



# GO GET IT:

How Gen Z/Y Will Travel in 2025

In association with

GLOBETRENDER®

## Introduction

**As the Global Brand President - Midscale & Economy at Accor, I am delighted to introduce our new report, "GO GET IT: How Gen Z/Y Will Travel in 2025", which delves into the evolving landscape of travel intent and the reasons that motivate people to explore the world.**

In an era where the desire to travel is stronger than ever, this report offers invaluable insights into why and how travellers are setting their sights on new destinations and prioritising meaningful experiences that shape who they are. Memories last longer than material things and travel is one of the greatest memory makers.

At ibis, we believe that travel should be about more than just the destination – it should be about actively connecting with places, people and moments that inspire and delight us.

For us, travel is about purpose and intent. We understand ibis is rarely the destination, instead our role is to serve our guests' intent seamlessly, ensuring convenience, comfort and great service. Our guests come for a meeting, event, gig, trip with friends or loved ones, to make their mark on the world and have the world make its mark on them.

Our role in travel is to be where you need us to be, to get the essentials right and to look after you in our 2,600+ hotels, because we know you'll get the most out of your travels when we put the most into your stays. Whatever you came to an ibis for, we'll make sure you can GO GET IT!

This report is about being active, choosing to go and do what you want, to see places that shape who you are, to grow, discover and belong. After all, this is what

travel is all about and we are single-minded in our commitment to supporting and inspiring travel intent.

We are proud to offer these insights that empower you to see the world with purpose, passion, and affordability.

**Go get it!**

**Jean-Yves Minet**  
Global Brand President  
Midscale & Economy, Accor



# We believe the future is knowable.

**Globetrender is the UK's leading travel trend forecasting agency and online magazine dedicated to the future of travel.**

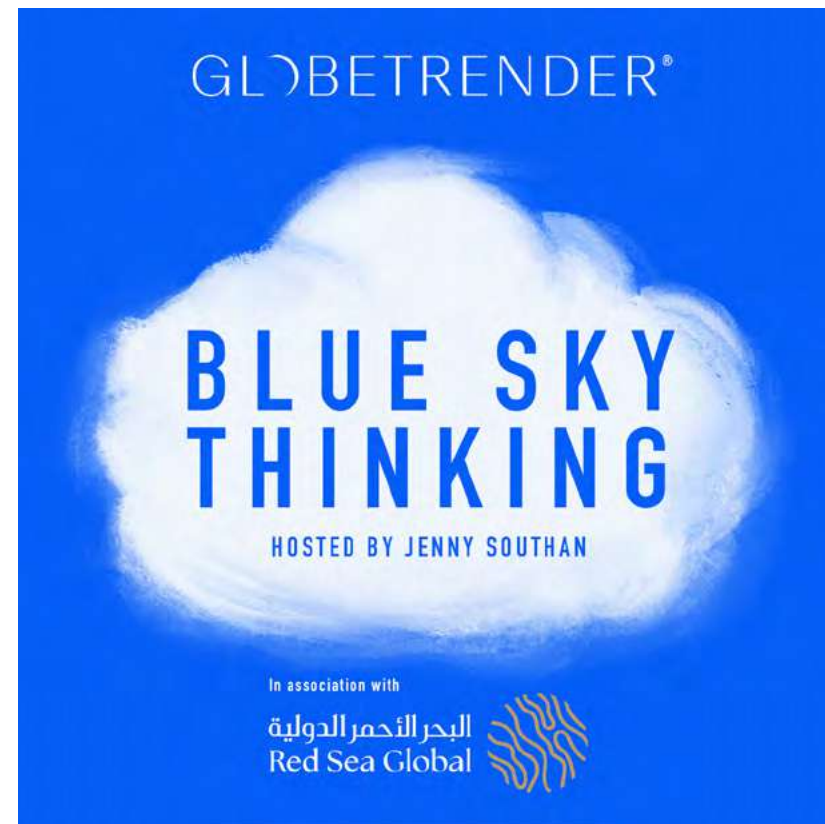
Founded by Jenny Southan, Globetrender delivers cutting-edge insights into how people will be travelling in the 21st century, giving professionals the knowledge they need to future-proof their businesses through actionable strategic foresight.

Globetrender's trend reports are read by thousands of travel industry professionals, as well as executives from a wide variety of multinational corporations looking for insights into the future of travel and consumer behaviour.

Globetrender also publishes two newsletters – free weekly innovation briefings and a premium product called VOLT, which explores emerging travel trends in depth.

Consulting and trend-based strategy is central to Globetrender's offering. Jenny is also available to book for public speaking engagements including webinars, talks, live broadcasts, workshops, panels, conferences and conventions.

**Contact: [jenny@globetrender.com](mailto:jenny@globetrender.com)**



## Podcast

**Hosted by Globetrender founder Jenny Southan, Blue Sky Thinking presents the visionary entrepreneurs and innovators whose big ideas are shaping the future of travel.**

**Series 1** of Blue Sky Thinking is sponsored by Kayak.  
**Series 2** is a branded-takeover by Red Sea Global.

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## About ibis

**ibis, a global leader in the economy hotel segment, spans over 79 countries with more than 2,600 addresses. The brand was established in 1974 on three core promises: affordability, innovation and reliability. ibis is single-minded in its commitment to making quality, comfortable nights' stays accessible to all, irrespective of budget.**

Welcoming travellers worldwide with friendly hotel talents delivering reassuring service around the clock, ibis guarantees great design, comfort, and value. This promise is further enhanced by the innovative Sweet Bed™ by ibis, a beloved feature enhancing sleep in ibis hotels globally.

United by a shared spirit of openness, affordability, and comfort, the ibis brands - ibis, ibis Styles, and ibis *budget* - each offer distinct experiences tailored to the diverse needs of today's travellers. Since its inception in 1974, ibis has pioneered travel for all becoming synonymous with reliable, vibrant, modern comfort. ibis Styles brings its creative flair to economy hospitality, combining bold design with playful, thematic environments. ibis *budget* offers convenient stays for budget-savvy explorers.

In 2024, the ibis family launched 'Go get it', a global brand platform, to celebrate 50 years of empowering guests and hotel teams to pursue their goals with intent and purpose. ibis provides the valued essentials - friendly-service, comfort, quality, affordability, sleep, design and location - to enable guests to focus on, and feel good about, what they traveled to do. Whether you're traveling for a concert, to see a sports match, for business, or anything else in between, ibis hotels around the world will help you Go get it!

**ibis.com**



# Analysis & Trend Forecasting

**Statistics and consumer surveys might give a snapshot of what's happening in the moment, but accurate predictions of the future require strategic analysis.**

**As the world's leading travel trend forecasting agency, this is what we provide.**

Email [jenny@globetrender.com](mailto:jenny@globetrender.com) for bespoke consulting on **the future of travel.**

## Methodology

**Drawing upon a network of seasoned journalists and industry experts, we identify the businesses that are disrupting consumer behaviour and lean on quantitative data to situate them within broader trend narratives.**

Once the early indicators of a trend have been identified, they're cross-checked against our internal proprietary trend framework; taking into consideration both the long-term forces disrupting business at large (such as climate change and artificial intelligence) and the short-term jolts impacting the travel industry specifically.

Just like news reporters, we ask the questions: "Who, what, where, why and when?" But, like investigative journalists, we then dive much deeper, conducting desk- and field-based research that allows us to experience trends as they unfold.

Operating at this intersection of qualitative, quantitative and on-the-ground research, we're able to chart the course of travel innovation – identifying the ideas that matter with a view to future-proofing the businesses of tomorrow.

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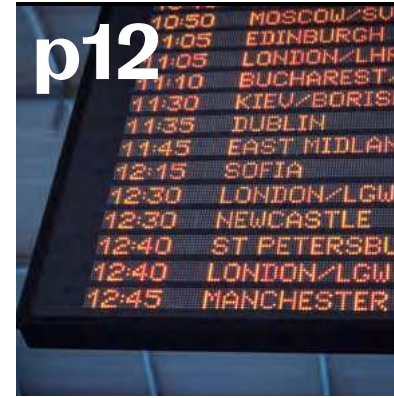
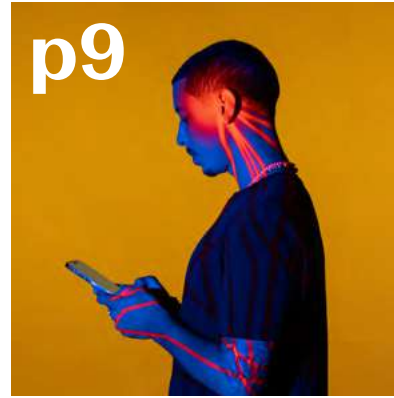
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## How Gen Z/Y travel intent will affect travel behaviour in 2025

By Jenny Southan

**Over the course of this decade, the travel landscape is being reshaped by the preferences of a new generation of travellers. Gen Z and Gen Y (aka Millennials) are emerging as the most influential travellers in the world today.**

They are characterized by an obsession with experiences and their travel habits reflect deeper desires for self-discovery, connection and social responsibility. For travel brands and destinations, understanding these evolving expectations is crucial to remaining relevant in a rapidly changing market.

