



# CONNECTION, CULTURE & CONSCIOUS EXPLORATION

## 5 TRAVEL TRENDS FOR 2025







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In 2025, travel transcends the traditional itinerary, shifting toward deeper connections, personal fulfillment, and mindful engagement with the world around us. As travelers reimagine what it means to explore, we are moving at a slower, more intentional pace and savoring each moment.

Slow travel leads this movement, encouraging people to linger and engage. Solo travel reflects a growing desire for self-discovery, independence, and freedom from the constraints of group itineraries, allowing individuals to shape their own path and creating experiences that reflect personal goals and spontaneity. Multigenerational travel brings families together across generations for trips that strengthen bonds through shared experiences. Culinary travel captures the essence of culture in each bite, with travelers prioritizing local flavors and dining experiences as an essential part of their journeys.

Travel in 2025 is more than a checklist of destinations. It's a holistic journey connecting travelers to people, culture, and landscapes in meaningful ways, fostering a deeper understanding of the world and oneself.

Here are travel trends to watch in 2025.





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# SLOW TRAVEL: CONNECTION & CULTURE

*Listed as a top trend in the recent Hilton 2025 Trends Report: The Vacation Maximized, slow travel is a concept that emphasizes a more mindful and immersive travel experience or "The growing desire to travel like a local."*

According to Hilton, immersing oneself in a destination for an extended time to fully experience the culture is gaining popularity. Driven by a desire to reduce speed and build connections with others and one's surroundings during a stay, slow travel encourages a leisurely approach.

"With Slow Travel on the rise, more travelers are exploring secondary cities and destinations instead of the overcrowded tourist hotspots. For instance, Sardinia, a longtime getaway for Italians, is now seeing an uptick of travelers. Conrad Chia Laguna Sardinia has seen a 90% year-over-year increase in U.S. travelers and 15% increase in Irish travelers, from 2023 to 2024. Baia di Chia Resort Sardinia, Curio Collection by Hilton, has seen a 150% increase in U.S. travelers and 45% year-over-year increase in both UK and Czech Republic-based travelers, from 2023 to 2024." - Hilton

Hilton also lists the trend of "huckle dukling," a Scottish word for lounging in bed, even while traveling.

A reflection of this is [Conde Nast Traveler](#) tapping train travel as something to watch. The resurgence of luxury train travel aligns with slow travel, where the focus shifts from speed to savoring the journey. With high-end rail experiences like the La Dolce Vita Orient Express offering slower, scenic routes to less-explored destinations, travelers can immerse themselves in local cultures and landscapes at a more relaxed pace. The experience encourages a deeper connection to places visited. As luxury trains cater to travelers seeking unique,

meaningful experiences, they highlight the value of slowing down and appreciating the entire journey rather than just the destination.

This trend is connected to concerns about sustainability, as fewer destinations can mean a lower carbon footprint. Hilton's report also states that 62% of respondents consider communications about a hotel's sustainability programming to be important, and 73% agree it's important to minimize their environmental impact while traveling. Slow travelers are interested in eco-friendly accommodations and might also choose sustainable transportation methods like trains or bicycles.

Slow travel contrasts with the typical "bucket list" travel style, where people rush to check off multiple destinations in a short time. Slow travel promotes less touristy activities like visiting local markets, eating at family-owned restaurants, attending cultural events or festivals, and participating in activities that support the local economy.

Slow travel not only reduces the carbon footprint but can offer a more fulfilling, less stressful travel experience. It aligns with broader trends like luxury minimalism and quiet luxury, focusing on wellness and mental well-being, rather than just consumption and fast experiences.





## SOLO TRAVEL: BE YOUR OWN BEST COMPANION

*The number of solo travelers has been steadily rising over the past few years, according to reports. Hilton listed “MeMooners” as a 2025 trend in its most recent travel trends report, with nearly 50% of global travelers, especially Gen Z and Millennials, often traveling alone.*

Hilton is prioritizing solo travelers in the design of dining spaces, with flexible seating options like an odd number of bar stools and varied table types. Food and beverage teams are also trained to cater to solo travelers, offering personalized tasting menus and smaller portions.

Other sources back this up. [Bokun](#) reports that the solo travel market is projected to grow at an average annual rate of 9.1% between 2023 and 2030, making it the largest growth segment in the global leisure travel market. And in 2024, Brian FitzGerald, CEO of Overseas Adventure, told Forbes that “Back in 2017, 27% of our travelers were solos. In 2019, it was 39%, and 47% in 2021. Today, it’s 50%.”

