FlightHub Unveiled 2026

METHODOLOGY

This report is based on FlightHub booking, search and pricing data from October, 2025, to August, 2026, compared with the equivalent period one year earlier. The findings reflect activity across FlightHub's Canadian and U.S. customer base.

Figures are reported in each market's local currency (CAD for Canada and USD for the U.S.). Unless otherwise noted, market designation refers to the country where the booking was made, while destination rankings reflect the actual origin and destination of travel.

Popularity and travel-interest rankings are based on search activity, while all other rankings and trends are based on completed bookings. Pricing figures reflect airfare rates observed during the reporting period.

Year-over-year comparisons are expressed as percentage changes or point changes, depending on the metric. Where available data was insufficient to support a finding, this is noted rather than estimated.

Section 1 — The Travel Divide

1.1 How do Canadian and American travellers split between solo, couple, family and group travel?

	Canada	United States
Solo	−2.7pt	−0.1pt
Couple	+1.5pt	+0.9pt
Family	+0.6pt	−1.1pt
Group	+0.5pt	+0.3pt

Solo travel's share of bookings fell sharply in Canada while staying nearly flat in the U.S. Couples gained share in both markets, and family bookings moved in opposite directions — up in Canada, down in the U.S.

1.2 Which destinations do families and groups prefer?

Family bookings lean heavily toward Manila, Orlando, and Cancún, a pattern consistent with visiting-friends-and-relatives travel and theme-park vacations. Group bookings stay the most domestic of the four types. Solo and Couple bookings look broadly similar to each other and to the overall market, concentrated on major domestic hubs with a moderate, growing international mix.

Families prefer Manila, Orlando and Cancún; groups prefer to travel mostly domestic.

1.3 How does behaviour differ between traveller types?

Traveller type	Advance (CA/US, days)	Trip length (CA/US, nights)	Intl share, YoY (CA/US)
Solo	22 / 22	4 / 7	+6.0pt / +6.5pt
Couple	39 / 40	4 / 7	+4.5pt / +4.5pt
Family	44 / 40	7 / 9	+4.5pt / −1.0pt
Group	51 / 51	4 / 7	+4.0pt / +4.6pt

Groups book furthest in advance, reflecting the coordination required to travel with more people; solo travellers book closest to departure and take the shortest trips. Solo travellers are the most likely to book one-way, and groups the least likely.

1.4 How has the domestic vs. international balance shifted?

	Canada	United States
Domestic, share of bookings	−4.8pt	−6.4pt

Domestic bookings dropped meaningfully in both markets, with the U.S. decline notably steeper. Mexico/Caribbean/Central America and Asia-Pacific are picking up the slack as travellers trade domestic trips for accessible international ones.

1.5 How does each generation travel differently?

Generation	Canada	United States
Gen Z	+3.1pt	+4.2pt
Millennial	−0.7pt	−0.5pt
Gen X	−0.8pt	−1.9pt
Boomer	−1.4pt	−1.7pt

Gen Z is redefining travel growth in North America while every other generation pulls back slightly; Gen X in the U.S. shows the sharpest pullback. Millennials remain the largest generation traveling, and multi-generational family travel is holding steady.

Section 2 — The Travel Personality Test

2.1 The Planner — who books furthest ahead, and what do they look like?

	Canada	United States
Price difference for early planners	9–11% lower	23–30% lower
Top destinations booked	Manila, Toronto, Vancouver	Tokyo, Manila, Bangkok

Booking earlier leads to lower fares, but early planners are also more likely to take longer-haul international trips — which may help explain why the gap is much larger in the U.S. than in Canada.

2.2 The Spontaneous Soul — who books closest to departure, and what do they look like?

	Canada	United States
Share of all bookings, YoY	−5.8pt	−2.4pt
Top destinations booked	Edmonton, Prince George, Winnipeg	Montreal, Guadalajara, Dallas

Last-minute booking is declining in both markets, the flip side of the Planner trend — Canada's shift away from spontaneous booking is more than double the U.S.'s.

2.3 The Deal Hunter — who buys the cheapest seat on their route, and where do they go?

	Canada	United States
Median fare vs. typical fare	49.5% below	42.6% below
Top destinations booked	Bangkok, Paris, Istanbul	Washington, D.C., Boston, Houston

Deal Hunters aren't getting a marginal discount — in both markets they're paying roughly half the typical fare for their route.

