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TRAVEL TRENDS GUIDE 2025

SHAPING THE FUTURE OF HOSPITALITY

DISCOVER KEY TRENDS, INSIGHTS, AND TOOLS TO ELEVATE YOUR GUEST EXPERIENCE

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01: INTRODUCTION

The year 2024 saw international tourism grow to **24%** above 2019 values, exceeding **\$5.5 trillion** in leisure tourism expenditures globally, according to a report by Tourism Economics and WTM Trends report.

Additionally, average **accommodation spending rose by 15%** compared to the previous year, driven by global economic recovery and renewed interest in high-quality travel experiences, a Hilton report stated.

Along with these positive indicators, **new trends are emerging**, shaped by changes in travellers' priorities and technological advancements.

At **Hotelbeds**, we've designed this guide specifically for hoteliers, presenting not only the key trends for 2025 but also insights into how hoteliers can anticipate and adapt to maximise opportunities.

From the rise of wellness tourism and technological hyper-personalisation to the growing demand for more sustainable and inclusive getaways, each trend offers **valuable opportunities** for those at the forefront of the hotel industry.

This guide also includes a special section examining **how some established trends are evolving** and their current impact. Finally, you'll find a **checklist** with practical tips to optimise your operations and stand out in a highly competitive market.

We hope you find this guide helpful and that 2025 is full of opportunities to transform hospitality.



02: THE RISE OF SOLO LEISURE TRAVELLERS

A GROWING TREND FOR 2025



Looking ahead to 2025, **solo travel** continues to grow, a trend driven by the pandemic when many people rediscovered the value of their own company. **Remote working** has also contributed, enabling more flexible schedules and allowing many to explore the world while working.

This type of travel is particularly popular among millennials and **Gen Z**, with **76%** viewing it as an excellent way to discover the world independently, according to American Express. The trend is especially pronounced **among women**, **71%** of whom want to travel solo for adventure and personal growth.

This is related to an emerging sub-trend known as '**MeMooners**': individuals travelling alone for self-care, self-discovery, or simply to enjoy new experiences.

Hotels have a unique opportunity to attract this growing segment. According to a Hilton report, **44%** of solo travellers value **activities** that encourage social interaction, while 25% seek **pet-friendly options** to travel with their furry companions.

TO CATER TO 'MEMOONERS' AND STAND OUT IN THE MARKET, HERE ARE SOME RECOMMENDED INITIATIVES:



ADAPTED DINING SPACES

Create areas with flexible seating to make solo travellers feel comfortable and welcome. Simple designs like odd-numbered seating or stools facing windows create an environment tailored to their needs.



PERSONALISED DINING OPTIONS

Offer individual tasting menus, smaller portions, and food and wine pairings. These details enhance the experience for those seeking quality and flexibility in their meals.



SOCIAL ACTIVITIES

Provide or recommend group activities for those who want to connect with others, such as cooking classes, guided tours, or social events within the hotel.



ROOM DETAILS

Include amenities designed for solo enjoyment, such as books, streaming options, or meditation apps. These touches enhance the stay and reinforce the hotel as a personal retreat.



PET-FRIENDLY SERVICES

Capitalise on the growing interest in traveling with pets by offering adapted rooms, specific play areas, and animal-friendly policies.

WITH A WELL-FOCUSED STRATEGY, HOTELS CAN MEET THE NEEDS OF THIS NEW GENERATION OF TRAVELLERS, POSITIONING THEMSELVES AS LEADERS IN THIS GROWING TREND.

03: HYPER-PERSONALISATION IN TRAVEL

REDEFINING GUEST EXPERIENCE FOR 2025

Each year, the hospitality industry benefits increasingly from technological advancements. Hyper-personalisation and the integration of high-tech solutions, mainly driven by **artificial intelligence (AI) and machine learning (ML)**, are transforming the guest journey.

These innovations have moved from being mere enhancements to becoming expectations for modern travellers. For hoteliers, leveraging these technologies presents a **unique opportunity** to meet demands for convenience, personalisation, and seamless experiences, while also optimising operations and reducing costs.

Additionally, a report by Oracle and Skift indicates that travellers are generally open to sharing their personal data if hotels use it to provide them with directly beneficial, personalised services.

CONSIDERING THIS, HERE'S WHAT HOTELIERS CAN EXPECT FROM THIS TREND:

01 SEAMLESS AND CONTACTLESS EXPERIENCES

Contactless services are on the rise. A Hilton study shows that **63% of travellers prefer digital keys** to avoid queues at reception, making this technology a necessity rather than a luxury.

