

Hilton's 2027 Trends Report: The Great Rebalance reveals that people are using travel as a catalyst for personal growth, valuing the anticipation of a trip and the lasting change it inspires afterward. **Three in four (76%) travelers** agree that having a trip on the calendar gives them a purpose to work toward, while **60%** say that after traveling, they are more likely to make a change they have been avoiding.

Sports & Entertainment

For many travelers, the most transformative trips are anchored by a moment they can't experience anywhere else. **71%** of travelers say having a trip booked motivates them to follow through on a personal goal, and the prospect of a fixed event date (concert, race, game, festival) motivates **61%** to book travel and commit.



New York Hilton Midtown

A host hotel for the New York City Marathon located in the center of Manhattan.



More than 150 athletes are welcomed during marathon weekend.



Hilton Garden Inn Silverstone

Transforms its track-facing bedrooms into exclusive hospitality suites that deliver unforgettable race-day experiences from one of the circuit's most sought-after viewing locations.



Welcomes **over 1,000 track-facing hospitality guests** each day during the British Grand Prix.



Graduate by Hilton Bloomington & Graduate by Hilton Ann Arbor

Both located within a mile of their respective campuses, making them a natural base for basketball and football weekends.



Hilton Honors members can take their fandom even further with premium tickets and on-field experiences through **Hilton's official hotel partnership with the Big Ten Conference.**

Return on Experience

Travelers' most valuable souvenirs are no longer something they pack. **74%** choose where to stay based on the experience or feeling they hope to have: **38%** hope to return with stronger relationships, **35%** with a renewed sense of purpose or motivation and **34%** with a new perspective that changes how they see their everyday life.



Conrad Maldives Rangali Island

Guests can join the resort's coral conservation program, working alongside marine biologists to **plant coral frames and support local reef restoration.**



Through this program, guests don't just experience the Maldives, **they gain a new perspective on protecting it.**



Explora Journeys

Through Hilton's partnership with **Explora Journeys**, members can earn and redeem Points on luxury ocean Journeys opening the door to travel experiences they may not have otherwise considered.



More than half of Hilton Honors members surveyed (55%) agree that using Points would enable them to take a cruise they otherwise wouldn't.

Skillcations

More than four in ten (42%) travelers say travel helped them discover new interests or passions, and **20%** say education or self-growth, such as learning a new language, mastering a skill or working abroad, helped them grow and evolve.



Grand Wailea, a Waldorf Astoria Resort



In 2026 alone, **more than 6,000 travelers** visited the resort's Kilohana Cultural Resource Center for ukulele and craft classes, guided cultural tours and lessons in Hawaiian history and traditions.



Conrad 1/3/5

Through Conrad 1/3/5, guests can immerse themselves in local culture through hands-on experiences, like:



A five-hour artisan Moroccan pottery workshop and traditional tea ceremony at **Conrad Rabat Arzana.**



A one-hour leisurely cycling journey through Ria Formosa Natural Park at **Conrad Algarve**, exploring its protected coastal lagoons and distinctive local ecosystem.



ROKU KYOTO, LXR Hotels & Resorts



Guests can immerse themselves in **traditional Japanese arts** including washi-paper making and Kintsugi pottery mending, gaining hands-on skills while connecting with centuries of craftsmanship.



Travelers can discover new interests through introductory scuba diving lessons at **Hilton Barbados Resort** and **Delfins Beach Resort Bonaire**, **Tapestry Collection by Hilton.**



Dozens of guests participate each month.