2.4 The Weekend Warrior — who takes short getaways?

	Canada	United States
Share of round trips, YoY	−1.1pt	−0.9pt
Top destinations booked	New York, Calgary, Vancouver	Las Vegas, Calgary, Phoenix

Short getaways slipped slightly as a share of round trips in both countries — a minor, consistent cooling rather than a major shift in behaviour.

2.5 The Maximizer — who packs multiple destinations into one trip?

	Canada	United States
Share of bookings, YoY	+0.5pt	Flat
Top destinations booked	Tokyo, Paris, London	Tokyo, Istanbul, Bangkok

Multi-city travel remained largely unchanged year-over-year — travellers aren't meaningfully shifting toward or away from combining multiple destinations in one trip.

2.6 The top cities for each personality

Personality	Canada	United States
The Planner	Manila	Tokyo
The Spontaneous Soul	Edmonton	Montreal
The Deal Hunter	Bangkok	Boston
The Weekend Warrior	New York	Las Vegas
The Maximizer	Paris	Istanbul

Each personality type has a clearly distinct top destination in both markets.

Section 3 — The World Cup Effect

3.1 Which host cities attracted the most travellers?

City	vs. last year	vs. own normal
Toronto	+18%	+7%
Vancouver	+34%	+23%
New York / New Jersey	+24%	+34%
Miami	+7%	−22%
Boston	+78%	+41%
Mexico City	+40%	−3%
Kansas City	+165%	+74%
Monterrey	+69%	+68%

Kansas City, Boston and Monterrey are moving well beyond their usual travel patterns; Miami and Mexico City are up from last year but still below their typical levels, suggesting recovery rather than a true surge.

3.2 Did arrivals spike on match days?

No — arrivals didn't spike on match days.

Travel built up steadily through the tournament rather than spiking around individual matches.

3.3 Where did Canadian travellers travel from to attend matches?

Toronto 19%, Calgary 11%, Edmonton 11%, Vancouver 8%, Winnipeg 7%. Toronto and Vancouver alone captured over one quarter of booking data.

Canadian World Cup travel was overwhelmingly domestic.

3.4 Which international markets travelled into host cities?

Leading: India, Philippines, China. Dropping: Iran, Egypt, UAE.

India, the Philippines and China were the biggest non-North-American sources into host cities, consistent with FlightHub's usual customer base rather than World-Cup-specific demand.

3.5 Who booked more — U.S. or Canadian fans?

U.S.-origin travellers: 49.9% one-way. Canadian-origin travellers: 28.7% one-way.

U.S. travellers booked flights to host cities nearly 2× as often.

3.6 Who waited longer to book?

U.S.: 16 days before departure. Canada: 22 days before departure.

Americans booked closer to kickoff.

3.7 Did World Cup hype make people book earlier?

World Cup travel was booked 23 days ahead of departure on average, versus 21 days for normal travel.

Despite the hype, travellers booked only 2 days earlier than usual.

Section 4 — Event-Driven Travel

4.1 Which non-World-Cup events moved the most travel?

Rank	Event	vs. last year	vs. 8-week baseline
1	Mardi Gras (New Orleans)	+54.2%	+102.5%
2	Winter Olympics (Milan/Venice)	+243%	+83.0%
3	Canadian Grand Prix (Montréal)	+31.7%	+19.5%
4	F1 Las Vegas	−21.5%	−9.3%
5	Stagecoach (Palm Springs)	+77.5%	−12.9%
6	Super Bowl LX (Bay Area)	+44.4%	−14.9%
7	Coachella (Palm Springs)	+26.4%	−31.0%
8	F1 Miami	+34.9%	−32.6%

Only three of the eight events produced a clear lift against both last year and recent booking trends: Mardi Gras, the Winter Olympics, and the Canadian Grand Prix. The rest grew versus last year but remained below recent baselines, or declined on both measures.

4.2 Which events make people book earliest?

Event	Booking gap vs. baseline
Stagecoach	16 days earlier
Coachella	8 days earlier
Mardi Gras	6 days earlier
Winter Olympics	2 days later
Canadian Grand Prix (F1)	3 days later
Las Vegas Grand Prix (F1)	3 days later
Miami Grand Prix (F1)	8 days later
Super Bowl	5.5 days later

Stagecoach has the biggest impact on booking lead time; the Super Bowl sees the biggest shift toward last-minute booking, consistent with how far ahead each event's outcome is known.

4.3 How big was the Winter Olympics effect for North American travellers?

	Milan	Venice
vs. last year	+247%	+86.7%
Median trip length	9 nights	8 nights
Median fare (CAD/USD)	$957 / $623	$1,055 / $445
Median advance window	29 days	36.5 days

Milan drove nearly 3x the growth of Venice, making it the clear center of gravity for North American Olympics travel.

