

# un pack '25™

The Trends  
in Travel



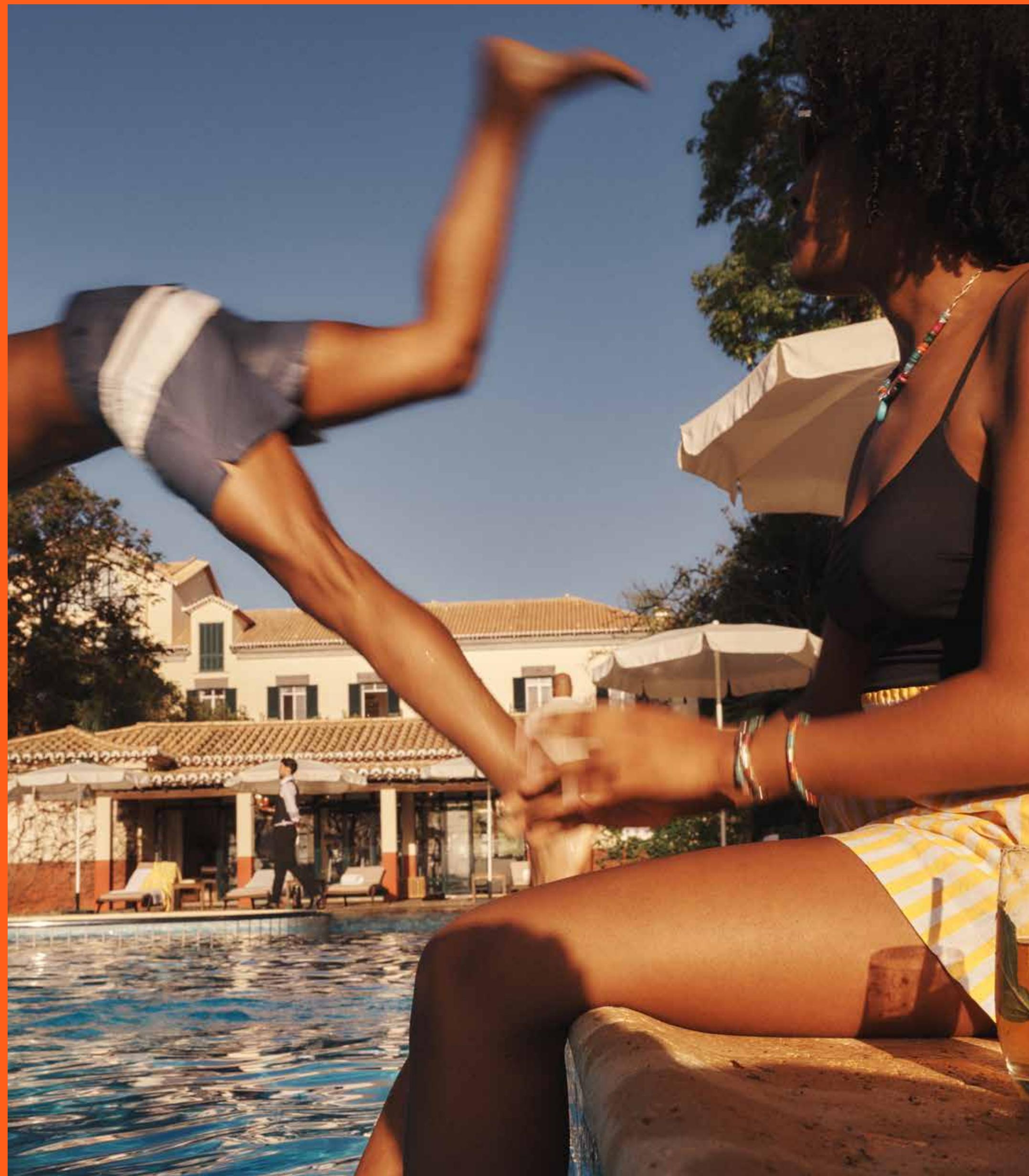
 Expedia®

 Hotels.<sup>TM</sup>com

 Vrbo<sup>TM</sup>



**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."*

Unpack  
Travel  
Destinations  
One-Click Trips  
Detour Destinations



# 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\*.





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)