Voice controls allow guests to adjust room settings, request cleaning services, or order food with simple commands. **Contactless payments** are becoming more common, enhancing convenience at every interaction point.

02 PERSONALISED AND ON-DEMAND ENTERTAINMENT

In-room entertainment has evolved to provide more personalised experiences. Guests expect easy access to their **streaming or gaming** accounts. AI can enhance this experience by recommending content based on prior preferences or regional data.

03

HYPER-PERSONALISED ADVERTISING AND OFFERS

Travellers respond positively to promotions based on their history and personal preferences. AI analyses this data to offer **room upgrades, exclusive amenities, or tailored packages** for each guest.

According to Oracle and Skift, 51.5% of surveyed hotel executives plan to use AI and analytics to learn about guest behaviour and deliver more personalised marketing and advertising.

Plus, offering **virtual reality (VR) tours of the hotel** or its services before booking can further enrich the customer experience and serve as an effective marketing tool, allowing travellers to explore destinations digitally from their homes.

04

VOICE-ACTIVATED AND MULTICHANNEL ASSISTANCE

As **voice assistants** become more prevalent in households, guests increasingly expect similar functionalities during their stay. AI-driven systems can manage service requests, provide local information, or update guests on real-time events.

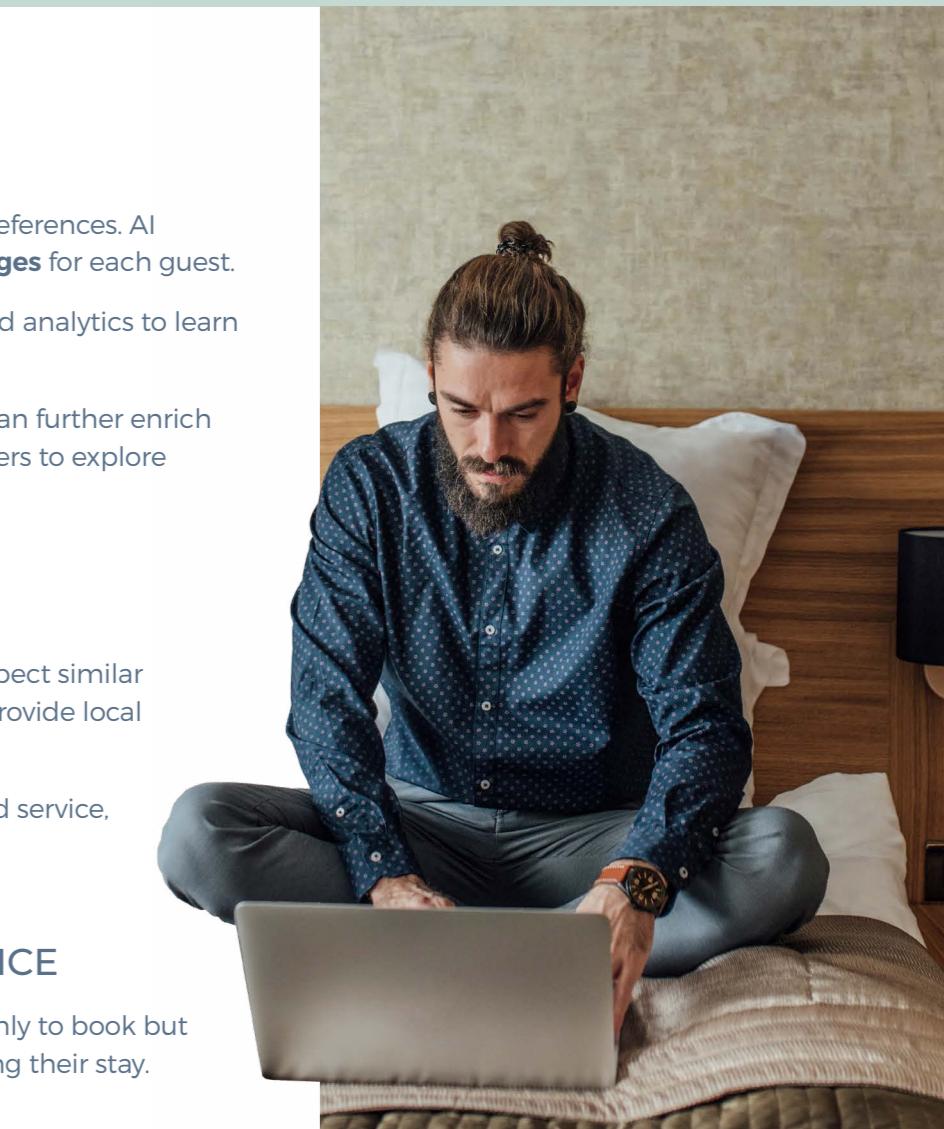
Moreover, implementing AI in call centres enables more efficient and personalised service, enhancing the customer experience.