Gen Y represents a generation that has grown up with the world at its fingertips, with unprecedented access to information, technology and cheap air travel. As a result, they are rejecting the standard tourism models of the past. For them, travel is not just a break from routine but an integral part of their identity – a way to explore new cultures, connect with diverse communities, and engage with the world on their own terms.

Unlike previous generations who might have sought comfort in predictability, both Gen Y and Gen Z crave spontaneity, adventure and personal growth. A major driver of this new wave of travel intent is technology, particularly social media platforms such as TikTok. In contrast to the carefully curated images of Instagram, TikTok offers unfiltered, real-time glimpses into destinations, often presented from the perspective of locals or fellow travellers. This raw authenticity has become a powerful tool for discovery, with a significant number of Gen Zs and Millennials

using TikTok as their primary source for travel inspiration (as we explore in this report).

This is not just about watching a beautiful video – it's about seeing real people experience real places, often in ways that go beyond the typical tourist trail. However, this trend also brings challenges. The sheer volume of content can lead to the phenomenon of overtourism, where lesser-known spots quickly become overcrowded once they go viral. The travel industry must find a balance between leveraging this powerful tool for marketing while also promoting responsible, sustainable tourism practices.

Meanwhile, the influence of entertainment on travel continues to grow. From streaming TV shows to blockbuster movies, Gen Z and Gen Y are drawn to destinations that offer the promise of stepping into the worlds they see on screen. This phenomenon, often referred to as “set jetting,” is becoming a key driver for travel intent. Think of the buzz around Seoul's colorful streets after the success of *Squid Game* or the spike in interest in Thailand's exotic landscapes following the announcement of *The White Lotus* filming there.

Younger travellers are eager to immerse themselves in the places where their favourite stories unfold, creating opportunities for destinations to capitalise on their moment in the cultural spotlight. Tourism boards and travel brands are increasingly partnering with film studios and producers to attract this audience, investing in marketing campaigns that connect popular content with real-world locations.

“Younger travellers are eager to immerse themselves in the places where their favourite stories unfold, creating opportunities for destinations to capitalise on their moment in the cultural spotlight.”



**“They’re looking for nightlife that offers more than just alcohol and dancing – they want experiences that feel meaningful”**



However, for these travellers, it's not just about visiting a place; it's about experiencing it in a way that feels unique and authentic. Whether it's attending a local festival or participating in a community activity, they want to feel like they're truly a part of the culture. This desire for deeper engagement is driving a trend towards experiential travel – trips that focus less on sightseeing and more on participating in local life. For example, many Gen Zs and Millennials are planning their vacations around concerts, gigs and live performances, seeing these events not just as highlights but as the very reason to travel in the first place.

Sports are another arena where this trend is playing out. Gen Z and Gen Y are showing a growing interest in “Stadium Safaris” (a term coined by Globetrender), which manifest as trips centered around attending major sporting events or visiting iconic sports venues. Whether it's the Women's Rugby World Cup in England or the World Athletic Championships in Tokyo in 2025, these events are not just about the competition; they're about the sense of community, the electric atmosphere, and the shared moments that transcend borders. For many, being there is more than just watching a game; it's about being part of a global celebration.

Nightlife is also evolving in the eyes of younger travellers. While clubbing in Ibiza or bar-hopping in New York remains popular, there's a shift towards more diverse, inclusive, and wellness-oriented after-dark experiences. Conscious clubbing, immersive theater, and even activities such as midnight yoga are becoming part of the travel lexicon. This reflects a broader cultural shift towards mindful consumption and holistic wellbeing, which are increasingly important to this demographic. They're looking for nightlife that offers more than just alcohol and dancing – they want experiences that feel meaningful, whether that's a queer cabaret in London, a rooftop DJ set in Bangkok, or a late-night poetry slam in Los Angeles.

Underpinning all these trends is a strong desire for belonging and community. For Gen Z and Millennials, travel is often about finding a scene that aligns with their values. This is especially true for LGBTQ+ travellers, who are seeking destinations that offer more than just annual Pride events – they're looking for places where they can feel at home year-round. This could mean cities with vibrant LGBTQ+ communities like Amsterdam, Berlin or Bangkok, where they can engage with local culture on a deeper level.

And let's not forget the rise of the “Weekend Extender” (also coined by Globetrender). As remote work and flexible schedules become more normalized, Gen Z and Millennials are increasingly turning long weekends into opportunities to travel. This trend is creating a new breed of travellers who blend work and leisure, often preferring multiple shorter breaks over a single long vacation.

These “workcationers” are looking for destinations that offer both connectivity and excitement, allowing them to work efficiently while also enjoying new experiences. Hotel brands such as ibis, with its well-placed properties and reliable amenities, are well-positioned to attract this growing market.

As 2025 unfolds, it will become clear that the travel industry must adapt to these evolving demands. Gen Z and Millennials are not content with passive tourism; they are seeking active, spontaneous and transformative experiences that enrich their lives and foster genuine connections.

They are reshaping what travel means, moving away from traditional models and towards a more personalized, dynamic future. For destinations, brands, and travel operators, embracing these changes will be key to capturing the hearts and minds of the next generation of global explorers. As ibis would say: “Go get it!”



1

# TIKTOK TRAILBLAZING

No longer interested in rushing to viral hotspots, curious travellers are using TikTok to seek out under-the-radar locations and recommendations from locals. By Robbie Hodges

# TIKTOK TRAILBLAZING

**Delivering real-time authenticity rather than the superficial polish of Instagram, TikTok has fast become a portal for insider travel knowledge among Gen Z and Y (Millennial) consumers.**

According to Stuart Flint, TikTok's Head of Global Business Solutions for Europe, 71% of European TikTok users intentionally search for travel content, while 77% have been inspired to visit a destination. Meanwhile, summer 2024 research from Tourism Australia revealed that 60% of 22- to 25-year-olds have booked trips to destinations they saw on TikTok.

Hannah Bennett, Head of Travel at TikTok UK, tells Globetrender: "TikTok is fast becoming the home of both spontaneous discovery and intentional travel planning, with people increasingly using TikTok to search for the latest travel-dupes. Brands and creators are tapping into this engaged community to highlight budget-friendly travel ideas and drive real-life action, as users visit places they've never been to before but have seen on TikTok."

Now with over 1 billion users, when it comes to finding new hotels, tours or travel hacks, an estimated 40% of Gen Z consumers even prefer TikTok over established search engines such as Google. Why? According to Gen Z reporter Arlo O'Callaghan, TikTok is both intuitive and efficient. They say: "After a day or two of the algorithm picking up on my impending trip through Portugal, casual scrolling on my 'For You' page started to feel productive. It meant that every few videos I was able to save a 'must visit' spot to my 'Want To Go' on Google Maps, and when the time came for me to depart, my navigation app was a

**17% of travellers cite TikTok as their main source of inspiration when choosing which destinations to travel to, versus 27% who prioritise Instagram**

[Source: Summer 2024 ibis commissioned consumer survey of 3,000 people across eight countries, conducted by OnePoll.]



**Those Gen Z/Y  
travellers who have  
gone to a destination  
based on seeing  
it promoted by an  
influencer or on  
social media said  
the reality was...**



**17%** A lot better  
**26%** Somewhat better  
**25%** Just as I had  
imagined it  
**9%** Somewhat worse  
**1%** A lot worse  
**22%** Have never booked a  
holiday they saw on social  
media or via an influencer

[Source: Summer 2024 ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]

sea of green with Want To Go pins spread across the country. TikTok has changed the way I plan travel entirely.”

However, the realisation that TikTok can trigger unwanted overtourism, particularly to natural beauty spots, is a reminder to both creators and followers to become more responsible. Recognising the power TikTok has to function as a gateway to new experiences and places in cities, ibis has built a TikTok account with 185.5k followers and 1.5 million likes, and invites potential guests to use their properties as a base for exploring.

Celine Mouquet, Influence Director for brands including ibis, says: “Social media is all about inspiration; it’s a great motivator of travel intent and for a growing population it’s replaced Google as the lead search engine. Through our #ibisGoGetIt campaign, our goal is to inspire intentional, experience-driven travel, by sharing insider tips, fuelling passions like music, sports, and creativity, with authentic, on-the-ground content, supported by local influencers and creators.

“TikTok has become one of ibis’ most engaging platforms, working a lot with creators with micro and nano profiles who really resonate with our guests and who can open our followers’ eyes to new and unexpected places and experiences that really inspire that ‘I want to go there’ travel intent that ibis serves so well.”

