

Hilton's third-annual trends report takes a look at how each generation views travel – from the digital-native Gen Zer to the experienced Baby Boomer. Report findings highlight quantitative and qualitative data research paired with insights collected by thousands of travelers across the world in a survey commissioned by Hilton and conducted by Ipsos. The report uncovers four themes expected to be the catalysts of change and innovation for travel in 2024 and beyond.



Travelers will Invest in their Sleep

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

- **18%** of travelers pack their preferred pillow for a good night's sleep and **10%** travel with a white noise machine.
- **20%** of global travelers choose or request a room away from the elevator or on a high floor.
- The top three actions travelers say they take to achieve a good night's sleep are:
 - 🎵 Listening to music or a podcast (**33%**).
 - 🛏 Staying with a trusted brand with a consistently good mattress (**27%**).
 - 👂 Utilizing earplugs or headphones (**22%**).
- Gen Zers are the most intentional about winding down, making small choices throughout the day that can make a big impact on their sleep. In fact, **21%** regulating their workout routine, and **25%** avoiding alcohol before bed time.
- When looking to relax, **60%** of travelers prefer resort destinations and **40%** prefer city locations.



Culture and Experiences will Drive Leisure Travel Decisions

- **64%** of global travelers say they aim to reduce other areas of their personal spending to prioritize leisure travel in 2024.
- **40%** of respondents' top reason to travel in 2024 is to learn about different cultures and/or destinations.
- **24%** of global travelers are planning getaways for one-of-a-kind experiences, like concerts or sporting events.
- Approximately **45%** of each generation will travel to reconnect with friends and family.

As they budget for 2024, across generations, **49%** of travelers' top focus is on culinary experiences.

- **86%** of travelers are interested in eating local and regional cuisine, and **82%** want to have a good restaurant within their hotel.
- **Three-quarters** of Gen Zers and Millennials are interested in experiencing local, unique hotel bars during their 2024 travels.



Travelers will Value Connectivity and Personalization

- **80%** of travelers feel it's important to be able to book their trip entirely online.
 - 🔌 The top filters on Hilton.com that led to confirmed stays in 2023, in order, include: **1.** Airport Shuttle; **2.** EV Charging; **3.** Digital Key; **4.** Free Parking; and **5.** Pet-friendly. EV charging proved to have the fastest volume growth, jumping from the fourth to the second highest converting filter.
 - 🛍 **60%** of travelers book consistently with one brand or one credit card to maximize their benefits.
 - 🏡 **67%** percent of Millennials reported prioritizing their loyalty programs when planning travel.
- While on the road, **76%** of global travelers appreciate travel apps that reduce the friction and stress of travel.
 - 📱 For **80%** of global travelers, being able to utilize personal devices seamlessly with on-property technology, from Wi-Fi to streaming apps, is important.



Business Travel Trends will Redefine Expectations

- 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.
 - 👤 **46%** of global full-time and self-employed workers plan to travel for business or leisure.
 - 👥 **24%** of business travelers plan to take a friend or family member with them on a business trip next year.
 - 📅 **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.
- While on the road, **74%** of travelers agree that it's important to minimize their environmental footprint.

For more information, visit stories.hilton.com/2024trends or contact Colleen Hart: colleen.hart@hilton.com

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.