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MOBILE BOOKINGS AND TECHNOLOGICAL CONVENIENCE

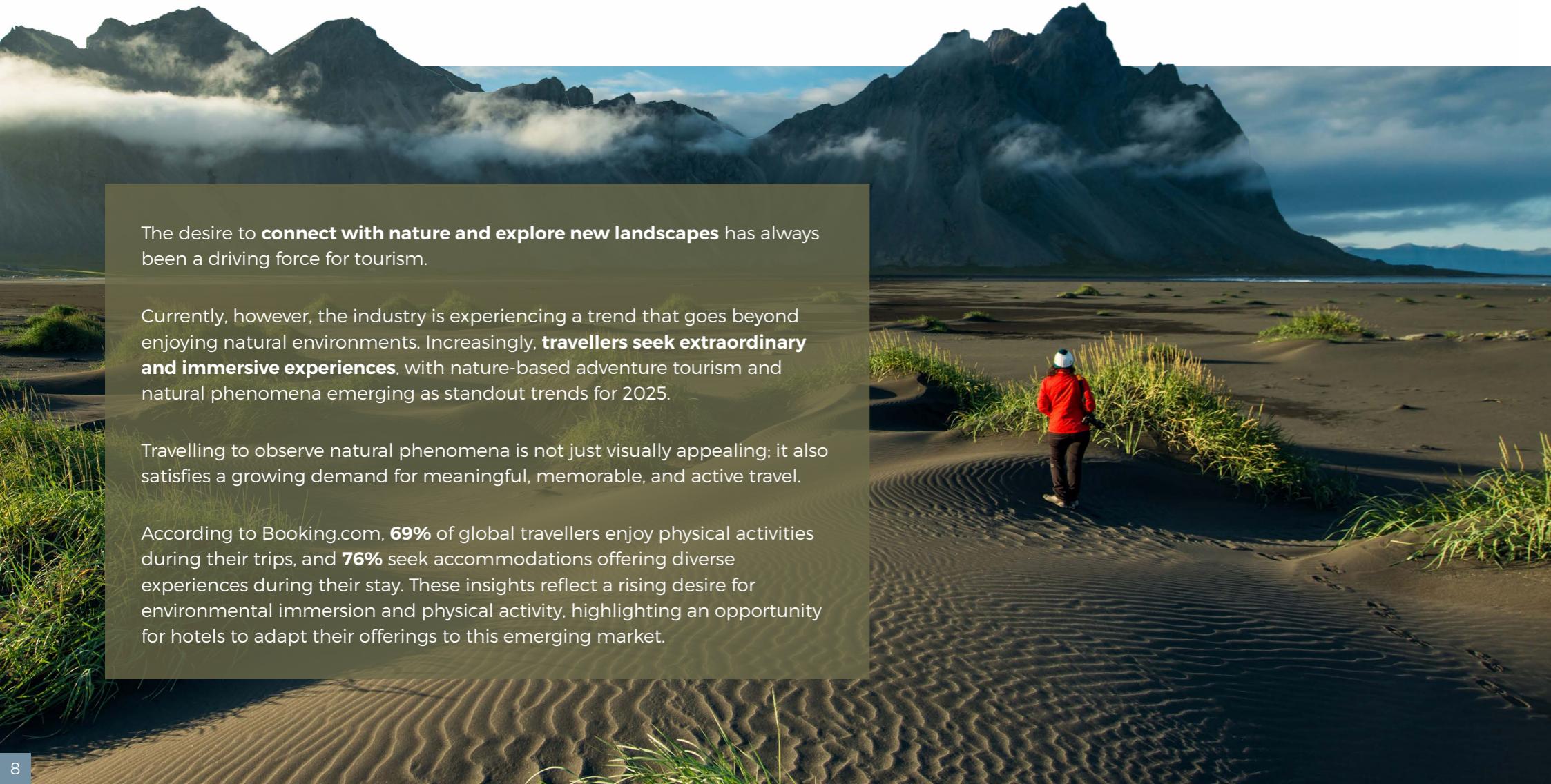
Mobile bookings now surpass desktop bookings. Travellers use their phones not only to book but also to check in, access services, and receive personalised recommendations during their stay.

OPTIMISING MOBILE INTERFACES AND OFFERING FEATURES LIKE APP-BASED CHECK-INS, ROOM CONTROLS, AND DIGITAL SERVICES SIGNIFICANTLY ENHANCES THE USER EXPERIENCE.



