Booking.com Travel Predictions

2027

The **11th edition of Booking.com's Travel Predictions** reveals that travelers in 2027 are going off-script: choosing trips led by mood, shaped by budget, and defined by surprise.

01 Plot Twist Trip

The trip nobody saw coming, not even you

77% of global travelers are interested in choosing a vacation specifically to do something completely out of character

02 Social Currency

Your budget decides who makes the guest list

38% have removed someone from a travel group entirely over spending differences

03 Vibe Check(In)

Destination? Irrelevant. Vibe? Non-negotiable

81% would choose a vacation destination based on how they want to feel, not where they want to go

04 The All-Exclusive

Less is more. Pay only for what you actually want

66% find it appealing when a package lets them remove services they do not expect to use

05 Trip to the Beyond

The paranormal is the new normal

65% of travelers are interested in paranormal, horror, or gothic travel experiences

06 PTO: Powered by AI

AI handles work while you actually switch off

64% are interested in having AI cover their work while they are away

07 Hotel in the Sky

The flight is where the holiday starts

89% say an airline's ability to help them arrive rested would influence their choice of airline

08 Sweat Synergy

Solo travel is getting a team upgrade

66% ay a shared physical activity while traveling has led to a lasting connection or friendship

09 Trailside Therapy

Tough talks are better on a long walk

81% say at least one holiday activity makes it easier to have honest or difficult conversations with their partner

Making it easier for everyone to experience the world.