

Tattourism is Trending as Two in Five Young Americans get Inked Abroad

Hostelworld reveals the latest trend to hit the travel industry: Tattourism

- Nearly 40% of travelers between 18- 35 of age admit they have commemorated a trip by having a permanent souvenir imprinted on their body while traveling
- Over half (58%) of tatted travelers planned their design before travelling and 51% researched their chosen tattoo artist ahead of time

October 11 2019, New York: ‘Tattourism’ – otherwise known as the desire or act of getting ‘inked’ while abroad - is the latest travel trend as two in five young Americans (between the ages of 18-35) admit they had a tattoo done abroad. And, a further 42% would consider getting one while traveling.

New research by [Hostelworld](#), the global hostel-focused online booking platform, revealed travelers across the world are now not only collecting passport stamps, they’re preserving travel memories through meaningful tattoos.

After surveying 1,000 young Americans, Hostelworld found that two in five attained a tattoo while traveling (38%). Tired of fridge magnets and keyrings as mementos, Americans are turning their bodies into stories, with the most popular reason for getting a tattoo being a permanent souvenir of their experience (19%). This is followed by having a story to tell when they go home (15%) and simply because they liked the idea of getting a tattoo outside of their home country (13%).

Most popular places where Americans got inked include:

1. Mexico
2. Canada
3. The UK
4. Spain
5. Italy

Tattourism is not just a US phenomenon, it’s global. Close to 60% of Australians and 50% of Brits expressed keen interest in getting a tattoo next time they travel. For many Americans, who currently have a travel tatt, they are onto planning the next memento, with three in five likely to add further ink next time they travel.

Hostels around the globe have been quick to respond to this trend, providing on-site options for tattoo infatuated guests. [The Yellow](#), a popular hostel in Rome. Additional hostel tattoo parlors include; [Denmark](#), [Sweden](#), [Cambodia](#) and [Nepal](#).

The research showed only one in three travelers admitted the ink was spontaneous. Majority of Americans are conducting their tattoo homework before jumping on the plane, researching the design (nearly 60%), and the artist (50%) before it becomes permanent. This helps to limit the post-tattoo regrets, with nearly 70% happy with their choice; perfectly preserving the romance of travel for years to come.

It may come as no surprise that tattoos of inspirational quotes are the most common tattoos seen while traveling, as this a major tattoo trend regardless of traveling. However other popular tattoos include:

- A current (20%) or former partner’s name (15%)
- A tattoo adaptation of a local culture or religion (15%)
- Song lyrics (15%)

Cathy Thomson, Global Head of Customer Experience at Hostelworld, said: “For many, globetrotting is a once-in-a-lifetime experience that creates lasting memories. But many people have moved on from fridge magnets and key rings as travel souvenirs. In an always-on society where you can easily share live updates on the go, it’s no surprise the next generation are seeking more permanent mementos that they can wear on their skin as a badge of honour.

Young travellers have a true desire for exploration and adventure. Their personal tattoo can unlock their stories of unique experiences.”

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Notes to Editors

Further images available on request.

Case studies from global travelers also available.

About the survey

In September of 2019, Hostelworld commissioned research with Censuswide to survey 1,000 Americans between the ages of 19 and 35.

For more information, please contact: hostelworldUS@hotwireglobalc.com

About Hostelworld

Hostelworld, the global hostel-focussed online booking platform, inspires passionate travellers to see the world, meet new people and come back with extraordinary stories to tell. Hostelworld customers are not your average tourists; they crave unique experiences that Hostelworld facilitates with the best choice of hostels around the world. It’s the social nature of hostels that turbo-charges their global adventures and empowers them to Meet the World.

Hostelworld has more than 12 million reviews across 17,400 hostels in more than 178 countries, making the brand the leading online hub for social travel. The website and mobile app operate in 19 different languages.

The Hostelworld Group went public in November 2015, listing on the main London and Dublin stock exchanges. Headquartered in Dublin, Hostelworld has offices around the world in London, Shanghai, Sydney and Porto.