

Hilton's 2027 Trends Report: The Great Rebalance

The Rise of 'Ish'

Hilton's 2027 Trends Report: *The Great Rebalance* reveals that as travelers let go of the pressure to have the "perfect" trip, they are embracing an "-ish" approach and increasingly defining travel on their own terms. **More than half (54%) of travelers** report feeling some sort of pressure to have the perfect trip.

Healthy-ish

When asked whether they maintain or let go of healthy habits while on vacation, **27%** of travelers said they were somewhere in the middle, choosing what feels right in the moment.



Tempo by Hilton Times Square



More than **one in five cocktails** ordered in the second half of 2025 came from the hotel's **Free-Spirited mocktail menu**, underscoring travelers' growing interest in choice and control rather than choosing between indulgence and intention.



Hilton's Extended-Stay Brands

At **Homewood Suites by Hilton**, **Home2 Suites by Hilton** and **LivSmart Studios by Hilton**, thoughtfully designed in-suite kitchens feature full-size refrigerators, microwaves, cooktops and smart storage, making it easy to prepare home-cooked meals.



Having an in-room kitchen can help travelers maintain healthy-ish diet, and **more than 60% of extended-stay travelers** report that having an in-room kitchen is one of the most important amenities for a long stay.

Adventure-ish

Among travelers who do not feel pressure to have the perfect trip, spontaneity often takes precedence over careful planning, with **28%** preferring to figure things out as they go, compared with **18%** who prefer a fixed itinerary.



Hilton Tulum Riviera Maya All-Inclusive Resort



Activities range from cultural workshops and bike tours to yoga, aqua aerobics and beach volleyball, allowing travelers to follow their **interests in the moment** rather than build a minute-by-minute schedule.



Sandblu Santorini, LXR Hotels & Resorts

At the newly opened Sandblu Santorini in Greece, travelers can experience LXR Hotels & Resorts' **Pursuit of Adventure** that gives travelers room to follow their interests, including:



A **wellness retreat** led by world-renowned instructors and guided philosophy walks through the island's volcanic landscape and private ancient ruins.

Solo-ish

In 2026, **three in 10 (31%)** traveled solo to meet up with people they know at a destination, **20%** booked a group excursion or day trip within an otherwise solo trip and **16%** joined a multi-day group tour where they did not know anyone.



Motto by Hilton

Designed for the solo-ish traveler, the brand pairs compact guest rooms and flexible layouts with lively social spaces.



More than half of Motto's worldwide reservations over the past year were for solo guests, with gathering spots like Junto at **Motto by Hilton Bentonville Downtown** creating easy opportunities to meet others.



Embassy Suites by Hilton



Guests at **more than 260 hotels** worldwide like **Embassy Suites by Hilton St. Augustine Beach Ocean Resort** and **Embassy Suites by Hilton Madison Downtown** can gather at the brand's signature evening reception, a relaxed opportunity with complimentary beverages and light bites to connect with others without the pressure of socializing alone.