Travellers aren’t just leaning into TikTok because its short-form video format is more digestible than the written word, they’re also looking for a direct, visual and “authentic” on-the-ground view of destinations or activities. Most content on the platform is delivered from the perspective of the content creator, many of whom don’t shy away from exposing followers to the reality of their experiences – positive and negative.

Consider TikTok accounts such as @traveller\_bucketlist (225.6k followers), which provides destination exploration, uncovering scenic or hidden spots. Others like @erikakullberg (9.1 million followers) dispense practical travel tips, little-known hacks and planning advice. Then there are personality-led narrative videos from the likes of van-lifer @quingable (1.2 million followers) in which acolytes are invited along for the journey.

Hannah Bird-Camper, digital marketing expert and content creator (@ThatTravelCouple, 296k TikTok followers) says: “Social media has completely transformed how we plan our travels, leading us to some of the most incredible places we’ve ever visited. After seeing breathtaking hot air balloon views at Divan Cave House in Cappadocia, Turkey, we knew we had to experience it ourselves – and the reality was even more stunning than we imagined. We even planned an entire trip to Finland just to stay at the Levin Iglut igloos after seeing it on Instagram, and it turned out to be a once-in-a-lifetime experience, with the Northern Lights right outside our window.”

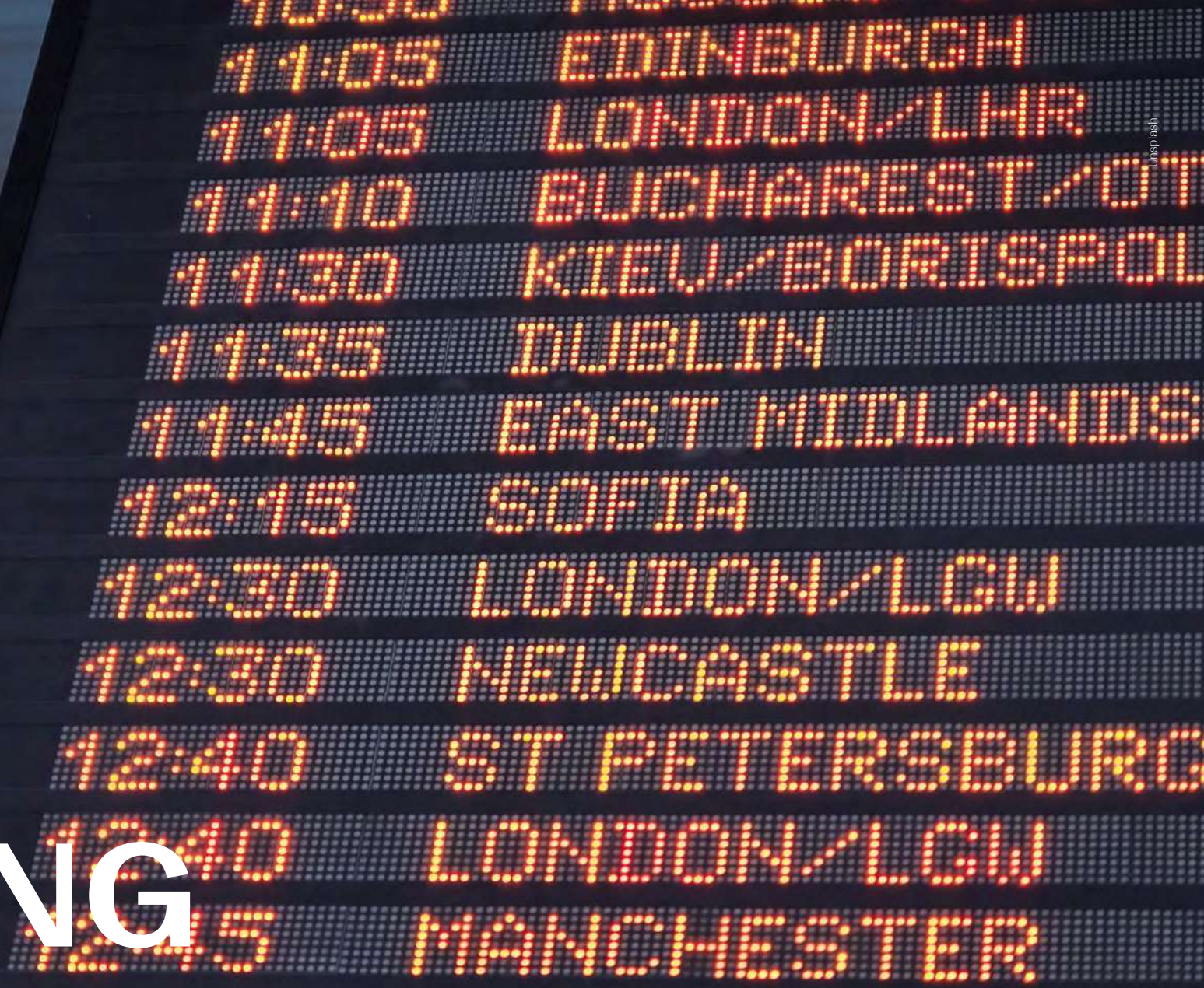
For O’Callaghan, the joy of TikTok is that it’s totally democratic. They say: “I find videos by lesser-known travel creators to be my favorite. Although I don’t have many profiles that I follow religiously, their recommendations seem to be the most trustworthy and you can often find the best spots away from the crowds through them.”

But it’s not just young people benefiting from this wellspring of information. TikTok is redefining the broader cultural landscape, with Instagram and X both pursuing video-first strategies in the battle for user engagement. What’s more, mainstream newspapers and media sites are jumping on TikTok travel trends almost instantaneously, rapidly delivering articles pegged to “rawdogging flights” and “brat summer” to mainstream audiences.

# 2

# CITY HOPPING

'How many cities have you visited?' is a question that is motivating Gen Z/Y travellers to visit multiple urban destinations in one trip. By Olivia Palamountain



## CITY HOPPING

**According to Euromonitor International, Istanbul was the city with the greatest number of international arrivals in 2023, with 26% growth year-on-year, followed by London in second place (up 17%) and Dubai in third (up 18%). However, the concept of the city break is expanding. Rather than limiting themselves to a single urban destination, travellers in 2025 and beyond will be increasingly combining multiple cities in one trip.**

This will be especially prevalent in regions such as Europe that have good rail connections, allowing travellers to experience a variety of destinations in one journey. (In 2023, Eurail BV achieved a "significant milestone" – surpassing 1.2 million Eurail and Interrail Passes sold worldwide, a 25% increase from 2022.)

One of the most striking aspects of City Hopping is the rise of "second cities" and "destination dupes". While iconic metropolises such as Paris, Rome and New York will always captivate travellers, there's a growing movement to explore lesser-known urban destinations. Cities such as Porto, Lyon, and Bologna are stepping into the spotlight, offering fresh experiences for the curious traveller, while helping to combat overtourism and spread the economic benefits of travel more evenly.

New to Euromonitor's top 100 ranking of most-visited cities in 2023 were Washington DC, Montréal, Santiago and Vilnius. According to a survey by ibis, 26% of respondents stated they were planning two or more city/short breaks in 2025.

"The ascent of 'shoulder destinations', more broadly defined as secondary and tertiary

## What are Gen Z/Y travellers most interested in seeing and doing when they travel?

- 31%** – landmarks (museums, castles, statues and memorials)
- 22%** – shopping
- 9%** – places where famous people have lived
- 8%** – exhibitions
- 7%** – street art

## Typically, on a city break, Gen Z/Y travellers spend...

More on hotels **(42%)**

More on experiences **(18%)**

About the same on hotels as  
experiences **(36%)**

### World's 20 most-visited cities

1. Paris
2. Dubai
3. Madrid
4. Tokyo
5. Amsterdam
6. Berlin
7. Rome
8. New York
9. Barcelona
10. London
11. Singapore
12. Munich
13. Milan
14. Seoul
15. Dublin
16. Osaka
17. Hong Kong
18. Vienna
19. Los Angeles
20. Lisbon

[Source: Euromonitor International, Top 100 City Destinations Index 2023]

### Top 20 destinations Gen Z/Y plan to visit in 2025

1. London
2. Paris
3. New York
4. Tokyo
5. Rome
6. Los Angeles
7. Singapore
8. Dubai
9. Hong Kong
10. Bali
11. Madrid
12. Amsterdam
13. Sydney
14. Bangkok
15. Milan
16. Miami
17. Berlin
18. San Francisco
19. Lisbon
20. Edinburgh

[Source: Summer 2024 ibis-commissioned OnePoll survey of 9,000 people across eight countries.]

[Source: Summer 2024 ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]

markets, is driving appeal among value- and carbon-conscious travellers wanting to feed their desire for discovery and explore new destinations not necessarily far-flung destinations," says Jean-Yves Minet, Accor's Global Brand President - Midscale & Economy. "Off-season shoulder tourism is also growing, which relates clearly to the City Hopping trend; for example, Lisbon in late November. Remarkable journeys can happen anywhere and everywhere if you travel with the right mindset (and hotel!)"

