

Unpack '25

The Trends in Travel™





Welcome to Unpack '25, the data-driven predictions of where people will go and what they'll do there in the year to come. Expedia, Hotels.com and Vrbo combined first-party travel data and global research for this year's travel trends that includes Goods Getaways, JOMO Travel, and a traditional value holiday type that's getting a new look from Gen Z.



'Expedia Group continuously works to blend technology with travel, making journeys simpler and more enjoyable. The Unpack report is our opportunity to reflect on what travellers are seeking and how our partners are innovating', said Ariane Gorin, CEO of Expedia Group. 'From this year's trends, I'm eager to book a One-Click Trip and visit some Detour Destinations for my next holiday'.

Travel Trends



Detour Destinations

In 2025, travellers are not only taking the road well travelled, they're also taking detours to experience new places. Detour Destinations are less well known and less crowded than tourist hotspots. However, these rising stars are well worth putting on an itinerary, either as an add-on or the main destination.

Expedia's list of Detour Destinations all experienced an increase in searches over the past year—and 63% of consumers say they are likely to visit a Detour Destination on their next trip.*



Krabi, Thailand

Reims, France

Expedia's Detour Destinations

Based on percentage increase in flight searches on Expedia:
(Date range: 1 Sept. 2023–31 Aug. 2024.)

Reims, France (detour from Paris)

Brescia, Italy (detour from Milan)

Cozumel, Mexico (detour from Cancun)

Brescia, Italy



Waikato, New Zealand

Santa Barbara, California, USA (detour from LA)

Waikato, New Zealand (detour from Auckland)

Girona, Spain (detour from Barcelona)

Fukuoka, Japan (detour from Tokyo)



Fukuoka, Japan

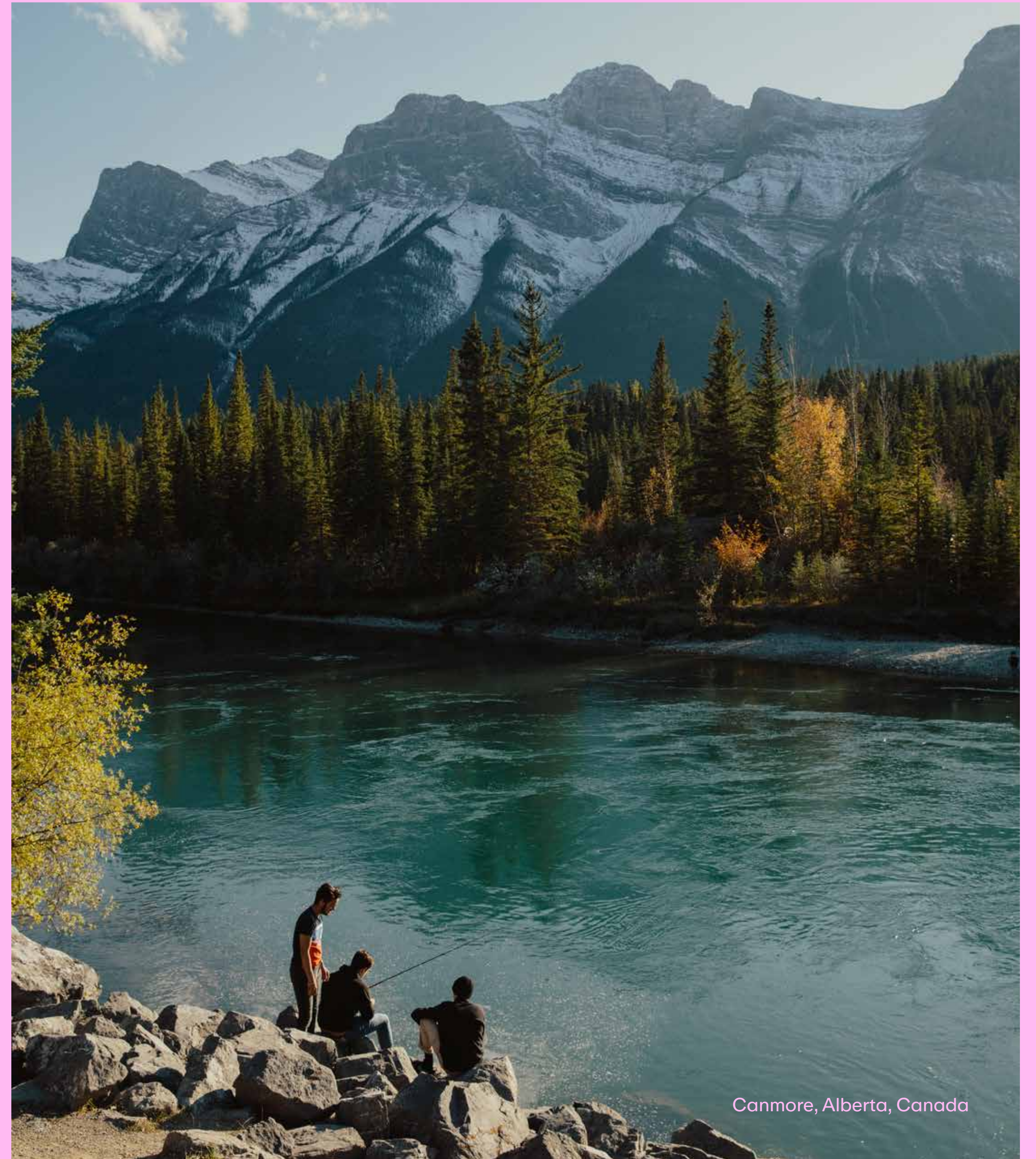
Abu Dhabi, UAE (detour from Dubai)

