

Booking.com's Travel Predictions for 2025

Global

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What the report is all about

Defying convention to deepen connections

Travelers are rejecting tradition to rewrite the rules on age, gender and sense of self, taking travel in new directions. In the face of rising isolation and polarization in the world, we are seeing the opposite in travel. Instead of retreating, many travelers want to redefine how they experience and engage with the world around them.

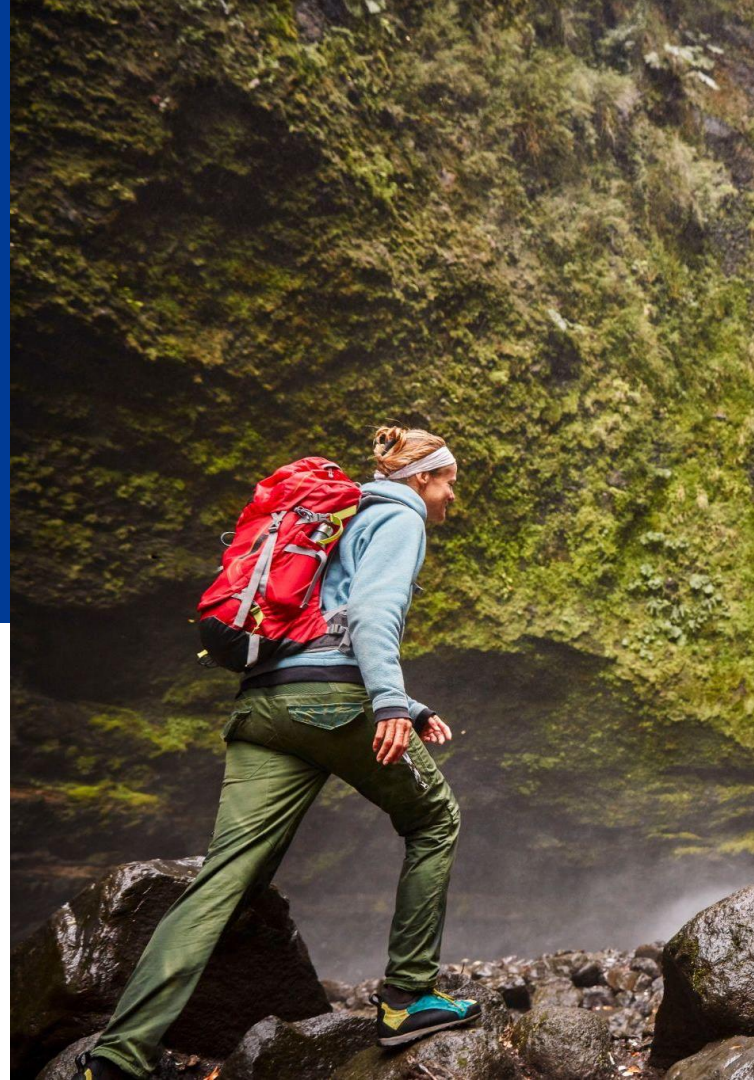
Research
commissioned:



27,713
travelers



33
countries &
territories





Exploring how travelers plan to break away from the status quo, our research reveals nine predictions which foresee 2025 being the year that ushers in a new way of experiencing the world.

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Noctourism

2

Passport to
immortality

3

AI = alternative
itineraries

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Multigen megatrips

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Boyz II zen

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Ageless adventures

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Neuroinclusive
navigation

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Vintage
voyaging

9

The gate
escape

Noctourism

With space tourism edging ever closer to reality, travelers will be focused on building connections with the universe as they turn to more attainable astro-pursuits in 2025.

