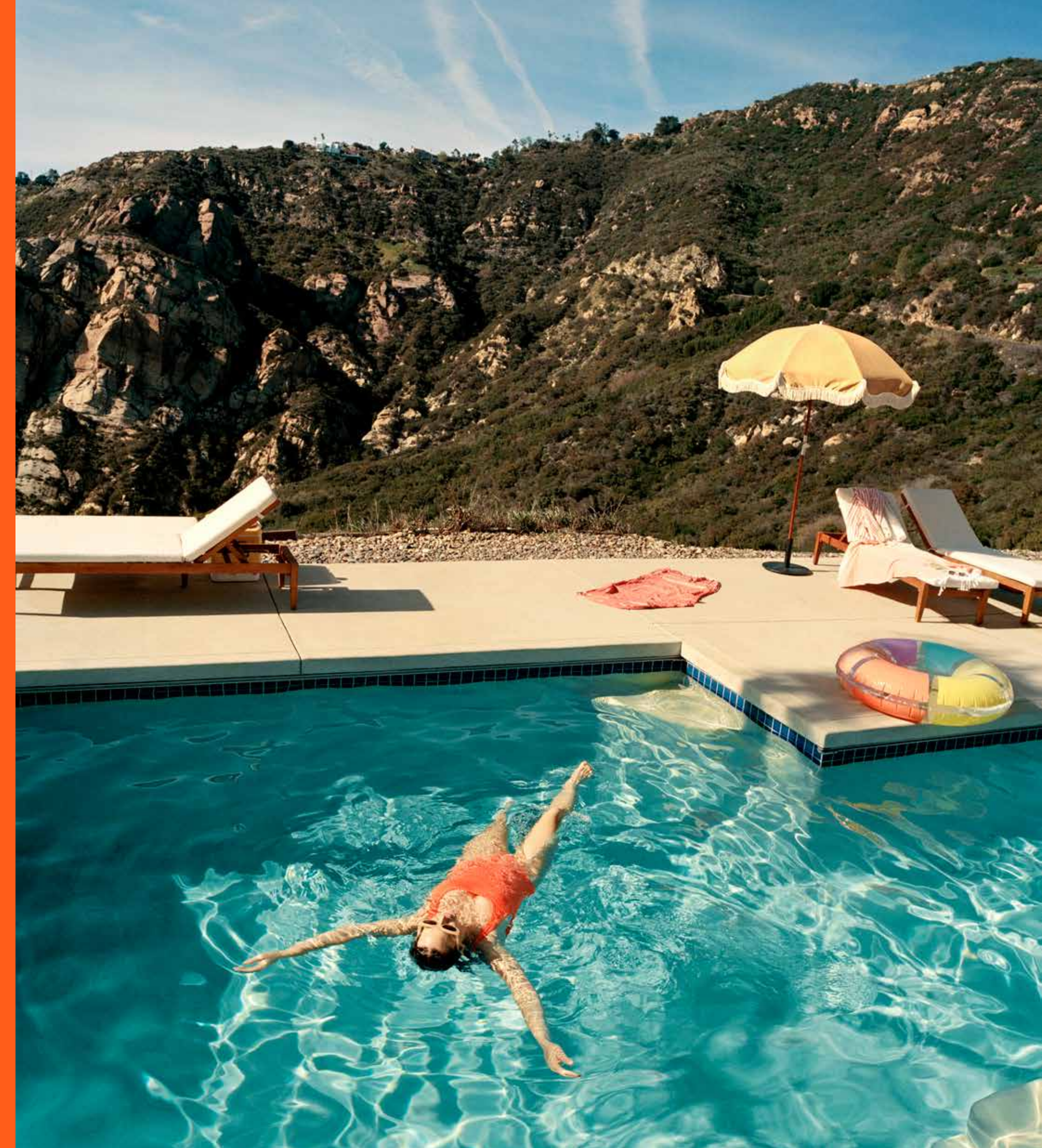


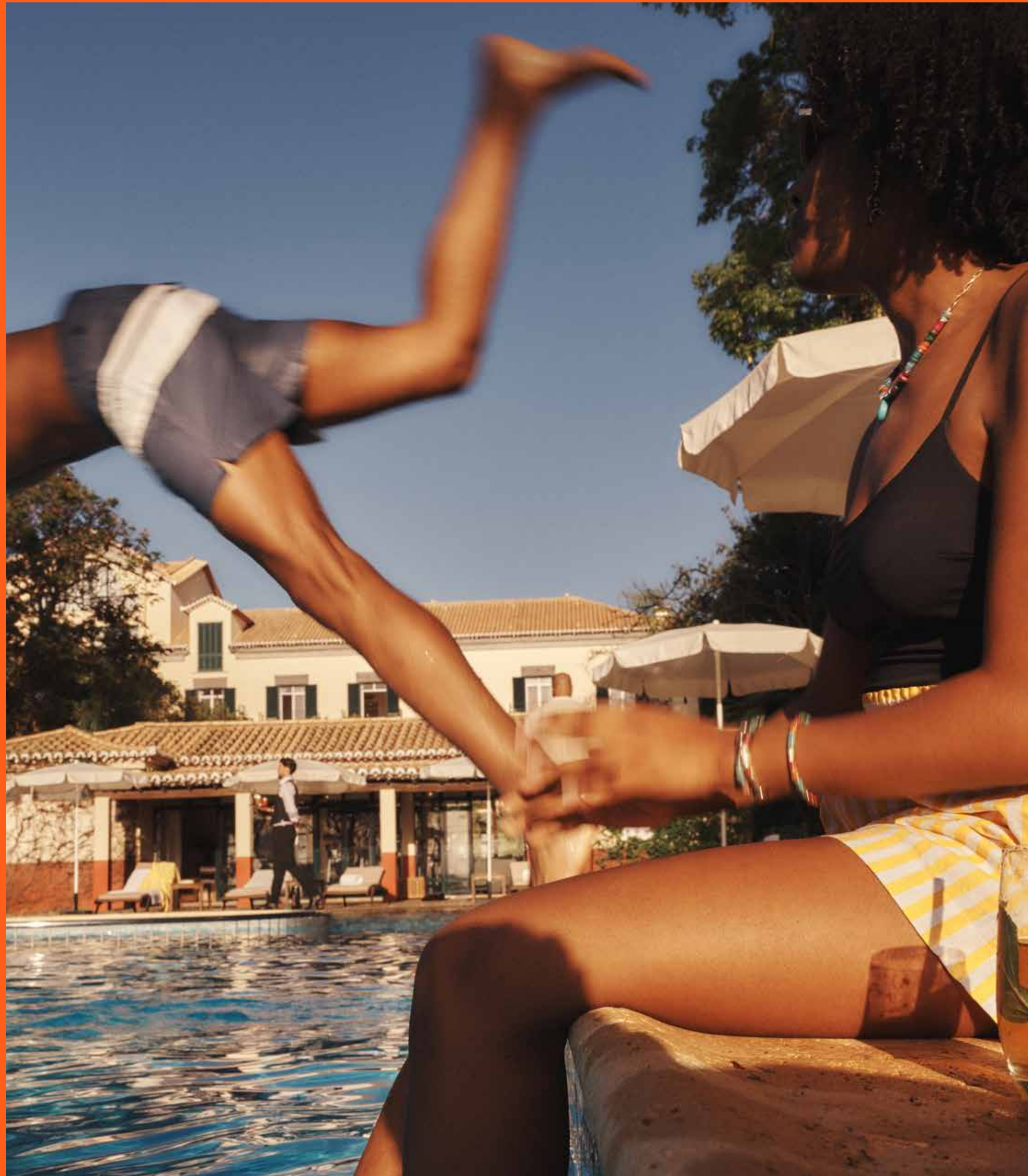
Unpack '25™

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 list that includes Goods Getaways, JOMO Travel and Season Swapping.



'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

