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The 2025 Travel Trends

General

- Global gross bookings will grow to \$1.61 trillion in 2024 before climbing to \$1.72 trillion in 2025, with annual growth rates between 6-9% through 2026. (Phocuswright)
 - Insight: This growth pattern is getting back to a more normal growth, leaving behind the higher variance changes of 2020-2023
- 32% of travelers have already booked a trip for 2025. (Hilton)
- 4 in 5 U.S. adults plan to take a vacation in the next 12 months, a 7% increase from last year (MMGY)
- Travel media newsletters and other subscription-based email content reach people who have raised their hand to receive targeted messages. In a world of search result overload and social media oversaturation, email has re-emerged as the most effective way to simultaneously build brand awareness and track engagement back to bookings. (Skift & Curacity)
- 56% of travelers intend to be thriftier on their trips and 68% plan on tightening budget planning in order to maximize their experiences (Booking.com)
- Consumers spending more on experiences over things continues to increase (US Dept. of Commerce)

Trip Planning

- More than half (51%) of respondents said that they had been influenced “somewhat” or “a great deal” by influencers, compared to 41% by celebrities. (MMGY)
- Facebook, Instagram, and YouTube most used social media for trip planning (Phocuswright)
 - Facebook and Instagram, by a significant margin, most used social media for sharing their trip (Phocuswright)
- Email has seen significant increase in utilization
 - 94% increase from 2022 to 2024 in preferring email to learn about new destinations (Future Partners)
- For trip planning, the most relied-upon resources remain recommendations from friends and family (58%), general search (51%), and online travel agencies (OTAs) (41%). (Phocuswright)

Air Travel

- Airline loyalty membership grew by 8% in the last year (MMGY)
- Predicted stabilization in flight prices in 2025
 - There are more routes available, there are more planes flying and there’s more competition, which drives down prices. (TravelAge West)
- 75% of first-class seats are being sold (versus 14% in 2011) instead offered as upgrades (SmartFlyer)

Hotels

- Hotel loyalty program members grew 6% in the last year (MMGY)
- Currently, Online Travel Agencies (OTAs) responsible for the largest amount of hotel bookings, but direct bookings expected to overtake OTAs by 2030 (Skift)



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- One-third of Gen Zers say their perception of all-inclusives has changed for the better and 42% say that an all-inclusive resort would be their preferred hotel type. (Expedia)
- Searches on Hotels.com using the 'all-inclusive' filter jumped 60% year-over-year. (Hotels.com)
- Boutique hotels market value, about \$100B but estimated to increase 80% by 2032 (DataIntel)
- 63% want to use a digital room key. (Hilton)
- "Streaming TV" is one of the top 10 filters that converts searches to stays. (Hilton)

Family Travel

- Rise in multigenerational SKI (Spending Kids' Inheritance) trip
 - 49% of baby boomer respondents would rather spend money on a trip of a lifetime in 2025 than leave an inheritance to their children. (Booking.com)
- 70% of global travelers who travel with their children pick the vacation destination based on kids' needs and interests. (Hilton)
- 73% of global travelers often seek out authentic, local experiences when traveling with children. (Hilton)
- 65% of parents often prioritize learning about their culture or family background through their travels with their kids. (Hilton)
- 63% of parents always or often let their kids pick where they dine while traveling. (Hilton)
- 56% of families will choose hotels based on their kids' club or youth programming (Hilton)

Business/Meetings Travel

- 30% of travelers surveyed said they vacation with friends they know professionally. (Hilton)
- Despite a 30% decrease in business trips, revenues have only fallen by 10%, driven by extended stays. (JLL)
- Blended travel (business and leisure) estimated to hit \$370B by 2027 (Skift)
 - More likely for travelers aged 25-44

International Travel

- International visitor spending projected to grow by 16% (World & Travel & Tourism Council)

