

WHERE TO NEXT?



The movements that are shaping 2025 travel

priceline[®]

Travelers seek stunning sights while keeping an eye on budget.

Next year, expect people to make smart and savvy moves.

Seeking balance between uncertainty and optimism, travelers will find clever ways to save money and make the most of their experiences in 2025. Even when minding their wallets, travel remains a priority — 27% of people would rather give up coffee for life than give up traveling.

For those who are planning to spend more on leisure trips in 2025, 42% say it's because life is short and they prefer to make the most of it, while 39% of them say it's because they're optimistic about the future. To appease lingering fears about inflation, 69% of travelers say they'll focus on domestic travel.

The power of a great deal remains central to how resourceful travelers maximize their trips. Fifty percent of people who use OTAs do so because they get better savings or deals. Those who are able to find a great deal say they'd reinvest their savings into their travel: 31% would extend their trip, 22% would upgrade their room and 21% would take an extra excursion.

While previous years have been about revenge travel, 2025 will be about more intentional travel. Savvy travelers will seek to elevate their experiences and stretch their dollars with more personalized trips that help them forge connection and pursue their passions.

Travelers seek deals when spending on travel. Here are the top 3 ways they reinvest money saved:

Extend their trip	31%
Upgrade their room	22%
Take an extra excursion	21%

Travelers will explore local culture, diving deep into authentic experiences by choosing **Awayborhoods**. They'll leave behind feelings of loneliness as they begin **Flocking** to communal spaces and they'll be **Star Trekking** to cosmically connect with the universe. When they go, they'll prioritize passions by **Holding Court**, taking **Gap Days** and **Running the World**. Travelers will seek quieter, more relaxing journeys as vacations get **Townsized** and moms turn getaways into **GetHerWays**.

No matter how the year unfolds, one thing is clear: travelers will continue to find smart ways to get more out of every journey. If you're left wondering Where to Next? You're in luck, read on for Priceline's top 2025 trends and destinations.

27%

27% of people would rather give up coffee for life than give up traveling.

*Unless otherwise noted, the source for all data is the "Priceline Where to Next?" report. Find the methodology on the final page of this report.

STAYS WE CAN'T STAY AWAY FROM.

Trending domestic and international destinations

*Priceline hotel searches made between July '23 and June '24, compared to the same period last year, for any travel dates

Vanves, France

A Paris suburb and home to the other Parisian flea market

Increase in YoY Priceline hotel searches*

+407%

Algarve, Portugal

Famous for beautiful beaches, cliffs, caves, bays and lagoons

+291%

Tbilisi, Georgia

A vibrant city that blends ancient architecture with a booming modern culture scene

+288%

Field, Canada

A majestic village among the Canadian Rockies in Yoho National Park

+226%

Penang, Malaysia

A cultural melting pot with historic architecture and renowned street food

+174%

Querétaro, Mexico

A colonial gem with UNESCO heritage sites and a vibrant arts and dining scene

+142%

Torrey, UT

Set among a unique red rock landscape, it's the gateway to Capitol Reef National Park

+139%

Chincoteague Island, VA

A quiet beach town that's known for its sand dunes and wild ponies

+132%

Stowe, VT

A skiers paradise tucked in the Green Mountains

+132%

Friday Harbor, WA

A scenic harbor town on San Juan Island that offers whale watching and quaint shops

+129%



ANYBOARDS ANYFOODS

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Awayborhoods

Travelers are embracing local flavor.

Young travelers are living like locals, choosing the authentic vibes and activities of neighborhoods over the prepackaged charm of tourist-filled hotspots. In 2025, a desire for down-to-earth realism will inspire travelers to explore a smaller radius within big cities.

Expect travelers to seek out lesser-known spots brimming with culture. According to a recent Priceline survey, 37% believe the neighborhood they stay in impacts their vacation experience.

Online, expect searches to get specific: Silver Lake instead of Los Angeles or Wynwood instead of Miami. Vacation activities will also reflect the everyday life of neighborhood residents. More than one in three Gen Z and Millennial travelers agree that activities like shopping in grocery stores helps them experience how locals live. In 2025, they'll grab a bite at local dives and shopping carts at local supermarkets in order to create a stronger connection with their destination and embrace authentic provenanced experiences.

37%

37% of travelers believe the neighborhood they stay in impacts their vacation experience.

MEET 2025'S HOTTEST AWAYBORHOODS.

10 U.S. neighborhoods travelers plan to visit in 2025

	% of travelers who want to visit in 2025
French Quarter, New Orleans, LA	42%
Capitol Riverfront, Washington, DC	21%
Wynwood, Miami, FL	19%
North End, Boston, MA	19%
Mission District, San Francisco, CA	19%
Ybor City, Tampa, FL	18%
Silver Lake, Los Angeles, CA	18%
South Congress, Austin, TX	15%
Pearl District, Portland, OR	13%
Rino Art District, Denver, CO	12%





Flocking

The loneliest generation is prioritizing travel that brings them together, builds connections and kindles relationships.