Chinese women, who have been dubbed “[the world’s biggest travel spenders](#)” and are huge market drivers, are reportedly embracing this movement. Asked how they define “luxury,” the majority (63%) of affluent Chinese women surveyed said “luxury” is defined by the ability to enjoy complete privacy and “me time,” while 72% also stated that they will maintain or increase solo travel in the future.

Reasons for choosing this option vary. [Solo Traveler World](#) asked its readers why they solo traveled in 2023, and how (as part of a group, independently, adventure, luxury, etc.). These were the responses:

Why:

- I want to see the world and I don’t want to wait for others: **66%**
- I want to do what I want when I want: **57%**
- I like the feeling of freedom and independence: **46%**
- I want to meet new people: **42%**
- Personal growth: **33%**
- I have different interests than my friends: **40%**
- My partner does not want to travel as much as I do: **112%**
- More than **90%** of these travelers will take tours, according to the survey. And many destinations offer guided experiences or meet-up opportunities geared specifically toward lone wolves.

Solo travel offers flexibility and freedom that traveling with others doesn’t. Solo travelers can create itineraries that suit their interests and pace, and aren’t bound by the preferences of companions, so they can change plans on a whim, explore less conventional destinations, or embrace spontaneous opportunities. And traveling alone may lead to more authentic interactions with locals and other travelers, as solo travelers may be more inclined to engage with their surroundings.

Social media and travel blogs are showcasing the appeal of solo travel. Influencers often share stories about overcoming fears, meeting new people, and experiencing unique adventures, inspiring others to embark on solo journeys. And solo travel is often associated with wellness retreats, meditation, and digital detox experiences.

Overall, solo travel continues to thrive as a meaningful and enriching experience, particularly among millennials, Gen Z, and women.





# ALL IN THE FAMILY: MULTIGENERATIONAL TRAVEL

*At the other end of the spectrum from solo travel, multigenerational travel is surging as families increasingly value experiences that bring together grandparents, parents, and children. The [Mountaineer](#) reports that 74% of parents embrace the idea of vacations involving extended family, and more than 55% have started opting for trips that include grandparents as well as kids.*

And according to a report from [Virtuoso and Globetrender](#), in 2025, seven generations will be traveling at the same time for the first time in history. The youngest of these, known as “Beta Babies,” will be born to Gen Z parents, while other traveling generations will include Generation Alpha, Millennials, Generation X, Boomers, and “the Matures.” A new trend, “XZ Beta Travel,” highlights how Gen Z parents will vacation with their young children and Gen X grandparents, who frequently foot the bill.

Luxury resorts are taking notice and rethinking layouts and offerings to simultaneously provide privacy and connection. The key to meeting the needs of multigenerational families is flexible accommodations and a variety of spaces, like private villas, family-friendly resort spaces, and adults-only zones, so that family members can gather when they choose and retreat when desired. This design allows for intimate family moments and time apart.

Private group travel is also on the rise. [Forbes](#) reports that a recent survey by luxury travel advisors at Embark Beyond found that 61% of Americans are interested in traveling with extended families or a small group of friends in 2025. Embark Beyond’s founder, Jack Ezon, told Forbes, “Multigenerational travel is still the biggest growth area for us, and has been consistently growing for years. In 2019 multigen experiences grew by 22% and now account for 32% of our transactions and 43% of our overall revenue.”

Luxury resorts catering to multigenerational families are offering wellness-focused services, like family yoga sessions and kid-friendly spa treatments. As wellness tourism grows, hotels are integrating activities that appeal to all age groups, encouraging both relaxation and health-focused experiences that families can share together.

In 2024, [CN Traveler](#) reported that Canyon Ranch had started welcoming children to their Lenox, Massachusetts, property for the first time. Canyon Ranch CEO told the magazine: “We are finding that the passion for wellness extends across every age group and is more often at the center of family structures and strategies.”

The demand for multigenerational travel and wellness is expected to continue rising, especially among luxury travelers who prioritize connection, privacy, and exclusive experiences. These trends are reshaping the industry, encouraging hotels and tour operators to focus more on creating shared yet personalized experiences across multiple generations.





## EAT YOUR WAY AROUND THE WORLD:

# THE RISE OF CULINARY TRAVEL

*Culinary, gastronomy, or food tourism is, according to the World Food Travel Association, “The act of traveling for a taste of place in order to get a sense of place.” [Grand View Research](#) reports that “culinary travel and shopping” is the fastest-growing segment in the luxury travel market.*

[Travel and Tour World](#) attributes this growth to social media influencers, the popularity of food-focused television, the appeal of local, sustainable food movements, the growth of food festivals and events, and a growing interest in cultural and culinary heritage.

