

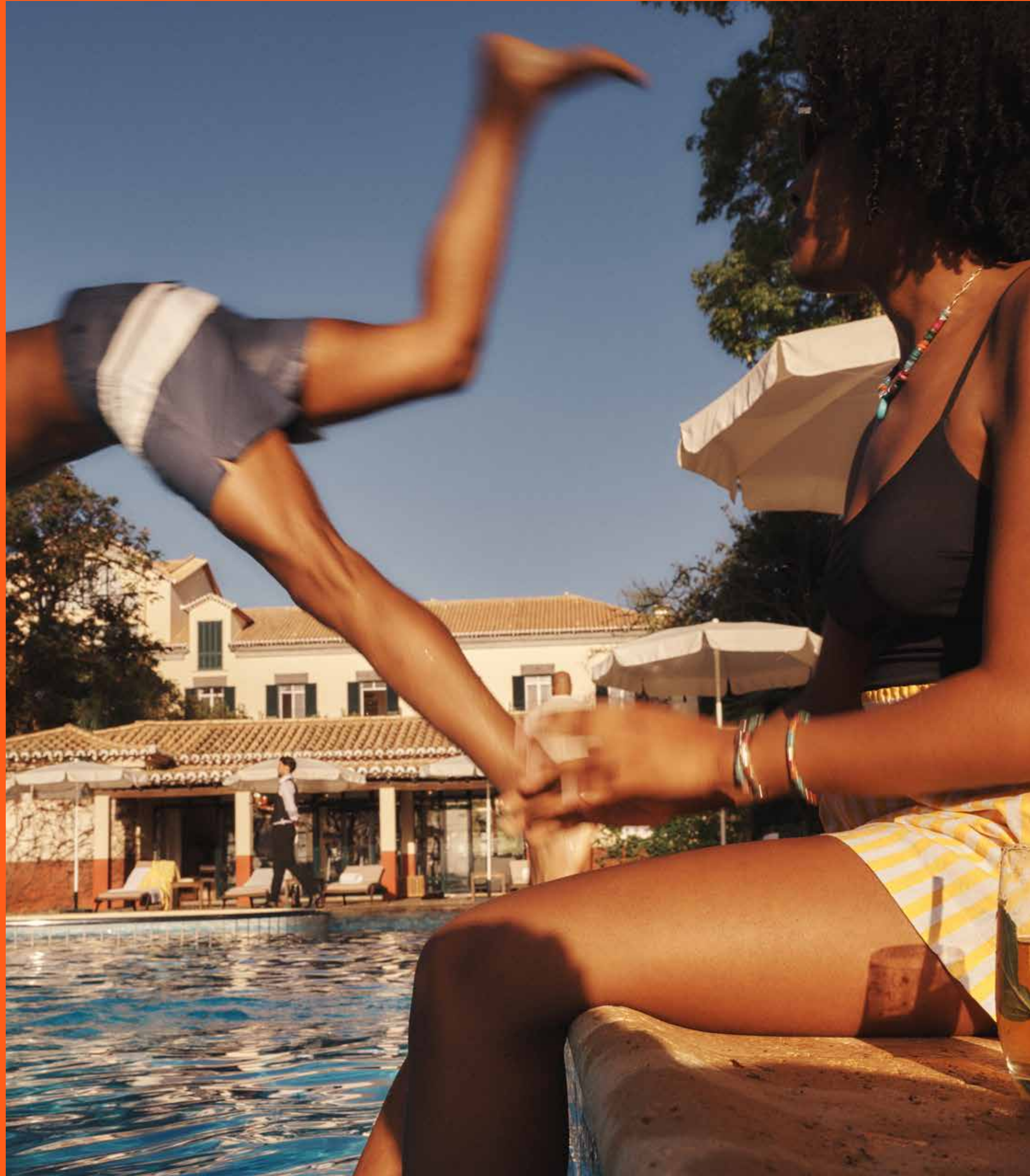
Unpack '25™

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 vacation 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 travelers 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 vacation.”

Travel Trends

Detour Destinations

In 2025, travelers are not only taking the road well-traveled, they're also taking detours to experience new places. Detour Destinations are less well-known and less crowded than tourist hotspots, but 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 Sept. 1, 2023 – Aug. 31, 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

