

Trip.com Group™

MOMENTUM 2025 REPORT

**Travel's Next Big Trends
by Trip.com Group**





Executive Summary

Trip.com Group's Momentum 2025 report explores the accelerating trends driving the future of travel, as consumer shifts gather traction and redefine how we journey.

In 2025, food-inspired travel is set to be a big hit among Asia Pacific travellers, with everything from food festivals and street food tours to fine dining in hotels gaining popularity. Set-jetting, where people travel to locations featured in their favourite television shows or movies, will also continue to inspire travel plans, with 70% of travellers making decisions based on what they have seen on screen.

Meanwhile, cruise travels are making waves as travellers seek scenic sea views and fresh ocean air, along with the convenience of all-inclusive packages, onboard activities, and unique port destinations. These factors, along with the affordability of visiting multiple locations in one trip, are key reasons why cruise travel is expected to pick up steam in 2025.

On land, experiential travel continues to thrive as concerts and sporting events find their way into itineraries. Nearly two-thirds (63%) have travelled for concerts, and over half have watched live football matches while on vacation. The upcoming international football event in Canada, Mexico, and the US in 2026 is on the radar, with 50% of respondents keen on attending and exploring local cultural landmarks.

Social media and AI are emerging as powerful influencers in travel decisions. More than half of those surveyed are likely to book a trip based on what they have seen on social media. As travellers get used to using AI for personalised recommendations, new opportunities emerge in 2025 and beyond for finding niche travel experiences, from stargazing trips to staying in underwater hotels.

In short, Momentum 2025 paints a picture of travel driven by new inspirations, powered by technology, and enriched by experiences that make every trip feel more personal and immersive.



Survey Methodology

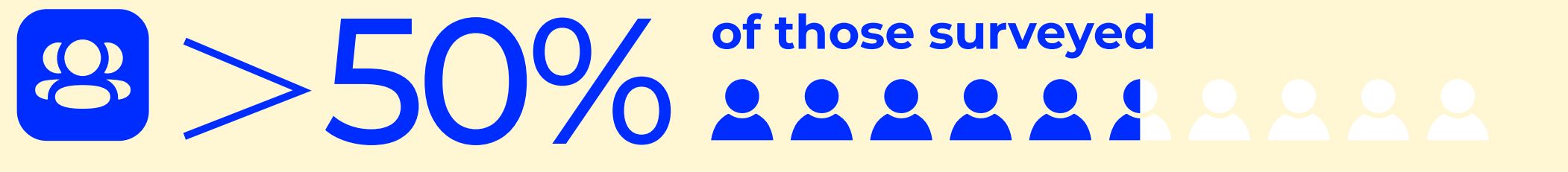
Experiential travel thrives as concerts and sporting events find their way into itineraries



70% of travellers make decisions based on what they have seen on screen



More than half of those surveyed are likely to book a trip based on what they have seen on social media



The survey, carried out between 11 and 20 December 2024, gathered insights from 6,000 respondents across six Asia Pacific markets: Singapore, Malaysia, Thailand, Japan, South Korea, and Hong Kong. Participants were randomly chosen from an international panel to ensure a representative sample, and all were adults who had travelled abroad for leisure in the past two years.

As well as segmenting by market, the survey splits respondents into the age ranges of 18 to 24 (Gen Z), 25 to 34, 35 to 44 (Millennials), 45 to 54 (Gen X), 55 to 64, and 65 and over (Boomers).



Food Experiences: Travel Through Taste

According to data from Trip.com, 60% of users have searched for food-related content on the platform since January 2024. This trend underscores the growing importance of food in travel planning.

The top search keywords on Trip.com in 2024 reflect diverse dining preferences and interests. Users frequently search for terms like "nearby food", "snack streets" and "takeaway". Popular restaurant types include "farm-to-table", "buffet", "barbecue", "hotpot", and "seafood".

There is also a notable increase in searches for "fine dining" and "local specialities", as well as food-destination pairings like "Tokyo-street food" and "Singapore cuisine".

In 2025, food experiences will continue to be a major reason behind travel choices, as they blend a destination's tastes, cultures, peculiarities, and specialties. These preferences highlight a keen desire for food authenticity and reveal a universal truth – the way to a traveller's heart is often through their stomach.



Interest in food experiences



Across Asia Pacific, food festivals (62%), hotel dining (60%), and street food tours (57%) will be the top food experiences with the strongest appeal. Even onboard dining options (44%) topped the most valued features for those considering a cruise trip.

Among tourists from Hong Kong, street food tours (65%) and food festivals (62%) are the most popular food experiences. Those aged 45 to 54 show the highest interest in street food tours (72%), while Gen Z and Millennials are particularly drawn to food festivals (65%). Millennials also show significant interest in a variety of food experiences, indicating a strong trend towards exploring diverse and unique dining options. In contrast, those aged 65 and over prefer hotel dining, fine dining, and chef's kitchen experiences (67%).

For Japanese travellers, hotel dining is the most popular food experience, especially among those aged 25 to 34 (68%). Younger Japanese audiences favour fine dining and restaurants with scenic views, with interest peaking at 62% for those aged 35 to 44 and those aged 18 to 24. They also prefer unique and experiential options like themed pop-up restaurants and interactive food events.

In Singapore, food festivals (63%) and street food tours (63%) are the top food experiences, followed by restaurants with unique or scenic views (56%) and hotel dining (51%). Wine and beer tasting is more popular among men, while women show greater interest in cookery classes. Millennials have a higher interest in interactive food art events, whereas those aged 65 and above are less interested in food experiences.

Malaysian tourists favour food festivals (78%), restaurants with unique or scenic views (73%), and hotel dining (73%) across all age groups. The least popular activities include molecular gastronomy workshops (16%) and wine and beer tasting (25%).

Respondents from Thailand are also most interested in food festivals (63%), with their Gen Z cohort equally interested in street food tours and restaurants with unique or scenic views.

For South Korean tourists, hotel dining is the most popular food experience (67%), followed by street food tours and food festivals.

Increasingly, visitors are drawn to locations where they can discover local ingredients, traditional cooking techniques, and regional dishes. In 2024, cities like Tokyo, Paris, and Bangkok have emerged as global culinary hotspots due to their unique and varied food scenes. Food experiences will remain a major travel motivator in 2025, reflecting a deep desire for authentic culinary adventures. Across Asia Pacific, food festivals, hotel dining, and street food tours will be the top attractions. Preferences vary by age and region, highlighting the diverse and evolving tastes of travellers seeking unique and memorable dining experiences.



Trip.Gourmet: Elevating Travel with Culinary Experiences in 2025

Trip.com Group is redefining how travellers explore the world by offering an enhanced culinary journey through its premier food guide, Trip.Gourmet. With a 30% year-on-year increase in food-related searches and 44% of users prioritising food experiences when selecting destinations, Trip.Gourmet meets this demand with a consumer-first restaurant ranking system spanning 10,000+ establishments across 300 cities. Travellers can now effortlessly explore dining options through themes like fine dining, local flavours, and scenic views, all seamlessly integrated into the Trip.com app.

For greater convenience, Trip.Gourmet provides direct reservations at over 50,000 restaurants worldwide through leading booking platforms, along with a newly launched Food Guide Channel that uncovers local culinary gems and must-try dishes. Reflecting the growing interest in hotel dining, Trip.Gourmet features luxury hotel restaurants in 41% of its rankings, complemented by unique campaigns like Shangri-La's "Taste the Season," which package stays with signature dining experiences.

From curated lists to on-the-go reservations, Trip.com Group empowers travellers to embrace culinary tourism as a central part of their journey, making every trip not just memorable but deliciously extraordinary.