Travel Niches

Event Travel

- One of Skift's Megatrends that does not seem to be slowing down in 2025
- Sports Tourism is one of the fastest-growing sectors in tourism
 - 67% of Millennial and Gen Z travelers were interested in travel for sport events worldwide. (Skift)
- 69% increase in mentions of sports tourism worldwide (GSIQ)
- 47% of travel is planned around a central event (Vacasa)
- Nearly 1 in 4 global travelers plans to prioritize live entertainment in their 2025 leisure budgets. (Hilton)

Culinary Travel

- 50% of travelers book restaurants before flights. (Recommend.com)
- Nearly 1 in 5 will travel specifically to seek out new restaurants or culinary experiences. (Hilton)



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- 60% of luxury travelers prioritize staying at hotels with great restaurants. (Hilton)

Wellness Travel

- About 22% of travelers surveyed plan a getaway soon for self-discovery or mental health rather than for family outings, business, or other more traditional purposes. Many people share visuals of these trips on social media, and refer to the vacations as “soft travel,” Hilton’s report said. (Hilton)
- Americans spent \$425B on wellness-related travel in 2024 (Skift)
- Wellness tourism is experiencing remarkable growth, with an annual increase of 16.6 percent (Global Wellness Institute)
- 62% of American travelers say they feel more mindful about their overall health and wellbeing than ever before. (Skyscanner)

Adventure Travel

- Note – this has been a continued trend from 2023 and 2024. So not a new trend.
- Americans have a growing interest in exploring untouched landscapes and natural wonders. This shift is particularly pronounced among younger generations, especially teens, who are increasingly drawn to outdoor adventure programs. (IGES)
- 7 in 10 travelers like being active when they travel (Hilton)

Pet-Friendly Travel

- 65 percent of pet parents who believe traveling with pets enhances their trip. (Recommend.com)
- High-end airlines and hotels are increasingly catering to four-legged companions, offering pet-friendly accommodations and premium travel options. (Virtuoso)
- Searches for pet-friendly hotel options doubled year-over-year, ranking among the top 10 most used search filter terms and is also the fourth highest in search-to-stay conversion. (Hilton)

Less Traveled (Detour) Destinations

- Some 63% of travelers said they are likely to visit an off-the-beaten-track destination on their next trip (Expedia)
 - 67% of adult travelers said they want to visit less crowded destinations (Booking.com)
- Less traveled destinations tend to be cheaper and more relaxing – lower cost and fewer people is appealing (Expedia)
- Lesser-known destinations generally considered more “authentic” which is important for travelers, particularly younger travelers (Expedia)
- 80% of the respondents planned to skip mainstream vacation hubs and opt for destination dupes next year. (Contiki)

Responsible/Sustainable Travel

- Nearly three out of four travelers agreed with the statement that it’s important to minimize travel’s environmental impact. (Hilton)
- 83 percent of global travelers think sustainable travel is vital, 49 percent believe there aren’t enough options available. (IGES)



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- Many travelers are prioritizing sustainable stays, with 76% considering sustainability aspects when planning their trips. (Booking.com)

Luxury Travel

- 89% of luxury travelers are more likely to book a luxury hotel if they're already familiar with the brand (Skift & Curacity)
- Luxury travelers prioritize recommendations from travel media as the most reliable source for brand reputation, quality, and value when making decisions on where to stay. (Skift & Curacity)
- By the end of 2025, Millennials and Gen Z will make up 45% of luxury sales. (IGES)
- Cooler destinations are among the most popular once again
 - Seventy-six percent of luxury travel advisors say clients now favor destinations with more moderate weather (Virtuoso)

Noctourism

- Nearly two in three travelers said they have considered "darker sky destinations" for activities such as stargazing (72%), once-in-a-lifetime cosmic events (59%) and constellation tracking (57%). (Booking.com)
- Noctourism experiences rose 25% in the past year, with requests for Northern Light viewings in Norway and Iceland, but also night diving in Australia's Great Barrier Reef and Egypt's Red Sea.