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Dark sky experiences

Ditching the daylight crowds for midnight magic, travelers are looking for more stellar adventures. Here's what they think about:



Consider darker destinations with starbathing experiences

72%
Globally



Want star guides

59%
Globally



Look for once in a life cosmic events

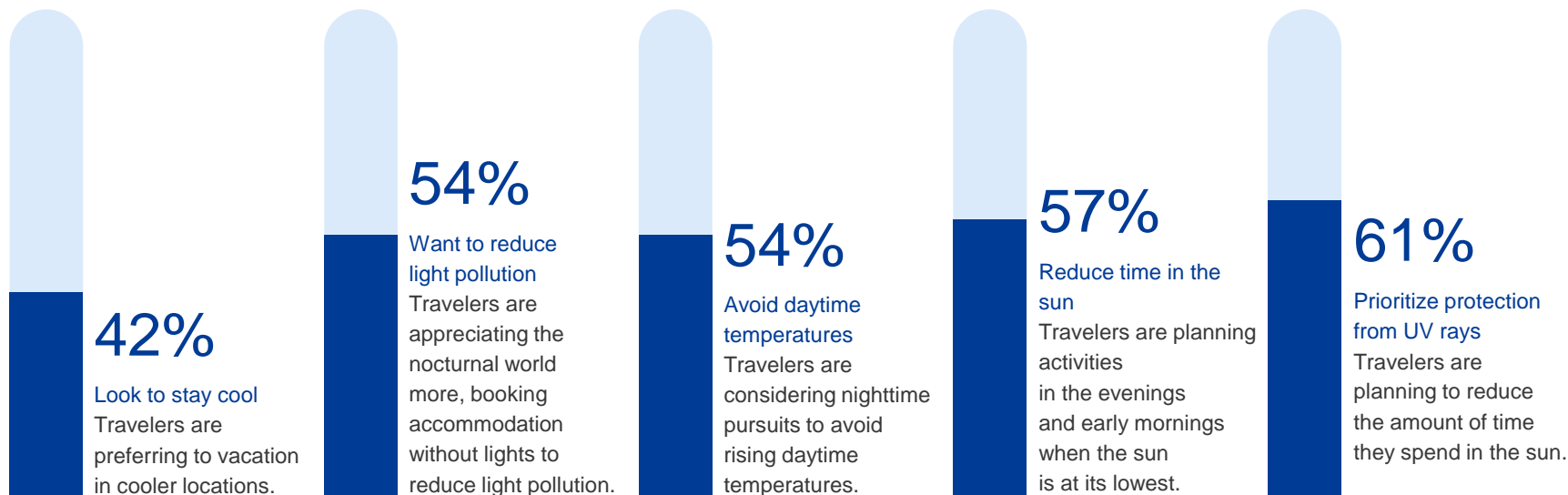
59%
Globally



Interested in constellation tracking

57%
Globally

Climate concerns are a big influence



Passport to immortality

As the focus on wellness intensifies, travelers are no longer seeking vacations purely for relaxation. In 2025, longevity retreats are gaining popularity, offering immersive experiences aimed at fostering long-term health and vitality rather than short-term rejuvenation.

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Travelers search for the elixir of life

Travelers are driven by the desire to cultivate better lifestyle choices. 2025 could mark the first year of the rest of their *longer* lives.




60%

of travelers are interested in a longevity retreat—a supercharged flex on traditional wellbeing itineraries where temporary fixes are replaced in pursuit of a longer, healthier life.


