

Shaping the Future: Emerging Traveler Trends





Jessica Stone

**Head of Brand Partnerships:
Hotels, OTAs, Travel, & Growth, Americas**



Destinations

Meaningful experiences

It's not where, but why & how we travel.



@435austink



From a real review of Honolulu Xtreme Parasail listed on Tripadvisor.



@blove1911



From a real review of Ultimate Island Jeep Safari with Natural Pool, Baby Beach, Lunch listed on Tripadvisor.



@fiyink2024



From a real review of Playa del Carmen Walking Food Tour Mexico listed on Tripadvisor.



@drvinodhsubash



From a real review of Cappadocia Balloon Ride and Champagne Breakfast listed on Tripadvisor.



Experience-driven travel is on the rise

The global experiential travel market size was valued at approximately

\$250 billion in 2025
and is projected to reach around

\$470 billion by 2032
growing at a compound annual growth rate of 7.1% during the forecast period.



It's about embracing new cultures, unfamiliar landscapes, & diverse perspectives.

Travellers are seeking authentic, meaningful, immersive experiences that go beyond the traditional tourist experience.

@mariarP9571LQ



"We had a wonderful experience on this tour! Our guide, a true native to the land, shared meaningful life stories that gave us a deeper appreciation for Hawaii beyond just the sights. He was engaging, entertaining, and made the day memorable."

01.

**Grand Tour Around Island
16 Locations plus
Snorkeling**

 [Honolulu, Oahu, Hawaii](#)



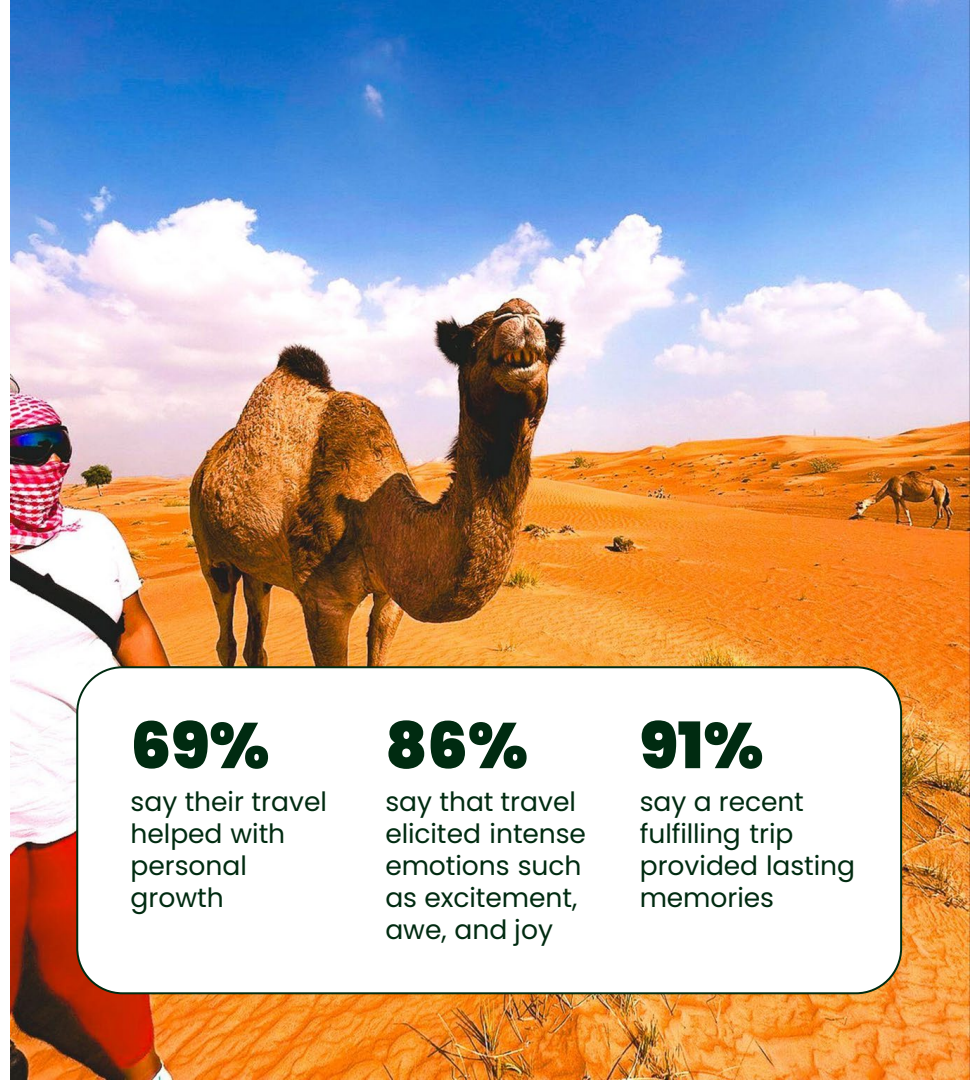
Travel is about experiences that define who you are as a person