04: NATURE ADVENTURERS AND PHENOMENA SEEKERS

CAPTURING THE ADVENTURE TOURISM MARKET IN 2025



The desire to **connect with nature and explore new landscapes** has always been a driving force for tourism.

Currently, however, the industry is experiencing a trend that goes beyond enjoying natural environments. Increasingly, **travellers seek extraordinary and immersive experiences**, with nature-based adventure tourism and natural phenomena emerging as standout trends for 2025.

Travelling to observe natural phenomena is not just visually appealing; it also satisfies a growing demand for meaningful, memorable, and active travel.

According to Booking.com, **69%** of global travellers enjoy physical activities during their trips, and **76%** seek accommodations offering diverse experiences during their stay. These insights reflect a rising desire for environmental immersion and physical activity, highlighting an opportunity for hotels to adapt their offerings to this emerging market.

WHAT EXPERIENCES ARE TRENDING?



ASTROTOURISM

Astrotourism, focusing on **stargazing and celestial events**, is booming, particularly in destinations known for their clear, light-pollution-free skies.

The increasing designation of International Dark Sky Parks has expanded opportunities for this fascinating activity.

Hotels in these areas have immense potential to offer memorable experiences, such as telescopes placed in strategic locations, guided sessions with expert astronomers, or even specially designed spaces for nighttime sky viewing.



NIGHT-TIME EXPERIENCES

Nocturnal tourism, which involves **exploring natural environments at night**, such as forests, deserts, or coasts, is another rising trend. Activities like night hikes or tours of bioluminescent bays attract those seeking unique adventures after sunset.



COOLATION INC

Traditionally, summer holidays have been associated with the sun and beaches. However, climate change has led many to **seek cooler destinations for their holidays**, giving rise to the 'coolation' trend.

In 2024, Google Trends recorded a 30% increase in searches for "cooler vacations" compared to the previous year. Hotels in cooler destinations can stand out by offering experiences related to milder climates and exclusive activities for those regions.

05: INCLUSIVE TRAVEL

HOW HOTELIERS CAN CAPITALISE ON THIS TREND



OFFER EXCLUSIVE OBSERVATION PACKAGES AND SPECIAL ACCESS

Design **packages** around popular natural events to enhance hotel appeal. For instance, properties near volcanoes, hot springs, or national parks can partner with local guides to offer in-depth tours of these phenomena.

CREATE NATURE-INSPIRED SPACES

Travellers interested in nature-based experiences often seek **accommodations that complement their surroundings**. Rooms with large windows, outdoor terraces, or glass-ceilinged areas can provide immersive views, fostering a deeper connection with nature.

PROMOTE SUSTAINABLE PRACTICES AND ECO-INITIATIVES

Many nature adventurers are also environmentally conscious travellers. Implementing **sustainable practices**, such as efficient heating systems, waste reduction, plastic-free zones, and locally sourced products, attracts these guests.

OFFER A RANGE OF ADVENTURE AND WELLNESS ACTIVITIES

Guests seeking nature adventures often combine **physical engagement with relaxation**. Hotels can organise guided hikes, kayaking trips, or cycling routes, along with wellness options like yoga classes, spa treatments, or access to hot springs.

TRANSFORMING HOSPITALITY FOR EVERYONE

As we approach 2025, inclusivity in travel is solidifying as a **central element of the hospitality industry**. Ensuring that all individuals, regardless of origin, abilities, or identity, can enjoy accessible and enriching experiences is no longer merely desirable but an expectation of modern consumers.

This focus is transforming not only how hotels operate, but also **how they design their spaces and services**, fostering a more equitable and prosperous tourism landscape.

Adopting the principles of **Diversity, Equity, Accessibility, and Inclusion (DEAI)** not only opens doors to a broader audience but also strengthens brand image by aligning with socially responsible values, which are increasingly valued by conscious travellers.

A recent Booking.com study found that **78% of Generation Z and Millennial** travellers prefer booking with companies that prioritise diversity and social responsibility.





ACCESSIBILITY FOR ALL ABILITIES

With **16% of the world's population** living with some form of disability, ensuring accessibility remains a significant challenge in the tourism industry. Hotels are called to invest in technology, universal design, and staff training to guarantee inclusive experiences.

Features such as **smart room controls, braille or audio signage**, and accessible pathways throughout common areas can make a big difference. These adaptations benefit not only individuals with disabilities but also a wider audience, such as families with prams or older adults.



