

Wanderlust[®]

**AUTHENTIC, MEANINGFUL,
RESPONSIBLE TRAVEL**

SINCE 1993



Wanderlust[®]

READER SURVEY RESULTS

2026



96%

Of readers say Wanderlust
inspires them to visit
new destinations

54%

Go straight to a booking
platform or tour operator
site after leaving our site

83%

Use Wanderlust content
when planning and
booking trips

61%

Female

AVERAGE AGE

51 39

Print

Digital





£106k

Average household income

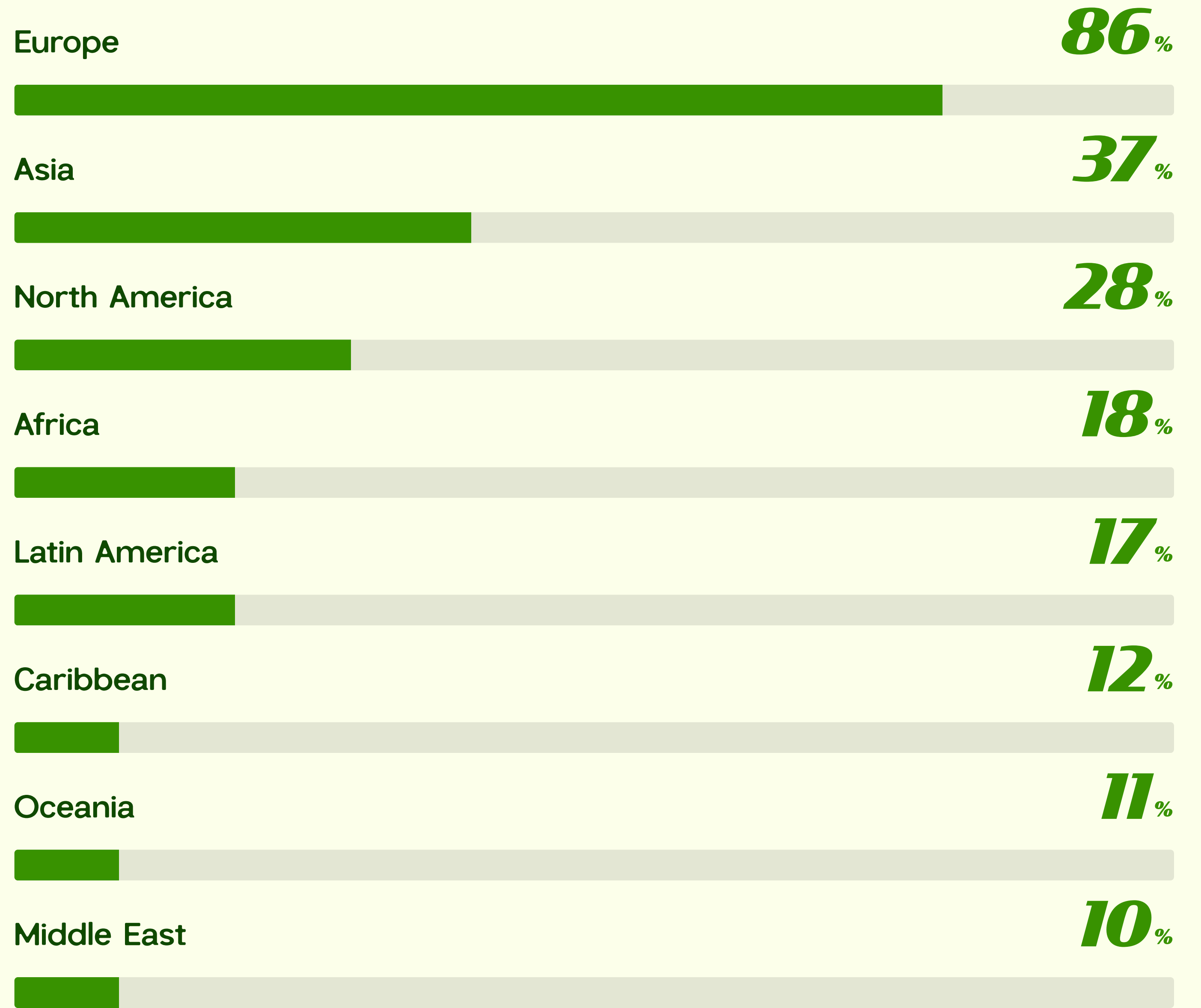
£12k

Average spend per person per
year on travel