Step out of Comfort Zone

Embrace New Cultures

Explore the Unfamiliar

Learn Diverse Perspectives



69%

say their travel helped with personal growth

86%

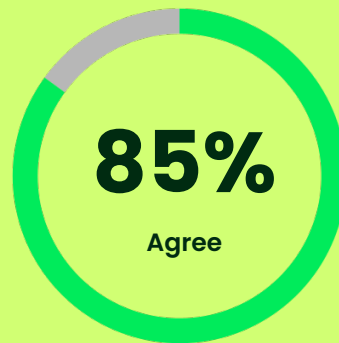
say that travel elicited intense emotions such as excitement, awe, and joy

91%

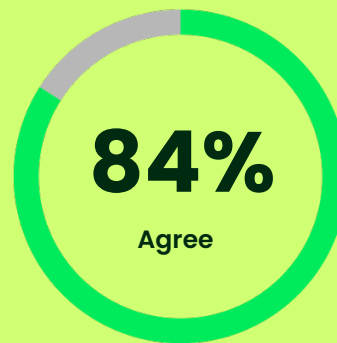
say a recent fulfilling trip provided lasting memories



On trip activities & experiences are a priority for travelers



“Activities/experiences are an important part of my travel budget”



“I prioritize planned activities/experiences while on my trip”

Source: Tripadvisor Fall Travel Beats Report 8/2025 N=1922, US N=308, UK N=305, AUS N=296, JP N=263, IN N=469, FR N=281

Q: Thinking about your attitude towards activities/experiences during leisure travel, please indicate how much you agree or disagree with the following statements



Especially for younger generations...

**Gen Z & Millennials
put more value on
experiences & seek
cultural immersion.**

84%

Prefer off-the-beaten-path destinations

79%

Say that they would love to partake in
a day in the life of locals in the
destination they are visiting



The rise of experience-driven travel reflects a shift: **today's travelers want personalization, not one size-fits-all itineraries**

This demand for customization sets the stage for the next evolution: **AI-powered personalization, enabling truly tailored travel experiences at scale.**





**AI is empowering
experiential travel &
transforming the industry**

AI adoption YoY is scaling considerably



ChatGPT **+82%**



perplexity **+337%**



Claude **+315%**

And it's role in trip planning is on the rise

100%

YoY Increase in the share
of travelers using AI for
planning travel



GenAI travel queries translate to action

43%

of those who've used GenAI for travel planning have booked an accommodation recommended to them by AI

