

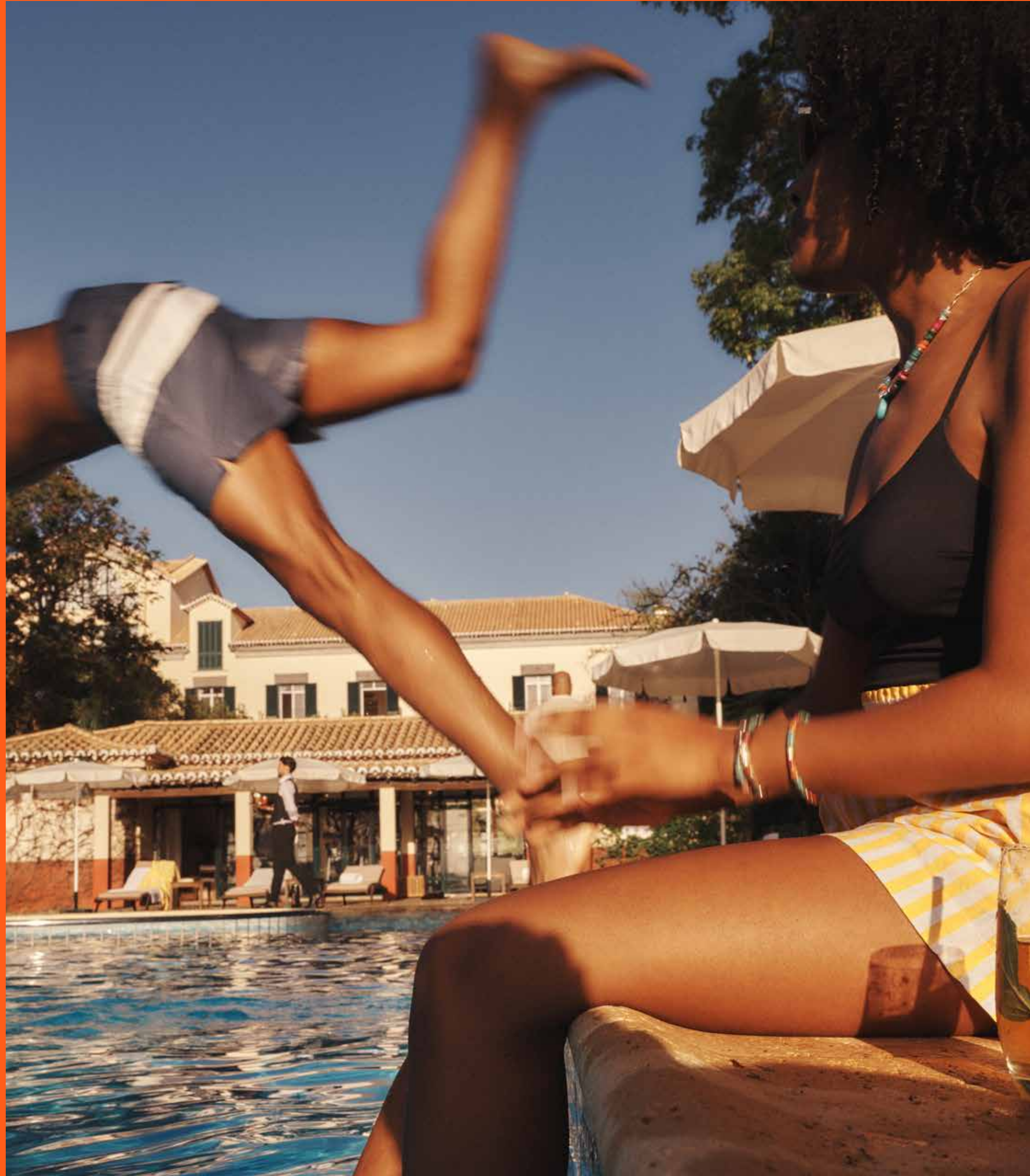
Unpack '25™

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, Wotif and Stayz 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