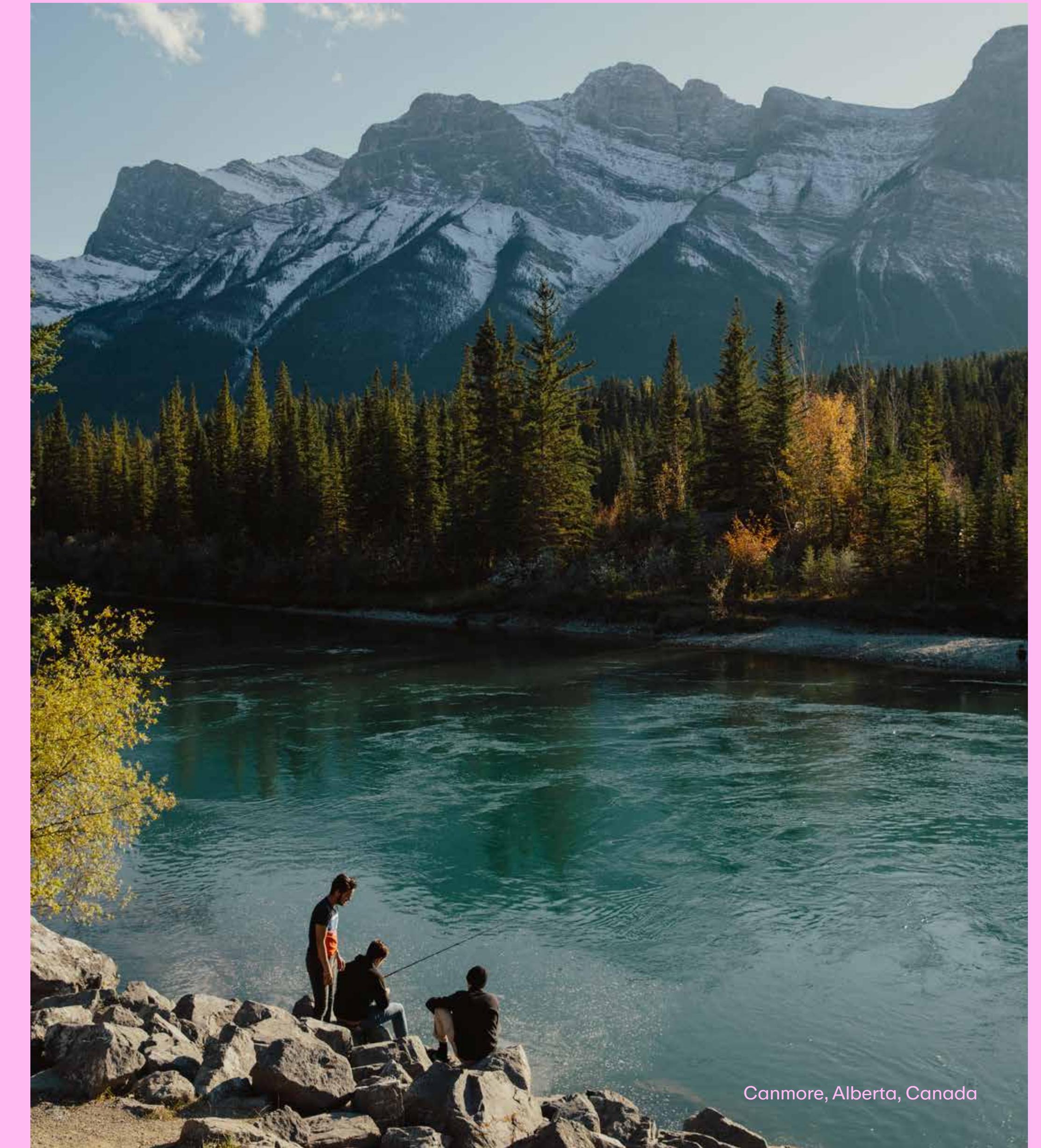
**Abu Dhabi, UAE** (detour from Dubai)