Media-Inspired Travels

An impressive 70% of travellers across the region are being inspired to visit destinations based on what they have been watching, whether it is movies or popular television series. Romantic comedies and adventure films are having the biggest influence. The highest interest in media-inspired travels comes from those aged 25 to 34. Even among those aged 65 and over, nearly half (48%) are influenced by what they watch, making it a significant driver for travel decisions across all ages.



Romantic comedies and adventure films are having the biggest influence



The highest interest in media-inspired travels comes from those aged 25 to 34



Aged 25 34 100

Even among those aged 65 and over, nearly half (48%) are influenced by what they watch



Among those aged 65 and over 48%



In Hong Kong, two-thirds (66%) of respondents are inspired by movies or shows to travel, with Millennials being the most influenced (72%). While new shows like 'Culinary Class Wars' are among the top inspirations, older but still powerful tales and sets from 'The Lord of the Rings' continue to spark travel dreams.

Most Malaysian respondents (91%) said they are inspired by movies or shows to travel, with over 80% of those under age 65 citing such media as their inspiration. The top three television shows mentioned are 'Emily in Paris', 'Jalan- Jalan Cari Makan' and 'Running Man'. K-dramas and K-variety shows are the most popular genres, well as local food series such as 'Jalan-Jalan Cari Makan'. Western action movies such as 'Titanic', 'Mission Impossible', and 'Harry Potter', also continue to inspire people to travel.

In Singapore, it is slightly lower, with 62% of respondents saying that shows or movies inspired their travels. Just over half (51%) of the over-65 demographic said shows or movies did not inspire them to travel. Millennials here are the most inspired by shows to travel out of all age groups (70%), with the most influential media being 'The Lord of the Rings', 'Titanic', and then 'Harry Potter'.

Japanese travellers aged 18 to 24 are the most influenced by television shows or movies now, with over 50% citing them as travel inspiration. The 25 to 34 age group also shows significant influence (45%), but this declines sharply for older Japanese travellers, with only 20% of those aged 55 and over reporting inspiration from such media.

In Japan, there is a diverse array of media influencing travel, with movies including 'Roman Holiday' as the most mentioned inspiration, followed by 'Indiana Jones' and 'Titanic'. Television shows like 'Another Sky' and 'World Heritage by TBS' emphasise interest in heritage and culture, and culinary shows like 'Solitary Gourmet' and 'Tabi Salad' are inspiring gastronomy-driven travel.

In South Korea, 66% of respondents are inspired to travel after watching movies and television shows. 'Culinary Class Wars' is currently the most influential media, followed by the movie 'La La Land' and the South Korean television show 'Backpack Travels'. Notably, in South Korea, three out of the top five most popular media that influenced respondents are television shows.

In Thailand, 82% of respondents said that shows or movies inspired their travels. Only 1% of respondents reported never watching television or movies. The television programmes driving travel inspiration are cooking shows like 'MasterChef', and 'Iron Chef', the Thai horror show 'Death Whisperer', South Korean programme 'Dae Jang Geum' ('Jewel in the Palace'), as well as various travel shows. The movies inspiring Thai travellers also include 'Titanic' and 'Harry Potter' at the top.

The influence of movies and television shows on travel decisions is substantial across various demographics and regions. This trend presents a significant opportunity for travel companies to tailor their marketing strategies to leverage the power of media-inspired travel, creating campaigns that tap into the strong connection between media and travel. While targeting the 25 to 34 age group, which shows the highest interest in media-inspired travel, we should not overlook the older demographics, as nearly half of those aged 65 and over are also influenced by media.





How Trip.com Group Turns Screen Dreams into Real Journeys

Trip.com Group transforms media-inspired travel into seamless adventures through curated themed packages, personalised recommendations, and strategic partnerships. Travellers can explore destinations like Middle-earth in New Zealand or Harry Potter locations in London with packages that bundle accommodations, tours, and unique activities. Trip Moments, the platform's community-sharing feature, offers user-generated insights and inspiration of top movie destinations, while AI tools like Trip.Best and Trip.Trends deliver dynamic, tailored suggestions for film and TV-inspired trips. Furthermore, collaborations with over 600 tourism boards further enhance access to iconic filming locations, making it easier for travellers to turn their favourite on-screen moments into real-world experiences.



**Curated
themed packages**



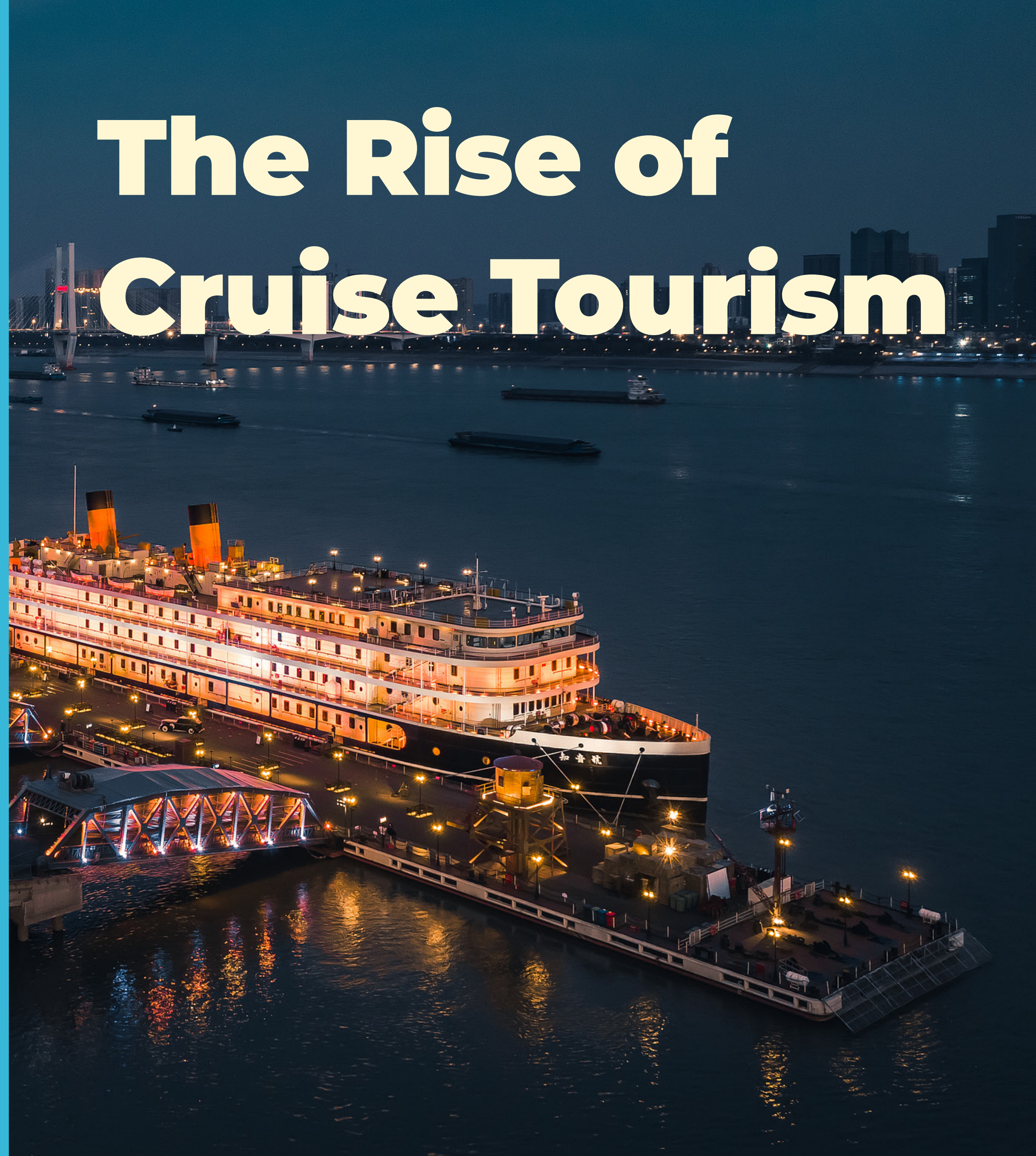
**Trip.Best and Trip.Trends for
personalised recommendations**