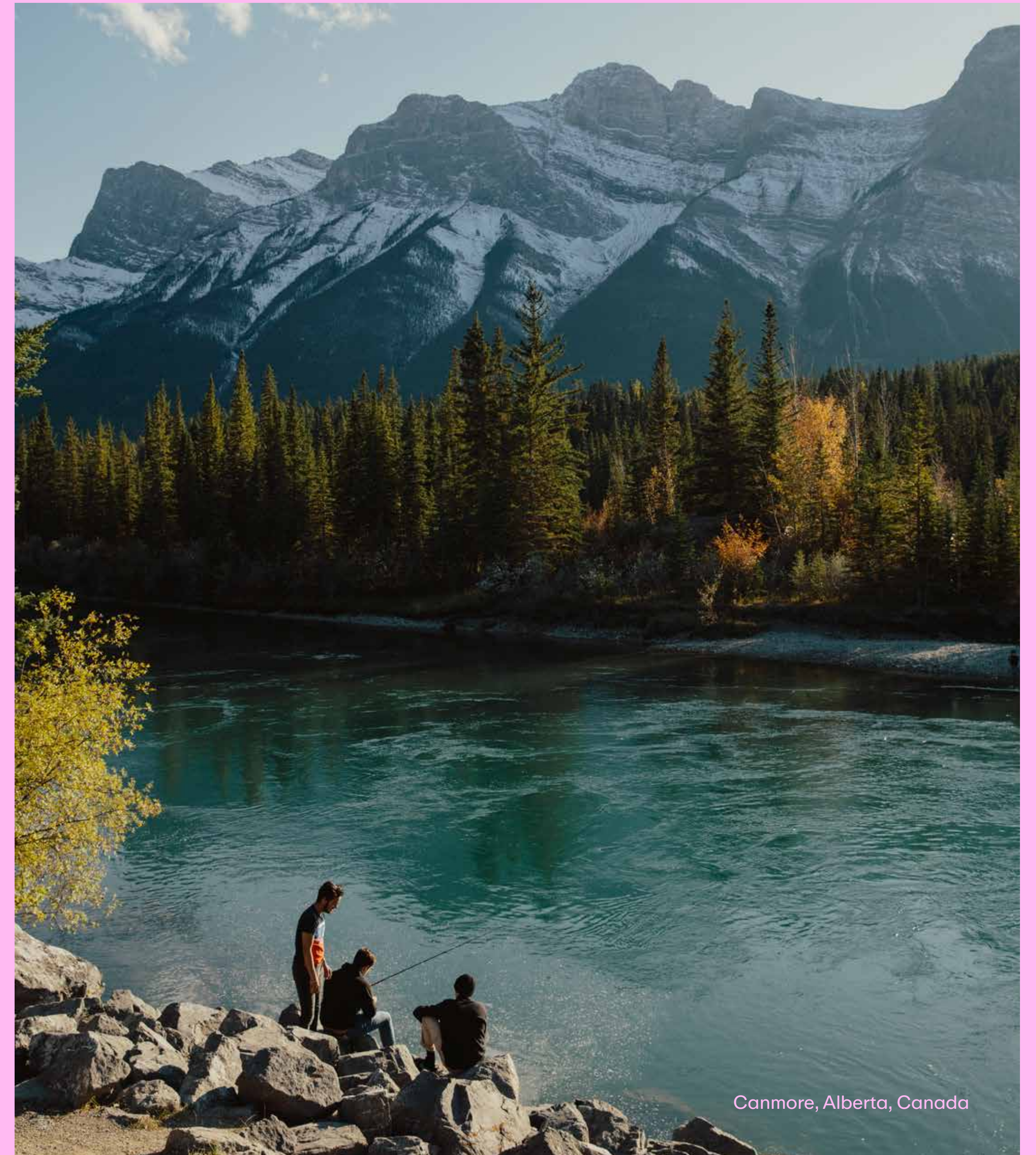
Abu Dhabi, UAE (detour from Dubai)

Krabi, Thailand (detour from Phuket)

Canmore, Alberta, Canada (detour from Calgary)



