



EXPERIENTIAL **TRAVEL TRENDS 2026**

In association with

LOBETRENDER

Foreword

Welcome to “Experiential Travel Trends 2026”, an ALL Accor report produced in association with travel trend forecasting agency Globetrender, and published in January 2026.

This year, it's time not only to move and be moved. Whether it's falling into the technicolour joy of an immersive attraction, being transported to a bygone era by a nostalgia-driven hotel or feeling the serenity of a group sound bath, the Experience Economy is trading in “vibes”.

In a world defined by economic, social and environmental polycrises, travellers are increasingly seeking out experiences as a form of self-regulation. Rather than accumulating things, they are collecting moments – using awe, joy and connection, for example, as counterweights to stress and uncertainty.



Mehdi Hemici, Chief Loyalty and E-Commerce Officer at Accor, says: “At ALL Accor, we believe travel

is more than moving between places. The true value comes from feeling moved – having your emotions stirred and passions roused. In this report we explore eight Experiential Travel Trends, and the emotional ‘vibes’ they unlock – from the Endorphin Economy (Awe) to Hyper Playgrounds (Joy). Because the future of travel is not about what you see, but how deeply you feel.”

Unlike objects, experiences don't lose value with time. They don't chip, break or date. Instead, they gain intensity in memory, becoming shared emotional touchpoints that bind people to each other and to place. This scarcity – the unrepeatable nature of a moment – also heightens its social currency.

When surveyed by ALL Accor and Dynata in 2025, 50% of 4,300 respondents globally said the most meaningful aspect of attending an event while travelling was the opportunity to experience a once-in-a-lifetime moment. What's more, 97% of travellers agreed that travel helps them recharge emotionally.



Alix Boulnois, Chief Digital and Tech Officer at Accor, says: “The essence of travel is evolving. As people seek

deeper meaning and connection, emotions guide their journeys. This report shows Accor's commitment to understanding and shaping these new expectations. With ALL Accor, we are not just responding to these shifts. We are actively leading, leveraging a blend of human insight and strategic use of technology, including AI, to craft unique and deeply personal experiences across our brands that truly resonate with what our guests want to feel. Our focus remains on the guest, enriched by innovation.”

In an effort to create a framework around these shifting needs and desires, we have built a proprietary “Vibe Menu” that corresponds with eight Experiential Travel Trends that will define the consumer landscape over the coming months. We hope you find it inspiring.

VIBE MENU



ALL Accor and Globetrender have developed a new way to understand the emotional drivers behind modern journeys: the Vibe Menu.

After assessing the results of a 2025 Dynata survey of 4,300 travellers across France, Germany, the UK, the US, Brazil, Australia, China, India and the UAE, we reveal eight breakthrough trends set to shape the way we travel in 2026.

Each one has been framed according to the emotions they evoke. Do you crave Surprise – the thrill of the unplanned? Or Serenity – the deep calm of a grounding retreat?

Each “vibe” captures a universal human desire, from the dopamine rush of Joy, to the expansive release of Freedom, to the childlike wonder of Awe, to the warm glow of Nostalgia.

Together, they form a new lexicon for experiential travel – one that places feelings at the forefront of planning and inspires travellers to curate trips not just around places, but around moods.

The Vibe Menu offers a simple, memorable framework for both travellers and hospitality brands: an emotional compass to navigate the future of travel.

VIBE MENU

97%

of travellers agree that travel helps them recharge emotionally



AWE

Experiences that swap the ordinary for the extraordinary

ENDORPHIN ECONOMY



JOY

Experiences that spark a dopamine rush of happiness

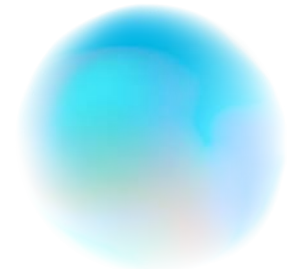
HYPER PLAYGROUNDS



FREEDOM

Experiences that create a break from everyday routine

PORTABLE LIFESTYLES



CONNECTION

Experiences that bring friends (both old and new) together

SOCIAL WELLNESS

25%

of travellers would like their online search experience to start with mood



NOSTALGIA

Experiences that make people feel more fondly for the past

MEMORY LANES



SERENITY

Experiences that are grounding, calming and centering

EARTH SYNCING



SURPRISE

Experiences that are rooted in spontaneity and elicit unexpected delight

UNFILTERED JOURNEYS



PRESTIGE

Experiences that fire up a sense of accomplishment

POINTS MAXXING

ALL Accor is a booking platform and loyalty programme embodying the Accor promise during and beyond the hotel stay.

Through the ALL.com website and app, customers can access an unrivaled choice of stays from more than 45 Accor brands in 110 countries, always at the best price.

The ALL Accor loyalty programme gives members access to a wide range of rewards, services and experiences, along with over 100 renowned partners.

ALL Accor supports its members daily, enabling them to live their passions with over 7,000 events worldwide each year: local activities, chef masterclasses, major sports tournaments and the most eagerly awaited concerts.

