

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 and Bookabach combined first-party travel data and global research for this year's list that includes Goods Getaways , JOMO Travel and a new Set-jetting forecast for 2025.



'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

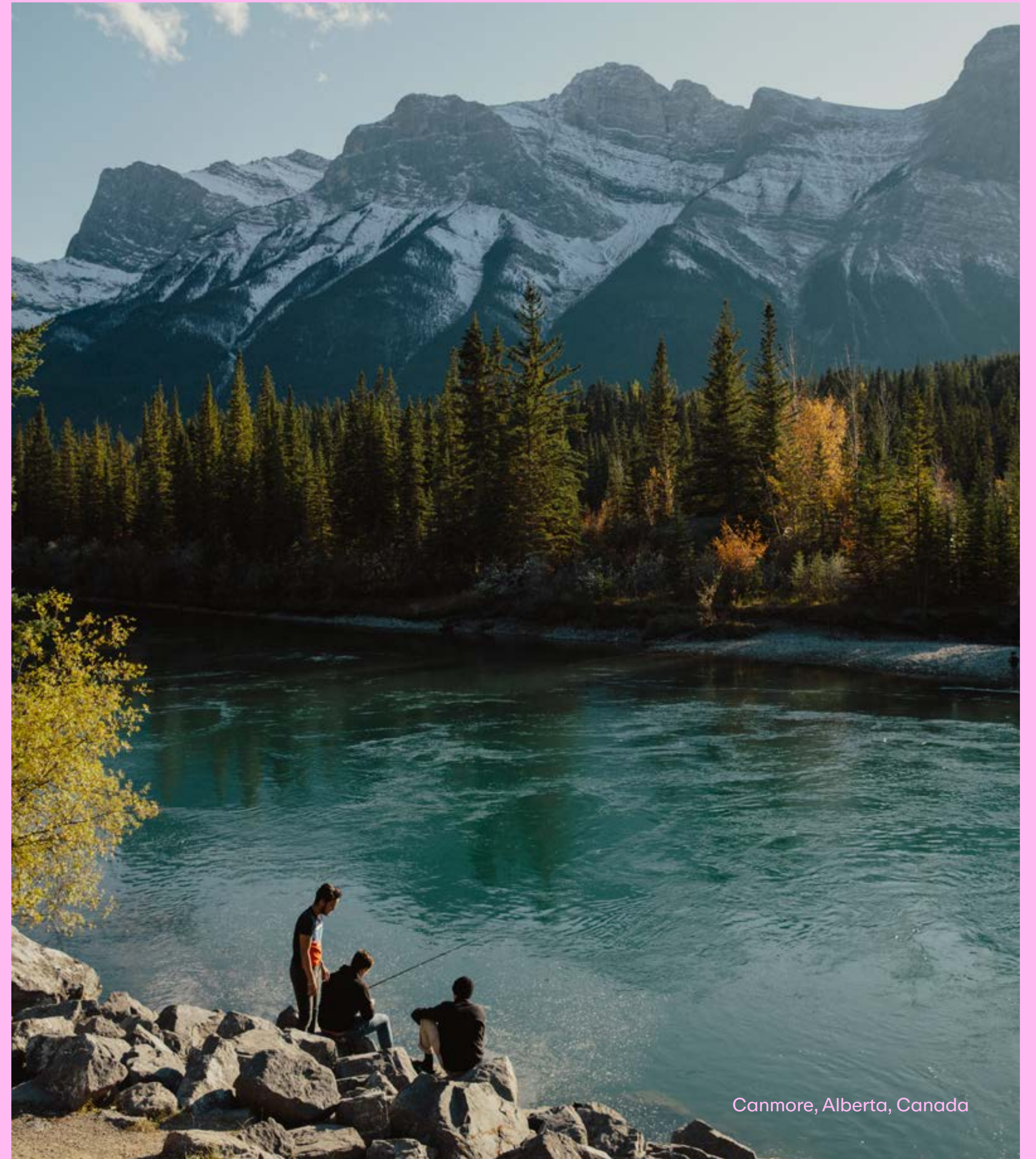
Abu Dhabi, UAE (detour from Dubai)