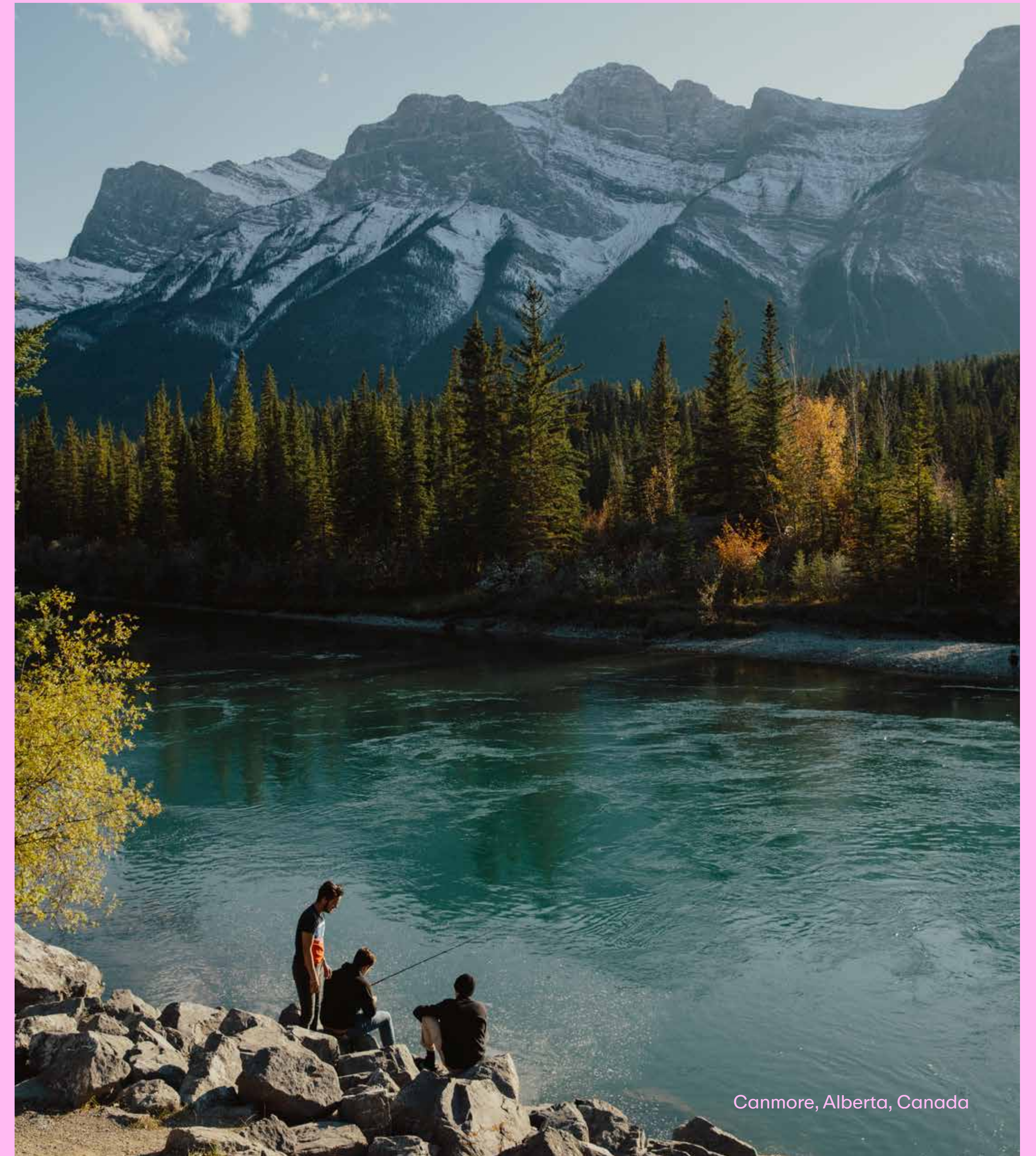
Abu Dhabi, UAE (detour from Dubai)

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 keychains and fridge magnets at the gift shop. Travelers 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, candy from Japan, and butter from France have gone viral. Gen Z can't wait to get their hands on these specialty goods.

In addition to sightseeing and visiting tourist attractions, travelers are also frequenting local supermarkets and grocery stores to find local delicacies. Global survey data show that 39% of travelers usually visit a grocery store 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. Travelers are clearly entering a new souven-era**.

***Based on global activities data on Expedia between Jan. 1–Aug. 1, 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 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 Jan. 1–July 1, 2024 vs. July 2–Dec. 31, 2023

AVA Resort
Cancun, Mexico



Why is the next generation of travelers opting for all-inclusives? Forty-one percent (41%) of Gen Zers say 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, travelers 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 travelers 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 Jan. 1, 2024–July 4, 2024 vs Jan. 1–July 4, 2023



Nearly a third of travelers say room service from a famous restaurant in the hotel would make them more likely to book, while 31% say 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