**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.

## ROMEO 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.



JOMO Travel

JON Travel

JON Travel

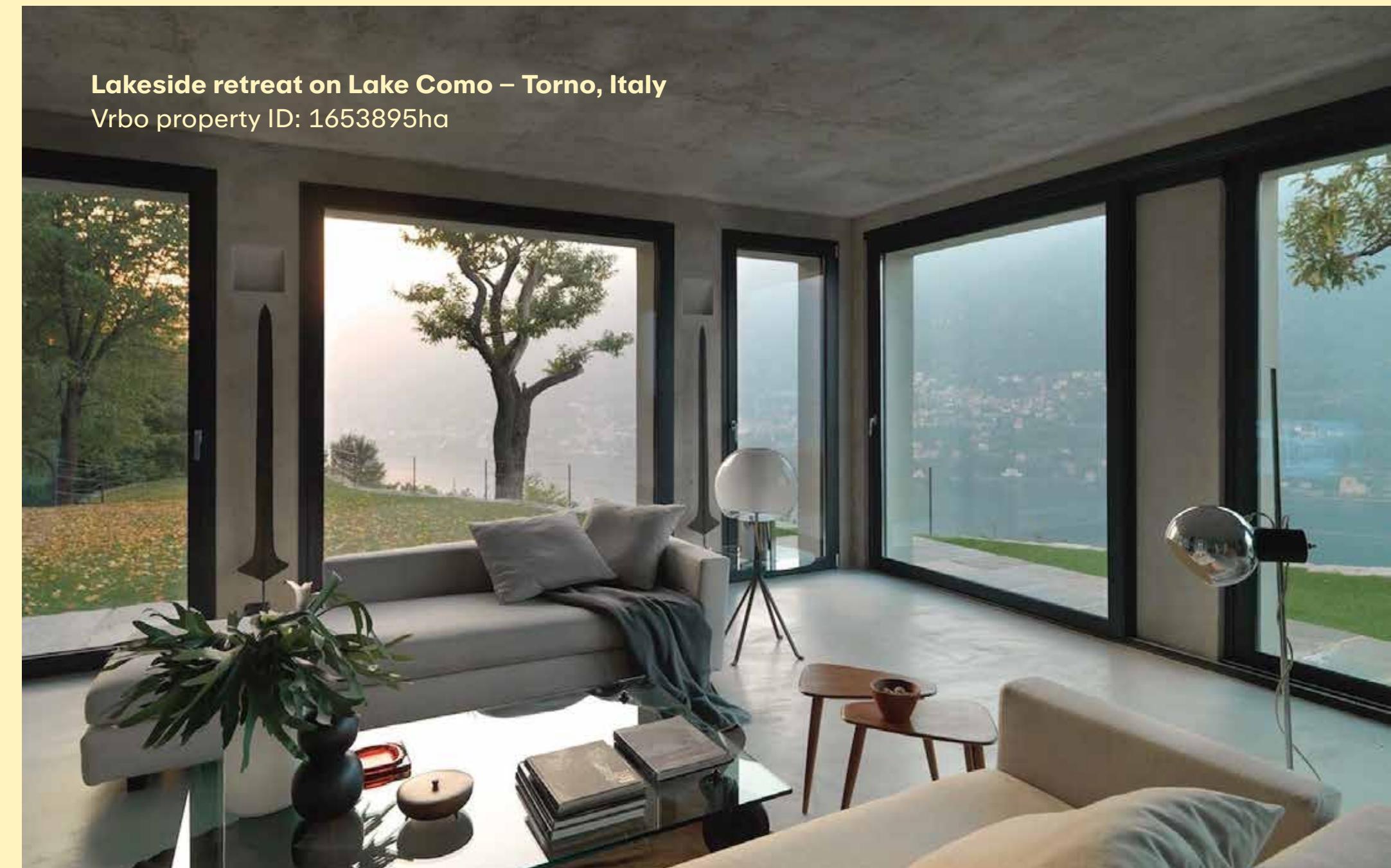
JOMO Travel



