

2026 GLOBAL TRAVEL TRENDS*



IT'S PERSONAL

Travellers design trips that express who they are, not where they go.



SLOW AND STEADY

Meaningful, unplanned and restful trips with safety and comfort in mind are key.



NEW FRONTIERS

Exploration will rule with travellers seeking new places and splurging only on quality.

HOW IMPORTANT IS TRAVEL?

65%

"It expresses my identity and values."

44%

"It matters more than career or education milestones."

TRAVEL PREFERENCES

60%

Off-the-beaten path

Smaller cities and rural escapes

79%

Room first

Quality upgrades rather than splurge freely

60%

Time-savers

Concierge services, private transfer, priority access

50%

Exclusivity

Special access to experiences

2026 TRIPS PLANNED

Business Travel



4 trips planned



42% international

Leisure Travel



6 trips planned



93% international

TRAVEL DESTINATIONS IN 2026



JAPAN



CHINA



THAILAND



USA



AUSTRALIA

62%

prefer new places, a trend shared across generations and countries



TOP PRIORITIES FOR TRAVELLERS

Hotel quality	86%
Selective splurging	79%
Safety and comfort	57%
Cultural curiosity	41%



HOW THEY CHOOSE HOTELS

Location and neighbourhood	42%
Loyalty programme	39%
Price	36%



WHERE THEY BOOK HOTELS

Loyalty programme website or app	42%
Hotel website or app	30%
Online travel agent or tour operator site	7%

THE RISE OF AI



61% of travellers use AI for trip planning

79% of Gen Z travellers plan trips using AI

79% are comfortable with the idea of an AI concierge

*Based on Oct 2025 survey to GHA DISCOVERY members in EN, DE, SP, ZH and JP with D\$10 incentive. 4.2K responses analysed.

2026 TRAVEL TRENDS - AUSTRALIA*



IT'S PERSONAL

Travellers design trips that express who they are, not where they go.



SLOW AND STEADY

Meaningful, unplanned and restful trips with safety and comfort in mind are key.



NEW FRONTIERS

Exploration will rule with travellers seeking new places and splurging only on quality.

HOW IMPORTANT IS TRAVEL?

60%

"It expresses my identity and values."

43%

"It matters more than career or education milestones."

TRAVEL PREFERENCES

58%

Off-the-beaten path

Smaller cities and rural escapes

43%

Planless plans

Laid-back and relaxed trips with nothing planned

52%

Time-savers

Concierge services, private transfer, priority access

45%

More time

Extended time away (longer holidays, sabbaticals)

2026 TRIPS PLANNED

Business Travel



4 trips planned



38% international

Leisure Travel



6 trips planned



91% international

TRAVEL DESTINATIONS IN 2026



JAPAN



USA



SINGAPORE



NEW ZEALAND



THAILAND

62%

prefer new places, a trend shared across generations and countries



TOP PRIORITIES FOR TRAVELLERS

Hotel quality	86%
Selective splurging	77%
Safety and comfort	58%
Cultural curiosity	42%



HOW THEY CHOOSE HOTELS

Location and neighbourhood	45%
Price	40%
Loyalty programme	37%



WHERE THEY BOOK HOTELS

Loyalty programme website or app	41%
Hotel website or app	32%
Online travel agent or tour operator site	8%

THE RISE OF AI



44% of Australia travellers use AI for trip planning

67% are comfortable with the idea of an AI concierge

2026 TRAVEL TRENDS - CHINA*



IT'S PERSONAL

Travellers design trips that express who they are, not where they go.



A DISCERNING SHIFT

Upgraded rooms and experiences are valued, prioritising quality and comfort.



NEW FRONTIERS

Exploration will rule with travellers seeking new places and splurging only on quality.

HOW IMPORTANT IS TRAVEL?

63%

"It expresses my identity and values."

47%

"It matters more than career or education milestones."

2026 TRIPS PLANNED

Business Travel



6 trips planned



32% international

Leisure Travel



7 trips planned



81% international

TRAVEL PREFERENCES

59%

Exclusivity

Exclusive access to experiences

43%

Taking it all in

A sightseeing itinerary (architecture, landmarks, museums)

55%

Time-savers

Concierge services, private transfer, priority access

35%

More time

Extended time away (longer holidays, sabbaticals)

TRAVEL DESTINATIONS IN 2026



JAPAN



THAILAND



SINGAPORE



USA



MALDIVES

77%

prefer new places, a trend shared across generations and countries



TOP PRIORITIES FOR TRAVELLERS

Hotel quality	87%
Selective splurging	87%
Safety and comfort	60%
Cultural curiosity	54%



HOW THEY CHOOSE HOTELS

Loyalty programme	46%
Location and neighbourhood	34%
Price	33%



WHERE THEY BOOK HOTELS

Loyalty programme website or app	51%
Hotel website or app	25%
Online travel agent or tour operator site	8%

THE RISE OF AI



80% of China travellers use AI for trip planning

82% are comfortable with the idea of an AI concierge

*Based on Oct 2025 survey to GHA DISCOVERY members in EN, DE, SP, ZH and JP with D\$10 incentive. 506 responses from China members analysed.