The rising popularity of road trips is also enabling Gen Z and Y travellers to pack in visits to more than one destination in a single trip. In 2026, "Route 66" (one of the most famous highways in the US) will celebrate its 100th anniversary and the press around this will no doubt prompt a surge in interest. The route was decommissioned in 1985 after being replaced by the modern Interstate Highway System. However, Route 66's legacy lives on, and many sections of the original road are still drivable. Connecting Chicago with Santa Monica, it passed through cities such as St Louis, Tulsa, Amarillo, Flagstaff and LA.

Creating a multi-city itinerary also provides more of a justification for taking long-haul flights, and with remote working possible for many people, there is the option to stay away for longer and combine leisure with productivity. When travellers return home, they can then brag about all the places they have seen. (In 2024 there was an explosion of social media lists and polls that allowed users to check off the destinations they've visited and share them with their followers.) ibis currently has over 2,600 hotels and will open in its 80th country in 2025, with the unveiling of ibis Styles Reykjavik.

Minet adds: "We help you stay right next to where you need to be, and do the important things - like sleep and eat - better than anyone else. We talk to you like a person, without a script, and help maximise your time by getting the essentials right, so you can *Go get it!*"

# 3

# GIG TRIPPING

Younger generations are choosing their holiday destination based around specific music festivals, concerts and performances.

By Olivia Palamountain



## GIG TRIPPING

**Whatever the genre, the lure of building a trip around attending concerts or music events abroad is proving a powerful force in the tourism industry, and boosting local economies worldwide.**

The scale of the “Gig Tripping” trend is staggering – and Taylor Swift’s global “Eras Tour” (coming to an end in December 2024) is the epitome. The highest-grossing music tour in history, spending by “Swifties” – who are often traveling long distances to see her perform – is expected to pump US\$10 billion into local economies, according to the US Travel Association.

In Sydney, Australia, the Eras Tour concerts were hosted at Accor Stadium, drawing an astounding 335,000 fans for a series of unforgettable performances over four successive nights, and contributing to one of the busiest weekends on record for Accor’s 40 Sydney hotels.

A 2024 survey from Thrillist and Price4Limo established that one in ten American fans would travel 500 miles or more to attend a concert. But as many Taylor Swift fans have discovered, it can actually be cheaper to buy a ticket for an overseas gig, plus they get to build a vacation around the experience. In short, the “pulling power” of major performers is influencing people’s booking decisions, and artists such as Adele, Beyoncé and Coldplay demonstrate similar magnetism, boosting tourism wherever they perform.

When news broke in August 2024 that 1990s Britpop band Oasis would be reuniting for a tour in 2025, hotels were immediately inundated with bookings. (The roster includes Cardiff, Manchester, London, and Edinburgh, with ibis hotels in each location. A European leg is planned for later in the year.) Other headline artists performing in 2025 include Billie Eilish, Dua Lipa, Troye Sivan, Childish Gambino, Green Day, Bruce Springsteen and Usher. Macki Maconie, a 38-year-old branding

consultant and founder of design agency Studio Macki, says: “I cannot wait to celebrate my birthday in July 2025 at Worldwide Festival Sète, in the South of France. I’m going with my boyfriend and best friends, staying close to town in a villa with a pool. We’ll hit the beach in the mornings and head into the festival in the afternoon to catch the DJs and live bands. When Worldwide ends, I’d like to see more of Provence; perhaps head to Quinson, to kayak down the Verdon gorge and check out the ancient caves. The week-long trip will cost around £1,250.”

Social media platforms, particularly TikTok, have fuelled this trend, creating hype and FOMO (fear of missing out) around live music events. The hospitality industry is adapting too, with many hotels launching tailored Gig Tripping packages for concert-goers. Festivals such as Glastonbury (UK), Coachella (California) and Tomorrowland (Belgium) are big ticket attractions too, with the last partnering with Brussels Airlines in 2024 to create “Global Journey”

travel packages, offering an all-inclusive experience of travel and tickets to make Gig Tripping as easy as possible for punters. ibis hotels have regularly offered free showers to Glastonbury festival-goers, so they can wash away the infamous mud on their way home, and the hotel brand continues to be an accommodation partner at Sziget festival, offering special packages at ibis hotels in Budapest

“ibis has long been a supporter of the music scene, hosting gigs from up and coming artists in hotels and popping up at festivals around the world, such as Sziget in Budapest, Rock in Rio Lisbon and the Montreux Jazz Festival in Switzerland,” says Jean-Yves Minet, Global Brand President – Midscale & Economy, Accor. “Festivals and gigs are a huge draw for our guests, and there’s nothing better than enjoying them without the worry of late-night taxis or wet tents. Staying with us means you’re close to the action, and have all the comfort and convenience of a hotel.”

Combining cultural exploration with the shared experience of live music, this trend is a testament to music’s enduring power to unite. In May 2024, ibis RockCorps combined volunteering with music. Participants gave four hours of their time to community projects to earn a ticket to an exclusive concert at Accor Arena, featuring artists such as Macklemore, Franglish and Ronisia. The initiative encourages young people to contribute to various causes, including environmental preservation and fighting poverty, while fostering connections among volunteers. The 2024 edition saw 13,000 volunteers take part.

So, with Taylor Swift taking a well-deserved break in 2025, who will the world be watching instead? You better lose yourself as Eminem takes to the stage on a highly anticipated World Tour, the first time he’s performed globally since 2019.

**48%** of Gen Z/Y travellers say “the experience is more important than ticking somewhere off my list”

**6%** of Gen Z/Y travellers are most interested in attending music festivals or gigs when they travel





4

# STADIUM SAFARIS

Drawn to the roar of the crowd, sports fans are scoring big with trips centred around major matches and competitions.

By Olivia Palamountain

What are Gen Z/Y travellers most interested in seeing and doing when they travel?

13% - sport stadiums and sporting events

[Source: Summer 2024 Ibis commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]

## STADIUM SAFARIS

**The thrill of the game is taking Gen Zers and Millennials on a global adventure, as these younger travellers increasingly plan their trips around key sporting fixtures and pilgrimages to iconic arenas. This trend marries their passion for unique experiences with their love of sports, creating a vibrant subset of tourism that's rapidly gaining momentum.**

Indeed, the sports tourism market size was valued by Global Market Insights at an astounding US\$564.7 billion in 2023, with total direct spending associated with the sports travel sector reaching US\$52.2 billion. In 2023, Americans took a record 204.9 million sporting-event-related trips, according to the Sports Events and Tourism Association.

Stuart Wareman, Accor's Global SVP Experiences, Events and Sponsorships, says: "Sport increasingly motivates people to travel, extending beyond the hardcore 'away fans' to include more 'big eventers' who are keen to experience the 'I was there' occasions. Through Accor's loyalty programme (ALL), members can gain access to many of these events via the Limitless Experiences website and, of course, our hotels are in ideal nearby locations to welcome these go-getters.

"This trend is not only driven by the major events, but also by athletes playing abroad. For example, after Paris Saint-Germain signed Lee Kang-In, the club has seen a surge in the number of South Koreans traveling to Paris to visit the stadium and watch the matches. However, all parties must strike a balance between accommodating international visitors and supporting the local fanbase, whose unique

presence creates the atmosphere that draws international visitors in the first place.”

Looking ahead to 2025, the sporting calendar is set to ignite an even greater surge in travel. First up will be the ICC Cricket World Cup in Pakistan (February to March 2025), followed by the Special Olympics World Winter Games in Turin, Italy (March 2025). Then there will be the Women’s Rugby World Cup in England (August to September 2025), the FIBA U19 Basketball World Cup in Switzerland (summer 2025), and the World Athletic Championships in Tokyo (September 2025).

