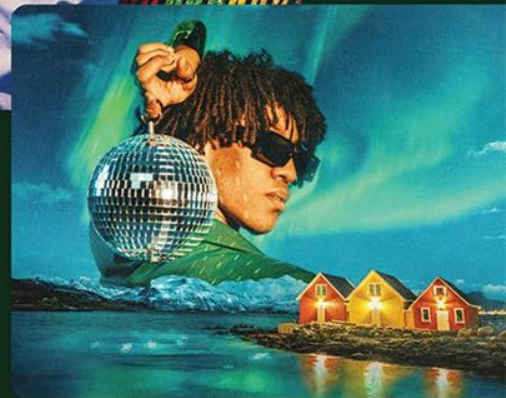




Tripadvisor Trendcast 2025

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





The future of travel just landed

Tripadvisor Trendcast reveals the real trends and cultural shifts shaping where travelers go, and why.



Waterculturism

New 'Moons

Dynamically Sensorial

Global Gaming

Sports Trek

Time Tripping

Solo-Social

Written in the Stars

Investigative Eating

Beauty Voyagers

Slow Going

Nano Neighborhoods

Family Vacays 2.0



Check out all the trends shaping traveler behavior in 2025 and beyond.

trendcast.tripadvisor.com



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%

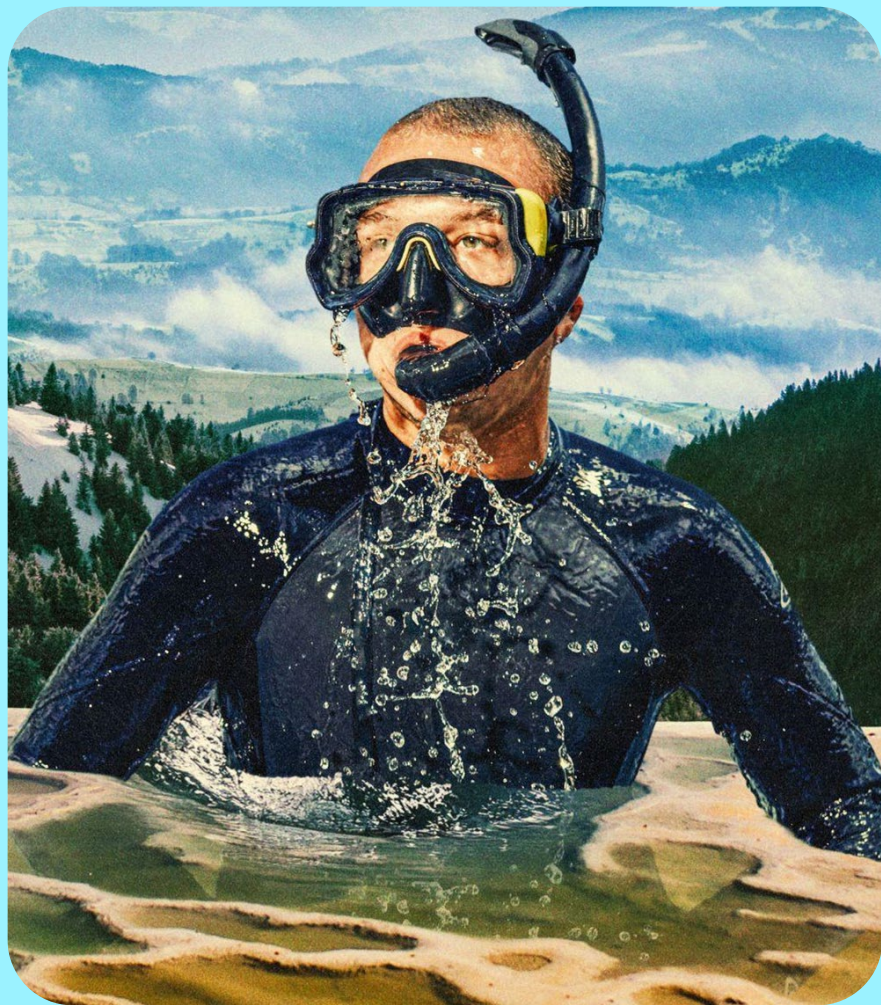
Cold plunges

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.