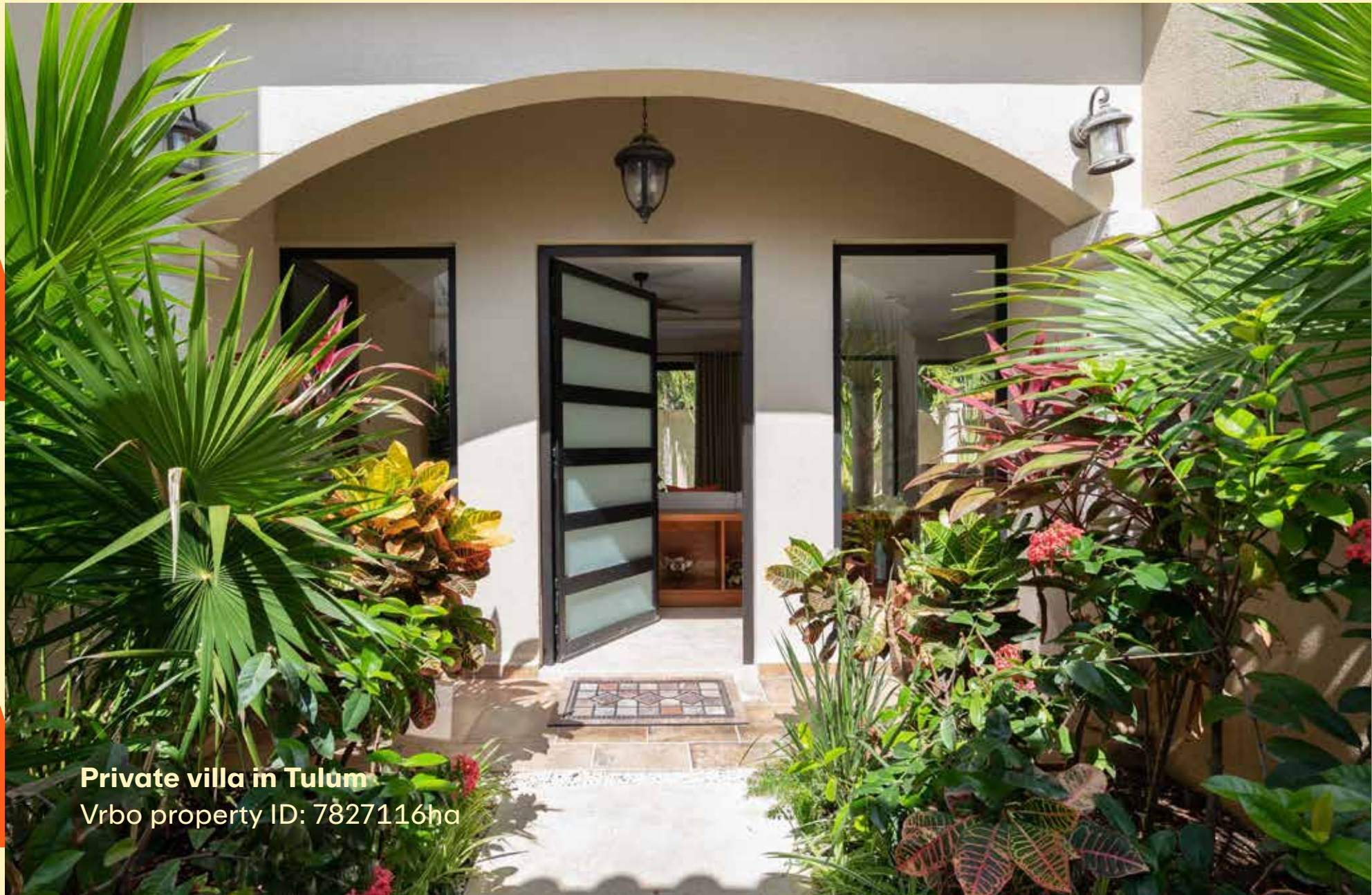
Vino enthusiasts can enjoy an exclusive gastronomic experience with expertly curated wine pairings at this boutique hotel owned by renowned Argentinian winemaker Susana Balbo.