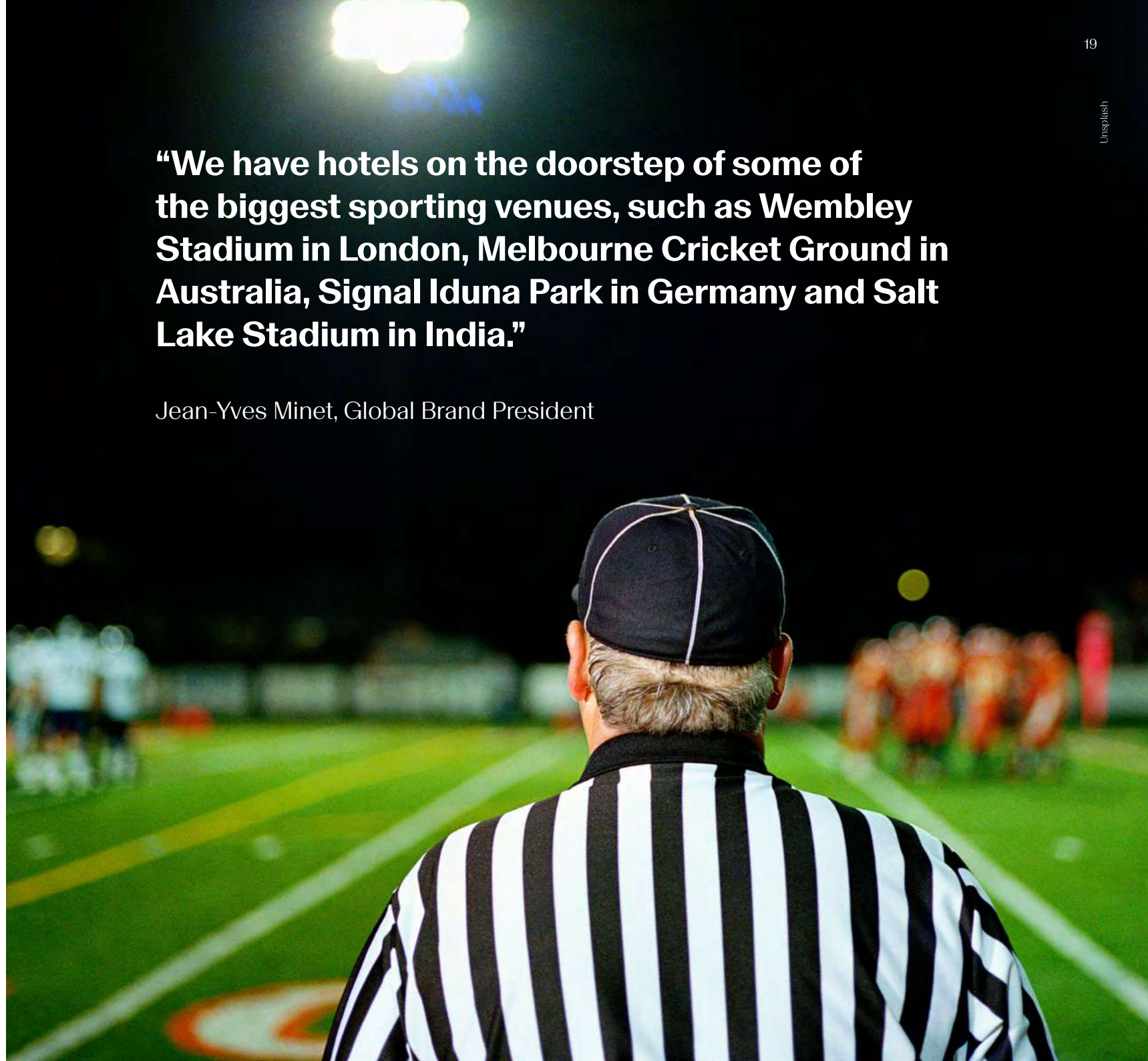
Stadiums are getting a glow up too: the UK’s Everton FC will move into its shiny new home stadium at Bramley Moore dock at the start of the 2025-26 season. Meanwhile AS Roma is building the most expensive stadium in Italy at €1 billion. Construction is slated to start between 2025 and 2026 and expected to conclude by 2027, on the occasion of the club’s centenary.

The allure of Stadium Safaris is multifaceted: the electric atmosphere of a packed ballpark, the cultural allure of local sports traditions, and the Instagram-worthy moments at legendary venues such as Camp Nou in Barcelona or Wrigley Field in Chicago. The trend is also about feeling a sense of connection with a global community of fans.

What are the best-located ibis hotels globally when it comes to major sporting events? “More than 100 ibis hotels in Paris hosted travellers during the 2024 Olympic Games and around the world we have hotels on the doorstep of some of the biggest sporting venues. These include Wembley Stadium in London, Melbourne Cricket Ground in Australia, Signal Iduna Park in Germany and Salt Lake Stadium in India,” explains Jean-Yves Minet, Global Brand President – Midscale & Economy, Accor. “We help our guests get where they want to be so they can focus on enjoying these incredible experiences.”

**“We have hotels on the doorstep of some of the biggest sporting venues, such as Wembley Stadium in London, Melbourne Cricket Ground in Australia, Signal Iduna Park in Germany and Salt Lake Stadium in India.”**

Jean-Yves Minet, Global Brand President



# 5



Travellers are increasingly using long weekends to travel, by bolting on Fridays and Mondays for remote work, or availing of a four-day work week.  
By Jenny Southan

WEEKEND  
EXTENDERS

## WEEKEND EXTENDERS

**It may be hard to believe, but 2025 marks the 30th anniversary of Easyjet – and 40 years since Ryanair started operations, meaning Millennials and Gen Z are the first generations in Europe to have grown up with the availability of low-cost flights.**

Before this, overseas vacations were neatly compartmentalised into week-long or two-week blocks, scheduled well in advance and taken with a clear line drawn between work and leisure. But for the tech-savvy, remote work-ready generations, this traditional model of vacationing has exploded.

These days, extending weekends into mini-vacations by blending remote work with leisure time or using a few days of annual leave is becoming the norm. The shift is not just changing how younger generations travel but also how they

perceive work-life balance. The idea of taking an extended weekend is not new, but the approach has been revolutionised by the increasing flexibility in the modern workplace.

According to the World Economic Forum, there will be significant growth in remote digital jobs, with 92 million people working from anywhere by 2030 (a jump of 25% since 2024).

For Gen Z and Millennials, who value experiences over material goods (according to ibis's recent survey, 58% of Gen Z/Y respondents said they think "experiences are better than material goods"), this flexibility is a game-changer. It allows them to turn a simple weekend trip into a mini-vacation without entirely disconnecting from their professional responsibilities. By adding a day or two of remote work to their trip or taking a

**12% of Gen Z/Y travellers plan to take a workation in 2025**

**23% of Gen Z/Y travellers would like to mix business with leisure by working abroad and extending their trips**

[Source: Summer 2024 ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]



strategic day of annual leave, they can explore new places, recharge, and still meet work obligations.

Four-day workweeks and nine-day fortnights are also becoming more commonplace among employers, especially in Europe but also New Zealand, Australia, the US, Canada and Japan. Rachel Bowen, a 38-year-old PR director from the UK, says: "Since moving to a four-day working week last autumn, it has been so much easier to prioritise travel and make the most of long weekends without eating into my annual leave. Trips have included Istanbul, Biarritz, the Cotswolds and regular visits to UK beaches."

As the lines between work and leisure continue to blur, it's likely that the extended weekend will become a permanent fixture in the way younger generations approach travel. "We see an increase in savvy meeting planners and business travellers capitalising on what I call 'shoulder days', the more cost-effective Mondays and Fridays, which benefit from being easy to extend over the weekend for leisure," says Jean-Yves Minet, Global Brand President – Midscale & Economy, Accor.

## 17% of Gen Z/Y travellers say they'd rather take lots of shorter trips than one long-haul trip in 2025

[Source: Summer 2024 ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]



# 6

# SCENE SEEKING

The pursuit of community and meaningful connections will be top priorities for LGBTQ+ travellers globally – and they will be willing to travel to find it.

By Robbie Hodges

## SCENE SEEKING

**There was a time when LGBTQ+ travel (also now branded “queer travel”) meant little more than the rainbow-festooned circuit of Pride parties that descend on cities year after year. But new generations in the form of Gen Z and Millennial travellers are pushing the category to new frontiers, and demanding year-round queer experiences that offer genuine immersion in the local scene.**

The motivating forces are both personal and political. As concern for health and wellbeing soars across global demographics, hedonistic Pride parties aren't the only driver of travel intent. In major cities across the globe, queer nightlife haunts of the pre-pandemic era are losing out to nourishing, healthful community activities – running groups such as Get Gayns or sports teams like Ex-Girlfriend FC – as people seek endorphins elsewhere.

It's not just about self-improvement, however. Viral social justice movements of recent years like Black Lives Matter and Free Palestine have led to new consumer interest in business transparency, prompting consumers to think more critically about the political beneficiaries of their “pink pounds”. Naturally, these new consumer behaviours are dramatically impacting how, where and when young queer people travel. Put simply: their horizons are broader, experiences less prescriptive, and timeframes less restricted.

Dating app Grindr is latching onto this shift; pivoting its market position from facilitating transactional hook-ups, to building deeper friendships. In March 2024, it announced plans to offer travel services, quickly followed by the launch of a YouTube mini-series, “Host or Travel”, in which Grindr users

## 33% of Gen Z/Y travellers say it's important to feel like they belong in the destination

[Source: Summer 2024 Ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]



explore queer neighborhoods with new, local friends they met on “the grid”.

For those who aren't “on the grid”, alternative search tools such as Everywhere is Queer are helping travellers to slice through generic, SEO-optimized Google suggestions. Users simply log into the app and can instantly see queer-owned or queer-friendly businesses in their proximity, from the ordinary (café, gym, healthcare centre) to the exceptional (welding workshop, community farm).

