

2025 Hilton Trends Report: The Vacation Maximized

Hilton's 2025 Trends Report: The Vacation Maximized predicts that 2025 will be "The Year of the Travel Maximizer." Travelers surveyed are looking to pair their desire to relax and recharge with high-impact adventures and experiences to get the most out of their time and financial investment. The report highlights rising trends that are acting as catalysts to innovation in the year ahead, from Go Getaways and Hurtle-Durkling to the rise of Frolleagues and MeMooners.

New Vacation Trends Reshaping the Stay



Go Getaways: The Rise of Adventure Tourism

- **7 in 10** global travelers enjoy being active when they travel (69%).
- In 2025, **1 in 4** travelers plans to seek unique experiences, and **20%** will aim for outdoor adventures.



Sleep Tourism 2.0: The Next Sleep Cycle

- **1 in 5** global travelers enjoys Hurtle-Durkling, the Scottish phrase for intentionally lounging all day in bed, while on vacation.
- **Over half of the world** – and two-thirds of Americans – sleep better in hotels.



Time Travel: The Nostalgia Effect

- When vacationing with their kids, **58%** of global travelers revisit childhood travel destinations.
- **Nearly half (49%)** return to the same place year after year.



Slow Travel: A Growing Desire to Travel Like a Local

- **65%** of parents often prioritize learning about their culture or family background through their travels with their kids.
- **74%** of travelers want recommendations from locals when traveling.

Rising Traveler Types Innovating the Stay



Gen Alpha: Next Generation of Travelers

- **70%** of global respondents who travel with their children pick the vacation destination based on kids' needs and interests.
- When it comes to restaurant choices, **63%** of parents always or often let their kids pick where they dine while traveling.



MeMooners: Table for 1, Please

- **64%** of solo travelers consider a good book their favorite travel partner.
- **25%** of MeMooners travel with their furry friends, and from 2023 to 2024, Hilton.com searches for pet-friendly hotel options doubled year-over-year.



Frolleagues: Coworkers, but Better

- Today, **nearly 30%** of global travelers (29%) often travel with Frolleagues, friends who are also colleagues, on leisure trips.
- **1 in 4** business travelers expects team building to be their reason for hitting the road next year.



Foodies: Will Travel for Food

- **Nearly 1 in 5** will travel specifically to seek out new restaurants or culinary experiences.
- **50%** of global travelers book restaurant reservations before their flights.

Trending Travel Topics Defining the Stay



Vacationing vs. Traveling

- **78%** of global travelers aim to be spontaneous on vacation.
- **67%** of travelers like to have a daily agenda for their trip.



Points vs. Money: Budgeting for 2025 Travel

- **3 out of 4** travelers create a budget for their trip, with **67%** prioritizing their vacation budget over other savings.
- **55%** don't want to think about how much money they spend while traveling.



High-Tech Travel Meets Digital Detox

- **20%** of global travelers don't pay attention to the news on vacation.
- **24%** of global travelers admit they power down and turn off social media during vacation more than they used to.

For more information, visit stories.hilton.com/2025trends or contact Laura Ford: laura.ford@hilton.com.

These are the findings of an Ipsos poll conducted between June 5 – 26, 2024. For this survey, a sample of 13,001 adults age 18+ who plan to travel in the next 12 months from Australia, Brazil, mainland China, Germany, India, Japan, Mexico, Saudi Arabia, Singapore, Turkey, United Arab Emirates, United Kingdom and the United States were interviewed online in Simplified Chinese, German, Japanese, Traditional Chinese, Arabic, Spanish, and English. The sample was randomly drawn from non-probability panels. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.1 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=13,001, DEFF=1.5, adjusted Confidence Interval= +/- 1.1 percentage points). Where figures do not sum to 100, this is due to the effects of rounding.