

DETERMINANTS OF DIGITAL NOMADS' RE-VISITING OF A DESTINATION. A QUALITATIVE RESEARCH APPROACH

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Purpose: This article aims to identify factors influencing digital nomads' return to previously visited destinations. Two research questions are analyzed in particular: (1) whether digital nomads return to the exact locations, and (2) what characteristics of destinations are key determinants of the decision to revisit a given destination.

Design/methodology/approach: A qualitative approach was applied using the structured interview method. The study was based on structured interviews conducted with an international group of ten digital nomads who lived a mobile lifestyle at the time of the study.

Findings: Each of the digital nomads surveyed returned to a previously visited location. One of the most important characteristics of a city that can influence the desire to return to a given destination is the presence of an open and friendly community. In this context, respondents referred to existing digital nomad communities, which enable establishing and maintaining contacts with similar goals. Digital and residential infrastructure facilitates mobile work and is also an important feature.

Research limitations/implications: The most significant limitations of this study include the relatively small size of the research sample, which includes a small number of interviews conducted. The study does not permit statistical analysis or generalization of the results.

Originality/value: The study's most significant finding is that digital nomads, despite being by definition a highly mobile group with a propensity for exploration and frequent relocation, tend to return to previously visited destinations. This phenomenon is groundbreaking, as it somewhat challenges the established belief in the literature that digital nomads constantly need to discover new places.

Keywords: digital nomadism, digital nomads, place marketing, city, destinations, place revisit.

Category of the paper: Research paper.

1. Introduction

Digital nomads are one of the newest social groups identified as a significant segment of potential consumers of urban offerings. However, from a city management perspective, their role goes beyond merely receiving urban services and resources. Digital nomads not only consume the city's offerings but also actively participate in shaping its image, both through

social media activities and direct recommendations, which can influence the location decisions of other members of this group (Mladenović, 2016; Bonneau, Aroles, 2021).

Despite the growing body of research on digital nomadism, including in the context of place marketing, there is still no clear answer to whether digital nomads return to previously visited locations. Although this issue has been flagged as a potential direction for future research, it has not yet received broader empirical exploration (Sztuk, 2025).

The primary goal of this article is to identify factors influencing digital nomads' return to previously visited destinations. Two research questions were analyzed in particular: (1) whether digital nomads actually return to the exact locations, and (2) what characteristics of destinations key determinants of the decision are to revisit a given destination. Furthermore, the study considers the role of recommendations from other nomads in the location decision-making process. The obtained results can provide an important source of knowledge for local government representatives and entities responsible for territorial marketing, supporting the design and promotion of offers to attract and retain this dynamically growing group of mobile professionals.

2. Digital nomadism in the light of research and practice

2.1. The rise of the digital nomadism trend

The instantaneous digital transformation observed in recent years has significantly impacted almost all areas of human life, from acquiring knowledge and maintaining social relationships, through consuming goods and services, to fulfilling professional responsibilities. The development of mobile technologies and widespread access to the internet have enabled fully remote work, which has contributed to increased geographical flexibility of employment (Lacárcel, 2025). The COVID-19 pandemic, which forced widespread isolation measures, often administrative in nature, significantly accelerated the process of workplace digitization and the widespread adoption of remote work (Hobsbawm, 2022). Researchers agree that the pandemic period and the following post-pandemic period catalyzed the growing interest in digital nomadism (Almeida et al., 2021; Cook, 2023).

Digital nomadism combines remote work with frequent relocation and is understood as a specific lifestyle (Wang et al., 2018). Digital nomadism involves a hybrid model combining professional work with leisure and exploring new destinations (Rainoldi, Buhalis, Ladkin, 2022). The average digital nomad visits five to ten countries annually, staying in each location from several weeks to several months (Tagliaferri, 2023). A characteristic feature of this group is the pursuit of temporary integration with the local community. Nomads live like locals, explore their surroundings like tourists, and simultaneously fulfill their professional

responsibilities regardless of location. Despite the apparent difficulties resulting from frequent relocations and changes in environment, digital nomads demonstrate high adaptability and flexibility in organizing their professional and personal lives (Ji, Kim, Kim, 2024). This mobility is the key feature that distinguishes them from traditional remote workers who perform their duties from a permanent place of residence (Poulaki et al., 2023).

Bibliometric research findings demonstrate increased interest in digital nomadism during the COVID-19 pandemic (Sztuk, 2024). Despite this, the research on this topic remains fragmented and dispersed, reflecting the interdisciplinary nature of digital nomadism (Miocevic, 2025). This trend can be analyzed from multiple disciplines: the labor market, urban and spatial policy, economics, sociology, territorial marketing, and tourism. This stems from the fact that the lifestyle and work of digital nomads impact various spheres of modern societies and the offering of services and products in urban spaces (Sanul, 2022).