**Strategic
partnerships**

**Trip.com Group
transforms
media-inspired
travel
into seamless
adventures**

The Rise of Cruise Tourism



The call of the sea beckons as an alluring attraction going into 2025. Scenic sea views, fresh ocean air, and all-inclusive packages are the biggest motivators for Asia Pacific travellers when considering booking a cruise. Topping the list of dream destination ports in Asia are Tokyo, Kyoto, Jeju Island, and Maldives. Elsewhere, Venice and Sydney are the most enticing. Across Asia Pacific, the top attractions on cruise vacations will be onboard dining options (44%), all-inclusive packages (38%), and live shows or entertainment (31%).

★ Topping the list of dream destination ports

Asia

- 1 Tokyo
- 2 Kyoto
- 3 Jeju Island
- 4 Malé in the Maldives

Elsewhere

- 5 Venice
- 6 Sydney



♥ What are people looking for in cruise vacations?



In Hong Kong, the top motivations to book a cruise vacation include scenic sea views and fresh ocean air, all-inclusive packages, and a variety of onboard activities. Scenic sea views and fresh ocean air are particularly motivating for respondents aged 55 to 64 (62%), while those aged 65 and over place the highest value on onboard dining options (78%). Notably, Gen Z travellers from Hong Kong prefer Tokyo (34%).

Japanese travellers are also universally attracted to scenic views and fresh ocean air, with the highest interest among those aged 55 to 64 (70%). All-inclusive packages appeal to over half of Japanese travellers, particularly those aged 45 to 54. Unique destinations are popular among those aged 25 to 44 (60%), while luxury experiences on cruises are favoured by those aged 65 and older (55%).

For Malaysian tourists, the top reasons for taking a cruise are again scenic sea views and fresh ocean air (72%), followed by unique destinations (64%) and all-inclusive packages (63%). Gen Z Malaysian travellers are more motivated to meet new people (59% vs 43% overall) and less swayed by all-inclusive packages (48% vs 63% overall). Female Malaysian travellers value wellness and spa options on cruises as their highest interest. Popular port destinations include Jeju Island, Tokyo, and Malé.

In Singapore, the most popular reasons for taking a cruise are affordability (57%), scenic views and fresh air (52%), and all-inclusive travel packages (51%). Port stops are most popular among those aged 65 and over (40% vs 14% overall). Casablanca in Morocco is notably popular among respondents aged 55 to 64, but overall, the most popular port stops are Tokyo, Kyoto, and Jeju Island. Santorini in Greece is notably more popular among women, while Penang in Malaysia appears to be more popular among men from Singapore.

South Korean respondents are most motivated by luxurious experiences, scenic sea views and fresh ocean air, and unique destinations. Popular amenities include onboard dining options, all-inclusive packages, and spacious staterooms with balconies. Scenic sea views and fresh ocean air are again the biggest motivators (63%), followed by convenience (52%), culinary diversity and unique dining options (49%), and affordability (49%).

Onboard dining options (43%) and all-inclusive packages (38%) are most valued by Thai travellers on a cruise. In contrast, Thai Gen Z travellers value adventure excursions (33%) and spacious staterooms with balconies (30%). Tokyo is the most popular port stop among respondents (34%). Greenland's fjords and Petra, Jordan are significantly popular among respondents aged 65 and over compared to the wider Thai traveller group.

The allure of cruise tourism continues to grow in 2025, driven by scenic sea views, fresh ocean air, and all-inclusive packages. Top destinations like Tokyo, Kyoto, and Jeju Island attract diverse age groups across Asia Pacific. Preferences vary by region, with older travellers valuing dining options and younger generations seeking unique experiences and adventure.

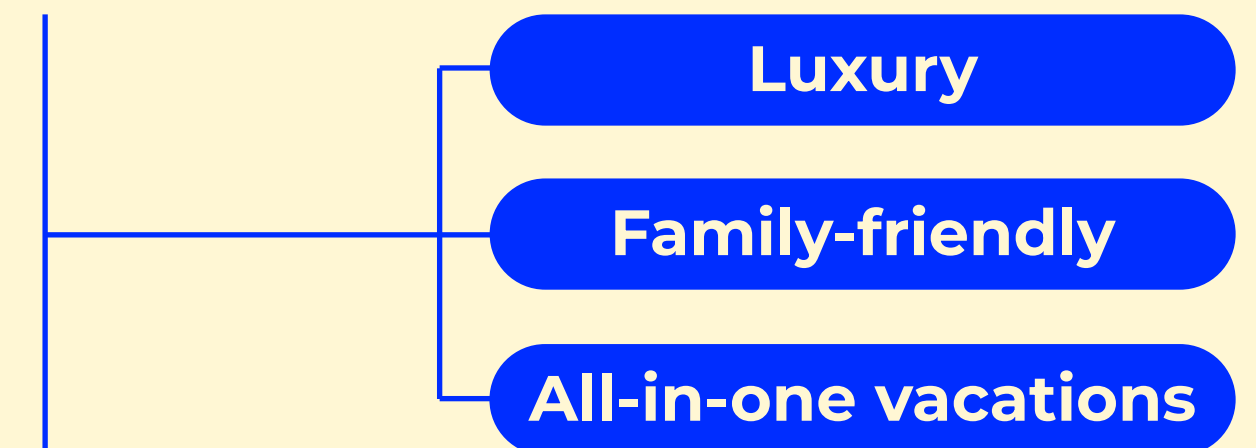


Unlocking Seamless Cruise Travel Experiences with Trip.com Group

As cruise holidays continue to grow in popularity, travellers now have access to a seamless and comprehensive booking experience. With major cruise lines like Resorts World Cruises, Royal Caribbean Cruises, MSC Cruises, Ritz Carlton Cruises, and the newly added Disney Cruise Line integrated directly into the platform via API technology, our offering spans everything from luxury escapes to family-friendly adventures.

Trip.com's user-friendly booking interface further allows travellers to explore a wide range of cruise options, compare deals, and secure their perfect voyage with ease. The latest addition of Disney Cruise Line has seen rapid sign-ups, highlighting the enthusiasm for exceptional cruise experiences. By combining access to leading cruise lines with exclusive deals and effortless booking, travellers are empowered to embrace the best of cruise travel without the hassle.

Resorts World Cruises
Royal Caribbean Cruises
MSC Cruises
Ritz Carlton Cruises
Disney Cruise



Entertainment Tourism: Concerts and Sports

Concert tourism thrives on the enthusiasm and dedication of fans eager to engage with their passions firsthand. Whether journeying to attend festivals, concerts, or even sports events, these travellers seek out immersive experiences that allow them to connect deeply with their interests.

In Asia Pacific, nearly two in three respondents have planned vacations around concerts at least once, with 66% willing to travel internationally to watch their favourite artists live.

About half of the respondents from Hong Kong (54%) have combined attending a concert with a vacation, with Gen Z and Millennials leading the way. Nearly half have never attended a concert during their vacations, showing there is a lot of room for growth. 39% are open to travelling internationally for concerts, especially Millennials (45%), and over half (55%) would travel to remote or lesser-known cities for cheaper tickets.

