



 Canopy London

2024 Trends Report

What Millennials, Gen Z, Gen X and Baby Boomers Tell Us About Travel in the Year Ahead

A REPORT BY 

News Release**The Year of the Great Recharge:
Hilton Trends Report Reveals
'Rest and Relaxation' to be Top
Driver of Travel Decisions Across
Generations in 2024**[News Release](#)

 [Conrad Bora Bora Nui](#)



 [Tempo by Hilton Times Square](#)

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Looking Ahead to 2024



2023: The year the world moved forward. Travelers filled airports, packed stadiums, reinvigorated restaurants and energized hotel lobbies. The new Golden Age of Travel we were anticipating arrived in full force.

And though the world moved faster than ever, we saw a fascinating paradox emerge with our guests. Travelers inspired change at an accelerated pace but also appreciated the moments when they were able to slow down. They dedicated time to building in-person connections. They blurred the lines between business and leisure travel, finding ways to expand their horizons no matter the occasion. And at the end of the day, travelers rallied around the universal appreciation for sleep.

This year's Trends Report defines the preferences and priorities we are seeing from travelers that will drive innovation and change for Hilton and our industry in the year ahead.

The report also takes a deeper look at how generations view travel, from the digital-native Gen Zer to the experienced Boomer.

As we look to 2024, we are both confident and optimistic. We know people of all ages will continue to seek out travel experiences as an opportunity to gain new, life-defining moments. Our dedication to filling the world with the light and warmth of hospitality while creating exceptional stay experiences for every traveler has never been stronger. The only remaining question is: Where to next?

Until then – see you on the road!

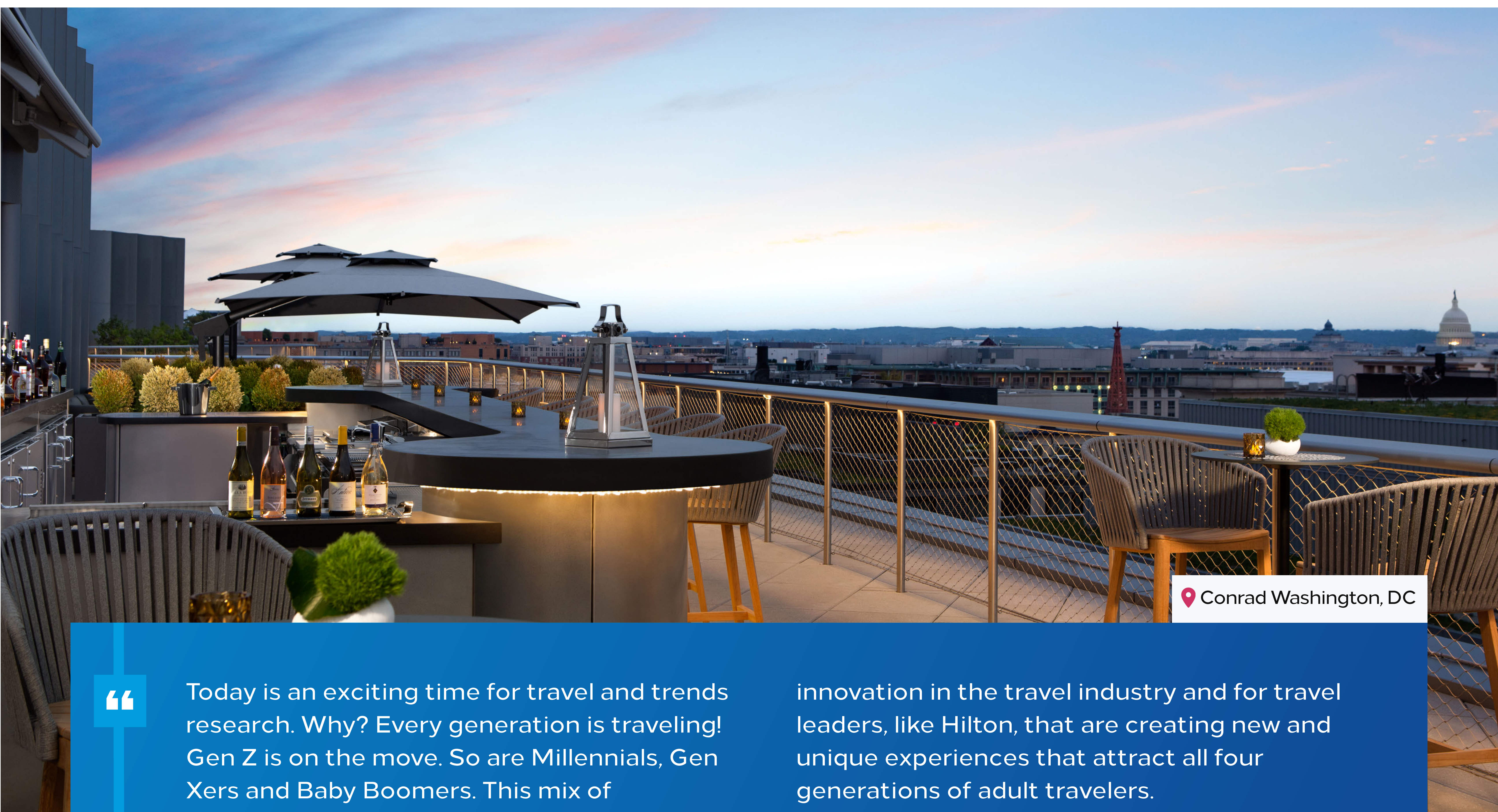


Chris Nassetta

President and Chief Executive Officer, Hilton



A View from a Generational Researcher



“

Today is an exciting time for travel and trends research. Why? Every generation is traveling! Gen Z is on the move. So are Millennials, Gen Xers and Baby Boomers. This mix of generations, life stages and experiences are fostering a diverse and inspiring mix of travel expectations and adventures. Hilton's Trend Report reveals that while generations have their differences, one area where they align is their enthusiasm for travel and seeking memorable travel experiences that meet their unique needs.

The Center for Generational Kinetics, where I serve as President and Lead Researcher, has conducted more than 100 research studies to separate myth from truth about generations. The Hilton Trends Report fills an important insights gap by exploring four different generations of travelers – and uncovering early signs of Gen Z's emergence as travel trendsetters from technology, food and work to wellness, leisure and cultural experiences.

One important finding is the cross-generational priority for connectivity and personalization throughout the travel experience. This bodes well for fueling

innovation in the travel industry and for travel leaders, like Hilton, that are creating new and unique experiences that attract all four generations of adult travelers.

I am inspired by Hilton and its continued commitment to innovation, growth and excellence and for recognizing the critical role that generational understanding - based on research - plays in shaping the future. Great research brings to life the unexpected and adds depth to conversations and understanding. This year's Trends Report delivers exactly that and reveals what's anticipated to be an exciting travel future ahead for every generation.

Happy travels!



Jason Dorsey

President and Lead Researcher, The Center for Generational Kinetics

In Summary: The Profile of the 2024 Traveler

Hilton's third-annual trends report spotlights the consumer trends that are anticipated to define travel in the year ahead and digs deeper into generational insights driving industry innovation. Following a global survey of more than 10,000 travelers from nine countries, online video diaries with 60 U.S. travelers and in-depth interviews with dozens of Hilton travel experts, **four themes emerged**, which are expected to be the catalysts of change and innovation for Hilton and the broader travel industry in 2024 and beyond.

[Full Report](#)

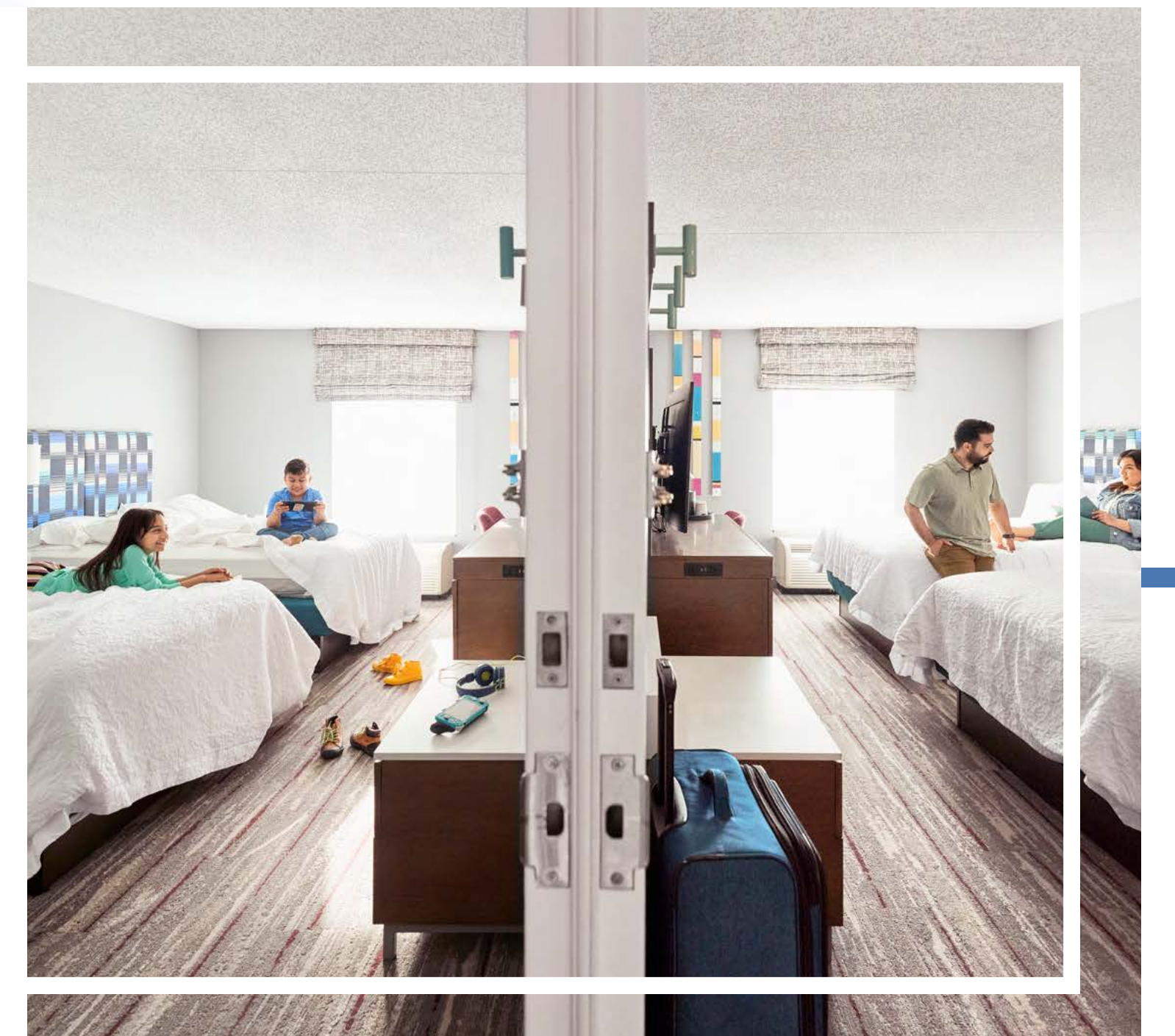
Travelers Will Invest in Their Sleep

[Explore Trend](#)



Travelers Will Value Connectivity and Personalization

[Explore Trend](#)



Culture and Experiences Will Drive Leisure Travel Decisions

[Explore Trend](#)



Business Travel Trends Will Redefine Expectations

[Explore Trend](#)



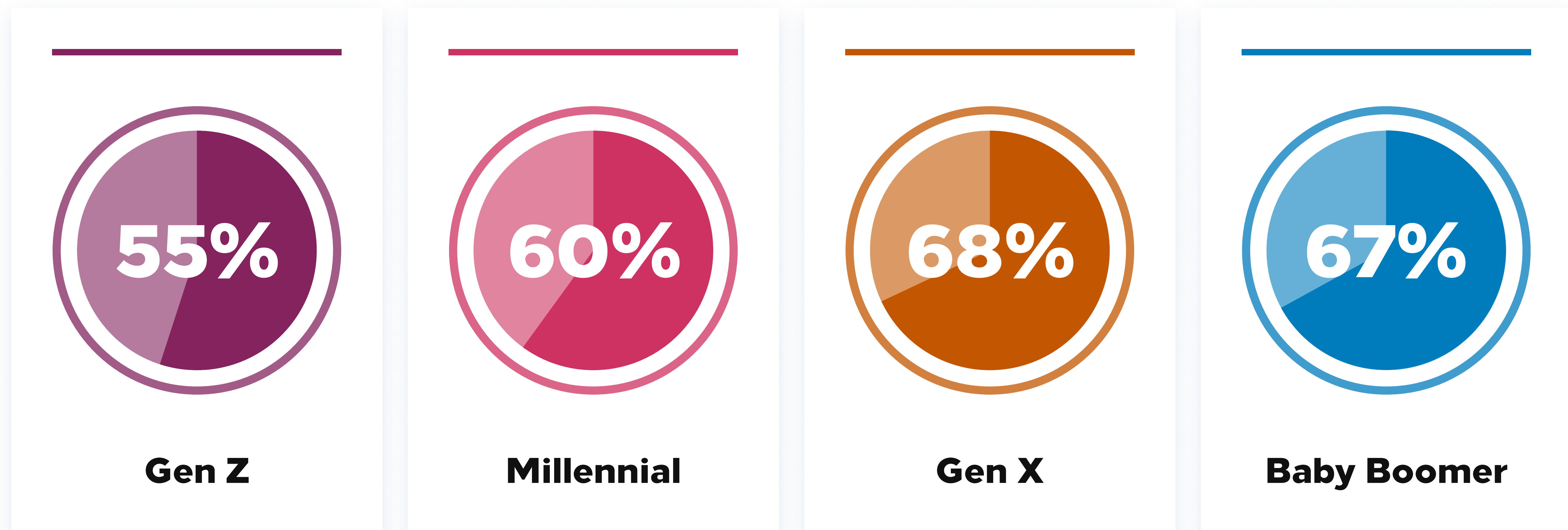
Travelers Will Invest in Their Sleep

Personal wellness matters to travelers, but even more specifically, there will be an increased focus on achieving a good night's sleep while on the road. In 2024, travelers will look to engage with products and brands aligned with this **better-for-you** imperative.