Section 5 — Travel + Pop Culture

5.1 Which destinations surged for reasons we cannot explain?

Atlantic/Northern Canada: Whitehorse, Sudbury, Windsor, Moncton, Saint John, Sydney, Deer Lake, St. John's — a sustained 25–90% YoY gain across the entire analysis window. Internationally: Dublin (+45%), Copenhagen (+60%), Tunis (+68%), Reykjavík (+27%), Pristina (+80%).

Atlantic Canada's growth is broad and sustained enough to look like a real structural shift, not noise.

5.2 How have booking patterns changed for Greece and the French Riviera?

Greece: +18.2% YoY, with growing share from December through May and flat volume from June through August. French Riviera: +22.4% YoY, with Nice/Cannes up about 31% and Marseille down around 3%.

Greece is seeing travel spread beyond summer, while the French Riviera is growing without a comparable seasonal shift.

Section 6 — Top 10 Rankings

6.1 Fastest-growing destinations

Santo Domingo (+161.8%), Santiago, Chile (+146.4%), Casablanca (+84.0%), Santiago de los Caballeros (+71.6%), Washington, D.C. (+65.8%), Guatemala City (+61.5%), San Juan (+54.1%), Philipsburg (+48.9%), Guayaquil (+47.8%), San Pedro Sula (+47.6%).

Aside from Casablanca's route-driven surge, real organic growth is concentrated in the Caribbean and Latin America.

6.2 Biggest declines

Tehran (−31%), Varadero (−31%), Lyon (−21%), Fort McMurray, AB (−14%), Erbil (−14%), Detroit (−5%), Cartagena (−4%), Tel Aviv (−4%), Amman (−4%).

Sizeable declines are the exception this year, not the rule — most of the market is growing.

6.3 Most affordable international destinations

Rank	Canada (CAD/pax)	United States (USD/pax)
1	Nassau — $439	San Juan — $253
2	Aruba — $526	Bogotá — $407
3	Cancún — $534	Cancún — $526
4	Sint Maarten — $556	Guadalajara — $545
5	Puerto Vallarta — $556	Mexico City — $581
6	Liberia, Costa Rica — $560	Medellín — $617
7	Montego Bay — $596	San Salvador — $634
8	Belize City — $619	Lima — $679
9	Punta Cana — $632	Paris — $849
10	Mexico City — $634	Rome — $888

The Caribbean and Central America remain the cheapest international destinations from both Canada and the U.S.

6.4 Trending long-haul markets

Destination	Canada (CAD/pax, nights)	United States (USD/pax, nights)
Casablanca	$997 / 15 nights	$938 / 13 nights
Punta Cana	$632 / 7 nights	$366 / 7 nights
Liberia, Costa Rica	$560 / 9 nights	$382 / 7 nights
Los Cabos	$623 / 7 nights	$578 / 5 nights
Aruba	$526 / 7 nights	$327 / 6 nights
Douala	$1,560 / 21 nights	$1,566 / 16 nights
Guangzhou	$1,504 / 21 nights	$969 / 15 nights

Long-haul fares vary enormously by destination, from budget Caribbean hops to premium West/Central African routes.

6.5 Overall top 10 destinations, Canadian and American

Outbound Canada (international, excluding U.S.)

Rank	Destination	Prior rank	Movement
1	Delhi	2	Up 1
2	Tokyo	1	Down 1
3	London	3	Flat
4	Cancún	5	Up 1
5	Paris	4	Down 1
6	Manila	6	Flat
7	Lisbon	7	Flat
8	Puerto Vallarta	10	Up 2
9	Hong Kong	8	Down 1
10	Rome	9	Down 1

Inter-Canada (domestic)

Rank	Destination	Prior rank	Movement
1	Toronto	1	Flat
2	Vancouver	2	Flat
3	Calgary	3	Flat
4	Montreal	5	Up 1
5	Edmonton	4	Down 1
6	Halifax	6	Flat
7	Ottawa	8	Up 1
8	Kelowna	9	Up 1
9	Winnipeg	7	Down 2
10	Victoria	10	Flat

Inbound Canada (foreign, excluding U.S.)