Joe Marriott, a publisher from London, says: “I've been to Eurovisions, countless Pride celebrations and gay-friendly music festivals – and there's usually a mix of familiar queer jet-setting Londoners and exciting locals to meet. London is an amazing place for enjoying queer culture – it's challenging to find anywhere else quite as diverse and sprawling – but it's always joyful to discover new queer spaces around the world and feel accepted when you're in another country or far from home.”

As these new paths to connection open up, there's a strong opportunity for established travel and hospitality players to leverage their on-the-ground contacts to curate queer travel experiences that really get under the skin of a destination. Ibis has hotels in many LGBTQ+ friendly cities, including London, Manchester, Bangkok, Amsterdam, Berlin, Rio de Janeiro and Melbourne.

Jean-Yves Minet, Global Brand President – Midscale & Economy, Accor, says: “The sense of belonging is more important than ever. Globally, as more LGBTQ+ individuals feel safe and empowered to express their identities, we're seeing a growing desire to be part of something bigger and connect with people around the world. Many choose to travel for key events such as Pride and visit inclusive, queer-friendly destinations. Our hotels provide a welcoming space for all travellers, offering them a sense of belonging while they explore the world and celebrate their identities.”



# 7



Food-focused travellers are planning itineraries around culinary experiences, from street food tours to Michelin-starred restaurants. By Robbie Hodges

# GASTRO GLOBETROTTING

## GASTRO GLOBETROTTING

**Whether it's waiting in line for a gourmet donut or queuing to dine at a hot new restaurant opening, culinary experiences have always provided a great route into local culture. As Gen Z and Millennial travellers look to break out of their personal echo chambers, they're shirking preset categories of "high" and "low" and resetting their value equation – Gastro Globetrotting crosses continents and price brackets.**

Historically, food has been a definitive marker of place, with just a single bite capturing a destination's landscape, climate and atmosphere. In today's globalised world, in which chefs host residences across continents and haute cuisine is often franchised internationally, higher prices do not guarantee an "authentic" or "valuable" dining experience. Consider Taquería El Califa

in Mexico City, which has been serving just four simple dishes since 1968 and, in 2024, won a Michelin star.

This shift isn't just impacting where travellers eat, but how they, and a destination, build status. Singapore's "hawker culture" street food scene has just been added to UNESCO's Intangible Cultural Heritage list. Travellers are increasingly aware that in the modern experience economy, simply dining at a high-end restaurant does not connote worldliness; engaging with home cooks in the far-flung pockets of a city does. As such, travellers are taking a more category-agnostic approach to where they eat, and new dining concepts are emerging in response.

Ingka Group's Saluhall in San Francisco is no ordinary food hall. By pulling up



# How important is the local food scene to Gen Z/Y travellers when selecting a travel destination?

Very important (49%)

Somewhat important (44%)





a chair, visitors are actively supporting fledgling businesses in the Bay Area. Not only is it populated by five minority-owned restaurants, it's also home to a community cooking school where chefs from local institutions teach classes to guests of all ages using seasonal produce harvested from across the Bay. It's low-cost, high-value, and instantly provides visitors with a sense of place.

For younger, less cash-rich consumers, investing in gastronomic moments is preferable to investing in a set menu. Since the birth of TikTok, an entire industry category of high-end snacks has dropped into public consciousness. Their value isn't necessarily derived from the use of rare local ingredients but by the customer experience as a whole.

Take The Secret Sandwich Shop in London's tourist hotspot of Notting Hill. From street-level, it's barely noticeable, tucked away above an unassuming nightclub. But inside, £10 Japanese-style sandos are made with mathematical

precision and served to consumers sat in glossy black booths.

Over in the US, grocery chain Erewhon's US\$19 Hailey Bieber Strawberry Glaze Skin smoothie captured the collective imagination – a shiny pink emblem of the modern Californian lifestyle that shifted 40,000 units in its first year. While thousands have tried creating the drink at home, the experience is intrinsically rooted in California, where the chain is based.


Jean-Yves Minet, Global Brand President – Midscale & Economy, Accor, says: "Although ibis hotels always offer the reassurance of an on-site restaurant, we also advocate diving into the local food scene. Culinary experiences are memory forming; they make travel better. We understand ibis isn't the destination for people's travels, instead we host people where they need to be. We're the affordable, reliable choice, so our guests can spend their money on culinary and cultural experiences. Our job is to look after them well so they can go get what they want."

Unsplash

## What are Gen Z/Y travellers most interested in seeing and doing when they travel?

Eating in restaurants **(26%)**  
 Drinking in pubs and bars **(9%)**  
 Exploring food markets **(17%)**

[Source: Summer 2024 ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]



**The forging of unbreakable bonds and unforgettable memories with families and loved ones will be a significant motivating force in 2025.**  
By Olivia Palamountain

# TRIBE TRAVEL



## TRIBE TRAVEL

**“Your vibe attracts your tribe,” as the saying goes, a mantra that spotlights individuality and identity as a path to meaningful connections. It’s this search for belonging that underscores “Tribe Travel”, a trend that taps into the fundamental human desire for both communion and community – drivers that are particularly relevant in an era marked by rising loneliness among Gen Z and Millennials, despite being more “connected” (online) than ever.**

According to findings from the Valuegraphics Project’s study of 750,000 people globally, “belonging” tops the list of core human values and this is a concept that is filtering through everything from workplace identity to travel. It also tops the list of personal branding trends for 2024, according to *Forbes*, with this need for connection so profound that, according to McKinsey, 51% of people who left their jobs in 2022 did so in search of belonging.

The power of shared experiences in unfamiliar places has become a catalyst for relationship building. Over half (52%) of Gen Z adults are frequent travellers, taking at least three leisure trips annually. They’re not just seeking adventure; they’re looking for cultural benefits and ways to contribute to local communities, according to the European Travel Commission.

Whether they are attending a Comic Con convention, volunteering with friends, or embarking on a girls’ getaway, opportunities for “togetherness” will continue to be high on the agenda. “This people-centric spirit of togetherness and belonging defines what ibis is all about,” says Jean-Yves Minet, Global Brand President – Midscale & Economy, Accor. “ibis democratized travel, becoming a trailblazer of quality affordable travel in Europe in the 1970s and 1980s. ibis became the brand that many people had their first travel experience with in their late teens and 20s, because we offer affordable,



**28% of Gen Z/Y travellers intend to travel with friends in 2025**

[Source: Summer 2024 ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]

caring hospitality for all, a place where each guest enjoys a comfortable, good-quality stay with vibrant social spaces and friendly teams. This has been true for 50 years and will remain true for the next 50 because we know you’ll get the most out of your trip when we put the most into your stay.”

How are travel companies more broadly responding to this shift towards “Tribe Travel”? In 2024, Intrepid Travel launched 40 rail adventures led by local guides, aiming to take travellers off the tourist track and foster “community, conversation and a sense of connection”. Flash Pack, specialising in adventures for solo travellers in their 30s and 40s, reports that 90% of repeat customers make four or more genuine friendships on trips, with 68% maintaining frequent contact afterwards.

Grace Janion, a 29-year-old PR executive from the UK, says: “There’s nothing quite like exploring the world with your best mates – the inside jokes, the adventures and the forever memories. We’re already buzzing about our Japan trip in 2025. Can’t wait to geek out over anime, stuff our faces with ramen, and snap a million pics in Harajuku!”

**What are Gen Z/Y most interested in seeing and doing when they travel?**

Visiting friends **(10%)**

Visiting family **(12%)**

[Source: Summer 2024 ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]

# 9

FEED AND GRAIN

# SET JETTING

Tourists are continuing to flock to the filming locations of popular films and TV shows, seeking to experience the settings of their favourite on-screen stories.

By Robbie Hodges

## SET JETTING

Over the last couple of years, “Set Jetting” has been receiving a lot of hype, propelled by a steady stream of new movies and TV shows set in evocative places (think *The Perfect Couple*, *Call Me By Your Name*, *Ripley*, *One Day*, *Bridgerton*, *Hacks*, *The Crown*, *Shōgun* and *Yellowstone*). In 2025, this behaviour shows no sign of abating.

In fact, according to a summer 2024 ibis-commissioned consumer survey of 9,000 people globally across eight countries, 13% now say that their main source of

inspiration for choosing destinations comes from TV shows, documentaries or films. (That’s compared to 26% who cited YouTube, 4% who preferred ChatGPT and 41% who said friends and family.)

A handful of promising productions with 2025 release dates are already lining up fresh opportunities for set-jetting – and top of the list is season three of *The White Lotus*, which is shot in Thailand. Fans wanting to get out and explore local temples, beaches and street food vendors can find ibis hotels across the country – from Bangkok to Koh Samui,



# What are Gen Z/Y travellers most interested in seeing and doing when they travel?

## Visiting filming locations (8%)



[Source: Summer 2024 ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]

where the series is centred. Other shows with set-jetting potential that are airing in 2025 include season two of *The Night Manager* (which is reportedly being filmed in South America) and *Black Rabbit*, which is filmed in New York. Then there is *Mission: Impossible – Dead Reckoning Part Two*, Tom Cruise’s latest blockbuster, which will feature footage of the UK, Norway and South Africa.