Krabi, Thailand (detour from Phuket)

Canmore, Alberta, Canada (detour from Calgary)



Abu Dhabi, UAE



Canmore, Alberta, Canada

Goods Getaways

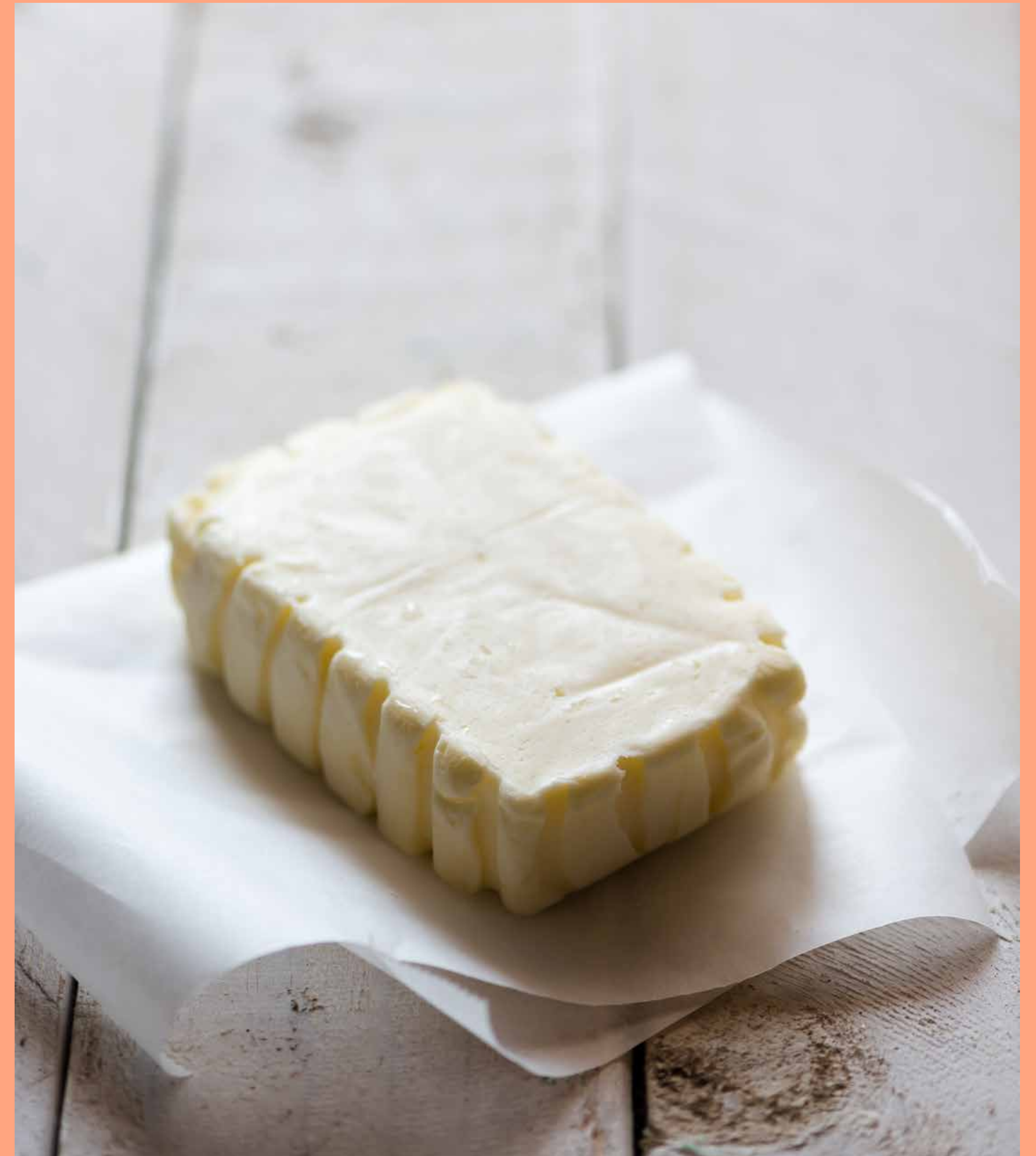


It's time to leave the key rings and fridge magnets at the gift shop. Travellers are going the distance in search of treasures they can't get at home and can't go home without. On TikTok, everything from a chocolate bar from Dubai, skincare products from Korea, sweets from Japan and butter from France have gone viral. Gen Z can't wait to get their hands on these speciality goods.

