



85% of Travelers Choose Day Trips as Bookings Grow 110%: The Boom That Marks the Path to 2026 World Tourism Day

New data from the destination marketplace and tour operator The Tour Guy shows day trip bookings up 110.7% year over year, as travelers are adapting to crowded popular destinations by getting out of the city

Rome (September 23rd, 2026) — As the travel industry approaches World Tourism Day on 27th September, the trend of the **day trips** emerges as clearly as ever. A recent **survey** by the destination marketplace and tour operator The Tour Guy found that **85.4%** of travelers **opt for day trips** when visiting a destination. They move beyond the Colosseum, the Louvre, or the Uffizi to explore what lies just outside city limits. The finding lines up with **booking** data. Day trips on The Tour Guy platform are up **110.7%** year over year in 2026. The pattern is clear: tourists are **adapting to crowded popular destinations** by **getting out of the city**.

64.9% of respondents declare they like day trips because they're **curious to see the countryside, seaside, and natural landscapes** beyond the city borders. On the other hand, **53.4%** of respondents already know a **precise attraction outside the city** and want to visit that specifically. A very limited number of travelers – **8.5%** - simply want to take a break from visiting a city.

People search for **innovation**, as **one in every four day trips** sold this year comes from **new experiences that weren't available in 2025**. None of them are new destinations, though. They are new ways of experiencing places travelers already knew. One of them is the new [archaeologist tour in Pompeii](#), a widely known destination for international travelers. It gives a twist to the traditional visit by pairing the ruins with the geology of Mt. Vesuvius, guided by an archaeologist and a volcanologist. In the Italian region of **Chianti**, a tour once folded into a broader Tuscany itinerary is now [dedicated entirely to wineries](#). Same destinations, sharper focus.

The pattern of looking for new experiences in recognizable destinations is consistent. The three **fastest-growing day trips** are also among the **most recognizable names**. The trip to [Sintra](#) from Lisbon and the [visit to the Tuscany villages](#) from Rome, for instance, have registered a **quadruple-digit growth** in bookings. The [trip to Mont-Saint-Michel from Paris](#) follows closely as the third fastest growing day trip. While familiarity earns the first click, the experience itself is what drives people's decisions.

"Ahead of World Tourism Day, travelers are telling us something very clearly: tourism doesn't end at the city gates." declares **Sean Finelli, CEO and Co-Founder of The Tour Guy**. *"Day trips represent a huge opportunity for the whole travel industry, as they allow to create new experiences starting from what people already know. Recognition and innovation represent the magic formula to make travelers book."*

Millions of travelers will land in Europe on this World Tourism Day. What The Tour Guy's numbers suggest is that their next big destination might already be on the map, just waiting for someone to look at it differently.



Methodology

The 85% figure is drawn from a survey conducted among travelers who visited Europe in the past 12 months, fielded by The Tour Guy between 7th and 14th September 2026. Booking figures referenced in this release cover January 1 to September 15, 2026, compared to the same period in 2025 (STLY). Across both the survey and the booking data, a day trip is defined as a guided tour departing from a major European city to a destination reachable in the timespan of a single day.

About The Tour Guy

[The Tour Guy](#) is a leading provider of curated tours and immersive travel experiences across Europe. Known for expert guides and seamless logistics, the company specializes in simplifying complex itineraries and delivering meaningful, story-driven experiences. From access to iconic landmarks to guided [day trips](#) from major cities like [Paris](#) and [Rome](#), The Tour Guy helps travelers experience more while stressing less.

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