CULTURAL REPRESENTATION AND SENSITIVITY

Cultural diversity also plays a crucial role. Nearly **70%** of travellers prefer brands that represent diverse cultures and identities in their promotional material and interior design, according to a Deloitte study. Incorporating elements that reflect these identities, such as **local art or representative décor**, creates welcoming spaces aligned with guest expectations.



SENSORY-INCLUSIVE SPACES

Adapting environments for neurodivergent guests and those with sensory sensitivities will become a key differentiator in 2025. This includes **quiet zones, dim lighting, and loud noise reduction** in common areas. These improvements not only benefit neurodivergent travellers but also families, older guests, and anyone seeking a more relaxing environment.



MORE INCLUSIVENESS, MORE LOYALTY

An inclusive approach **broadens a hotel's customer base** and strengthens loyalty among socially conscious travellers. Investments in accessibility, representation, and sensory comfort in hotels as leaders in an industry moving towards a more inclusive and sustainable future.

06: THE JOY OF MISSING OUT (JOMO)

THE TREND OF DISCONNECTING AND RECONNECTING

In an increasingly hyperconnected world, an emerging travel trend is gaining momentum for 2025: the **Joy of Missing Out (JOMO)**. Unlike the Fear of Missing Out (FOMO), which has dominated social media culture, JOMO encourages travellers to **embrace solitude, slow down, and find joy in disconnection**.



Travellers no longer fear missing out but enjoy relaxed and tranquil holidays. By stepping away from the hustle and bustle, JOMO travellers seek to reconnect with themselves, immerse in tranquillity, and escape daily digital noise. Hotels can tap into this demand by **creating serene and immersive experiences** tailored to guests' needs for simplicity, relaxation, and secluded luxury.

PREFERENCES OF JOMO TRAVELLERS

SILENT TRIPS

Silent trips are a popular sub-trend where travellers book destinations specifically to **enjoy peace and quiet**, allowing them to escape social demands. Similarly, interest is growing in remote and secluded locations, where guests can feel completely detached from it all. Hotels in remote or picturesque locations have a unique opportunity to cater to this demand by offering experiences focused on peace and tranquillity, such as forest retreats, beachfront bungalows, or mountain lodges.

THE APPEAL OF ALL-INCLUSIVE STAYS

All-inclusive bookings will continue to grow as travellers gravitate towards simplicity and convenience—key elements of the JOMO mindset. According to Expedia, **41% of Generation Z travellers** cite stress-free planning as their top reason for choosing all-inclusive options, while 39% value the ease of booking and 38% appreciate the luxurious experience without additional hassle. For hotels, this presents an opportunity to design all-inclusive packages that not only streamline the guest experience but also **offer greater privacy and relaxation**. Services such as in-room dining, personalised wellness sessions, or private excursions cater to the rising demand for simplicity while delivering a refined and luxurious stay.

LAID-BACK LUXURY TRAVEL

The trend of laid-back luxury, highlighted by industry leaders like Forbes and Virtuoso, reflects a shift from large resorts to **more intimate boutique accommodations**. For hoteliers, this trend suggests that enhancing the guest experience through personalisation and exclusivity can be more appealing than size or scale. Small touches, such as welcome kits with local products, private access to natural attractions, or customised itineraries, help travellers feel their stay is unique and free from the pressures of large crowds.

07: BEYOND TRADITIONAL PHENOMENA SEEKERS

TIPS FOR HOTELIERS TO MAXIMISE THIS TREND



CREATE TECH-FREE SPACES FOCUSED ON RELAXATION

Provide areas where guests can unplug in silence, such as reading lounges, spa-like relaxation zones, or gardens where mobile phone use is prohibited.



OFFER PERSONALISED IN-ROOM SERVICES CENTRED ON MINDFULNESS AND REST

For example, include aromatherapy kits, calming teas, and yoga mats to promote relaxation.



EMPHASISE NATURAL AND REMOTE SETTINGS

Highlight the tranquil environments of properties located away from bustling urban areas. Consider offering nature-focused activities, such as guided walks, stargazing nights, or outdoor meditation sessions.