 Have planned vacations around concerts 66%

 Travelled internationally to watch artists live 66%

Gen Z Japanese travellers (aged 18 to 24) are the most likely to combine concerts with vacations (55%) and are very willing to travel long distances or to lesser-known cities for concerts (60%). Interest in combining concerts with vacations and travelling for concerts drops with age, with only 15% to 20% of Japanese travellers aged 55 and over showing interest.

66% of Malaysian travellers have planned a vacation around a concert at least once. Most are willing to travel internationally (44%) and within the country (31%). 78% are willing to travel to remote locations for cheaper concert tickets, with Millennials (82%) showing the most interest.

Just over half of Singaporean respondents (53%) have not planned any vacations around concerts in the past. Of the remaining 47%, 16% have done so multiple times, and 31% at least once or twice. 89% of Singapore travellers aged 65 and over have never planned vacations around concerts, but a large majority of respondents under 65 are willing to travel for a concert, and just 38% internationally. More than half (54%) are willing to travel to remote locations for cheaper concert tickets. In South Korea, 72% of respondents are willing to travel to a remote or lesser-known city to see their favourite artists.

Additionally, sports tourism is thriving, with football and basketball leading as preferred live sports, followed closely by Formula 1.

Football is the most popular sport to watch among Hong Kong travellers (49%), especially Millennials and those aged 45 to 54. Men (63%) are more interested in football than women (36%), and Gen Z participants have a higher interest in basketball (42%) while on vacation. Nearly 90% of respondents would like to combine watching a sporting event with another vacation activity, with 42% wanting to attend the upcoming tournament in Canada, Mexico, and the US, and explore local cultural landmarks during their stay.

Live sports are most popular among younger and middle-aged Japanese travellers (18 to 34), with 50% to 60% attending football or basketball games during vacations. Older Japanese travellers (aged 55 and over) show less interest in live sports (15% to 20%), focusing more on culturally iconic events. Half of younger Japanese travellers (aged 18 to 34) often combine sports with adventurous activities, while older groups prefer scenic or relaxing activities (30%).

Football (62%), Formula 1 (42%), and basketball (31%) are the most popular live sports activities for Malaysian travellers. Men are more likely to travel to watch football (73%), Formula 1 (49%), boxing (31%), and wrestling (27%), while women prefer horse racing (25%) and ice hockey (21%).

The most popular live sports for Singaporean respondents to watch while travelling are football (39%), Formula 1 (31%), and basketball (26%). Men show higher interest in football (56%) and boxing (18%), while women are more likely to have no interest in live sporting events (27%). Attending the upcoming football tournament in Canada, Mexico, and the US, and exploring local cultural landmarks, is the top combination for a sporting event and vacation (40%), especially among males (52%). Singaporean Millennials are keener on watching the Olympics (34%) followed by hiking nearby mountains (27%). Singaporean women have a greater interest in watching the Winter Olympics before skiing or snowboarding in nearby resorts (32%).

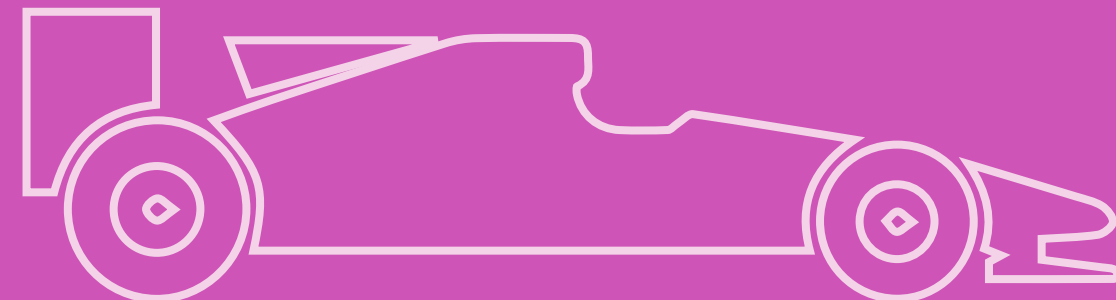
Preferred live sports



Football



Basketball



Formula 1

When it comes to live sports, football is the most popular to watch on vacation for South Korean travellers, with more than 60% expressing interest. Baseball and basketball are also popular live sports among South Korean travellers.

In Thailand, most respondents (85%) have combined going to a concert with a vacation at least once, with Millennials (53%) and Gen Z (52%) leading the way. Interest in concert tourism generally declines with age, with all Thai travellers aged 65 and older never having combined a concert with a vacation. Only 2% of respondents say they would never travel for a concert, though this rises to 11% among those aged 55 to 64. 80% are willing to travel to remote or lesser-known cities to see their favourite artist if tickets are cheaper.

Football is by far the most popular live sport to watch on vacation (72%), especially among males (83%) and those aged 35 to 44 (80%). Formula 1, which ranks second (32%), is favoured by males (37%) but has minimal interest from Gen Z (13%). Boxing (28%) is also more popular with males (36%) than females (21%). American football (19%) appeals most to those aged 55 to 64 (41%), while cycling (18%) is more popular with Gen Z (29%). Niche sports like ice hockey (12%) attract Gen Z (23%) and females (17%) more than males (6%).

The top choice for sporting event and vacation combos for Thai travellers are attending the international football tournament in Canada, Mexico and the US in 2026, and exploring local cultural landmarks (52%), particularly among males (60%) and those aged 55 to 64. This is followed by watching Formula 1 races and touring local vineyards or attractions (39%), though this has the lowest interest from Gen Z (25%).



Amplifying Travel: How Trip.com Enhances Concert Tourism Experiences

As 2 in 3 travellers plan vacations around concerts, Trip.com redefines how fans experience entertainment travel. Through its innovative “Hotel Rooms Plus X” concept, travellers can customise their stay with tailored activities like concerts, tours, exhibitions, spa sessions, and more. This personalised approach transforms a simple hotel booking into a fully immersive travel experience, catering to those who value meaningful, interest-driven adventures.

Building on the rising trend of concert tourism, Trip.com’s exclusive partnership with Korean superstar IU’s 2024 world tour highlighted the potential of such collaborations. Tickets for her Hong Kong concerts sold out in just 30 seconds, generating over 14 million GMV and reaching 8 million customers, showcasing the demand for integrated travel solutions. Similarly, in Japan, concert tickets for the SEVENTEEN World Tour sold out in a minute, and brought over 13,000 new users to Trip.com. By connecting travellers to live events and offering tailored travel packages, Trip.com makes destinations more appealing while enhancing every journey with unforgettable experiences.



The Social Media Effect

Social media trends are playing a big role in shaping travel plans. Viral TikTok destinations influenced 45% of respondents' travel choices, with Tokyo and Kyoto leading as the most-visited spots based on online buzz.

While 51% of respondents from Hong Kong have never booked a trip based on social media trends, social media significantly influences the booking decisions of Gen Z (45%) and Millennials (45%). Tokyo (46%) and Kyoto (39%) are the most frequently visited destinations influenced by social media trends, especially among those aged 55 to 64.



influenced respondents' travel choices

45%



Most-visited spots
based on online buzz



1 Tokyo

2 Kyoto



Younger Japanese travellers are highly influenced by social media, with 60% of those aged 18 to 24 and 50% of those aged 25 to 34 booking trips based on trends. This influence drops sharply among older Japanese travellers, with only 10% to 15% of those aged 55 and over citing it as a factor in their travel decisions.

Social media is a key driver for booking patterns among Malaysian travellers, with 62% having booked a trip influenced by social media trends. Top destinations inspired by social media for Malaysian travellers include Bali, Tokyo, and Seoul.