Abu Dhabi, UAE



Canmore, Alberta, Canada



Goods Getaways

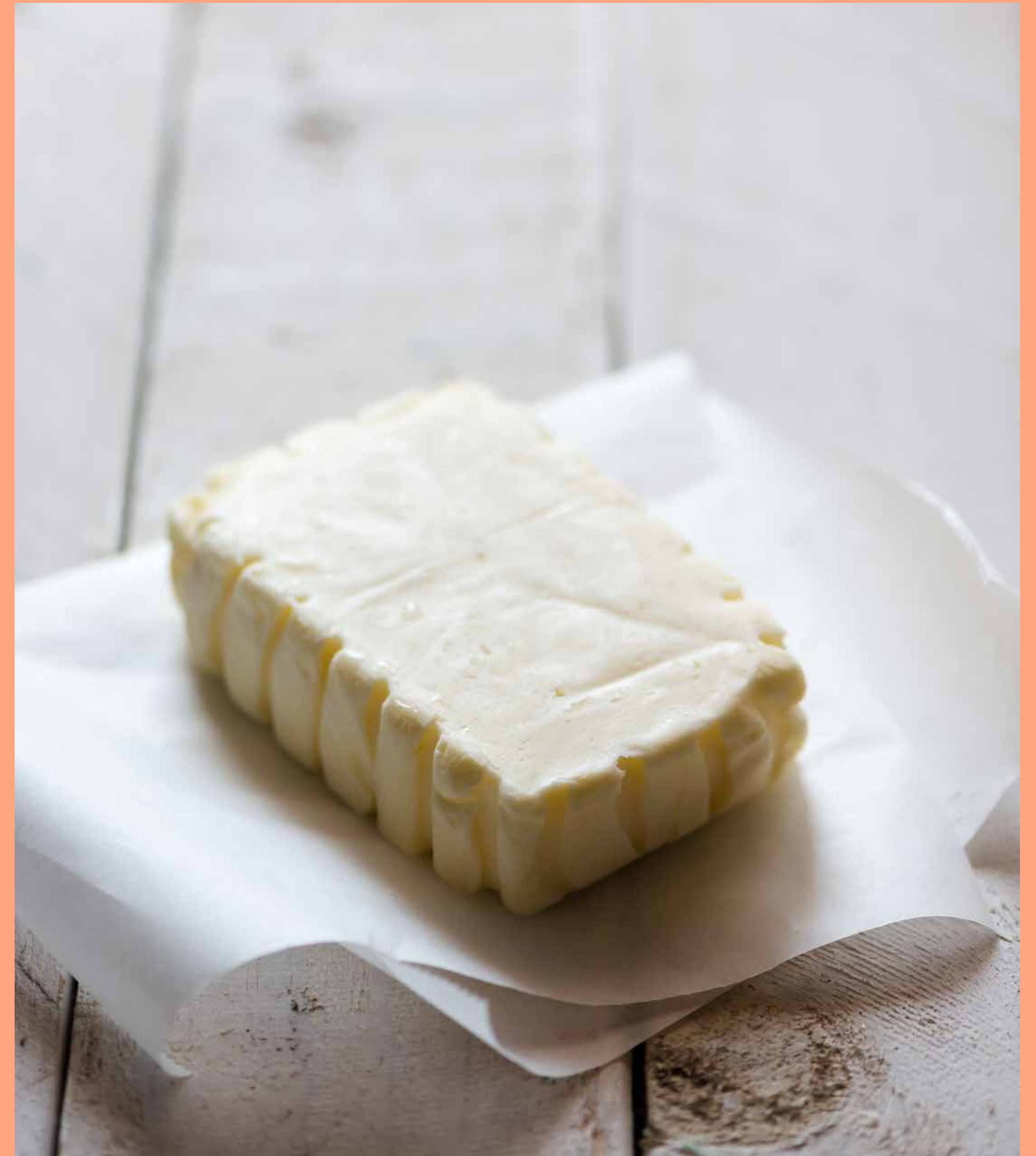


It's time to leave the key rings and fridge magnets at the gift shop. Travellers are going the distance in search of treasures they can't get at home and can't go home without. On TikTok, everything from a chocolate bar from Dubai, skincare products from Korea, lollies from Japan and butter from France 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 souven-era.**

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



Season Guidance



The cost of living continues to have Aussies tightening their wallets and finding better-value domestic destinations for their upcoming holidays.

Savvy Aussies are 'swapping seasons' with 40% considering travelling domestically during a destination off-season to save money. Aussies cite increased travel costs, crowds and limited accommodation availability as the top three challenges they face while travelling during a destination's peak period. In addition to saving and avoiding crowds, Season Swapping can give travellers a unique perspective on a favoured local destination.* For example, travellers who head to Cairns, Queensland, in summer instead of winter can save up to 22% on accommodation and experience the wet season's vibrancy and the wildlife of the world's oldest rainforest.



