



# Travel Insights

CLEANSING ESCAPES





## CLEANSING ESCAPES

Times of transition and tumult seem to call for travel as Americans crave escapes despite macroeconomic uncertainties. Although 8 in 10 Americans are concerned about the economy and inflation (The Guardian), 73% of respondents agree that travel is extremely important to them, with many planning for trips this year (Tripadvisor). Wellness retreats and sober getaways cleanse the body, while spiritual escapes, solo trips, and regenerative travel provide peace for the soul and a grounding in the bigger picture. Travel brands have an opportunity to provide a detox from daily life with experiences that refresh their visitors.







# Cleansing Escapes

1. Natural Wellness
2. Teetotal Travel
3. Spiritual Connections
4. "Me Time" Trips
5. Regenerative Respite

## Natural Wellness

As people crave cleansing getaways, wellness offerings and nature's healing properties rise in their appeal, offering antidotes to the stresses of daily life. Travel brands can continue this long-running trend by highlighting both new and centuries-old offerings that support visitors' and locals' wellbeing.

# 72%

72% of respondents hope to have a star-bathing experience.

- Booking.com



Hotel spas like La Mamounia in Morocco incorporate centuries-old local ingredients such as black soap and argan oil.

- Tripadvisor

# ↑ 14%

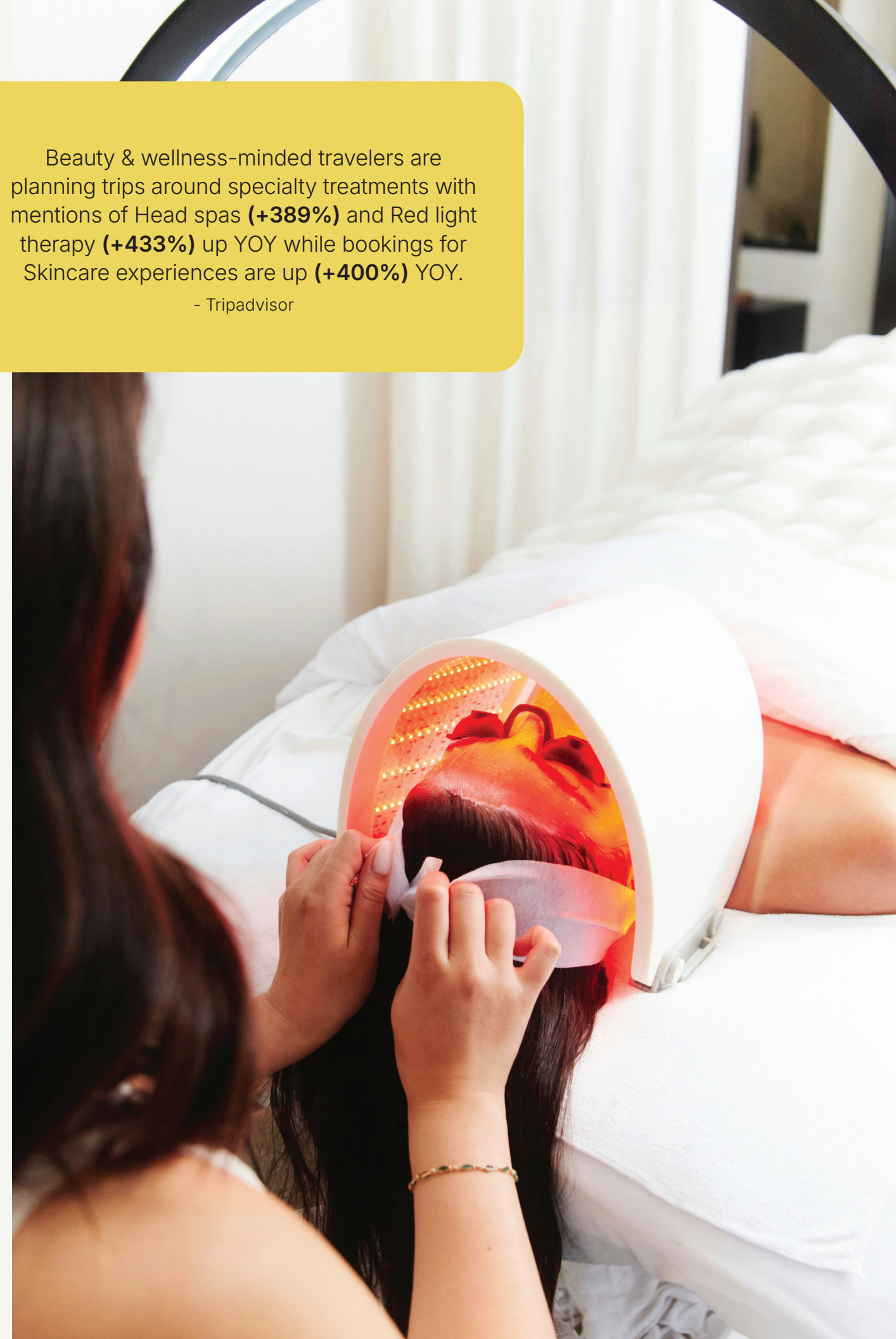
The thermal/mineral springs sector is projected to have a compound annual growth rate of **14%** through 2027, greater than the growth of GDP.