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



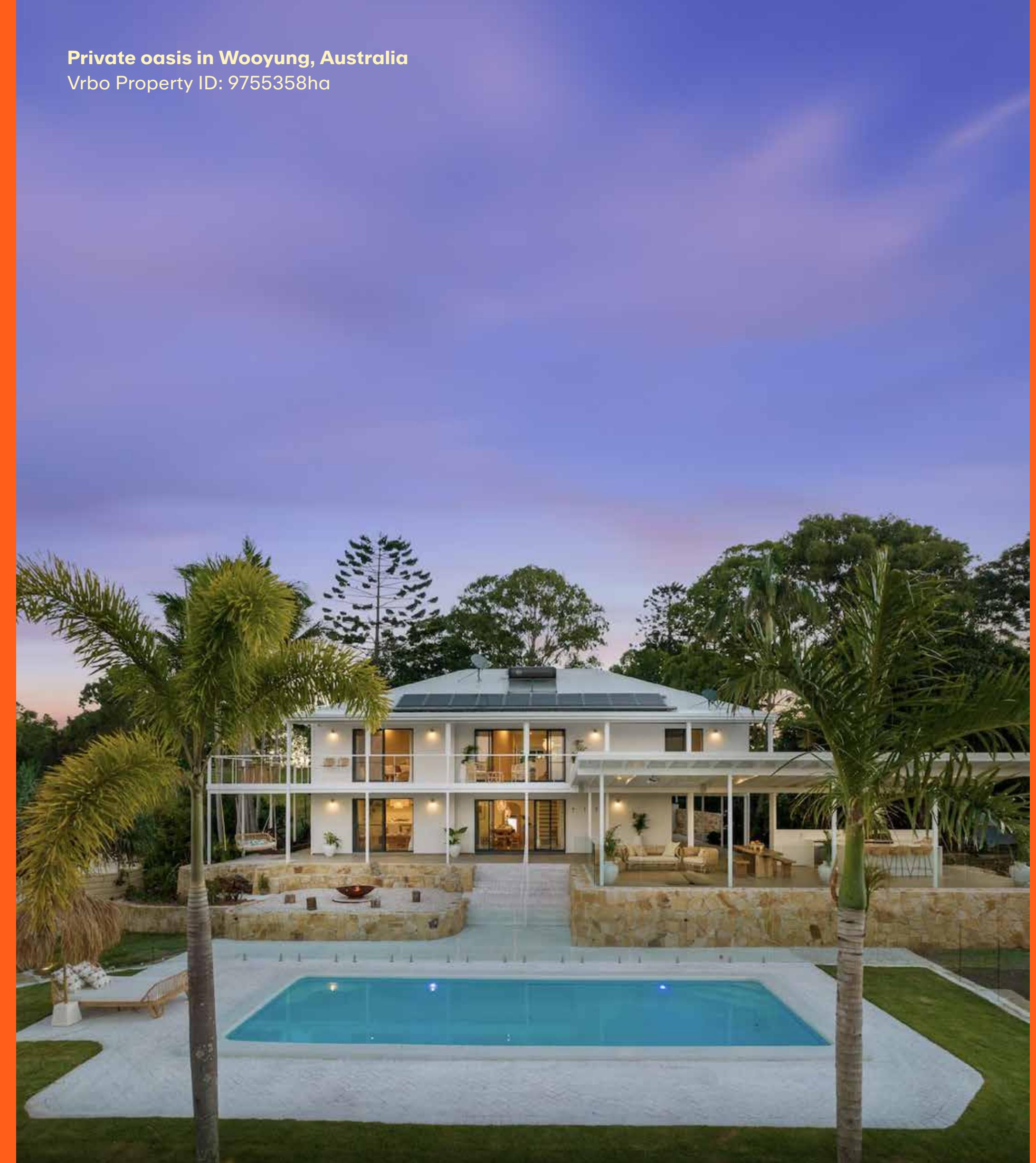
We're all familiar with FOMO (the fear of missing out). People renting private vacation homes are embracing JOMO, the joy of missing out.