ROMEIO Napoli Naples, Italy

Il Ristorante Alain Ducasse is a new endeavor 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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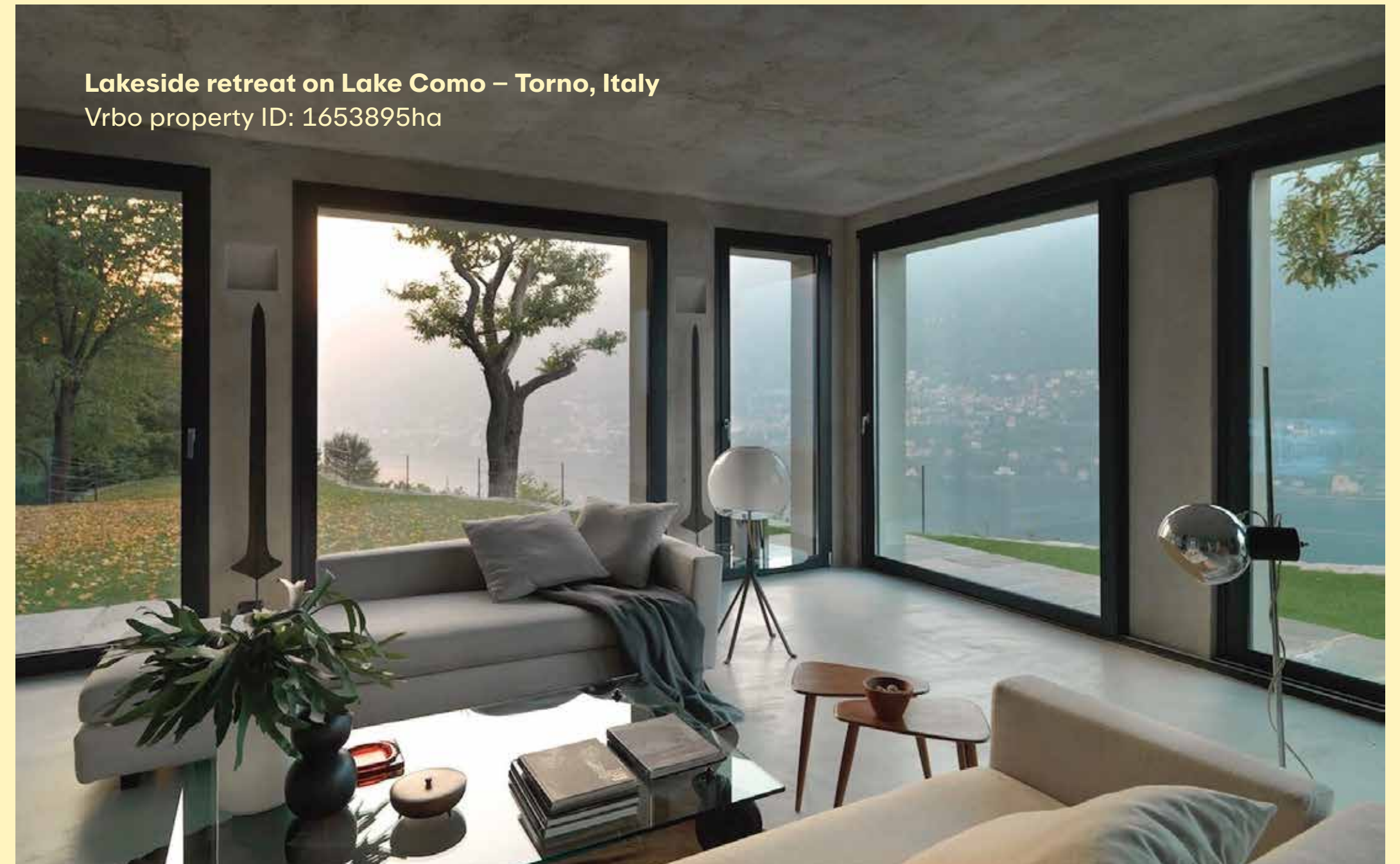
JOMMO Travel

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 vacation homes are embracing JOMO, the joy of missing out.