Byron Bay, New South Wales

These are Wotif's recommendations for the best value-for-money 'Season Swapping' destinations in 2025**:

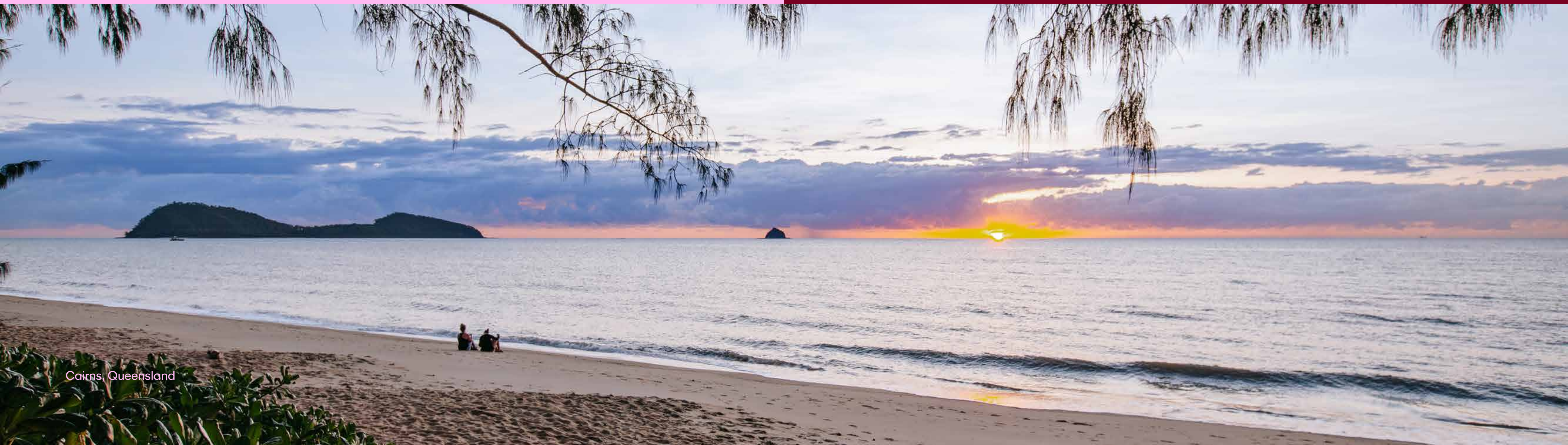
Swap winter for summer and save:

- 1. Cairns, QLD: save up to 22% on accommodation**
- 2. Darwin, NT: save up to 122% on accommodation**

***Based on Wotif accommodation data comparing average daily rates in 2023*

Swap summer for winter and save:

- 3. Byron Bay, NSW: save up to 30% on accommodation**
- 4. Launceston, TAS: save up to 22% on accommodation**
- 5. Sydney, NSW: save up to 18% on accommodation**



Cairns, Queensland



Dine-Inn



Crowne Plaza, Terrigal

When choosing hotels, Aussie travellers aren't just booking rooms, they're booking tables. Hotel restaurants are significantly contributing to hotel revenues, so hotel restaurants are stepping up their dining experiences—and travellers are paying attention. Sixty-three percent (63%) of travellers are interested in booking an Australian hotel with a notable dining experience in 2025.***

**Smith Travel Research—'The resurgence of the hotel restaurant', Forbes.

Hotels are showcasing their culinary chops with hot new restaurant openings featuring well-known chefs and critically acclaimed seasonal menus that rival some of the most notable standalone fine dining establishments. Thirty-two percent (32%) of Aussies say that a changing seasonal menu would make them more likely to book a hotel, while 30% say restaurant tables reserved exclusively for guests would make them likely to book.*

Sheraton Grand, Sydney

Looking for trending Australian hotel wining and dining experiences? Here's a taste of Wotif's picks that are sure to whet your appetite.

Sydney Common at Sheraton Grand Sydney Hyde Park Sydney

Awarded one 'hat' by The Sydney Morning Herald Good Food Guide, the Sheraton's Sydney Common restaurant features a seasonal menu designed by culinary up-and-comer Jamie Robertson and former Sepia chef Martin Benn.

Mid Air at Melbourne Place Melbourne

The highly anticipated opening of Mid Air is coming soon, bringing with it a Mediterranean flavour journey across Greece, Turkey, Spain, Italy and France courtesy of hatted chef Nick Deligiannis.

