

Hilton's 2027 Trends Report: *The Great Rebalance* reveals that as travelers seek greater balance in their lives, wellness has evolved into a blend of digital technologies and analog practices to enhance wellbeing, support restoration and create deeper connections. **Nearly two-thirds (65%)** of travelers actively seek experiences that calm the body and reset the nervous system, while **76%** say travel enables them to recharge mentally and physically in ways they can't easily achieve at home.

Recovery, Recalibrated

More than one-third (34%) say trips centered on rest, recovery and holistic wellness have helped them grow or change in some way. Travelers are now pairing insights from digital health tools with analog recovery experiences, embracing integrated wellness concepts.



Conrad Washington, DC

Guests can experience **Aescape**, an AI-powered massage technology personalized to individual needs that fits into the rhythm of their day. On average:



54% of bookings happen after 4 p.m.



48% are 30-minute sessions.



Signia Hilton Indianapolis

Signia Restore, a new integrated wellness offering from Signia Hilton, will reimagine how travelers train, recover and recharge – bringing together high-performance fitness, advanced recovery technologies, personalized wellness guidance and a thoughtfully curated retail experience.

Grounding One's Self

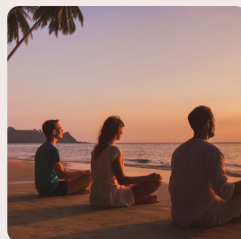
While technology is playing a growing role in wellness, nature remains an important part of the equation. Nearly **eight in ten (79%)** say fresh air and the outdoors are essential to how they relax while traveling, and **more than half (54%)** spend more time immersed in nature while traveling than at home.



Waldorf Astoria Los Cabos Pedregal



The **50-Minute Moon Phase Massage**, draws inspiration from the lunar cycle, with guests redeeming **7.2 million** Hilton Honors Points through **Hilton Honors Experiences** from Jan. - June 2026 for the experience.



Conrad Tulum Riviera Maya

Approximately **20% of wellness reservations** include options such as limpia purification journeys, shaman-led experiences and fire ceremonies that deepen connection to place.



The property has expanded its immersive wellness experiences from **2 to 11** over the past 3 years.



Slackline Moab, Outset Collection by Hilton



The new property serves as a basecamp for exploring nearby **Arches and Canyonlands National Parks** with guided services to experience the surrounding landscape.



AutoCamp

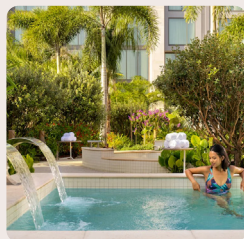
Since Hilton's partnership with **AutoCamp** launched in 2024:



6,000+ s'mores kits were distributed to Hilton Honors Diamond members, while providing access to elevated outdoor stays in iconic natural settings.

From Hydrotherapy to Human Connection

Water and hydrotherapy experiences are a defining part of the hotel experience. More than **six in ten (61%)** are more likely to engage in water-based wellness experiences while traveling, while **60%** say they're even more drawn to these experiences when shared with others.



Conrad Orlando

The resort's outdoor Water Garden, a hydrothermal experience, is seeing growing demand.



Monthly outdoor bath treatments have increased by **60%** YoY.



Waldorf Astoria Maldives Ithaafushi

Home to the Maldives' first **Aqua Wellness Center**, thoughtfully designed with zones that target different areas of the body using varying water temperatures, therapeutic jets and massage features.