

1. Digital Nomad Townsizing

An aerial photograph of a rural landscape, likely in the Midwest, showing a patchwork of brown and green fields, a winding road, and a small cluster of buildings in the center. The sky is clear and blue.

**Remote work becoming permanent
Work-cations are moving from beaches to
“hideaways”**

Application: small towns improving high-speed infrastructure to invite month-long visitors

2. The **Urban Basecamp** for Digital Nomads

Travelers want the grit & culture of a small town as their “hub,” as they “spoke” out into the wilderness

Urban professionals seeking work-life balance –
and to stay for weeks, not days

Application: Elko as “basecamp” for Basque dining, rugged landscape, etc.

3. **Dark Sky** Pilgrimage

NV's Great Basin as a pristine alternative to light pollution

The global stargazing tourism market valued at \$2B in 2026

Searches for “dark sky destinations” and “Milky Way viewing” up 40% since 2022

Application: small towns marketing themselves as “celestial sanctuaries” – and the wellness connection

4. Gig Tripping

Travelers planning trips around niche, rural live events rather than stadium tours

Music Tourism a \$7.7B industry in 2026

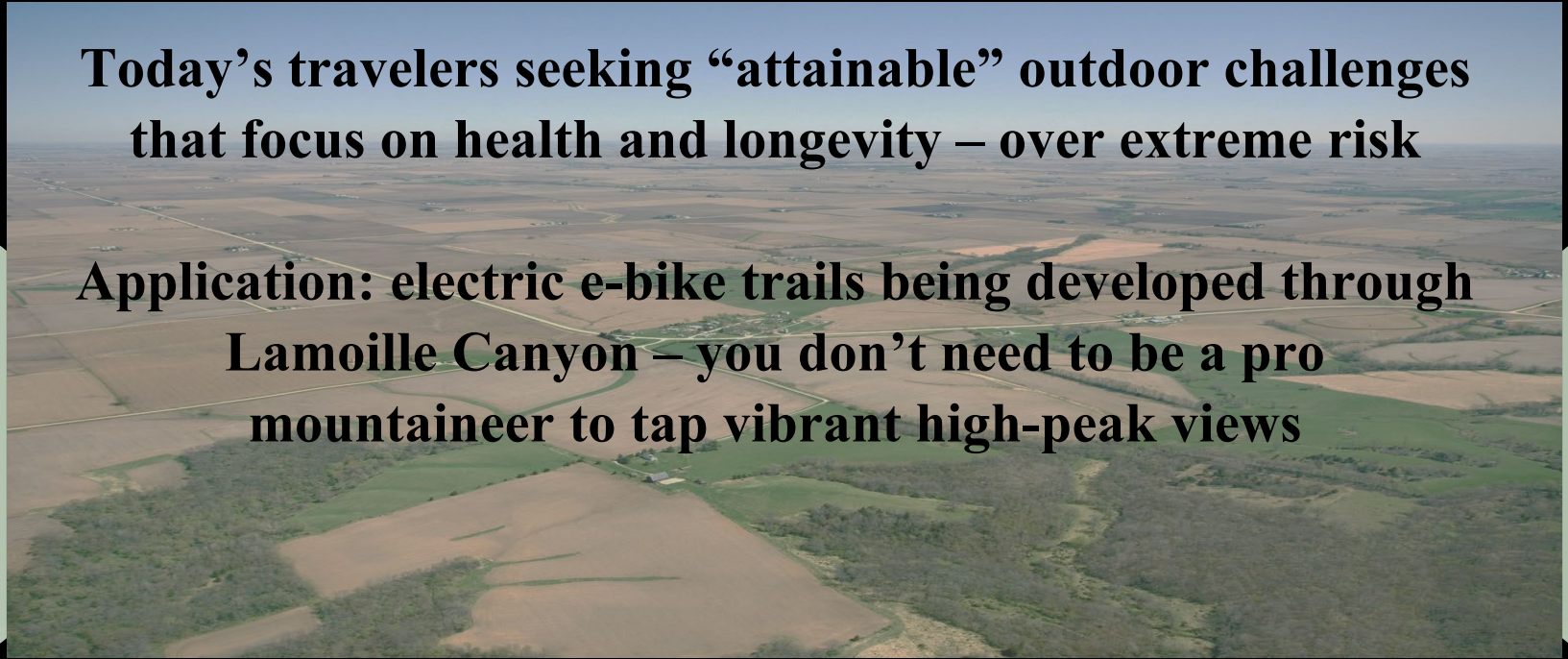
60% of event attendees plan multi-day trips around “gig” or cultural festivals – and spend \$1200/trip

Application: Events like the National Cowboy Poetry Gathering create opportunity around packing “gigs” with local lodging and immersion experiences

5. **Soft**Adventure

Today's travelers seeking "attainable" outdoor challenges that focus on health and longevity – over extreme risk

Application: electric e-bike trails being developed through Lamoille Canyon – you don't need to be a pro mountaineer to tap vibrant high-peak views



6. The **Ancestra**Method

Unfiltered & raw history over polished museum exhibits

Cultural immersion gaining ground fast

Move over, guided tours – hello, authentic storytelling

**Heritage travel on the rise – cultural sites now registering 211M
visits a day**

**Application: living history experiences, like maker workshops –
learning 19th century silver-smithing or buckaroo gear-making**