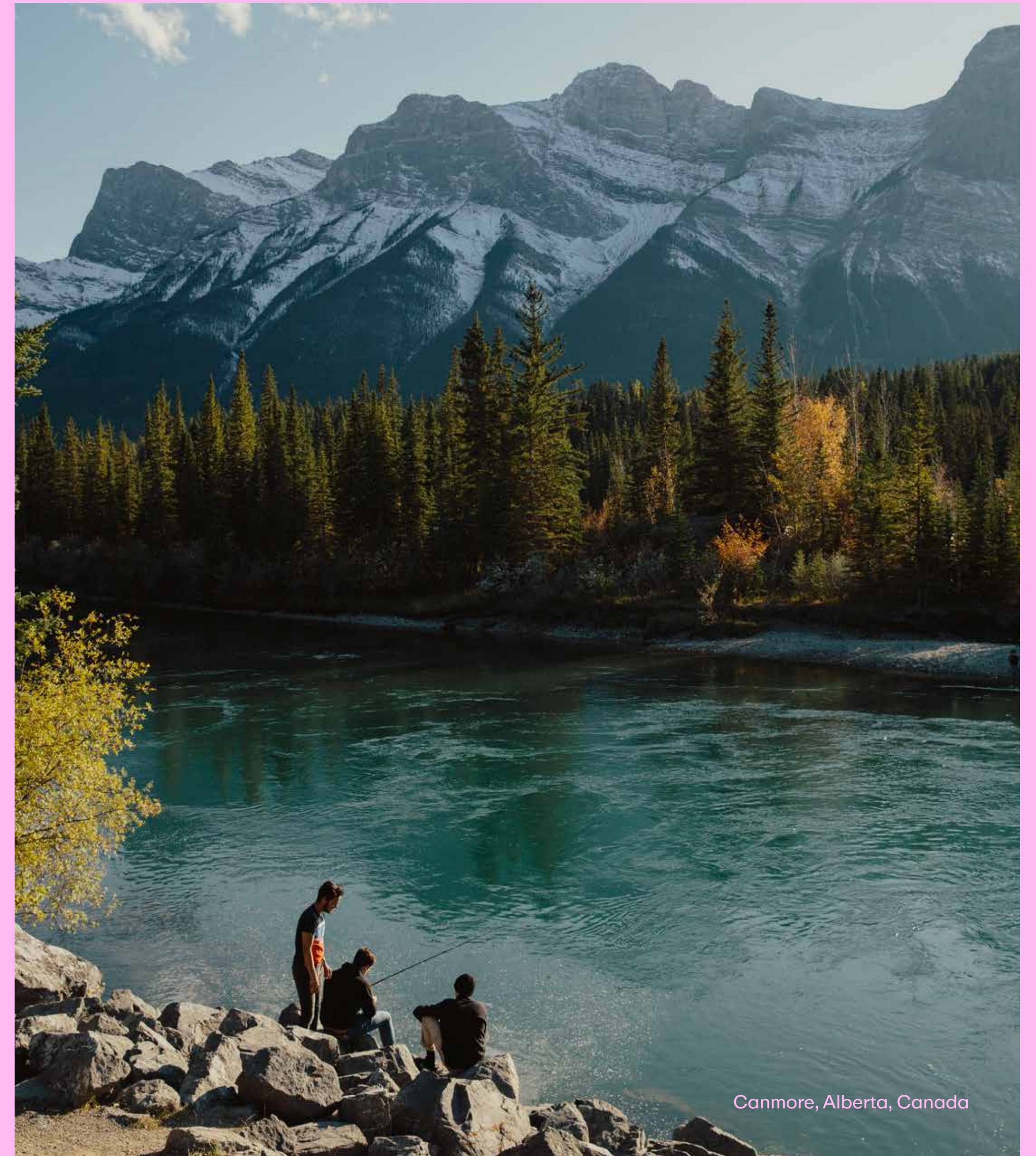
Abu Dhabi, UAE (detour from Dubai)

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, lollies 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 show 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 souvenir era.**