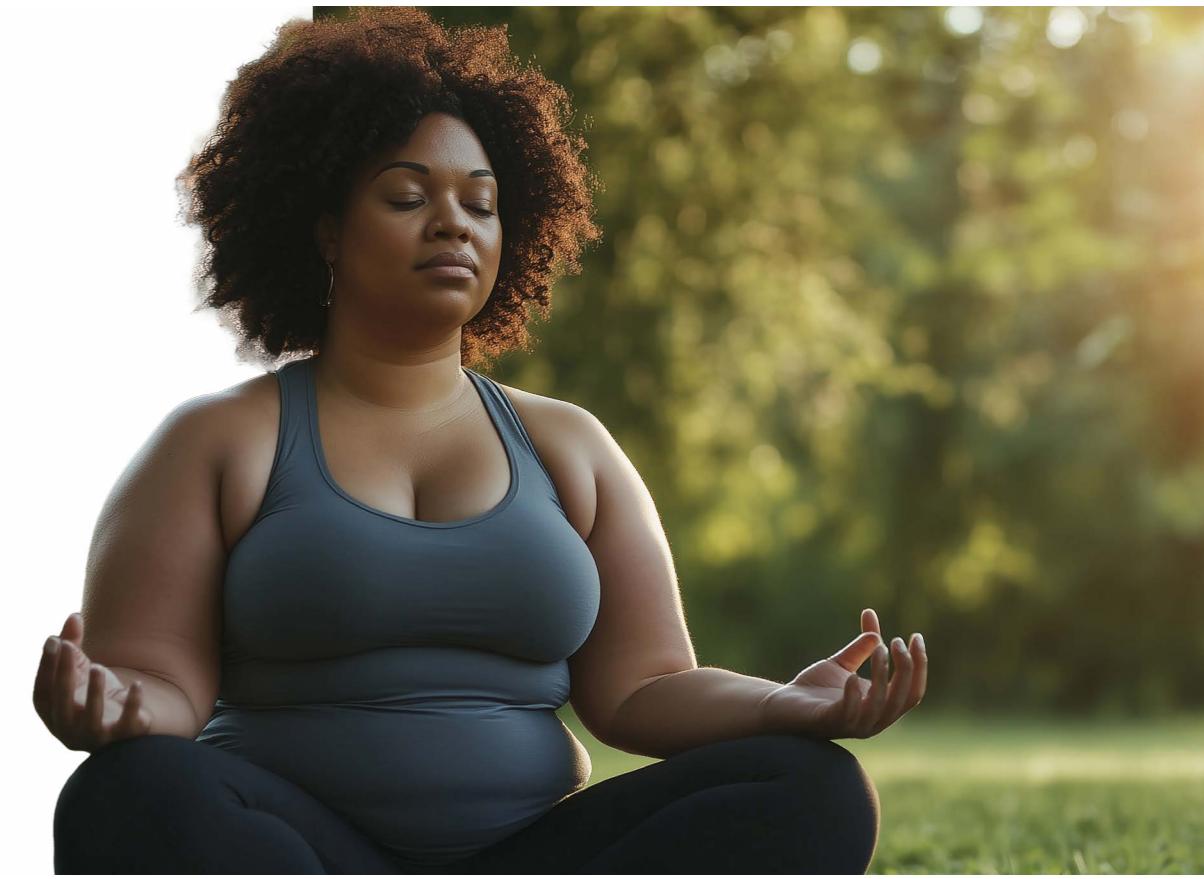
ENHANCE ALL-INCLUSIVE PACKAGES

Provide high-quality, stress-free experiences that stand out by offering local guides, private transport, or exclusive access to remote locations.

Wellness tourism has moved **beyond spas and massages** to become a broader, more dynamic realm. As we approach 2025, this evolution reflects a shift in travellers' priorities, who now seek experiences that extend beyond the superficial to **address long-term physical, mental, and emotional well-being**.

This movement also responds to an increasing need for disconnection and refuge from the demands of modern life.

A report by Accor highlights how, post-pandemic, **mental and physical health has become a primary consideration** in travel planning. This represents a valuable opportunity for hoteliers, who can attract new market segments by adapting to sub-trends such as sleep tourism, longevity-focused wellness, and technology-enhanced retreats. Additionally, short **mini retreats** designed for quick and effective reconnection with personal well-being are gaining popularity among travellers.





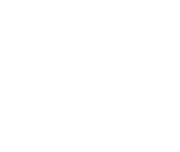
SLEEP TOURISM: REDEFINING REST



In an era of hyperconnectivity and constant stress, sleep tourism is emerging as a key priority for travellers. According to Hilton, more than **50%** of global travellers report sleeping better in hotels, and **48%** avoid using alarms during holidays to achieve deep and restorative rest. This focus has given rise to concepts such as '**hurkles-durkling**', which promotes days dedicated exclusively to relaxation.

Hoteliers can capitalise on this trend by **enhancing sleep quality at their properties**. Elements such as ergonomic mattresses, blackout curtains, aromatherapy, air purifiers, and solutions for couples preferring separate beds can make a significant difference. Indeed, **63% of solo travellers and 37% of couples** are seeking more personalised sleep options, highlighting the importance of tailoring rooms to improve guests' nighttime experience.