2.2. Digital nomads from a territorial marketing perspective

Territorial marketing is a management concept for a spatial unit (city, region, country) aimed at recognizing, anticipating, and meeting the needs and expectations of various stakeholder groups using available territorial resources (Szromnik, 2017). Its primary goal is to strengthen the competitive position of a given location by creating and communicating an attractive offer from the perspective of potential recipients (Kamiński, 2011). In this approach, territorial units operate in a competitive market environment, seeking the attention and interest of residents, investors, tourists, and other customer groups by highlighting their assets and shaping a unique image (Szromnik, 2011).

One of the newest and fastest-growing target segments in destination marketing is digital nomads, individuals who combine remote work with a mobile lifestyle. By 2025, the number of digital nomads worldwide will be estimated to exceed 40 million (Kumar, 2025). Their presence generates economic benefits for cities, primarily through accommodation, food, tourism, culture, and entertainment services. Furthermore, digital nomads contribute to the development of local entrepreneurship and innovation, including through exchanging experiences and creating professional networks (Gupta, Jaiswal, Gupta, 2024). This impact may stem from the high levels of education and digital literacy that characterize most group members (Kumar, 2025).

Their contribution to shaping the destination's image is also significant. Digital nomads actively share opinions about the places they visit on social media, contributing to their global promotion (Bonneau, Aroles, 2021). The literature emphasizes that image management is a key element of place marketing strategies (Raszkowski, 2012), and a city's image is considered a strategic resource that builds its competitive advantage (Reichel, Załona, 2010). In this context, digital nomads can be considered a valuable group of place ambassadors whose opinions influence the decisions of other traveling professionals.

In response to the growing importance of this group, many countries have introduced special visas for digital nomads, allowing them to stay longer and legally work remotely (Svobodová, 2022). At the same time, some cities and regions have begun to position themselves as digital nomad-friendly destinations actively, recognizing this trend's economic and image building potential (Lacárcel, 2025). One of the most frequently introduced infrastructure solutions is coworking facilities. These spaces are shared offices for short-term rentals, providing access to essential working conditions, such as high-speed internet, ergonomic equipment, air conditioning, and social facilities. Although the concept of coworking existed before, the development of digital nomadism has contributed to the rapid growth in demand and the popularization of this type of space (Bozzi, 2024). Furthermore, local governments are increasingly adapting unused urban spaces into coworking offices and supporting local entrepreneurs in establishing such initiatives through financial programs and tax breaks (Ji, Kim, Kim, 2024). Despite the growing interest in this phenomenon, there is still a lack of comprehensive empirical research on the consumption behavior of digital nomads, their interaction with the urban offer, and the impact on local tourism ecosystems (Miocevic, 2025).

In the context of place marketing, the issues of loyalty and revisit intention are critical, and have been widely analyzed in studies on tourism and consumer behavior (Zhang, Wu, Buhalis, 2018). Although well-described in the marketing literature, this issue of digital nomads has not yet been thoroughly explored (Sztuk, 2025). Given their mobile lifestyle, which involves constant exploration of new places (Lacárcel, 2025), confirming the tendency to return could be a valuable result for city authorities and place marketing practitioners. It would indicate that digital nomads form lasting relationships with places that meet their professional and social needs despite their mobility and flexibility. Conducting marketing research among digital nomads seems particularly important, as the implications for destination management and the shaping of their offerings remain insufficiently explored in the literature (Zhou et al., 2024).

3. Determinants of digital nomads' re-visiting a place

3.1. Research methodology

A qualitative approach was used to answer whether digital nomads return to previously visited locations and what location characteristics influence their decision to return. The study was based on structured interviews conducted with an international group of digital nomads who were actively mobile at the time of the study. Participants were recruited through social media platforms, such as Facebook groups and WhatsApp, dedicated to digital nomads residing in various countries. To conduct the interviews, the study's purpose and invitation to participate

were announced on various online platforms for digital nomads. Interested digital nomads applied and received a list of questions and a request for answers. The study was conducted in July 2025. Participation in the study required regular changes of residence while simultaneously working remotely. Several individuals who agreed to participate in the study did not return to the previously visited location and were therefore excluded from the remainder of the study. No age or country of origin criteria were applied to selecting respondents. However, a fundamental gender distinction was made between male and female groups.

