

The Rise of 'Ish'

Travelers are letting go of the pressure to have the "perfect" trip, embracing an "ish" approach and increasingly defining travel on their own terms.



Solo-ish

Three in 10 (31%) have traveled solo to meet up with people they know at a destination, and **20%** have booked a group excursion or day trip within an otherwise solo trip.



Perfect-ish

More than half of travelers (54%) feel some sort of pressure to have the perfect trip, and **24%** try to accommodate a group and keep others happy.



Planned-ish

Among travelers who do not feel pressure to plan the perfect trip, **28%** prefer to leave room for spontaneity, compared with **18%** who prefer a fixed itinerary.

The Travel Trust Equation

As artificial intelligence (AI) and digital tools reshape travel planning, human insight remains invaluable and loyalty has evolved into its own signal of trust.



Mother Knows Best

Among travelers who trust their family the most, **one in five non-parents (20%)** say their mother is their most trusted source of travel advice, dropping to just **8%** among parents.



The Human Recommendation

70% of travelers trust hotel staff as a travel planning resource, and **63%** trust AI tools when making travel decisions.



Flex Appeal

Nearly half (49%) agree that people with travel loyalty status have more influence on group travel decisions, while **50%** say they are more likely to trust recommendations from someone with loyalty status than someone without it.



Status Envy

One in three (29%) say they are jealous of friends who have a higher travel loyalty status.

Growth Getaways

People are using travel as a catalyst for personal growth, valuing the anticipation of a trip and the lasting change it inspires afterward.



Skillkations

Gen Z travelers are nearly **2 times** more open to adopting a new hobby or interest to keep pursuing at home compared to their Boomer counterparts.



Change Effect

60% are more likely to make a hard life change or decision after traveling.



The Beforeglow

Three in four travelers (76%) agree that having a trip on the calendar gives them a purpose to work toward.



More Than A Souvenir

42% say they discovered new interests or passions while traveling.

Wellness, Rewired

As travelers seek greater balance in their lives, wellness has evolved into a blend of digital technologies and analog practices to enhance wellbeing, support restoration and create deeper connections.



Reset Mode

Nearly two-thirds (65%) of travelers actively seek experiences that calm the body and reset the nervous system.



Restful Renewal

More than one-third (34%) say trips centered on rest, recovery and holistic wellness have helped them grow or change in some way, and **76%** say travel enables them to recharge mentally and physically in ways they can't easily achieve at home.



Back to Nature

Nearly eight in 10 (79%) say fresh air and the outdoors are essential to how they relax while traveling, and **more than half (54%)** spend more time immersed in nature while traveling than they do at home.



Water Based Wellness

More than six in 10 (61%) are more likely to try water-based wellness experiences, such as cold plunges or restorative pools, while traveling. **60%** are more drawn to these experiences when sharing them with others.

The Micro-Travel Mindset

In an era when time feels increasingly scarce, travelers are opting for shorter, more frequent escapes that are easier to plan and fit into everyday life.



Defining the Short Stay

Definitions of a short trip vary widely by market. In Japan (**86%**) and South Korea (**59%**), travelers believe a short trip is less than 2 days. In the U.S., **88%** say a short trip is 3-4 days. Travelers in Saudi Arabia (**29%**) and Germany (**26%**) are the most likely to consider a short trip to be 5-6 days.



Short-Trip Surge

No matter how you define it, across the globe, **24%** plan to increase the number of short trips they take in 2027.



Moment Maximizing

55% feel they're wasting a vacation day if they don't have an activity planned, and **two-thirds (67%)** like to plan travel that allows them to experience a lot in a short amount of time.



Travel Stackers

More than half (57%) enjoy visiting multiple cities in one trip.