

Travel Dreams 2026

From data to delight

What **travelers** want - technology paired with genuine hospitality



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1

Travelers are seeking mental wellbeing from a trip

29%

Freedom
Just give me space, beautiful views and an open itinerary

24%

Connection to a locality
Food, experiences, and special moments

22%

Discovery
I want to explore new places

2 **Signs of success when they arrive...**

- 32%** When I stop checking my phone as real life is more interesting
- 16%** When a photo looks like it belongs on a magazine cover, without filters
- 15%** When I get to prioritize self-care without guilt

3 **...and when they return home after a trip**

- 41%** A refreshed brain and a calmer nervous system
- 18%** A new version of myself: clearer, lighter, more intentional
- 13%** Increased confidence and independence

74% of travelers

say they **want their trips to be personalized**. They will spend significant amounts over their room rate for attributes that deliver more comfort.

4 **AI and reviews are now a powerful force in traveler inspiration and feedback**

- 77%** are likely to write a review following poor customer service
- 69%** are confident AI summaries provide enough detail for an informed choice *without* any further investigation
- 47%** would let an AI chatbot write a review for them



5 **Mobile is emerging as a popular payment method**

- 56%** Credit or debit card
- 19%** Mobile payment apps
- 10%** Digital wallets

6

75% of hotel bookings influenced by sustainability

Eco-conscious travelers willing to spend **12% more** on hotel room with strong sustainability practices

7 **The human touch remains vital**

● Mostly automated ● Mostly human-led

- 41%** (Automated) / **58%** (Human-led) Check-in and out
- 35%** (Automated) / **63%** (Human-led) Luggage storage
- 42%** (Automated) / **56%** (Human-led) Housekeeping (e.g. requesting additional towels via an app)
- 32%** (Automated) / **66%** (Human-led) Room service

The majority prefer the human touch for nearly every hotel service.

- 39%** (Automated) / **58%** (Human-led) Concierge and other information (e.g. tourist recommendations)
- 46%** (Automated) / **53%** (Human-led) Billing and payment
- 53%** (Automated) / **45%** (Human-led) In-room controls (e.g. lighting and temperature adjustments)
- 37%** (Automated) / **61%** (Human-led) Service requests (e.g. ordering housekeeping)