2026 TRAVEL TRENDS - GERMANY*



IT'S PERSONAL

Travellers design trips that express who they are, not where they go.



SLOW AND STEADY

Meaningful, unplanned and restful trips with safety and comfort in mind are key.



NEW FRONTIERS

Exploration will rule with travellers seeking new places and splurging only on quality.

HOW IMPORTANT IS TRAVEL?

79%

"It expresses my identity and values."

34%

"It matters more than career or education milestones."

TRAVEL PREFERENCES

61%

Off-the-beaten path

Smaller cities and rural escapes

47%

Planless plans

Laid-back and relaxed trips with nothing planned

64%

Time-savers

Concierge services, private transfer, priority access

42%

Exclusivity

Special access to experiences

2026 TRIPS PLANNED

Business Travel



4 trips planned



56% international

Leisure Travel



5 trips planned



98% international

TRAVEL DESTINATIONS IN 2026



THAILAND



USA



JAPAN



UAE



MALDIVES

53%

prefer new places, a trend shared across generations and countries



TOP PRIORITIES FOR TRAVELLERS

Hotel quality	92%
Selective splurging	77%
Safety and comfort	50%
Status or exclusivity	49%



HOW THEY CHOOSE HOTELS

Location and neighbourhood	47%
Loyalty programme	27%
Price	22%



WHERE THEY BOOK HOTELS

Loyalty programme website or app	38%
Hotel website or app	33%
Online travel agent or tour operator site	5%

THE RISE OF AI



45% of Germany travellers use AI for trip planning

88% are comfortable with the idea of an AI concierge

2026 TRAVEL TRENDS - JAPAN*



IT'S PERSONAL

Travellers design trips that express who they are, not where they go.



SLOW AND STEADY

Meaningful, unplanned and restful trips with safety and comfort in mind are key.



NEW FRONTIERS

Exploration will rule with travellers seeking new places and splurging only on quality.

HOW IMPORTANT IS TRAVEL?

70%

"It expresses my identity and values."

52%

"It matters more than career or education milestones."

TRAVEL PREFERENCES

57%

Off-the-beaten path

Smaller cities and rural escapes

52%

Planless plans

Laid-back and relaxed trips with nothing planned

49%

Exclusivity

Exclusive access to experiences

40%

Time-savers

Concierge services, private transfer, priority access

2026 TRIPS PLANNED

Business Travel



3 trips planned



51% international

Leisure Travel



6 trips planned



91% international

TRAVEL DESTINATIONS IN 2026



CHINA



USA



FRANCE



THAILAND



ICELAND

62%

prefer returning to a favourite destination for a deeper experience, a trend that is unique to this country



TOP PRIORITIES FOR TRAVELLERS

Hotel quality	76%
Selective splurging	79%
Safety and comfort	57%
Cultural curiosity	48%



HOW THEY CHOOSE HOTELS

Location and neighbourhood	57%
Price	55%
Loyalty programme	52%



WHERE THEY BOOK HOTELS

Loyalty programme website or app	38%
Hotel website or app	38%
Online travel agent or tour operator site	9%

THE RISE OF AI



42% of Japanese travellers use AI for trip planning

79% are comfortable with the idea of an AI concierge

2026 TRAVEL TRENDS - SINGAPORE*



IT'S PERSONAL

Travellers design trips that express who they are, not where they go.



SLOW AND STEADY

Meaningful, unplanned and restful trips with safety and comfort in mind are key.



NEW FRONTIERS

Exploration will rule with travellers seeking new places and splurging only on quality.

HOW IMPORTANT IS TRAVEL?

63%

"It expresses my identity and values."

45%

"It matters more than career or education milestones."

TRAVEL PREFERENCES

67%

Off-the-beaten path

Smaller cities and rural escapes

45%

Planless plans

Laid-back and relaxed trips with nothing planned

60%

Time-savers

Concierge services, private transfer, priority access

58%

Exclusivity

Special access to experiences

2026 TRIPS PLANNED

Business Travel



3 trips planned



95% international

Leisure Travel



6 trips planned



100% international

TRAVEL DESTINATIONS IN 2026



JAPAN



CHINA



AUSTRALIA



NEW ZEALAND



ITALY

58%

prefer new places, a trend shared across generations and countries



TOP PRIORITIES FOR TRAVELLERS

Hotel quality	86%
Selective splurging	80%
Safety and comfort	66%
Cultural curiosity	31%



HOW THEY CHOOSE HOTELS

Price	45%
Location and neighbourhood	42%
Loyalty programme	41%



WHERE THEY BOOK HOTELS

Loyalty programme website or app	45%
Hotel website or app	21%
Online travel agent or tour operator site	9%

THE RISE OF AI



76% of Singapore travellers use AI for trip planning

87% are comfortable with the idea of an AI concierge

2026 TRAVEL TRENDS - THAILAND ^{*}



IT'S PERSONAL

Travellers design trips that express who they are, not where they go.



SLOW AND STEADY

Meaningful, unplanned and restful trips with safety and comfort in mind are key.



