

KAYAK Launches WTF (What the Future) Travel Trend Report

Rise in City Jumping, Spiritual Sidequests and Feedbooking among top travel predictions for travel by 2030

Stamford, Connecticut Feb 27, 2025 ([Issuewire.com](https://www.issuewire.com)) - Bid farewell to self-care trips and welcome journeys of self-discovery. [KAYAK](#), the world's leading travel search engine, is rolling out its [WTF - What the Future - report](#), giving travelers a first look at the travel trends shaping the next 5 years.

In partnership with The Future Laboratory, one of the world's leading futures consultancies, the WTF Report blends social and cultural research, interviews with KAYAK executives and external experts, survey insights from 9,100 people across 9 countries, and in-depth analysis of KAYAK user behavior.

KAYAK's Travel Predictions for 2030

AI Agents

A new wave of travel agents is emerging, focusing on personalized travel experiences. Over one third (36%) of Americans would use AI for travel recommendations and inspiration. By 2030, AI assistants will be most used.

"AI is already rapidly improving customer support for travel delays and itinerary changes. It's also suggesting personalized recommendations of places to visit and things to do. The next big step forward will be automated bookings - and we're already making KAYAK AI agent-friendly," - Steve Hafner, CEO of KAYAK.

City Jumpin', Jumpin'

Forty-five percent of Americans are planning to "city jump" in a single vacation this year. By 2030, they will prioritize multi-stop trips over single destination vacations.

Vitamin T

By 2030, the value of a trip will hinge on wellness. KAYAK notes a surge in wellness travel, with pools as the top searched hotel amenity globally, followed by hot tubs, spas, and fitness facilities.

Feedbooking

A social shopping surge is on the horizon. Nearly half of Americans (43%) have made purchases influenced by social media, another 20% having considered it. KAYAK expects social media to become a travel shopping hub, boosting purchases by 2030.

Travel is Gonna be LIT (Low Intensity Travel)

For more than one third of Americans (36%), off-season travel is preferred to avoid the crowds. Opting for shoulder season travel in Europe can slash costs by up to 27% compared to peak periods. KAYAK predicts a rise in offbeat destinations driven by better prices and more conscious traveler choices.

Virtual Voyages

1 in 7 Americans are embracing VR headsets to explore destinations before booking. By 2030, holographic concierges could be the norm. American Travelers are excited about virtual hotel room previews (46%) and in-flight VR entertainment (11%) for an immersive journey.

Spiritual Sidequests

Get ready to soar with a spiritual sidequest. 1 in 6 Americans are eyeing silent retreats to disconnect from their phones, while 1 in 14 are keen on psychedelic therapy trips abroad. These trends are primed to skyrocket in the next 5 years!

Disloyalty Programs

Americans have a love-hate relationship with loyalty programs - 21% of Americans feel price comparison tools offer better value than traditional airline rewards. This is why we'll start to see loyalty programs shift to cater to more price-conscious travelers. With 78% of global travelers expecting pricier travel ahead, saving is key.

Visit KAYAK's WTF Report [HERE](#).

Methodology

Global Survey insights

PureSpectrum interviewed 9112 respondents aged 18+ in the US, UK, Canada, Brazil, France, Germany, Denmark and Sweden who travel for leisure purposes internationally at least once a year. The survey was conducted using an online methodology. The research fieldwork was conducted from August 13 - 20, 2024.

US Survey insights

This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Total sample size was 1091 adults. Fieldwork was undertaken between 19th - 20th December 2024. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

KAYAK data analysis

Based on hotel searches made on KAYAK and associated brands in the period between September 1, 2023 and September 15, 2024 for stays between January 1, 2024 - December 31, 2024.

About KAYAK

[KAYAK](#), part of Booking Holdings (NASDAQ: BKNG), is the world's leading travel search engine. With billions of queries across our platforms, we help people find their perfect flight, stay, rental car and vacation package. We also support business travelers with our [corporate travel solution](#).

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