

TRAVEL

Embracing The World Around Us: Travel Trends Report 2023, Part 2

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Chasing the dream: I write about travel and the world around me

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In this second in a series of articles, I talk to travel experts about how we will travel next year and beyond. Insider experts, some of the industry's leading companies and prestigious hotel brands reveal their insights as to the growing travel trends on the horizon and what travellers want from exploring the world.

Last week, I spoke about the rising trend of looking for a **feeling of familiarity** when travelling, with people increasingly repeat-booking places they know and love, and, on the contrary, I also covered a renewed thirst to follow a **path less travelled**.

Today, I look at the rising movement towards **nostalgic travel**, as well as the return to the leaning on **expert-led advice**.

3. NOSTALGIC TRAVEL

When times get tough, we look for escapism and there's no better route to blurring harsh realities than trying to recapture those types of holidays which are rooted in the feel-good factor. Looking for trips which tap into simpler times – whether it is a seaside jaunt or a railway ride – is on the rise, says [booking.com](#), in its [trends forecast](#) for 2023.

PROMOTED



An iconic property like Hotel Crillon Le Brave oozes memories. (CREDIT: ©MR. TRIPPER)

Classic hotels such as **Crillon le Brave**, part of the family-run **Maisons Pariente**, are often discovered by the younger generation, because they would have visited with older relatives. This not only associates these heritage hotels with loving memories, but also instills a sense of loyalty among a certain tier of travellers, who will return to continue that family tradition.

“In a time of uncertainty and change, travellers are going back to familiar favourites and visiting old grand dames such as Hotel Crillon Le Brave,” agrees Kimberley Cohen, co-founder of Maisons Pariente. “We’re seeing a rise in bookings from those who have visited previously, as guests seek comfort in familiarity.”

