

Pinterest helps people decide on their next adventure

Top 2018 travel trends on Pinterest

3 in 4 travel Pinners say travel Pins from brands are useful—and nearly all will act on what they see, often booking an unplanned trip¹



49% of US travelers who spend \$1,000 or more on travel are on Pinterest²

40+ million people in the US are on Pinterest every month for travel ideas³



Pinterest reaches almost **2x more** online travelers than top online travel agency sites⁴

Travel planning happens on Pinterest⁵



Where to go?

+593%

Solo adventures are spiking as travelers are hitting the road without family, friends or significant others

+194%

Filming locations for popular movies and TV shows like Game of Thrones are making cameos on travelers' itineraries

+167%

Train travel is trending as a way to cover more ground between stops and often provides a unique glimpse into rural life

+90%

Sightseeing stopovers are a popular way to get more mileage out of a work or family trip

How to get there?

+346%

River cruises promise stops in multiple ancient towns with minimal repacking

+142%

Bike tours combine high endurance fitness with the opportunity to see new terrain

+136%

Train travel is trending as a way to keep exploring between destinations



What to do?

+260%

Through **surf classes**, Pinners learn their hang ten and get schooled by locals on hidden gems to explore

+207%

Food photography workshops are still hot, but **cooking classes** provide culinary-obsessed travelers with a chance to develop skills beyond the skillet



+207%

Restaurant guides give foodie Pinners all the right spots to plot out their travel itineraries

Pinners want your travel ideas

Be there when people are deciding where to go next

1 Multivertical Path to Purchase study with GfK, December 2017
2 Pinterest internal data, March 2018
3 comScore, December 2017 - February 2018
4 comScore, January 2018
5 All trend data represents year-over-year increases in saves, Pinterest internal analysis, March 2018

Image (top left) by @nadia-ryan via Instagram