



NEWS & ADVICE

The Biggest Travel Trends to Expect in 2025

From rural upskilling to accessible adventures, these are the trends shaping travel in 2025.

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In 2024, we adopted **AI to help plan our travels**, added **luxury train journeys** to our bucket lists, **sought wellness** via solitude and stargazing, enjoyed urban gardens and wild feasting, and Swiftly hopped on planes to see our **favorite musicians** in action.

But how will we be traveling in 2025? Sports fans will swap spectating for setting off on their own athletic adventures (anyone for a game of pickleball?); the quest for longevity will evolve into something a lot more holistic; families will embark on summer-long sabbaticals; oenophiles will forgo the more obvious spots for less crowded **wine regions**. We'll be prolonging our adventures with considerate detours, **indulging in our love of food** in new and interesting places, and embracing off-board **cruise** and train experiences as a way of fully immersing ourselves in a destination.

These are the 21 travel trends likely to guide how we see the world in 2025. —*Sarah Allard*

1. Travel gets lit

What's the trend? Blame it on the collective sense of so-called "brain rot"—Oxford University Press's word of the year for 2024—but books are having a street-style moment. Shots of celebrities from Dua Lipa to Jacob Elordi zipping through the airport show them gripping paperbacks like they're designer accessories. BookTok—a category of TikTokers focused on literature content—is putting fresh momentum behind the ancient concept of book tourism. It's even led group travel company Explore Worldwide to conduct an online survey of 2,000 Brits to confirm **what book lovers already know**: 72% of those surveyed said a novel had inspired them to travel somewhere new.

Why will it matter in 2025? Trending travel moments inspired by literature will take several forms. Expect to see enthusiastic readers descend on book festivals around the world in growing numbers, building on the record footfall seen at events such as the **Edinburgh International Book Festival** and the rising **Helsinki Book Fair**; the latter drew 98,000 people to the Finnish capital last year. Travel-themed book clubs are also having a moment, with Explore Worldwide launching its **Four Corners Book Club** in November, which connects readers with destinations based on books about them. Zeitgeisty brand Miu Miu shows how fashion brands are also capitalizing on the intersection of literature and travel with its ongoing Literary Club, launched last April with a **two-day event in Milan focused on feminist lit**. **Historic hotels with literary links** are increasingly trading in their writerly heritage, such as New York's **Hotel Chelsea, which promotes its connection to 20th-century writers**. In recent years, hit new stays have also taken a literary angle, such as Maison Proust in Paris, which draws inspiration from its namesake author. In an era where we crave that cringe buzzword, "authenticity," there's something, well, novel, in how books make us want to immerse ourselves in the offline world. —*JD Shadel*

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