ALL Accor is the loyalty program preferred by travellers.



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RIXOS • ONEFINESTAY • MANTIS • ART SERIES • PULLMAN
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HANDWRITTEN COLLECTION • MANTRA • NOVOTEL • MERCURE
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We Believe the Future is Knowable

Globetrender is the world'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 travel in the 21st century, equipping professionals with 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 range of multinational corporations seeking insights into the future of travel and consumer behaviour.

Globetrender also publishes two newsletters: free weekly innovation briefings; and a premium publication for professionals called VOLT, which delves deeply into emerging travel trends.

Forecasting and advisory services are central to Globetrender's offering. Jenny is also available for public speaking engagements, including webinars, talks, live broadcasts, workshops, panels, conferences and conventions.

In 2025, Globetrender launched the first in a series of corporate ideation retreats for travel industry professionals.

For enquiries, contact: info@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 was sponsored by Kayak.
Series 2 was produced in association with Red Sea Global.

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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.

For bespoke consulting on the future of travel, email:
info@globetrender.com

Methodology

In collaboration with ALL Accor, Globetrender developed the “Experiential Travel Trends 2026” report using a proprietary framework called the Vibe Menu – eight emotional states that each correspond to a defining experiential travel trend.

To ground these emotions in context, we conducted a media audit identifying the societal signals driving their emergence. For instance, the rise in loneliness has intensified the collective desire for connection through travel.

Through in-depth qualitative research, we then uncovered the cultural shifts and industry innovations bringing these trends to life, analysing examples from across the global travel and hospitality landscape.

Complementing this, ALL Accor commissioned Dynata to conduct a 2025 consumer survey of 4,300 respondents across France, Germany, the UK, the US, Brazil, Australia, China, India and the UAE.

By weaving together quantitative insights with qualitative foresight, this report presents a rich, multilayered view of evolving traveller mindsets – revealing how emotional drivers are shaping new forms of experiential travel, and how ALL Accor is pioneering this transformation worldwide.

Visit globetrender.com



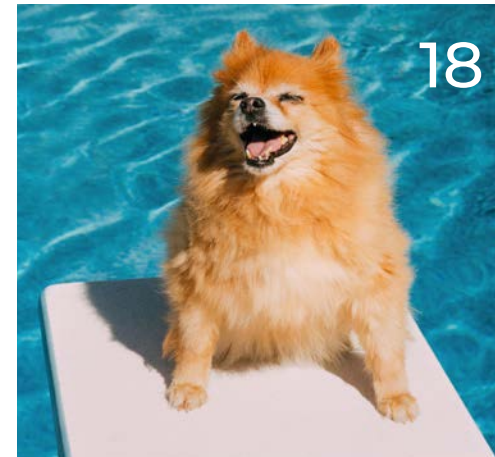
1. THE ENDORPHIN ECONOMY

The power of awe is uniting fans around the world



2. HYPER PLAYGROUNDS

Multi-sensory immersive spaces create feelings of joy



3. PORTABLE LIFESTYLES

Freedom is being who you are wherever you go



4. SOCIAL WELLNESS

Becoming a better person means connecting with others



5. MEMORY LANES

Nostalgia inspires a desire for simpler times



6. EARTH SYNCING

Serenity is found in nature's natural rhythms



7. UNFILTERED JOURNEYS

In-person discovery and chance encounters rival social algorithms



8. POINTS MAXXING

The ultimate reward is experiences that deliver prestige

TREND 1

THE ENDORPHIN ECONOMY

The Endorphin Economy centres on travel experiences that actively trigger the body's feel-good chemistry, driven by the shared energy and emotional highs of being part of a crowd

THE VIBE : AWE

Trend 1

The Endorphin Economy

THE VIBE:

AWE

The moment Beyoncé strides onto stage. A stadium erupting after a last-minute goal. Opera lovers leaping to their feet for a thunderous ovation. These moments may look different, but they share the same alchemy: they flood the brain with endorphins and, just as powerfully, create feelings of awe. Welcome to the Endorphin Economy, a new marketplace for experiences that actively trigger the body's feel-good chemistry.



Candlelight – Fever

Its acolytes, the Endorfans, are chasing live, immersive, often communal encounters that deliver emotional highs strong enough to linger long after the lights go down

Its acolytes, the Endorfans, are chasing live, immersive, often communal encounters that deliver highs strong enough to linger long after the lights go down. In a world where stress is measured and moods are tracked, these experiences serve a deeper function as dopamine sanctuaries, places to plug into collective awe. Research shows that being in a crowd can induce physiological synchrony – the alignment of heart rates, breath and emotion – intensifying the feeling of



89%

of travellers agree that live events give them a natural high that's worth travelling for



belonging that keeps people coming back for more.