58%

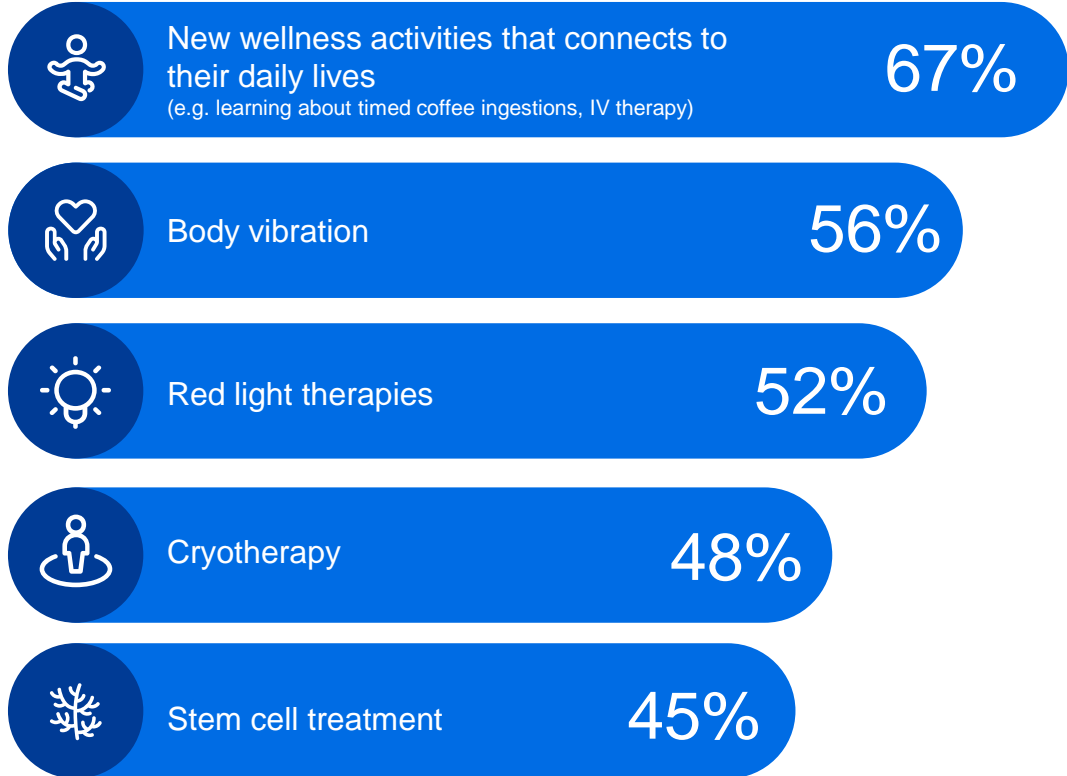
of travelers reveal they would pay for a vacation with the sole purpose of extending their lifespan and wellbeing.

Top priority treatments

Here's what travelers rated high as their wellbeing needs in 2025.



Prioritized wellbeing treatments:



AI = alternative itineraries

New technologies are already helping travelers find experiences tailored to their needs, but in 2025 we'll see innovations being leveraged to help tourists meet the needs of the destinations they hope to experience.

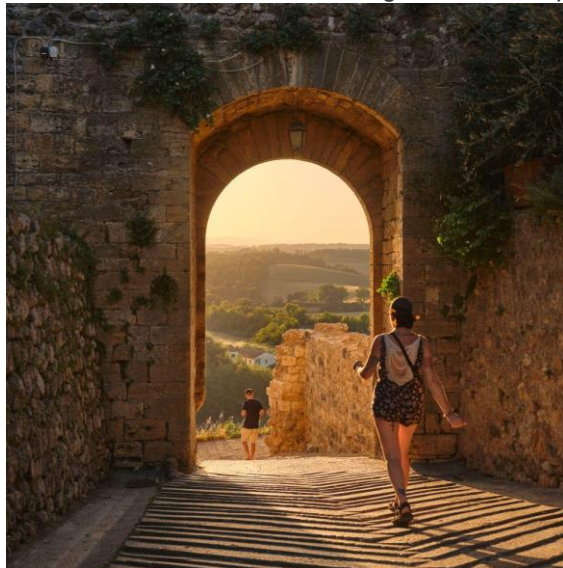
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Using AI to make informed decisions

Travelers are already using AI, like **Booking.com's AI Trip Planner** to make better informed decisions and find authentic experiences.

Let's look at what else AI is doing to contribute *positively* in 2025.



66%

will use AI not just to respect the locations they visit, but also to contribute positively to them.



41%

of travelers are interested in using AI to curate trips, opening the door to itineraries that encourage deeper, more positive connections with localities and communities.

Responsible AI use

Travelers are applying a responsible lens to how they *use* technology.



67%

Hotspot hiatus

Travelers will use technology to find alternative, less crowded locations to avoid overburdening hotspots.



44%

Location tagging

Many travelers won't tag locations on social media when visiting a lesser-known destination to keep it under wraps and avoid encouraging flocks of Instatourists.



23%

Use apps in real time

Many travelers are already using apps in real time to tackle overcrowding and inform their travel decisions.