[Explore Trend](#)



Regardless of generation, the No. 1 reason people want to travel in 2024 is to rest and recharge.



Canopy West Palm Beach





“While rest can mean getting away from work or other obligations on a leisure vacation, guests more broadly today define ‘rest’ as getting good sleep, regardless of their travel occasion. As the wellness spotlight turns to sleep, Hilton is uniquely positioned to lead the industry in evolving and innovating the on-property experience. In addition to delivering on the basics that support a great night’s rest, we are focusing on the ‘power up’ and ‘power down’ moments of the day that contribute to quality sleep, meeting guests where they are in unique ways and with memorable experiences, products and amenities across our 22 world-class brands.”



Matt Schuyler
Chief Brand Officer, Hilton



Hilton's newest lifestyle brand, Tempo by Hilton, Develops Innovative Beverage Program - Serving up Spirited and Free-Spirited Cocktails

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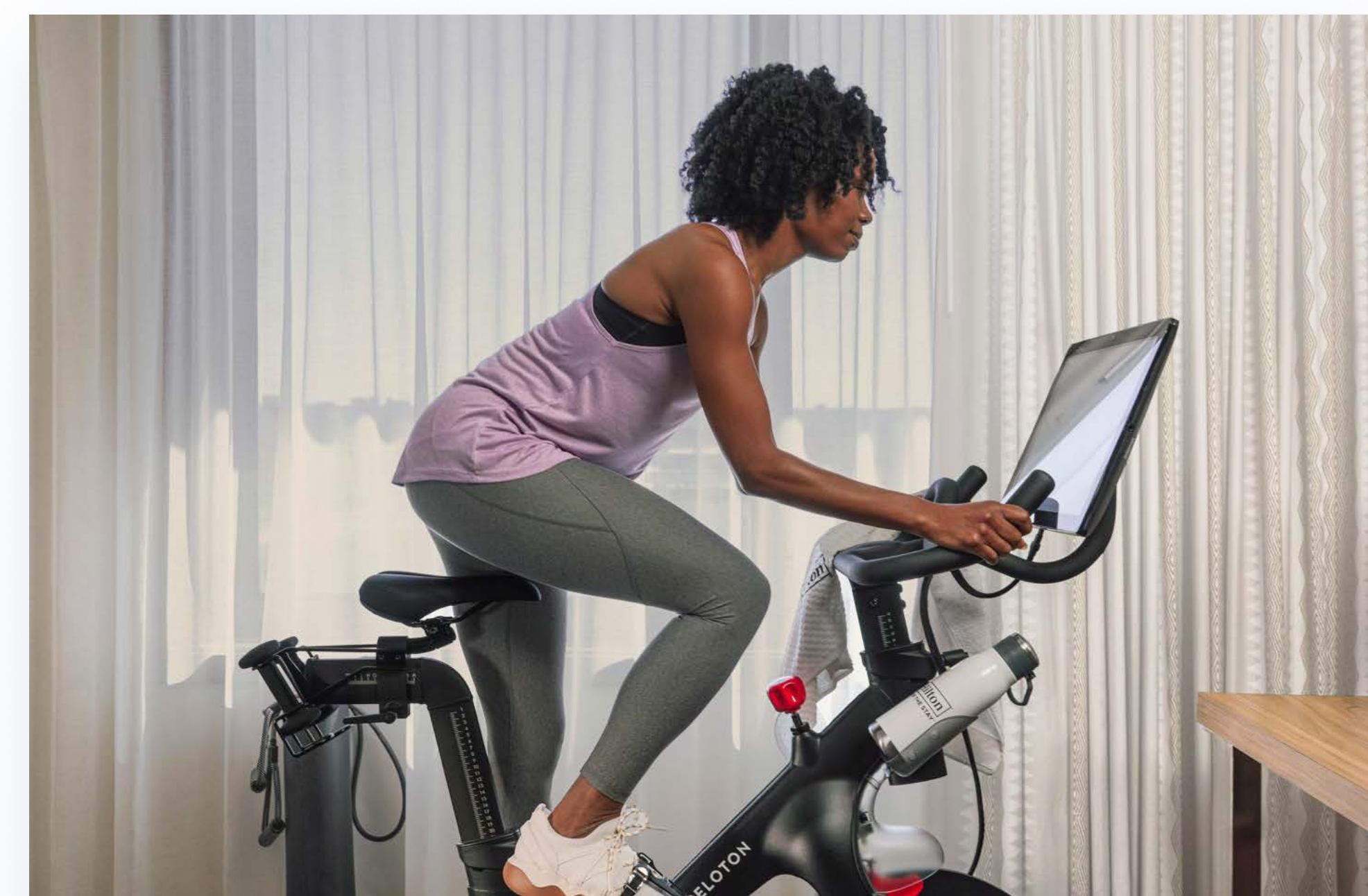
Gen Zers are the most intentional about winding down to achieve a good night’s sleep.



Regulating their workout routine

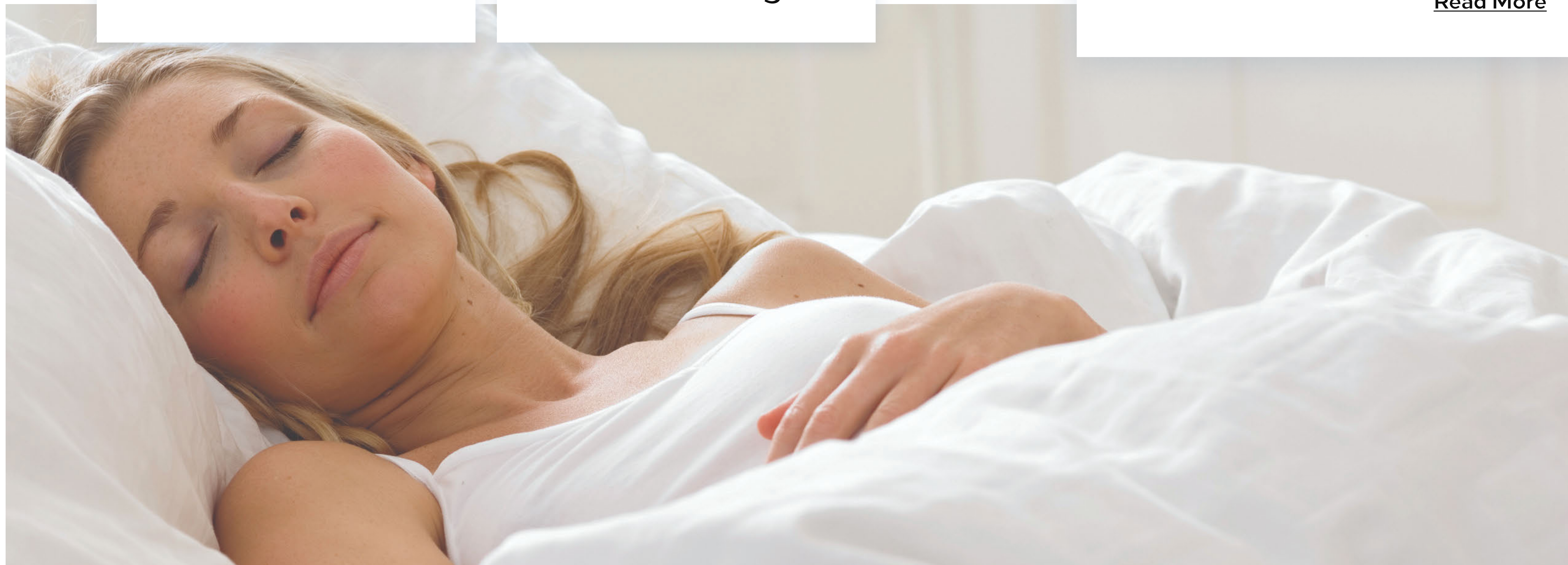


Avoiding alcohol before turning in



Hilton and Peloton Team Up to Enhance the Travel Wellness Experience

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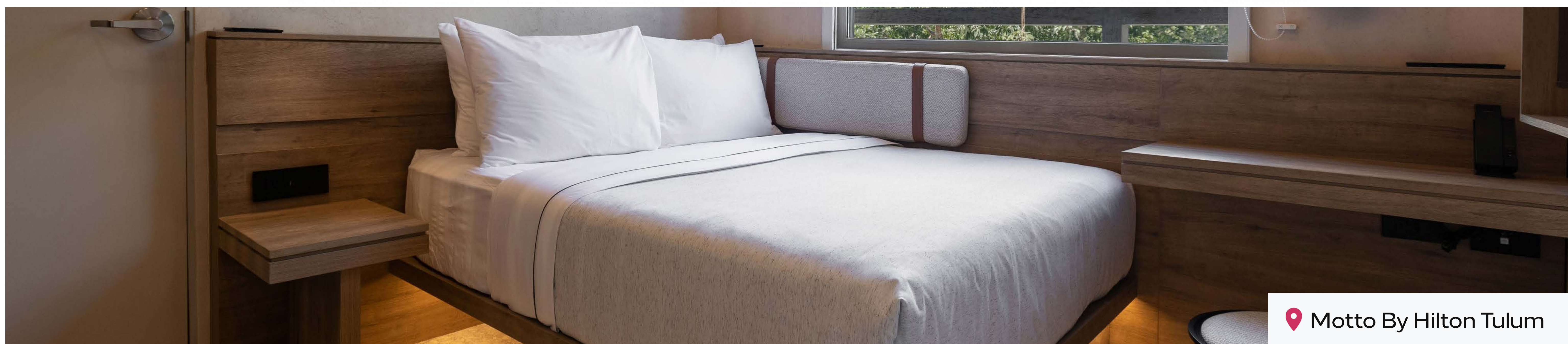


“There are endless factors that can affect a guest’s sleep experience. While we can’t control all of them, we are committed to helping where we can. For instance, guests look to us to match the right mattress, pillow and bedding together to create the most universally comfortable experience possible – and so, every day, we have entire teams focused on those products and partners to make sure we are delivering an exceptional experience to every guest, every time.”



Amanda Al-Masri
Vice President, Wellness, Hilton

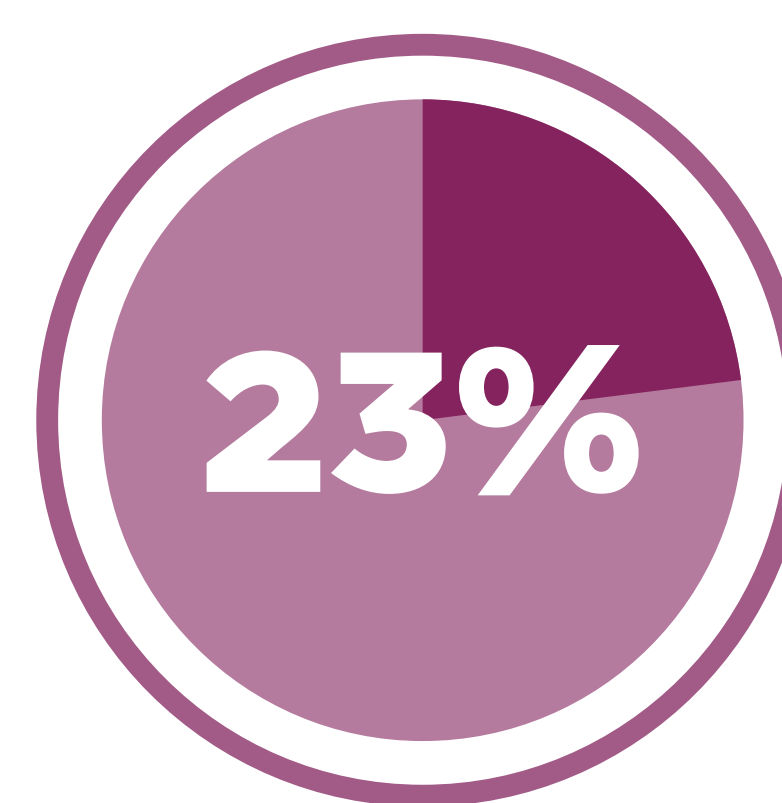
Nearly 1 in 4 Baby Boomer travelers look for trusted hotel brands with quality mattresses to achieve a good night’s sleep.