Rank	Destination	Prior rank	Movement
1	Toronto	1	Flat
2	Vancouver	2	Flat
3	Montreal	3	Flat
4	Calgary	4	Flat
5	Edmonton	5	Flat
6	Ottawa	6	Flat
7	Halifax	8	Up 1
8	Winnipeg	7	Down 1
9	Québec City	9	Flat
10	Victoria	11	Up 1

Outbound U.S. (international, excluding Canada)

Rank	Destination	Prior rank	Movement
1	Tokyo	1	Flat
2	San Juan	4	Up 2
3	London	2	Down 1
4	Paris	3	Down 1
5	Mexico City	6	Up 1
6	Cancún	5	Down 1
7	Rome	7	Flat
8	Santo Domingo	36	Up 28
9	Seoul	8	Down 1
10	Milan	13	Up 3

Inter-U.S. (domestic)

Rank	Destination	Prior rank	Movement
1	New York	1	Flat
2	Orlando	2	Flat
3	Fort Lauderdale	5	Up 2
4	Los Angeles	3	Down 1
5	Las Vegas	4	Down 1
6	Bay Area	8	Up 2
7	Seattle	6	Down 1
8	Miami	10	Up 2
9	Washington, D.C.	14	Up 5
10	Chicago	7	Down 3

Inbound U.S. (foreign, excluding Canada)

Rank	Destination	Prior rank	Movement
1	New York	1	Flat
2	Los Angeles	2	Flat
3	Washington, D.C.	4	Up 1
4	Bay Area	3	Down 1
5	Miami	6	Up 1
6	Chicago	5	Down 1
7	Boston	7	Flat
8	Orlando	8	Flat
9	Dallas	9	Flat
10	Seattle	12	Up 2

6.6 The US–Canada corridor

Overall YoY growth (search interest): Canada to U.S. +2.0%, U.S. to Canada +16.0%.

Top destinations, Canada → U.S. (YoY growth)

Rank	Destination	YoY growth
1	New York	+4.2%
2	Fort Lauderdale	+3.2%
3	Orlando	−1.5%
4	Los Angeles	−3.6%
5	Las Vegas	−18.7%
6	Miami	+13.4%
7	Bay Area	+14.1%
8	Washington, D.C.	+22.8%
9	Phoenix	−3.2%
10	Chicago	+17.7%

Top destinations, U.S. → Canada (YoY growth)

Rank	Destination	YoY growth
1	Toronto	+20.2%
2	Vancouver	+20.0%
3	Calgary	+11.5%
4	Montreal	+18.5%
5	Edmonton	+1.6%
6	Ottawa	+7.7%
7	Québec City	−0.4%
8	Halifax	+8.9%
9	Winnipeg	+3.8%
10	Victoria	+16.3%

Cross-border interest from Canada into the U.S. is growing modestly, with Washington, D.C. the standout gainer. Interest from the U.S. into Canada is growing much more strongly, led by Toronto and Vancouver.

Section 7 — Biggest Surprise / Status Quo Shifts

7.1 Is the booking window getting shorter or longer?

Canada: +25% longer. U.S.: +14% longer.

Travellers are booking earlier — nobody is booking closer to departure this year.

7.2 What is the best day of the week to book?

Tuesday is the busiest booking day (~16% of weekly bookings) — but not the cheapest.

Once route and lead time are accounted for, fares are essentially flat across the week.

7.3 Top travel months

Travel share is losing ground from January through March, holding flat from April through August, and growing from September through November, with October the biggest travel month; December also sees strong volume. Busiest booking day: Black Friday (Canada), Cyber Monday (U.S.).

Winter and fall travel are gaining ground while the traditional shoulder months lose share.

7.4 Is shoulder season growing?

Aruba leads with a +15.6pt increase in shoulder-season share, followed by Costa Rica (Liberia), Nassau, Montego Bay, and Cebu.

Shoulder-season growth is concentrated in sun destinations, led by Aruba.

7.5 What happened to prices?

Long-haul international fares trended down year-over-year; short-haul, domestic, and transborder fares rose sharply. U.S. domestic fares are up 49.3%.

Long-haul fares are getting cheaper while short-haul and domestic fares are getting notably more expensive.

7.6 What shifted most against the status quo?

Casablanca jumped from rank #138 to #39 (+99). Waterloo Region fell 17 ranks. Zurich saw the largest shift toward solo travel (+6.7pt).

Casablanca's rise is the single biggest ranking move in the dataset, driven by new route capacity.

Section 8 — À la Québécoise

8.1 When do Québécois book and fly, compared with the rest of Canada?

Quebecers tend to travel more in July, driven by the Construction Holidays, and again in December. Travel is comparatively lower during the spring and in October.