DESTINATIONS

**WHAT REGION(S) ARE
YOU PLANNING ON
TRAVELLING IN 2026?**



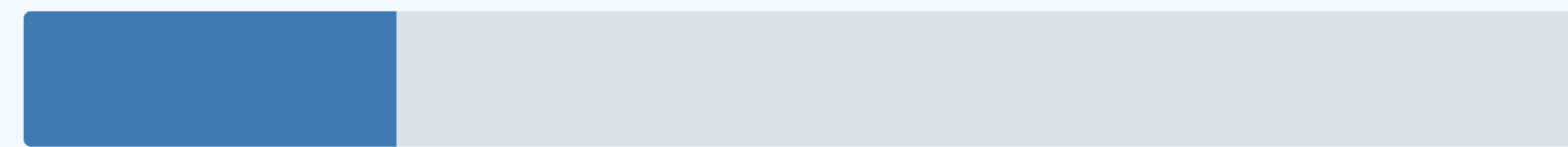


READER SURVEY 2026

DO YOU HAVE PLANS TO TRAVEL TO LATIN AMERICA IN 2026

25%

75%



YES

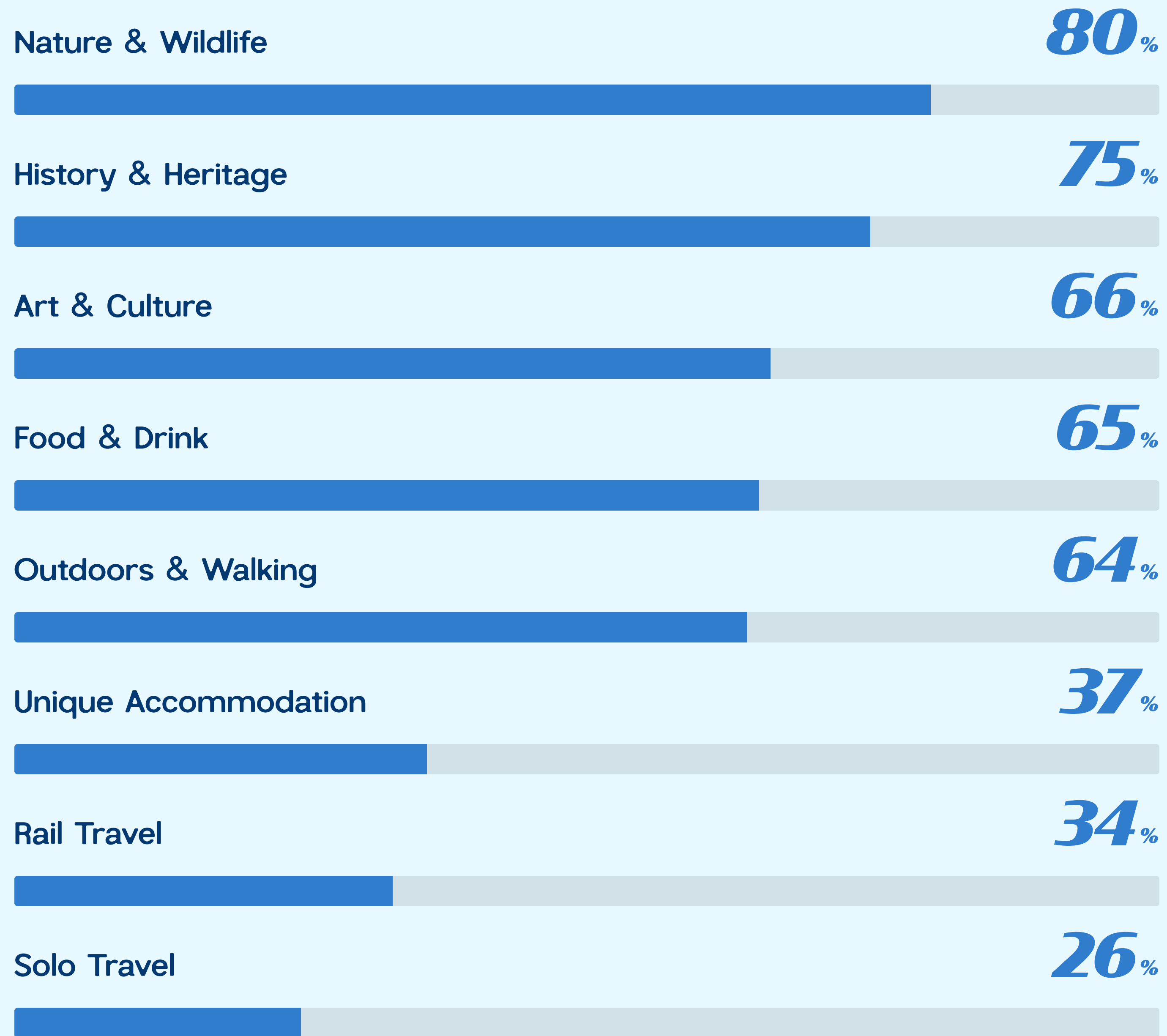
