

TOP TOPICS

2025 TRAVEL

BVW

CONSUMER & CATEGORY INSIGHTS SHAPING THE YEAR(S) AHEAD

OVERVIEW

In response to busy lives and digital fatigue, people are dreaming of trips that allow them to escape to simpler times, embrace the journey, procure unique finds, experience natural amusements and have shared experiences. Travel brands that keep a pulse on these trends can act as co-pilots for travelers' planning and experiences – helping them unlock the positive benefits of getaways.



TOP TOPICS TRAVEL

1. Simplicity Escapes
2. Embracing the Journey
3. Procurement Pilgrimages
4. Nature's Amusements
5. IRL Shared Experiences

SIMPLICITY ESCAPES

Yearnings for quiet moments and a desire to escape the blur of daily life are inspiring vacations. From pursuing the quietcation trend, recreating simpler times or joyfully discarding busy schedules, travelers can gain health benefits from getting away. Travel brands that simplify the vacation journey will gain audiences' appreciation.

69%

69% of travelers are planning a solo trip in 2025, while Google searches for "solo travel" have increased by 223% over the last 10 years.

- AMERICAN EXPRESS AND GOOGLE DATA
IN INSIGHT VACATIONS

72%

72% of respondents say a desire for simpler times will significantly impact their 2025 travel planning.

- CAMPSPOT

1/5

1 in 5 global travelers report enjoying Hurtle-Durkling, the Scottish phrase for intentionally lounging all day in bed, while on vacation.

- HILTON

62%

62% of surveyed travelers say that "JOMO" (joy of missing out) travel reduces stress and anxiety, and nearly half say it allows them to better reconnect with loved ones.

- BOOKING.COM

"Recreating memories" was the third most-cited reason for leisure travel in the U.S.

- HILTON

HEALTH BENEFITS [OF QUIET TRAVEL] INCLUDE IMPROVED WELL-BEING, SPURRING MENTAL CLARITY, AND A PICTURE-PERFECT OPPORTUNITY TO PRACTICE TRUE MINDFULNESS.

- FORBES



EMBRACING THE JOURNEY

Travelers are applying life advice to their trips – acknowledging that the journey is sometimes greater than the destination. Allowing additional pit stops in their travels, considering airports as part of the vacation, and choosing experiential modes of transportation all add to the slowcation mindset that travel brands can embrace to help support the full richness of the travel experience.

TRAVELERS ARE EMBRACING TRAINS AS A SLOWER TRANSPORTATION ALTERNATIVE THAT BECOMES A TRAVEL EXPERIENCE IN ITSELF. ITALY IS OFFERING A SPECTRUM OF NEW TRAIN OFFERINGS FROM BASIC TO LUXURIOUS.

- CHASE

30% & 70%

30% of travelers said they paid directly to access a lounge and **70%** say more options for lounge access would improve their time at the airport.

- AIRPORT DIMENSIONS

34%

More than a third (**34%**) of travelers are interested in visiting a destination based on its airport.

- BOOKING.COM

43%

43% of younger travelers are open to trying indulgent airport experiences like sleep pods (37%), spas (31%) and Michelin-star restaurants (22%).

- BOOKING.COM



The “gate escape” trend involves making the airport experience part of the vacation.

- THRILLIST

As part of the evolution of the destination dupe travel trend, “detour destinations,” locations just off the beaten path from traditional tourist spots, are projected to be popular in 2025.

- HUFFPOST

PROCUREMENT PILGRIMAGES

Souvenirs get a promotion from afterthought to driving force as travelers book trips based on what they can take home. Whether seeking exclusive goods, a new skill, a treasured find, or a boost to longevity, these trips yield more than fond memories. Travel brands can highlight the unique goods and service experiences that visitors can take home with them - offering a lasting impact from their trips.

51%

Over half (**51%**) of travelers are interested in buying their vacation wardrobe at their destination, with this figure rising to **63%** among Gen Z.

- BOOKING.COM

“Dubai Chocolate” was a top 5 trending food search on Google in 2024 as many people considered trips to Dubai to acquire the rare pistachio-filled chocolate bar.

- GOOGLE

60%

60% of respondents reported an interest in “immortality” travel with health-focused trips designed to extend their lifespan by acquiring anti-aging products, stem cell treatments, or cryotherapies.