**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

Private oasis in Wooyung, Australia  
Vrbo Property ID: 9755358ha



**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



**Penguin Parade**  
Phillip Island near  
Melbourne, Australia

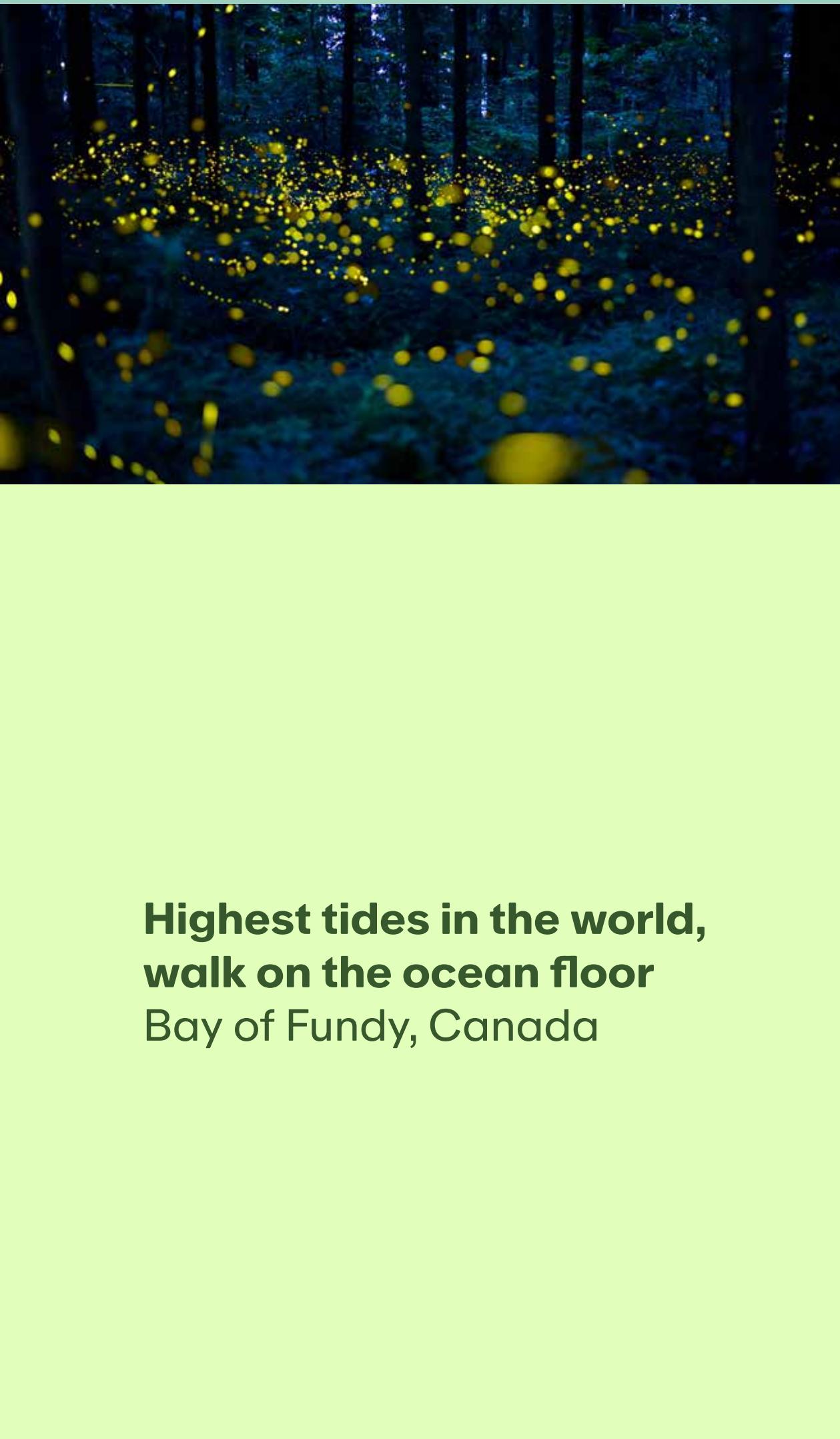


**Bioluminescent plankton**  
Vero Beach, Florida



**Ballet of Japanese cranes**  
Hokkaido, Japan





**“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



**Northern Lights**  
Lapland region, Finland



**Starling murmurations**  
Somerset, U.K.





# 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:



New York City, USA

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## Dubai *The Real Housewives of Dubai*

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## Montana & Wyoming *Yellowstone*