NO





INTERESTS

**WHICH OF THE
FOLLOWING ARE YOU
INTERESTED IN WHEN
YOU TRAVEL?**



INTERESTS

**WHICH ASPECTS OF
LATIN AMERICA TRAVEL
ARE YOU MOST
INTERESTED IN?**





Nature & Wildlife

81%



History & Heritage

62%



Indigenous Culture

47%



Food & Drink

45%



Festivals & Events

31%



Road Trips

24%



Other

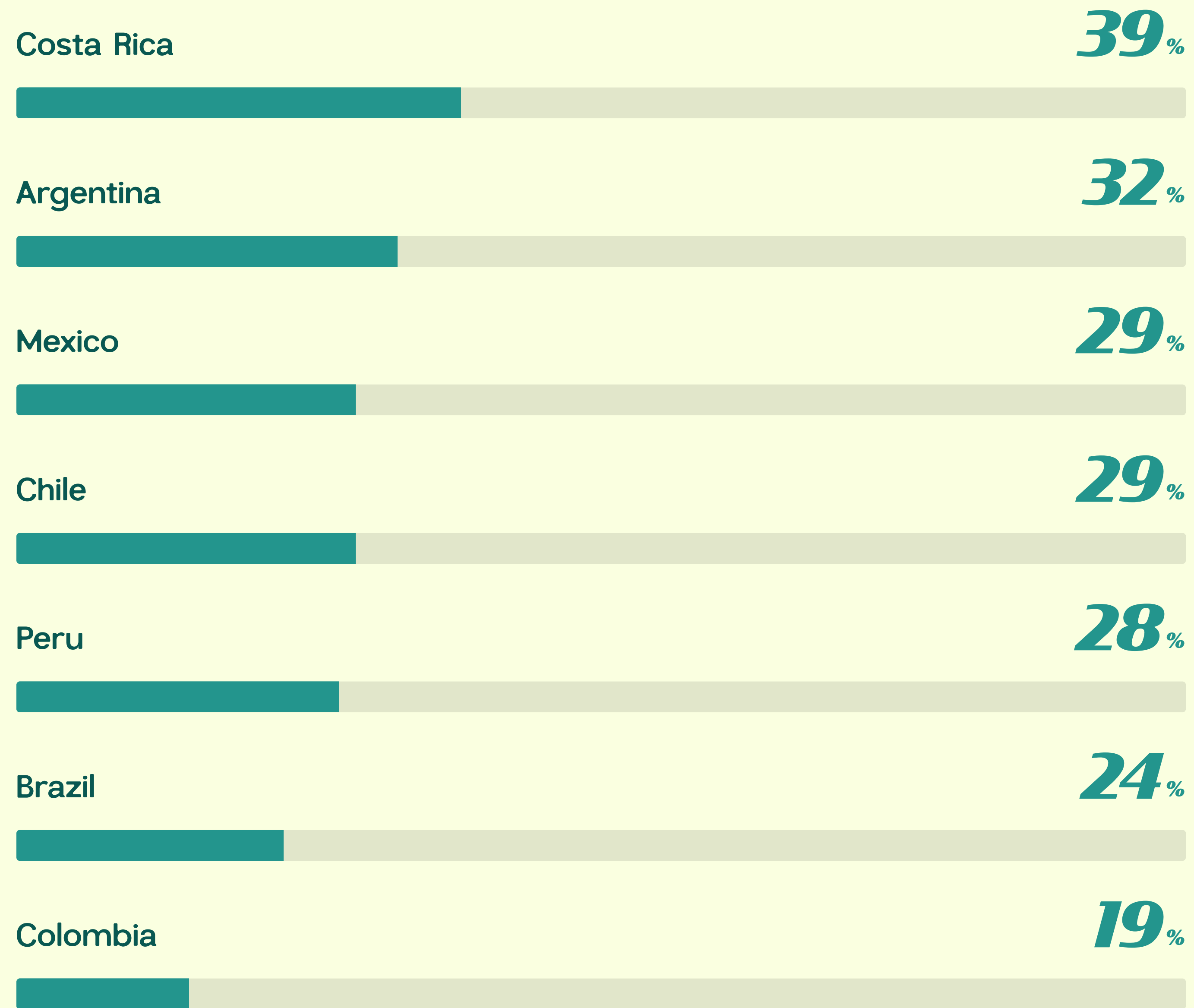
4%





INTERESTS

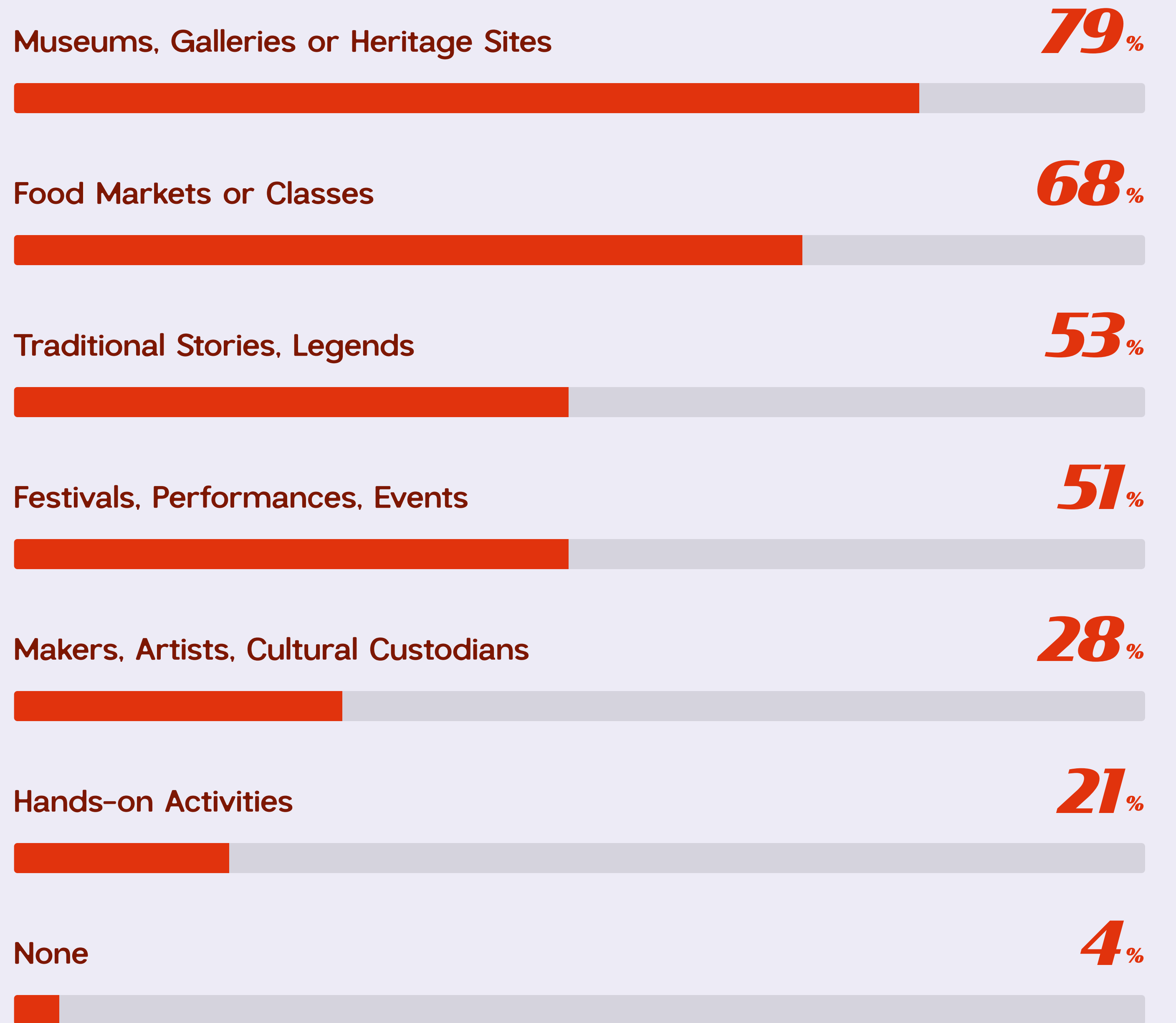
**WHICH PARTS OF LATIN
AMERICA ARE YOU
MOST INTERESTED IN
VISITING IN THE
FUTURE?**