Medical Tourism

- By 2025, it's expected to reach a staggering \$182B, with about 88M people traveling across borders for healthcare annually. (IGES)

Set-Jetting

- Two-thirds of travelers shared that movies, streaming services and TV shows have influenced their travel choices. (Expedia)
- 36% say TV and films are more influential on their travel plans than they were last year. (Expedia)

Solo Travel

- About half of travelers take solo trips from time to time. Yet many complained that restaurants often make them self-conscious about dining alone — with 39% wishing more restaurants had an odd number of bar stools and a wider variety of table types. (Hilton)
- A majority of travelers are interested in traveling alone, with 76% of Gen Z and Millennials open to solo adventures. (IGES)
 - Use Case: Younger generations strive for a sense of community – can destinations help provide a 'community' for solo travelers?
- The #solotravel hashtag has been used on Instagram nearly 10 million times (IGES)
- 62% of American respondents said they plan to take between two and five solo trips within the next year. (Skyscanner)
- Solo travel is almost evenly divided between men and women (Skyscanner)
- 44% of solo travelers appreciate suggested activities or events where they can meet other solo travelers. (Hilton)

Traveler Demographic Trends

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Baby Boomers

- Nearly one quarter (23%) of Baby Boomers are interested in vacations that involve adventure (up from 10% in 2024) [Booking.com]
- Rise in multigenerational SKI (Spending Kids' Inheritance) trip
 - 49% of baby boomer respondents would rather spend money on a trip of a lifetime in 2025 than leave an inheritance to their children. (Booking.com)

Gen X Travelers

- Nobody cares about group (Source: A Gen Xer who has read hundreds of tourism articles, with not one focusing on this generation)

Millennial and Gen Z Travelers

- Gen Z, estimated to have a global spending power of \$140 billion, accounts for about 40% of all consumers. (IGES)
- By the end of 2025, Millennials and Gen Z will make up 45% of luxury sales. (IGES)
- 70% of American millennial and Gen Z travelers looking for unique adventures their friends haven't considered. (IGES)
- 83% of Millennial and Gen Z travelers are interested in booking 'sober travel' experiences, in which they don't drink for the course of their vacation. (Contiki)
- One-third of Gen Zers say their perception of all-inclusives has changed for the better and 42% say that an all-inclusive resort would be their preferred hotel type. (Expedia)
- Searches on Hotels.com using the 'all-inclusive' filter jumped 60% year-over-year. (Hotels.com)
- 25-to-34-year-olds traveling to see a sporting event say it's about feeling part of a community. (Skyscanner)
- Gen Z and Millennials are less likely to enroll in airline loyalty programs than older generations. Only 65% of Gen Z and 70% of Millennials are loyalty program members, compared to 89% of Baby Boomers and 80% of Gen X. (Forbes)

Macro Trends

Technology

- **PERSONALIZATION:** 78% of travelers prefer accommodations that offer personalized options, and many are willing to share their data to customize their stay (Hospitality Net)
 - *Use Case:* Generative AI is being woven into guest journeys to deliver hyper-personalized experiences. For example, generative AI can suggest specific hotels during the booking process and recommend add-ons that match individual preferences. It can also craft customized itineraries based on a guest's specific interests, suggest relevant activities, and even generate personalized welcome messages. (Skift)
- 78% of travelers want the option to book their trips entirely online, looking for personalized options. (Hilton)
- AI-powered platforms will analyze your past travel behavior, social media activity, and real-time trends to create tailored itineraries. This shift is particularly evident among younger generations, with 53% of Gen Z and 57% of Millennials preferring personalized travel planning aided by AI tools. (IGES)



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Economy

- US GDP is forecasted to grow 1.9% in 2025. (Convera)

Mental Health

- Travel is increasingly recognized not just as a leisure activity, but as a valuable investment in a person's psychological well-being. (IGES)
- 75% of American travelers believe vacations can help build resilience and strength so they're better able to handle the stresses of everyday life. (Skyscanner)