

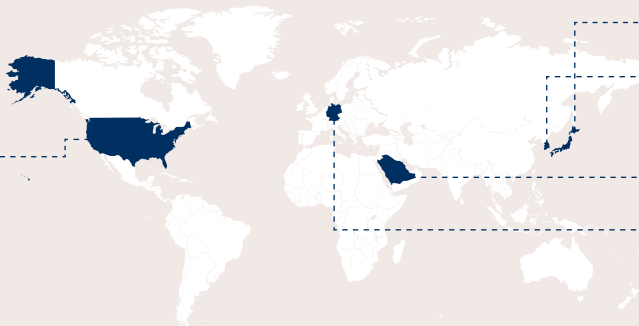
Hilton's 2027 Trends Report: *The Great Rebalance* reveals that in an era when time feels increasingly scarce, travelers are opting for shorter, more frequent escapes that are easier to plan and fit into everyday life. In 2027, **21%** are adding more short trips to their travel plans. But while micro-travel is rising across the globe, the motivations behind it and the ways people maximize limited time away, are divided.

How Long is Short?

What qualifies as a micro-trip varies widely by region and life stage.



In the U.S., **88% of travelers** define a short trip as fewer than three to four days.



Japan and South Korea have the narrowest definition, with most travelers considering a short trip to be fewer than two days (**86%** and **59%**, respectively).



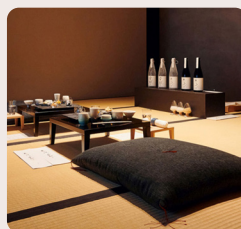
By contrast, travelers in Saudi Arabia and Germany take a broader view, as the most likely of any market surveyed to consider a short trip five to six days or longer (**29%** and **26%**, respectively).

Short-Trip Surge

Nearly one third (**29%**) are taking more short trips because it allows them to travel more spontaneously, and **26%** of U.S. travelers say it's because short trips make it easier to say "yes" to destinations that are quick or easy to get to. Parents are also embracing this flexibility too, as **more than one-quarter (26%) of parents** that plan to travel in the next year say they plan to take more short trips over the next 12 months.



Short trips are easier when there's plenty to do nearby: **Embassy Suites by Hilton Pigeon Forge Resort** in Tennessee is located minutes away from the Ripken Experience, Island Drive, FunStop Family Action Park and The Titanic Museum Attraction.



At Conrad Hotels & Resorts, the **Conrad 1/3/5** program lets guests tailor cultural discovery to the time they have available.



Concierge-curated itineraries last **one, three or five hours**. Experiences range from a one-hour Premium Sake Journey offered by **Conrad Tokyo** to a five-hour journey to the Temple of Poseidon at **Conrad Athens The Ilisian**.



Set within one of the capital's most iconic landmarks on The Mall, opposite Buckingham Palace, **Waldorf Astoria London - Admiralty Arch** also puts travelers within easy reach of London's most iconic sights, making it an ideal base for a shorter stay.



Hilton Cancun, an All-Inclusive Resort

Families can make the most of a quick getaway:



Dedicated pools, supervised kids and teens clubs, dining and entertainment all under one roof, minimizing planning and maximizing vacation time.

The Micro-Trip Divide: Selectors vs Stackers

More than half (51%) of travelers say they like to plan trips around a single experience, while **two-thirds (67%)** like to plan travel that allows them to experience a lot in a short amount of time.



Hilton Honors Experiences

Members can turn their Points into once-in-a-lifetime, passion-driven moments.



In 2026, **more than 81 million** Hilton Honors Points were redeemed across six Miami Grand Prix packages through Hilton's more than 20-year partnership with the McLaren Mastercard Formula 1® Team. **More than 7.6 million** Hilton Honors Points were redeemed across four GRAMMY Awards® packages in the same year.



Aleph Rome Hotel, Curio Collection by Hilton

Provides a perfectly balanced city break with a rooftop restaurant and a spa located in a former bank vault beneath the building.



The property's central location puts travelers within a **10-minute walk** to the Trevi Fountain and Spanish Steps.