In addition to sightseeing and visiting tourist attractions, travellers are also frequenting local supermarkets and grocery shops to find regional delicacies. Global survey data shows that 39% of travellers usually visit a grocery shop and 44% shop to buy local goods they can't get at home.*

Coffee tours in Costa Rica, tea tastings in China and matcha experiences in Japan are some of the most popular Goods Getaway experiences on Expedia. Travellers are clearly entering a new souven-era.**

***Based on global activities data on Expedia between 1 Jan.–1 Aug. 2024.*



Secrets Playa Blanca
Costa Mujeres, Mexico



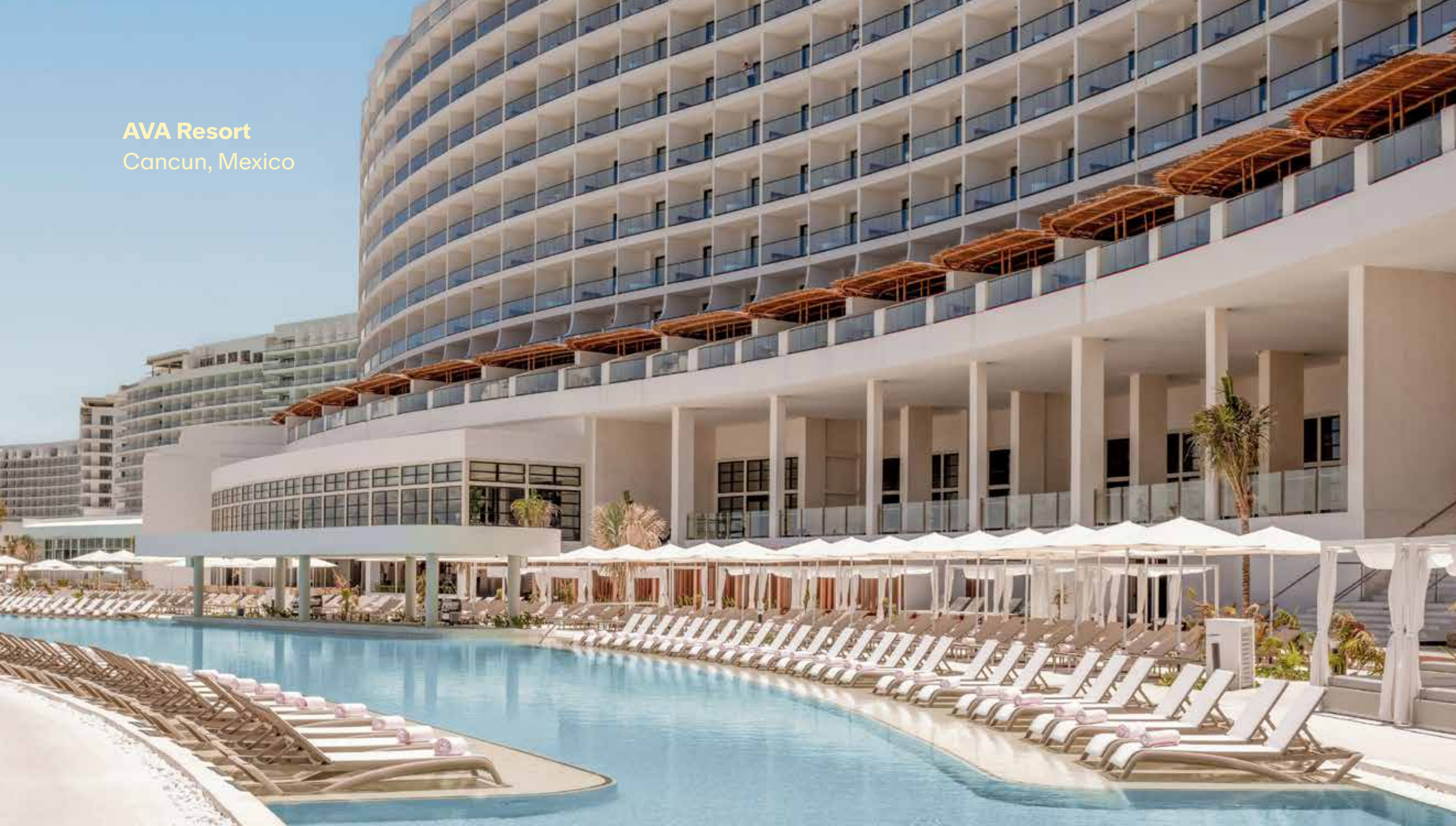
All-Inclusive Era

Sometimes all-inclusives get a bad rap, but today's all-inclusive resorts are getting a major glow-up, and Gen Z is here for it. One-third of Gen Zers say that their perception of all-inclusives has changed for the better, and 42% say that an all-inclusive resort would be their preferred hotel type.* #allinclusive has been trending on TikTok** and searches on Hotels.com using the 'all-inclusive' filter jumped 60% year over year.*** Major chains like Hyatt and Marriott have entered the all-inclusive category, and resorts around the world are elevating the all-inclusive experience.