LONGEVITY TRAVEL: A PREVENTIVE APPROACH



Wellness is not just an immediate goal; increasingly, travellers are prioritising **experiences that promote long-term health**. This approach, known as longevity tourism, is gaining traction by offering a preventive and holistic focus on vitality and quality of life.

A recent study by Booking.com reveals that **58%** of travellers are willing to invest in holidays that extend their lifespan and improve overall wellbeing. Hotels can meet this demand by designing personalised fitness programmes, plant-based menus, and detox packages, catering to a segment willing to pay a premium for such experiences.



ENHANCED WELLBEING THROUGH TECHNOLOGY: PRECISION PERSONALISATION



Technology is revolutionising wellness tourism by delivering deeply personalised, data-driven experiences. Guests are seeking retreats that **combine traditional wellness with advanced medical assessments**, such as biometric analyses, sleep monitoring, and treatments tailored to their genetic profiles.

Hotels can partner with wellness experts to offer services such as digital detoxes, hormonal therapies, and programmes designed for specific age groups. This approach, popularised in European and Asian destinations, leverages technology to meet the expectations of modern travellers who wish to align their health goals with personalised data and cutting-edge practices.

08: KEY TRENDS FOR HOTELIERS...

...TO CONTINUE MONITORING IN 2025

In addition to the new trends shaping 2025, several **established dynamics will remain pivotal** for hoteliers. These trends, which have been making an impact for years, persist due to ongoing social, economic, and cultural shifts. Here are the most relevant ones for 2025, their current status, and some actionable advice for your property.



SET-JETTING

Travel inspired by film and TV series settings continues to solidify as a significant sector trend for 2025. Iconic locations such as the **Harry Potter Studios in London** (and the recently opened one in Japan), **Studio Ghibli theme parks**, and **The Lord of the Rings** landscapes in New Zealand attract thousands of visitors each year.

According to Accor, searches for terms like "Hobbiton movie set tours" increased by 50% last year, demonstrating that cinematic tourism retains its popularity and significantly impacts local economies.



WHY IT MATTERS:

Cultural authenticity: A Skift report notes that 75% of travellers seek authentic experiences, and destinations like those in cinema often provide a unique connection to the culture and stories that made them famous.

Consistent revenue: These locations generate sustained benefits for communities by attracting fans of the films as well as tourists seeking unique experiences.

RECOMMENDATIONS FOR HOTELS:

Promote cinematic routes: Create guides or maps highlighting nearby film-related attractions, and organize them events for your guests.

Host immersive events: Design outdoor cinema nights or culinary experiences inspired by films shot in the region.

Collaborate with local experts: Provide access to cinematic tourism guides to enrich travellers' experiences.

You can learn more about this trend in our article [Film Tourism as a Destination Marketing Tool: Tips for Your Hotel](#).



SPORTING EVENTS

Sporting events will remain a key driver of tourism in 2025. Competitions like the **Boston Marathon, Tour de France, NFL Super Bowl, or UEFA Champions League** will attract thousands of international travellers.



WHY IT REMAINS RELEVANT:

Sports tourism accounts for 10% of global sector revenues, according to the World Travel & Tourism Council (WTTC). It also generates economic benefits for destinations and local businesses.

TIPS FOR HOTELS:

- Connect with local sports calendars:** Promote packages for attendees and teams that include transport or tickets.
- Adjust your services:** Offer options tailored to athletes, such as balanced menus and physical care facilities.
- Create personalised experiences:** Organise live screenings of events at your hotel or community tournaments to foster local engagement.

MUSIC EVENTS

Major concerts and festivals will continue to drive millions of travellers in 2025. Confirmed tours by artists like **Coldplay** and **The Weeknd**, along with festivals like **Coachella** and **Glastonbury**, will solidify the importance of music tourism.



WHY IT'S IMPORTANT:

According to Statista, music tourism will generate over \$1 billion in 2025. Musical experiences combine entertainment and escapism, attracting both domestic and international travellers.

ADVICE FOR HOTELS:

- Collaborate with festivals and promoters:** Offer accommodation with perks like included transport or exclusive packages.
- Host your own events:** Organise small concerts at your premises to attract both guests and local residents.
- Leverage digital marketing:** Promote your hotel as the ideal spot for the event experience using relevant hashtags and partnerships with influencers.