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

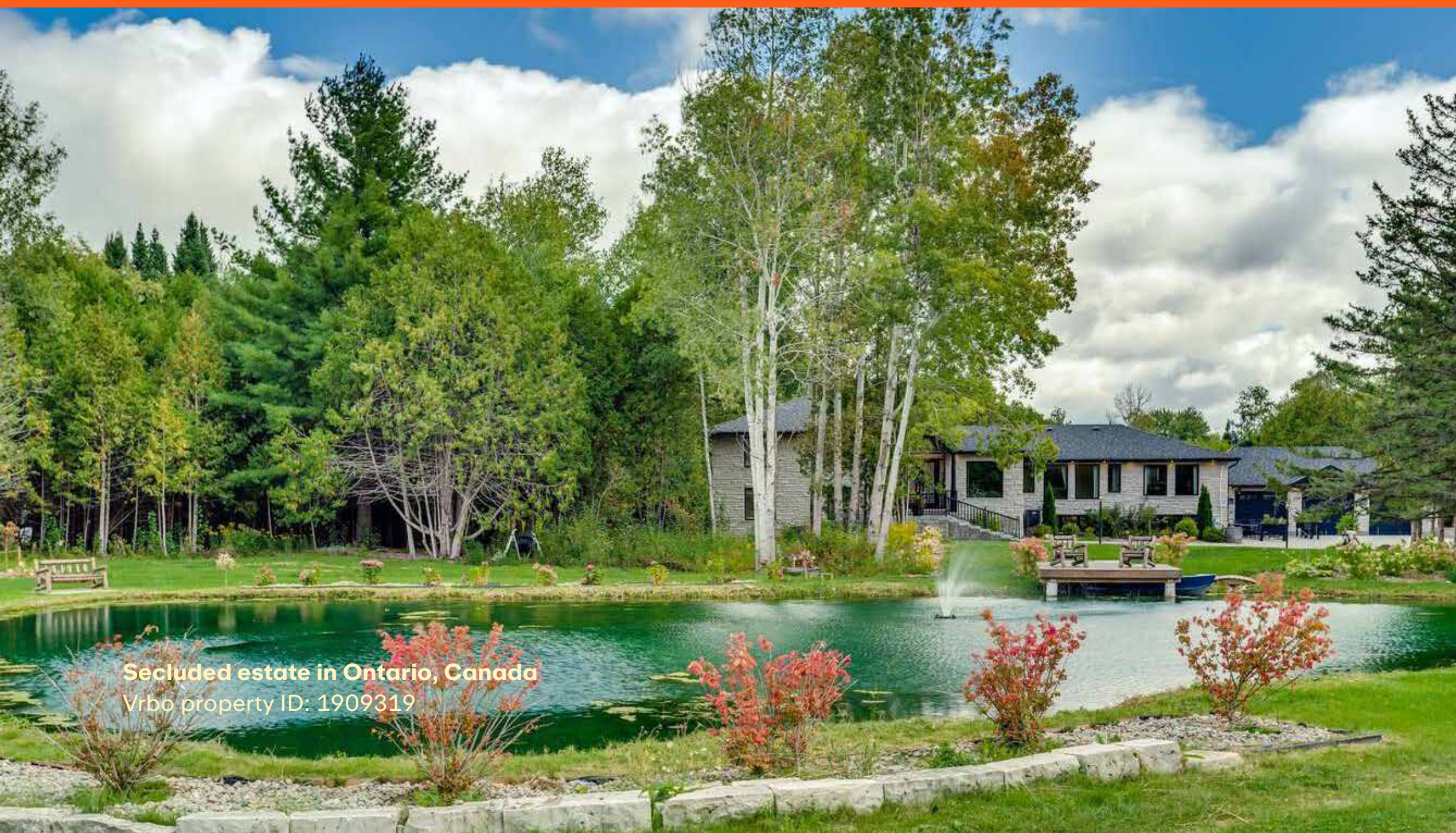


Vrbo data shows continued interest in beach and mountain destinations known for leisure and relaxation, and travelers believe JOMO Travel can help improve their mental health and overall well-being. Sixty-two percent (62%) of travelers say JOMO Travel reduces stress and anxiety, and nearly half say JOMO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

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



Survey data revealed that the leading types of vacation rentals for JOMO Travel are charming beach houses, secluded lakeside lodges and cozy mountain chalets. JOMO Travelers are also in search of vacation 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 vacation homes in their path. That set off a wave of travelers going to great lengths to witness natural phenomena. Whether it's looking toward dark skies to stargaze or see the Northern Lights or heading to the beach to watch sea turtles hatch, travelers want a front-row seat to breathtaking natural wonders.

Survey data revealed that the top natural phenomena travelers want to experience is seeing the Northern Lights (61%), followed by geological phenomena (30%) like volcanos, geysers, and hot springs. Additionally, 80% of travelers 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 vacation rentals give travelers 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



Expedia spotted Set-Jetting as an emerging travel behavior in 2023, and entertainment on screen is still growing as a source of travel inspiration. Two-thirds of travelers shared that movies, streaming services and TV shows have influenced their travel choices, and 36% say 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, travelers are exploring famous filming locations of their favorite TV and film franchises. The U.K. 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 June 1 – Sept. 1, 2023 vs. June 1 – Sept. 1, 2022

***Based on Expedia activities data between Jan. 1 – Aug. 1, 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 & Wyoming *Yellowstone*