Using awe as the emotional catalyst, there is an emerging opportunity for travel brands to compete not just to host endorphin experiences, but to engineer them. The new value lies in heightening anticipation, intensifying immersion, and extending the emotional afterglow long after the event itself. This is where hospitality enters the frame: hotels are no longer just places to

sleep, but platforms for orchestrated euphoria – staging grounds for the collective highs that Endorfans seek. The question is no longer where you stay, but how deeply you feel while you're there.

At the intersection of sport, music and gastronomy, ALL Accor has turned its global network of arenas and hotels into gateways to awe. From London's Ovo Wembley to Sydney's Qudos Bank Arena, members are granted privileged

access to VIP lounges and exclusive hospitality experiences. In Paris, the Accor Arena stands as the beating heart of this movement. During concerts, ALL Accor members can step behind the velvet rope into not one but three private worlds: two elegant VIP lounges and the hidden Somewhere Bar by Handwritten Collection – a speakeasy entered through a secret fridge door, password required. Inside, cocktails flow, set-lists shimmer, and Endorfans share the thrill of

anticipation – a dopamine surge money alone couldn't buy.

In the world of sport, ALL Accor taps into the same chemistry of awe and adrenaline. At Le Parc des Princes in Paris, home of Paris Saint-Germain, members can step behind the scenes – touring locker rooms, walking the pitch, or even sleeping inside the stadium itself. But the experience doesn't stop in Paris. Together with Novotel and PSG, ALL Accor has extended this

emotional playground across the globe through the creation of the Legendary Rooms – eight themed suites inside flagship Novotel hotels in Miami (Blaise Matuidi), São Paulo (Raí), London (Claude Makélélé), Valencia (Alain Roche), Riyadh (Pedro Miguel Pauleta) and Abidjan (Bonaventure Kalou). Each room is a love letter to football's golden years: walls covered with memorabilia and interactive digital features that connect guests to the club's history and the defining moments of its greatest legends.

The pulse continues to beat across disciplines at the Fairmont Monte Carlo, where motorsport enthusiasts can experience the Monaco Grand Prix like never before. From front-row suites suspended over one of Formula 1's most iconic turns, guests feel the thunder of engines reverberate through the balcony, the roar of the crowd below, the rush of adrenaline. It's a view so close you can smell the tarmac, and a vantage point few ever experience.

For tennis fans, the Roland-Garros suites at Pullman hotels in Tokyo, Dubai and Paris are themed around the legendary French Open, and invite guests to wake up surround by tennis memorabilia, clay-court-textured feature walls and champion-inspired photography.

For Endorfans, these curated experiences do more than satisfy passion, they supercharge it. In the Endorphin Economy, awe is the ultimate currency.

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RESULTS

The Endorphin Economy

Most popular types of events people will travel for:

1. CONCERTS

2. SPORT

3. MUSIC FESTIVALS

What do travellers most value about attending a stadium event?

The uniqueness of the event – a 'once-in-a-lifetime' moment (50%)

Seeing a favourite artist or team in an iconic venue (42%)

The adrenaline or emotional high of the live experience (36.5%)





TREND 2

HYPER PLAYGROUNDS

From immersive art galleries and theatrical dining adventures to hotels that pulse with colour, music and imagination, Hyper Playgrounds are transforming travel into a multisensory adventures for grown-ups

THE VIBE : JOY

Trend 2

Hyper Playgrounds

THE VIBE:

JOY

In a world that often feels serious, screen-bound and overly structured, travellers are craving experiences that awaken their inner child. Introducing “Hyper Playgrounds” – a new generation of immersive environments that invite guests to be actors rather than spectators. In these fantasy realms, unrestrained curiosity is rewarded, play is encouraged and joy takes the lead.

ALL ACCOR X GLOBETRENDER

Alive with light, sound, scent and narrative, Hyper Playgrounds invite grown-ups to let loose and have fun. Leading this joyful rebellion, ALL Accor is facilitating access to sensory-rich hotels and experiences that transport travellers far beyond the everyday.

In San Francisco, what began as a simple swimming pool at the Fairmont became one of the world's first immersive hospitality experiences. Step inside the Tonga Room and Hurricane Bar, available on ALL.com, and you enter a tropical lagoon where thunder rumbles, rain falls and a live band floats past on a boat. Conceived in the 1940s by a Hollywood set designer, this legendary bar has been entertaining guests for generations.

Beyond hotels, ALL Accor extends this spirit of frivolity through curated experiences available on ALL.com. In Paris, travellers can take part in the Jury Experience, debating a live courtroom drama under theatrical lights. In Dubai, they can book On Air Dinner Adventure, where food is served high above the city. And in Barcelona, diners at Verne descend into a submarine-like chamber where micro-theatre performances unfold between courses.

Nowhere embodies this spirit of playful immersion more completely than Las Vegas. From the colossal LED cosmos of the Sphere to Treasure Island – Las Vegas Hotel & Casino, Handwritten Collection (recently featured on ALL.com), the city is a living stage where fantasy comes to life.



Museum of Candy



31.5%

Travellers who actively seek hotels with a bold or playful design

Globally, travellers are drawn to experiences that blur the line between audience and artwork.