09: CHECKLIST: 3 KEYS TO BOOST YOUR HOTEL IN 2025

SUSTAINABILITY

Sustainability is no longer just a trend—it's a priority **defining the future of the tourism industry** in 2025. Concepts like 'eco-travel' or 'eco-friendly stays' dominate discussions, with **85%** of travellers preferring accommodations that demonstrate genuine commitment to sustainable practices, according to a McKinsey report.



WHY IT'S RELEVANT:

- Climate awareness:** Growing concerns about climate change and tourism's negative effects have driven demand for responsible options.
- Buying decisions:** According to the WTTC, 70% of travellers consider sustainability a decisive factor when choosing accommodation. This makes eco-friendly practices a competitive necessity for hotels.
- From aspiration to expectation:** Sustainability has shifted from an aspirational concept to a minimum requirement as the urgency to preserve the environment intensifies.

TIPS FOR HOTELS:

- Optimise resource use:** Implement renewable energy systems like solar panels, recycle, and minimise single-use plastics.
- Offer sustainable experiences:** Design activities such as local farm visits, biodiversity workshops, or eco-friendly transport tours.
- Communicate your achievements:** Obtain recognised sustainability certifications and actively promote them on your channels to attract conscious travellers. Learn how to obtain [two of the major certifications step by step here](#).

To conclude this guide on travel trends in 2025, here's a checklist with key recommendations for **operational and strategic improvements** to help you stay competitive and efficient in the new year. Implementing these strategies will not only strengthen your competitiveness but also enhance your guests' experience. Start today!

STRENGTHEN CYBERSECURITY AND DATA PROTECTION

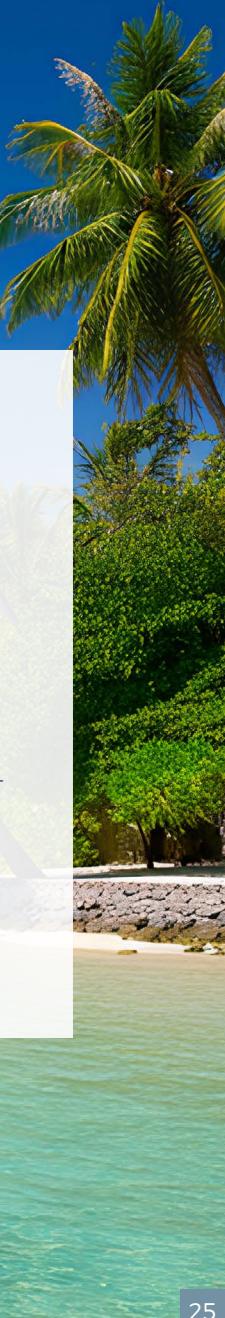
- PROTECT SENSITIVE INFORMATION:** Implement robust security protocols and ensure compliance with regulations such as GDPR. A report by Oracle and Skift found that nearly 40% of surveyed hotel executives consider guest data security one of their biggest challenges.
- HARNESS DATA POWER:** Use information to create personalised offers and improve customer retention.
- TRAIN YOUR TEAM:** Educate employees to detect threats like phishing and handle data carefully.
- MODERNISE YOUR SYSTEMS:** Conduct frequent updates and audits to identify vulnerabilities.

OPTIMISE LOYALTY PROGRAMMES

- OFFER PERSONALISED REWARDS:** Tailor benefits to guest preferences.
- FACILITATE MOBILE ACCESS:** Ensure programmes are intuitive and easily accessible on mobile devices.

DRIVE REVENUE WITH ADDITIONAL SERVICES

- CREATE COMPREHENSIVE PACKAGES:** Combine your offering with services like transfers or local activities.
- HIGHLIGHT PREMIUM EXTRAS:** Promote room upgrades, late check-outs, and airport transfers.
- TAILOR YOUR OFFERS:** Customise upselling opportunities based on guest profiles.



10: IN CONCLUSION

Staying informed about travel trends is essential for hoteliers looking to stay ahead of the curve.

Implementing improvements aligned with these trends will not only help attract more guests but also increase revenue.

Additionally, **strategic hotel management** is equally important: positioning your property in the right places boosts visibility and fosters more bookings. To achieve these goals, having a strong **mix of distribution channels** is fundamental.

Investing in platforms that connect you with **hard-to-reach guest segments**, such as **high-value travellers**, can make a significant difference. With **Hotelbeds**, you can achieve this effortlessly by [registering your property via this form](#).

Last but not least, [Hotelbeds' blog](#) offers up-to-date and useful content for your property. Be sure to bookmark it to stay informed.

Thank you for trusting us to guide you on this exciting journey through 2025.



11: SOURCES

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