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'SKIP TO THE GOOD PART': ROYAL CARIBBEAN REVEALS 66% OF TIKTOK USERS WOULD BOOK HOLIDAY DESTINATIONS AT RANDOM, FOLLOWING VIRAL TREND

- *Study finds 66% of TikTok users claim they either have or would let TikTok choose their next holiday destination at random.*
- *The recent viral TikTok filter saw users' next holiday location randomly chosen via the filter's destination generator, hinting at a new 'spontaneous travel' trend.*
- *Forty-six percent of participants agreed that cruising is a good option for last-minute travel.*

LONDON, 23 MAY 2023 – A recent survey* commissioned by **Royal Caribbean International** has revealed that **Brits are becoming more spontaneous** with their travel plans, including booking **last-minute holidays and letting fate decide their getaway destination**. In fact, **66%** of those who use TikTok said they either **have or would let the platform choose their next holiday destination for them**.

The survey findings follow a recent social media trend **where a viral TikTok filter generates a random destination** for the user to travel to, taking the decision out of their hands. When it comes to last-minute holidays, **46%** of those feeling spontaneous **agreed cruising was a good option**, and **25%** said they **wanted to visit multiple destinations in one trip** – making Royal Caribbean's line-up of holidays to more than **80 destinations in Europe** this summer the perfect way to visit new places, experience new adventures and make new memories with family and friends. In fact, the current desire to just pack up and go is so strong that results showed **only 6%** of people **would not go to a holiday destination selected at random**. Further highlights from the survey* show the following:

- When it comes to the types of spontaneous trips travellers are booking, the research revealed that Brits are looking to travel with **their partner (47%)**, opt for **short-haul trips (36%)** and **travel with children (35%)**.
- This is beyond a Gen Z trend; it appears spontaneous travel is sweeping the nation across multiple age groups. The research showed **68% of 25-34s** and **44% of 35-44s** said they **would let the filter decide a destination at random**.
- **Nineteen percent** of consumers said they'd be **happy to arrive at an airport with no destination in mind**.

(more)

- **One in 10 people (10%)** said it takes them **less than one week to plan their next holiday**.

Although lockdowns and travel restrictions may be distant memories for some, they certainly limited spontaneity. Now people are keener to step out of their comfort zones. In a recent white paper, psychologist Emma Kenny says there are **plenty of mental health benefits to this shift in impromptu travel**, which creates a ‘can do’ attitude and reminds people of the limitless possibilities out there.¹

Ben Bouldin, vice president, Europe, Middle East and Africa, Royal Caribbean International said: “The trend for spontaneous travel is changing the way people book their cruise holidays with us. We are seeing more last-minute bookings, and the percentage of holidaymakers cruising for the first time has also increased, surpassing pre-pandemic levels.”

“Holidaymakers in the UK are looking for the best of both worlds – a holiday that’s packed with memory-making experiences and where you don’t need a lot of planning or a lengthy decision-making process to have an amazing time. With a Royal Caribbean cruise, the holiday starts as soon as you set foot on board. The whole family and travellers of all ages can choose their own adventure that fits with whatever mood they’re in on any day – it’s a spontaneous traveller’s dream.”

For more than 50 years, Royal Caribbean has created memorable family holidays and getaways for friends around the world. This summer offers holidaymakers the chance to take their pick of **seven award-winning ships** sailing from **eight different destinations**, including **Southampton, England; Barcelona, Spain; and Ravenna and Rome (Civitavecchia), Italy**. The adventures awaiting travellers at each destination are matched with a variety of signature experiences on board, like **SeaPlex** – the largest indoor and outdoor activity complex at sea – the **North Star**, an **all-glass observation capsule** 300 feet above the ocean; and the **RipCord by iFly skydiving simulator**. Highlights include [Symphony](#) and [Odyssey of the Seas](#), cruising from **Rome** and **Barcelona**, respectively, as well as [Anthem of the Seas](#) from **Southampton** for a flight-free visit to **France, Spain** or the **Norwegian Fjords**.

For more details about the summer season line-up, travelers can visit [Royal Caribbean](#).

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About Royal Caribbean International

[Royal Caribbean International](#), owned by Royal Caribbean Group (NYSE: RCL), has been delivering innovation at sea for more than 50 years. Each successive class of ships is an architectural marvel that features the latest technology and guest experiences for today's adventurous traveller. The cruise line continues to revolutionise holidays with itineraries to 240 destinations in 61 countries on six continents, including Royal Caribbean's private island destination in The Bahamas, [Perfect Day at CocoCay](#), the first in the Perfect Day Island Collection. Royal Caribbean has also been voted "Best Cruise Line Overall" for 20 consecutive years in the *Travel Weekly* Readers Choice Awards.

Media can stay up to date by following [@RoyalCaribPR](#) on Twitter and visiting [RoyalCaribbeanPressCenter.com](#). For additional information or to make reservations, holiday-markers can call their travel advisor; visit [RoyalCaribbean.co.uk](#); or call 0344 493 4005.

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Notes to editor:

Imagery for all ships can be found [here](#).

*Research was conducted in partnership with Onepoll and surveyed 2,000 UK adults, 18-65+.

1. <https://www.skyscanner.net/news/nomofomo-spontaneous-travel-psychology>