

NOESIS THURSDAY SPOTLIGHT

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TRAVEL TRENDS FOR 2025:

Exploring the Future of Wanderlust



The travel industry is on the brink of a fascinating transformation as we look ahead to 2025. From stargazing under remote skies to rediscovering the charm of vintage journeys, travel trends are becoming as diverse as the globe itself. Global travel preferences are shifting, driven by a desire for unique, meaningful experiences.

ASTRO TOURISM: Reaching for the Stars



Imagine lying beneath the vast expanse of the Milky Way in a desert or observing celestial phenomena from remote mountaintops. Astro tourism, the art of stargazing and celestial exploration, is set to skyrocket in 2025. Advancements in technology and growing awareness of light pollution are making remote areas like Chile's Atacama Desert or India's Ladakh must-visit destinations for unparalleled night-sky experiences.

Travelers can look forward to lunar eclipse festivals, observatory tours, and "astro-glamping" that combines luxury with astronomy. Apps like SkySafari enhance these experiences, helping stargazers identify constellations in real time and deepening their connection to the cosmos.

CREATIVE ESCAPES: Art Meets Exploration



Creative escapes are all about blending travel with artistic pursuits. This trend invites travellers to immerse themselves in creative activities while exploring picturesque locales. Whether it's pottery workshops in Tuscany or mural painting in urban Brazil, art venture offers a mix of cultural engagement and skill-building.

It's particularly appealing for those who want to take home more than souvenirs—like new skills and unforgettable memories. Picture sketching street scenes in Paris or joining indigenous craft sessions in Mexico, enriching both your travels and your creative repertoire.

SPORTS MODE: Adventures for the Active Soul



Gone are the days when vacations were just about relaxation. In 2025, active holidays are taking over, with sports and adventure at the forefront. Popular activities include surfing retreats in Bali, marathon tours in major cities, skiing expeditions in the Alps, and even "sports safaris" featuring cycling or kayaking. This trend is reflected in Hilton Worldwide Sports Sales revenue tripling from 2019 to 2024, driven largely by youth and amateur sports

These experiences cater to all fitness levels, from seasoned athletes to beginners. What's more, this trend aligns with sustainability, encouraging travellers to opt for eco-friendly adventure gear and stay in green-certified accommodations—a win for both fitness enthusiasts and the planet.

MINDFUL ESCAPES: A Digital Detox



As our lives grow increasingly digital, the need to disconnect is becoming essential. Reset getaways focus on helping travellers recharge their minds, bodies, and spirits. Silent retreats in Bhutan, wellness resorts in Bali, and forest bathing experiences in Japan are leading this trend.

Key features include tech-free zones, meditation sessions, yoga classes, and organic meals. Many reset getaways also encourage journaling and mindfulness exercises, ensuring travellers return with a clear mind and lasting benefits. For those seeking tranquillity, these retreats offer the ultimate escape. Interestingly, 24% of global travellers now actively disconnect from social media during their vacations.

NOCTOURISM: Embracing the Nightlife



Noctourism takes travellers into the magic of nighttime adventures. The night reveals a quieter, often more intimate side of destinations. From night safaris in Africa to glowworm cave tours in New Zealand, noctourism caters to travellers seeking unique, off-peak experiences.

Cities like Tokyo also offer urban night hikes and cultural after-dark activities. For nature enthusiasts, nocturnal wildlife treks or moonlit kayaking tours offer a chance to see ecosystems come alive under the stars, blending adventure with serenity.

VINTAGE TRAVEL: The Nostalgic Escape



In a fast-paced, modern world, travellers are yearning for the charm of simpler times. Vintage travel channels this nostalgia by reviving classic experiences like train journeys on heritage railways, staying in restored vintage hotels, and travelling in retro-style caravans.

Destinations like the Orient Express through Europe, vintage car road trips along Route 66, and steamboat cruises on the Mississippi capture the romance and adventure of a bygone era. Moreover, vintage travel aligns with sustainability by reducing reliance on air travel and embracing slower, more meaningful journeys.

GO GETAWAYS AND HURKLE-DURKLING



Adventure-seeking "Go Getaways" cater to the 7 in 10 global travellers who enjoy staying active on vacation. With 1 in 5 leisure travellers planning outdoor adventures in 2025, this trend is redefining the concept of travel by encouraging exploration through activities like hiking, biking, and water sports.

On the flip side, "Hurkle-Durkling" offers a complete contrast. This delightful Scottish phrase, meaning "lounging in bed all day," is embraced by 1 in 5 global travellers. Pairing this trend with sleep retreats and spa treatments focused on enhancing rest, it's clear that travellers in 2025 are seeking both exhilaration and restoration in their journeys.

TIME TRAVEL AND SLOW TRAVEL



Nostalgia-driven "Time Travel" is becoming increasingly popular, with 58% of parents revisiting destinations from their childhoods to share cherished memories with their kids. It's a beautiful way to blend past experiences with new family adventures.

Meanwhile, "Slow Travel" encourages deeper cultural immersion. One in four leisure travellers is planning extended stays in destinations to experience life as a local. This approach to travel fosters a genuine connection with the culture and environment, creating more meaningful memories.

HIGH-TECH TRAVEL MEETS DIGITAL DETOX



Travellers in 2025 are balancing convenience and mindfulness. High-tech solutions like digital room keys, favoured by 63% of travellers, streamline travel experiences by allowing direct access to accommodations without lengthy check-ins. At the same time, 24% of global travellers are prioritising digital detoxes by stepping away from social media and seeking a more present and mindful travel experience.

FROM INNER DISCOVERY TO OUTWARD CHEERING



"Soft Travel" is gaining traction, with more than 1 in 5 travellers planning leisure trips for self-discovery or mental health. These journeys focus on simplicity and spontaneity, encouraging travellers to explore inwardly as much as outwardly.

On the other hand, the surge in sports travel reflects a different energy. As youth and amateur sports drive growth, families and friends are increasingly planning trips around sporting events, fostering camaraderie and celebration.

FOODIE EXPLORATION AND TEMPO DRINKING

Culinary adventures continue to entice travellers, with nearly 1 in 5 leisure travellers seeking new restaurants and dining experiences. Remarkably, 50% of these travellers book restaurant reservations before even boarding their flights.

Simultaneously, the "Sober Curiosity" movement is shaping the way people enjoy their vacations. One in four travellers has reduced or stopped alcohol consumption, favouring the "Tempo Drinking" trend that encourages mindful moderation in drinking habits.

CONCLUSION

2025 is shaping up to be a year of exploration, creativity, and self-discovery. Whether you're chasing stars, creating art, sweating it out on an active holiday, indulging in nostalgia, or finding peace in simplicity, there's a travel trend tailored for every wanderlust-filled soul. Pack your bags, pick your trend, and get ready to embark on journeys that will redefine how you see the world.

Sources– Air India, Hilton

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