Van Gogh: The Immersive Experience was among the first digital art venues to capture the world's imagination, surrounding visitors with the painter's starry skies and golden fields in a 360-degree symphony of light. Having toured over 50 cities, it redefined how we engage with culture – proving that art, too, can become a playground. Similarly, at the Pullman Santiago Vitacura, Chile, guests can sign up for a “neon brush” workshop where painting is done under blacklight with a live DJ providing a soundtrack.

Every new must-see Hyper Playground signals a growing appetite: according to insights from ALL Accor, a rising number of travellers cite digital art exhibits as their top-choice cultural experience. Popular attractions include Dubai's Museum of Candy, where peppermint pillars and caramel clouds sweeten reality; New York's Bubble Planet, a floating dreamscape of iridescent spheres; and Paris's Little Prince by Atelier des Lumières, where Saint-Exupéry's tale glimmers in cosmic colour.

In Asia, the movement reaches its crescendo at teamLab Planets Tokyo, where art and audience merge in motion. Across a landscape of glowing forests and mirrored seas, visitors jump, balance, paint and wade through living light. As more immersive experiences join the ecosystem, ALL Accor strengthens its position as a global curator of cultural playgrounds that spark joy, curiosity and creativity.

The spirit of Hyper Playgrounds is also reshaping interiors. A new joyful aesthetic is sweeping hospitality – one that favours vivid expression over muted restraint. According to research from ALL Accor, almost a third of guests say they're eager to check into hotels alive with bold hues, playful textures and personality. Bringing childhood dreams to life, during the festive season, the Fairmont San Francisco builds a life-size, edible gingerbread house where up to ten guests can have a private dining experience inside.

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RESULTS

Hyper Playgrounds

Most popular
“Hyper
Playground”
experiences:

1

**Boldly designed and
unconventional hotels**
(43.5%)

2

**High concept
restaurants with
performative elements**
(43%)

3

**Interactive museums or
science centres**
(43%)

4

**Experiential theatre or
storytelling environments**
(32%)

5

**Immersive digital art
exhibits** (28%)

TREND 3

PORTABLE LIFESTYLES

In a world where home, work and play now move in sync, 'Portable Lifestyles' define a new era of freedom without compromise

THE VIBE : **FREEDOM**



Trend 3

Portable Lifestyles

THE VIBE:

FREEDOM

In 2026, travel will no longer mean leaving life behind but taking it with you. At the heart of this shift lies the idea of “lifestyle portability” – the ability to transplant work, routines and identity seamlessly across the globe. Fuelled by the rise of remote work, the normalisation of workations and evolving traveller expectations, people now want their comforts, connections and passions to move with them. From fitness regimes and spiritual practices to relationships, diets and even pets, every element of daily life is becoming mobile.



The result is “Lifestyle Portability” – a fluid state where freedom and familiarity coexist, empowering travellers to feel at home anywhere in the world. The World Economic Forum predicts that remote digital jobs will rise 25% to 92 million by 2030, while governments are rushing to capitalise: Slovenia and the Philippines launched digital nomad visas in 2025, Taiwan extended its own, and Nepal is preparing to follow in 2026. Meanwhile, the consumer marketplace is adapting in parallel. Spanish retail giant Zara, for example, now enables international travellers to have clothing delivered directly to wherever they are staying.

Hospitality brands are also reimagining what it means to live, work and play across borders. On ALL.com, members can already experience this through a growing choice of hotels that blend work, play and belonging. In Budapest, JO&JOE blurs the boundaries between hostel, coworking hub and social club thanks to dorm rooms, communal tables and a self-service beer wall. With Auckland opening at the end of 2025, ALL Accor is expanding access to these next-generation stays, making it easier for travellers to live, work and connect across continents.

For those who prefer a dedicated workspace, WOJO delivers flexible coworking solutions tailored to the new rhythms of remote life. With over 800 locations across 100 cities in France, and expanding



internationally, WOJO transforms the way people work, share and live, leveraging the reach of the ALL Accor network to meet professionals wherever they go. Many ibis hotels now include integrated WOJO spaces, giving guests instant access to collaborative environments, complete with ergonomic setups, meeting rooms and networking opportunities.

At TRIBE, design aligns with daily ritual. Its “social hub” concept replaces the traditional lobby with a multifunctional space – a barista café in the morning, a shared workspace in the afternoon, and a cocktail bar at night. To reflect the rise of micro wellness rituals, TRIBE introduces thoughtful touches designed for both body and mind – such as collagen capsules that can be infused into coffee.

95%

of travellers say it is important that they are able to maintain aspects of their usual lifestyle when travelling

In Paris, TRIBE Batignolles, available on ALL.com, reimagines remote work with a hidden garden where guests can log on from shaded tables, surrounded by greenery.

Travellers seeking a true “home-from-home” are attracted to onefinestay’s Élysée Collection launched in Paris in 2025, answering the rising demand for short- and mid-term rentals. Building on strong performance in New York, where 30+ day stays rose 30% year-on-year, Paris has seen a 300% surge in mid-term bookings since early 2025. Each property pairs the independence of a private home with concierge-style services including grocery delivery and even childcare.