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.*





JOMO Travel

JON avel

JON avel

JOMO Travel



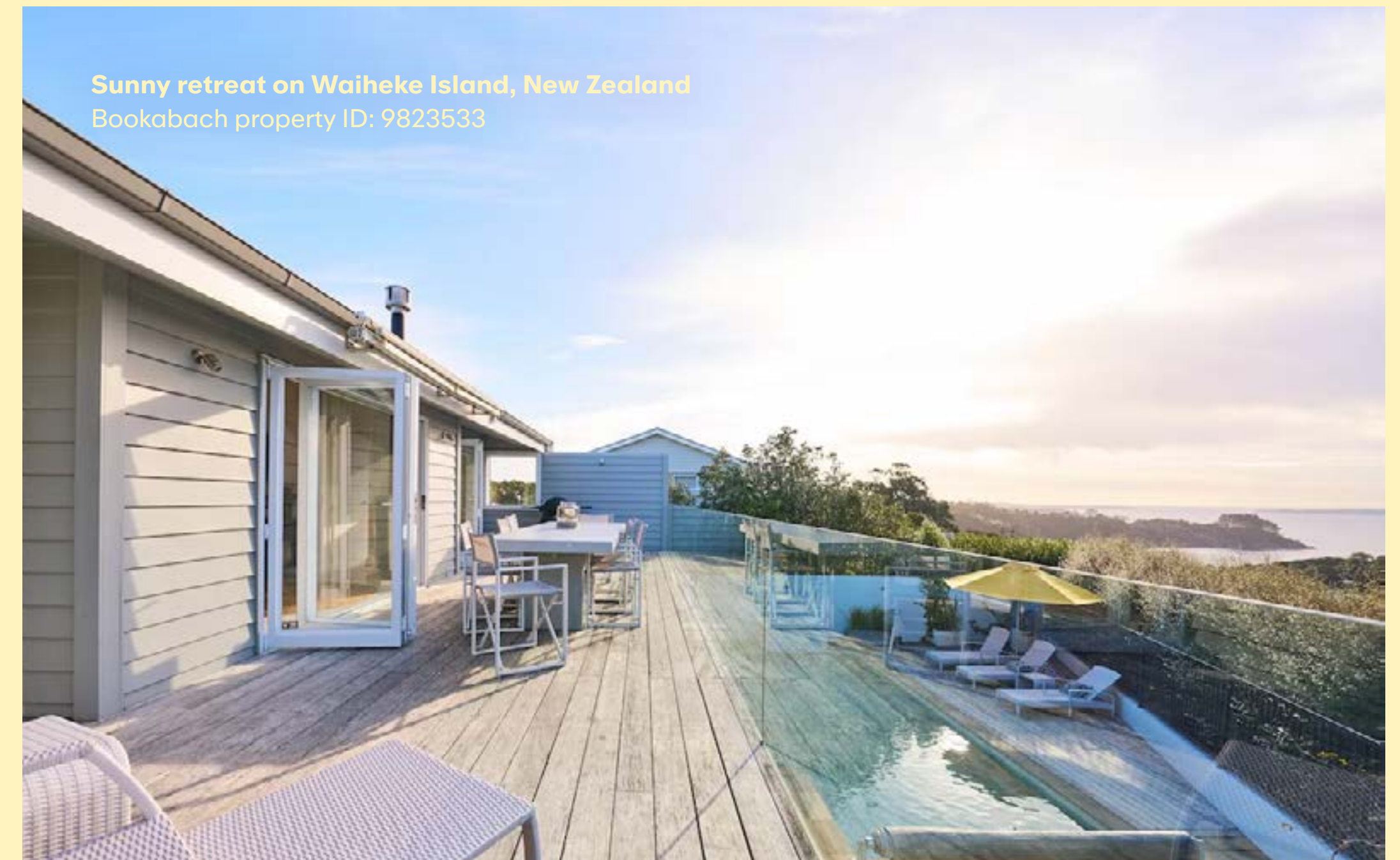
Secluded stay in Whangamoa, New Zealand
Bookabach property ID: 7573819

Panoramic paradise in Portage, New Zealand
Bookabach property ID: 20042557



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

Sunny retreat on Waiheke Island, New Zealand
Bookabach property ID: 9823533



Bookabach data shows continued interest in beach and mountain 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.**