In Singapore, 70% of travellers seek inspiration from social media, with almost half of Millennials (49%) influenced by social media trends. A considerable proportion of respondents aged 55 and above are not influenced by social media and are unlikely to seek travel inspiration from it in the future. Popular destinations influenced by social media for Singaporean travellers are Tokyo (38%), Bali (28%), Kyoto (26%), and China (26%).

In South Korea, over 95% of respondents use social media, and trends play a significant role in shaping travel itineraries. About 40% are willing to book a trip after being influenced by social media trends, and the top viral destinations for the future include Tokyo, Seoul, and Kyoto.

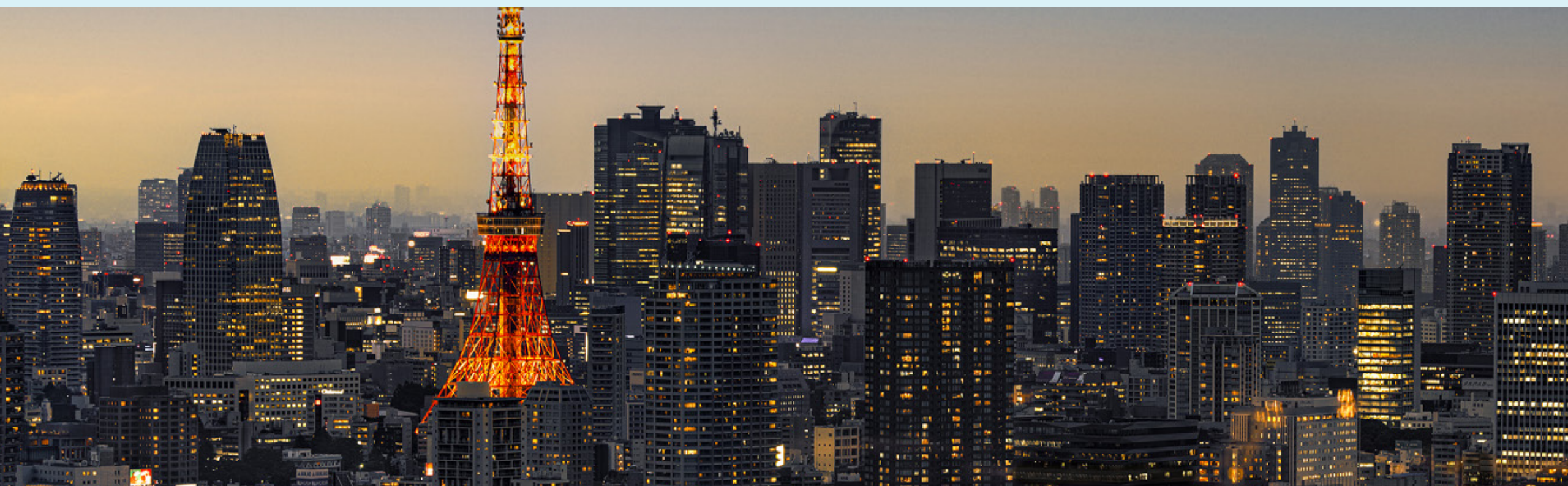
Emerging destinations influenced by social media

Tokyo, Japan

Beijing, China

In Thailand, social media continues to shape travel decisions, with 69% of respondents booking trips based on trends and planning to do so again, with Millennials being the most influenced. Those aged 45 and above are the most likely to look at social media for travel inspiration in the future, even if they have not done so before. Gen Z travellers are the least likely to seek inspiration from social media trends in the future (17%), and also have the lowest rate of social media use compared to other age groups. Tokyo (43%) tops the list of destinations influenced by social media trends like TikTok travel tips, followed by Kyoto (40%) and Seoul (29%). New York City, USA, appeals to 10% of all Thai travellers.

The influence of social media on travel decisions underscores the importance of cultural exchange and the desire for authentic experiences. Travellers are increasingly seeking destinations that offer unique cultural insights and memorable experiences, often discovered through social media, rather than the usual beaten path tourist spots.



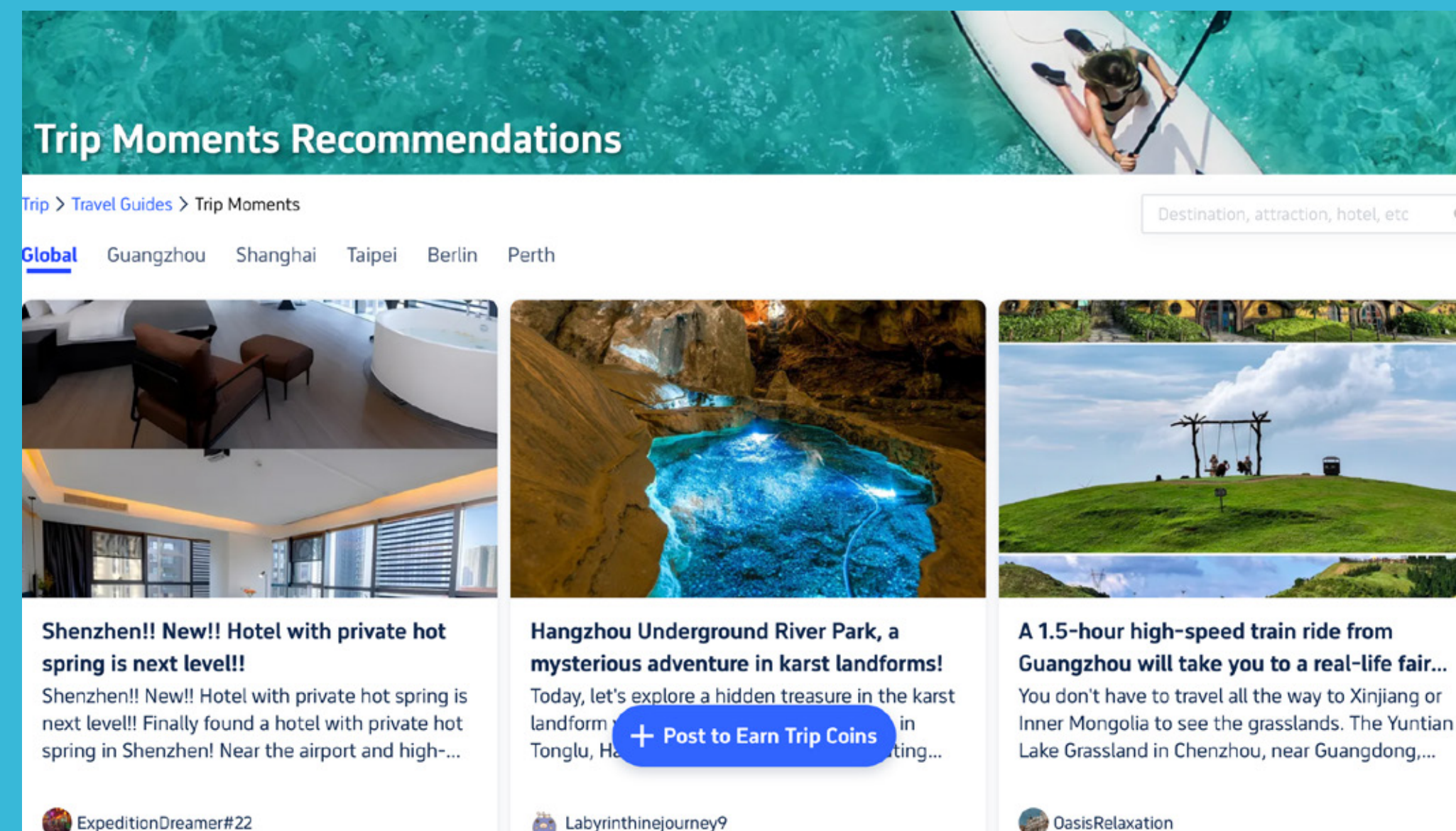


Trip Moments: Redefining Social Travel Through Community and Connection

With the rise of social media travel, Trip Moments offers travellers a dynamic platform to share and discover experiences, fostering a vibrant community of like-minded adventurers. Built directly into the app, Trip Moments allows users to upload photos, share recommendations, and publish itineraries, transforming individual journeys into collective inspiration.