CULTURE & HERITAGE

**WHICH CULTURAL
EXPERIENCES DO
YOU ACTIVELY
SEEK WHEN
TRAVELLING?**

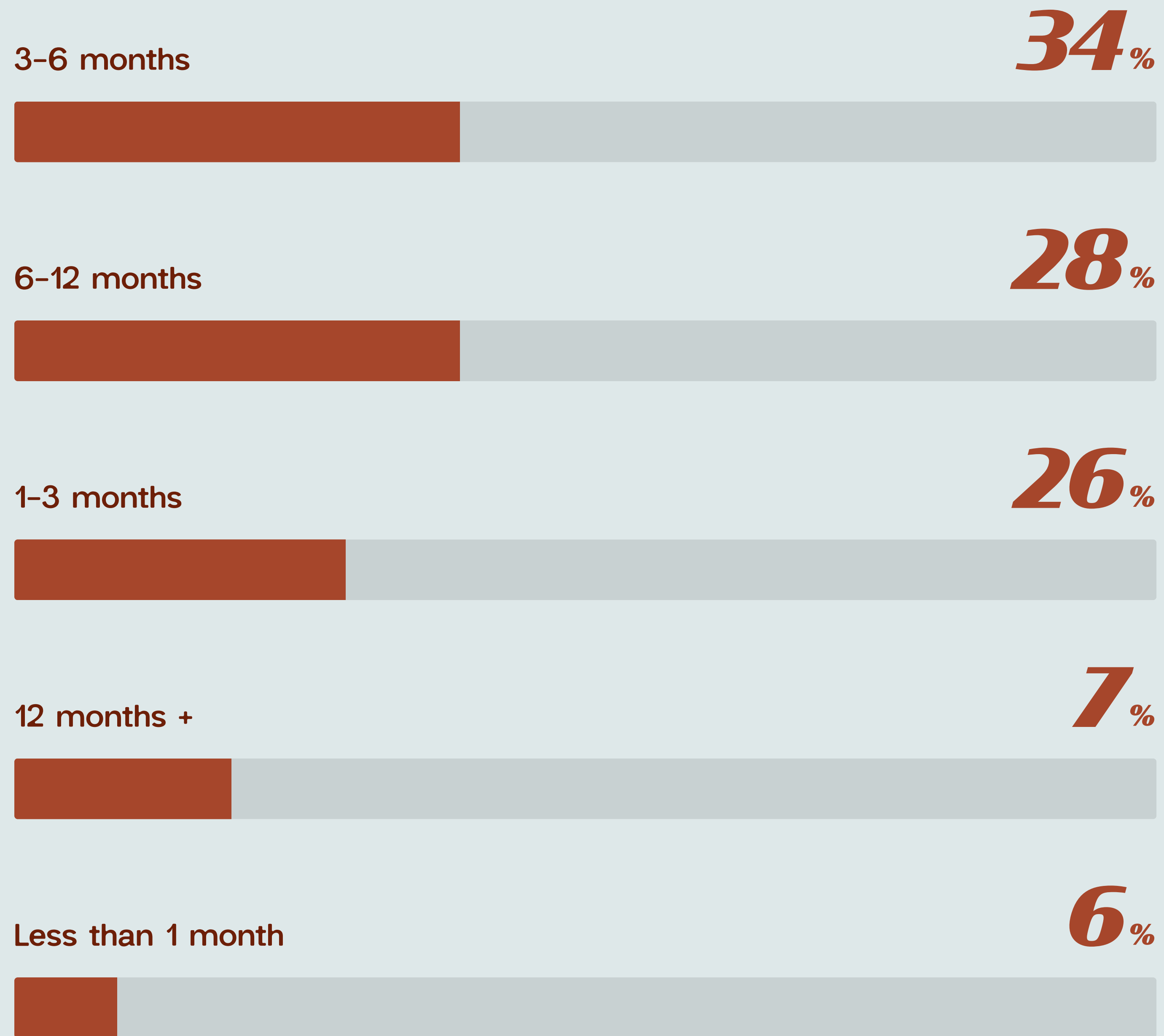






PLANNING

HOW FAR IN ADVANCE DO YOU BOOK YOUR MAIN TRIP?



GREEN TRAVEL

IS SUSTAINABLE TRAVEL IMPORTANT TO YOU?

