

The 2023 Traveler: Emerging Trends that are Innovating the Travel Experience, A Report from Hilton

If 2022 was the year of the changed traveler, 2023 is the year of the evolved traveler. Report findings are the result of evaluating both quantitative and qualitative data research paired with insights collected by thousands of travelers across the world in a survey commissioned by Hilton and conducted by Material. The report reveals the latest consumer expectations following a year when travelers showed up in record numbers.



84% of global travelers hope to travel just as much – if not more – in 2023 compared to 2022, and when they do, their expectations will fall under **four consistent themes**:



People will turn to travel for deeper, more engaging, human experiences and connections.

- **49%** are looking to be immersed in local cultures and products
- **2 in 5** will be looking for more immersive, personalized access to unique experiences and activities, such as performances, events, spa treatments or classes
- More than **1 in 3** will be looking to learn about local cultures or give back to the community
- **50%** are looking for personalized experiences and activities



People will recognize authentic travel as an essential part of their wellness routine.

- **50%** feel it's important that their 2023 travels address their mental or physical wellness
 - **33%** will prioritize being able to address their physical wellbeing, and, for **26%**, accessibility to fitness amenities like centers or activities will be top of mind while traveling next year.
 - **35%** will prioritize being able to address and improve their mental wellness, and **49%** of employed respondents will be looking to travel in 2023 to disconnect from work
- More than **2 in 5** will be looking for healthier options to eat and drink
 - **32%** will prioritize locally sourced food and beverage products
 - **54%** are looking for personalized food and beverage options



Travelers will want to be taken care of more than ever.

- **53%** will care about reliable and friendly service when traveling in next year
- **93%** agree that a hotel stay experience can make or break a trip
- **84%** of those who have had a less-than-ideal rental or homeshare experience agreed they are more likely to stay in a hotel for their next trip
- **42%** indicate that loyalty perks—such as earning/redeeming points and loyalty benefits—will matter to them when traveling in 2023



Travelers want frictionless travel innovations that are both technology- and human-led.

- **56%** confirmed they are most concerned about having an easier travel experience in 2023
 - More parents **58%** feel this way than non-parents **54%**
- **86%** will be looking for personalization during their travel experiences and interactions
- **25%** want travel and hospitality companies to accommodate their personal needs in 2023

For more information, visit Stories.Hilton.com/2023Trends or contact Alexandra Kula: Alexandra.Kula@Hilton.com

Hilton commissioned an online omnibus survey with Material, fielded August 2022 among general population consumers 18+ years of age. Specifically, the survey was fielded to: n=1,002 in Australia, n=1,002 in China, n=1,002 in Germany, n=1,002 in Japan, n=1,002 in Mexico, n=1,002 in the U.K. and n=1,018 in the U.S. Additionally, a Hilton Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 US Adult Travelers, between August 23rd and August 30th, 2022, using an email invitation and an online survey. This data has been weighted to ensure accurate representation of US travelers. "Travelers" are defined as those who took a trip in the past 24 months that required an overnight stay.