38%

visiting destinations recommended by AI

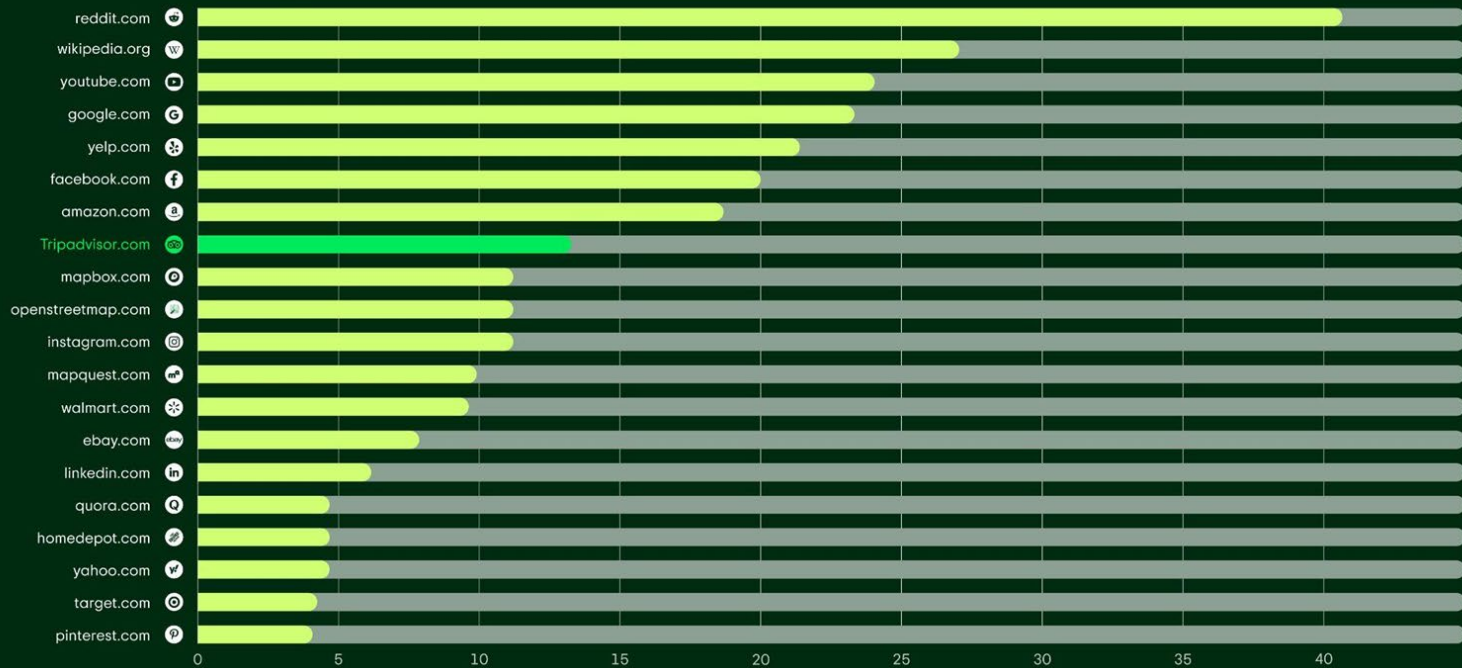
30%

booking restaurants



The #1 travel source shaping AI search

Tripadvisor is the most popular travel-focused information provider in AI search citations

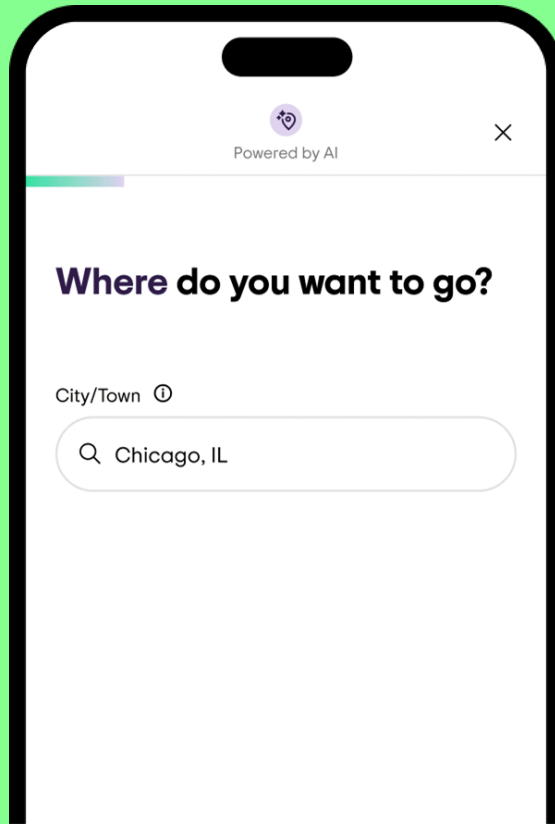


Source: Based on a Semrush Study of 150,000 citations conducted in June 2025

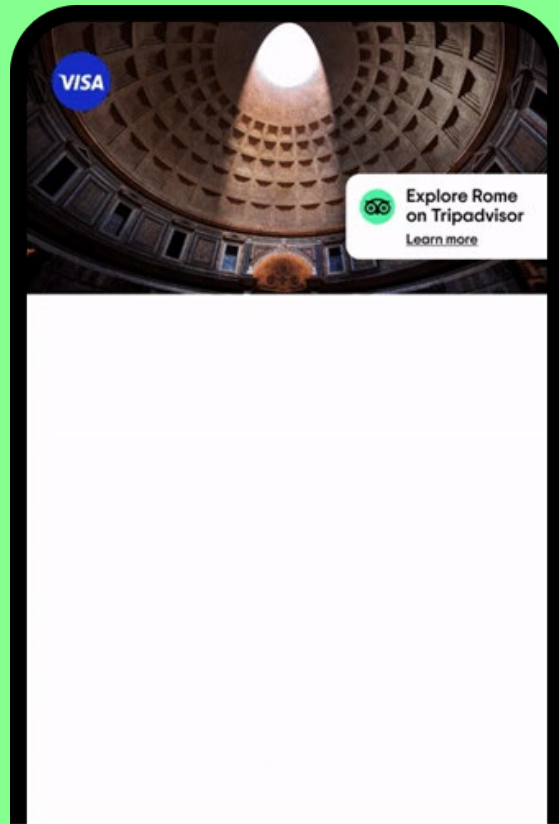


**We are
powering
up travelers
journey
with new &
reimagined
AI tools**

AI Trip Planning Tool (B2C)