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

Cape Town *One Piece*

Scotland *The Traitors*



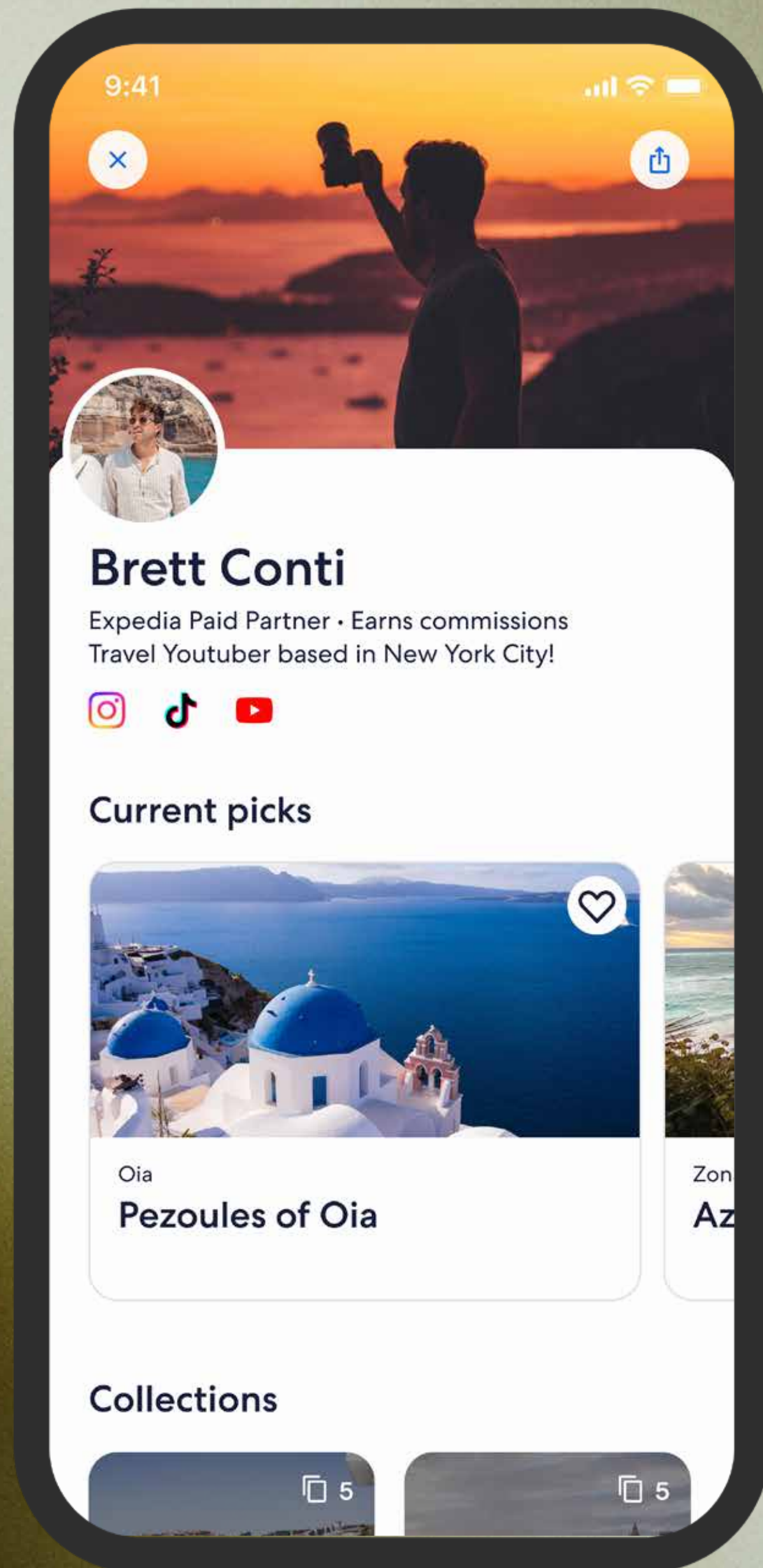
New York City, USA

One- Click Trips

It's no secret that travelers 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, but 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, travelers can now go from looking at influencer trips to booking them.

Check out some expertly curated Travel Shops on Expedia:

Travel Shop from NYC-based Travel YouTuber Brett Conti

Travel Guides from traveling foodies and James Beard Media Award finalists Ewa & Jeromy Ko

Renee Roaming's Favorites from global adventurer and author Renee Hahnel

Top travel picks from award-winning travel creator Colby Holiday

Take action to connect with travelers



Use visibility boosters

Whether you're in a Set-Jetting or Detour Destination, an all-inclusive hotel, or helping travelers embrace JOMO Travel, visibility boosters help you stand out.

- Promote new routes or deals to Detour Destinations, including non-hub airports, with [Flights Sponsored Listings](#) to capture more demand from travelers looking for a quick trip.
- Use [Accelerator](#) to show up to highly engaged travelers exploring Set-Jetting destinations or all-inclusive resorts to help fill rooms during slower periods.
- Consider [TravelAds](#), which give you the opportunity to develop custom ad copy to feature benefits such as your hotel restaurant or all-inclusive amenities.

Update your listing

Connect with travelers by updating your listing to showcase relevant trends and make information easy for travelers to find.

- Include details on the amenities travelers can expect to enjoy during an all-inclusive stay – such as highlighting hotel restaurant options, spa and gym details, and activity options that showcase how everything the guest needs is available onsite.
- Vacation rental hosts can tap into JOMO Travel and show off their relaxing ambiance by including vibrant photos, sharing options for relaxation in the area, and features such as fire pits, pools, hot tubs, board games, and books.