Terasu at Ardo Townsville

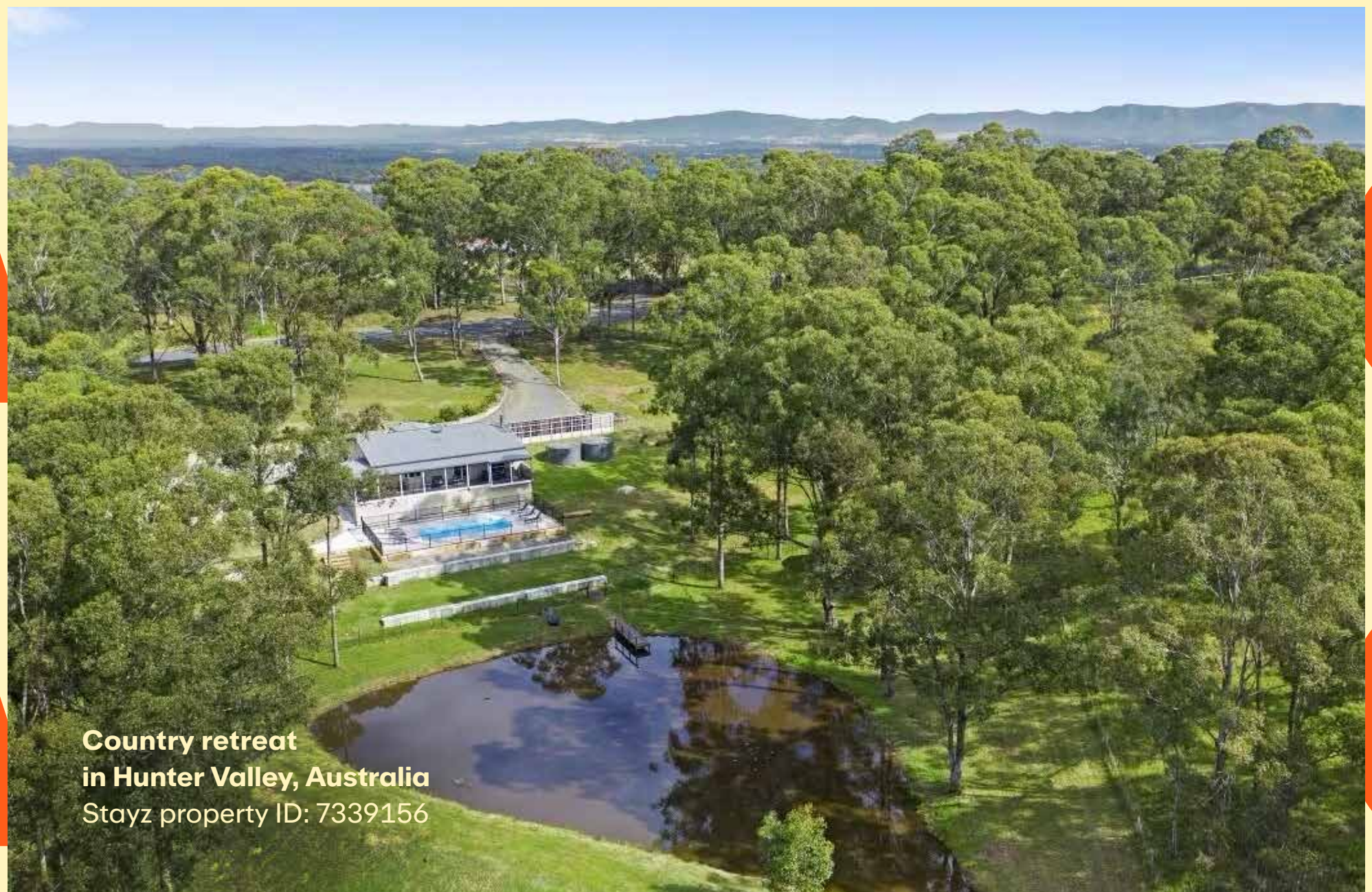
Located on the waterfront Ardo's Tokyo-inspired restaurant Terasu blends traditional Japanese techniques with tropical North Queensland flavours, with chefs cooking from an open kitchen for an immersive dining experience.