Québec's travel calendar is distinctly its own, peaking around construction holidays rather than following the rest of Canada's pattern.

8.2 Do Québécois travel internationally more than other Canadians?

Québec's domestic travel share is 57.6% lower than the rest of Canada's — less than half.

Québec leans far more international than the rest of Canada.

8.3 Where do Québécois go during the distinctly Québec travel periods?

Casablanca is booked roughly 30x as often by Québec travellers as by the rest of Canada year-round, rising to ~57x during Construction Holidays. Marrakech, Algiers, and Tunis show similarly large gaps.

Construction Holidays amplify an already huge travel preference for Francophone destinations.

8.4 How does Québec travel behaviour compare with the rest of Canada?

Metric	Québec	Rest of Canada
Average trip length	11 nights	7 nights
Fare change, YoY	+19%	+19%
One-way travel	≈½ as likely	Baseline

Québec travellers take much longer trips and are far less likely to fly one-way than the rest of Canada, even as fares rose similarly in both markets.

8.5 / 8.6 Montréal vs. Québec City travel trends

Montréal drives much of Québec's international travel, with Casablanca and Fort Lauderdale among its top destinations. Québec City follows a more typical regional Canadian travel pattern, with Toronto as its top destination.

Montréal carries essentially all of Québec's international/Francophone travel signature.

Section 9 — Why We Travel

9.1 What can booking data tell us about trip purpose?

Short trips of 3 nights or less skew toward Thursday and Friday departures. Family travel peaks at stays of 15+ nights.

Short trips look like weekend escapes, while the longest trips look like extended family visits.

9.2 Can we isolate visiting-friends-and-relatives travel?

Solo, 14+ night, off-peak travel is concentrated in destinations with large South Asian, Sub-Saharan African and East African diaspora communities.

A solo-traveller, long-stay, off-peak pattern points to real visiting-friends-and-relatives travel concentrated in diaspora-heavy destinations.

Section 10 — Destinations That Broke Out in 2026

10.1 Which destinations genuinely broke out this year?

Casablanca (+249.7%, driven by new air service). Organic growth: Liberia, Costa Rica (+144.9%), Aruba (+117.5%), Da Nang (+117.5%), Punta Cana (+109.1%), Los Cabos (+91.5%).

Casablanca's breakout is about new flight capacity, not organic demand — the real organic growth stories are in Latin America and Southeast Asia.

10.2 Which destinations had accelerating momentum through the year?

Hanoi shows the sharpest acceleration in the dataset at +97.7% YoY. Las Vegas is essentially flat overall (+1.3% YoY) but was declining in Q4 and has been recovering since.

Hanoi is accelerating fastest, while Las Vegas looks like it may be turning a corner after a decline.

10.3 Which new routes launched in the window, and how much volume did they carry?

Headlined by Montréal–Casablanca (YUL–CMN) and Toronto–Casablanca (YYZ–CMN) — both new routes with no prior-year service to compare against, so a YoY % isn't meaningful here.

New route launches are almost entirely a Casablanca story this year.

Section 11 — Canada vs. U.S. Contrast

11.1 What are the headline differences between how Canadians and Americans travel?

Metric	Canada	United States
Advance window	25 days (+25% YoY)	24 days (+14% YoY)
Trip length	7 nights	8 nights
Fare/pax	$727	$612
One-way share, YoY	−2.5pt	−1.9pt
Domestic share, YoY	−4.8pt	−6.4pt
Top 3 destinations	Toronto, Vancouver, Calgary	New York, Toronto, Los Angeles
Busiest booking day	Black Friday	Cyber Monday

Americans travel with longer trips and higher fares than Canadians, but advance-booking behavior looks similar in both markets.

11.2 U.S. origin city rankings

Rank	Metro	Top 3 destinations	Fare/pax
1	New York	San Juan, Fort Lauderdale, Bay Area	$841
2	Los Angeles	New York, Tokyo, Honolulu	$828
3	Washington, D.C.	Fort Lauderdale, Orlando, Seattle	$883
4	Bay Area	New York, Tokyo, Fort Lauderdale	$882
5	Chicago	New York, Mexico City, Orlando	$882
6	Boston	Orlando, Fort Lauderdale, London	$840
7	Atlanta	New York, Fort Lauderdale, Chicago	$951
8	Dallas	New York, Chicago, Las Vegas	$921
9	Seattle	New York, Tokyo, Los Angeles	$886
10	Orlando	New York, Washington, D.C., San Juan	$878
11	Fort Lauderdale	New York, Washington, D.C., San Juan	$717
12	Miami	New York, San Juan, Atlanta	$882
13	Houston	New York, Mexico City, Tokyo	$1,008
14	Philadelphia	Orlando, Fort Lauderdale, Miami	$944
15	Denver	New York, Los Angeles, Las Vegas	$964

New York and Los Angeles dominate U.S.-origin demand, with Washington, D.C. and the Bay Area close behind.