**Trending hashtag data from TikTok: Creative Center.

***Based on global hotel search data on Hotels.com between 1 Jan.–1 July 2024, vs 2 July to 31 Dec. 2023.

AVA Resort
Cancun, Mexico



Why is the next generation of travellers opting for all-inclusives? Forty-one percent (41%) of Gen Zers say that minimal stress is the top reason they are living in the All-Inclusive Era, followed by ease of booking (39%) and because it gives them a feeling of luxury (38%)*.

Need inspiration? Hotels.com curated this list of new All-Inclusive Era stays across the globe for your next vacay.

AVA Resort
Cancun, Mexico

Alpinresort ValSaa – Sport & Spa
Saalbach, Austria

Secrets Playa Blanca
Costa Mujeres, Mexico

Royalton CHIC Antigua
Saint John's, Antigua

Hotel Riu Palace Mauritius
Le Morne, Mauritius

Hotel Restaurant Renaissance



When choosing hotels, travellers aren't just booking rooms. They're booking tables. Hotel restaurants are significantly contributing to hotel revenues**, so hotels are stepping up their dining experiences and travellers are paying attention. Positive reviews about hotel restaurants, chefs and bars increased by 40% YoY on Hotels.com.***

**Smith Travel Research—'The resurgence of the hotel restaurant', Forbes.

***Based on hotel review data on Hotels.com between 1 Jan. 2024–4 July 2024 vs 1 Jan–4 July 2023.



Nearly a third of travellers say that room service from a famous restaurant in the hotel would make them more likely to book, while 31% say that restaurant tables reserved exclusively for guests would be their top reason.*

Here's a taste of the latest hotel restaurant picks from Hotels.com:



Susana Balbo Winemaker's House

Hotel del Coronado Coronado, California

In 2025, the Hotel del Coronado will expand its culinary experiences for guests with the grand opening of the world-famous Nobu restaurant.

Susana Balbo Winemaker's House Chacras de Coria, Argentina

Vino enthusiasts can enjoy an exclusive gastronomic experience with expertly curated wine pairings at this boutique hotel owned by renowned Argentinian winemaker Susana Balbo.

ROMEO Napoli Naples, Italy

Il Ristorante Alain Ducasse is a new endeavour from the Michelin-star winner who appointed culinary talent Alessandro Lucassino as executive chef of this fine dining experience.



