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'SKIP TO THE GOOD PART': ROYAL CARIBBEAN REVEALS 80% OF TIKTOK USERS WOULD BOOK HOLIDAY DESTINATIONS AT RANDOM, FOLLOWING VIRAL TREND

- *Study finds 80% of TikTok users in Ireland claim they either have or would let TikTok choose their next holiday destination at random.*
- *A recent viral TikTok filter saw users' next holiday location randomly chosen via a destination generator, hinting at a new 'spontaneous travel' trend.*
- *More than half of Ireland (51%) agreed that cruising is a good option for last-minute travel.*

DUBLIN, 6 June 2023 – A recent survey* commissioned by Royal Caribbean International has revealed that **people in Ireland are becoming more spontaneous** with their travel plans, including booking **last-minute holidays and letting fate decide their getaway destination**. In fact, **80%** of those who use TikTok in Ireland 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, **51%** of those feeling spontaneous **agreed cruising was a good option**, and **23%** 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 while experiencing new adventures and making memories with family and friends. Further highlights from the survey* show the following:

- When it comes to the types of spontaneous trips travellers are booking, the research revealed that half of Ireland residents are looking to **travel with their partner (50%)**, **31%** opt for **short-haul trips** and **41%** **travel with children**.
- This is beyond a Gen Z trend; it appears the interest in spontaneous travel spans multiple age groups. The research showed **30% of 25-34s** and **21% of 35-44s** said they would let the filter decide their destination at random.
- **More than one in 10 people (16%)** said it would take them **less than one week to plan their next holiday**.

(more)

Although lockdowns and travel restrictions may be a distant memory 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 that are 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 travellers cruising for the first time has also increased, surpassing pre-pandemic levels.”

“Holidaymakers in Ireland are looking for the best of both worlds – a holiday that’s packed with memory-making experiences and doesn’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 any age can choose their own adventure that fits with whatever mood they’re in on the day – it’s a spontaneous traveller’s dream.”

For more than 50 years, Royal Caribbean has created memorable family holidays and getaways with 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; 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 – **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 visit to **France, Spain** or the **Norwegian Fjords**.

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

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.

(more)

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 Irish adults, 18-65+.

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