JOMMO Travel

JON



Country retreat
in Hunter Valley, Australia
Stayz property ID: 7339156

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JOMMO Travel

Beach escape in Castaways Beach, Australia
Stayz property ID: 9216620



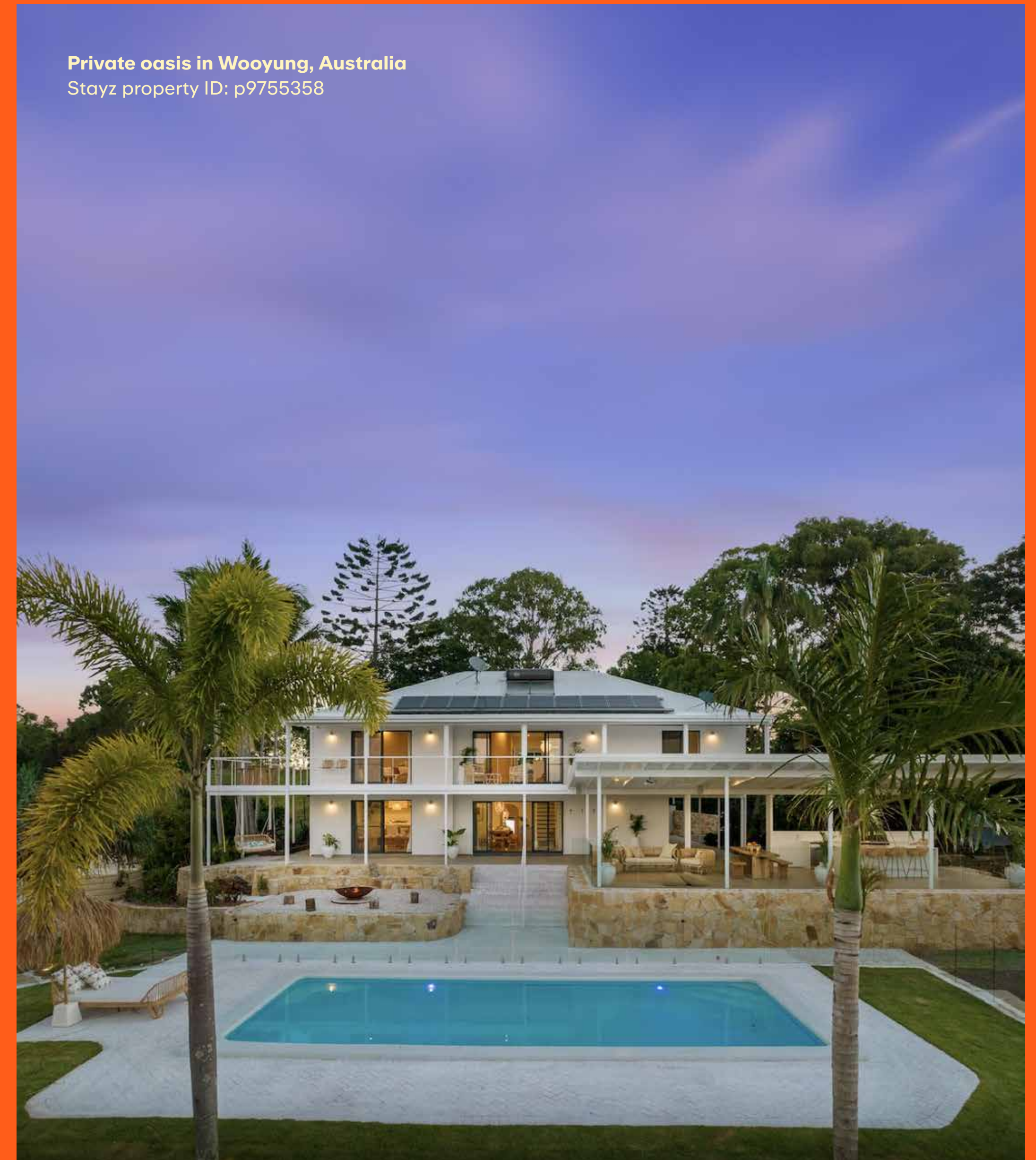
We're all familiar with FOMO (the fear of missing out). People renting private holiday homes are embracing JOMO, the joy of missing out.