Section 12 — The Select 10

12.1 Ten destinations, ten paces

Pace	City	Country	Description
Still	Seyðisfjörður	Iceland	Seyðisfjörður makes stillness feel geographical. Tucked at the end of a long fjord in East Iceland, the town is surrounded on three sides by steep mountains, with waterfalls appearing almost everywhere you look. Its small scale, remote setting and closeness to nature make life here feel unusually removed from the rhythm of a capital, or even the rest of Iceland.
Unhurried	Taghazout	Morocco	Once a small fishing village, Taghazout has become one of Morocco's most recognizable surf destinations without losing the laid-back character that made it appealing in the first place. Surf culture is only part of the story: there's a growing skate scene, including its hilltop skatepark, a young creative community, yoga retreats, cafés and easy access to some of the Atlantic coast's best-known breaks. It's social and increasingly international, but still refreshingly low-key.
Easy	Sarandë	Albania	Sarandë offers the Mediterranean experience without quite as much friction. The compact waterfront city puts beaches, restaurants and cafés within easy reach, while the Albanian Riviera and historic sites are close enough for spontaneous day trips. Add a comparatively approachable cost of travel, and it's the kind of destination where a good trip doesn't require an over-engineered itinerary.
Flowing	Ilha Grande	Brazil	Just off Brazil's Costa Verde, Ilha Grande combines Atlantic rainforest, mountain trails and more than a hundred beaches on an island with no conventional road network connecting its communities. Once home to a notorious prison, much of the island is now protected, and hiking, diving and boat trips define the experience. It's Brazil at its most tropical, with nature setting the agenda.
Lively	Montreal	Canada	Montreal becomes a different city when festival season arrives. Streets close for music, comedy, food and cultural events, terraces fill up, and neighbourhoods from the Plateau to Little Italy develop their own distinct summer scenes. Its mix of French and North American influences is part of what makes it unusual: creative, food-obsessed and social, with enough variety to build a completely different trip from one neighbourhood to the next.
Buzzing	Buenos Aires	Argentina	Buenos Aires rewards travellers who treat neighbourhoods as destinations of their own. Palermo brings restaurants, bars and design; San Telmo brings antiques and tango; Recoleta offers grand architecture; and football culture cuts across the city entirely. Porteño life also happens late, sometimes very late, making the city's cafés, restaurants, theatres and streets as important to the experience as its major sights.
Fast	Hong Kong	China	Hong Kong fits an extraordinary amount into a remarkably compact destination. Dense urban neighbourhoods sit beside beaches, hiking trails and country parks, while Cantonese food culture ranges from neighbourhood dim sum to some of Asia's most ambitious restaurants. Few places make it as easy to spend the morning among skyscrapers, the afternoon on a mountain trail and the evening eating your way through a night market.
Vibrant	Tahiti	French Polynesia	Tahiti is often treated as the gateway to French Polynesia's resort islands, but it deserves more attention in its own right. Papeete's market, roulotte food trucks and waterfront offer a more everyday side of Polynesian life, while the island itself is dominated by volcanic peaks, waterfalls, black-sand beaches and surf. It's less about escaping into a resort and more about encountering the culture behind the postcard.

Pace	City	Country	Description
Electric	Seoul	South Korea	Seoul is a city where centuries-old palaces and traditional markets coexist with some of the world's most influential contemporary culture. K-pop, fashion, beauty, design and food have turned it into a global cultural reference point, while neighbourhoods such as Hongdae, Seongsu and Gangnam each offer completely different versions of the city. There's a constant sense that something new is being created, adopted or reinvented.
Nonstop	London	United Kingdom	London's strength is almost excessive choice. A single trip can move between world-class museums, West End theatre, Premier League football, historic markets, neighbourhood restaurants, royal landmarks and one of the world's most diverse cultural scenes. And because there isn't really one definitive “London experience,” the city keeps rewarding repeat visits: change the neighbourhood, the season or the interest, and you effectively get a different destination.

Ten destinations chosen for the character of the trip they offer, not the numbers — from the stillness of Seyðisfjörður to the nonstop pace of London.