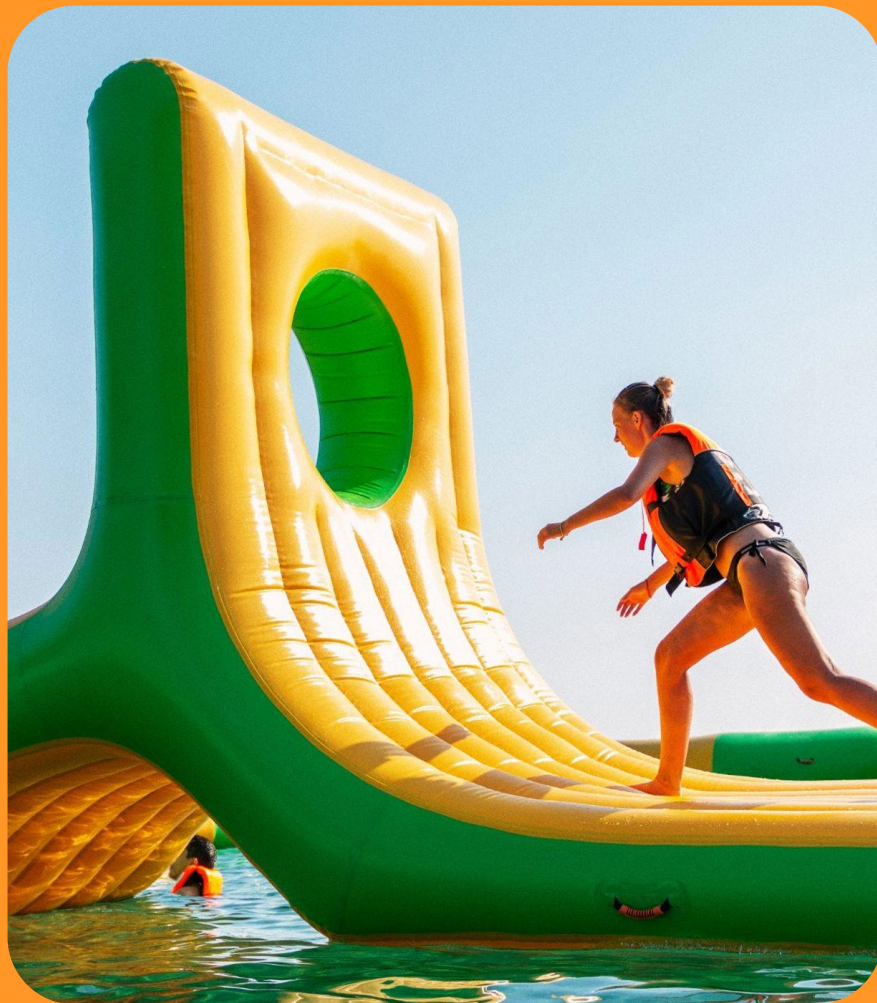
Bookings on Tripadvisor for adult play activities are on the rise over the last year:

+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



Global Gaming

We're not just playing in digital worlds anymore—we're traveling to experience them in real life.

The week after the release of action role-playing game *Black Myth: Wukong* saw higher page traffic than the previous year:

+93%

Shanxi province

The *Fortnite* World Championships in Fort Worth led to increased international clicks to book:

+92%

Fort Worth, TX



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



Nano Neighborhoods

Slowing down to find the stuff you can't get in the guide books.

Neighborhood attraction pages on Tripadvisor are getting more attention over the last year:

+97%

Centro Histórico, Sevilla

+100%

798 Art Zone, Beijing

+72%

Wrigleyville, Chicago



Slow Going

Slow travel isn't just an eco-friendly alternative to flying—it's becoming the main event.

Bookings for train-related Things to Do have gone up since 2022:

+143%

Train experiences



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



Beauty Voyagers

Centering entire trips around beauty treatments you can't get anywhere else.

Travelers on Tripadvisor are talking about treatments more, over the past year:

+389%

Head spas

+433%

Red light therapy

Beauty bookings on Tripadvisor are also up:

+400%

Skincare experiences



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





Tripadvisor Trendcast 2025

When you know what travelers are dreaming of,
your brand can help their dreams come true.

Ready to dive in?

