

OVER 7,000 TRAVELERS CELEBRATE LIFE'S MILESTONES WITH TRAFALGAR IN 2024

Trafalgar uncovers travelers' most important travel moments of 2024.

TUESDAY 22nd APRIL 2025

Why do people travel? To celebrate – that's what Trafalgar discovered from over 7,000 heartfelt stories from real past guests. These stories demonstrate how travel is more important than ever to mark life's milestones, shared with friends old and new.

Over 5% of travelers booked trips to celebrate a milestone in 2024 – of those wanderlust milestone markers, 37% celebrated a birthday and a huge 50% of them traveled to celebrate love, marking a relationship anniversary.

A record-breaking number of entries to the Trafalgar Unlocked Awards revealed this information, with a staggering 7,417 entries from around the world submitted to this year's awards, bringing the total number of entries across all editions of the competition to over 22,000.

2025 saw the third year of the Trafalgar Unlocked Awards, which, judging by the number of entries, was highly anticipated by Trafalgar past guests. While a tremendous achievement, it presented the Trafalgar team with a challenge: to pick just 13 winners to take an exclusive winners' tour of Prague, Vienna and Budapest, departing early May 2025.

The stories the team received ranged from hilarious to heart-breaking – but it was through these stories Trafalgar was able to uncover the most important reasons why people traveled in 2024.

Stories involving milestone celebrations and reunions dominated the entries.

A 60th wedding anniversary was just one of 155 celebrated with Trafalgar in 2024, while the 114 milestone birthdays marked ranged from 30ths to 80ths. From 17 graduations to 15 retirement trips, Trafalgar guests celebrated entering and leaving the working world on tour. New beginnings were marked with 4 marriage proposals, including one on the River Seine, while old bonds were reconnected with 6 reunions of friends and family from across continents.

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Whatever the occasion, people were calling on Trafalgar to help them celebrate through travel.

Trafalgar Unlocked Awards winner Heather submitted an entry about her travels with Sue, her best friend since primary school. After a serious health scare Sue was “determined to make every day count”, so the pair booked onto Trafalgar’s Best of Italy tour. Heather wrote: “We will never forget seeing so many beautiful parts of Italy [...] and having so much fun together.”

Keith, another winner, also visited Italy with Trafalgar with his partner Greg, celebrating not just a milestone birthday but also their 25th anniversary. He wrote: “This journey was more than just a vacation; it was a celebration of love, life, and the joy of being together.”

Trafalgar continues to meet the needs of its travelers by learning from them in real time – that’s what it means to Tour *Differently*.

– Ends –



TRAFALGAR UNLOCKED AWARDS - GUEST STATS:

In 2024, Trafalgar guests on tour were celebrating:

- 155 wedding anniversaries
- 114 milestone birthdays
- 17 graduations
- 15 inaugural retirement ('retirementmoon') trips
- 6 reunions of friends and family from across continents
- 4 marriage proposals

ABOUT TRAFALGAR:

Part of The Travel Corporation, Trafalgar is the world's most-loved and trusted travel company with 300+ tours across 70+ countries and six continents. Since 1947, more than five million happy past guests have discovered the Trafalgar difference. Trafalgar works with expert travel directors and local specialists to create unique tours covering must-see sights and hidden gems.

ABOUT THE TRAFALGAR UNLOCKED AWARDS:

Now in its third year, the Trafalgar Unlocked Awards is a way for Trafalgar to celebrate and reward its past guests. Entrants submit their favourite travel story on a Trafalgar tour from the previous year, which are then *rigorously judged* to see if they can earn a place on the exclusive winners-only tour. The 2025 Trafalgar Unlocked Awards winners trip takes guests across Prague, Vienna and Budapest.

ABOUT THE TRAVEL CORPORATION:

The Travel Corporation is a global portfolio of 18 exceptional, market leading travel brands including the world's number one escorted tour operator Trafalgar, award-winning Uniworld Boutique River Cruises, premium guided vacation company Insight Vacations, youth travel specialists Contiki, and Celtic travel experts Brendan Vacations among many others. After more than a century of blending transformative travel with extraordinary service, the venerable company remains committed to its signature 'Driven by Service' philosophy and to consistently delivering outstanding experiences and value to travelers, guests, and partners. For more information, visit [TTC.com](https://www.ttc.com).