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



Secrets Playa Blanca
Costa Mujeres, Mexico



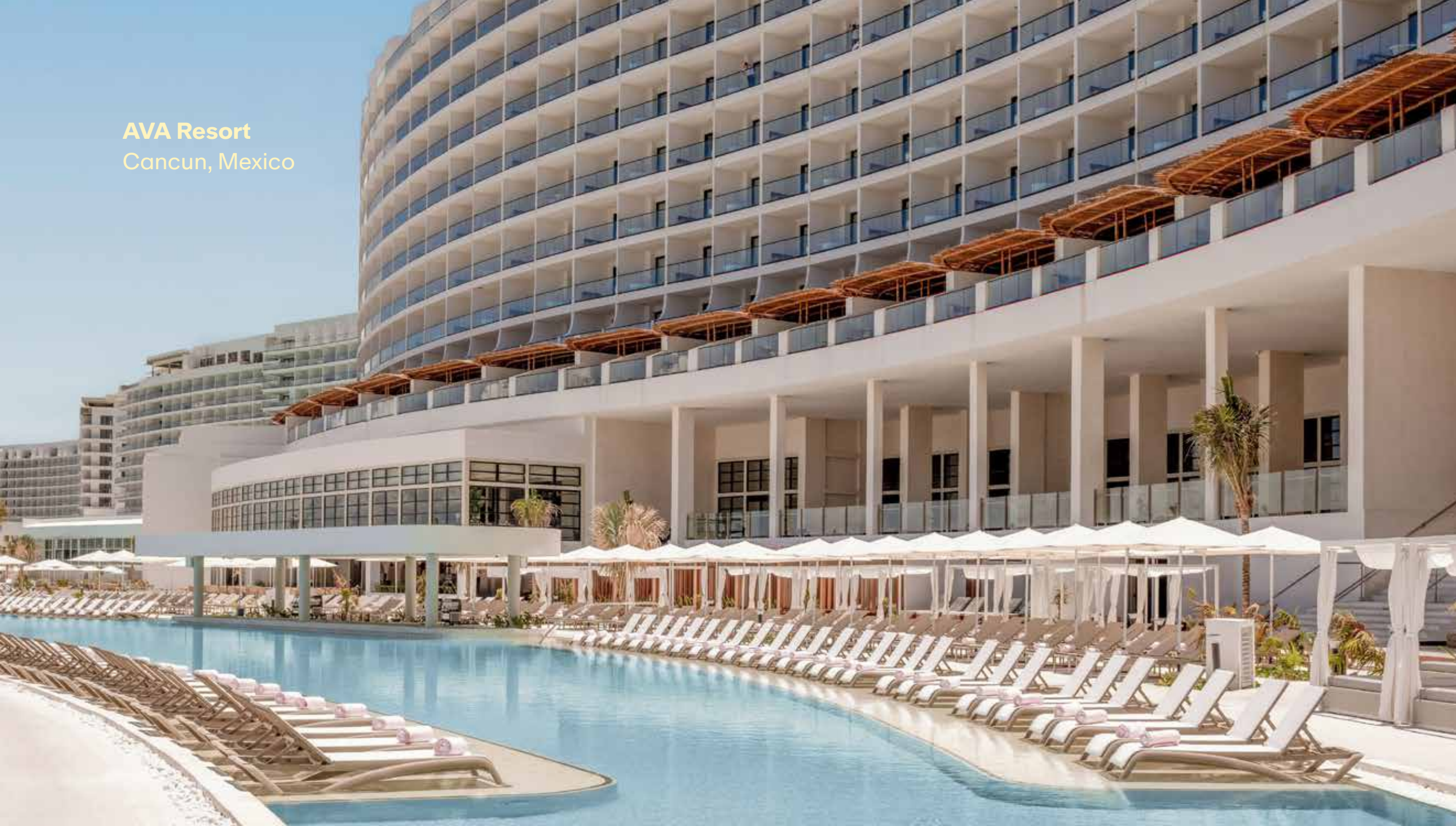
All- Inclusive Era

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–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 holiday.

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

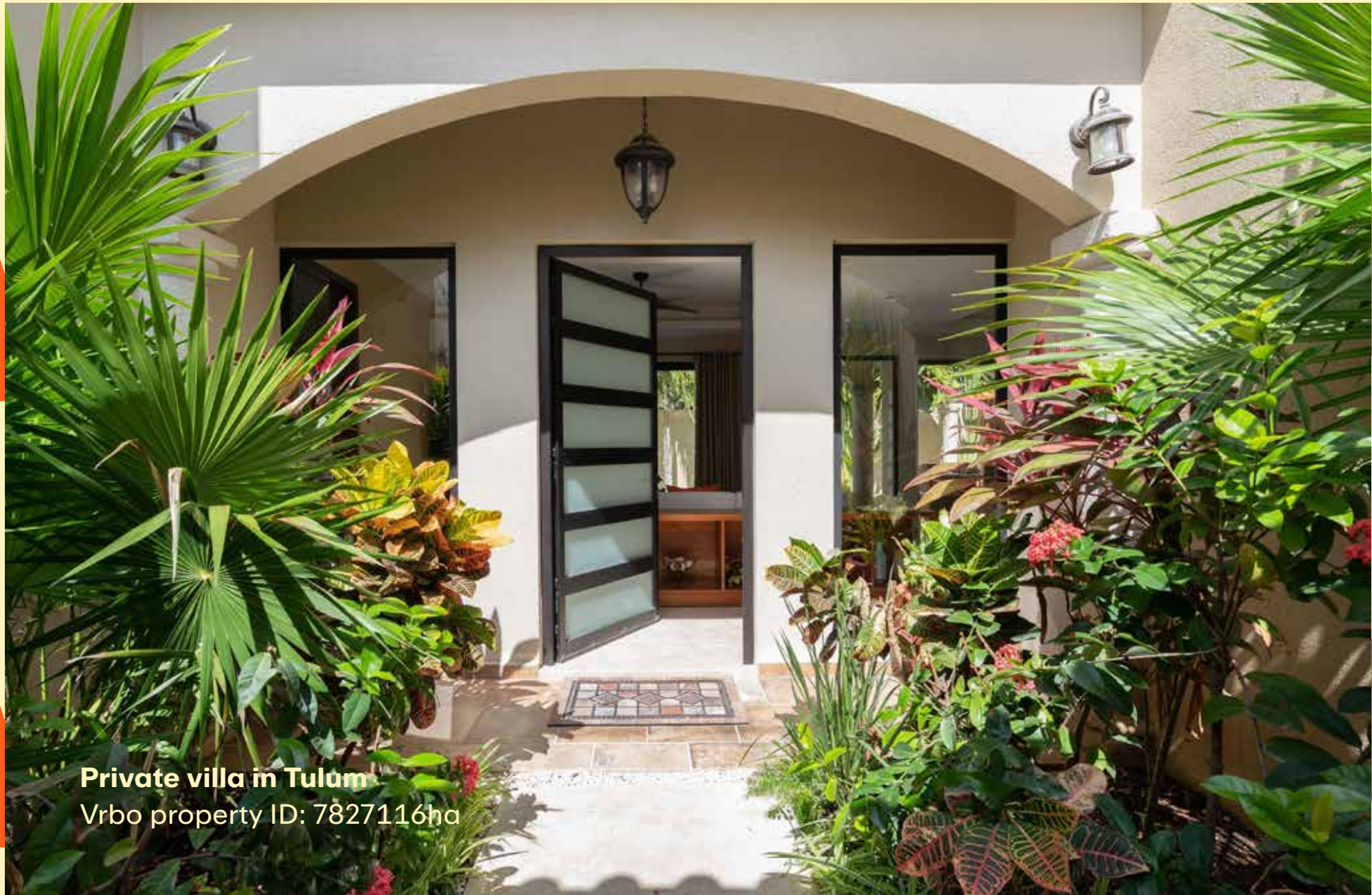
Vino enthusiasts can enjoy an exclusive gastronomic experience with expertly curated wine pairings at this boutique hotel owned by renowned Argentinian winemaker Susana Balbo.

