

MundoTrip Highlights the Shift to Persona-Led Vacations

Why who is traveling—and why—is becoming as important as where Americans go.

JERSEY CITY, NJ, UNITED STATES, September 18, 2026 /EINPresswire.com/ -- The travel package is no longer always the starting point. As international travel demand remains strong, travellers are increasingly looking for holidays that reflect their purpose, pace, priorities and personal circumstances rather than simply selecting a destination and adapting to a fixed itinerary.

U.S. citizens made 9.31 million international departures in March 2026, up 5.2% year over year, while Europe accounted for 1.64 million departures. Across 2024, U.S. residents recorded a record 107.7 million international trips, with overseas travel reaching 53.8 million, 20% above 2019 levels. For travel companies, that expanding market also means greater competition between packages that can appear similar at destination level.

From Destination-First to Traveller-First

A destination can tell a travel company where someone wants to go, but it does not fully explain what that traveller wants the trip to accomplish. Research from McKinsey, based on more than 5,000 respondents, identified meaningful differences in motivations, booking behaviour and spending across traveller groups. Younger travellers, for example, took nearly five trips on average in 2023 and were more likely to protect spending on experiences: 52% of Gen Z respondents said they splurge on experiences, compared with 29% of baby boomers.

The value of a holiday is therefore increasingly tied to what happens within the destination. McKinsey estimates that destination visitors spend roughly \$1.1 trillion to \$1.3 trillion annually on travel experiences such as tours, attractions and activities. American Express Travel's 2026 research similarly found that 82% of respondents believe hands-on experiences increase their appreciation of local culture, while 76% said skills gained during a trip stay with them longer than a material souvenir.

The Occasion Is Becoming Part of the Itinerary

Travel intent is also becoming more personal. American Express Travel reported that 80% of surveyed travellers planned to take the same number or more international trips in 2026 than in 2025. Two-thirds planned to travel for another person's milestone, and 82% of milestone

travellers intended to build buffer days around the event.

That matters for package design because a honeymoon, family reunion, personal reset or milestone celebration creates a different set of priorities. The ideal journey may involve fewer hotel changes, more private time, family-friendly logistics, greater independence or carefully selected premium experiences.

A useful persona framework therefore starts with context rather than demographics. Travel planners can ask six questions: who is travelling, why the trip is happening now, what matters most, how the trip should feel, what constraints exist, and where the destination configuration best fits the brief.

Four Traveller Contexts

Couples may prioritise shared memories, milestone moments, privacy and fewer moves. Families may need connected rooms, predictable transfers, rest periods and activities that work across generations. The 2025 U.S. Family Travel Survey found that 92% of parents were likely to travel with children, 57% planned multigenerational travel and 73% identified affordability as their biggest barrier.

Solo travel is not necessarily a low-service category. Travellers going alone may value independence while still wanting reliable transport, well-located accommodation, optional guided experiences and responsive support. Luxury travel is similarly broader than a simple preference for five-star inventory. McKinsey's research points towards privacy, personalised service, local character and unique experiences as important elements of premium value.

The Same Destination Can Serve Different Travel Jobs

Italy illustrates how one destination can support very different journeys. A couple might favour Rome, Florence and Amalfi with romantic locations and longer evenings. A family could combine Rome, Tuscany and Venice with practical accommodation, predictable transfers and interactive experiences. A solo traveller might prefer Rome, Bologna and Florence with central stays, flexible days and independent rail travel. A luxury traveller could combine Rome, Tuscany and Lake Como with private guides, destination dining and high-touch coordination.

The operational opportunity is to reuse a coherent supplier and destination network while changing the default configuration. Personalisation becomes more scalable when it is modular rather than rebuilt from zero.

From Fixed Package to Modular Framework

A persona-led package can retain a stable core — dates, route, transport and accommodation — while allowing configurable layers for pace, stay style, experiences, support and free time. This

keeps the efficiency of packaging while giving travellers meaningful choices.

Technology can support this process without replacing human judgement. The 2025 U.S. Family Travel Survey found that parents already use travel websites, blogs, social platforms and AI-powered travel planners during research, while 61% said they would consider using a travel advisor within two years. Digital tools can surface combinations and narrow options; advisors can interpret ambiguity, resolve multi-person trade-offs and provide support when plans change.

Where [MundoTrip](#) Fits

MundoTrip's persona-led travel perspective reflects this shift from fixed bundles towards packages organised around traveller intent. Couples, families, solo travellers and luxury travellers can begin with different configurations while retaining the convenience of a packaged journey.

The approach does not mean assuming that every traveller within a category wants the same thing. A persona should be a starting configuration, not a cage. Its purpose is to generate better questions and provide a relevant starting point that can then be adapted to the traveller's actual needs.

The commercial impact should also be tested rather than assumed. Travel brands can measure whether persona-specific experiences improve qualified enquiry rates, reduce itinerary revisions, increase experience attachment, shorten time to deposit and improve post-trip satisfaction.

The destination remains the canvas. The traveller's purpose determines what belongs on it.

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