Trend Report: How We Will Travel In 2025

From multi-generational trips to wellness sojourns to destination dining, the new year will be all about connections – to people, places, and oneself.



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Travel is taking on a bold new face, driven by a blend of innovation, sustainability, and a renewed hunger for unique experiences. Booking.com's annual Travel Predictions for 2025 report reveals that travellers are ‘rewriting their playbook’ and are looking to redefine how they experience and engage with the world around them. Here are some key travel trends that we will see in 2025.

All together again



Travel brings people together, and over the past few years, the trend of multi-generational travel has been on the rise. According to Booking.com, 84% of Indians believe in the value of intergenerational travel. SaffronStays founder Devendra Parulekar has observed a rise in families booking private villas for milestone celebrations, reunions, and extended stays to reconnect across generations. "Our homes are designed to foster connection. From open courtyards to private pools, we ensure every generation has something to enjoy. Families want privacy, comfort, and spaces where everyone feels at home. It's not just about vacations — it's about creating lasting memories," says Parulekar. As an offshoot, SKI (spending kids' inheritance) trips will be on the rise, with nearly half of Indian travellers preferring to spend their money on a bucket-list trip instead of leaving an inheritance to their children. But equally, boomers are generous and are willing to fund trips for their children and grandchildren; so kids, be nice to your grandparents!

Personalised touch

Luxury travel has evolved significantly over time, shifting from a focus on material opulence to high-quality experiences that are personalised. More than just a luxury, personalisation is about creating a deeper emotional connection; the modern traveller wants experiences that feel uniquely theirs. Andrew Booth, hotel manager at Jumeirah Carlton Tower, London says, "As demand for personalised services grows, we're embracing this shift by offering bespoke touches that make each stay unforgettable. From monogrammed bathrobes to custom-embroidered linens, every detail reflects the individuality our guests expect from one of London's most iconic hotels." From your keycard to your in-room slippers – and even your makeup flannel – everything is personalised and you're encouraged to take them home as keepsakes. Closer home, Oberoi Hotels & Resorts across India go the extra mile, whether it's curating custom menus based on a guest's favourite ingredients or offering picnics or private dinners under the stars. For returning guests, the room setup is personalised based on their past preferences – from the exact type of pillow they prefer to the room temperature, everything is done to ensure that the space feels like a home away from home. At ITC Hotels too, you can expect touches like photo cakes, customised pillows and other in-room amenities that create a 'wow moment' and make your stay unforgettable.

Live long and prosper



Cryotherapy at Chenot Palace Gabala

As travellers search for the elixir of life, a vacation is no longer just time to unwind. In 2025, wellness will go beyond sunrise yoga and breakfast smoothies. Booking.com reveals that 83% of Indian travellers are interested in longevity retreats for deep revitalisation, with 79% willing to pay for vacations focused on extending lifespan and well-being. Treatments like cryotherapy, body vibration therapy, stem cell treatment, etc. are all the rage. Chenot Palace Gabala, the ultra-luxe wellness retreat in Azerbaijan, offers a Preventing and Ageing Well Henri Chenot Programme, which includes anti-ageing systemic Vita-Mix enrichments, ozone systemic applications, phyto-mud treatments, and more to stimulate the body, restore its balance, and reset its functions. "We are pioneering the future with science-backed treatments to ensure our guests not only rejuvenate but truly transform. The future of wellness is personalised, preventive, and powered by innovation," says Rishad Sharifov, general manager, Chenot Palace Gabala.

Delish expeditions



Tipai – Wildlife Luxuries

How far will you go for a great meal? Perhaps a tiny village in the middle of nowhere? Or deep in a forest? While ‘travel to eat’ has been a mantra for many travellers, the destination dining concepts that are popping up around India offer something out of the ordinary. Consider Chef Prateek Sadhu’s NAAR, tucked away in the hills near Kasauli, Himachal Pradesh where mountain produce is highlighted in surprising ways. Or Tipai – Wildlife Luxuries in Maharashtra’s Tipeshwar Wildlife Sanctuary where Chef Amninder Sandhu has not one, but two fine-dining restaurants in the wilderness. Of these, Palaash is particularly noteworthy for serving up an inventive degustation menu cooked by local women, without burning gas no less. "Safari is a huge draw for people visiting Tipai and usually their stays are at least three days long; with that kind of duration of stay we don’t want them feeling bored of eating the same food. We want people to wake up as excited about their food as they would be about a game drive," says Sandhu, Tipai’s director & founding partner dining experiences. Tipai also gets visitors from Nagpur, Hyderabad, and other neighbouring cities around Yavatmal who make the trip solely to experience the dining concepts. "While the number is small in comparison to guests who stay with us, it’s definitely very encouraging to see people carve out time to visit us for our food,” says Sandhu.

Starry nights



Astro-tourism, noctourism (nocturnal tourism), and other forms of travelling to witness natural phenomena have seen unprecedented demand in the last couple of years. According to the Booking.com report, 78% of Indian travellers are interested in visiting dark sky destinations for stargazing and constellation tracking, while 76% are willing to travel for once-in-a-lifetime celestial events. Of course, chasing the Northern Lights in Finland's Lapland Region or in Tromsø, Norway is still a bucket-list item for many; but closer home, travellers are looking at visiting Hanle in Ladakh, India's first Dark Sky Reserve around the Indian Astronomical Observatory. "City dwellers from Mumbai, Delhi, Bengaluru, etc. who rarely get to see clear skies because of pollution, are particularly keen on such trips," says Subhash Motwani, director of Mumbai-based luxury and experiential travel company Namaste Tourism. They organise a specially curated nine-day Astro Trail to Ladakh, which includes a day-time visit to the observatory, followed by celestial sightings at night. Accommodation is provided at a homestay that has their own telescope, so you can spend an evening stargazing and unravelling the mysteries of the cosmos.

Transit trails

As Indian globetrotters plan their 2025 escapades, they are embracing a new era of airport entertainment. According to Booking.com, this will be the year the airport takes its place in the limelight, with 84% of Indian travellers showing interest in airports with unique experiences and facilities. Here, Singapore's Changi Airport with its 100-plus dining options and the magical Canopy Park, Enchanted Garden, and Rain Vortex, is a crowd favourite. Millennials and Gen Z are particularly interested in airport features like sleep pods, spas, and Michelin-star restaurants. As an extension, travellers are also keen to convert their layovers into mini vacations. Hari Ganapathy, co-founder of customised holiday booking platform Pickyourtrail says, "Gone are the days when layovers were mere inconvenient pauses between destinations. Today's travellers are reimagining these transit moments as unexpected opportunities for adventure and discovery. It's all about breaking the monotony of long-haul travel, experiencing a taste of a new culture, and doing so without breaking the bank." Destinations such as Istanbul, Doha, and Dubai are among the top spontaneous

choices, particularly as they offer free stays and discounted cultural tours, turning transit time into bonus travel.

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