

Travel Predictions 2026

The 10th edition of Booking.com's Travel Predictions reveals that travellers in 2026 are embracing ultra-personalised journeys that reflect their quirks, goals, and passions.

1



Romantasy Retreats

Escaping Into Enchanted Worlds

53%

are open to taking part in a role-play retreat based on their favorite fantasy game, book or film

2



Humanoid Homes

The Future of Vacation Rentals

77%

are open to booking a robotic-enhanced home with cleaning

3



Turbulence Test

Love, Friendship, and Teamwork on Trial

69%

are open to taking a trip with a partner, colleague or new friend specifically to see how well they click

4



Shelf-ie Souvenirs

Turning Kitchen Shelves into Cultural Showcases

55%

would travel to a destination specifically known for its pantry products or kitchenware

5



Roadtrip Rewired

Embracing Shared Journeys on the Open Road

84%

are open to carpooling on vacation

6



Destined-atons

Travel Written in the Stars

47%

would consider changing or cancelling their travel plans if a spiritual advisor or guide suggested it was not the right time

7



Glow-cations

Skincare Specific Travel, Driven by Tech

80%

are open to booking a dedicated glow-cation, featuring multiple skin-specific treatments tailored to their personal skincare needs

8



Hushed Hobbies

Quiet Pursuits for a Louder Sense of Calm

43%

would vacation specifically to feel closer to the natural world

9



PastPorts

Where Memories Become Destinations

66%

would consider recreating a memory or photo by using technology to identify the exact location it was taken, and then travelling there

10



Modern Milestone Missions

Travel That Celebrates YOU

75%

justify booking a vacation simply because they've worked hard and deserve it



Gen Z spotlight



are ready to test relationships through travel



are open to using self-drive vehicles or AI to shape their roadtrips



actively seek experiences that align with mystical or astrological cues



AI Spotlight



are open to AI-powered suggestions that match fantasy aesthetics, recommend secluded "storybook" stays, or pinpoint real-world filming locations



would consider using AI to identify destinations aligned with their personal skin needs

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