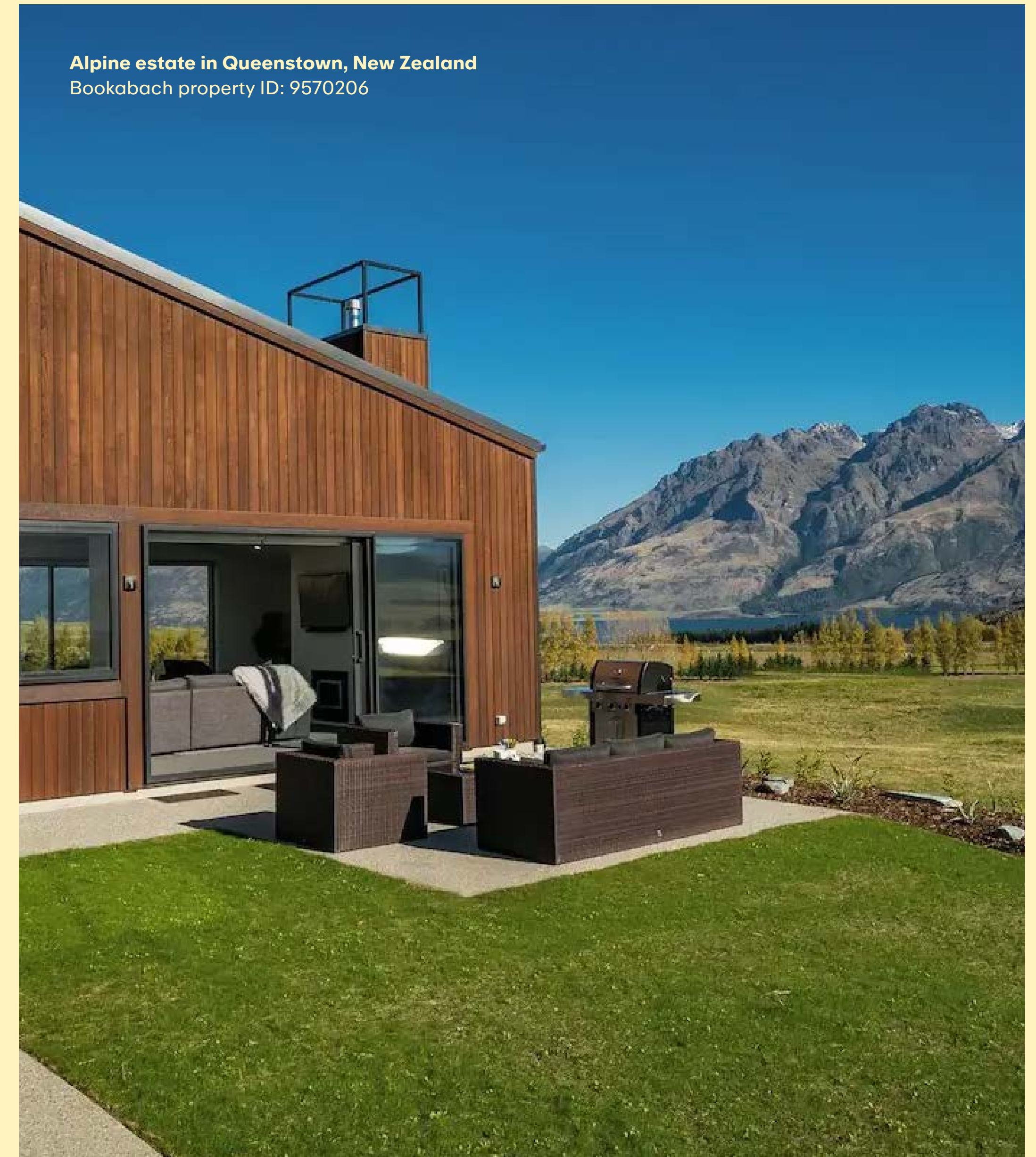
***Based on Bookabach search data between 1 Jan.–4 July 2024, vs 1 Jan.–4 July 2023.*



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



Private oasis in Waikanae Beach, New Zealand
Bookabach property ID: 20010129



Alpine estate in Queenstown, New Zealand
Bookabach property ID: 9570206



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, Hotels.com
and Vrbo reveal the new and noteworthy
Set-Jetting destinations to visit in 2025:

Dubai —*‘The Real Housewives of Dubai’*

Montana & Wyoming —*‘Yellowstone’*

New York City —*‘And Just Like That...’*

Cape Town —*‘One Piece’*

Scotland —*‘The Traitors’*



New York City, USA

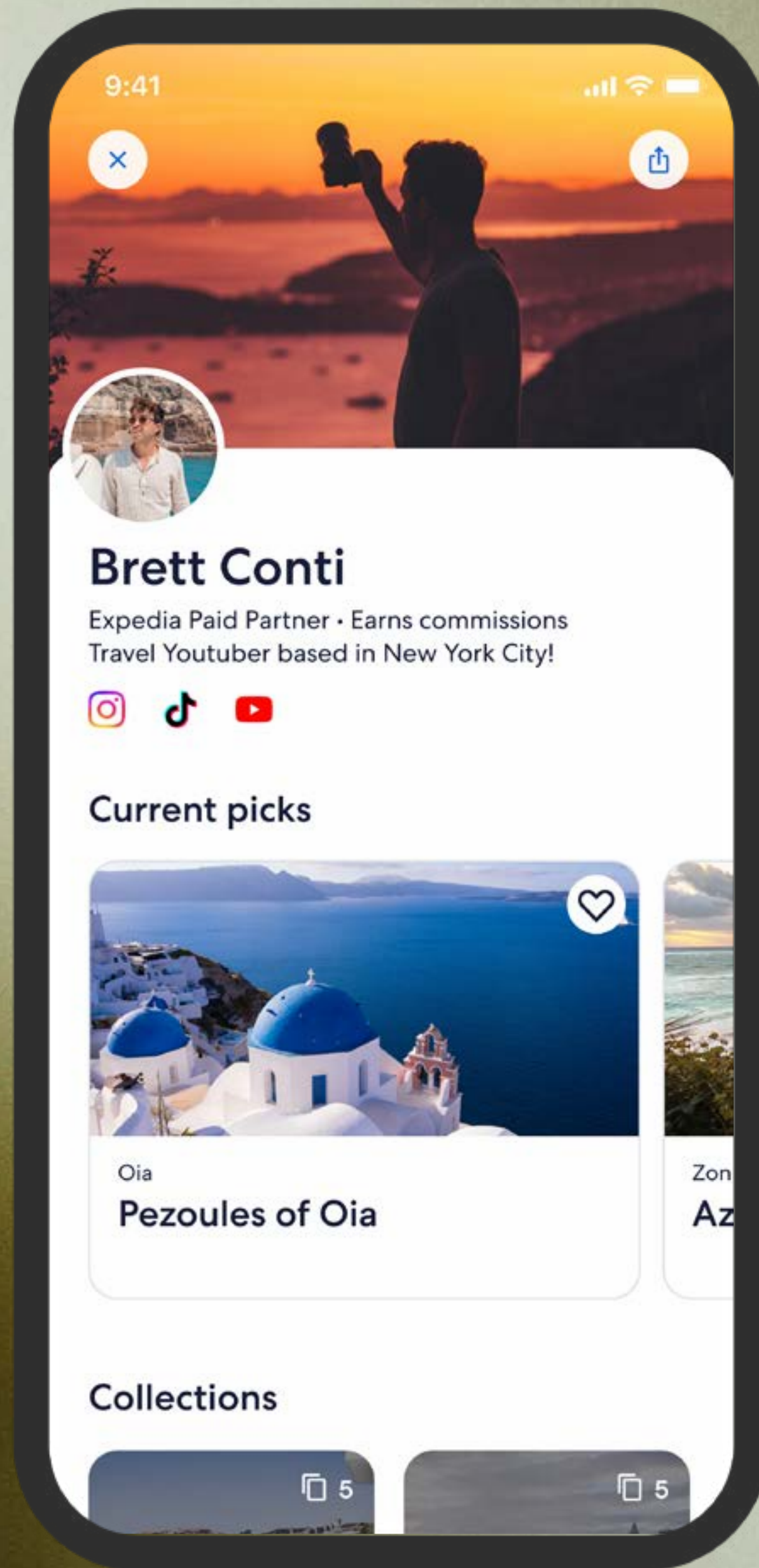
One-Click Trips



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 & Jeromy 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 and Bookabach apps.