The literature on qualitative research methods, including interviews, has no consensus on the minimum sample size necessary to draw analytical conclusions. Some authors suggest that a sample of 10 individuals may be sufficient (Atran, Medin, Ross, 2005), while others suggest a range of 10-15 (Mason, 2010). A total of 10 respondents participated in this study: three women and seven men.

Each participant answered four structured research questions:

1. Have you visited the same place more than once as a digital nomad?
2. What characteristics should a place make you consider revisiting it?
3. Have you encountered amenities specifically for digital nomads in the destinations you visit?
4. Do you use recommendations from other digital nomads?

The method used allowed for an in-depth analysis of the motivations, expectations, and behavioral patterns among digital nomads and the identification of factors influencing their loyalty to selected places.

3.2. Research results

In answering the first question, all survey respondents declared that they had visited a given location more than once as part of their digital nomad lifestyle. Three out of ten respondents indicated that they had revisited Chiang Mai, Thailand, while the remaining respondents mentioned various destinations in Europe and Asia, confirming the broad geographic diversity of the places visited.

In response to the second question, about the characteristics of a place that influence revisiting it, most respondents (8 out of 10) emphasized the importance of community, understood as the availability of a social scene that creates positive energy, the openness of residents, and the opportunity to network and establish contacts with other nomads (Table 1). For example, Respondent 1 stated: *I think the social scene is a key aspect for me.* One respondent also noted that a community is important and should be characterized by professional ambition. Respondent 6: *The place needs much energy and a community of high-quality people with a project, goals, etc.* The second most frequently cited factor was a reliable digital infrastructure, including a fast and stable Wi-Fi connection and access to coworking and coliving spaces that foster work and integration. Single, but recurring, responses referred to the attractiveness of the landscape and aesthetics of the location (e.g., the presence

of a beach), the level of safety, and additional amenities such as proximity to a gym or access to healthy food in local cafes and restaurants. Respondent 5 presented the most characteristics: *It really depends, but the first things that come to mind are a strong sense of community for digital nomads, warm weather, low prices, and walkability.*

Table 1.

Destination features that influence digital nomads to revisit

Place features that influence return visits	Number of indications
1. Community / networking / positive atmosphere among people	8
2. Stable Wi-Fi / Digital Infrastructure	5
3. Availability of coworking and coliving	5
4. Specific climate features (weather, nature, landscape)	4
5. Affordable living prices	3
6. The degree of security in a place	3
7. Amenities, access to healthy food, gym	2

Source: own elaboration.

In the third question, respondents were asked whether they had encountered amenities specifically for digital nomads in the destinations they visited. Most respondents (7 out of 10) confirmed the presence of such solutions (Table 2). The most frequently mentioned amenities included coworking spaces. Some respondents added that coworking solutions were particularly popular in Lisbon, Bali, and Chiang Mai. The digital nomads surveyed mentioned co-living and housing programs for remote workers, implemented in hostels or long-term rentals. Three respondents mentioned local events and networking events organized for the digital nomad community, e.g., Respondent 2: *I think it is just the opportunity to meet and network. I know coworking spaces exist around, but I do not use them.* Two respondents, however, noted local discounts and packages, including discounts on long-term accommodations. These results confirm that digital nomads recognize that destinations that actively position themselves for this user group introduce offerings specifically targeted to this group. The initiatives observed are primarily private (coworking spaces, hostels), and much less frequently, local government initiatives.

Table 2.

Elements of the city offer addressed to digital nomads in visited destinations

Type of facility	Number of indications
Coworking spaces	5
Coliving and nomad programs	3
Local events / nomad meetups	3
Local discounts/packages	2

Source: own elaboration.

In the final question, participants were asked if they use recommendations from other digital nomads. Most respondents (7 out of 10) responded affirmatively, one respondent declared that uses such sources occasionally, while two stated that they do not use them at all. Respondents who answered negatively to this question justified their lack of use of recommendations. For example, Respondent 3 stated: *I generally do not look for recommendations because*

I am enough of a traveler to know what I like and where I want to go. Respondent 7, however, said he prefers to explore and discover places alone: *I do not really read recommendations from nomads. I prefer to do basic research on places but ultimately go there and figure it out myself.*

Among those actively seeking recommendations, seven out of eight respondents cited Facebook groups (e.g., Digital Nomads in Thailand) as their primary source of information. Four respondents used travel blogs and vlogs (including those on YouTube). In this context, one respondent stated that he actively creates materials recommending places visited based on his travel experiences. Respondent 4: *When it comes to recommendations, in addition to obtaining them, I also create them, visit places, and add descriptions to our network of digital nomads.* Three respondents declared that they were obtaining recommendations directly from other nomads as part of shared stays in co-living or coworking spaces.