Stand out with VIP Access or Premier Host

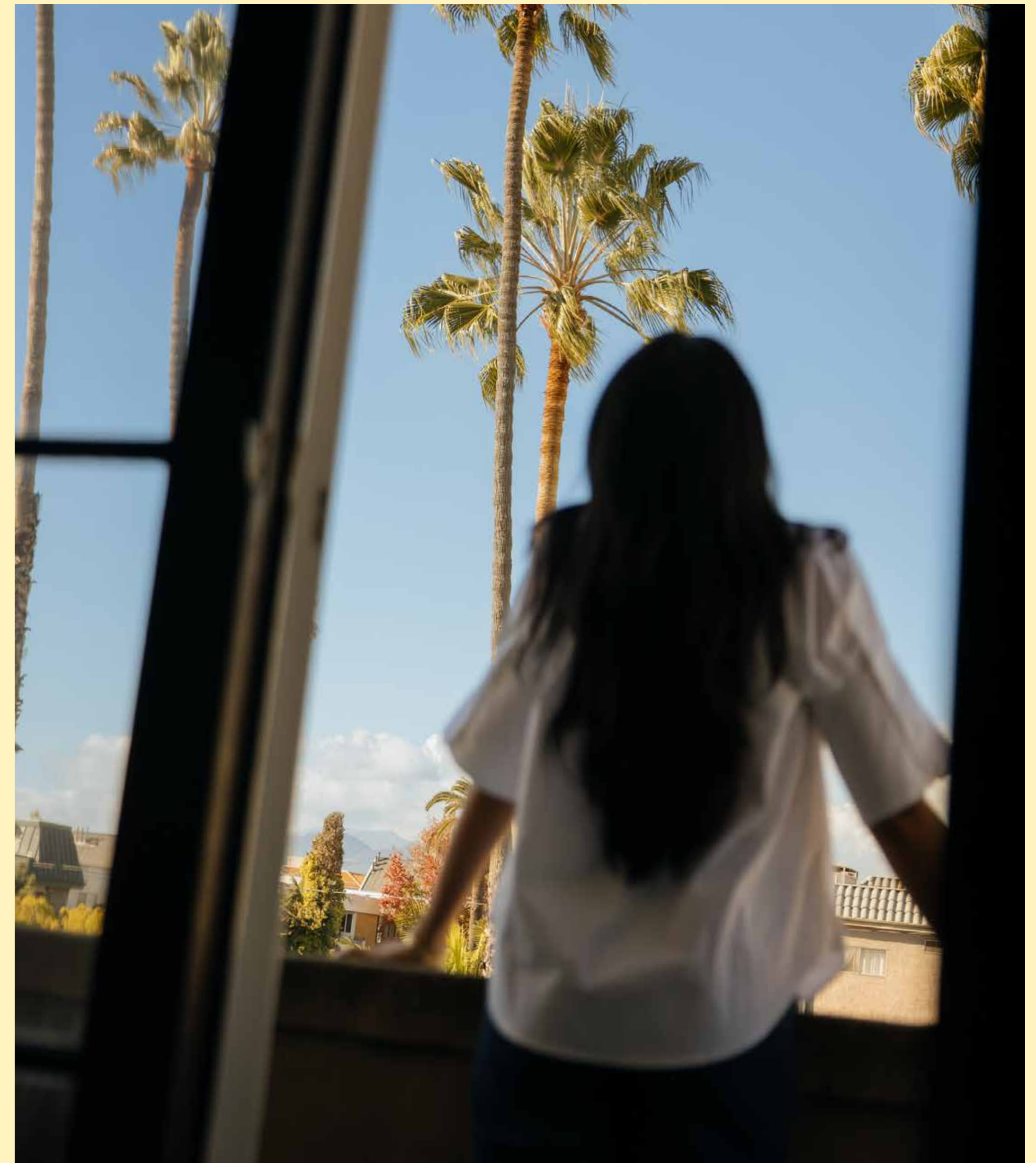
Our VIP Access and Premier Host programs capture travelers' attention and incentivize them to book with you.

- Hotels in Set-Jetting or Detour Destinations and all-inclusive hotels benefit from joining the [VIP Access program](#) to capitalize on increased demand.
- To capture increased interest in hotel restaurants, VIP Access or VIP Access-eligible properties can offer dining vouchers to One Key members as a booking perk.
- To increase visibility with guests seeking out phenomena and JOMO Travel, our [Premier Host program](#) helps vacation rental hosts stand out from the competition.

Fuel your success with Expedia Group tools

Staying ahead of the trends and competition is no easy task. Expedia Group provides tools that fuel the success of our partners:

- Expedia Group insights and performance reporting in Partner Central is a great tool to ensure you have competitive rates and inventory loaded in preparation for specific trends, events, and phenomena.
- Vacation rental hosts can use MarketMaker to fully understand the rates and inventory landscape based on trending events and destinations.
- Deferred payments allow TAAP partners to delay payment on properties until closer to the travel date, allowing them to align bookings with trends in advance without sacrificing cash flow.
- TAAP partners can filter and search for relaxing, remote vacation rentals through our extensive Vrbo inventory and promote trending homes to clients.





Test an advertising campaign

Advertising is a tried-and-true way to stand out from the competition – and connecting with relevant trends can further your return on investment.

