



Global Trends 2025

SAT - Insight Unit – July 25



Research Approach

Desktop research was used to identify current digital trends in tourism. The process followed a three-fold matrix to identify recent trends. The matrix assesses the popularity, activity, and freshness of each trend.

Freshness - relates to the relative newness of an article;

Activity – the number of people interacting with an article, including social media postings;

Popularity – the appeal scoring based on how many people choose an article when given other options in the same category or cluster.

The key trends were selected based on a relative score of 6 and above, with a high relative freshness.

Source of Information

Trend Hunter



Report Summary | Global Trends

As global travel continues to evolve, new trends are reshaping what today's travellers seek—purpose, wellness, cultural connection, and digitally enhanced experiences. A recent report by Trend Hunter highlights these shifts, drawing on real-time data to reveal how tourism is adapting worldwide. This summary explores eight key travel trends, from sleep-focused retreats and AI-driven planning to eco-conscious travel and immersive cultural storytelling. Each presents a unique opportunity for South Africa to innovate and align its offerings with global demand. The following report unpacks these trends in detail and offers practical suggestions for local application.



Guests came suitably attired for the sleepover in the museum's imposing entrance hall (Susannah Ireland)

Local Hospitality

New hotels are using local history and architecture to inspire their designs

Trend - As the boutique hotels market grows, new hotels are embracing local culture through design plans, local sourcing, and/or community collaborations. These hotels aim to facilitate more authentic local experiences, while maintaining the benefits of luxury travel for their guests.

Insight - The demand for authentic travel experiences continues to grow, and more consumers are traveling while aiming to reduce their impact on local communities and environments. As their values evolve, travelers who want authentic (but luxurious) experiences patron businesses that are clear about their local contributions--which is easily facilitated through design and sourcing.



Local Heritage-Inspired Hotels
Jenny Bukovec Designs The Manchester Hotel's Interior in Kentucky



Brutalist Mexican Hotels
Hybrid & Palma Add Organic Elements Within This Brutalist Hotel

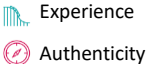


Modernized Toronto Hotels
The Union Hotel Boasts Local Inspiration and Historic Charm



Pyramid-Inspired Hotel Suites
Productora and the Book of Wa Introduces the Kymaia Hotel

7.5
Score



4 Featured, 35 Examples
23,060 Total Clicks
URL: Hunt.to/521568

Sleep Hotel

The hospitality industry is addressing sleep concerns with specialized getaways

Trend - An increasing number of hotels and resorts are addressing sleep concerns with specialized stays. These range from exclusive sleep retreats to clinical sleep packages and are designed to identify health issues while also providing a restful experience.

Insight - Influenced by the health and wellness movement, contemporary consumers are increasingly looking for ways to enhance their routines to benefit their bodies and minds. These individuals are taking charge of their health with preventative measures that emphasize exercise, healthy food, sleep, and stress reduction. As a result, many will flock to brands that provide curated offerings that fit their specific health goal.



Comprehensive Wellness Programs

Four Seasons Hotels and Resorts Has Elevated Its Offerings



Luxurious Exclusive Wellness Retreats

Scorpios Bodrum and Remedy Place Debut Aegean Awakening



In-Room Wellness Experiences

Hilton and Calm Partnered to Enhance Mindfulness and Sleep



Luxury Hotel Sleep Clinics

The Mandarin Oriental Geneva Offers Diagnostic Sleep Clinic Packages



Catalyzation

4 Featured, 35 Examples
23,423 Total Clicks
URL: Hunt.to/455335

Eco Amenity

Airlines introduce sustainable amenity kits to reduce single-use plastics

Trend - Airlines are opting for amenity kits that are designed using eco-friendly materials and offer minimal environmental impact. Unlike traditional kits that typically include single-use plastic items, sustainable versions focus on reusable, recyclable, or biodegradable self-care alternatives.

Insight - Frequent travellers often require single-use solutions while on the go, but struggle to find plastic-free products that do not contribute to excess waste. In response, many airlines are offering amenity kits that help consumers prioritize hygiene with the assurance that after use, they will not end up in landfills or oceans. Businesses that align with this demand can reduce ongoing procurement and waste management costs, freeing up resources to innovate and elevate the customer experience.