Long trapped behind screens and inside social networks, Gen Z is breaking out of their digital lives and seeking IRL experiences to socialize. Their travel plans are no exception.

As young travelers seek companionship, they'll increasingly turn to communal spaces and activities that make it easy and fun to interact with people they've never met before. In fact, Gen Z is 74% more likely than the average traveler to have researched the best travel destinations to meet new people. Over 20% of them believe hotel bars and cruises are a great way to do just that.

Travel has always been a powerful social ice breaker, and young travelers are fully leaning into its potential. Gen Z is 37% more likely to meet new people while traveling for leisure, and their quest for connection extends to relationships both platonic and romantic. They're 2.8x more likely to believe traveling is the new dating app, and they're twice as likely to be interested in a vacation romance. Expect epic meet-cutes as young travelers flock to cruise ships and hotel bars in addition to the music festivals and social hotspots they're already known for.

74%

Gen Z is 74% more likely than the average traveler to have researched the best travel destinations for meeting new people.

Z MARKS THE SPOT.

Gen Z's top ranked
Priceline hotel
destinations

Las Vegas, NV

#1 domestic

Houston, TX

#2 domestic

Orlando, FL

#3 domestic

Atlanta, GA

#4 domestic

Chicago, IL

#5 domestic

Tokyo, Japan

#1 international

Cancun, Mexico

#2 international

London, England

#3 international

Paris, France

#4 international

Toronto, Canada

#5 international

Priceline hotel bookings made between
July '23 and June '24, amongst Gen Z travelers



Astronauts in orange suits floating in space, some in meditative poses. The background is a light green gradient.

Star Trekking

In 2025, travelers want more space.

The stars are aligned: young travelers are looking for destinations off the beaten path, but are still chasing a sense of connection, both to others and the natural wonders around them. Enter Star Trekking. Celestial events and a fascination with outer space are inspiring travel destinations even after the year of the total eclipse.

Consumer space travel has piqued interest, but there's a more down-to-earth way to experience the stars, and young travelers are going to embrace it. In the next year, Gen Z and Millennials looking for a more affordable space-cation will seek out destinations that provide optimal stargazing opportunities. One in four Gen Zers are interested in traveling for celestial events, and they're 51% more likely than the average traveler to be interested in a hotel that offers celestial, astrology or space-themed excursions.

Expect them to find dark skies outside of metropolitan areas like Austin and Tucson as they hunt for rare celestial events like meteor showers, eclipses, super moons or planetary alignments.

35% of travelers say they would travel to view the Northern or Southern Lights, and while many of them may think they have to leave the country in order to catch this cosmic light show, they'll be excited to discover that they don't have to. From Fairbanks, Arkansas to Bar Harbor, Maine - there are many North American options to see the Northern Lights.

51%

Gen Z is 51% more likely than average travelers to be interested in a hotel that offers celestial, astrology or space-themed excursions.

THESE ARE THE STARS SHINING BRIGHTEST.

Trending destinations with great views of the Northern Lights

	Increase in YoY Priceline hotel searches*
Whitehorse, YT, Canada	+118%
Fairbanks, AK	+117%
Mackinaw City, MI	+115%
Medora, ND	+109%
Bayfield, WI	+99%
Yellowknife, NT, Canada	+92%
Bar Harbor, ME	+81%

Celestial views and solar events are commanding interest in 2025

Trending urban dark sky destinations

	Increase in YoY Priceline hotel searches*
Querétaro, MX	+152%
American Fork, UT	+42%
Willow Springs, IL (outside Chicago)	+38%
Olivette, MO (outside St. Louis)	+26%
Tucson, AZ	+21%
Austin, TX	+17%
Canton, OH	+17%

*Priceline hotel searches made between July '23 and June '24, compared to the same period last year, for any travel dates



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Holding Court

Racket sports took us by storm. Now we're taking them everywhere.

Racket sports have skyrocketed in popularity. Tennis and pickleball are becoming mainstays at parks, themed bars and activity centers; however, racket sports aren't just a weekend activity, they're travel inspiration.

Young travelers are seeking out destinations that help them engage in physical activities, a desire that spans generations. Gen Z and Millennial travelers are 1.4x more likely to be interested in active travel experiences where they can learn or improve at a sport. Millennials specifically are 80% more likely to plan a vacation around playing tennis, a number that jumps even higher when you ask them about pickleball (87%).