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

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## Cape Town *One Piece'*

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## Scotland *The Traitors*

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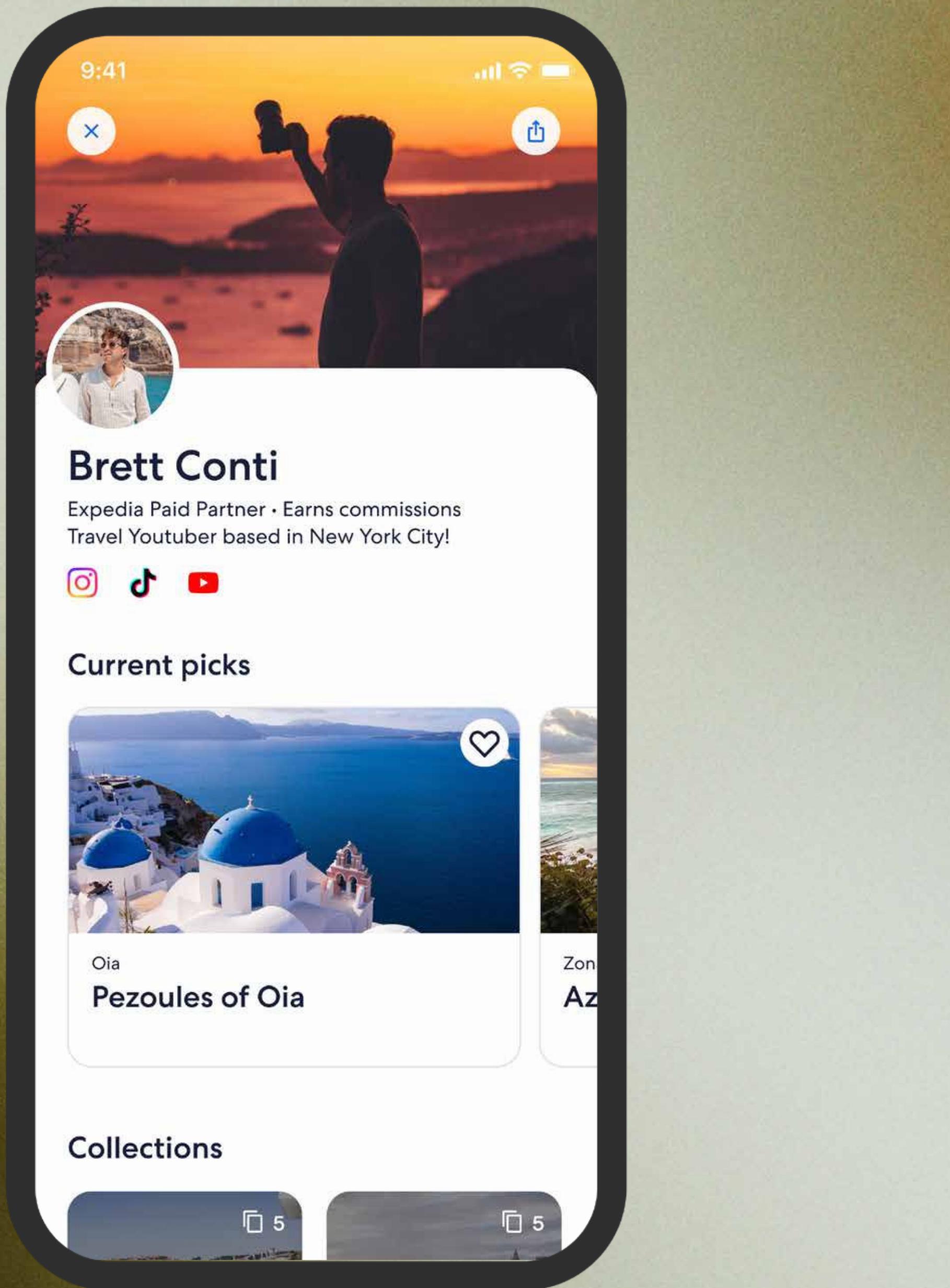
# One-Click Trips



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:

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## **Travel Shop from NYC-based Travel YouTuber Brett Conti**

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## **Travel Guides from traveling foodies and James Beard Media Award finalists Ewa & Jeremy Ko**

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

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## **Top travel picks from award-winning travel creator Colby Holiday**

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\*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.

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