Conversational AI Agent (B2B)

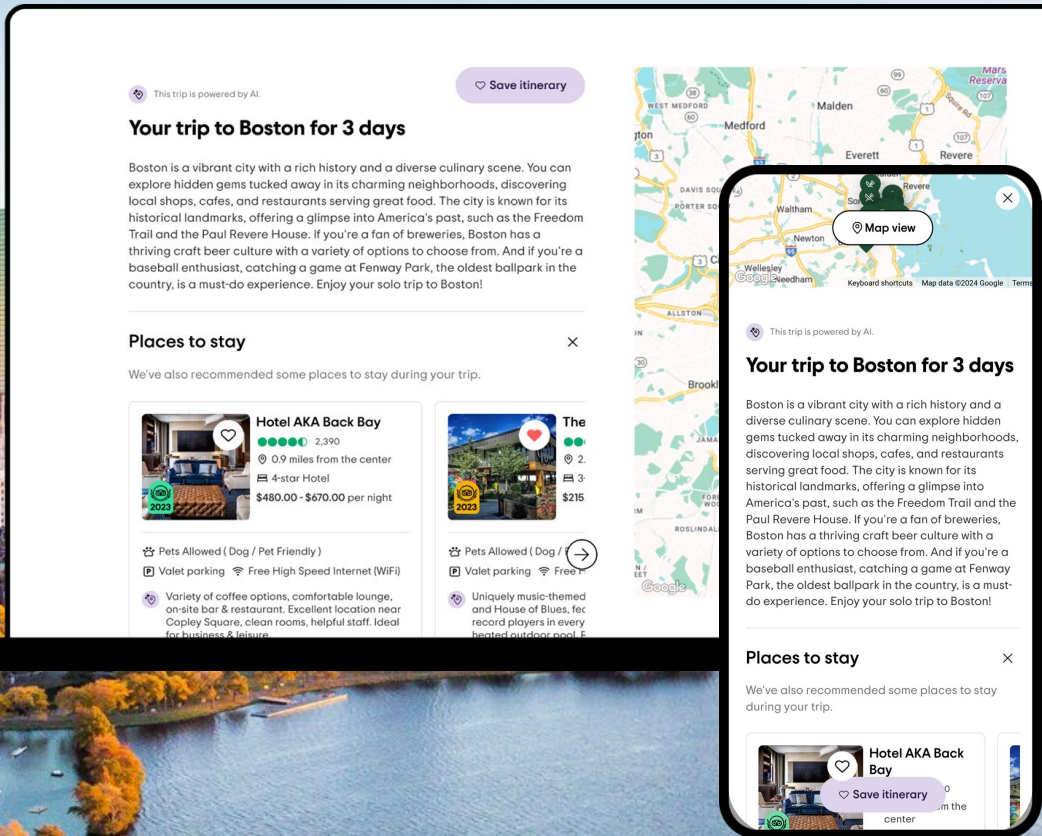


Our AI Trip Planning Tool personalizes the traveler journey

Unique itineraries

Integrated brand relevance

Built on real traveler reviews



Our Conversational AI Agent powers seamless travel guidance through a partner lens

**Brand Safe &
Dynamic Responses**

**Powered by
Tripadvisor Data**

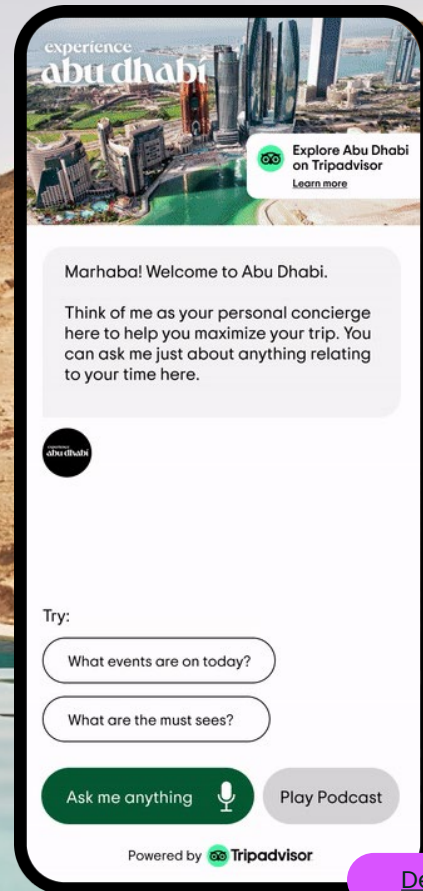
**Multilingual &
Contextual**

Smarter Over Time

Unmatched Insights

Flexible Deployment

B2B Partnership Opportunity



Demo



As AI enables more personalized journeys, Tripadvisor's Trendcast report provides the travel-specific insights that guide them