Expect young travelers to hold court wherever they go, especially at resorts in 2025. Resorts offer an ideal mix of community and activity, making them high on their list. Gen

Z and Millennials are 1.4x more likely than the average traveler to book a resort specifically for its tennis or pickleball courts. Even if they don't pack their rackets, tennis remains a big draw for Millennials, who are 73% more likely than the average traveler to attend a tennis tournament while traveling for leisure in 2025.

80%

Millennials are 80% more likely than average travelers to plan a vacation around playing tennis.

WE'RE GOING ON TOUR.

Interest spikes at destinations with popular tennis tournaments

2025 Tournaments	Date	Location	Increase in YoY Priceline hotel searches*
BNP Paribas Open	Mar 2 - 16	Indian Wells, CA	+23%
Australian Open	Jan 6 - 26	Melbourne, Australia	+21%
Miami Open	Mar 16 - 30	Miami Gardens, FL	+10%

*Priceline hotel searches made in the 6 months preceding each tournament, compared to same period last year; travel window confined to respective tournament dates



WORLD'S BEST TRAVEL DAYS



Gap Days

Travelers are testing out retirement, if only for a little while.

Young travelers are using extended trips to explore new passions, try new careers and learn life-changing skills. With economic pressures in mind, they're realizing it doesn't take a full 365 days to get the benefits of a gap year. Instead, they're embracing shorter escapes while staying open to the life-altering discoveries micro-retirements can provide.

Most people crave better work-life balance, and travel plays a key role in helping to achieve it. According to a Priceline study, 42% of people say that travel helps them avoid burnout. In 2025, we'll see a spike in destinations that offer a taste of a different lifestyle. Gen Z is 2.5x more likely to learn a new skill while on vacation, and will look to leverage those skills into life changes. Some of their faves? Candle making in Hong Kong, knitting in Oslo and pineapple farming in Bacolod.

It's not just about trying a new hobby, it's about trying out entirely new career paths. Gen Z and Millennials are especially likely to travel in order to explore new careers, and Gen Z is 3.3x more likely than the average traveler to say they will try out a new job while traveling for leisure in 2025.

Expect travelers to experiment with Gap Days in destinations that offer opportunities to try out new passions.

3.3x

Gen Z is 3.3X more likely than the average traveler to say they'll try out a new job while traveling.

DREAM JOBS IN DREAM LOCATIONS.

The 10 destination jobs
Gen Z is more likely to
dream about

Candle making in Hong Kong, China

% more than
all travelers

+85%

Knitting in Oslo, Norway

+82%

Shoe making in São Paulo, Brazil

+76%

Pineapple farming in Bacolod, Philippines

+63%

Wool farming in Geelong, Australia

+51%

Baking in Paris, France

+45%

Basket weaving in Bolgatanga, Ghana

+34%

Making olive oil in Jaén, Spain

+31%

Making pottery in Dharamkot, India

+30%

Embroidering in Tenango del Valle, Mexico

+29%



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Running The World

Young travelers are running wild.

Affordable, easy to find and brimming with new social connections, running clubs are inspiring travel and giving young people new ways to explore.

Local run clubs have exploded in popularity, but in 2025, runners won't just carve out routes in their hometown, they'll seek out clubs when they travel. Gen Z and Millennial travelers are especially eager to pack their running shoes: they're 79% more likely to attend a local running club's event while on vacation and 65% more likely to say that running a race is a great way to explore a new city.

Running offers more than just exercise. It's a healthy means of connecting with a city and the people who live there. While Gen Z is 2.5x more likely to travel with members of a club

they belong to, even solo running remains a draw. Gen Z and Millennial travelers are 42% more likely to book a hotel near a park or running trail in order to stay active while they're on vacation. Expect travelers to pound pavement in cities around the world with marquee trails like Cherry Creek in Denver and Yoyogi Park in Tokyo.

42%

Gen Z and Millennial travelers are 42% more likely than average travelers to book a hotel near a park or running trail.

THE FINISH LINE IS JUST THE START.

5 trending marathons people are traveling to

Destination	Marathon	Date	Increase in YoY Priceline hotel searches*
Houston, TX	Chevron Houston Marathon	May 4, 2025	+91%
Tokyo, Japan	Tokyo Marathon	Mar 2, 2025	+59%
Richmond, VA	Richmond Marathon	Nov 16, 2024	+50%
Toronto, Canada	Toronto Marathon	May 4, 2025	+25%
Bay Lake, FL	Walt Disney World Marathon	Jan 12, 2025	+24%

*Priceline hotel searches made in the 6 months preceding each race, compared to same period last year; travel window confined to respective race dates



TOWN SIZING

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Townsizing

Small towns. Big appeal.

No more going crazy with action-packed itineraries in bustling hubs; travelers are choosing cozier destinations and the laid-back vibes of small towns packed with comforting nostalgia and a leisurely pace.