4. Conclusions and future research directions

The results of the study enabled to reach research objective, concluding that digital nomads often return to destinations they have previously visited. The statements provided by respondents shed light on the characteristics of a location that influence their decision to return. The study's most significant finding is that digital nomads, despite being by definition a highly mobile group with a propensity for exploration and frequent relocation, tend to return to previously visited destinations. This phenomenon can be considered groundbreaking, as it somewhat challenges the established belief in the literature about their constant need to discover new places. From a territorial governance perspective, this finding is significant, suggesting that locations that create favorable conditions for this group can count on their return visits, and thus on greater economic stability associated with the influx of this group of mobile workers.

Analysis of the respondents' responses indicates that a key feature of a place that influences the willingness to return is the presence of a community. In this context, respondents referred not only to residents perceived as open and friendly, but also to the existing community of digital nomads residing in a given location. The opportunity to function in an environment with people with similar life and professional goals and sharing similar values is an important motivating factor for returning to a location. This indicates that digital nomads demonstrate a strong need for belonging and social integration despite the individualistic nature of their work. Frequent location changes make it difficult for digital nomads to build lasting social relationships, leading to frequent feelings of loneliness (Mancinelli, 2020). Due to their nomadic lifestyle, satisfying the need for contact and face-to-face meetings with friends or people from a similar cultural background becomes crucial for this group (Lacárce, 2025). Although being among diverse local communities enriches digital nomads' experiences, it also creates communication barriers and hinders building deeper relationships with the residents of

the places they visit (Mavragani, Kaziani, Chatzimichali, 2023). Despite attempts to integrate with the local culture and community, many digital nomads encounter difficulties establishing lasting bonds, translating into a limited sense of belonging to a given place (Beaumont, 2019). Consequently, the presence of other digital nomads in destinations who understand their lifestyle and values can be a significant factor in the destination's attractiveness. From the perspective of city managers and entities responsible for territorial marketing, communication aimed at digital nomads should emphasize the technological infrastructure and remote work conditions, as well as the local nomad community, their presence, activities, events, and initiatives that integrate them. Professionals responsible for place marketing should create opportunities or organize conferences and social gatherings specifically for digital nomads.

Later in the study, respondents also highlighted the importance of infrastructure supporting work and daily life, particularly a stable internet connection, the availability of coworking and co-living spaces, and service facilities (e.g., gyms, cafes, and healthy restaurants). Importantly, landscape features and natural beauty were less important to respondents than the atmosphere and functionality of a place. This may indicate that the attractiveness of a destination for digital nomads stems not solely from its tourist attractions, but mainly from the quality of infrastructure and the social experience a given city offers. Other researchers have previously noted this, suggesting that destinations preferred by digital nomads go beyond beautiful landscapes (Bozzi, 2024). The study results, therefore, indicate the need to develop an offer for digital nomads that includes elements of urban infrastructure, such as shared spaces.

The survey results also suggest that more places are actively developing offerings aimed at digital nomads, a fact recognized by those involved. Respondents particularly frequently cited the increasingly popular presence of coworking spaces and local events, such as conferences dedicated to this group, strengthening bonds and a sense of community.

The study also confirmed the findings of previous researchers regarding digital nomads' reliance on recommendations published in social media groups and online forums when choosing their following destinations (e.g., Sztuk, 2023). This indicates that online social and information capital, not just official city marketing communications, is significant in decision-making.

In summary, the obtained results confirm that social, infrastructural, and communication factors play a fundamental role in shaping the attractiveness of places for digital nomads, and strategically building relationships and communities around this group can bring tangible benefits to the destination.

The most significant limitation of this study is the relatively small sample size, which included a small number of interviews. This limitation impacts the scope of generalizability of conclusions and the interpretation of the obtained results. Therefore, future research would warrant supplementing the quantitative analysis with a larger sample of respondents.

Combining qualitative and quantitative methods could allow for a more comprehensive approach to the phenomenon and verification of the conclusions drawn from this study.

Furthermore, the author points to the merits of conducting a case study of selected destinations that have successfully attracted digital nomads. In this context, an interesting avenue for further analysis could be a detailed exploration of the offerings of Chiang Mai, Thailand, one of the most frequently mentioned destinations by respondents. This analysis could include identifying the infrastructure, services, and local products that significantly determine the attractiveness of this destination. The results of such a study could provide a valuable benchmark for other cities seeking to increase their competitiveness in attracting and retaining digital nomads.

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