47% of Gen Z and 44% of Millennials however, would rethink visiting a destination if they couldn't tag its location.

Multigen megatrips

In 2025, families are shifting their focus from saving for the future to creating lasting memories through multigenerational trips. Prioritizing time together, parents are investing in shared travel experiences, placing a higher value on connection and making the most of the present.

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'SKI' vacations will be on the rise

For baby boomers and the silent generation, Spending Kids' Inheritance (SKI) instead of squirreling savings is showing a positive shift for *prioritizing travel* and meaningful time together as families.

Nearly half of travelers would rather spend their money on the trip of a lifetime in 2025 than leave their inheritance to their children (46% globally).

49%

of baby boomers are most willing to splash the cash among their families.
(vs 40% silent generation)

80%

of baby boomers are happy to pay for their children when booking their next trip.

58%

of all travelers admitted their parents have paid for all or part of their vacations as an adult.

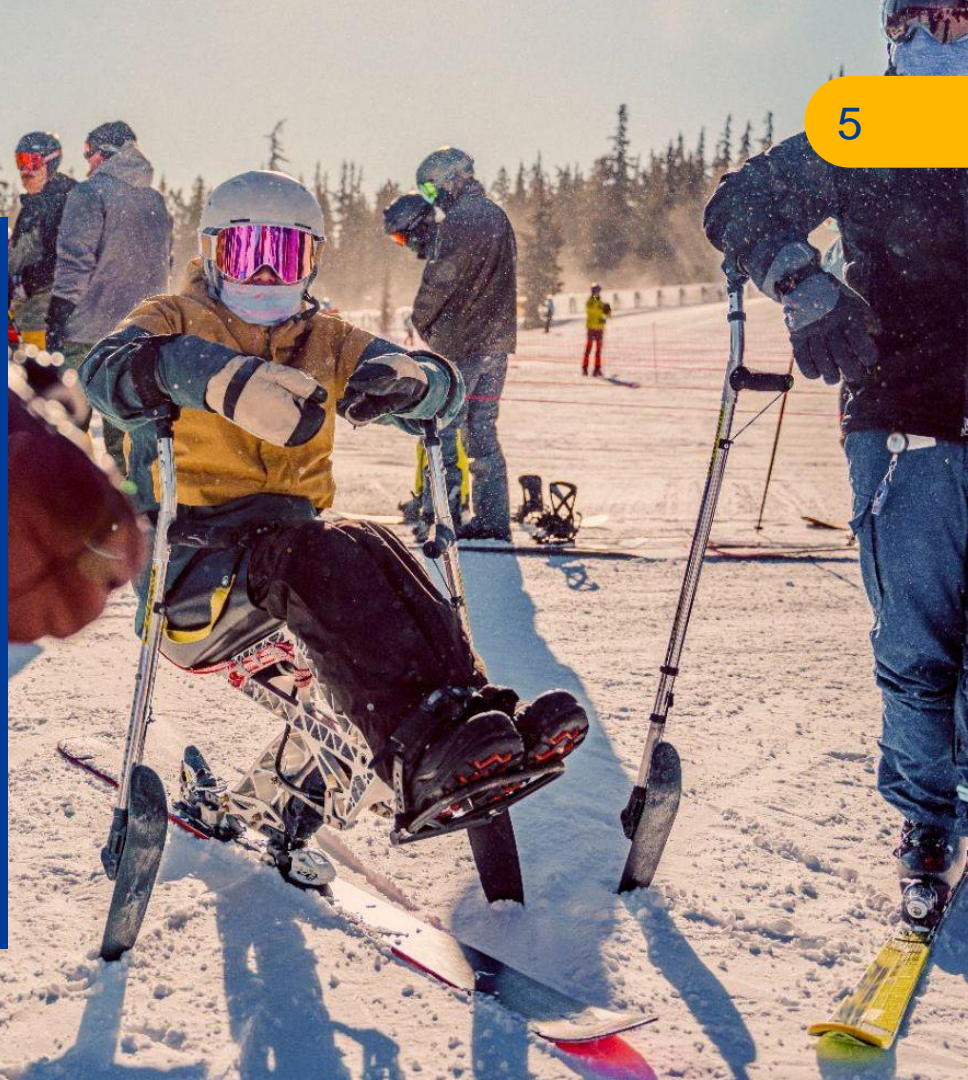
78%

of baby boomers are also happy to pay for their grandchildren's travel.