JOMMO Travel

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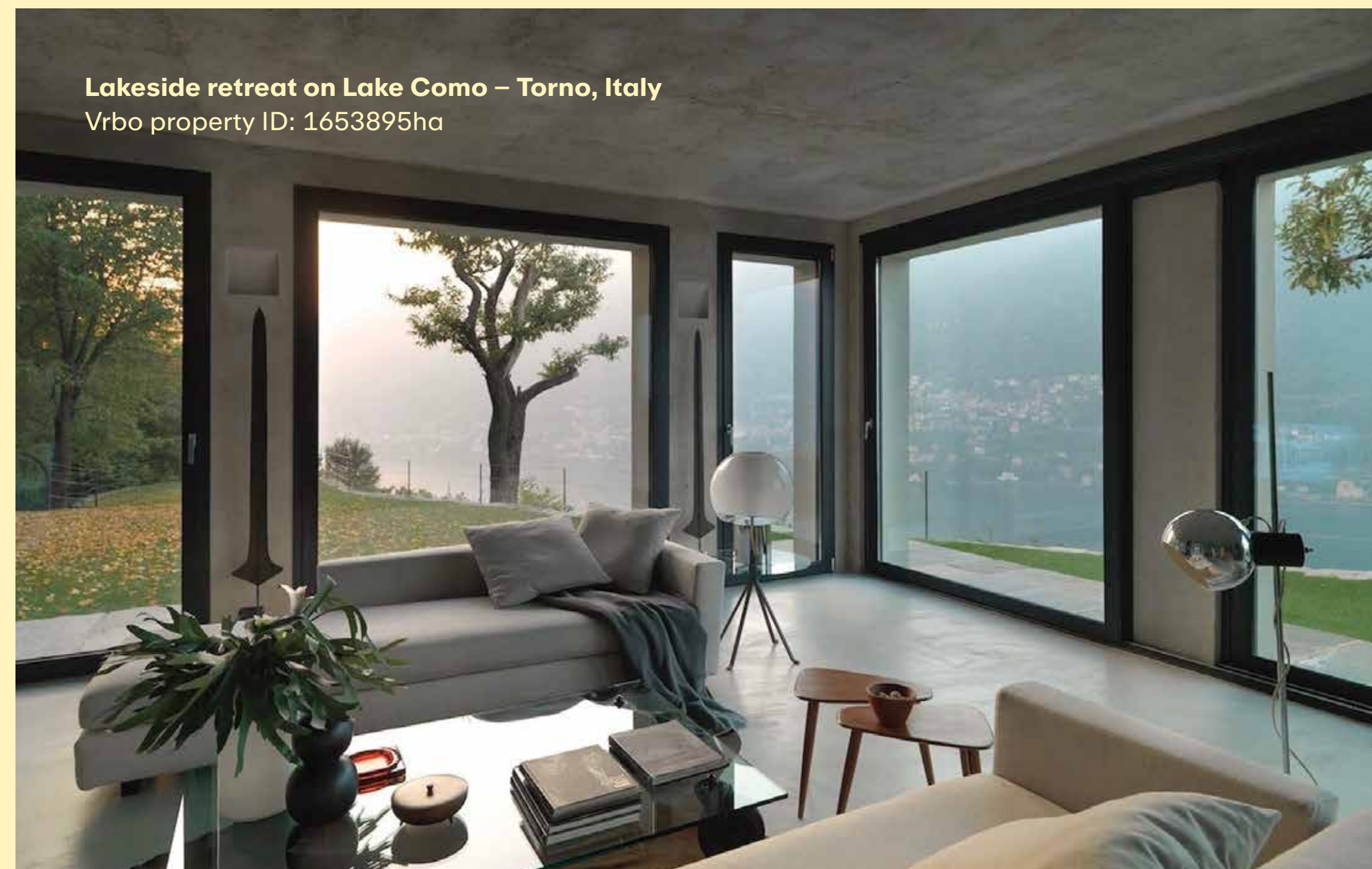
JOMMO Travel

Oceanfront beach house on Amelia Island, Florida
Vrbo property ID: 2410751



