

Forbes

Surprise! These Travel Companies Keep Your Trip A Secret (Until The Last Minute)

Ever had a hard time deciding where to go on vacation? Now, you don't need to worry. A new breed of travel companies is revolutionizing vacation planning with secret trips. The concept: They do all the planning and booking for you, and add an element of excitement by keeping the destination a secret until the last minute.

According to a recent [Booking.com survey](#) of 27,000 travelers across 33 countries, this is a huge trend for 2024. Over half of the respondents expressed enthusiasm for surprise trips where every detail—including the destination—remains unknown until arrival. Booking.com called this new group of modern travelers the “surrender seekers.”



Guess Where Trips

Inspired by a personal gift experience, [Guess Where Trips](#) offers scavenger hunt-style road trips in the U.S. and Canada. Each trip includes a series of surprise stops, providing a unique way to explore local attractions.

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