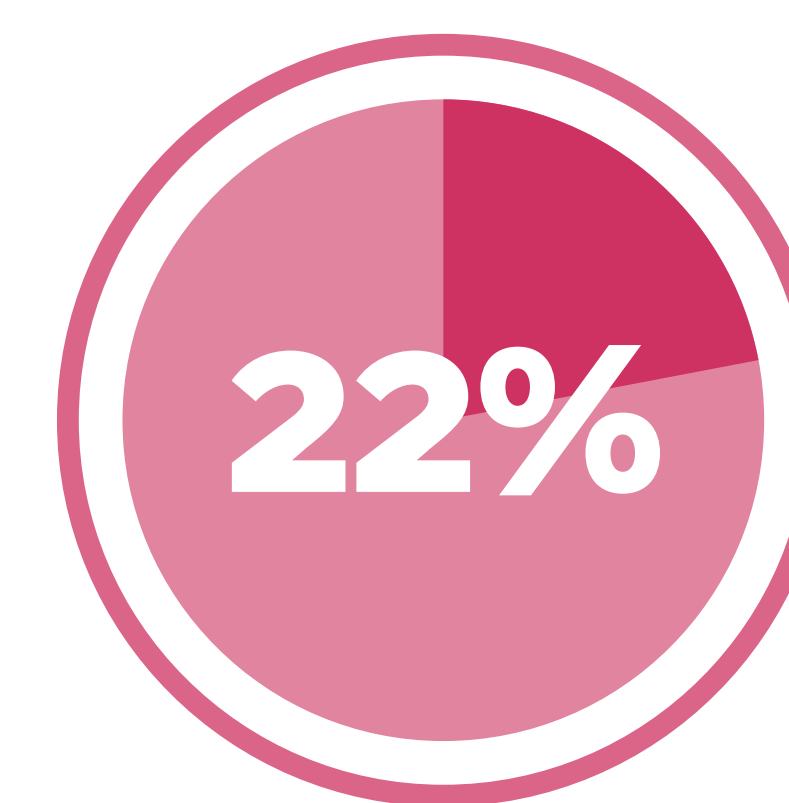
Nearly 20% of travelers also readily admit to packing their preferred pillow to achieve a good night’s sleep, with Gen Z and Millennials leading the charge as top pillow packers.



Global Travelers



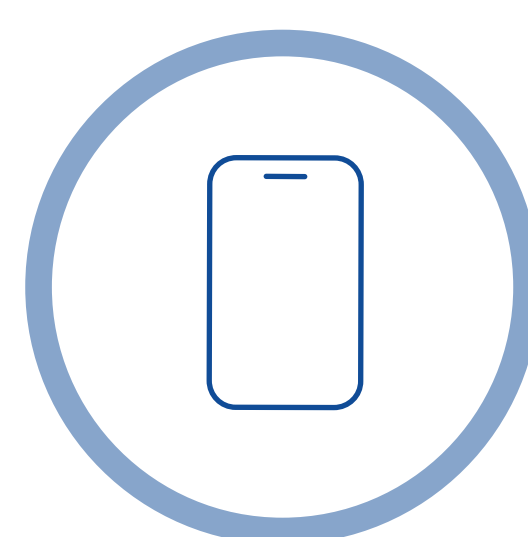
Gen Z



Millennial



In search of sleep, 20% of global travelers choose or request a room away from the elevator or on a high floor.



Through Digital Check-in within the Hilton Honors app, sleep seekers can choose their room position and floor, quickly and easily.

9.7 Million

From January to June 2023, 9.7 million guests checked in via the app, a 17% year-over-year increase.

Travelers Will Value Connectivity and Personalization


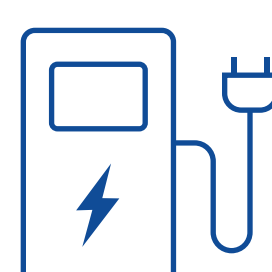
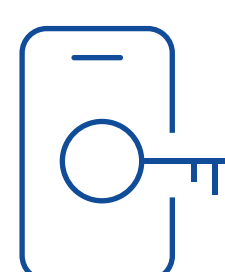
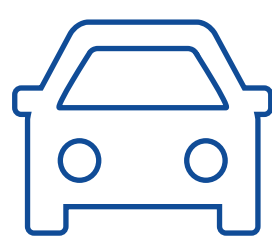
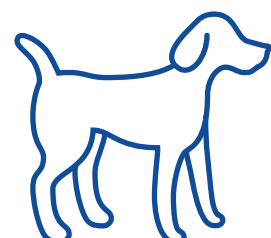
Travelers will seek out consistent and seamless experiences that are personalized to their needs. They will expect technology to be intuitive and helpful throughout their travel journey, but also appreciate the human connection uniquely found in hospitality.