Past case studies show that just one exceptional TV show can do wonders for local tourism. In France, for example, a survey of 500 foreign visitors by the country’s National Centre for Cinema and Animated Image showed that in 2023, about 80% of respondents were inspired to visit by TV shows or movies. Those figures were generated by

shows such as *Emily in Paris* (season four began airing in summer 2024), but nudged along by innovators such as travel company Dharma, which capitalised on the buzz by launching an influencer-led tour through the show’s most picturesque locations. Charaf El Mansouri, CEO at Dharma, said in a statement: “Series like *Emily in Paris* make you wish there was a ‘Book This Trip’ button at the end of every episode – that’s the opportunity we see ahead.”

Wise to this trend’s lucrative potential, tourism boards have been attempting to seize the means of production. In 2023, Singapore announced a S\$10 million (£5.8 million) fund for the production of TV series and films set in Singapore with the aim

of generating *Crazy Rich Asians* levels of international interest. In December, it injected a further S\$55 million (£31.9 million) into the project. Meanwhile, GoUSA TV, Brand USA’s shoppable streaming platform which also launched in 2023, continues to produce destination-specific content with live, bookable links.

With hundreds of hotels worldwide, Ibis is ideally positioned to help set-jettiers experience top film destinations. “Our ibis hotels are gateways to a destination, centrally located in cities all over the world,” says Jean-Yves Minet, Global Brand President – Midscale & Economy, Accor. “They place travellers right in the heart of iconic film locations and ready to step into the scenes of their favourite movies”.

# 10

# NOCTURNAL ACTIVITIES

From the mega-clubs of Las Vegas to the warehouses of Berlin, Gen Z and Y revellers are planning trips around nightlife experiences in a quest for freedom, joy and hedonism. But alcohol is optional.

By Olivia Palamountain



## NOCTURNAL ACTIVITIES

**Whether it's Spring Break parties in Miami, lads' weekends in Amsterdam or Tokyo's Shibuya nightlife, Seoul's K-pop clubs and Hongdae district parties, nightlife has always been important to young people on vacation – especially Millennials (aged 31-45 in 2025). Gen Z (aged 16-30 in 2025), who have been exposed to the global wellness takeover from an earlier age, have evolved into a more health-conscious generation that drinks less than their predecessors.**

According to 2024 research from the International Wine and Spirits Record, among 15 key markets (Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, Spain, Taiwan, the UK and the US), Japan shows the highest level of abstinence among Gen Z consumers, with 63% claiming not to have drunk alcohol in the past six months – followed by the US at 54% and Canada at 44%. The research also found that younger adult drinkers are now the key drivers of cocktail culture in markets with the highest penetration of cocktail consumption, such as India, Mexico, South Africa, Brazil, the US and Italy.

Traditionally, clubbing has gone hand-in-hand with alcohol (and recreational drugs) but this new era of sobriety (for some) has actually had a detrimental effect on the viability of nightclubs in places such as the UK, which saw 67 nightclubs close between the months of January and April 2024 alone. However, nightlife experiences on holiday don't have to be associated with drinking – they can equally be about enjoying the warmth of a summer evening on the beach or dancing at a salsa bar. For the majority of young people who do

**8% of Gen Z/Y travellers say nightlife is among the top three types of travel experiences that are most appealing to them, increasing to 14% for 18-24 year-olds**

**“As someone who has run their own festival and frequently travels for parties, I’m looking forward to what 2025 has to offer. I’ve got a solid itinerary lined up – from techno raves in Bucharest to sussing out the vinyl bars in Bangkok.”**

– Dom Christie

drink (and for some who don’t), the allure of clubbing abroad remains. In fact, global nightlife hotspots are becoming must-visit landmarks that are fuelling a boom in destination party pilgrimages. When it comes to the significance of “Nocturnal Activities”, the numbers speak volumes: Verified Market Research predicts that the global bars and nightclubs market will be worth US\$124 billion in 2030 (up from US\$95 billion in 2022); Sydney’s nightclubs see over 2 million attendees per year, while Ibiza’s clubs welcome an average of 3 million tourists annually.

Alongside domestic nightclub closures for locals, epic, large-scale venues are now emerging to cater to a new wave of rave tourists: a 15,000-capacity nightclub called Drumsheds opened in a former IKEA warehouse in Tottenham, London, in 2023; EPIK Dubai debuted in 2024; and UNVRS, a ‘hyper club’ in Ibiza, is arriving in 2025. They’re getting a techie makeover too: Opened in 2024, Berlin’s Reethaus is a wild, partly-subterranean venue with a 360-degree spatial sound system, while

Las Vegas’s futuristic Sphere (opened in 2023) has 1.2 million LED lights on its exterior and a 250-foot high screen inside. Conscious clubbing is also on the rise, aligning with the increasing popularity of inclusive experiences that align with the multi-faceted, socially progressive interests of the “Brat” generation. New York’s Get Down dance parties aim to create a more sensitive ambience with their “no drinks on the dance floor” and “no phones anywhere” policies. In Paris, La Creole celebrates French West Indian heritage and the city’s queer ballroom scene. In Berlin (where nightclubs are officially considered cultural institutions), outdoor raves spread via word-of-mouth have made a comeback, while venues such as Kwia, an ambient, queer-friendly listening bar, even discourage shoes. In the era of “Nocturnal Activities,” it’s clear that rave tourism has become the new grand tour for the younger generation. Immersive, multi-sensory entertainment that blends storytelling, digital innovation, live performance and sometimes dining is also trending.

**72% of Gen Z/Y travellers say they’d rather stay in a more affordable hotel and pack their days and nights with fun activities**

[Source: Summer 2024 ibis-commissioned consumer survey of 9,000 people across eight countries, conducted by OnePoll.]

Leading the charge are theater companies such as Dreamthinkspeak and Swamp; London’s the Murder Express is a 1920s-themed dining and mystery-solving experience; New York offers Hypnotique at the McKittrick Hotel, a lavish after-dark experience with showgirls, and Life + Trust, an immersive theatrical experience in the Financial District. In Paris, experiential restaurant brand Ephemera has launched Jungle Palace, a culinary experience that uses sound effects, video-mapping and lighting effects to transport diners into the heart of the rainforest.

Dom Christie, a 27-year-old gallerist, says: “As someone who has run their own festival and frequently travels for parties, I’m looking forward to what 2025 has to offer. I’ve got a solid itinerary lined up – from techno raves in Bucharest to sussing out the vinyl bars in Bangkok. It’s always interesting to see how different cities approach their club scenes. Beyond the music, it’s about understanding the local party culture and experiencing unique and unusual venues, like Lataac in Athens – which has its own skate bowl – and NYC’s Nowadays.”

Looking further ahead, the UK’s Night Time Industries Association predicts that artificial intelligence could soon “revolutionise clubbing” by analysing crowd reactions, adapting visuals to match beats, or even controlling temperatures to deliver a sensory experience. This is already in effect at spaceship-themed ARK 11 in Singapore, where AI bartenders mix drinks while a red animatronic heart pulses to the beat of the music. Futuristic advancements coexist with a return to more grounded nights out. With the bars and nightclubs industry set to reach US\$124 billion by 2030 (Verified Market Research), the party is just getting started.



***Kaos* (season 1) – Spain**  
**Stay: ibis Styles Sevilla City Santa Justa**

*Kaos*, a dark comedy reimagining Greek mythology for the Netflix generation, was primarily filmed in Andalusia, Spain. Key locations include Costa del Sol, Marbella, Cádiz, Seville, Los Montes and Velez. The series depicts a modern version of Crete, though no filming occurred in Greece (for example, Seville's Plaza de España features as a square on Olympus).



***The White Lotus* (season 3) – Thailand**  
**Stay: ibis Samui Bophut**

*The White Lotus* season 3 shifts its setting to Thailand, with filming across Bangkok, Phuket and Koh Samui (which is expected to serve as the main backdrop). Expect a focus on luxury resorts typical of the show's style, while additional locations may include Phuket's temples and exclusive villas. Themes in the new season will encompass death and spirituality.



***Squid Game* (season 2) – Seoul**  
**Stay: ibis Styles Ambassador Seoul Myeongdong**

South Korean dystopian survival thriller *Squid Game* returns for a highly anticipated second season at the end of 2024, featuring old friends plus new characters and games enriching the series' narratives. What remains the same is the location; the six-part series has been filmed in Seoul, spotlighting the South Korean capital once again.



**Usher, Accor Arena in Paris**  
**April 15 & 16, 2025**  
**Stay: ibis Styles Paris Bercy**

R&B superstar Usher, fresh from his Super Bowl appearance with Alicia Keys, will visit Europe with his "Past Present Future" tour in 2025. The limited run includes stops in London, Amsterdam, Berlin and Paris. Initially scheduled for one night at Paris's Accor Arena on April 15, overwhelming demand prompted an additional show on April 16.