ROMEIO 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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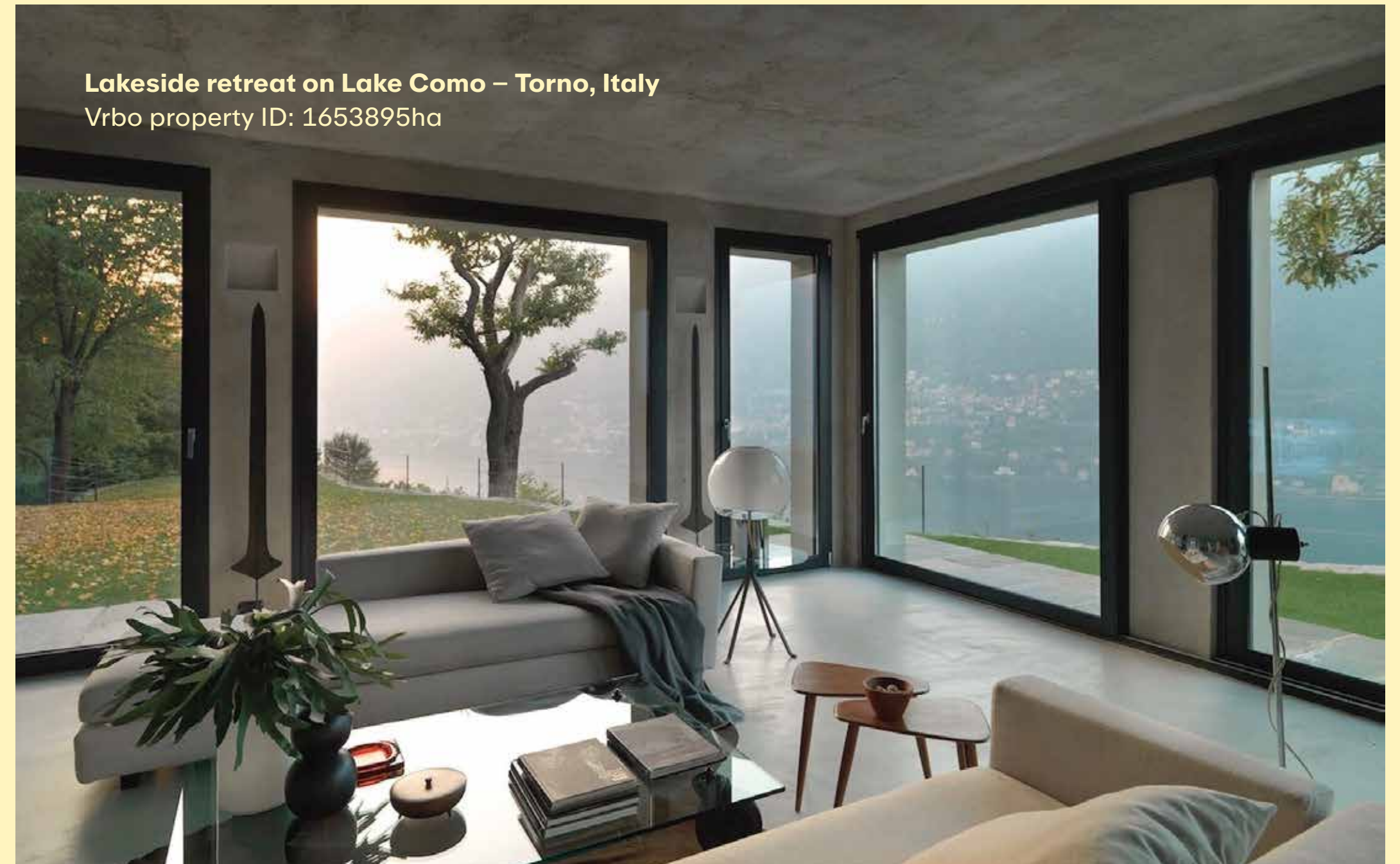
JOMMO Travel