The primary purpose of culinary travel is to experience the unique food and drink of a destination, creating a connection to and understanding of the local culture. Hilton's 2025 travel trends report found that, after accommodations, dining experiences are the next highest travel budget priority in 2025. Also, half of global travelers book restaurant reservations before their flights, nearly one in five will travel specifically to seek out new restaurants or culinary experiences, and 60% of luxury travelers prioritize staying at hotels with great restaurants.

And Marriott International's [Luxe Landscapes Report](#) tagged luxury culinary tourism as the leading driver of travel.

“As our findings reveal, affluent travelers will choose a destination based on the gastronomy and culinary experiences available. When considering where to travel this year, 88% of respondents ranked the chance to discover new food or gourmet adventures as either “important” or “very important.”

“Acutely aware of dining trends, HNW individuals are eager to experience new dining establishments. When asked to prioritize

the importance of visiting a new restaurant, 82% rated this as either “important” or “very important.” - Marriott

Marriott has, in fact, [released a report](#) focused entirely on global food trends for 2025. The Future of Food 2025 report highlights key culinary trends expected to shape the food industry in 2025, with a strong focus on the Asia Pacific region, which accounted for over 37.8% of the global culinary tourism market in 2023. This region's rich food heritage is gaining more attention, as travelers increasingly choose destinations based on their culinary offerings.’

Food is positioned as a cultural medium for storytelling and community engagement. The report draws insights from leading chefs, mixologists, and industry insiders across Asia Pacific, underscoring the region's growing influence on global culinary tourism and the rise of new dining experiences.

Asia Pacific is emerging as a culinary powerhouse, where chefs creatively infuse international flavors into traditional dishes. Sustainability and ancient culinary techniques are also on the rise, with a renewed focus on heritage ingredients and traditional, labor-intensive methods that emphasize local production and environmental mindfulness. Fine dining is evolving, with hyperlocal dining experiences integrating local cultural practices, alongside the exclusive concept of “superfine” dining. And a growing trend of “food as medicine” is reshaping menus as more restaurants incorporate health-conscious options aimed at supporting longevity and overall wellness.

Trying the local cuisine is always an exciting part of the travel experience, but for foodie travelers, it's the main attraction.





# LUXURY MINIMALISM: TRADING EXTRAVAGANCE FOR UNDERSTATED ELEGANCE



*Luxury has traditionally been associated with extravagant living, acquiring material possessions and status symbols, or indulging in high-end goods and experiences to be flaunted. Lately, however, that narrative is shifting towards more personal and introspective experiences.*

One demographic driving this trend is affluent Chinese women, who have been called the “[world's biggest travel spenders](#).” China is the top spender on international tourism, and Chinese women are key players in driving change in the luxury travel sector. A recent report from FINN found that, for these travelers, luxury is less about extravagance and increasingly about experiences that bring joy, fulfillment, and a deep sense of contentment, a shift that reflects broader global trends towards travel experiences that resonate with personal values and aspirations.

In this evolving concept, luxury minimalism in travel is about embracing understated elegance, where the focus shifts from flaunting wealth to enjoying meaningful moments. Travelers are toning down the traditional displays of opulence and seeking destinations and experiences that emphasize simplicity, authenticity, and privacy.

Luxury is no longer about grand gestures or extravagant displays, but rather about creating a sense of tranquility and exclusivity through subtlety. Space, serenity, and the time to enjoy them are today's real luxuries. This aligns closely with the growing interest around mental health and wellbeing. Travelers can benefit from peaceful settings that allow them to slow down, reconnect with nature, or just enjoy being present.

Luxury minimalism in travel also aligns closely with sustainability and a conscious shift away from overconsumption, including a move towards traveling closer to home. Seeking out thoughtful design, experiences, and environmental responsibility over material excess allows eco-conscious consumers to find deeper meaning in their journeys, with sustainability at the forefront.

In this context, luxury accommodations are designed to minimize their environmental footprint – supporting local communities and using eco-friendly materials and renewable energy. Travelers are drawn to destinations where sustainability is embedded into the experience, from sourcing local and organic food to minimizing waste and water usage. The appeal of minimalism is not just in aesthetic simplicity but in the responsible use of resources, and knowing that travel doesn't come at the cost of the environment.

Personalization plays a key role in luxury minimalism. Rather than offering endless amenities, resorts focus on understanding the unique desires of each guest, crafting bespoke experiences that resonate on a deeper level. The luxury comes not from what is given in abundance but from what is thoughtfully selected and presented, creating moments of meaning and tranquility in an otherwise fast-paced world.





# HOW WILL YOU TREND IN 2025?