Americans are seeking simplicity and will travel to find it. In the coming year, expect travelers to opt for quaint, comfy respites in America's small towns.

The trend toward small towns offers different benefits for different generations. While Boomers are most likely to feel that small towns are more relaxing, Gen Z is Townsizing as a way to indulge in the charming, quaint moments depicted in their most comforting movies. They're 89% more likely than average travelers to seek out a vacation that offers a Nancy Meyers lifestyle and 67% more likely to see a vacation as an opportunity to live out their small-town fantasies.

Cozy getaways in places like Ouray, CO and Forks, WA are an escape from the stress of everyday life, and the perfect answer for the 31% of travelers who want to visit a small town in the coming year.

While there, travelers will seek out activities that remind them of simpler times like riding a bike to a farmers' market and enjoying ice cream with their family at a cute parlor. It's all about recharging instead of charging ahead in 2025.

67%

Young travelers are 67% more likely than average travelers to see a vacation as an opportunity to live out their small-town fantasies.

ON TREND AND OFF THE BEATEN PATH.

Top small towns
trending on Priceline

Three Rivers, CA

A natural sanctuary with giant sequoias and redwoods in the Sierra Nevada foothills

Population

2,496

Increase in YoY
Priceline hotel
searches*

+256%

Panguitch, UT

Situated between two national parks and home to stunning lakes with year-round rainbow trout fishing

1,785

+192%

Bretton Woods, NH

Hit the slopes and enjoy beautiful views in New Hampshire's largest ski area

124

+184%

South Yarmouth, MA

A stunning spot on the shoreline of both Cape Cod Bay and Nantucket Sound that offers beaches and golf

11,805

+175%

Ouray, CO

Known as the Switzerland of America, it's surrounded by the peaks of the San Juan Mountain

925

+174%

Old Saybrook, CT

On Long Island Sound, this classic New England beach town offers picturesque views

10,087

+173%

North Wildwood, NJ

A charming East Coast beach town complete with a lively boardwalk

3,629

+168%

Carmel Valley, CA

A rustic Californian wine-lovers paradise with hiking trails and beaches

4,642

+166%

Gorham, NH

A scenic New England gem nestled in the White Mountains

2,043

+164%

Forks, WA

A rainy town on the Olympic Peninsula and setting of the "Twilight Saga" book series

3,379

+163%

*Priceline hotel searches made between July '23 and June '24, compared to the same period last year, for any travel dates



GET AWAY

GET AWAY

GET AWAY

GET AWAY

Pixel-Shot

GetHerWay

Parenting has more baggage than ever.

With unrealistic expectations of living a picture-perfect life while balancing career and family obligations, raising kids is multitasking mayhem. In 2025, moms are pushing back against the mental load of parenting and seeking some well-earned time off in order to recharge and take a break from mom life.

Moms deserve a break from the managerial, cognitive and emotional load they bear. This year, they'll finally get it by prioritizing self care activities and comfort amenities. According to a Priceline study, moms of kids under 18 are 2.8x more likely than average travelers to say they need a vacation to escape the mental exhaustion of being a parent.

To recharge, they'll choose destinations that offer both traditional and non-traditional self care activities and services. Moms are more likely to seek out vacation spots that offer in-room spa services, art classes and rage rooms. Yet the thing they're most excited for is extra sleep – 72% of moms with kids under 18 to be exact.

26%

26% of moms with kids under 18 dream of a vacation where they can prioritize themselves and their needs.

Note: Comparisons are based on a nationally representative sample of 2,726 men and women without children under 18 travelers compared with 1,005 mothers with children under 18 who also travel.

THIS IS THE GETAWAY IF SHE GETS HER WAY.

Moms are more likely than the average traveler to be looking for these 10 vacation activities in order to relax and recharge

	% more than all travelers
Rage rooms	+139%
In-room spa services	+83%
Moon phase rituals	+82%
Art classes	+80%
Yoga	+64%
Sleep Concierge*	+45%
Guided meditation sessions	+44%
Primal scream therapy	+38%
Digital detox programs or tech-free relaxation areas	+37%
Mindfulness workshops	+37%

*A sleep expert that offers recorded meditations, a menu of pillows, weighted blankets and a specialty blend of bedtime tea



Methodology

Third-party research was conducted on behalf of Priceline by Current Forward, a U.S.-based consumer research and brand strategy company. The survey was conducted online in the United States from September 6 - September 20, 2024, among a nationally representative sample of 3,039 adults ages 18 - 78 who have traveled at least 100 miles from their home by plane or car within the last year. An additional sample of 690 mothers of children under 18 was also included. Gen Z is defined as those born 1997 - 2006; Millennial is defined as those born 1981 - 1996; Gen X is defined as those born 1965 - 1980; and Boomers are defined as those born 1946 - 1964.

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