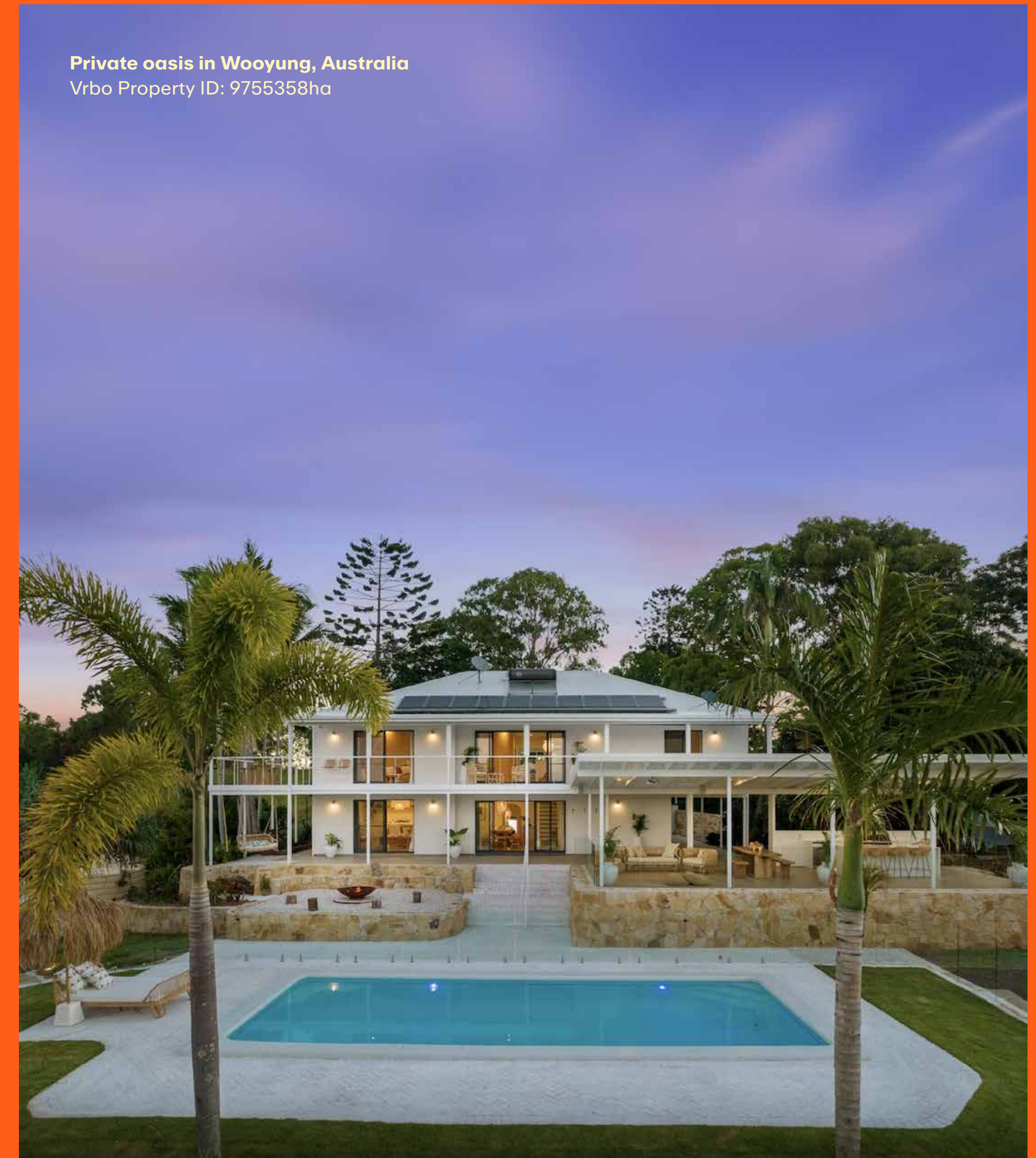
We're all familiar with FOMO (the fear of missing out). People renting private holiday homes are embracing JOMO, the joy of missing out.