Increasingly, travellers also expect their pets – now legally recognised as family members in countries such as Australia – to come too. In Italy, new aviation rules even allow large dogs to fly in-cabin alongside their owners. ALL Accor also ensures stress-free travel planning for animal lovers through ALL.com, where a dedicated “pets allowed” filter leads to hundreds of welcoming hotels across 110 countries and every category – from luxury to lifestyle to budget – including Sofitel, Pullman, Mercure, Novotel, Adagio and ibis.

Once checked in, four-legged guests are treated to more than just a pat on the head. In addition to cosy baskets, gourmet treats and welcome gift boxes, more and more



hotels offer imaginative, tailor-made services for their most loyal guests. At MGallery Manly Pacific Hotel in Sydney, dogs can order from a dedicated doggie room service menu including San Chow Bow Wow lettuce wraps filled with chicken and vegetables.

At Mama Shelter Paris West, pets are treated like royalty. There are no supplements to pay and no weight limits – every dog, from Chihuahua to Great Dane – is



welcomed with free treats and the option of a dog sitter or a tailor-made birthday party. A joyful collaboration with French pet accessories brand Bandit has produced a limited-edition line of travel essentials such as ceramic bowls and pizza-shaped toys. At Fairmont properties, dogs are honoured as VIPs – Very Important Pups – with personalised menus, pet portraits, “Brush & Go” spa treatments, scenic boat trips and dedicated walking services.

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Portable Lifestyles



78%

of travellers
seek out home
comforts (familiar
food, activities,
products)



58.5%

of travellers say
that combining
work and travel is
appealing

THE LIFESTYLE HABITS THAT
TRAVELLERS MOST WANT TO
MAINTAIN:

1. FAMILIAR FOODS AND MEALTIMES

(45%)

2. SLEEP SCHEDULE OR BEDTIME ROUTINE

(43%)

3. EXERCISE OR FITNESS

(43%)

4. VITAMIN AND SUPPLEMENT INTAKE

(36%)

5. BEAUTY OR GROOMING RITUALS

(33%)

TREND 4

SOCIAL WELLNESS

Health and healing are becoming collective experiences. Travellers are swapping solitude for shared rituals – from group saunas and sunrise runs to meditations and summer camps – discovering that restoration feels richer when it's done together

THE VIBE : CONNECTION

Trend 4

Social Wellness

THE VIBE:

CONNECTION

Wellness is no longer a solo pursuit. Once synonymous with silent retreats and solitary massages, the US\$1 trillion wellness tourism market (set to double by 2030) is now moving in a new direction: social connection. From 60-person sauna sessions to Friday-night cold plunges, wellness is being reimagined not as an escape from others, but as a way to gather, bond and belong.





84.5%

of travellers seek deeper, in-person connections with others

“Social Wellness” isn’t an entirely new idea – in places like Scandinavia, Russia, Turkey, Morocco and Japan, communal bathing traditions have been cultural cornerstones for centuries. But what is new is how these rituals are being reimagined for the modern age, infused with contemporary design, music and hospitality. Wellbeing in travel can now be an invitation to sweat, breathe and even read together.

Take the pop-up Library of Us (pictured) that was installed in Miami at the end of 2025, as part of the [Faena Miami Beach](#) hotel’s arts programme. Created by artist Es Devlin, it was designed as a place for people to enjoy books around a circular communal reading table.

According to ALL Accor, the majority (84.5%) of travellers always or often crave deeper, in-person connection in their free time or while travelling. While loneliness surged during the pandemic, a 2025 report from the World Health Organisation shows social disconnection still runs high across all ages and regions. At the

crux of this are two issues – both byproducts of digital lifestyles. As social lives move online, the number of informal “third space” gathering spots outside of the home and the office is declining. At the same time, a 2024 Forbes Health Survey revealed that about 80% of Gen Z and Y singletons feel burnt out by endlessly swiping dating apps.

Across the ALL Accor portfolio, hotels are leading a shifting response, designing spaces and rituals where wellbeing blossoms in company. At the [Sofitel Singapore Sentosa Resort & Spa](#), the 6,000 sqm So SPA is designed as a playground for collective wellbeing. Guests move together through steam rooms, mud baths and cascading waterfalls, while on select evenings, open-air cinema screenings transform the poolside into a joyful social spa.

In the French coastal town of Trouville, the [Cures Marines Hotel & Spa – MGallery Collection](#), invites guests to breathe, move and meditate as one. Group Nordic walking sessions trace the shoreline, while guided breathwork and communal meditations offer moments of shared stillness. Further along the Atlantic coast, [Sofitel Quiberon Thalassa Sea & Spa](#), one of France’s largest thalassotherapy centres, uses the ocean as both remedy and meeting place. Overlooking Belle-Île-en-Mer, expansive saltwater pools become the backdrop to conversation.