NEW FRONTIERS

Exploration will rule with travellers seeking new places and splurging only on quality.

HOW IMPORTANT IS TRAVEL?

72%

"It expresses my identity and values."

48%

"It matters more than career or education milestones."

TRAVEL PREFERENCES

66%

Off-the-beaten path

Smaller cities and rural escapes

47%

Take it all in

Sightseeing itinerary (architecture, landmarks, museums)

54%

Time-savers

Concierge services, private transfer, priority access

54%

Exclusivity

Special access to experiences

2026 TRIPS PLANNED

Business Travel



4 trips planned



64% international

Leisure Travel



7 trips planned



96% international

TRAVEL DESTINATIONS IN 2026



JAPAN



CHINA



ITALY



SWITZERLAND



SINGAPORE

67%

prefer new places, a trend shared across generations and countries



TOP PRIORITIES FOR TRAVELLERS

Hotel quality	87%
Selective splurging	76%
Safety and comfort	63%
Status or exclusivity	38%



HOW THEY CHOOSE HOTELS

Loyalty programme	54%
Price	41%
Location and neighbourhood	38%



WHERE THEY BOOK HOTELS

Hotel website or app	40%
Loyalty programme website or app	35%
Online travel agent or tour operator site	8%

THE RISE OF AI



76% of Thai travellers use AI for trip planning



84% are comfortable with the idea of an AI concierge



*Based on Oct 2025 survey to GHA DISCOVERY members in EN, DE, SP, ZH and JP with D\$10 incentive. 198 Thailand member responses analysed.

2026 TRAVEL TRENDS - UNITED KINGDOM^{*}



IT'S PERSONAL

Travellers design trips that express who they are, not where they go.



SLOW AND STEADY

Meaningful, unplanned and restful trips with safety and comfort in mind are key.



NEW FRONTIERS

Exploration will rule with travellers seeking new places and splurging only on quality.

HOW IMPORTANT IS TRAVEL?

65%

"It expresses my identity and values."

41%

"It matters more than career or education milestones."

TRAVEL PREFERENCES

57%

Off-the-beaten path

Smaller cities and rural escapes

53%

Planless plans

Laid-back and relaxed trips with nothing planned

61%

Time-savers

Concierge services, private transfer, priority access

40%

More time

Extended time away (longer holidays, sabbaticals)

2026 TRIPS PLANNED

Business Travel



3 trips planned



67% international

Leisure Travel



6 trips planned



99% international

TRAVEL DESTINATIONS IN 2026



THAILAND



JAPAN



UAE



USA



MALDIVES

57%

prefer new places, a trend shared across generations and countries



TOP PRIORITIES FOR TRAVELLERS

Hotel quality	88%
Selective splurging	78%
Safety and comfort	50%
Cultural curiosity	47%



HOW THEY CHOOSE HOTELS

Location and neighbourhood	37%
Loyalty programme	36%
Price	25%



WHERE THEY BOOK HOTELS

Hotel website or app	37%
Loyalty programme website or app	27%
Online travel agent or tour operator site	8%

THE RISE OF AI



38% U.K. travellers use AI for trip planning

62% are comfortable with the idea of an AI concierge

^{*}Based on Oct 2025 survey to GHA DISCOVERY members in EN, DE, SP, ZH and JP with D\$10 incentive. 278 U.K. member responses analysed.

2026 TRAVEL TRENDS - UNITED STATES^{*}



IT'S PERSONAL

Travellers design trips that express who they are, not where they go.



A DISCERNING SHIFT

Upgraded rooms and experiences are valued, prioritising quality and comfort.



NEW FRONTIERS

Exploration will rule with travellers seeking new places and splurging only on quality.

HOW IMPORTANT IS TRAVEL?

61%

"It expresses my identity and values."

38%

"It matters more than career or education milestones."

TRAVEL PREFERENCES

57%

Off-the-beaten path
Smaller cities and rural escapes

43%

Taking it all in
Sightseeing itinerary (architecture, landmarks, museums)

52%

Time-savers
Concierge services, private transfer, priority access

41%

Exclusivity
Special access to experiences

2026 TRIPS PLANNED

Business Travel



4 trips planned



56% international

Leisure Travel



6 trips planned



88% international

TRAVEL DESTINATIONS IN 2026



JAPAN



FRANCE



AUSTRALIA



SOUTH AFRICA



ITALY

64%

prefer new places, a trend shared across generations and countries



TOP PRIORITIES FOR TRAVELLERS

Hotel quality	86%
Selective splurging	76%
Cultural curiosity	59%
Safety and comfort	50%



HOW THEY CHOOSE HOTELS

Location and neighbourhood	52%
Price	33%
Loyalty programme	27%



WHERE THEY BOOK HOTELS

Loyalty programme website or app	44%
Hotel website or app	34%
Online travel agent or tour operator site	2%

THE RISE OF AI



46% of U.S. travellers use AI for trip planning

74% are comfortable with the idea of an AI concierge

^{*}Based on Oct 2025 survey to GHA DISCOVERY members in EN, DE, SP, ZH and JP with D\$10 incentive. 335 U.S. member responses analysed.