



Goldrush Getaways Identifies Eight Travel Trends Shaping Vacations in 2027

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As travelers begin planning vacations further in advance than ever before, Goldrush Getaways is seeing several emerging trends that are expected to define travel in 2027. With many cruise lines, escorted tours, and specialty vacation providers already accepting reservations through 2027 and in some cases as far out as 2030, early planning has become increasingly important for travelers seeking the best availability and value.

Drawing on booking activity and insights from its nationwide network of independent travel advisors, the full-service travel agency has identified eight key trends expected to influence vacation planning in the coming year.

"Travelers today are looking for much more than simply visiting a destination," said Jeff Oestreich, President and CEO of Goldrush Getaways. "They're investing in experiences that create lasting memories, strengthen family connections, and reflect their individual interests. We're seeing people plan earlier, travel more intentionally, and seek expert guidance to maximize both their vacation time and their investment."

The first major trend involves meaningful experiences over traditional sightseeing. Travelers increasingly want immersive experiences such as local culinary tours, cultural activities, wildlife encounters, and authentic interactions that create deeper connections with the destinations they visit.

Cruising continues its strong growth trajectory, with ocean and river cruises remaining among the fastest-growing vacation options. These voyages offer exceptional value, expanding itineraries, and experiences that appeal to families, couples, and multi-generational travelers alike.

Multi-generational family travel represents another significant trend, as grandparents, parents, children, and extended family members are choosing to vacation together, creating shared experiences and lifelong memories. This shift reflects changing family dynamics and the desire for quality time across generations.

Wellness-focused vacations continue gaining popularity as travelers prioritize vacations that leave them feeling refreshed and rejuvenated. Wellness retreats, spa resorts, active adventures, and nature-based escapes are increasingly sought after by those looking to combine travel with personal well-being.

Shoulder-season travel is attracting more travelers who are discovering the advantages of traveling during spring and fall, when destinations often feature fewer crowds, pleasant weather, and attractive pricing. This trend reflects both economic considerations and a desire for more authentic experiences.

The growth in solo travel continues to rise as cruise lines and tour operators expand solo-friendly accommodations, itineraries, and experiences. Independent travelers are finding more options designed specifically for their needs and preferences.

Sustainable travel choices remain a priority, with travelers increasingly supporting eco-conscious accommodations, local businesses, and responsible tourism practices. Environmental awareness continues to influence destination selection and travel decisions.

Customized vacation planning has become the preferred approach over one-size-fits-all vacations, with personalized itineraries tailored to individual interests, travel styles, and budgets gaining prominence.

According to the company, these trends reflect a broader shift toward more thoughtful and personalized travel planning. Travelers are placing greater value on expert advice and customized recommendations that help them make informed decisions while creating memorable vacation experiences.

"Whether someone is planning a dream vacation, celebrating a milestone, or exploring a new destination for the first time, having knowledgeable guidance has never been more valuable," Oestreich added. "Our travel advisors help clients navigate the growing number of choices and design vacations that truly match their

goals."

Goldrush Getaways is a full-service host travel agency headquartered in California, supporting a nationwide network of independent travel advisors since 1996. The company provides training, technology, marketing resources, preferred supplier partnerships, and ongoing business support, helping advisors build successful travel businesses while delivering exceptional vacation experiences for their clients. The agency maintains registrations with the State of California and memberships with the American Society of Travel Advisors, the Cruise Lines International Association, and the International Association of Travel Agents.

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Goldrush Getaways

Goldrush Getaway is an award-winning host travel agency with a reputation for excellence in the industry. Goldrush Getaways provides training, booking systems, and other tools to assist members and streamline the booking process.

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