Boyz II zen

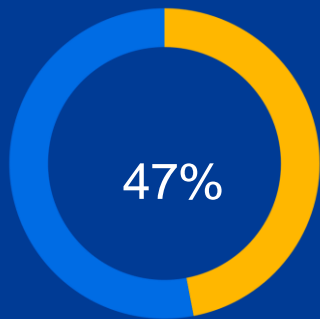
In 2025, traditional 'men-only' trips are evolving, with a growing focus on wellness, self-development, and fostering emotional openness. These new vacations move away from the typical bravado, emphasizing mental and physical health in a supportive environment.

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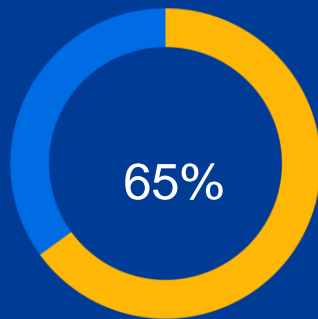


'Men-only' vacations are evolving

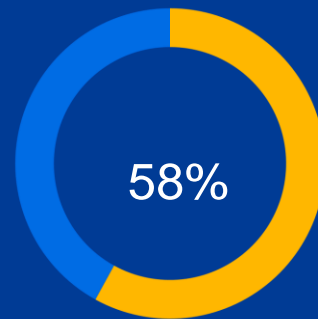
Booze and bravado take a back seat, as vacations rooted in wellbeing, self-development and empowered vulnerability come to the fore. With cultural change bringing progress to conversations around male mental health and societal pressures, moments that combat loneliness and prioritize more mindful male-bonding will prevail in travel.



of global travelers would encourage one of the men in their life to go on a men-only trip.



of global Gen Z travelers would encourage the men in their life to go on a men-only trip



of global millennial travelers would encourage the men in their life to go on a men-only trip.

Mindful male-bonding prevails

Male travelers are abandoning popular expectations and 'bro culture' clichés to switch off:



23%

Pursue mental
health benefits



24%

Prioritize
personal growth



28%

Look to make
new friendships



29%

Switch off from
the stress of
everyday life



30%

Rest &
rejuvenate

Ageless adventures

In 2025, a growing number of baby boomers will reject the idea of a quiet retirement in favor of action-packed, thrill-seeking adventures.

This new wave of ageless explorers is defying conventional expectations by embracing travel that pushes boundaries and keeps them active.

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Restful retirements reimagined

Nearly a quarter (23%) of baby boomers are defying their years, turning their back on conventional expectations, and showing interest in vacations that involve adventure (up from 10% in 2024).



23%

Of travelers are eager to push beyond their established comfort zones, reconnecting with the reckless abandon of youth.



31%

Of travelers are easing their way into an era of adrenaline and are interested in horseback riding. Plus 27% of travelers are interested in letting go of their inhibitions at a wine rave.



19%

would take to the water to canoe down the world's largest rivers.



18%

would lace up their hiking boots to trek one of the highest mountain ranges.



15%

would go on the hunt for glaciers.

The courageous crowd

And there are signals of an even more courageous crowd. Some baby boomers are looking to push themselves to the extreme, with **11% interested in skydiving.**

These early trailblazers are showing adventure knows no age limit.

11%

Want to go
sand surfing.

10%

Want to go
cave diving.

9%

Want to go
camping in
Antarctica.

8%

Want to go
volcano
boarding.

Neuroinclusive navigation

With different ways of thinking and processing information, neurodivergent travelers will be putting their often invisible needs in the spotlight, using emerging and evolving technologies to revolutionize how they experience the world in 2025.

