



Euromonitor  
International

# World Market for In-Destination Spending

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## INTRODUCTION

Scope

Travel in rebound mode following the devastating impact of COVID-19

Key takeaways

## GLOBAL OUTLOOK

Evolution of the industry: recovery on track

Global country overview

Region by category: Asia leads the pack over the long term

Category by region: food and dining and shopping are popular in-destination activities

Regional channel trends: the dominance of offline remains

Top 10 markets: China and the US dominate the future outlook

## TOP FIVE TRENDS

In-destination spending rides the wave of experience seekers

Resounding consumer interest in real-life experiences drives uptake for travel

Huge potential for Experience More spending

Cost-of-living crisis elevates the need for value-for-money travel features

Seamless integration for the connected trip

Choice and variety of authentic, local food and drink is front-of-mind for travellers

## FRONT RUNNERS IN THE METAVERSE

Ocean Park creates immersive experiences, NFTs and events: Theme parks go meta

Disney: overlaying virtual on real-life experiences at its parks

## MARKET SNAPSHOTS

Attractions

Experiences

Food and dining

Mobility

Wellness

Other in-destination spending

Asia Pacific

Australasia

Eastern Europe

Latin America

Middle East and Africa

North America

Western Europe

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