This social sharing feature doesn't just connect travellers - it rewards them. By engaging on the platform, users earn Trip Coins, which can be redeemed for discounts on future bookings, making their next adventure even more accessible. Popular content on Trip Moments spans a wide range of interests, from luxury getaways and budget-friendly stays to cultural explorations and unique dining experiences, reflecting the diversity of modern travel.

Beyond personal sharing, Trip Moments serves as a powerful tool for amplifying travel campaigns. Its shareability boosts marketing reach, encouraging organic referrals and creating opportunities for viral successes. Engaged by 35% of our app users, this platform attracts and retains travellers well and influences 22% of them to book a travel-related product within a month. By blending community engagement with practical rewards, this platform empowers travellers to embrace the social aspect of their journeys while enhancing their overall experience.



Trip Moments



Emerging Micro-Trends and Niche Experiences

 Dark sky stargazing 37%



 Underwater hotel stays 30%



 Cultural immersion stays 20%



 Space tourism, rural glamping 13%



For Hong Kong travellers looking for unique experiences, dark sky stargazing trips (36%) and underwater hotel stays (35%) are the most popular. 56% of those aged 65 and over are most enthusiastic about dark sky stargazing trips, while 39% of Millennials are keen on underwater hotel stays.

Younger Japanese travellers aged 18 to 34 prefer trends like eco-tourism and adventure travel (50%), while older Japanese travellers, aged 55 and over, lean towards luxury retreats and wellness travel (40%).

Malaysian travellers are interested in more experiential travel options such as underwater hotel stays (43%), dark sky stargazing trips (35%), glamping in extreme or remote locations (35%), and cultural immersion stays with local families (35%).

Singaporean travellers are also keen on underwater hotel stays (38%) and dark sky stargazing trips (32%), with women more likely to book dark sky stargazing trips (38%). Space tourism is also popular (23%).

South Korean travellers prioritise immersive activities and unique experiences like dark sky stargazing trips, underwater hotel stays, and cultural immersion stays with local families. Voluntourism, on the other hand, is currently the least popular niche travel experience.

Dark sky stargazing trips (40%) are the top desired niche travel experience for Thai respondents, followed by cultural immersion stays (37%) and underwater hotel stays (30%).



Immersive Escapes with Trip.com Group's Country Retreats

Trip.com Group is redefining travel by offering experiential and niche getaways that immerse travellers in authentic destinations. Through its 'Country Retreats' project, launched in 2021, travellers can escape the everyday and connect with the charm of rural villages. These 34 retreats provide not just serene stays but also curated experiences, from farm-to-table dining and local craft workshops to guided nature treks. Travellers seeking meaningful escapes can enjoy personalised journeys that blend tradition, culture, and modern comfort, creating memories that go far beyond the usual travel experience.

Complementing these unique getaways is a strong commitment to sustainability, ensuring these retreats benefit both the traveller and the community. Since their launch, these retreats have driven a 122% increase in local B&B revenue and provided locals with an average income boost of USD 5,500 annually. The retreats also feature innovations like wastewater recycling and solar panels, achieving a 30.8% annual reduction in carbon emissions - equivalent to 80,000 kilograms.

Preferred rural experiences



**farm-to-table
dining**



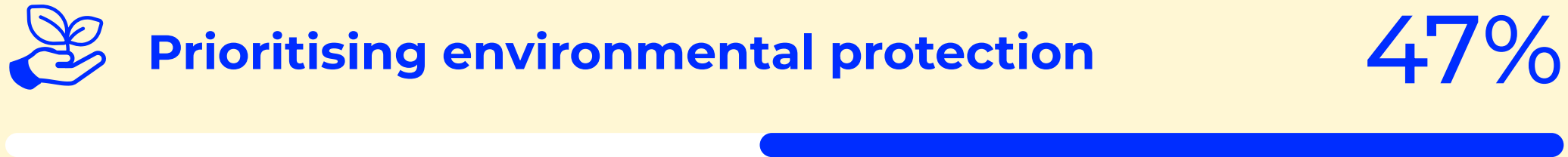
**local craft
workshops**



**guided
nature treks**

Trip.com Group's focus on sustainability aligns with travellers' growing interest in responsible tourism, with 47% prioritising environmental protection and 38% valuing cultural heritage preservation. By integrating these principles into its offerings, alongside a partnership with the Global Sustainable Tourism Council (GSTC), the Group makes it easy travellers to enjoy eco-conscious accommodations that leave a positive impact. Read more about our sustainability efforts in our report here. With this two-pronged approach, Trip.com Group is transforming travel into a meaningful and sustainable experience for all.

Travellers' growing interest in responsible tourism



AI Revolutionising Travel: Personalisation and Sustainability Take Centre Stage



 **Use AI-powered booking tools** **41%**

 **Enjoy virtual tours** **33%**

 **Use chatbot assistance** **26%**

Sustainability and personalization are top priorities for modern travellers, with 80% of survey respondents agreeing that AI significantly influences their travel planning. AI-powered tools are becoming essential in tailoring experiences, with over half of travelers using booking tools, virtual tours, and personalized recommendations. In Thailand, 63% of travellers rely on translation apps, followed by 42% who use navigation apps with real-time updates. AI-powered currency converters are used by 35%, while 34% prefer language learning apps with AI tutors. Notably, Gen Z travellers rely less on these tools, with only 25% frequently using them.

58% of Hong Kong respondents say their travel recommendations are being personalised by AI, with Millennials (63%) seeing the biggest influence. Other popular travel tools include translation apps (50%), navigation apps with real-time updates (35%), and smart booking platforms (28%), which are becoming essential in pre-travel checklists.