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



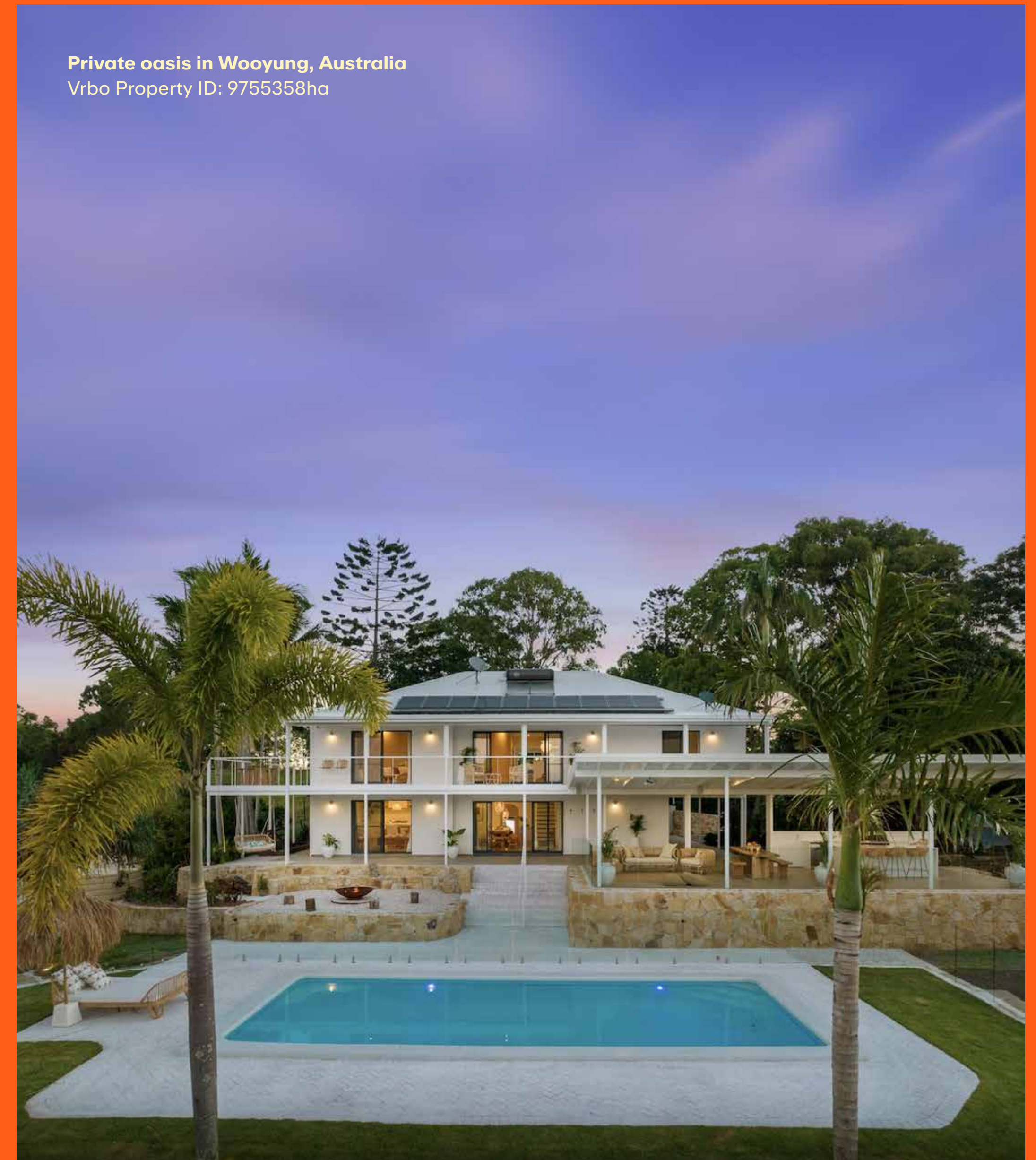
We're all familiar with FOMO (the fear of missing out). People renting private holiday homes are embracing JOMO, the joy of missing out.