**Loy Krathong, Thailand - (November)**  
**Stay: ibis Styles Bangkok Silom**

Loy Krathong, Thailand's Festival of Lights, is a centuries-old celebration that marks the end of the rainy season. Taking place on the full moon night of the 12th month of the Thai lunar calendar, the sky glows with lanterns, while traditional music fills the air as crowds release decorated baskets (*krathongs*) onto rivers and lakes, carrying candles, incense and wishes.



**Ed Sheeran World Tour 2025, Hamburg, July 4-6, 2025**  
**Stay: ibis Styles Hamburg-Barmbek**

Ed Sheeran, the four-time Grammy winner, continues his record-breaking "Mathematics" tour across Europe. The upcoming leg will take him to ten countries, including Spain, France, Italy, and Germany, as well as Scandinavian nations such as Norway and Sweden. This European stint follows his performances in North America and South East Asia.



**Oasis UK and Ireland Tour 2025, Manchester, July 11-20, 2025**  
**Stay: ibis Manchester Centre 96 Portland Street**

The Oasis "Live '25" Tour marks the Britpop sensation's first live appearances since their 2009 split. Commemorating the 30th anniversary of their "Definitely Maybe" album in 2024, the tour includes about 20 dates across five cities in the UK and Ireland. High demand has led to music chart re-entries for six Oasis tracks.



**Lollapalooza 10th anniversary Berlin, July 12 & 13, 2025**  
**Stay: ibis Styles Hotel Berlin Mitte**

Lollapalooza Berlin will celebrate its tenth anniversary in 2025, promising a special edition of the renowned festival. While lineups are yet to be announced, expectations are high; this milestone event is likely to feature a mix of international headliners and emerging artists, continuing the festival's tradition of diverse music.

**25**  
**REASONS**  
**TO TRAVEL**  
**IN 2025**



**Sziget Festival, Budapest**  
**August 6-11, 2025**  
**Stay: ibis Budapest Centrum**

The Sziget Festival, one of Europe's largest music and cultural events, returns to Budapest in summer 2025. Held on Óbudai-sziget, a 266-acre Danube island, the festival attracts up to 450,000 attendees over five days. The nonstop party runs from Wednesday until Tuesday morning – surpassing even Glastonbury in scale.



**ZoukOut, Singapore**  
**December 7, 2025**  
**Stay: ibis budget Singapore Clarke Quay**

ZoukOut, Singapore's premier electronic dance music festival, returns to Siloso Beach, Sentosa Island in 2025. Pioneered by nightclub Zouk Singapore, this annual event draws thousands of global dance music lovers for electrifying performances in a beachfront setting.



**Holi, Mumbai**  
**March 14, 2025**  
**Stay: ibis Mumbai Vikhroli**

Holi, the Hindu festival of colours, erupts every March across cities in India. This vibrant celebration of spring and love will transform Mumbai into a kaleidoscope of colour as locals take to the streets to celebrate by throwing vivid clouds of *tikka* powders at each other. Expect a host of ticketed events too, such as parties and music performances.



**Pride Amsterdam**  
**July 26 to August 3, 2025**  
**Stay: ibis Amsterdam Centre**

Every August, Amsterdam is awash in rainbow hues as Pride electrifies the city with 300+ events, from thought-provoking art to pulsating parties. Expect a spectacular flotilla of 80 flamboyant boats parading the canals by day; as night falls, LGBTQ+ hotspots explode with revelry, embodying Dutch inclusivity in technicolour glory.



**Food Zurich, June 12-22, 2025**  
**Stay: ibis Styles Zurich City Center**

Food Zurich 2025 blends Swiss tradition with global culinary trends, featuring established restaurants and emerging chefs across unique venues in the city and surrounding region. For 11 days, more than 100 events offer diverse experiences including themed dinners, cooking courses, tastings and foodie tours, all showcasing Zurich's varied gastronomy.



**Primavera Sound, Porto**  
**June 12-14, 2025**  
**Stay: ibis Porto Centro Mercado do Bolhão**

Primavera Sound Porto brings a world-class music festival to Portugal's vibrant coastal city. This multi-day event showcases an eclectic mix of established and emerging artists across various genres. With its dramatic location on the Atlantic coast, diverse lineup and dazzling atmosphere, Primavera Sound Porto offers an unforgettable celebration of music.



**Carnival, Rio de Janeiro**  
**February 28 to March 8, 2025**  
**Stay: ibis budget Rio de Janeiro Centro**

Rio de Janeiro's carnival, held annually before Lent, is the world's largest festival. This vibrant celebration features elaborate parades with samba schools competing in the Sambadrome, street parties (*blocos*) and wild costume balls. Millions of revellers flood the city for five days of nonstop festivities, showcasing Brazil's rich culture through music and dance.



**Sydney Gay and Lesbian Mardi Gras**  
**February 14 to March 2, 2025**  
**Stay: ibis Sydney Barangaroo**

Get set for a rainbow revolution at Sydney's Mardi Gras 2025. Expect a dazzling array of floats, costumes and performances that highlight the creativity and resilience of the LGBTQ+ community. Beyond the iconic parade, the two-week festival offers a packed calendar of events including art exhibitions, film screenings, panel discussions and parties.



**Taquería El Califa de León, Mexico City (Michelin star 2024)**  
**Stay: ibis Styles Mexico Reforma**

Taquería El Califa de León, a tiny taco stand in the San Rafael neighbourhood, made history in 2024 by earning a Michelin star. Open for over 50 years, it's famed for its Gaonera taco (not pictured), named after bullfighter Rodolfo Gaona. It is made with thinly sliced beef filete, a squeeze of lime and seasoned only with a sprinkling of salt.



**Bordeaux Wine Festival**  
**June 19-22, 2025**  
**Stay: ibis budget Bordeaux Centre Mériadeck**

The Bordeaux Wine Festival returns to the city's left bank in June 2025, transforming the city's central quays into a celebration of the region's viticultural heritage. Highlights include a Wine Route showcasing regional appellations, a Tasting Pass for exploring diverse vintages, and legendary tall ships moored along the Garonne.



**Festival of Water (Cambodia)  
November 4-6, 2025  
Stay: ibis budget Phnom Penh Riverside**

Cambodia's annual Water Festival (known locally as Bon Om Touk) is a nationwide celebration that dates back to the 12th century. Capital city Phnom Penh hosts the most extravagant events, all set along the Tonlé Sap river. Highlights include thrilling boat races, spectacular fireworks, live local music and delicious street food.



**Oktoberfest, Munich  
September 20 to October 5, 2025  
Stay: ibis Styles München Perlach**

German "people's festival" Oktoberfest transforms Munich into a beer-lover's paradise for 16 days each autumn. Dating back to 1810, this Bavarian tradition sees millions of visitors don dirndls and lederhosen to enjoy litres of specially brewed beer, oompah bands and classic German cuisine.



**Women's Rugby World Cup in England, Brighton (among other cities), Aug 22 to Sept 27, 2025  
Stay: ibis Brighton City Centre**

The 2025 Women's Rugby World Cup promises to be the biggest yet, spanning six weekends across eight cities, including Brighton and Hove. With affordable ticket prices and easy accessibility (95% of the UK population live within two hours of a venue) it promises to be a spectacular moment for women's rugby.



**World Athletics Championships, Tokyo, September 13-21, 2025  
Stay: ibis Styles Tokyo Bay**

The 20th World Athletics Championships in Tokyo 2025 marks a pinnacle of global track and field competition. As one of the world's top three sports tournaments, it will feature more than 2,000 athletes from some 200 countries, showcasing 49 disciplines across men's, women's and mixed events.



**Edinburgh Festival Fringe  
August 1-25 2025  
Stay: ibis Styles Edinburgh St Andrew Square**

For three unforgettable weeks each August, Scotland's capital turns an artistic playground in an unmissable celebration of imagination. Dive into a whirlwind of laughter, drama and spectacle as more than 3,000 shows burst to life across the city, featuring thousands of performances across hundreds of venues.



**Yayoi Kusama art exhibition  
December 15, 2024, to April 21, 2025, Melbourne  
Stay: ibis Melbourne Central**

The Yayoi Kusama exhibition at NGV International, Melbourne, will showcase more than 180 artworks from the polka dot-obsessed Japanese artist's eight-decade career. Transforming the entire ground floor, it will feature paintings, sculptures and installations, as well as never-before-seen works.



**Dubai Duty Free Tennis Championships  
February 16 to March 1, 2025  
Stay: ibis World Trade Centre Dubai**

The Dubai Duty Free Tennis Championships, a prestigious ATP 500 event, attracts top-ranked players worldwide. Known for its high-quality competition and luxurious setting, the tournament offers a glimpse of tennis excellence in the heart of the UAE.



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