- Global Wellness Institute data via Finn Partners

The global wellness tourism industry is predicted to be worth around \$1.35 trillion in 2028. - Statista

Beauty & wellness-minded travelers are planning trips around specialty treatments with mentions of Head spas **(+389%)** and Red light therapy **(+433%)** up YOY while bookings for Skincare experiences are up **(+400%)** YOY.

- Tripadvisor





# Teetotal Travel

Dry January has become a year-round lifestyle as many adults are exploring reduced or omitted alcohol consumption, including during travel. Seasonal mocktail menus at hotel bars, boozeless bachelorette parties, and wine trips without the headaches are all the rage.

76%

76% of Americans say that non-alcoholic drinks are “in” in 2025.  
- Hotel Management

83%

83% of Gen Z and millennial travel respondents were interested in a completely sober travel experience.  
- Contiki



Bardessono Hotel and Spa in Napa Valley now has a “N/A-Pa” concierge desk offering support for sober-curious wine region visitors.  
- Travel Market Report

“ This year, I think we’re going to see a shift to properties developing a lot of seasonal-focused zero-proof menus that are always evolving and changing.”  
- Hotel Management

“Girls gone mild” has been seen as a recent bachelorette theme offering less alcohol-centric itineraries across TikTok, Pinterest, and Reddit.

- Reddit



49%

65% | 57%

Nearly half of Americans (49%) are trying to drink less in 2025, up to 65% of Gen Z and 57% of millennials.  
- NC Solutions





A growing number of airports across the country now have special rooms or facilities devoted to pre-flight meditation.  
- WSJ Travel

330M

About **330 million** people travel for spiritual reasons each year.  
- UN World Tourism data in Forbes

“ The rise of spiritual wellness offerings has become a central motivator for modern travelers seeking deeper connections to both themselves and their surroundings.”  
- Forbes

↑ 57%

Searches for spiritual travel have increased by **57%** in the months ending 2024 and starting 2025.  
- Away Holidays data in Fox News

3,867

Tokyo’s recent popularity reflects the spiritual escape trend, as it is home to **3,867** spiritual attractions.  
- Travel Noire

# Spiritual Connections

In times of uncertainty and transition, people seek deeper meaning and connection to a greater purpose. Travel has long offered spiritual appeals, but this trend continues to grow as travelers seek moments of peace and religious comfort. Whether a destination has religious roots or the connection to nature offers personal spiritual reflection, travel brands can support mindful moments for deeper meaning.



↑ \$263B

↑ \$174B | ↑ \$190B

The religious tourism market size will grow from \$174 billion in 2024 to \$190 billion in 2025 and **\$263 billion** in 2029.  
- The Business Research Company







Airbnb reports a 90% year-over-year increase in solo booking searches this spring.

- Airbnb

## "Me Time" Trips

Solo travel continues trending as people seek independent escapes that allow them to recharge and return refreshed. Travel brands can empower independent travelers with offerings tailored for a party of one facilitating visitors' desire for moments of social detox.



Solo travelers are less likely than the general population to worry about figuring out:

**16% vs. 21%**

local transportation

**33% vs. 44%**

personal safety

**18% vs. 22%**

planning and logistics of a trip.

- Kantar U.S. Monitor

**40%**

Nearly **40%** of female travelers are interested in taking a solo trip in 2025.

- Future Partners

**43%**

At least **43%** of respondents had traveled solo in 2024, with plans to do so again in 2025.

- Skyscanner data in Business Traveller

**17**

Solo travelers are averaging **17** nights per trip, and many travel with pets.

- Airbnb





# Regenerataive Respite

While sustainability seems to be de-prioritized in some areas, people's desire for eco-conscious escapes has sustained. Travelers look to environmentally-friendly trips to take care of both the earth and themselves. Travel brands that demonstrate their shared care for the environment can resonate with the right visitors and help improve their destination for long term enjoyment.

People who pick up litter report that it brings them a sense of peace (**43%**).

- The Harris Poll



↑ **65%** & ↑ **80%**

The share of mentions of "Food sustainability" in Tripadvisor reviews and forums is up **65%** YOY, while bookings for farm tours and tastings are up **80%** since 2022.

- Tripadvisor

The Travel Foundation has seen signs that the industry is adapting its language to avoid trigger words like 'climate action' but still get plans approved.

- Travel Weekly

**75%**

**75%** of travelers say they plan to travel more sustainably in the next year, and over half are actively looking for ways to reduce their energy consumption while on the road.

- Forbes

**90%** ↓

Amtrak has unveiled its new Airo trains, featuring panoramic windows, comfortable seating and enhanced accessibility, as well as a top speed of 125 mph and **90%** less particulate emissions.

- Fast Company



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If you found these insights valuable, or would like to discuss them further, we'd welcome the opportunity to speak with you. Feel free to reach out to **[victoria.simmons@bvk.com](mailto:victoria.simmons@bvk.com)**.



8909 N PORT WASHINGTON RD | MILWAUKEE, WI 53217 | 414.228.1990 | [BVK.COM](https://www.bvk.com)