Further afield in the Canadian Rockies, [Fairmont Jasper Park Lodge](#)

hosts Camp for Grown-Ups – an adult summer camp where nature and camaraderie converge. Guests canoe, hike, and stargaze together, share scavenger hunts and campfire dinners, rediscovering the friendships and freedom of childhood, also tapping into the trend for nostalgia.

In Canada's Banff National Park, Rimrock Banff (joining the ALL Accor portfolio in 2026) will soon open its panoramic saunas and infinity pool overlooking the mountains, a sublime stage for slow conversation, restorative warmth and shared awe. Meanwhile, in North America's newest frontier of thermal wellness, BASIN Glacial Waters (part of Fairmont) is reviving Europe's sweat culture in the wilds of Canada. At the heart of the retreat, an outdoor Aufguss sauna hosts immersive steam ceremonies led by trained "Aufguss Meisters".

Social wellness is also thriving through movement – the simplest, most universal language of connection. At Swissôtel Sydney, guests join a morning running club that departs from the lobby each day, exploring the city together stride by stride. Mysticism is on the rise too. At the Faena Hotel Miami Beach, group sunrise meditations and shaman-led workshops unfold beside the ocean, while the Tierra Santa Healing House blends indigenous therapies with pranic healing.

Across these destinations, a new pattern is emerging: wellness as fellowship. As the world gets more divided, there's a shared desire to feel good, together.



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RESULTS

What travellers most enjoy about social wellness...

1. Fun and enjoyment (59%)
2. Social connection (43%)
3. Community or belonging (33%)
4. shared motivation/
accountability (33%)

Most popular social wellness activities...

1. Running (42%)
2. Spa (30%)
3. Yoga (29%)
4. Sauna/bathhouse (28%)
5. Meditation (25%)

TREND 5

MEMORY LANES

A collective yearning for simpler times is driving travellers to seek out portals to the past, where they can forget their worries of today and set aside modern digital distractions

THE VIBE : NOSTALGIA

Trend 5

Memory Lanes

THE VIBE:

NOSTALGIA

As travellers are surrounded by more and more digital ephemera, they are increasingly grounding themselves in physical things, experiences and locations that hark back to a pre-virtual age. 87% of travellers surveyed by ALL Accor agree that they're yearning for a time when life felt more real, simpler and less digital.



Rather than enhancing travel, digital tools sometimes prove a burden. 64.5% of travellers say they often or always feel overwhelmed by smartphone notifications, constant photo taking and the pressure to share on social media while on a trip. What should be a moment of joy too often becomes a performance – and people are rebelling against it.

But this is not a story of rejection. It's one of reconnection, to the eras, rituals and places that shaped us. What we're seeing is a conscious return to the physical traces of the past: architecture that hums with history, grand hotels that have witnessed generations, experiences that awaken childhood joy or cultural throwbacks. Together, these create what we call "Memory Lanes" – tangible portals to history, inviting travellers to relive the warmth and wonder of earlier times.

Take the [Plaza Hotel](#) in New York, where a reverence for the past becomes an experience you can taste. Guests can order the legendary "16-scoop ice cream sundae" made famous by Kevin McCallister in *Home Alone 2: Lost in New York*, filmed on-site. Served in bed, it's a moment of playful cinematic fun, stepping straight into a beloved 90s movie.

Mehdi Hemici, Chief Loyalty and E-Commerce Officer at Accor, says: "As travel becomes less about ticking boxes and more about emotion, ALL Accor opens doors to experiences that truly resonate with friends and family – from moments that open up access to new cultures to encounters that only hospitality can bring."



In London, [The Savoy](#) – opened in 1889 as the UK's first fully electrified hotel – remains a masterpiece of Belle Époque splendor. Stepping inside is a sensory journey through history: the gleam of crystal chandeliers, the scent of polished wood, the hush of thick carpets. Once frequented by icons from Marilyn Monroe to Winston Churchill, the hotel holds an atmosphere of enduring glamour.

Over in France, [Abbaye des Vaux de Cernay](#) evokes a deep sense of nostalgia by immersing guests in the rhythm and romance of monastic life, with candlelit corridors, crackling fires and a pace that feels deliberately out of step with the modern world. Set within a restored 12th-century Cistercian abbey, the hotel offers an embodied experience of the past – one that invites guests to inhabit history rather than simply observe it.

But not all "portals" lead so far back. Many revive the collective nostalgia of the 20th century – the music, aesthetics and moods that shaped our modern sense of joy. In Miami, the [Faena Hotel](#)'s latest resident production, *Retro*, reimagines the pop anthems of the 60s, 70s and 80s in a kaleidoscope of sound and sequins. Over in Toulouse, [Le Capitouls – Handwritten Collection](#), taps into vinyl revivalism with record players in every room.

If the last decade of travel was defined by the race to document, Memory Lanes signals a shift to dwell, savour, and remember. The new status symbol isn't disconnection, it's depth: being rooted, not just present.