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More inclusive travel experiences

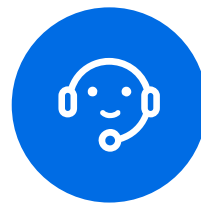
There is growing momentum around the need for less conventional approaches to travel experiences that better connect with neuro-atypical needs:



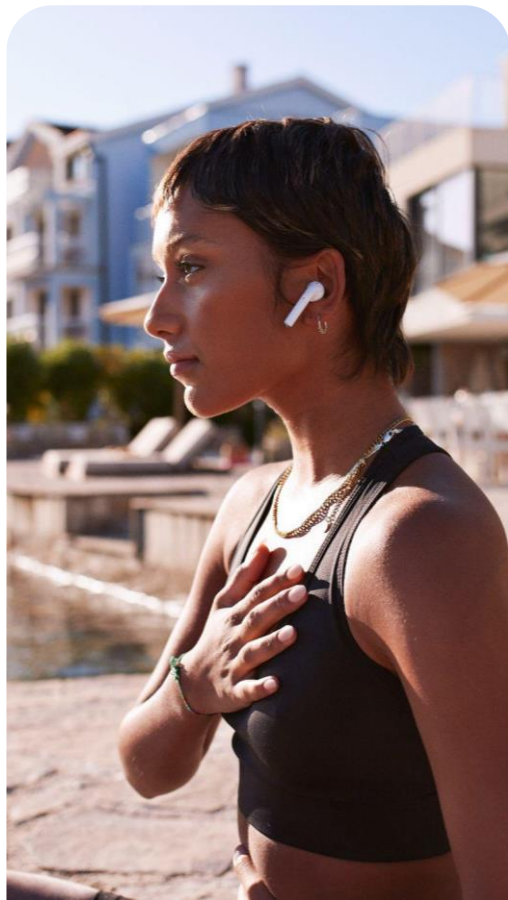
49% of travelers
who consider themselves
neurodivergent have
had a negative experience
while traveling.



50% of travelers
believe their travel options
are limited because of their
neurodivergence.

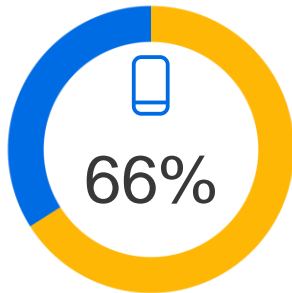


69% of travelers
want industry-wide
initiatives that share
their needs seamlessly
with airlines and
accommodations providers.

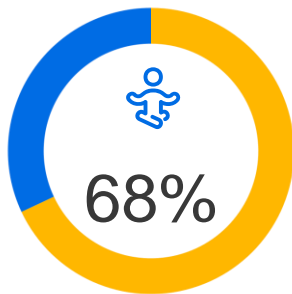


Technology travel companion

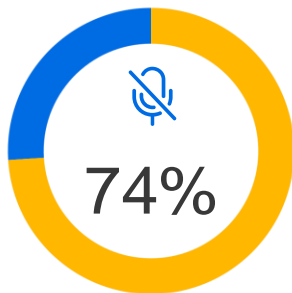
Many neurodivergent travelers would like to see technology play a greater part of their travel journey and help reduce theirs, or their travel companions' anxiety.



of neurodivergent travelers are keen on AI tools that would provide them with up-to-date travel information, reports of delays and suggestions on quieter, less busy spaces in airports and hotels.



of neurodivergent travelers would like sensory rooms in airports, hotels and other locations.



of neurodivergent travelers would like to see more 'block out noise' options across their travel experience.

Vintage voyaging

In 2025, vacation wardrobes will reflect a shift toward sustainability as travelers embrace vintage shopping while on holiday. This shift isn't just about style, influenced by both cost and climate awareness, it's also about staying savvy.

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Vacation wardrobe makeover



Trendy travelers are hitting thrift stores while on holiday more than ever before to curate more sustainable suitcases.

56%



Of travelers intend to be thriftier on trips and 68% tighten their budgets in order to maximize their experiences.

55%



Of travelers say that they would visit thrift stores on vacation with 73% of travelers having bought vintage or second-hand products when abroad.