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

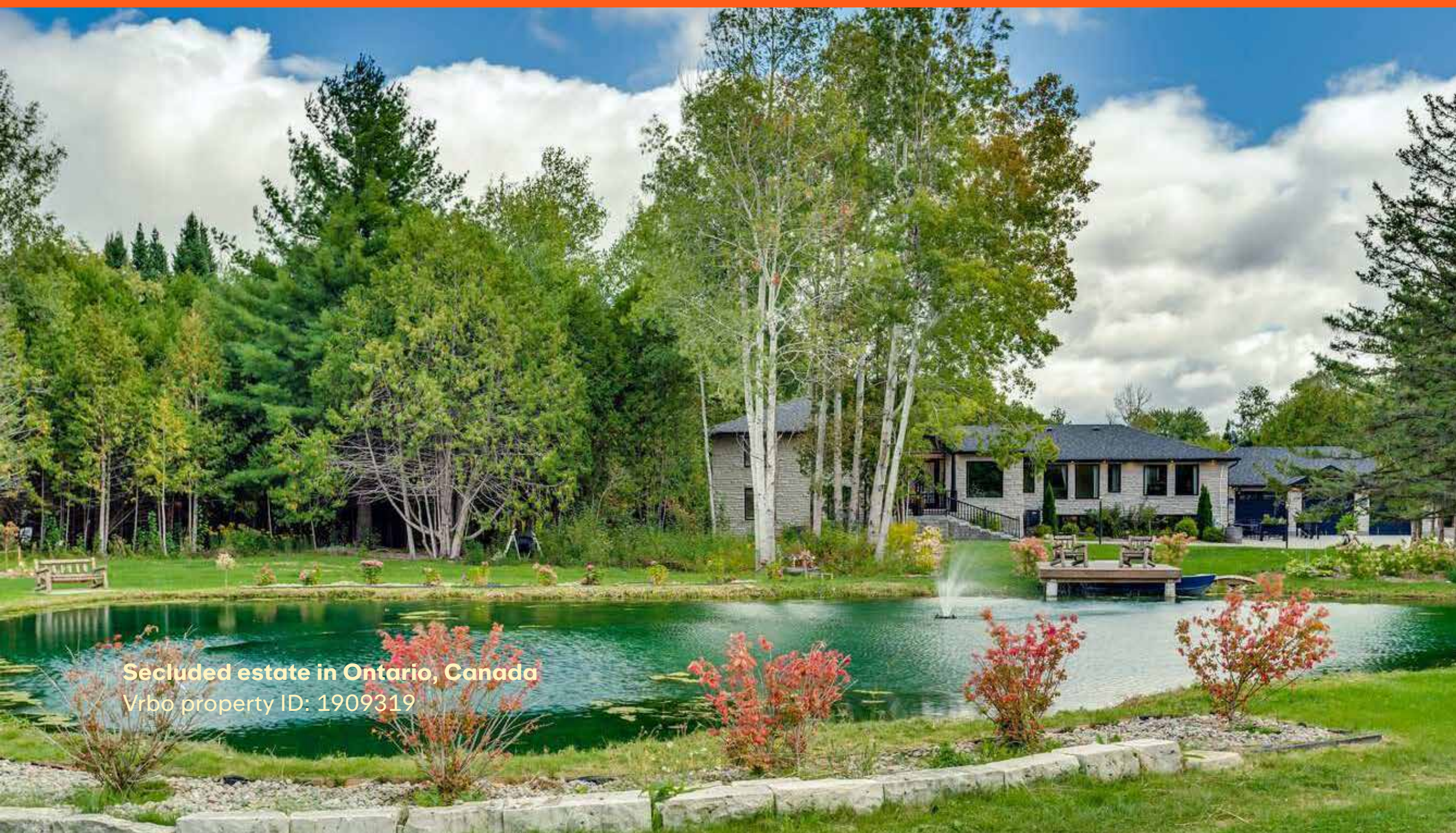


Vrbo data shows continued interest in beach and countryside destinations known for leisure and relaxation, and travellers believe that JOMO Travel can help improve their mental health and overall well-being. Sixty-two percent (62%) of travellers say that JOMO Travel reduces stress and anxiety—and nearly 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 homes for JOMO Travel are charming beach houses, secluded villas and cosy farmhouses. JOMO travellers are also in search of holiday homes with swimming pools, tranquil gardens, a hot tub or spa and porches with a view to help them relax and disconnect.*



Secluded estate in Ontario, Canada
Vrbo property ID: 1909319



Mountain cabin in Boulder, Colorado
Vrbo property ID: 3554113



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 homes 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 & Wyoming—*‘Yellowstone’*

New York City—*‘And Just Like That...’*

Cape Town—*‘One Piece’*

Scotland—*‘The Traitors’*



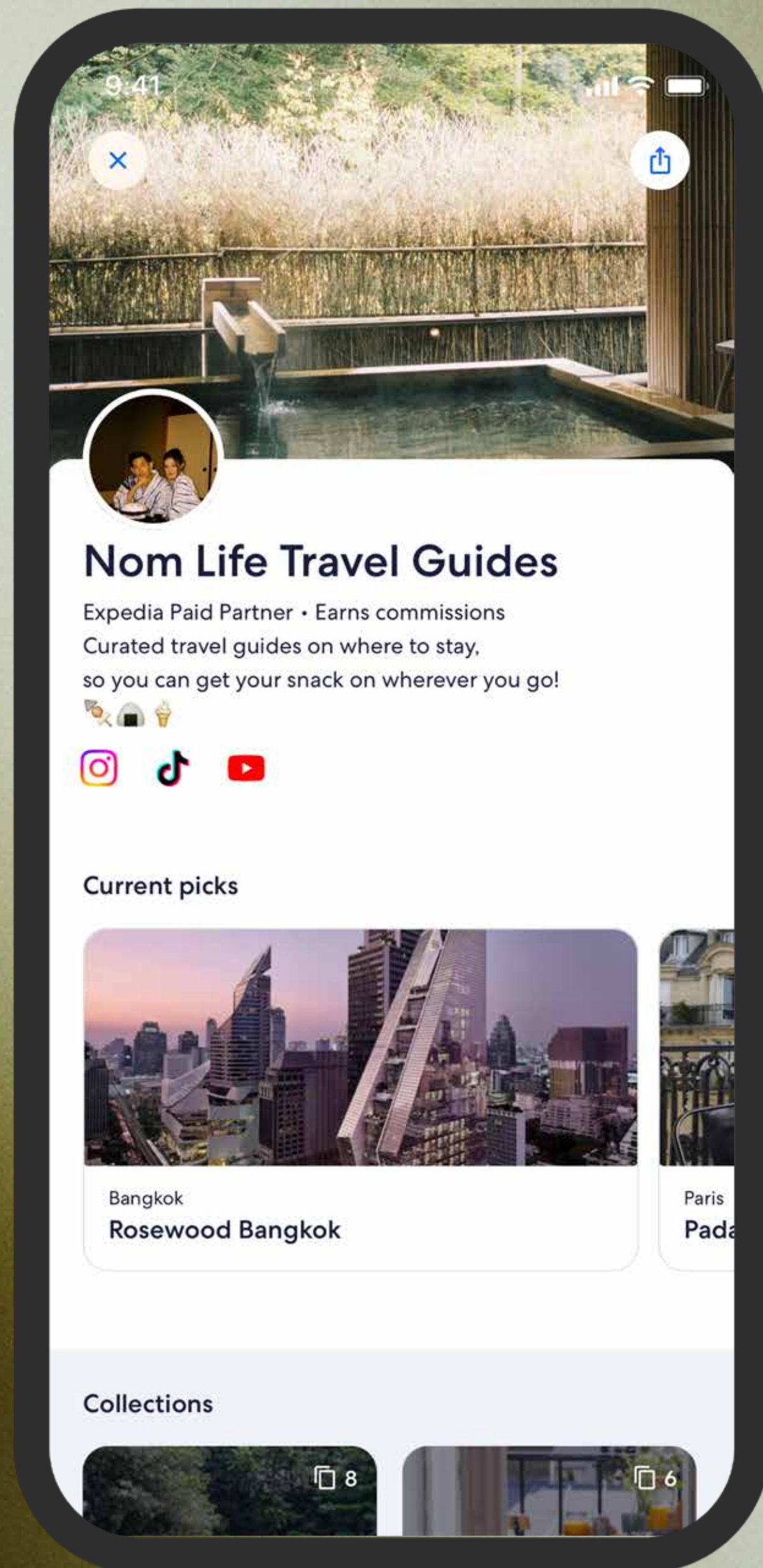
New York City, USA

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.

Now live in the US and the UK, Travel Shops will start rolling out in more countries in 2025. Join the [waitlist](#) and follow these seasoned travel creators:

Lindzoutside - Adventurer and founder of @Outdoorsy Gals

Nom_Life - Travelling foodies and James Beard Media Award finalists Ewa & Jeromy Ko