ALL ACCOR x
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Memory Lanes

87%

of travellers feel nostalgic for a time when things felt more real, simple, and less digital

43%

of travellers are drawn to accommodation with vintage or heritage style interiors

MOST POPULAR
NON-DIGITAL METHODS TRAVELLERS
USE (OR WOULD LIKE TO USE) TO
DOCUMENT THEIR TRIPS:

1. Collecting physical mementos such as postcards, receipts and maps

(49%)

2. Film or disposable cameras

(35%)

3. Writing / journaling

(29.5%)

4. Audio recordings (sounds / voice notes)

(20%)

5. Sketching / painting

(19%)

TREND 6

EARTH SYNCING

As the climate grows more unpredictable, reconnecting with Earth's steady pulse has become both a luxury and a form of renewal. Earth Syncing captures a desire to slow down and realign with the planet's natural cycles



THE VIBE : **SERENITY**

Trend 6

Earth Syncing

THE VIBE:

SERENITY

The modern world operates at a strange, dislocated rhythm. Digital media gets shorter and shorter, creating hyperactive time sinks, while billions of people now live in hectic cities with little daily connection to nature. Layered on top of this is climate change, which is disrupting Earth's seasonal cycles in profound ways: earlier springs, warmer winters, and hotter, drier summers are altering wildlife behaviour and ecosystems by shifting lifecycles and food chains.

69%

of travellers have planned a trip specifically to experience a seasonal natural phenomenon – such as cherry blossom, autumn foliage, wildflower blooms, the Northern Lights, harvest season or wildlife migrations



69%
of travellers actively
seek being outdoors

Scientists have coined terms such as “season creep” and “arrhythmic seasons” to describe the new reality in which traditional seasonal timings can no longer be relied upon. Together, these changes are creating environmental challenges, and a deep sense of human disorientation. It’s little wonder that 59% of people surveyed by ALL Accor feel disconnected from natural rhythms – whether that’s time, seasons, light or energy.

Cultural symptoms of this dislocation are everywhere. In the UK, the National Trust collaborated with creative studio Glitch on a cybergardening initiative that uses AR to deliver the magic of cherry blossom season to greenery-starved urbanites. Online, Gen Z is embracing seasonality as an antidote to digital overstimulation, with pop astrology and Gardening TikTok offering slower, cyclical forms of content. In London, Fruity Walks invites urbanites to reconnect with the land through guided strolls of edible planting schemes, reframing the city as a seasonal landscape.

Travel, by contrast, is rooted in time and place. It offers people the chance to step out of their hyperactive routines and move at the pace of the landscape. This is the essence of “Earth Syncing”. By aligning with the planet’s natural patterns, travellers can restore balance and rediscover serenity – a sense of belonging to something larger and steadier than themselves.

As seasonal cycles become increasingly unpredictable, one third of travellers surveyed by ALL Accor say they feel a greater urgency to experience seasonal phenomena before they are disrupted or disappear. This urgency is reshaping how trips are planned, with about two thirds now researching seasonal timing more carefully to maximise their chances of catching natural events at their peak – from cherry blossoms in Japan to the northern lights in Scandinavia.

Destinations across the ALL Accor portfolio are responding with experiences that re-tune the senses and make Earth’s rhythms impossible to ignore. At [Fairmont Jasper Park Lodge](#) in the Canadian Rockies, time unfolds to nature’s own score. Each October, on the Beauvert Plateau, the Symphony Under the Stars brings music into perfect harmony with the surrounding mountains in an open-air concert where orchestral crescendos echo across still water and autumn leaves. Just beyond, at Trefoil Lake, guests gather at dusk for Dark Sky Wonders: silent meditation as the air stills, followed by stargazing in one of the world’s largest Dark Sky Preserves. Far from city glare, constellations bloom into focus, and on rare nights, the Northern Lights dance overhead – a cosmic reminder that wonder follows its own rhythm.

In France, [Abbaye des Vaux de Cernay](#) offers a gentler kind of communion in a former 900-year-

old abbey. Here, amid 12th-century cloisters and forested hills, travellers are invited to slow down with the simplest rituals: collecting eggs from friendly hens, feeding goats, stroking donkeys in La Petite Ferme. These small acts of care reconnect guests to the timeless exchange between people, animals and land – a pastoral rhythm that endures, even as the world shifts.

In Asia, the Fairmont Singapore's Urban Aquaponics Farm reveals another cycle in motion – fish and plants thriving in symbiosis. Guests are invited not only to tour the farm, but to pause for tea amid its greenery, sharing infusions brewed from the very herbs grown nearby.

For a more hands on experience, in the French capital, Le Royal Monceau – Raffles Paris invites travellers to pick up a brush and join a *plein air* painting class (pictured on previous page) in the nearby Parc Monceau. Guided by an artist, guests pause to capture shifting light and shadow – a 19th-century ritual revived for a 21st-century need: to observe, to linger, to capture nature.