[Explore Trend](#)

“At Hilton, our goal is to simplify the complex and digitize the simple. We have seen an acceleration for highly personalized, digital, frictionless travel, and in turn, we’re continuously looking at ways to enhance the booking experience so that travelers can co-curate their experiences, beginning with their reservations.”

 **Chris Silcock**
Chief Commercial Officer, Hilton

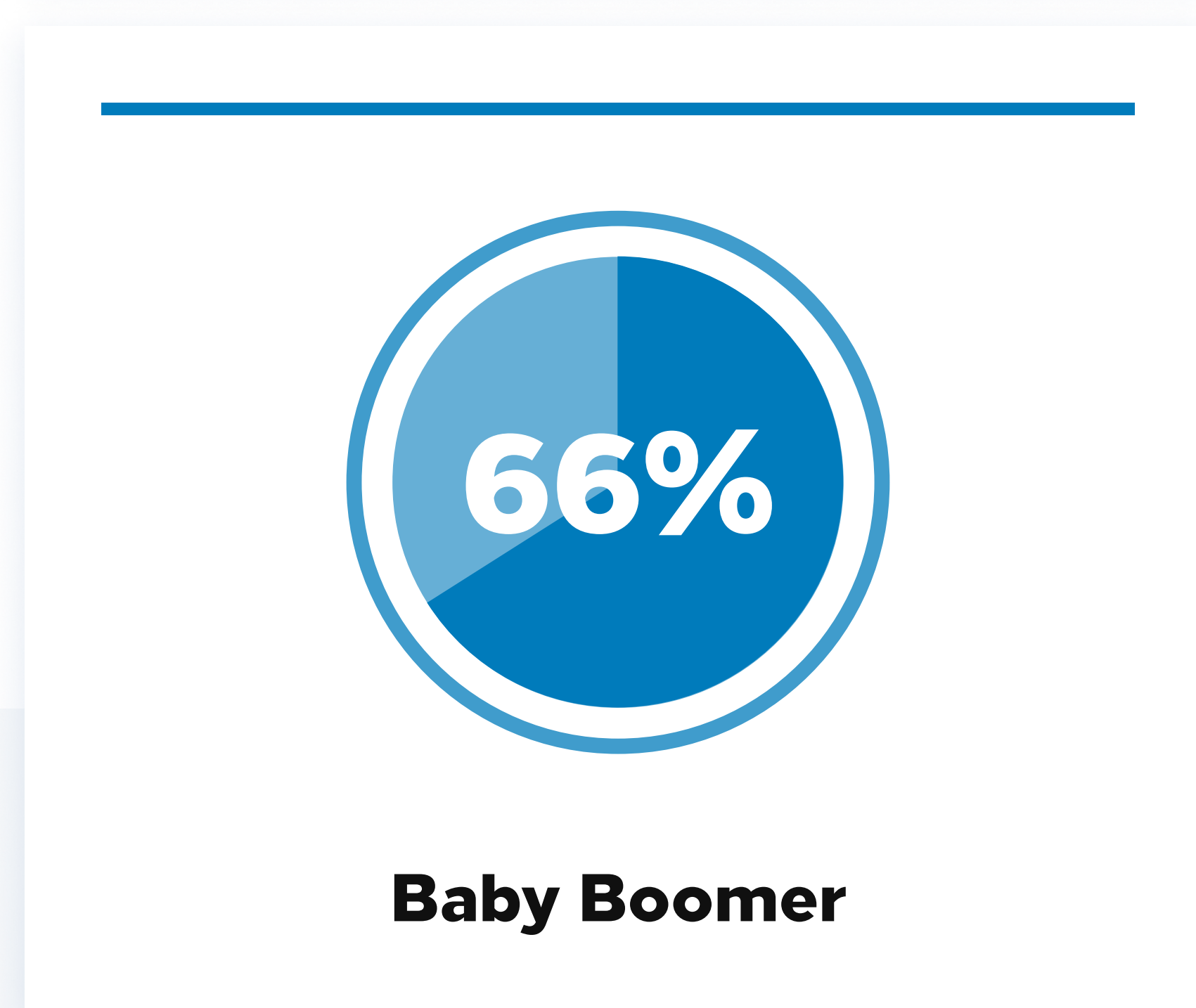
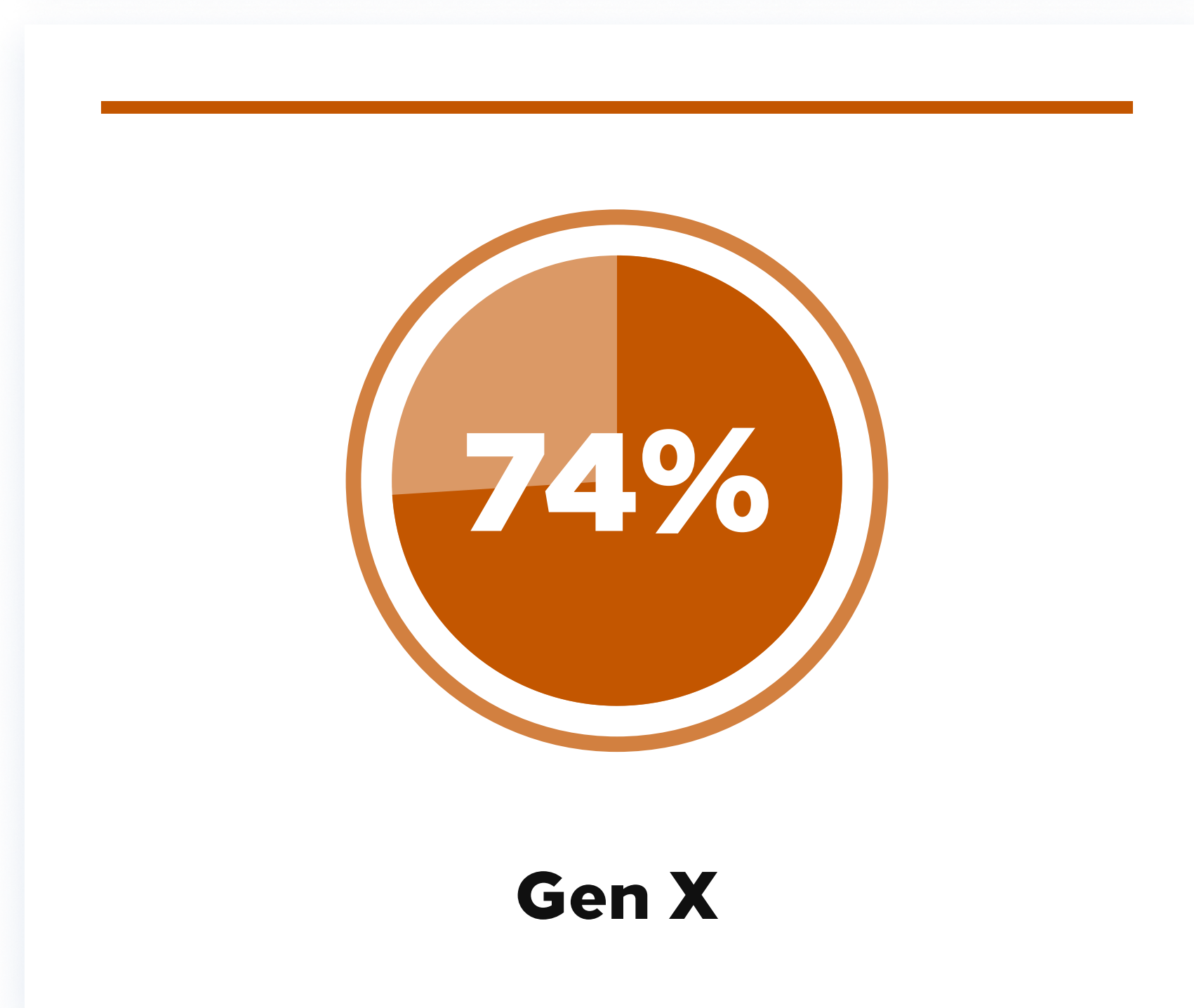
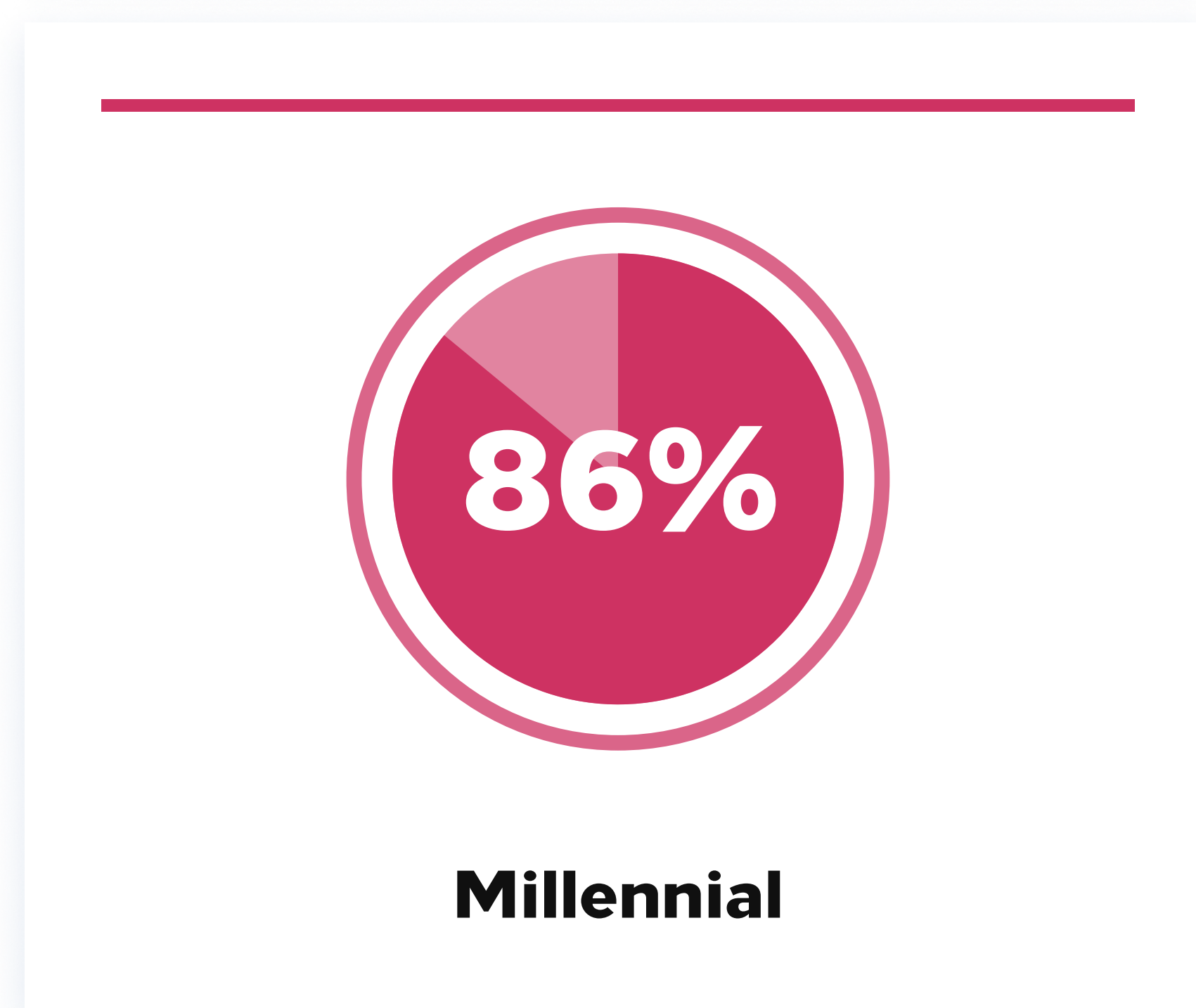
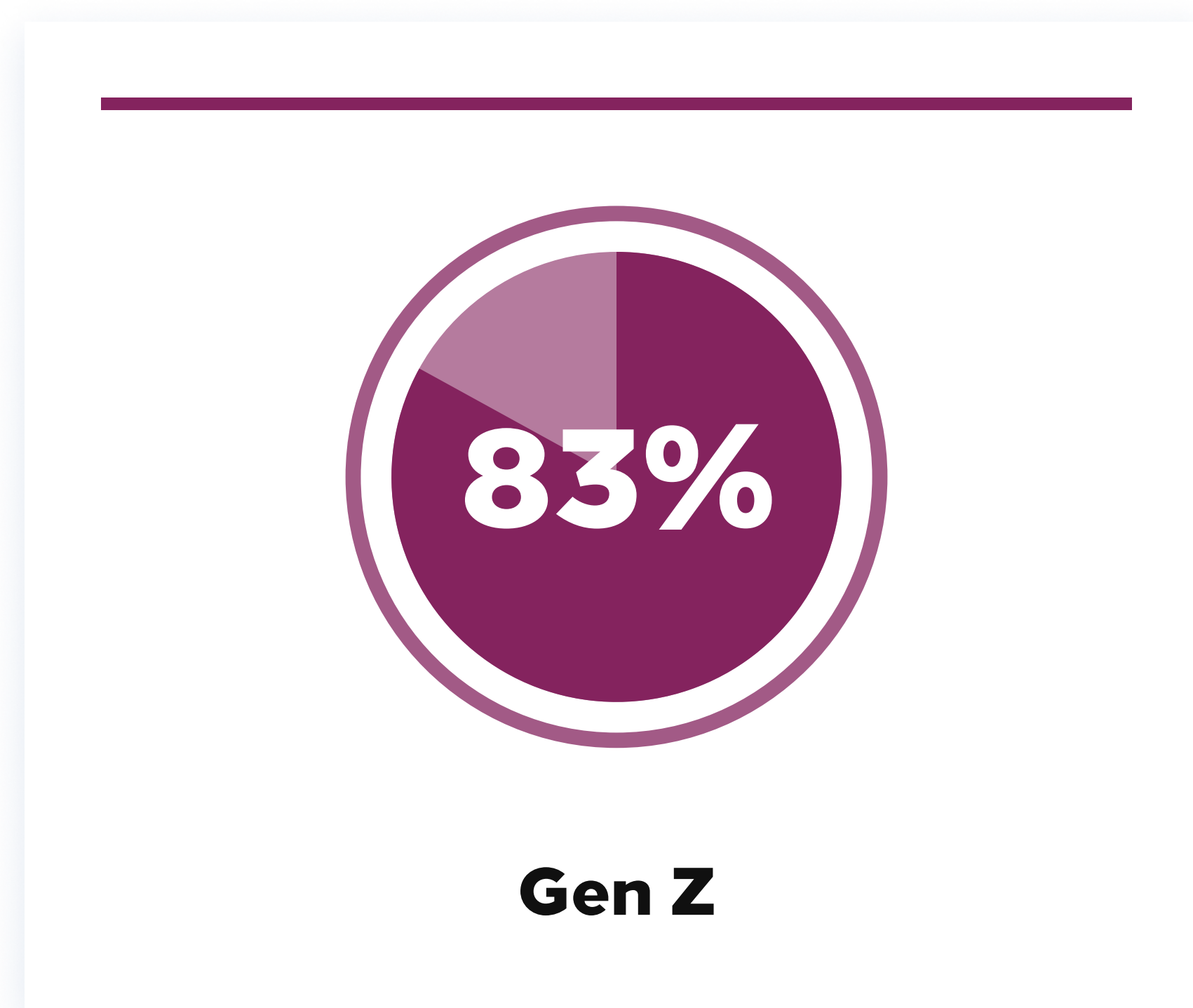
In addition to the new meeting booking capability, other recent Hilton.com enhancements have included expanded search filters that help personalize and simplify the search experience. Travelers have embraced these expanded filters, which take the guesswork out of the amenities and services that will be available upon arrival. The top filters on Hilton.com that led to confirmed stays in 2023 include:

-  **Airport Shuttle**
-  **EV Charging**
-  **Digital Key**
-  **Free Parking**
-  **Pet-Friendly**

EV charging proved to have the fastest volume growth, jumping from the fourth to the second highest converting filter.



80% of travelers feel it's important to be able to book their trip entirely online



Hilton's latest digital innovation, a new Background Elevator Unlock feature for Digital Key, even goes as far as allowing guests to automatically connect to and unlock elevators if their Hilton Honors app is open in the background of their iOS device. Currently expanding to approximately 1,000 properties by late 2023, this intuitive feature will allow for a more seamless experience for guests not wanting to fumble for their plastic key or mobile device.



"We're always looking for ways to deploy solutions that meet the evolving needs of team members and guests. With Property Engagement Platform now in the cloud, we are able to quickly turn on technical improvements across our entire portfolio. We gather feedback from our hotel team members and use that to help inform what we develop next. As customer needs accelerate – so can our digital innovations."

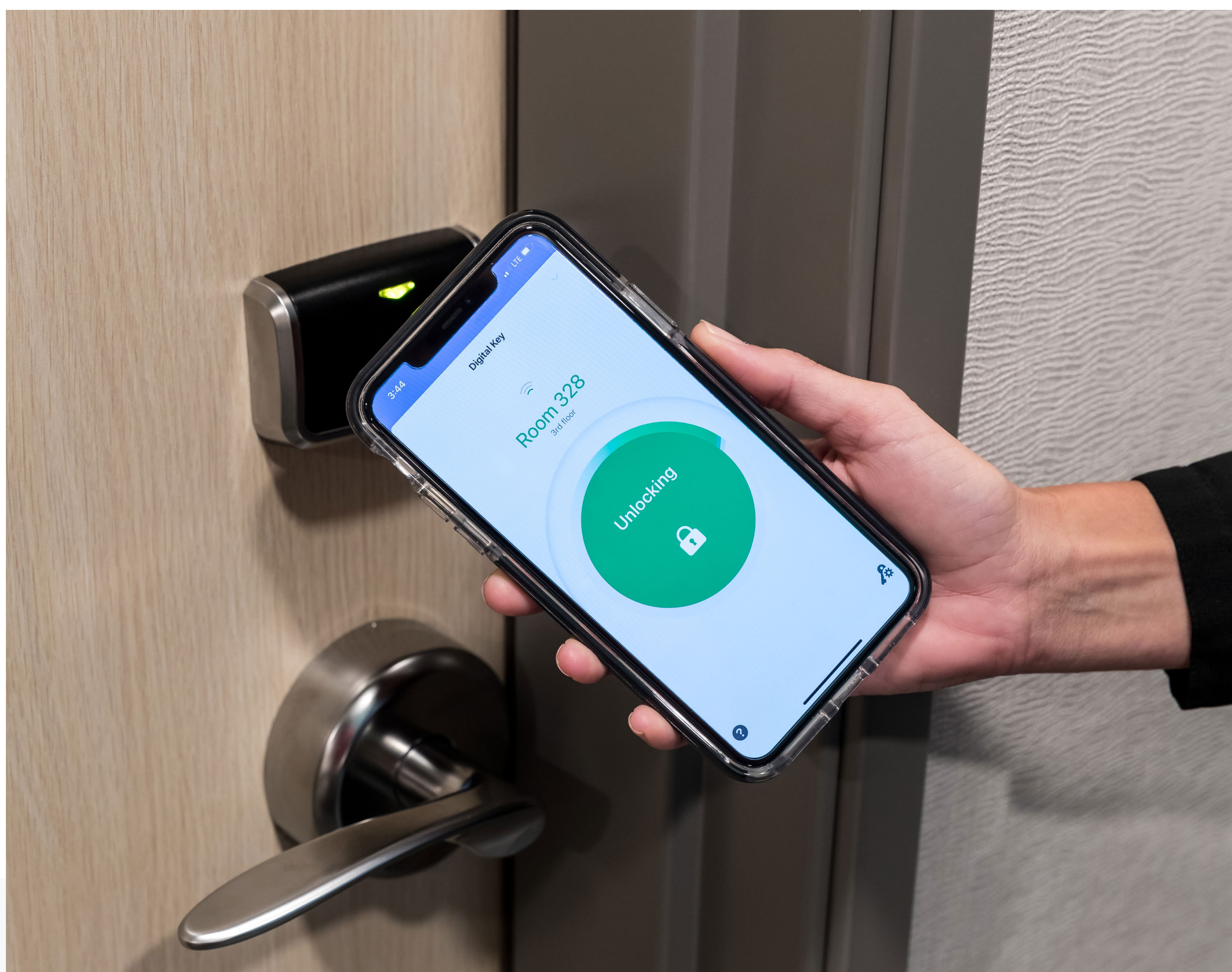


Michael Leiding

Chief Information Officer, Hilton



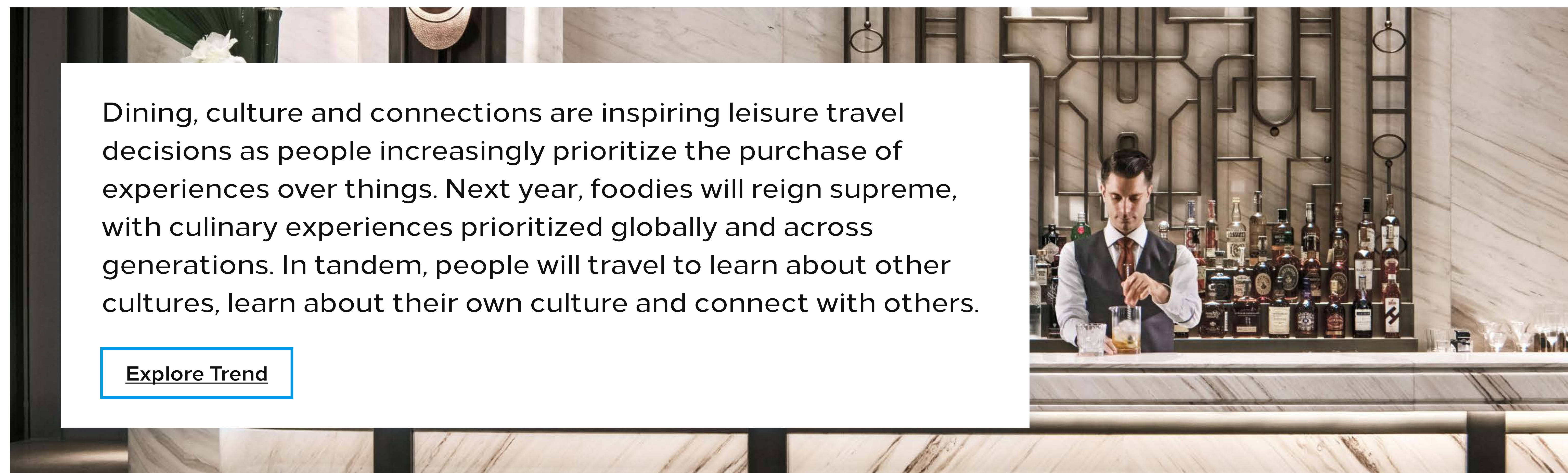
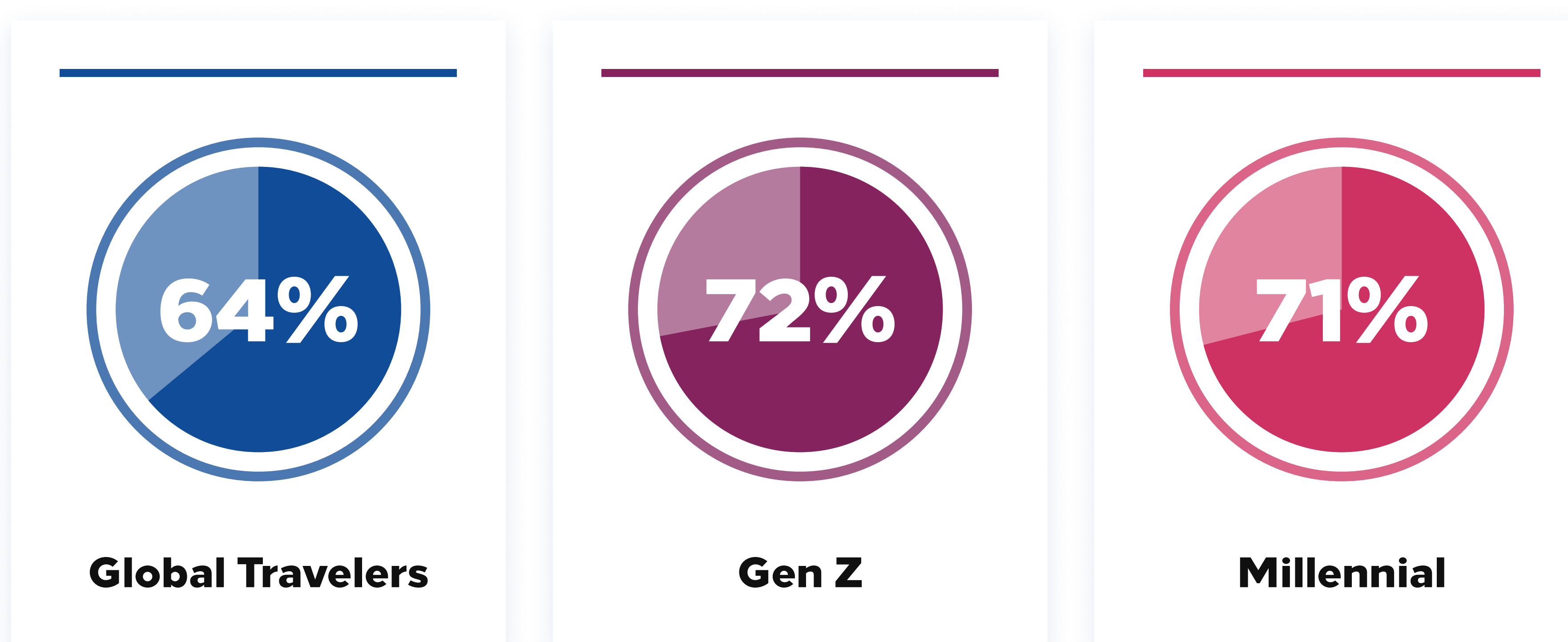
Home2 Suites by Hilton Woodland Hills Los Angeles



Hilton's expanded use of cloud-based technology is unlocking and delivering the new capabilities guests want at an unprecedented scale. In 2023, Hilton introduced a new cloud-based Property Engagement Platform (PEP), which increases connectivity across various on-property technologies, speeding up computer-based transactions and allowing Hilton team members to focus on delivering more personalized service, including welcoming each guest personally and providing recommendations for dining and activities. While a seemingly simple interaction, this valuable in-person connection is enabled by PEP, which is now powering more than 2,000 properties.

Culture and Experiences Will Drive Leisure Travel Decisions

As the world holds onto a renewed sense of wanderlust following the pandemic, **64% of global travelers** say they aim to reduce other areas of their personal spending to prioritize leisure travel in 2024.



📍 Waldorf Astoria Bangkok Peacock Alley Bar



“Even with ongoing macroeconomic uncertainty, travel demand has remained strong as consumers continue to prioritize the value of experiences and connections over things. We see this across each of our segments and regions. Additionally, the lines between business and leisure travel continue to blur. With many guests able to travel midweek for business and stay for the weekend, there’s never been a better time to explore our ever-expanding portfolio of hotels around the world.”



Kevin Jacobs
Chief Financial Officer & President,
Global Development, Hilton



Signature Sensory Odysseys:
Speakeasy Foraging and
Forest Bathing

📍 Conrad Bali

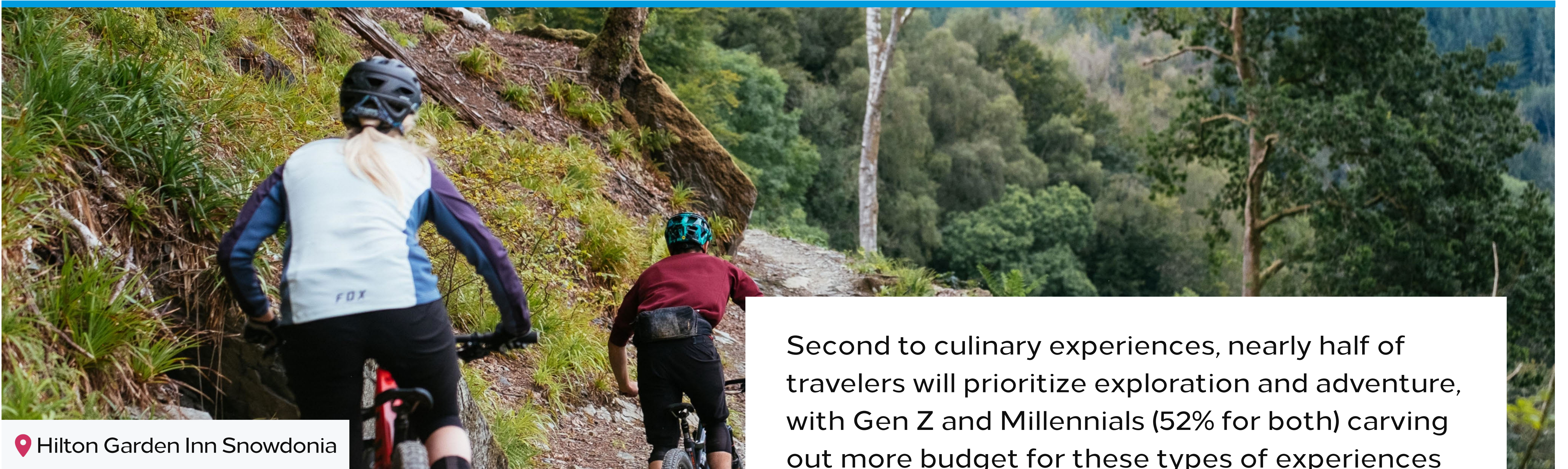
Great Food & Beverage



📍 Rok Hotel Kingston, Tapestry Collection by Hilton

As they budget for 2024, across generations, approximately half of travelers' top focus is on culinary experiences. And when travelers start searching for reservations, there is widespread interest in eating local and regional cuisine (86%) and having a good restaurant within their hotel (82%).

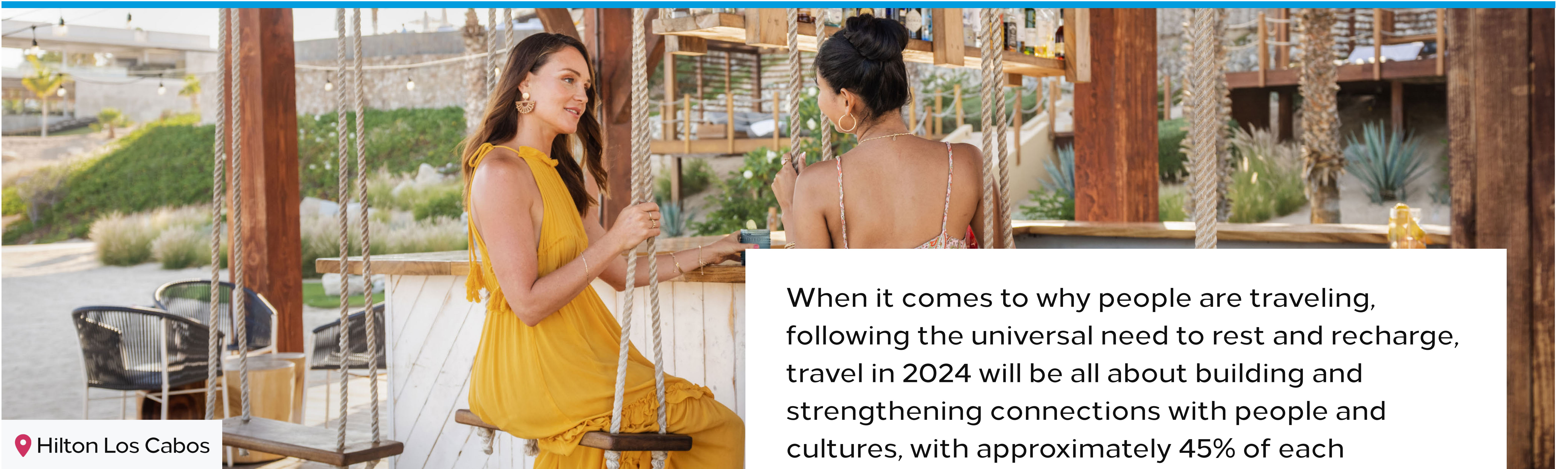
Exploration and Adventure



📍 Hilton Garden Inn Snowdonia

Second to culinary experiences, nearly half of travelers will prioritize exploration and adventure, with Gen Z and Millennials (52% for both) carving out more budget for these types of experiences than other generations.

Connecting with People and Culture



📍 Hilton Los Cabos

When it comes to why people are traveling, following the universal need to rest and recharge, travel in 2024 will be all about building and strengthening connections with people and cultures, with approximately 45% of each generation traveling to reconnect with friends and family.