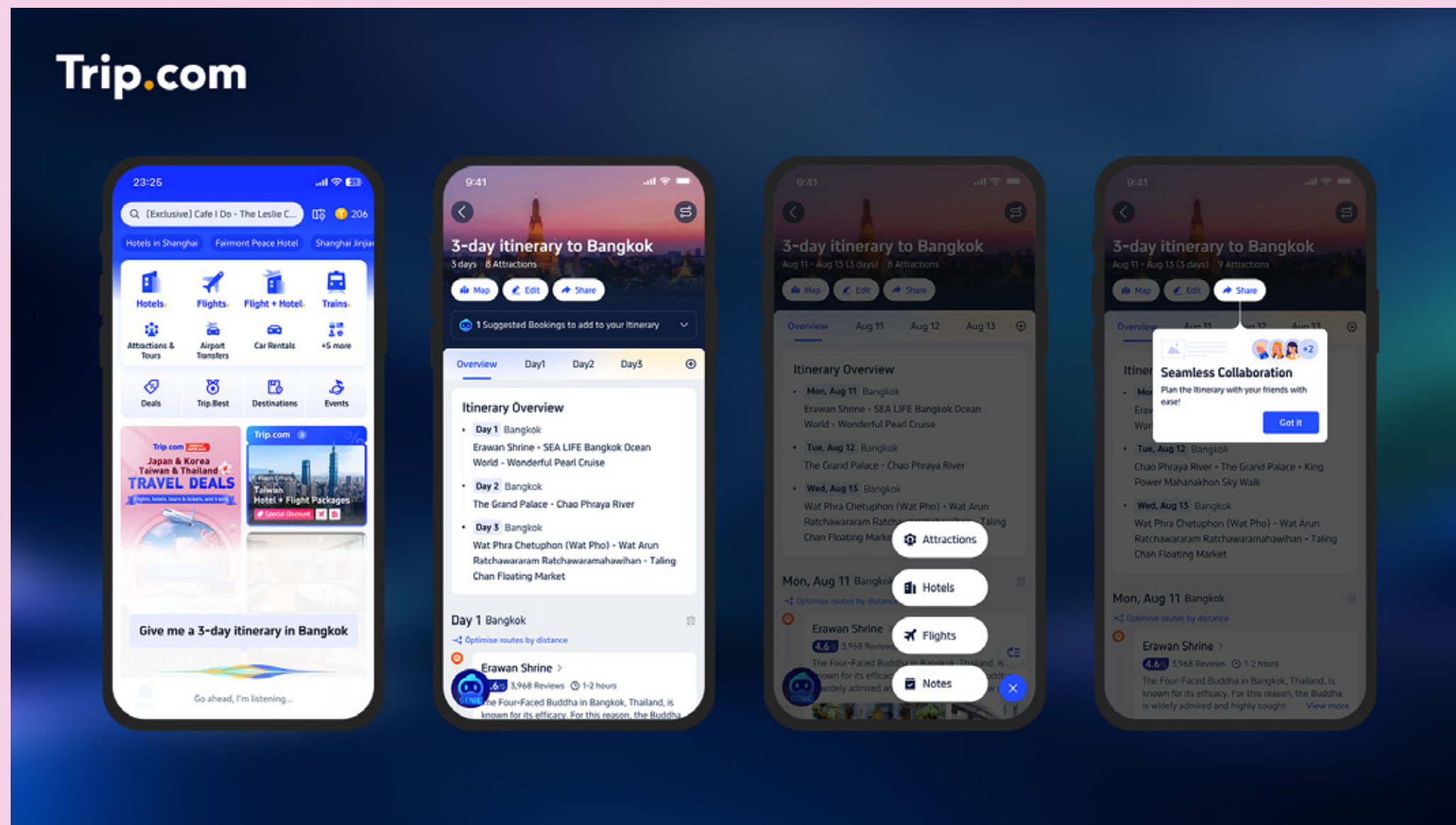
Younger generations are frequently using AI tools for personalised recommendations, itinerary planning, or language translation, whereas older travellers are showing lower adoption rates but a growing interest in technologies that simplify travel planning. Booking apps and review platforms are the most used tools across all Japanese travellers (65% to 75%), with younger travellers more open to experimenting with newer technologies like AI assistants and augmented reality tools, while older travellers rely on traditional travel tools like printed guides and concierge services.

AI is influencing travel planning for many respondents, with almost half (46%) using personalised recommendations from the technology. However, 71% of those aged 65 and above said AI had never influenced their travel planning. The most popular travel tools are translation apps (46%), smart booking platforms (35%), and navigation apps with real-time updates (32%).

This shift in travel preferences highlights the growing demand for environmentally conscious and culturally enriching experiences, fuelled by technology. The adoption of AI and other tools is driving this transformation. As the industry evolves, these figures underscore the critical role AI will play in delivering smarter, more personalized, and sustainable journeys for travellers in the next digital age.



Trip.Genie & More

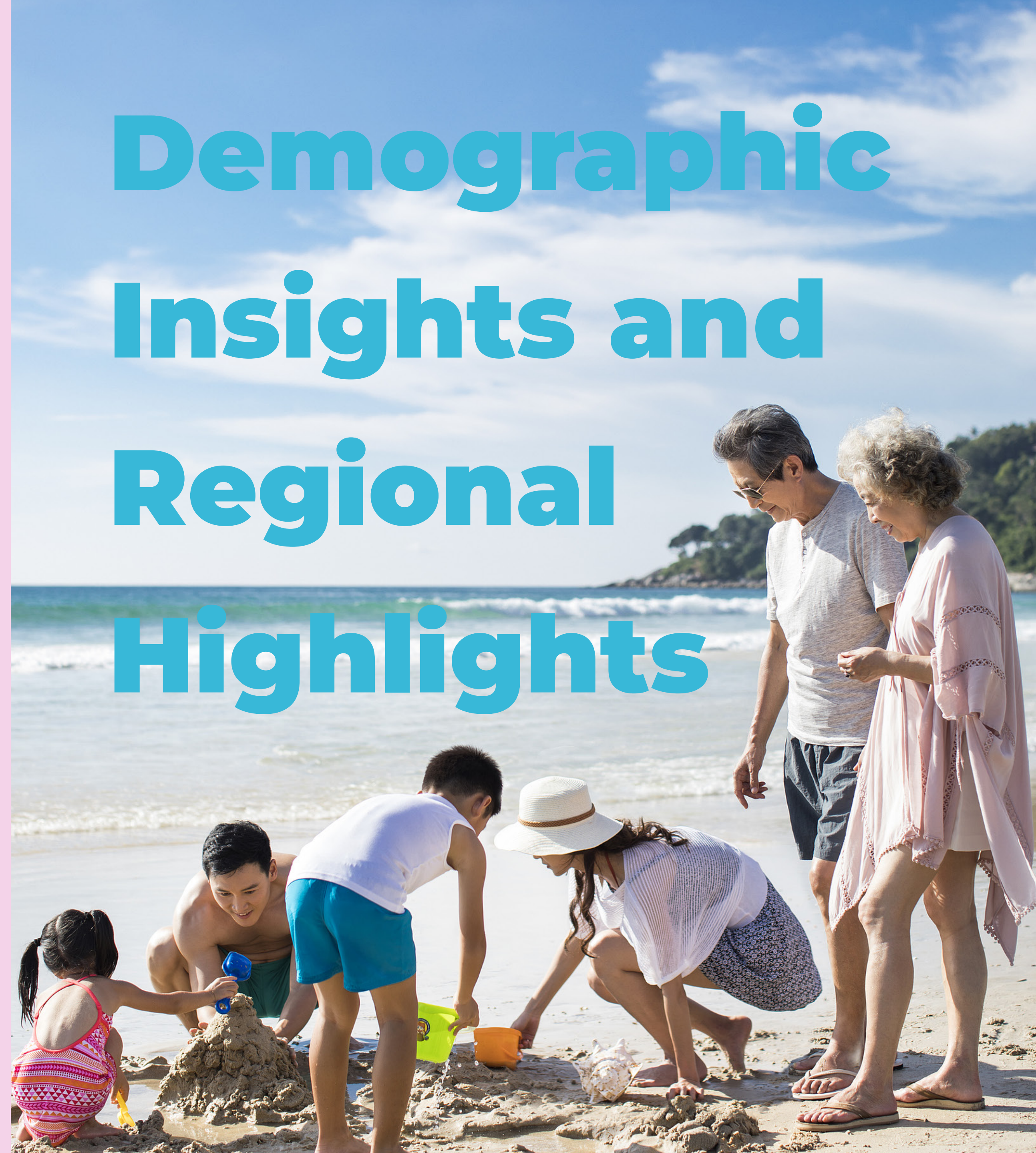


Trip.com's AI also powers curated content with Trip.Best and Trip.Trends, personalized lists that showcase trending destinations, top accommodations, and travel deals. These dynamic lists update in real-time based on user searches and preferences, ensuring relevant recommendations and boosting engagement—particularly among younger, tech-savvy travelers.

Another key tool, Trip Genie, enhances the customer journey by doubling conversion rates and increasing platform engagement by 20+ minutes per session. Having processed over one million inquiries across more than 200 countries, it underscores AI's impact on simplifying and enhancing travel planning.