Luxurious Eco-Conscious Amenities
Aeroflot is Launching Eco-Friendly Amenity Kits for Passengers



Paper-Based Airline Amenity Kits
Icelandair Introduced Sustainable Amenity Kits for Business Class



Handpicked Luxury Amenity Kits
Turkish Airlines Launches New Amenity Kits for Business Class



Sustainable Airplane Amenities
LEVEL's Amenity Kits are Designed for Extended Travel and Comfort

6.8
Score



- Experience
- Naturality
- Catalyzation

4 Featured, 22 Examples
9,606 Total Clicks
URL: [Hunt.to/569195](https://hunt.to/569195)

Scientific Stay

Hospitality businesses are partnering with science experts to boost experience

Trend - Travel brands are known to rely on unique activities to attract travelers and, most recently, the emphasis has fallen on science-backed experiences that combine education and escapism. Hotels are partnering with specialists and experts to deliver collaborative excursions and stay experiences for guests.

Insight - When going on vacation, contemporary consumers often look for activities that they can enjoy at their destination and much of this search is motivated by curiosity and the need to escape from the mundane. In this space, many are prioritizing activities that will allow them to learn and/or experience something new. This demand is usually driven by a desire to enrich one's life and when this is satisfied, consumers feel inspired and energized.



Massive Hotel Aquariums
Four Seasons Resort Hualalai Brings New Experiences to the Fore



Authentic Amazonian Jungle Tours
This Tour Immerses Travelers In Amazonian Flora, Fauna & Culture



Oceanic Family Activity Programs
The 'Camp at Sea Program' from Celebrity Cruises is All-Inclusive



Space Exploration Hotel Experiences
Uplift Aerospace & Fairmont Miramar Hotel & Bungalows Partner

6.7
Score



Experience
Naturality
Catalyzation

4 Featured, 35 Examples
29,957 Total Clicks
URL: [Hunt.to/454592](https://hunt.to/454592)

Gen Z Travel

Adult Gen Z's travel preferences are being noted by the industry


Trend - Adult Gen Z are frequent travelers, having grown up with social media that normalized travel and escapism. Their travel preferences are shaped by cost and personalized experiences--and brands are responding by aligning themselves with Gen Z's interests and/or helping them finance trips.

Insight - Social media has played a significant role in shaping Gen Z consumers, which is why they prioritize travel despite being early in their careers and in an uncertain economy. As more Gen Z enter the workforce, brands in the travel industry must adapt to cater to younger travelers. This includes experiences that align with their specific interests, low costs, and planning apps that cater to Gen Z's tech-focused and more impulsive approach to travel.






Young Travellers-Targeting Campaigns
Progressive Insurance Has Introduced a New Campaign



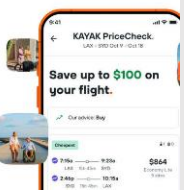
Travel-Focused Credit Cards
Imprint Teams Up with Selina to Launch Selina Rewards Visa Card



Self-Service Contemporary Hotels
MM:NT Berlin Lab is a Beta Hotel Operated by Adina Hotels



Cannabis-Friendly Hotels
The Lexi is a New Las Vegas Hotel with Cannabis-Friendly Hospitality



AI-Powered Travel Services
'Kayak' Released a Suite of AI Features and an Intuitive Chatbot



Visual Travel Planning Platforms
The 'Travis' Platform Brings a Visual Experience to Trip Planning



eSports-Ready Hotel Suites
This Samsung Luxury Gaming Suite is Inside W London



Best Time to Travel Tools
KAYAK Recommends the Best Days to Book Flights and Hotels

6.4 Score



Experience

8 Featured, 71 Examples

64,148 Total Clicks

URL: Hunt.to/511277

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Premium Amenity



Airlines enhance their premium offerings by gifting passengers luxury amenity kits

Trend - Airlines are now offering kits with high-quality travel essentials to passengers in premium cabins to enhance their in-flight experience. These kits include a selection of luxury items and travel necessities designed to make the flight more relaxing or comfortable.

Insight - High-income consumers seek an elevated experiences compared to standard or basic levels of service. These consumers want to feel as though their investments are justified--so they seek out brands that deliver elevated experiences, amenities or exclusive loyalty plans. Brands that can meet these expectations can build lasting relationships with high-income clients and ensure their continued loyalty.