84%

16%



YES

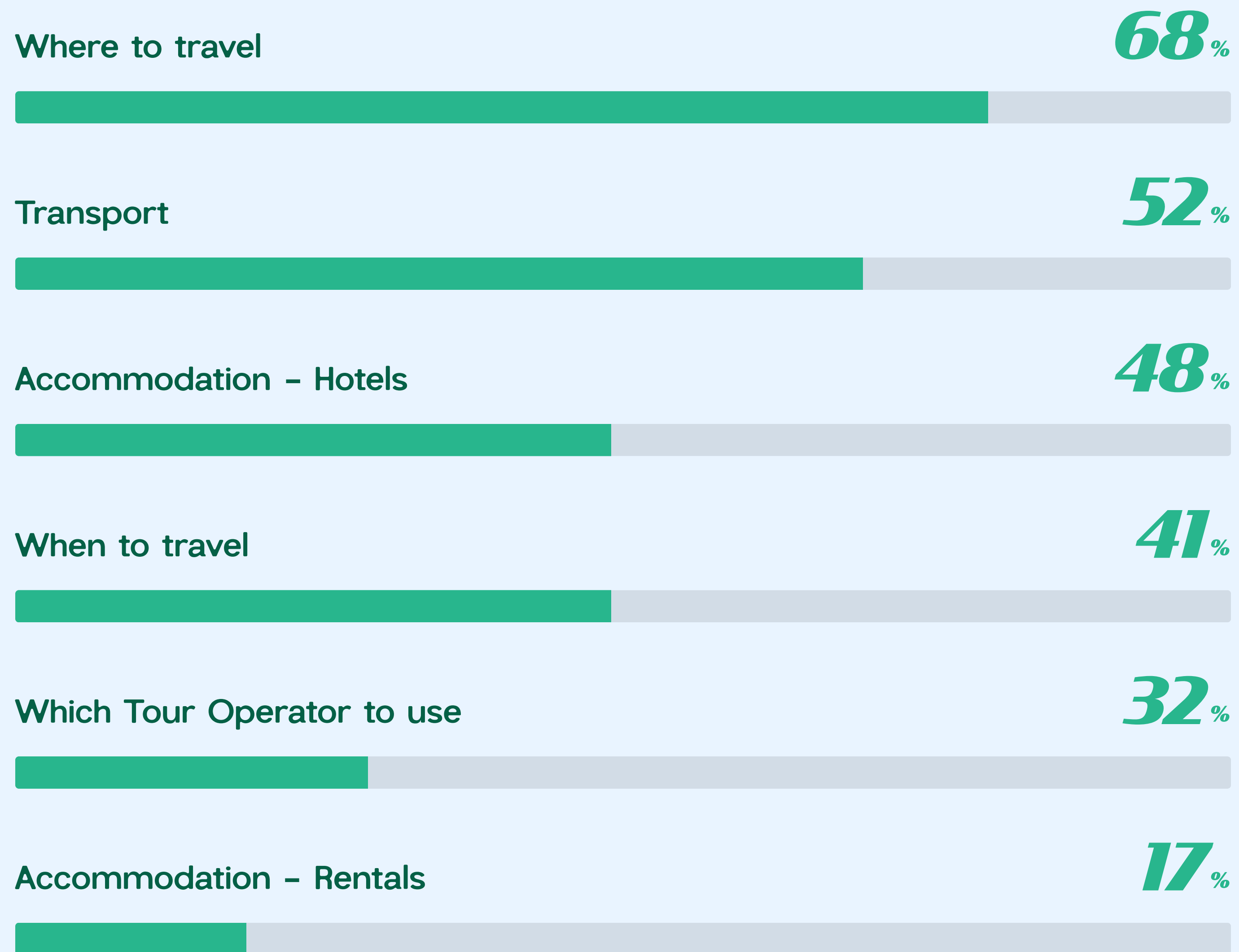
NO





GREEN TRAVEL

**DO YOU TAKE
SUSTAINABLE
CREDENTIALS INTO
CONSIDERATION
WHEN CHOOSING...**



INSIGHTS

TRENDS WE ARE SEEING

Purposeful, meaningful travel

Ancestry, heritage & nostalgia travel

Hobby-based travel

Off-peak travel

Quiet & off-grid escapes

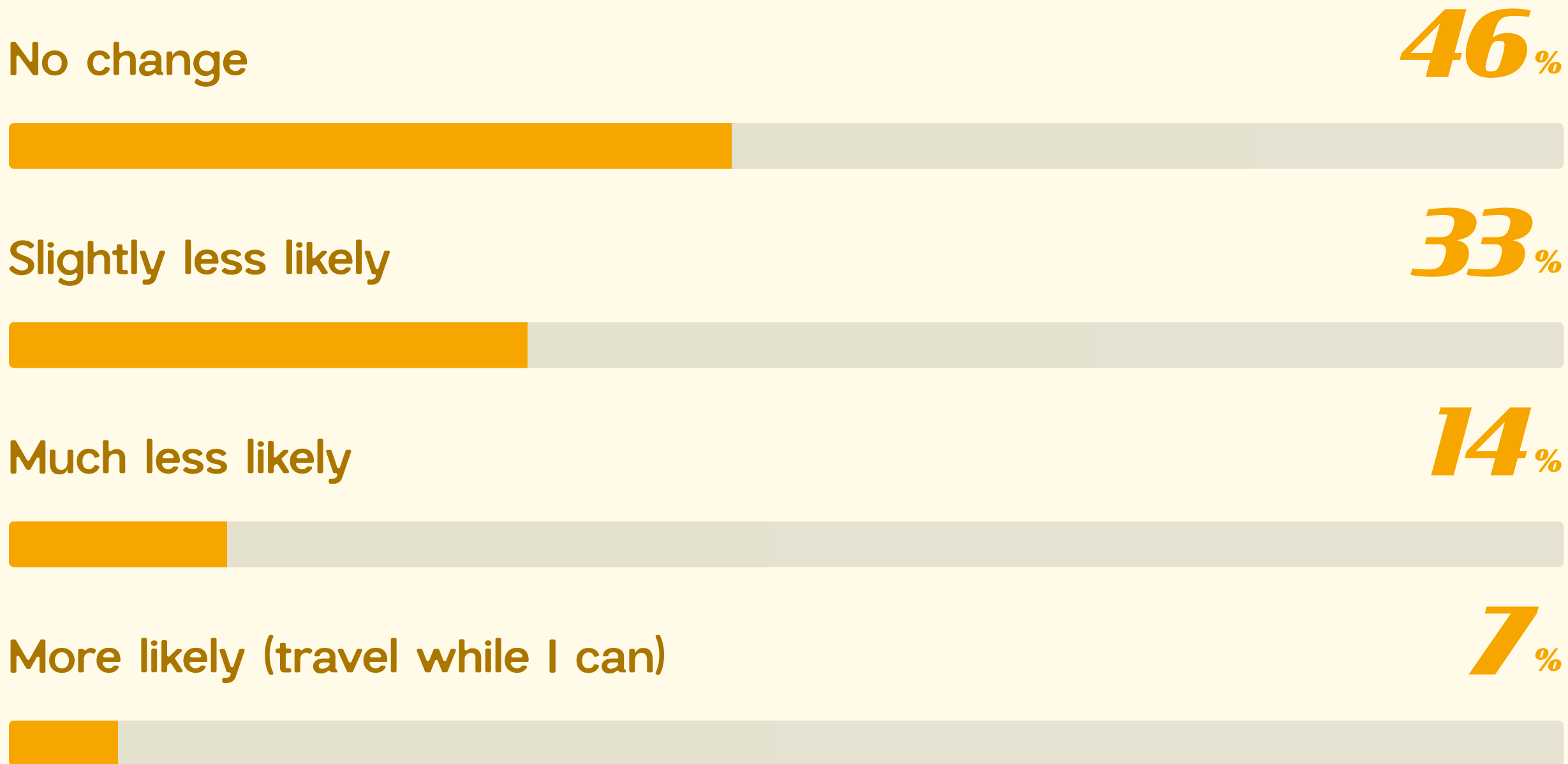
Premium adventures





INSIGHTS

HOW HAS THE SITUATION AFFECTED YOUR APPETITE FOR LONG-HAUL TRAVEL?



INSIGHTS

HOW CONCERNED ARE YOU ABOUT...





3.6

Wider geopolitical
instability

3.5

Rising aviation/
fuel surcharges

3.2

Cost of living pressure

2.7

Being stranded abroad

1.7

Safety of flying

INSIGHTS

**WHEN BOOKING
YOUR NEXT TRIP,
WHICH FACTORS HAVE
BECOME MORE
IMPORTANT**





62%

Avoiding connections through affected airspace

28%

Up-to-date FCDO advice

30%

Comprehensive travel insurance

23%

Shorter trips closer to home

29%

Trusted tour operators



INSIGHTS

**WHERE WERE YOU
PLANNING TO TRAVEL
IN THE NEXT 12 MONTHS
BEFORE THE RECENT
ESCALATION?**

61%

Europe

20%

Southeast Asia

17%

Latin America



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THANK YOU