Powered by real traveler stories, our data & visionaries, we explored broader culture shifts...

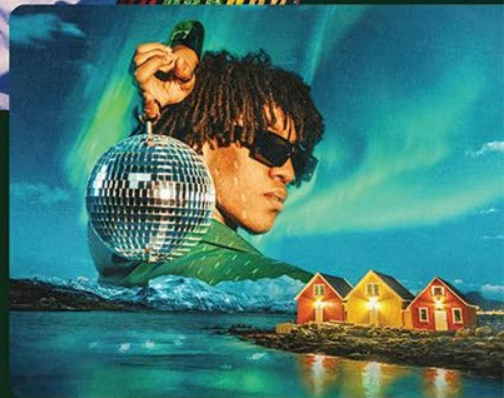


**Tripadvisor
Trendcast
2025**



Tripadvisor Trendcast 2025

The future of travel just landed. Tripadvisor Trendcast reveals the real trends and cultural shifts shaping where travelers go, and why.



We're filling a gap in travel insights.

These aren't just trending destinations.

They're broader cultural shifts.

These aren't just focused on 2025.

They're long-term trends we'll see over the next ~3 years.

These aren't created by AI.

They're powered by real traveler stories, our data & our visionaries.

Tripadvisor Trendcast is a *people-driven look at the future of travel, rooted in authentic needs and desires.*



Water-culturalism

Water has always been our happy place—but now, our connection with H2O is going deeper.

In the last year, Tripadvisor users are talking more about water wellness activities:

+73%

Cold plunges

Bookings on Tripadvisor are up, too, since 2022:

+157%

Thermal spas

Hot springs



Play it Forward

Grown-up problems don't always require grown-up solutions.

Bookings on Tripadvisor for adult play activities are on the rise over the last year:

+52%

Fun and games

+105%

Escape games



Written in the Stars

Spiritual practices like Tarot card readings and horoscopes are driving travel decisions and reshaping destinations.

Mentions in Tripadvisor reviews and forums have gone up in the last year:

+300%

Zodiac signs

Tripadvisor bookings are also up over the last two years for activities that mention:

+530%

Astrology

Tarot

Full moon



New 'Moons

Celebrating the relationships and milestones that matter most to us, no matter where we are in life.

Travelers are talking more year-over-year about traveling for non-traditional milestones:

+38%

Retirement

Divorce

Sobriety



Dynamically Sensorial

Seeking deeper connections with our surroundings (and ourselves).

Since 2022, Tripadvisor bookings for attractions with these keywords have grown in popularity*:

+75%

Forest bathing

+267%

Multi-sensory



Investigative Eating

Getting a first-hand understanding of where our food comes from and how it's made.

Mentions in Tripadvisor reviews and forums have increased over the past year:

+65%

Food sustainability

Bookings on Tripadvisor for food-based farm experiences have been on the rise since 2022:

+80%

Farm-to-table



Family Vacays 2.0

Reimagining kids' clubs or fun activities for all generations.

Mentions for family-focused amenities in Tripadvisor reviews and forums are on the rise from last year:

+57%

Kinderhotels

+60%

Whole family

Since 2022, bookings on Tripadvisor for kids' activities are up, too:

+68%

Children's classes



Sports Trek

The sports obsession is real and it's a launching pads for deeper exploration of host cities and cultures.

Tripadvisor pages with games or matches grew faster than the average attraction:

219%

Sporting events

Bookings for niche sports and activities also grew over the last two years:

+329%

Curling



Solo-Social

Choosing to travel solo in order to make new connections.

Solo travelers are more likely to mention socializing in their reviews:

+60%

Meeting new people

Making friends



Time Tripping

Kissing the 9-to-5, two-weeks-PTO life goodbye (and not looking back).

Reviews where travelers mention flexible hours are growing faster YoY than overall review volume:

+110%

Open 24 hours

Open late



Questions?





Thank you.

Tripadvisor