51%



Of travelers say said they would be interested in buying their vacation wardrobe during their trip rather than before, with the figure jumping to 63% of Gen Zs.

31%



Of travelers agree that they find better quality products in vintage stores abroad than at home, while 35% say they buy vintage on vacation because they find better bargains.

The gate escape

In 2025, the start of the journey could be just as exciting as the destination. Travelers will shift their approach to airport time, no longer rushing to avoid waiting around but arriving early to enjoy all the delights the airport has to offer.

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The fun starts at the beginning

Travelers reframe their 2025 vacation kick-off to embrace a new era of airport entertainment.



Of travelers suggest they would feel more excited and stress-free about their trip if there were a wider array of facilities to use prior to their flight.

60%



Of travelers are curious about airports with more unique experience facilities.

60%



Of travelers express an interest in visiting somewhere because of its airport.

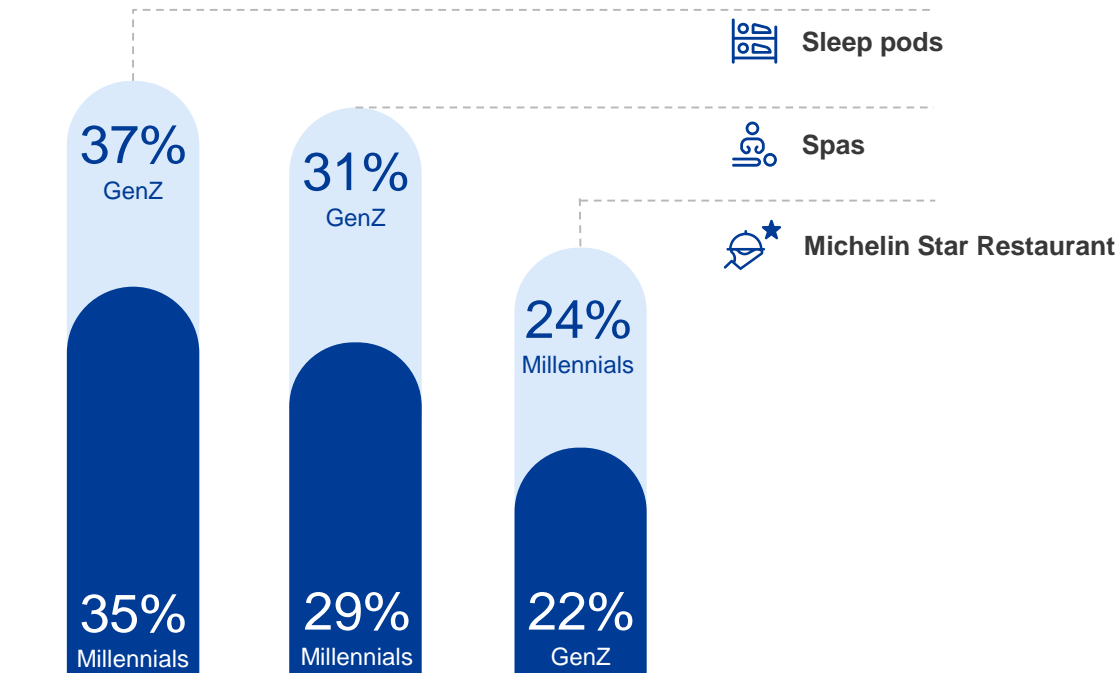
34%

Generation jetset

43%



Global Gen Z and Millennial travelers are set to fuel this emerging airport entertainment trend by rejecting stressed out travel stereotypes, even so much as considering destinations based on the airport experience.



"In 2025, travelers will be using their trips to transform themselves, their relationships and ultimately the world around them. A growing proportion of men are seeking getaways that challenge outdated gender expectations and foster mental wellbeing. And almost one in five boomers are refusing to let age keep them from chasing down new adventures.

It's all about breaking travel norms to foster a deeper sense of connection. Technology and imagination are coming together to create a new era of traditions and ultimately make it easier for everyone to shape their own journeys in 2025 and beyond."

Arjan Dijk
CMO & Senior Vice President

Booking.com



Thank you

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