyone could contemplate was 'leave only footprints,'" says Edward Piegza, the

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founder of **Classic Journeys**, a tour company that employs local guides and partners with small businesses that keep money in the communities visited. "Now, that goal has been replaced and elevated to 'plant a seed.'" To that end, regenerative tours help travelers leave a place better than they found it, by letting them participate in environmental action or support local residents.