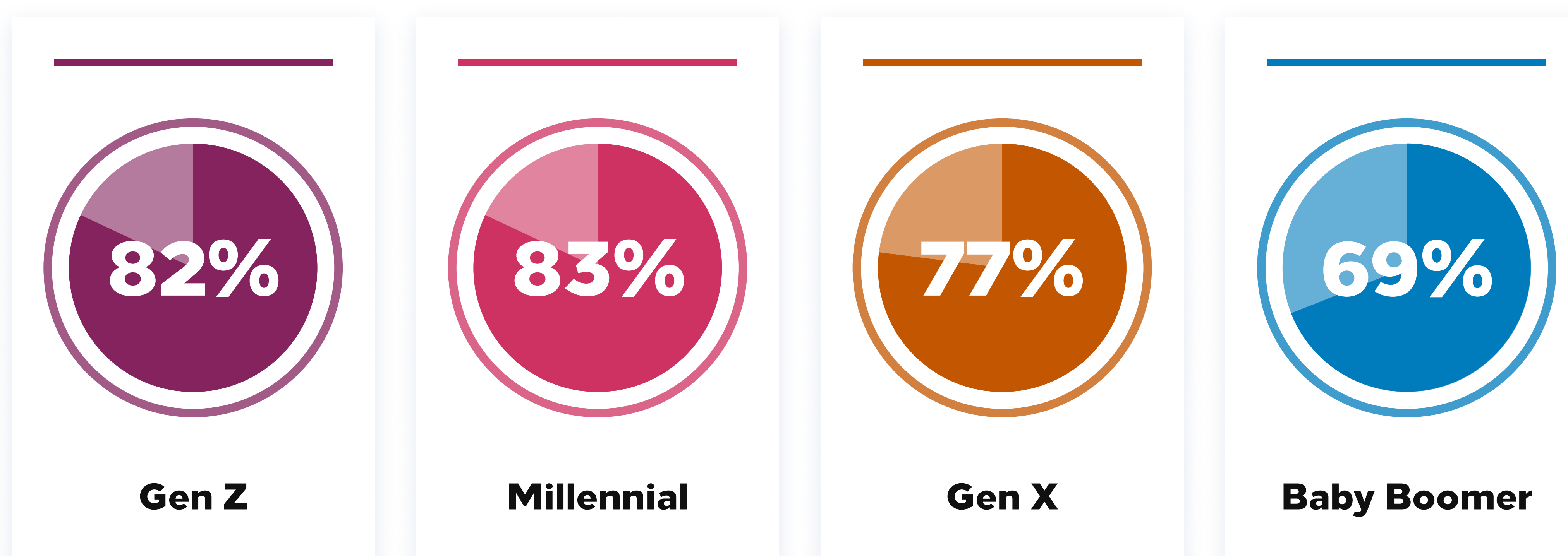
“We’re constantly monitoring the travel preferences of different generations in order to create tailored experiences that cater to their unique needs and desires. Fueled by a sense of pride that Asian food, design, and culture are gaining popularity globally, we know this will hold even greater significance and interest for travelers in 2024. We believe that the heart of a great trip is a great stay, and so we remain committed to delivering innovative solutions to ensure our guests can fully immerse themselves in both our hotels and their communities.”



Ben George

Senior Vice President & Commercial Director, Asia Pacific, Hilton

Beyond restaurants and bars, travelers want the choice and control over the types of snacks or offerings they consume – and increasingly will be seeking out on-property grab-and-go markets or retail spaces, such as the 24/7 Eat. & Sip. Market at Tru by Hilton hotels where guests can grab a drink or snack any time of the day. **78% of global travelers** appreciate healthy grab-and-go markets when they are traveling – with a fairly steady comparison across generations.



“We’re seeing a huge desire to be at the center of the action – to be truly connected to big cultural events. Nearly two-thirds of global travelers say they often or always book their hotel based on access to local experiences – and we’re certainly experiencing this buzz in our hotels during events ranging from sporting finals at our stadium hotels to culturally significant events, such as the Coronation. This demand to soak up the atmosphere in a destination is one we’re anticipating will continue to build as we head into 2024.”



Patricia Page-Champion

SVP Global Commercial Director,
Responsible for Commercial Activity
Across Europe, Middle East and Africa

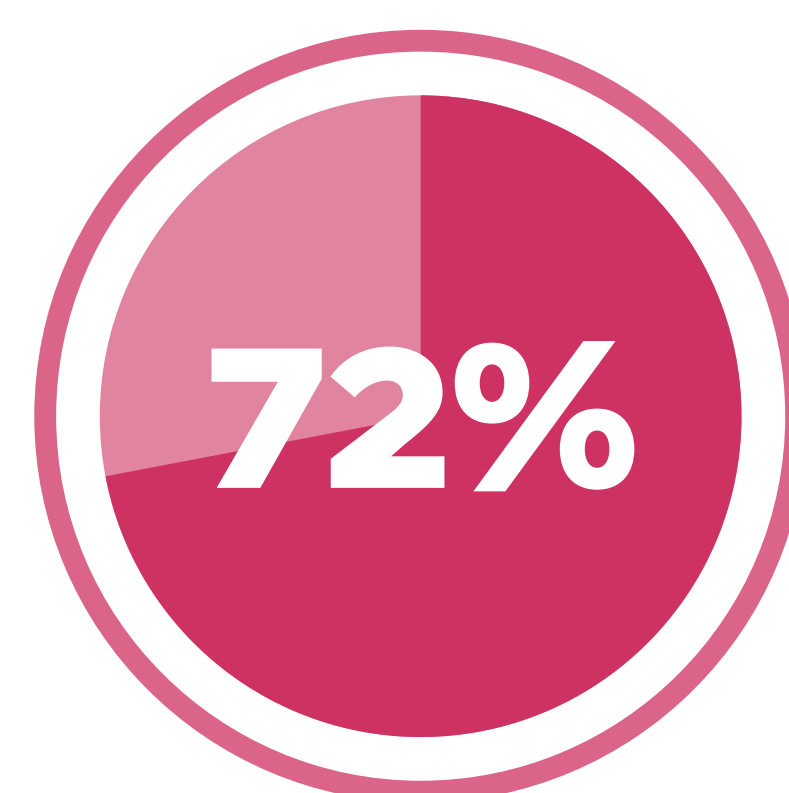


In 2023, redemption on Hilton Honors Experiences Points soared, with year-over-year Point redemption in 2023 up over 100% compared to the same time period last year. The Depeche Mode Concert and Meet-n-Greet package in New York received the most engagement to-date, with 70+ million total Points bid across all members.

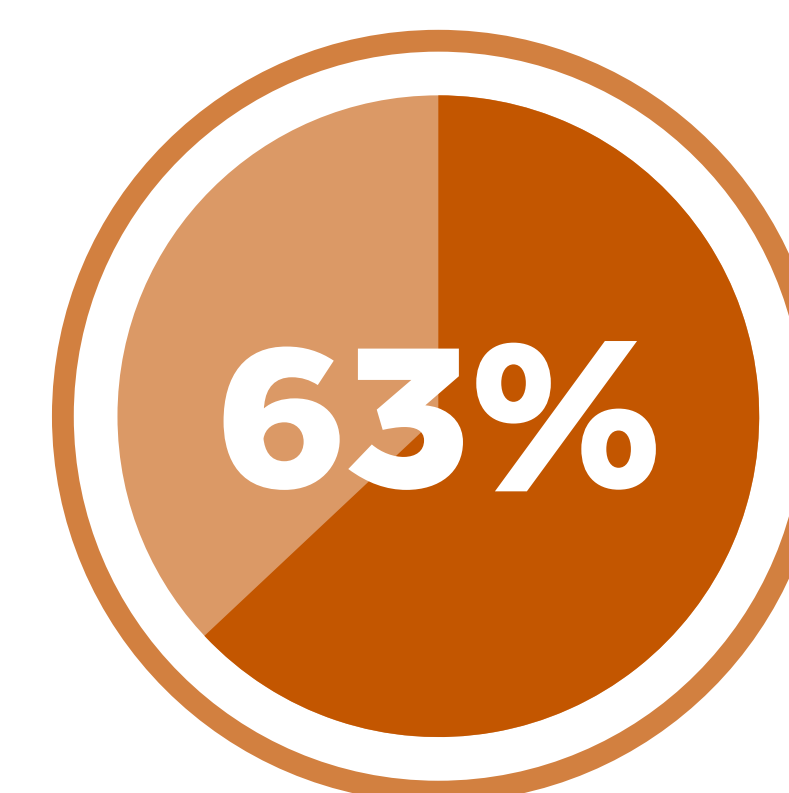
While experiencing the destination and local culture is a **top reason for travel in 2024**, two-thirds of travelers admit the subject of environmental change can be overwhelming as they consider their vacation plans



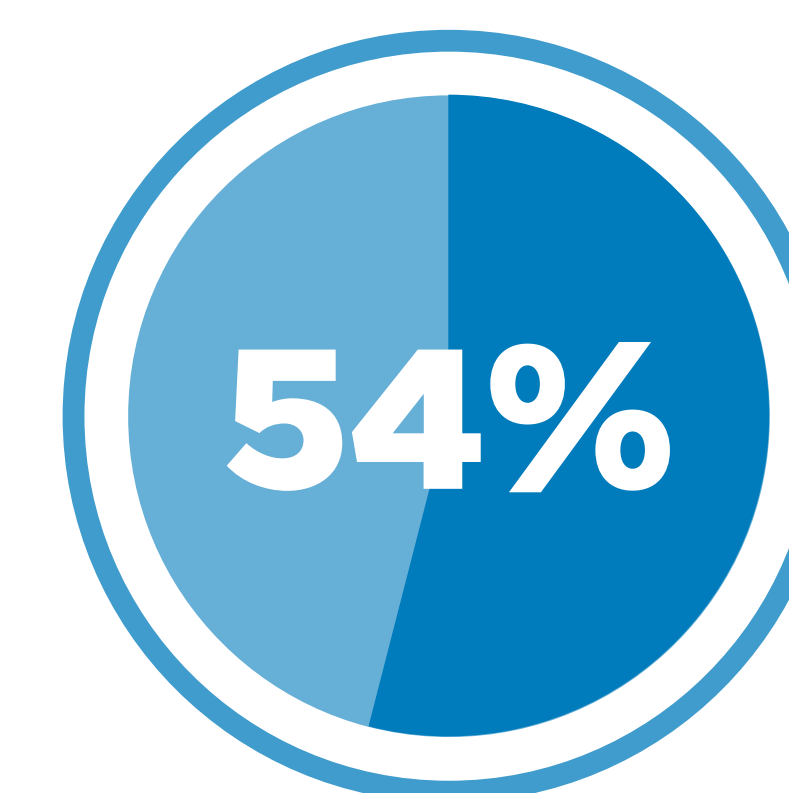
Gen Z



Millennial



Gen X



Baby Boomer

Hilton to Install Up to 20,000 Tesla Universal Wall Connectors at 2,000 Hotels, Creating Largest Overnight Electric Vehicle Charging Network within Hospitality Industry

[Read More](#)



“As the world around us continues to change, Hilton is committed to creating positive impact for both people and the planet. By empowering guests to travel responsibly while experiencing our signature hospitality, Hilton is building the sustainable travel experience of tomorrow. We are proud to preserve and protect the beautiful destinations where we live, work, and travel while continuing to spread the light and warmth of hospitality for generations to come.”



Katherine Lugar

Executive Vice President, Corporate Affairs, Hilton

Emerging Experiences



Pickleball Popularity Soars

DoubleTree by Hilton Sonoma Wine Country is witnessing friends and family connect in droves on their new pickleball courts. The courts have been used by hotel guests 70% of the days that they have been opened, in addition to local bookings via Resort Pass.

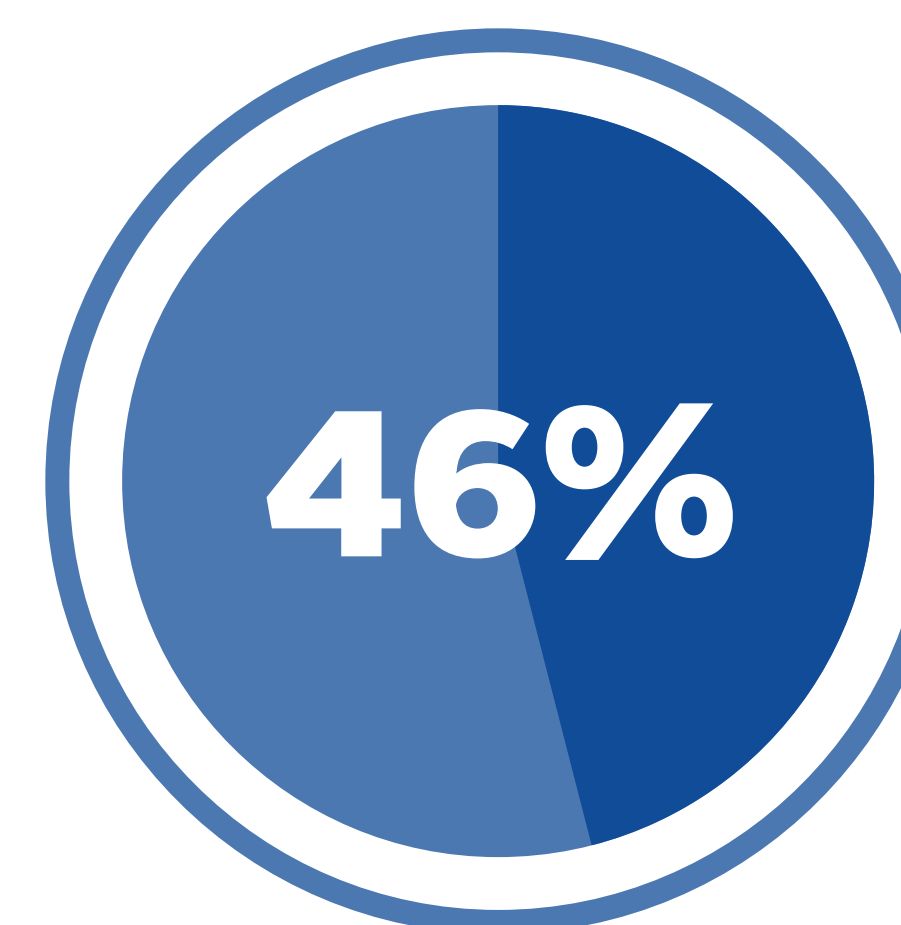


Preserving the Chao Praya

In 2023, Millennium Hilton Bangkok in Thailand coordinated efforts across the Hilton hotel portfolio in Bangkok to collect 279 kilograms (615 pounds) of garbage in the Chao Praya River for World Water Day in 2023.