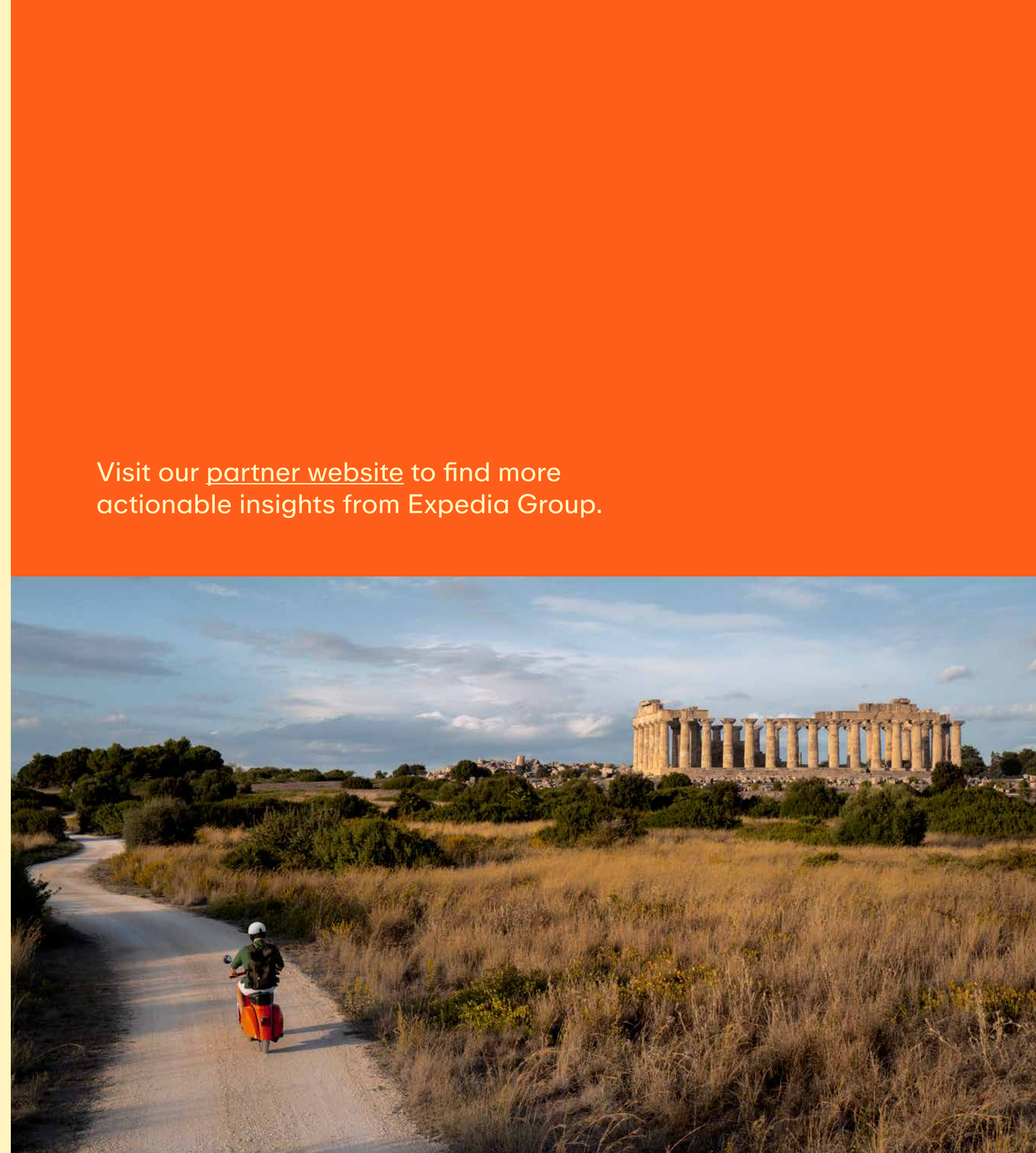
- For destinations, hotels, and airlines in Detour Destinations, collaborate on a co-op campaign to extend your marketing spend and increase brand awareness for travelers.
- Weave elements of the Unpack '25 trends into your advertising campaigns – use themes from JOMO Travel to the Phenomena-List to Set-Jetting to promote your brand and resonate with travelers.
- White Label Template partners can use our travel marketing services to stand out to travelers following the latest trends.

Encourage package bookings

Our All-Inclusive Era and JOMO Travel trends show travelers are looking for ease and simplicity when it comes to travel experiences. Package options are a great way to take the stress out of travel planning.

- Air, car, and hotel partners can offer package bookings to ease travelers' planning efforts, whether they're heading to a Set-Jetting destination or looking for a detour day trip.
- TAAP partners can use package deals to offer their travelers competitive rates, while making it easy for them to take advantage of the current trends like Detour Destinations.
- Through our White Label Template offering, you can use attach modules to surface additional trip offerings to travelers, making it easy for them to build their full trip.

Visit our [partner website](#) to find more actionable insights from Expedia Group.





*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 traveled for leisure or plan to in the next three years.