- BOOKING.COM

73%

73% of travelers have purchased thrifted or vintage second-hand items while abroad.

- BOOKING.COM

Travelers are planning trips around procuring unique goods they can't get at home, from skincare products in Korea to handmade espadrilles in Barcelona.

- EXPEDIA

“MUSEUM STORES HAVE THE BEST GIFTS.”

- THRILLEST



TRAVELERS ARE GOING TO GREAT LENGTHS TO WITNESS PHENOMENA, WHETHER IT'S WATCHING THE NORTHERN LIGHTS OR SEEING A VOLCANO OR NATURAL HOT SPRING.

- EXPEDIA



Pinterest predicts that in 2025, mountain ranges will become the go-to travel destination with Atlas Mountains Morocco (+30%), Dolomites (+45%) and Mountain Trip Outfit (+35%) trending in search.

- PINTEREST

NATURE'S AMUSEMENTS

Mother Nature offers some of the most exhilarating tourist attractions, and travelers are taking note. Natural phenomena and views such as the northern lights, floral blooms, majestic mountains, and volcano shows inspire trips. Travel brands can celebrate these stunning natural offerings and complement them with their own man-made supports.

91%

91% of travelers polled said a wildlife adventure is something they dream of doing.

- SCOTT DUNN

60%

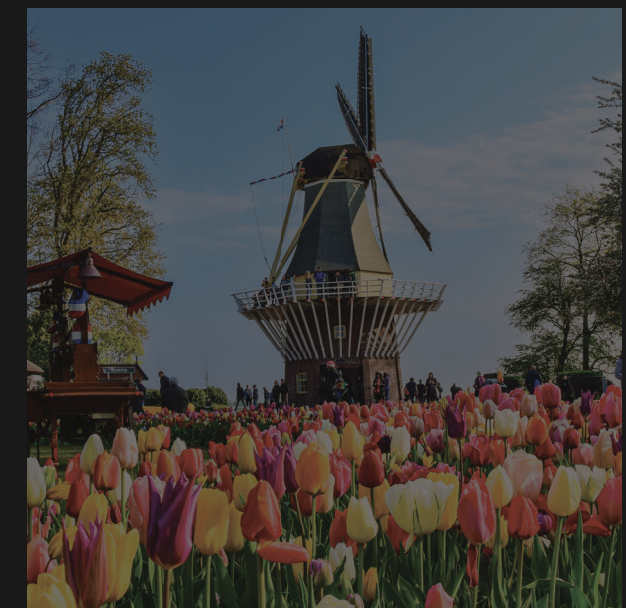
Over 60% of respondents said they consider visiting destinations with limited light pollution to feel closer to the cosmos.

- EXPEDIA

72%

72% of respondents say they enjoy visiting gardens during their vacations.

- SKYSCANNER



45%

45% of respondents want to see tulip fields in bloom and 1 in 4 want to see cherry blossom season during their travels.

- SKYSCANNER

IRL SHARED EXPERIENCES

Sports, art, and culture continue to influence travel inspiration, rooted in the human desire for shared experiences and community. Travel brands can leverage trending pieces of pop culture and areas of passion to invite travelers to move beyond digital experiences to IRL immersion.

30%

30% of 25-to-34-year-olds who travel to see a sporting event report that they do it to feel part of a community.

- SKYSCANNER

1/5

1 in 5 U.S. travelers have taken a fitness class on vacation.

- SKYSCANNER

A third of people traveling to experience immersive art do so because it's a shared experience.

- SKYSCANNER

From 2019 to 2024, Hilton Worldwide Sport Sales revenue tripled in volume — 80% of which stemmed from youth or amateur sports.

- HILTON

55%

55% of American travelers are drawn to immersive, hands-on experiences that connect with a destination's culture, history or environment in 2025.

- FUTURE PARTNERS

65% OF PARENTS OFTEN PRIORITIZE LEARNING ABOUT THEIR CULTURE OR FAMILY BACKGROUND THROUGH TRAVEL WITH THEIR KIDS.

- HILTON



If you found these insights valuable, or would like to discuss them further, we'd welcome the opportunity to speak with you. [Feel free to reach out to victoria.simmons@bvk.com.](mailto:victoria.simmons@bvk.com)



8909 n. port washington road | milwaukee, wi 53217 | 414.228.1990 | bvk.com