Polkadotpassport - Travel and food content creator Nicola Easterby

Take action to connect with travellers



Use visibility boosters

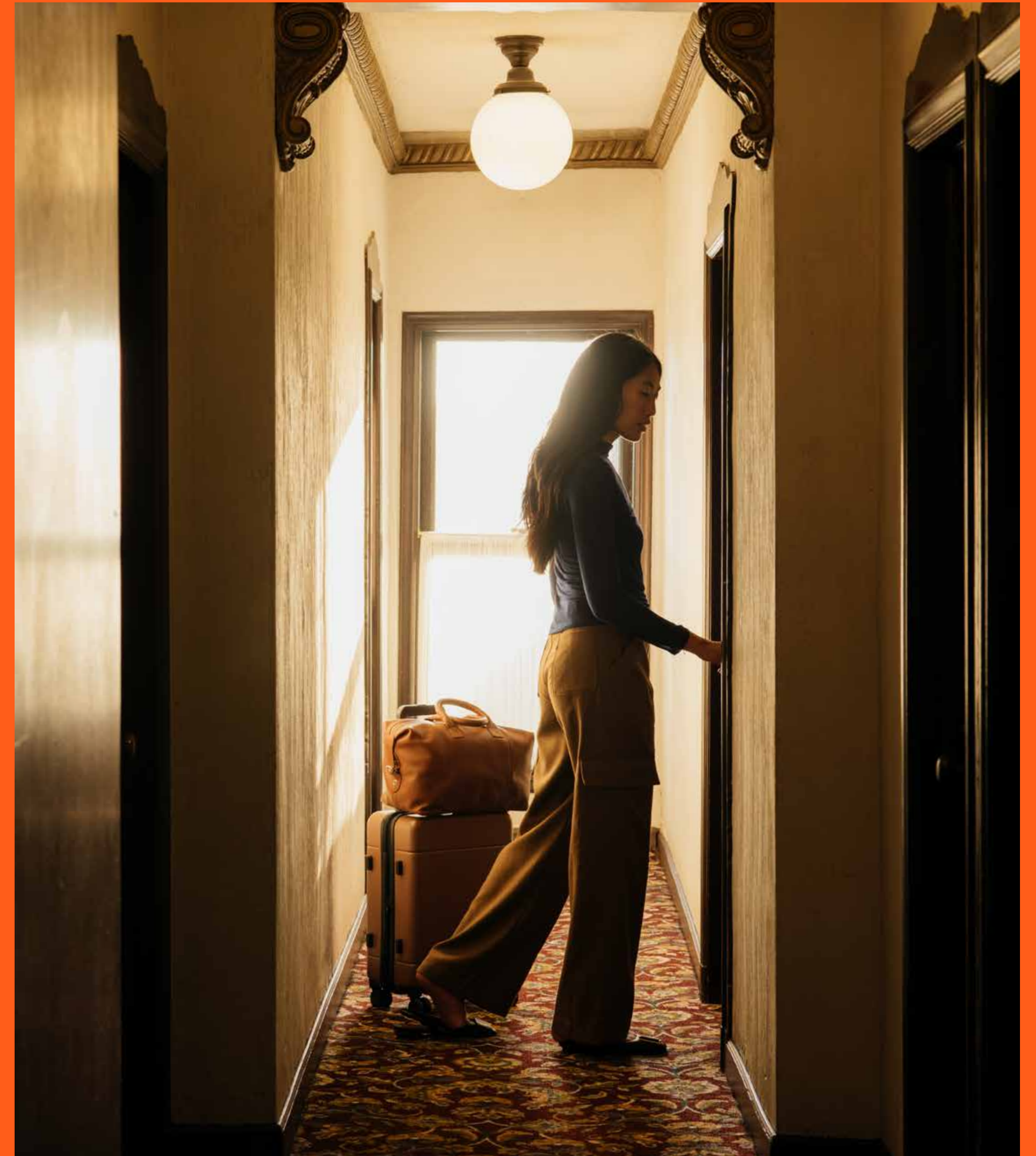
Whether you're in a Set-Jetting or Detour Destination, an all-inclusive hotel or helping travellers embrace JOMO Travel, visibility boosters help you stand out

- Promote new routes or deals to Detour Destinations, including non-hub airports, with [Flights Sponsored Listings](#) to capture more demand from travellers looking for a quick trip.
- Use [Accelerator](#) to show up to highly engaged travellers 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 travellers by updating your listing to showcase relevant trends and make information easy for travellers to find.

- Include details on the amenities travellers 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 on-site.
- Holiday home hosts can tap into JOMO Travel and show off their relaxing ambience by including vibrant photos, sharing options for relaxation in the area and highlighting features such as fire pits, pools, hot tubs, board games and books.





Stand out with VIP Access or Premier Host

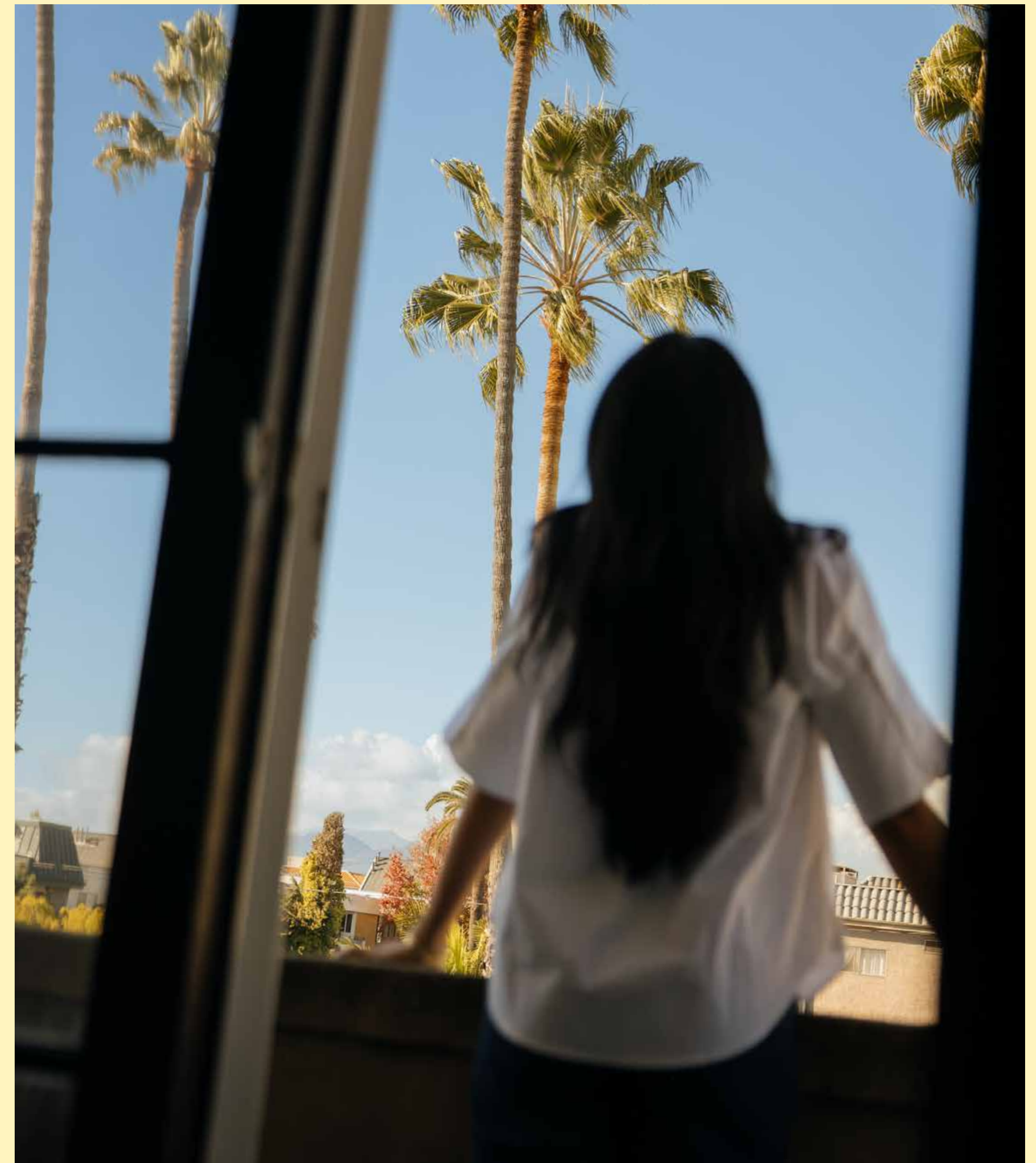
Our VIP Access and Premier Host programs capture travellers' attention and incentivise them to book with you.