Waterfront acreage in Kingscote, Australia
Stayz property ID: 7624015



Stayz 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 Stayz search data between 1 Jan.–4 July 2024, vs 1 Jan.–4 July 2023.*

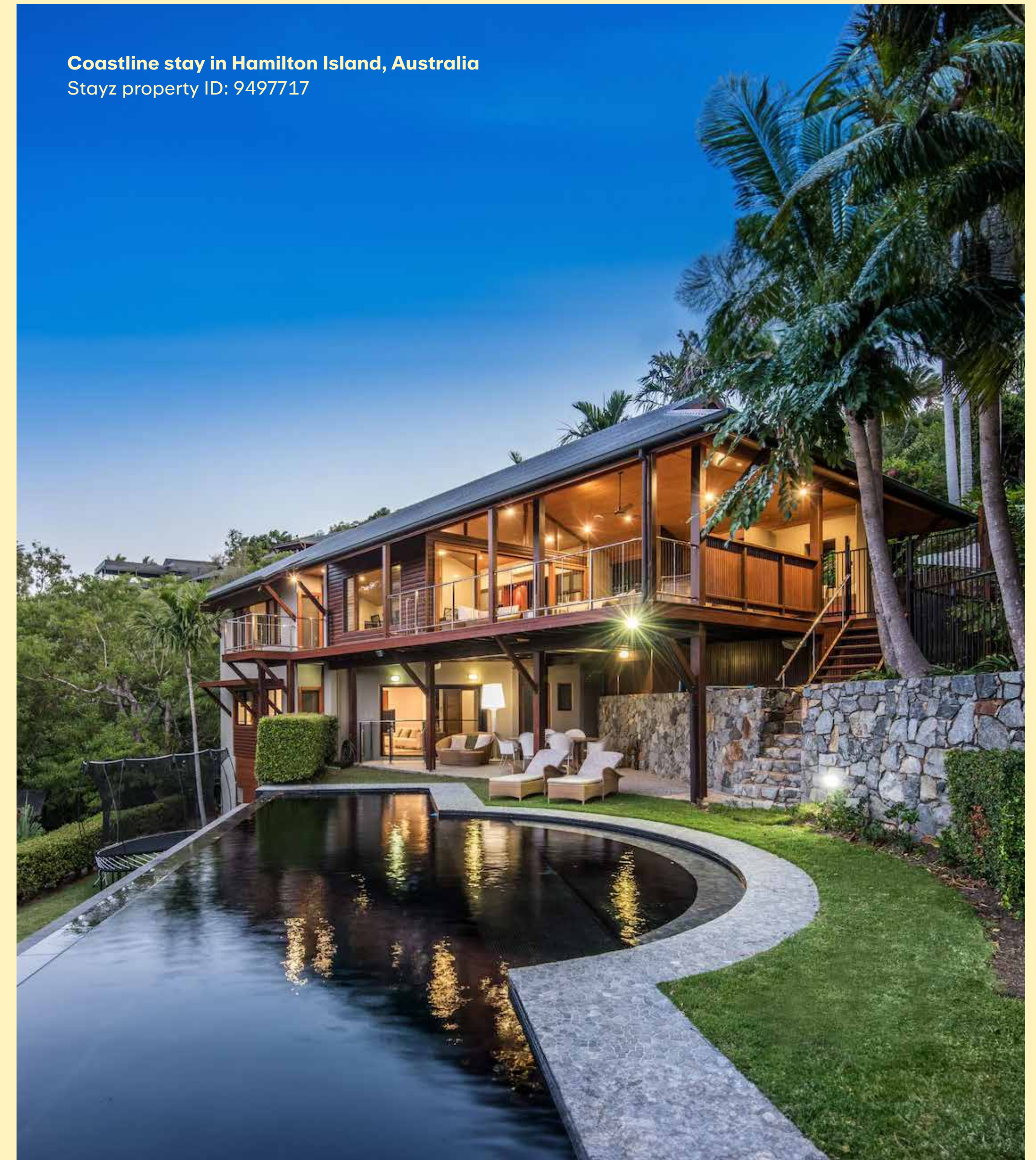


Survey data revealed that the leading types of holiday homes for JOMO Travel are charming beach houses, secluded villas and cosy farmhouses. JOMO travellers are also in search of holiday homes with swimming pools, tranquil gardens, a hot tub or spa and porches with a view to help them relax and disconnect.*

Rural retreat in Redhill, Australia
Stayz property ID: 9140136



Coastline stay in Hamilton Island, Australia
Stayz property ID: 9497717





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
Stayz property ID: 3581042



Traditional timber house by the sea, Iceland
Stayz property ID: 4038086



**Volcanoes, lava fields,
and black sand beaches**
Reykjavík, Iceland



Starling murmurations
Somerset, UK



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, Wotif and Stayz reveal the new and noteworthy Set-Jetting destinations to visit in 2025:

Dubai *'The Real Housewives of Dubai'*

Montana and Wyoming *'Yellowstone'*

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

Cape Town *'One Piece'*

Scotland *'The Traitors'*



New York City, USA

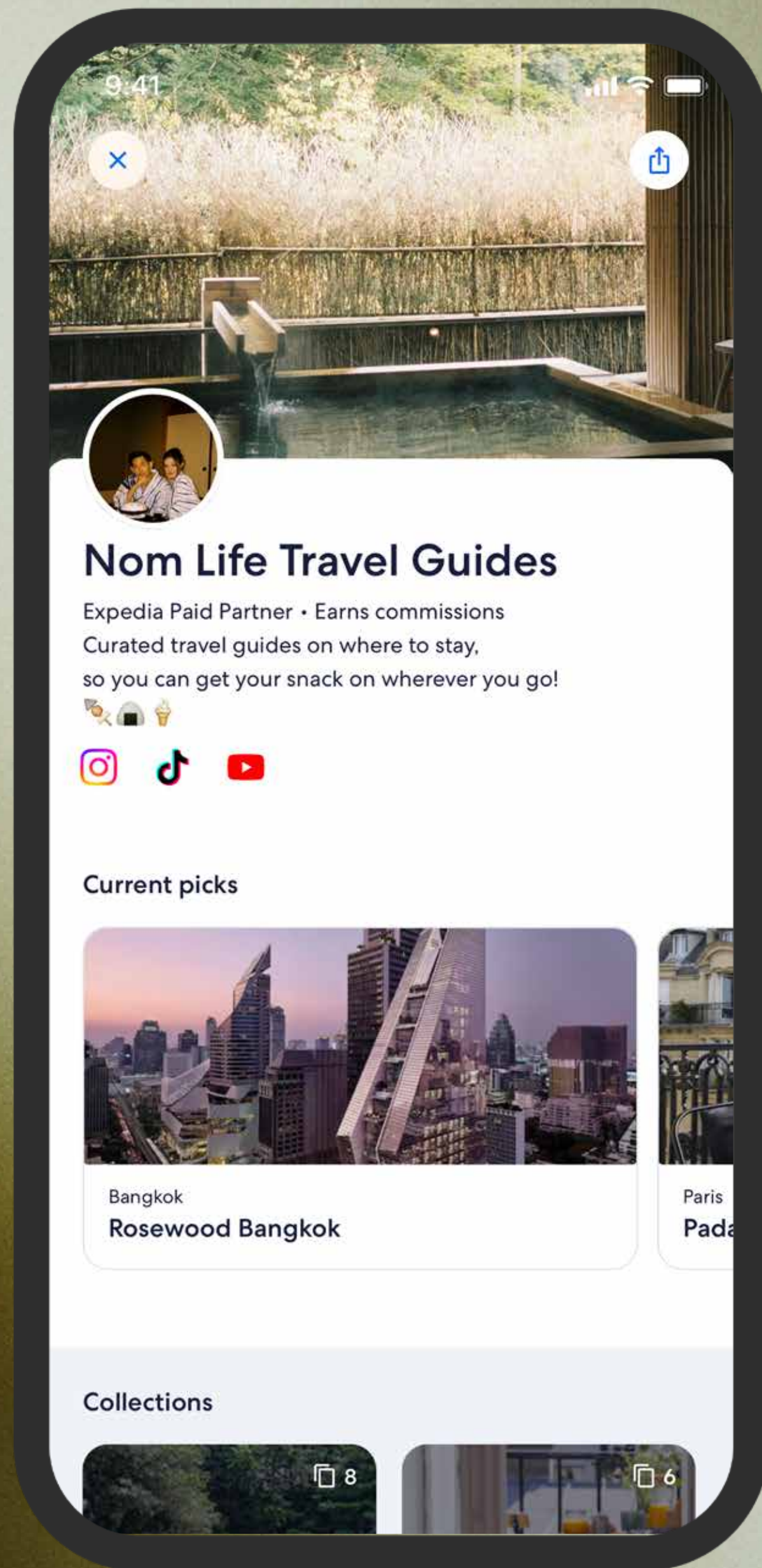
One-Click Trips



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 & Jeremy Ko

Polkadotpassport - Travel and food content creator Nicola Easterby



*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.

To learn more about Unpack '25, contact:
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Download the Expedia, Wotif and Stayz apps.