Lakeside retreat on Lake Como – Torno, Italy
Vrbo property ID: 1653895ha

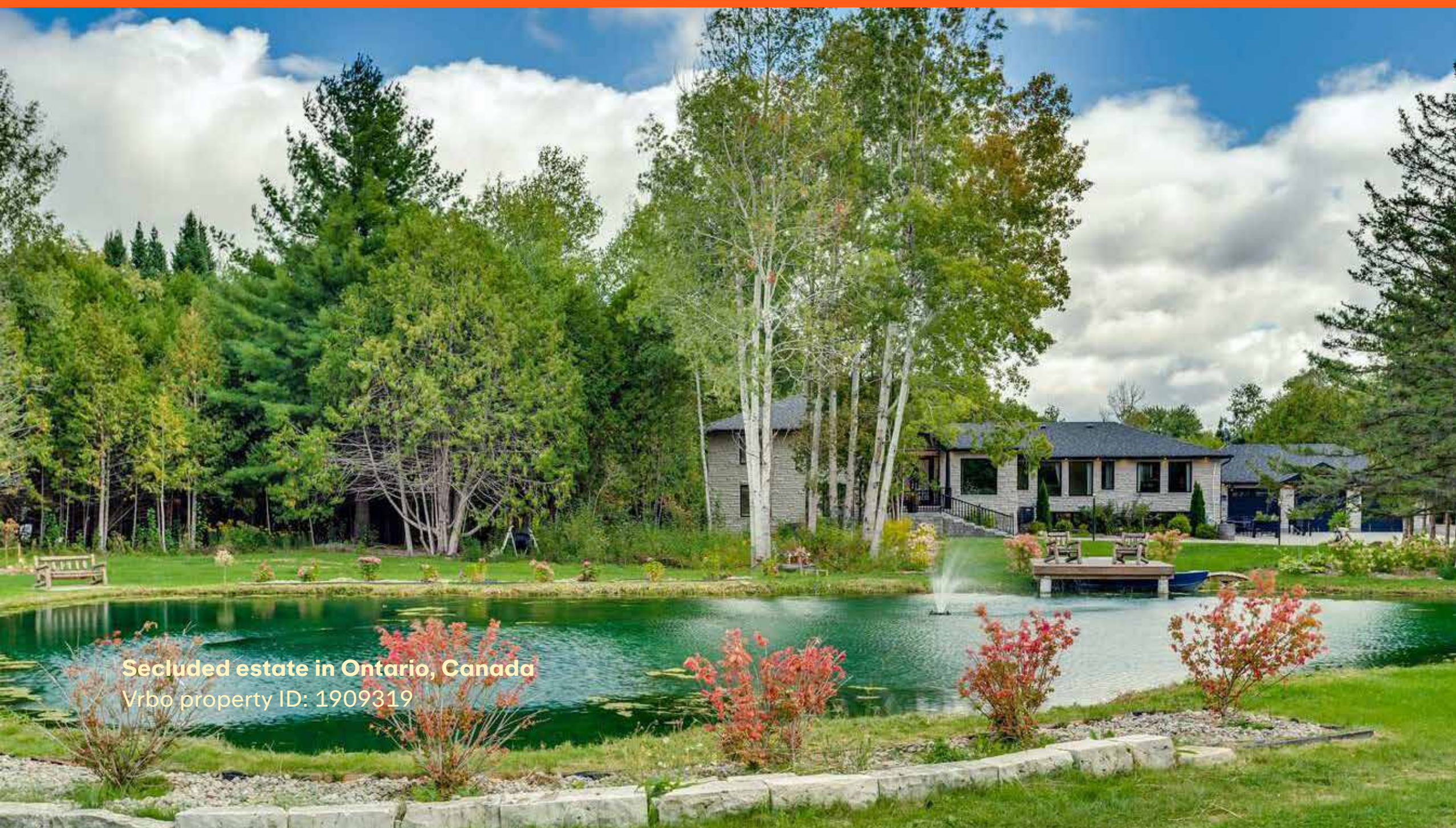


Vrbo data shows continued interest in beach and mountain destinations known for leisure and relaxation, and travellers believe that JOMO Travel can help improve their mental health and overall well-being. Sixty-two percent (62%) of travellers say that JOMO Travel reduces stress and anxiety—and nearly half say that JOMO Travel allows them to better reconnect with loved ones.**

***Based on Vrbo search data between 1 Jan.–4 July 2024, vs 1 Jan–4 July 2023.*



Survey data revealed that the leading types of holiday rentals for JOMO Travel are charming beach houses, secluded lakeside lodges and cosy mountain chalets. JOMO travellers are also in search of holiday rentals with swimming pools, tranquil gardens, a hot tub or spa and porches with a view to help them relax and disconnect.*





Lapland Region, Finland



The Phenomena- List

Recent eclipses sold out rural, private holiday homes in their path. That set off a wave of travellers going to great lengths to witness natural phenomena. Whether it's looking towards dark skies to stargaze or see the Northern Lights or heading to the beach to watch sea turtles hatch, travellers want a front-row seat to breathtaking natural wonders.

Survey data revealed that the top natural phenomena travellers want to experience is seeing the Northern Lights (61%), followed by geological phenomena (30%) like volcanoes, geysers and hot springs. Additionally, 80% of travellers say it's important that they can stay in a place that offers a prime viewing spot for these events.* Often located in wide open spaces, private holiday rentals give travellers unobstructed views of natural marvels.

International Dark Sky Park
Arches National Park, Utah



Ballet of Japanese cranes
Hokkaido, Japan



Penguin Parade
Phillip Island near
Melbourne, Australia



Bioluminescent plankton
Vero Beach, Florida



**‘Black Sun’
starlings’ migration**
Wadden Sea National
Park, Denmark



Synchronous firefly season
Great Smoky Mountains,
Gatlinburg, TN



**Highest tides in the world,
walk on the ocean floor**
Bay of Fundy, Canada



Cloud 9 Cabins, Gatlinburg, Tennessee, USA
Vrbo property ID: 3581042



Traditional timber house by the sea, Iceland
Vrbo property ID: 4038086ha



**Volcanoes, lava fields
and black sand beaches**
Reykjavík, Iceland



Starling murmurations
Somerset, U.K.



Northern Lights
Lapland region, Finland





2025

Set-Jetting Forecast



Mexico City, Mexico

Expedia spotted Set-Jetting as an emerging travel behaviour in 2023, and entertainment on screen is still growing as a source of travel inspiration. Two-thirds of travellers shared that movies, streaming services and TV shows have influenced their travel choices, and 36% say that TV and films are more influential on their travel plans than they were last year.*

In 2025, it's time for 'Emily in Paris' to move over—'The Real Housewives of Dubai' are the new travel tastemakers. According to Expedia data, interest in Dubai increased more than 30% year over year after the series aired.**

In addition to heading to Set-Jetting destinations, travellers are exploring famous filming locations of their favourite TV and film franchises. The UK remains a leading Set-Jetting stop with hundreds of Bridgerton, Harry Potter, Game of Thrones and Outlander-themed tours available to book on Expedia.***

**Based on Expedia travel data between 1 June–1 Sept. 2023, vs 1 June–1 Sept 2022.

***Based on Expedia activities data between 1 Jan–1 Aug 2024.

Global data from Expedia, Hotels.com
and Vrbo reveal the new and noteworthy
Set-Jetting destinations to visit in 2025:

Dubai *'The Real Housewives of Dubai'*

Montana and Wyoming *'Yellowstone'*

New York City *'And Just Like That...'*

Cape Town *'One Piece'*

Scotland *'The Traitors'*



New York City, USA

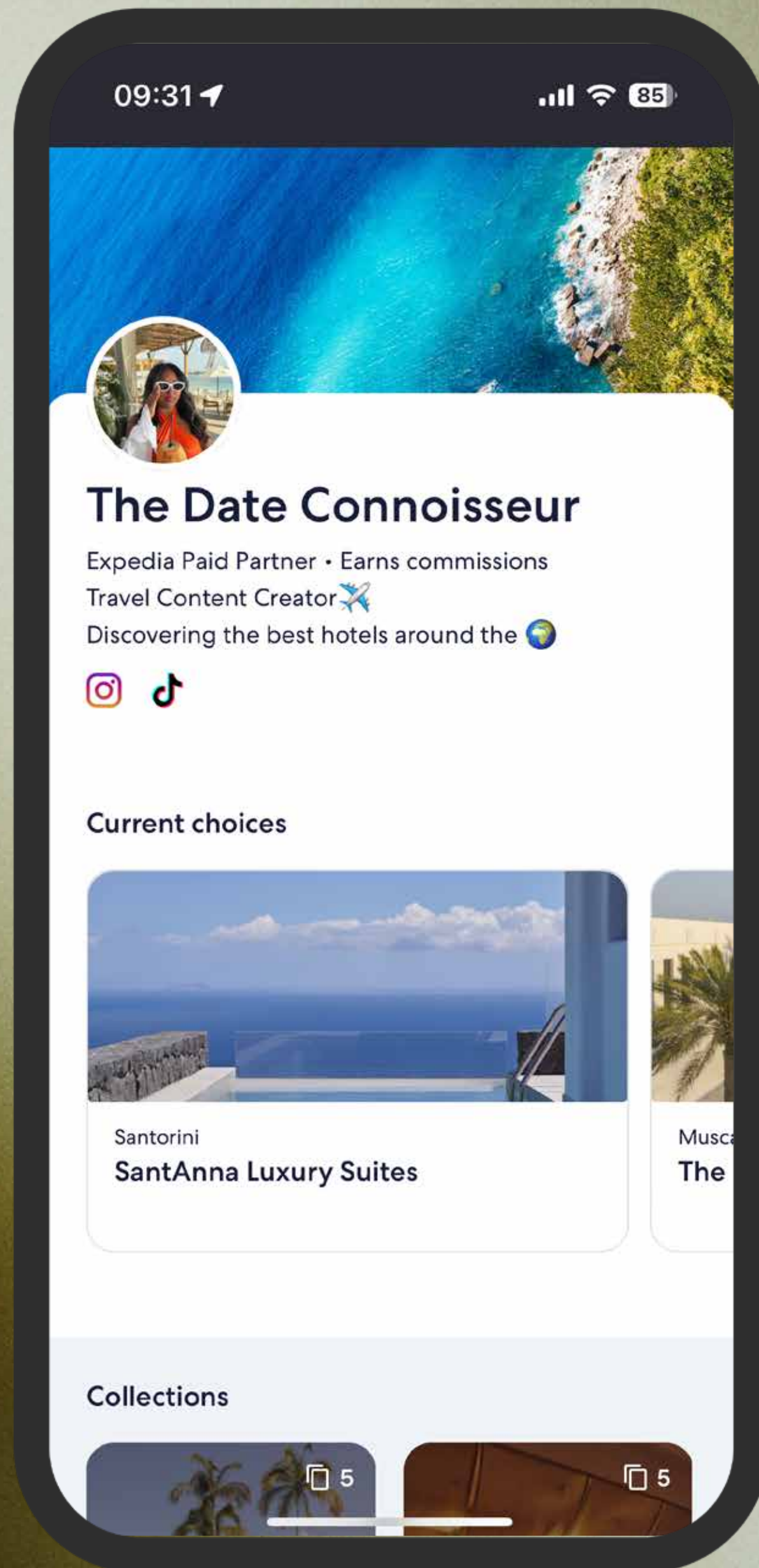
One-Click Trips



It's no secret that travellers turn to travel influencers they trust and admire for ideas and inspiration. And half of all consumers make daily, weekly or monthly purchases because of influencer posts.** Social shopping has become the new normal with TikTok and Instagram; however, this growing e-commerce trend has just scratched the surface with bigger-ticket categories like travel. Half of consumers say they have wanted to book a trip they saw on their social feeds, but cited time and complexity as the leading reasons that have prevented them from doing so.*

**'2024 influencer marketing report: in influencers we trust', Sprout Social (April 2024).





Enter Expedia's Travel Shops. Thanks to these creator-curated collections, travellers can now go from looking at influencer trips to booking them.

Check out some expertly curated Travel Shops on Expedia:

Travel guides from travel content creator, Nikita Bathia

Travel Shop from luxury travel and food content creator, The Date Connoisseur

Travel recommendations from travel creator and journalist, Gina Jackson

Beautiful Travel Experiences from Instagram creator, Jade Hill



*Third-party research was commissioned by Expedia Group and conducted by market research firm OnePoll, in accordance with the Market Research Society's code of conduct. The study was conducted among 25,000 respondents across 19 countries, among adults who have travelled for leisure or plan to in the next three years.

To learn more about Unpack '25, contact:
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Download the Expedia, Hotels.com, and Vrbo apps.