- Hotels in Set-Jetting or Detour Destinations and all-inclusive hotels benefit from joining the [VIP Access program](#) to capitalise 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 holiday home 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.
- Holiday home 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 holiday homes 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.

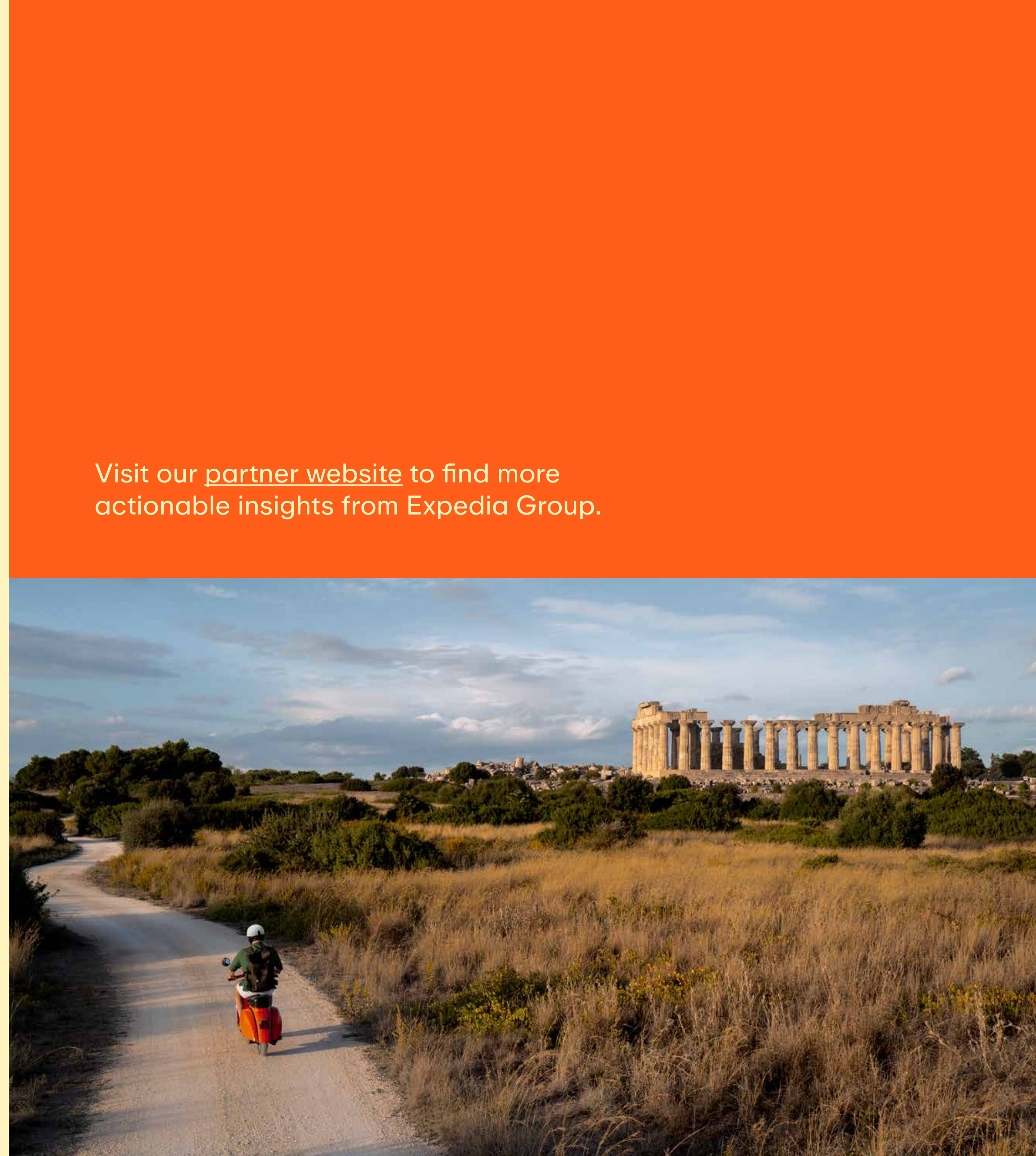
- For destinations, hotels and airlines in Detour Destinations, collaborate on a [co-op campaign](#) to extend your marketing spend and increase brand awareness for travellers.
- Weave elements of the Unpack '25 trends into your advertising campaigns—use themes from JOMO Travel to the Phenomena-List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

Encourage package bookings

Our All-Inclusive Era and JOMO Travel trends show travellers 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 travellers' 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 travellers 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 travellers, 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 travelled for leisure or plan to in the next three years.