Furthermore, Trip.com's use of AI personalization ensures that every user sees a unique interface, with tailored promotions for hotels, flights, and attractions based on their behavior and history. This partnership between AI and human-centric design is shaping a future where travel is more powerful, personal, and accessible than ever before.

Demographic Insights and Regional Highlights



Hong Kong travellers have a wide range of preferences when it comes to travel. For food experiences, street food tours and food festivals are a big hit, especially with Gen X, Gen Z, and Millennials, while older travellers prefer hotel dining and fine dining. Movies and television shows have a big impact on travel plans, particularly for Millennials. When it comes to cruises, scenic sea views, fresh ocean air, all-inclusive packages, and onboard activities are the main draws, with Kyoto, Tokyo, and the Maldives being the top port stops. Combining concerts with vacations is popular, especially among Gen Z and Millennials, with football being the favourite sport and Gen Z showing a strong interest in basketball. Social media and AI are key in influencing travel decisions, with popular tools including translation apps and real-time navigation apps.

Japanese travellers have distinct preferences based on age. Younger travellers love adventure and experiential activities, while older travellers go for relaxation, luxury, and scenic experiences. Social media and AI have a strong influence on younger travellers, with around 60% booking trips based on trends and 50% using AI tools for travel planning. This drops to around 10% to 15% for older travellers. Sports and concerts are big motivators, and food experiences like hotel dining are popular across the board. Cruises are attractive to all, with scenic views and fresh ocean air being the top motivators.

Malaysian travellers are more willing to travel internationally for concerts compared to the rest of the Asia Pacific region (44% vs 30%) and are highly influenced by social media trends when booking trips (62%), second only to Thailand. Malaysians are also very open to using AI in travel planning, with only 11% not influenced by AI, compared to 18% in the region. They frequently use technology like translation apps, virtual travel assistants, and AI itinerary planners, with only 3% not using any of these technologies, compared to 10% in the larger Asia Pacific region.



Hong Kong Travellers

- Foodies: Street food for the young, fine dining for the seniors.
- Screen to Scene: TV & movies shape millennial trips.
- Cruise Vibes: Scenic seas, fresh air, all-inclusives—Kyoto, Tokyo & Maldives are top picks.
- Concert + Travel: Gen Z & Millennials mix gigs with getaways; football reigns
- Tech-Savvy: Social media & AI drive decisions; translation & nav apps are must-haves.



Japanese Travellers

- Age Matters: Young ones crave adventure, older go for peace & views.
- Tech Split: Social media & AI hook the young (60%), barely touch the old (10-15%).
- Entertainment Junkies: Concerts & sports fuel trips.
- Food & Cruise Love: Hotel dining for all; cruises for scenic serenity.



Malaysian Travellers

- Concert Roadies: Most likely to cross borders for a show (44% vs 30% regional).
- Social & AI Obsessed: Second to Thailand in social media influence (62%); AI is a travel BFF.
- Tech-First: Almost everyone uses travel tech (only 3% opt out).



Singaporean Travellers

- Street Food Kings: 63% love it, more than the region's 57%.
- Not Starstruck: TV & movies don't sway them much (62% vs 70%).
- Selective Concert Goers: 38% will travel for concerts, others prefer local events.
- Independent Planners: Over half rely on personal research over social media



South Korean Travellers

- Drama Driven: TV & movies inspire all age groups.
- City vs Countryside: Young love the urban buzz; seniors prefer history & quiet.
- Hidden Gems: Loves lesser-known cities for budget-friendly, unique finds.



Thai Travellers

- Wild Explorers: Foraging & food adventures > luxury.
- Media Influenced: TV & movies shape trips (82% vs 70%).
- Cruise & Socials: Love convenience (52%) & new people (41%); top stops—Tokyo & Phuket.
- Concert & Football Fans: 45% mix travel with concerts, 72% catch live football.
- Culture-Obsessed: Social media steers them (69%); deep dive into local life.

Singaporeans love street food, with 63% showing interest, compared to 57% in the larger Asia Pacific region. They are less influenced by television shows or movies when planning travels (62% vs 70% overall) and are less likely to plan vacations around concerts, with 53% not combining the two, compared to 38% overall. Interestingly, while more Singaporeans are willing to travel internationally for a concert (38% vs 30% overall), they are also more likely to skip travelling for a concert (11% vs 9% overall). Additionally, over half (51%) have not booked a trip influenced by social media, and they are less likely to have their travel planning influenced by AI.

In South Korea, all age groups are heavily influenced by television shows and movies and are keen to explore lesser-known cities for cheaper and new experiences. Millennials and Gen Z prefer busy, dense locations, while those aged 65 and over are more interested in historical cities in rural areas.

Thai travellers prefer niche adventures like foraging and wild food expeditions (30% vs 19% overall) over luxury experiences. They are also strongly influenced by television and movies (82% vs 70% overall) in their travel choices. Cruises are popular for convenience (52% vs 35% overall) and meeting new people (41% vs 31% overall), valuing adventure excursions (33% vs 20% overall) and preferring Tokyo and Phuket as top port destinations. Thai travellers like to combine concerts with vacations (45% vs 27% overall) and enjoy watching football live (72% vs 53% overall) on their trips. Social media significantly influences their travel plans (69% vs 45% overall), and they show a strong interest in cultural immersion.





About Trip.com Group: Shaping the Future of Travel

As we look towards 2025, the global travel landscape is transforming into a space defined by personalisation, meaningful experiences, and technology-powered convenience.

Travellers today prioritise journeys that resonate with their passions and values, seeking everything from culinary adventures and immersive entertainment to AI-enabled trip planning. At Trip.com Group, we have embraced these shifts through our "Local Focus, Global Vision" strategy, which blends local expertise with global operations to create travel solutions that are both globally relevant and regionally tailored.

One of our most impactful global strategies is reflected in our live-streaming campaigns, which have driven remarkable engagement and demand. In 2024, the "Super World Trip" series alone sold over 20,000 hotel room nights across markets such as Bangkok, Tokyo, and Singapore. These interactive promotions have reinforced Trip.com Group's role as a marketing pioneer, helping reignite travel enthusiasm post-pandemic and inspiring confidence for future growth.

Critically, technology, particularly AI, plays a crucial role in shaping the modern travel experience. Travellers rely on our AI-driven tools such as Trip.Genie, Trip.Best, Trip.Trends, and more, to curate real-time, personalised travel recommendations based on user preferences. This dynamic approach ensures that travellers receive suggestions tailored to their unique needs, whether it's trending destinations or the best deals, enhancing both engagement and convenience.

Finally, at the foundation of our operations is Trip.com Group's global support network, which provides localised assistance to millions of travelers worldwide. Our strategically located call centers in Shanghai, Edinburgh, Seoul, Kuala Lumpur, and Tokyo, supported by AI-powered systems, allow us to deliver seamless, accessible service across regions. This integration of human expertise and advanced technology ensures that travellers feel supported at every stage of their journey.



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About Trip.com Group

Trip.com Group is a leading global travel service provider comprising of Trip.com, Ctrip, Skyscanner, and Qunar. Across its platforms, Trip.com Group helps travellers around the world make informed and cost-effective bookings for travel products and services and enables partners to connect their offerings with users through the aggregation of comprehensive travel-related content and resources, and an advanced transaction platform consisting of apps, websites and 24/7 customer service centres. Founded in 1999 and listed on NASDAQ in 2003 and HKEX in 2021, Trip.com Group has become one of the best-known travel groups in the world, with the mission "to pursue the perfect trip for a better world".

Find out more about

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