Business Travel Trends Will Redefine Expectations

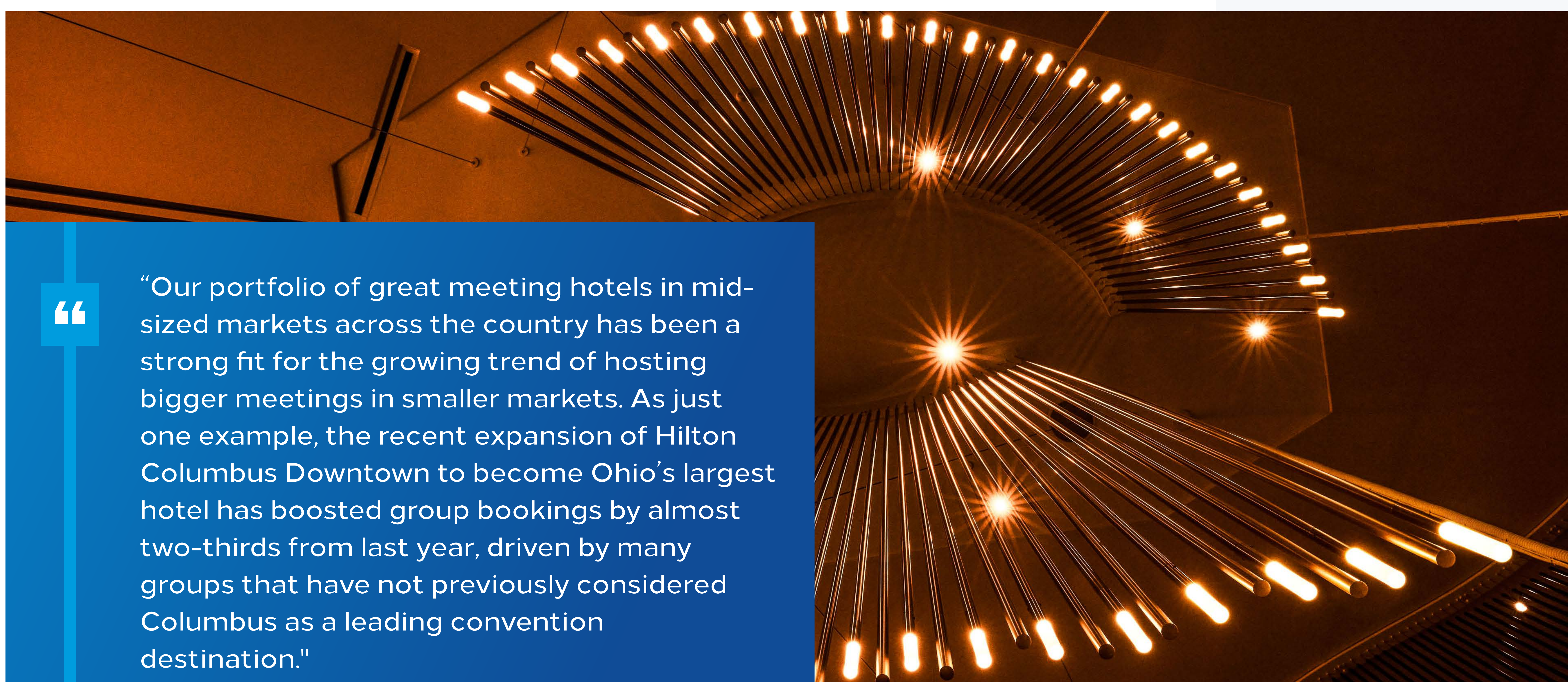
During the past few years, business travel, in many ways, has been redefined. Programs and products have been introduced to meet the changing needs of travelers. The industry saw significant shifts in the type of traveler, length of stay, travel occasion, travel destination and more. And as the world moves on, the industry is responding to accommodate shifts in how, why and where we do business on the road.



In 2024, **46% of global full-time** and self-employed workers plan to travel for business or bleisure, with levels varying by country and generation.

[Explore Trend](#)

Hilton Columbus Downtown



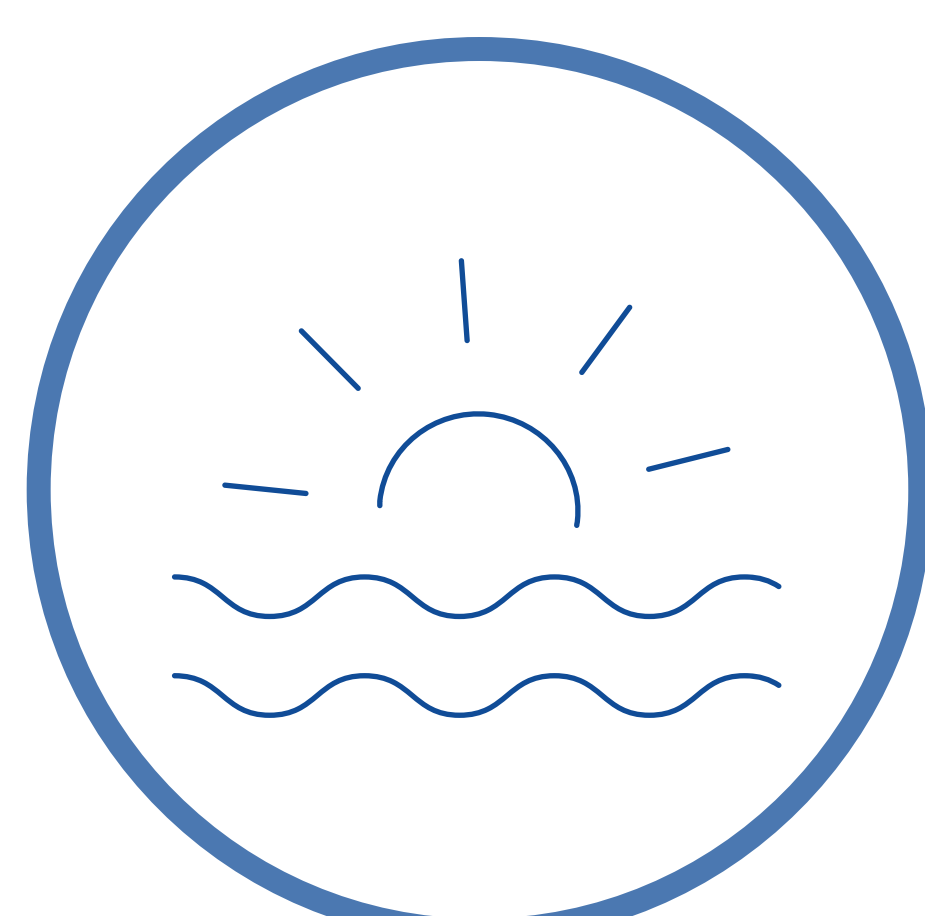
“

Our portfolio of great meeting hotels in mid-sized markets across the country has been a strong fit for the growing trend of hosting bigger meetings in smaller markets. As just one example, the recent expansion of Hilton Columbus Downtown to become Ohio’s largest hotel has boosted group bookings by almost two-thirds from last year, driven by many groups that have not previously considered Columbus as a leading convention destination.”



Danny Hughes
President - Americas, Hilton

Those planning to travel for business are committed to maximizing that time on the road by incorporating opportunities for work, family or friends, and leisure.



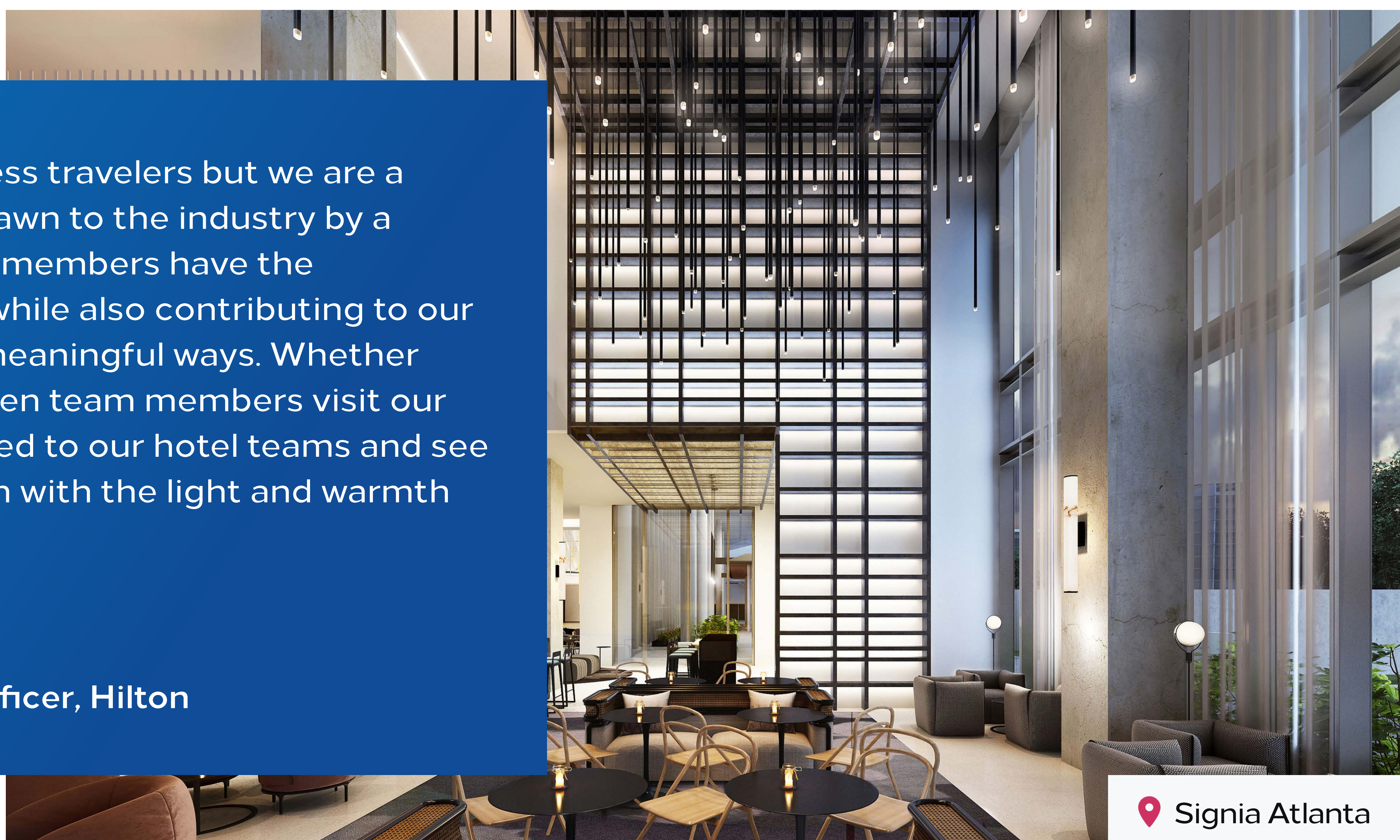
Globally, **more than a third of Gen Z and Millennial business travelers** said they plan to extend a business trip in 2024 to enjoy leisure time before or after their work obligations.



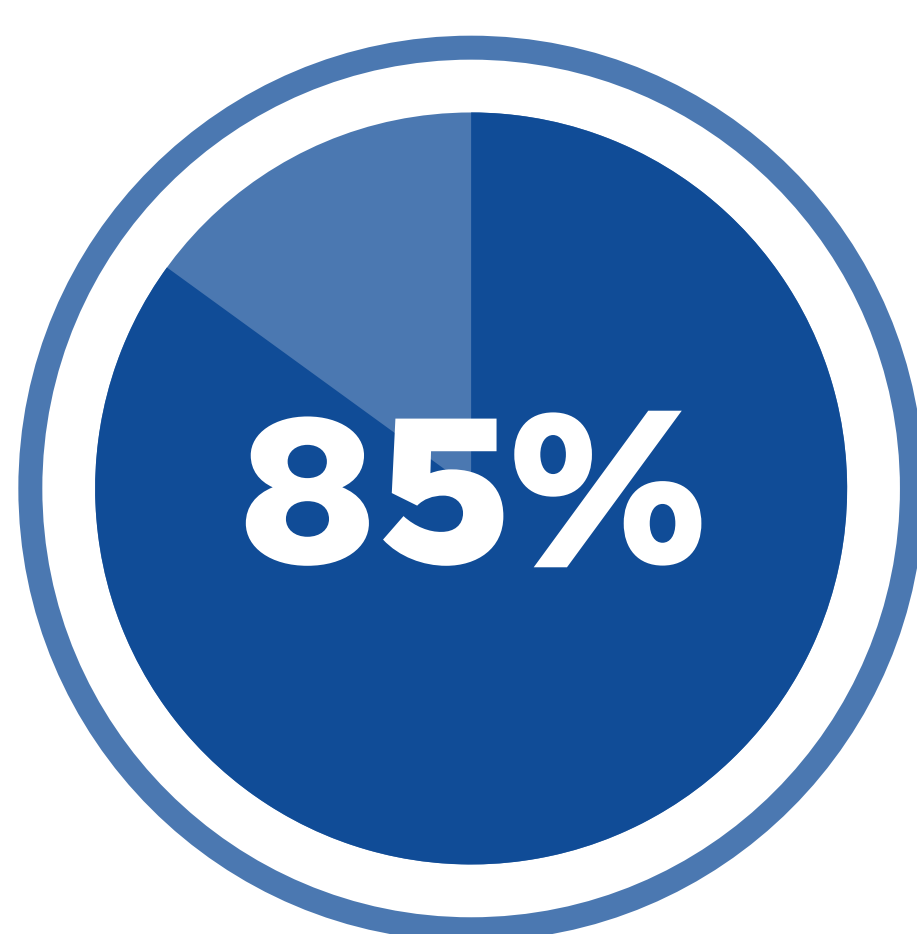
“At Hilton, we not only serve business travelers but we are a workforce of business travelers. Drawn to the industry by a shared passion for travel, our team members have the opportunity to discover the world while also contributing to our business and our communities in meaningful ways. Whether visiting for work or for pleasure, when team members visit our properties, they feel more connected to our hotel teams and see our founder’s vision, ‘to fill the earth with the light and warmth of hospitality’ in action.”