7. Bio-Regional Dining

**Rejecting “imported” luxury for ingredients found within 50 miles
Provenance of food – and it’s connection to local area – reigns
supreme**

Meeting the purveyors

**50% now booking restaurant reservations before booking flights
47% of millennials cite local cuisine as the #1 factor in picking a
destination**

**Application: highlighting high-desert flavors and making the meal
feel uniquely “out of place” for visitors**

8. Isolation - A Quiet Luxury

In a loud world, true silence is the new 5-Star amenity
56% of global travelers citing “rest and relaxation” as their
main travel motivator

56% of Americans now seeking “meditation” or “silent”
retreats

Rebranding “remote” as “exclusive” and “revitalizing”

Application: small towns as refreshingly isolated and out-of-
the-way

9. AgriStays-2.0

Beyond just visiting a farm, travelers want to contribute to the stewardship of the land

Agritourism industry: projected to grow 12% annually and become a \$111B industry by 2032

62% of travelers want to “give back” to the local communities they visit

Application: Ranch stays where guests participate in sustainable grazing practices or range restoration projects – giving travelers a compelling sense of purpose

10. **Nostalgia** Leads the Way

Making emotional connections with the destinations we visit—and even with how we travel

Repeat travel as an emotional driver – but give me something new and fresh

58% of Millennial & Gen Z parents planning on bringing along extended family

Application: Positioning Nevada small towns as locales for nostalgic wild west trips with a modern spin

We are the Club for Travel Enthusiasts

TRUSTED GLOBAL INFLUENCER

We've been publishing travel content for **25+** years inspiring people to explore the world

DESTINATION MARKETING EXPERTS

Travelzoo has partnered with **350+** global destination marketing organizations

LARGE AUDIENCE OF SAVVY TRAVELERS

30M travel enthusiasts globally,
14.5M in North America,
13M in the U.S.,
ready to travel

We Reach Travelers with Time, Taste and Money

AUDIENCE DEMOGRAPHICS: U.S.

56%

are age 45+,
44% are 18-44*

65%

are female,
35% are male*

1.9

international leisure trips
planned for 2026
(on average)

2.7

domestic leisure trips
planned for 2026
(on average)

OUR AUDIENCE COMPARED TO THE GENERAL POPULATION

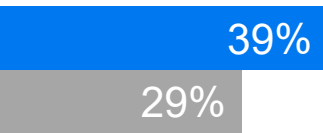
Plan to spend at least
15 days abroad
in 2026



Open to
new destinations
and travel ideas



Plan to tick off several
bucket-list destinations
in 2026



Have budget
for luxuries
(e.g., travel)



■ Travelzoo Audience (U.S.) ■ General Population (U.S.)

Source: Travelzoo Trends Survey in the U.S.; October 2025; Travelzoo Participants n=1,716 (random distribution); General Population n=500 (in partnership with OnePoll).

*Google Analytics; average taken over July to December 2024.

Travelzoo Inspires and Activates

Travelzoo works with destination partners to inspire our audience of 30 million travel enthusiasts eager to discover their next adventure

Travelzoo has helped hundreds of destinations tell their story—from charming towns to energetic cities to wide-open spaces

Last year, Travelzoo:

- Worked with **100+ destinations**
- Generated over **3,600,000 page views** and **210,000 hours** of content engagement

Travelzoo's award-winning editorial and broadcast media coverage has won numerous awards in the travel journalism space



Content that Captivates

WELLNESS

How To Escape Your Ordinary in Greater Palm Springs



FAMILY TRAVEL

Fort Myers: The Unhurried Florida Escape You Need



ROAD TRIP

Nebraska: The Ultimate Off-the-Beaten-Path Road Trip



MILESTONES

Arizona: Celebrate 100 Years of Route 66



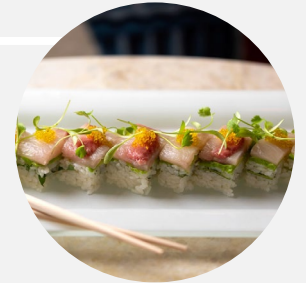
OUTDOORS/ADVENTURE

How You Can Get Twice the Fun from a Spring Trip in Nevada



CULINARY

Poetry on a Plate: A Culinary Journey Through Georgia's Golden Isles



CITY BREAK

Las Vegas is Always On



ITINERARY

How to Experience San Diego in 4 Days



Showcase and BME: DMO Case Study



Program Brought a New Trend into the National Conversation

OBJECTIVE

Build awareness for northeastern Nevada and the Cowboy Corridor, specifically the region around Elko.

Tout the cultural experiences (cowboy, indigenous and Basque) and outdoor adventures available in this part of Nevada.

To view Showcase, please [click here](#).

SOLUTION

Travelzoo worked with Travel Nevada to curate a custom Showcase about the Greater Elko Region.

We also produced and broadcast live from the California Trail Interpretive Center in Elko to TV stations across the U.S. about the trend of "townsizing" your vacations, with Elko as a prime example of this trend.

RESULTS

62,000+ page views for the Showcase and **2,400+ total hours** spent with the content

23,000+ social actions

30 total broadcast hits, including New York, Dallas, San Francisco, Denver and Phoenix

36.6M broadcast reach