Thai Airline Amenity Kits

Thai Airways Unveils the New Royal Silk Amenity Kits for Passengers



Premium Skincare Amenity Kits

JetBlue's Mint Airline Amenity Kits Feature Multiple New York Brands



Premium Airplane Amenity Kits

Emirates Presents Its New Bulgari Amenity Kits for Travelers



Handpicked Luxury Amenity Kits

Turkish Airlines Launches New Amenity Kits for Business Class



Luxurious Amenity Kits

EVA Air Teams Up with Giorgio Armani and Jason Wu for a New Travel Kit



Airline Amenity Add-Ons

Etihad Airways Launches a New Amenity Kit and Loungewear Selection



Opulent Airline Kits

Hawaiian Airlines Elevates the In-Flight Experience with Stylish Amenity Kits



Premium In-Flight Cosmetics

Thirteen Lune and American Airlines Partnered for Onboard Amenities

6.2
Score

Popularity



Activity



Freshness



Multisensation



Experience



Personalization

8 Featured, 52 Examples

69,426 Total Clicks

URL: [Hunt.to/520483](https://hunt.to/520483)

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Aesthetic Exhibition

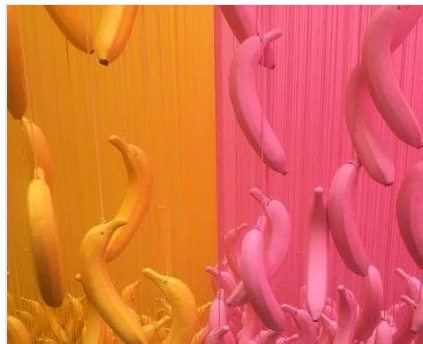
Galleries and museums adopt Instagram-worthy exhibits for mass appeal

Implications - As the experience economy continues to grow, typically traditional businesses and destinations are adapting as a means to gain exposure and engagement. Museums, galleries and exhibits are participating in this shift by collaborating with artists and holding exhibits that speak more to bold, share-worthy designs and aesthetics as opposed to simply cultural or historic significance. Catering to an Instagram-obsessed generation, these curated exhibits are not only exposing art to new generations, but they're also changing the way art, culture and educational activities are perceived and experienced.



Digital Art Museums

Mori Building and teamLab are Opening a Unique Art Venue in Tokyo



Immersive Ice Cream Museums

L.A.'s Whimsical Ice Cream Museum Attracts Social Media Users



Color Museum Experiences

The Color Factory is a Museum for the Instagram Generation



Interactive Egg-Themed Museums



Immersive Candy-Themed Museums



Luxury Brand Pop-Ups

6.2
Score

Popularity



Activity



Freshness



Tribalism

Experience

6 Featured, 52 Examples

238,830 Total Clicks

URL: [Hunt.to/374176](https://hunt.to/374176)

Urban Camper

The popularity of hybrid urban-camping products has increased during COVID-19

Trend - Brands are launching outdoor collections that will suit the casual urban camper. These products are identified by the versatility they bring both to the urban, as well as the camping environment—from luxury-focused outdoor apparel that blends functionality and style to multi-purpose dining containers that can be used in the office.

Insight - Since consumers have had to cancel all non-essential travel and the borders of many countries remain heavily restricted, many are looking for ways to escape their homes in a safer and more accessible manner during the COVID-19 pandemic. In this space, many are opting-in for camping and other accessible getaways that are close in proximity. As individuals identify the equipment they need to make their plan work, they are looking to negotiate the versatility of products.

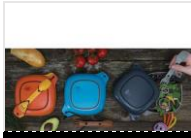


Luxury Camping Apparel

The North Face X Gucci Just Announced a New Collection with Limited Details



Portable Tabletop Barbecues




Outdoor Adventurist Kitchen Equipment




Lantern-Powered Campsite Cookers



Portable Paper-Made Kettles

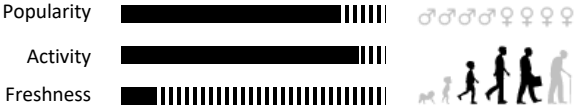





Backpack-Friendly Hammocks



Waterproof Urban Commuter Knapsacks

6.2
Score



-  Hybridization
-  Experience
-  Catalyzation

7 Featured, 63 Examples
257,989 Total Clicks
URL: Hunt.to/437829

AI-based travel-planning apps take some of the work out of traveling

Trend - Smart-planning apps for travelers are becoming more popular, particularly as pandemic-prompted travel restrictions have lifted. Now, consumers are able to create customized itineraries with the help of AI-based apps that give users a better idea of local offerings and geographies.

