

OVER 14,000 TRAVELERS MOULD THE FUTURE OF HOW TO GET MORE FROM YOUR VACATION

Trafalgar's latest global marketing campaign uses stories from past guests to form six distinct categories of traveler.

MONDAY 25th NOVEMBER 2024:

Trafalgar's latest campaign encourages travelers to 'Tour *Differently*', as over 14,000 stories from past guests have formed six unique traveling personalities, designed to help every traveler get the most out of their trip.

The global traveler of 2025 is more complex than ever: seeking greater connection, but fewer crowds; searching for unique adventures while avoiding logistical stress; looking to make lifelong memories while balancing value for money; and aspiring to leave a positive impact on communities and the environment.*

Trafalgar is catering to this new kind of traveler by doing things differently, forgetting the one-size-fits-all style of tour by making real guests the center of its new Tour Differently campaign.

In early 2024 past guests from around the world were invited to submit their favorite travel memories as part of the Trafalgar Unlocked Awards, which secured Best International Campaign prize at the Travel Marketing Awards and won Most Outstanding Marketing Campaign at the Australian National Travel Industry Awards.

Trafalgar saw over 4,000 entries fly in. Combined with over 10,000 entries from previous years, this content was used to analyze the personality profiles of travelers around the globe and form the [Trafalgar Travel Personality Quiz](#).

From stories of empowering solo travel adventures to lifelong friendships formed on-tour, each entry demonstrated the power of user-generated content: Trafalgar now knows the diversity of its guests better than anyone else.

"We're so excited to see Tour Differently come to life, empowering people to have even better travel experiences by knowing the way in which they travel," says Lottie Norman, Global CMO of Trafalgar. "The real guests that shared their stories have helped us create an authentic campaign that speaks to the traveler of today."

Trafalgar's new Tour Differently campaign was shot on location on the [Costa Rica Nature Adventure](#) tour with this year's winners of the Trafalgar Unlocked Awards. The campaign, now live and running into 2025, shows that anyone can have the vacation of

their dreams – from mindful travelers, adventure-seekers, social butterflies, local explorers, or those that need a confidence boost.

There are so many different types of traveler, and Trafalgar is empowering them all.

Tour ***Differently*** in 2025.

– Ends –

[Click to view / download Tour Differently Campaign Images](#)

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 TOUR DIFFERENTLY:

Tour Differently is Trafalgar's latest campaign, launched in October 2024. Over 14,000 entries from real past guests were used to create 6 unique travel personalities, and travelers can take Trafalgar Travel Personality Quiz to discover which one they are. All Tour Differently assets feature real people and Trafalgar guests. Learn more about the Trafalgar Travel Personas [here](#).

ABOUT THE TRAVEL CORPORATION:

The Travel Corporation (TTC) 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.

Committed to MAKE TRAVEL MATTER®, TTC is dedicated to creating a positive impact on people, the planet, and wildlife. This commitment is reflected in the philanthropic work of its not-for-profit TreadRight Foundation, as well as its How We Tread Right sustainability strategy, a five-year plan aligned to advance the United Nations Sustainable Development Goals. For more information, visit [TTC.com](https://www.ttc.com).

*Travel data behind Tour Differently:

- More than 1 in 5 travelers cite self-discovery and mental health as their main drivers of leisure travel.¹ Tour *Confidently*.
- Vacations with a positive impact on local communities will continue to grow in popularity in 2025.² Tour *Responsibly*.
- 70% of global travelers enjoy being active when they travel.³ Tour *Passionately*.
- 1 in 4 vacationers are planning to explore different cultures in 2025, spending extended time immersing themselves as a local to fully experience the culture.⁴ Tour *Locally*.



¹ Hilton 2025 Trends Report, <https://stories.hilton.com/2025trends>

² Lemongrass Marketing Annual Travel Trend Report 2025, <https://www.lemongrassmarketing.com/about-us/trend-report>

³ Hilton 2025 Trends Report, <https://stories.hilton.com/2025trends>

⁴ Hilton 2025 Trends Report, <https://stories.hilton.com/2025trends>