Laura Fuentes
Chief Human Resources Officer, Hilton



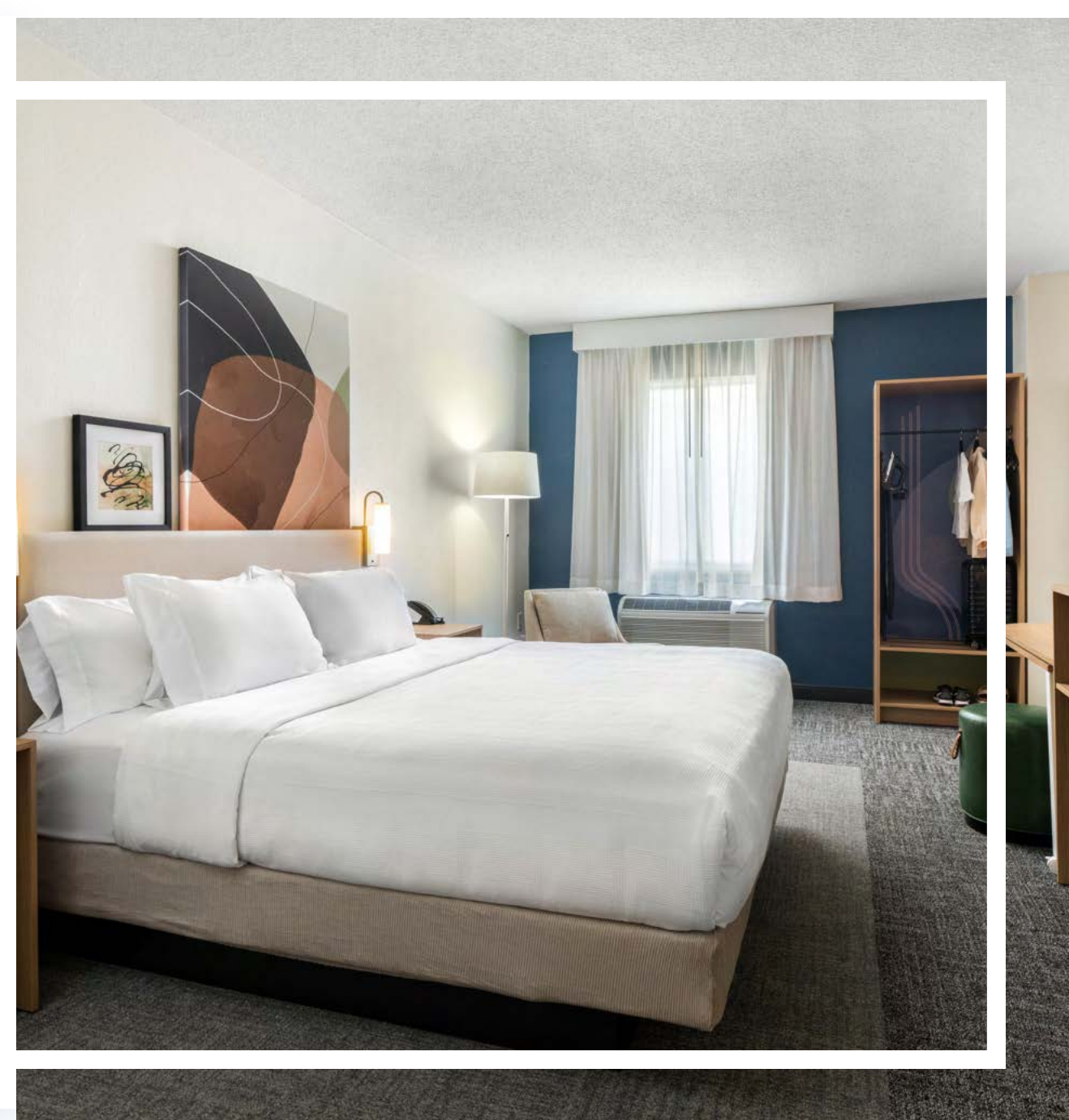
Signia Atlanta



Beyond groups, meetings and events, the transient business traveler of today has evolved. Many of those travelers own or work at small and medium businesses (SMBs) – and they continue to be a particularly resilient segment, making up roughly **85% of Hilton’s business transient mix**. In 2023, Hilton had a targeted set of SMB offerings, which they are working to expand even further in 2024.

Hilton Unveils New Brand, Spark by Hilton, a Value-Driven Offering That Proudly Delivers Reliable Essentials and Friendly Service

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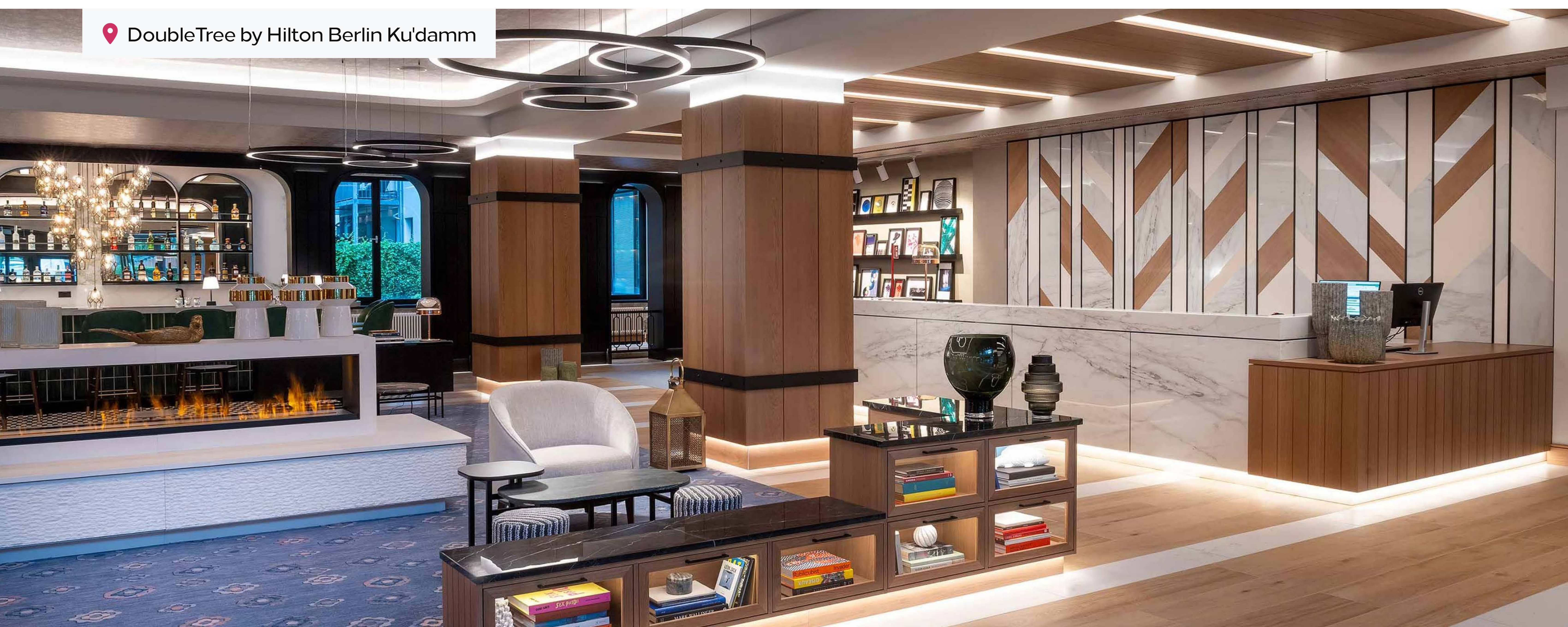


Hilton Expands Portfolio with Apartment-Style Extended-Stay Brand, Project H3

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DoubleTree by Hilton Berlin Ku'damm



2024 Travel by Generation

As this Report dives into the changing preferences of travelers by generation, below you'll find a summary of research findings within each travel segment.

Baby Boomers (ages 57 - 72):

Food and dining are an important part of the travel experience for Baby Boomers. Restaurants and culinary experiences are their top priority for their travel budget (45%), and they seek out local and regional cuisine when traveling (86%). Notably, Baby Boomers appear to prefer in-person dining rather than take-out or grab-and-go options. Baby Boomers are also less likely to embrace QR codes than their younger cohorts.

While many Baby Boomers recognize the benefit of technology, they really appreciate the 'human' factor of hospitality. They are more than twice as likely to say the 'human' factor of hospitality makes the travel experience rather than that technology helps reduce travel stress. Service is paramount.

Gen X (ages 43 - 56):

In many ways, Gen X falls between Baby Boomers and Millennials in their travel preferences. While technology is an important part of their booking and travel experience, it is not as important as among the younger generations. Gen Xers still expect their personal devices to be able to work seamlessly while traveling (79%) and say it is important to be able to book their travel entirely online (79%). Like Millennials and Gen Z, they want to experience something new when they travel (84%) and want to feel taken care of or pampered (78%).

And like Baby Boomers, Gen X travelers prioritize restaurants and culinary experiences (45%), and they seek out local and regional cuisine when traveling (87%). They also like having a good hotel restaurant (81%) and enjoy a unique hotel bar (65%). Gen Xers appreciate getting local advice on where to dine.

Millennials (ages 27 - 42):

Millennials agree it is important that they feel cared for while traveling (83%), and they are willing to spend more for comfort and convenience while traveling. When travel budgeting, two in five Millennials prioritize indulgence and pampering (36%) and wellness-focused experiences (37%).

Millennials want to rest and recharge (60%) but also prioritize exploration and adventure (52%). Notably, the experiences they seek can be quite diverse. About one in three Millennials prioritize cultural events (33%) or live music experiences (30%) in their travel budget, and about one in four prioritize sporting events (26%). Millennials also look for ways to get outdoors and enjoy a hike or a beach.

Many Millennials have reached the stage in their life where they are more established in their careers and starting their families. Having family-friendly options is especially important to Millennial parents when traveling (91%).

Gen Z (ages 16 - 26):

Gen Zers are starting out their adulthood and in search of adventures and experiences. Many see travel as a path to self-discovery and growth. Two in five Gen Zers say it is very important that they experience something new when they travel (43%), and the top priority for their travel budget is exploration and adventure (52%).

While travel is a priority in their budget and they plan to spend more on travel in 2024 (72%), they are still early in their careers and may have budget and time limitations.

Planning and budgeting for travel is stressful for Gen Zers, and technology will play a key role in the future of travel for this age group. They say it is important that they can book their trips entirely online (83%) and bundle their reservations and services with their hotel bookings (74%). It is important that they are able to use their personal devices seamlessly while traveling (84%). And three-in-four Gen Zers say QR codes have improved the dining experience (74%).

Both qualitative and quantitative methods were used to uncover the trends mentioned within this report.

Qualitative

Hilton conducted stakeholder interviews, globally, to gain perspective on the growing trends within the industry. Business divisions included Insights & Analytics, Brand Innovation, Groups, Meetings and Events, Food & Beverage, Wellness, Design, Digital Innovation, Commercial Services, Environmental, Social and Governance, Hilton Supply Managements, Workplace Culture and Finance.

Additionally, between April and May of 2023, Hilton commissioned Ipsos to conduct 60 online video diaries. Each respondent completed one activity that comprised 12 questions. To join this activity, respondents needed to have traveled in the last 12-18 months, plan to travel in the future, and be aware of and open to staying at Hilton in the future. The results of these online video diaries should be viewed as directional as the sample sizes were under 20 for each generation.

Quantitative

Hilton commissioned an online survey with Ipsos, which was fielded in July 2023 among a nationally representative sample in Germany, Great Britain, Japan, and the U.S. of adults under age 75. The samples in China, India, Mexico, Singapore, and U.A.E. are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of their population. Each country included an oversample of n=200 Gen Z to increase analytic capability for this age group.

[Full Report](#)

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A REPORT BY **Hilton**