Insight - The use of smart technology to streamline aspects of consumers' lives has resulted in people being able to organize their time more effectively, and in a way that's personalized to their exact interests. The convenience that predictive technology offers consumers is a major draw, resulting in everything from daily rituals to infrequent events like travel being made easier with the help of AI.




Smart Travel Planners

iplan.ai Uses Machine Learning to Produce Perfect Travel Itineraries

TRAVELMOJI

Let AI take the stress out of your travel planning

No more hour long google searching for the best itinerary for your trip. Our AI-powered trip planner has you covered.
339 itineraries created so far.

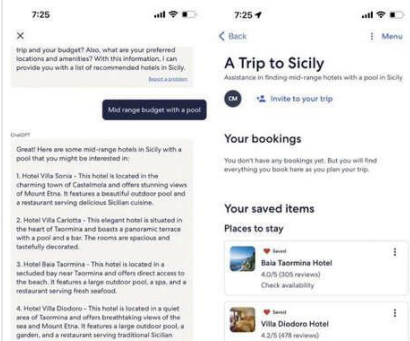
Where are you travelling? 

eg. Madrid

SURPRISE ME WITH A DESTINATION


AI-Powered Travel Itinerary Platforms

The 'Travelmoji' AI Travel Planner Makes Use of ChatGPT




AI Travel Assistants


Expedia Launched a Travel Chatbot Plugin Powered by ChatGPT



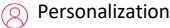
Multilingual AI Travel App



AI-Powered Travel Platforms



AI City Travel Planners



6 Featured, 46 Examples
48,372 Total Clicks
URL: [Hunt.to/484945](https://hunt.to/484945)

Proximity Escape



Brands are launching local vacations and curated experiences during COVID-19

Trend - As traveling has substantially subsided during the ongoing pandemic, brands in the travel and hotel industry are launching special discounts, contests, and offers for unique experiences in one's vicinity. With features focusing exclusively on wellness, these initiatives are boasting a short-term change of pace for an individual or a small group.

Insight - Due to the government's orders, pertaining to health and safety during the COVID-19 pandemic, many individuals have diligently cancelled all non-essential travel plans and remained socially distant at home. As time goes on, consumers are becoming more and more restless in their personal quarters, especially if they share a space with family or roommates. Recognizing that they need a change of pace, many individuals are opting-in for short escapes that are convenient, safe, and nearby.



Royal Staycation Caravans

The Royal Caravan Replicates the Queen's Buckingham Palace Residence



Branded Car-Powered Hotels

Hyundai Opens Doors to World's First Car-Powered Hotel



Urban Hanging Hotels

Jeep's Renegade Motel Promotes a Sky-High Staycation



Self-Quarantine Special Healthcare Packages



Post-Covid Tourism Campaigns



Flexible Travel Bookings

5.9
Score

Popularity



Activity



Freshness



Simplicity

Experience

6 Featured, 53 Examples

137,403 Total Clicks

URL: [Hunt.to/436729](https://hunt.to/436729)

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Eclectic Overnight

P2P hospitality companies offer more unique, one-of-a-kind housing options

Trend - Seeking to create more personalized overnight experiences, P2P hotel rentals like Airbnb are expanding their options to include unique, outside-the-box options for guests looking for something a little bit different. Moving beyond just minimalist aesthetics and high-end decor, alternative options are emerging that speak to more kitschy, non-typical overnight stays.

Insight - The growth of the hospitality space has coincided with the growing consumer desire for one-of-a-kind experiences. This desire is fueled by social media's influence on consumers—where the most visually interesting experiences and adventures are able to gain traction among peers. Thus, travel brands that are able to facilitate unique experiences for tourists are able to gain an advantage—particularly among younger demographics.



Expressive Rainbow-Inspired Abodes

Big Bit is a Whimsical Rentable Apartment in Margate Old Town



Overnight Travel Experiences

Airbnb Just Launched 'Airbnb Adventures' for Ambitious Travelers



Majestic Experiential Rental Rooms

This Incredible Airbnb Room Sits Along the Great Wall of China



Overnight Museum Stays






Branded Vehicle Rental Promotions



Supersized Potato Hotels

5.9
Score



-  Tribalism
-  Experience
-  Personalization

6 Featured, 45 Examples
199,007 Total Clicks
URL: Hunt.to/410711



SOUTH AFRICAN TOURISM

THANK YOU

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