Beyond hotels, ALL Accor experiences bring travellers closer to the world's living canvas. In France, guided tours of Monet's Gardens at Giverny offer a walk through Impressionist memory –

waterlilies, willows, and reflections rendered exactly as they once inspired the artist's hand. In Saudi Arabia, the forthcoming King Abdullah International Gardens will tell Earth's story through a vast botanical narrative, while in the UK, Eden Project Morecambe (opening 2028) will celebrate the poetry of marine life. Here, giant biodomes will act as greenhouses for a "tropical landscape of the near future". There will also be a "hyper-real rock pool where accelerated cycles of tides, days and seasons will drive an ever-changing immersive world".

Seasonal events are becoming travel's new calendar markers. 23.5% of travellers surveyed by ALL Accor in 2025 have booked trips specifically to witness the northern lights, while others are marking equinoxes and solstices with travel experiences. Meanwhile, 30.5% say they haven't yet travelled for seasonal phenomena, but would like to in the future.

These journeys aren't so much bucket-list pursuits as acts of worship. In 2026, Earth Syncing will see travellers moving at a new pace: slower, steadier, more serene. Whether in contemplation or celebration of nature, these experiences promise harmony – and the serenity of feeling in alignment again.



68.5%

of travellers feel more aware
of nature's seasonal changes
than they did a few years ago

Earth Syncing

How have changes in seasonality due to climate change impacted your choice of travel destinations?



Image credit

35.5% of travellers prioritise visiting destinations where they can reliably witness seasonal natural events

33.5% of travellers feel a greater urgency to visit places known for seasonal phenomena before they are disrupted or disappear

65% of travellers desire seasonal or local food

53% of travellers want to be surrounded by life (plants, animals, natural cycles)

59% of travellers agree that they often feel disconnected from the natural rhythm of things – time, seasons, light, energy – in everyday life.



TREND 7

UNFILTERED JOURNEYS

As social media fatigue sets in, travellers seek out serendipitous encounters with people they meet on the road, as well as intel from friends and helpful AI chatbots

THE VIBE : **SURPRISE**

Trend 7

Unfiltered Journeys

THE VIBE:

Surprise

What's more important, going somewhere or feeling something? The experience economy values a physical, emotional, in-the-moment response to a place just as much as it does the location itself. People want to be enriched, transformed and surprised by their travels. But as we plot and plan and organise every trip with meticulous detail, creating lists and spreadsheets as we go, the wild rush of spontaneity, the heart-expanding joy of just stumbling across a place has been lost to digitalised predictability.



Every restaurant is geotagged, every viewpoint mapped, every moment posed and posted for the feed. What's missing are the unexpected sparks – the encounters, detours and discoveries that no algorithm could ever engineer.

In an overly-curated world, we need authenticity and serendipity more than ever. People want to discover destinations on their own terms. One of the joys of travel lies in the moments that can't be scheduled: the picture-perfect café discovered on a side street, the serendipitous encounter that leads to a new friendship, the gallery you spot while sheltering from the rain. These chance moments are becoming rarer in an era of itineraries and hyper curation.

As social media fatigue sets in, there will be a rejection of over-exposed destinations. Instead people will seek out experiences where the unexpected is built in. Take the [25hours Hotel Piazza San Paolino](#) in Florence or the Our Habitas Ras Abrouq resort in Qatar, which are experimenting with concepts such as communal dining tables reserved for strangers, enabling chance encounters in otherwise predictable settings.

Digital tools have made travel smoother than ever – from instant flight bookings to on-demand taxis. But as social media “echo chambers” increasingly dictate where people go and what they do, a quiet backlash is emerging. We call this “Unfiltered Journeys”. Many travellers are

63.5%

of travellers have intentionally avoided a destination, activity or restaurant because it felt overexposed or 'too hyped' on social media

beginning to question whether their choices are truly their own – or simply the byproduct of trending hashtags, SEO rankings and recommendation engines. As an act of defiance, a 2025 report in AdAge observed that “Gen Z consumers are rejecting digital-first marketing” and “deliberately choosing analog experiences over digital ones”.

At the same time, generative AI is opening new possibilities. The ALL Accor Travel Assistant provides an intuitive way of finding tailored experiences. Rather than search by hotel name or location, you can provide a brief, such as “luxury hotels within a two-hour flight from Paris for 2,000 euros”. Far from limiting experiences, outsourcing the admin leaves people with the space and the time to explore in more meaningful ways.

Likewise, rather than funnelling everyone toward the same “top ten” lists on search engines, platforms such as Perplexity, ChatGPT and Google AI Mode, which made its debut in spring/summer 2025, can help travellers discover destinations and experiences beyond the algorithmic mainstream – surfacing hidden gems aligned with personal passions, values or even moods.

Crucially, the smartest travellers are blending digital expertise with something no machine can replicate: word-of-mouth advice. Conversations with trusted friends, chance encounters with fellow explorers, and insider tips from locals are regaining value. Together, these tools and human connections are reshaping how people plan journeys – not as passive consumers of digital influence, but as active curators of their own adventures.

Alix Boulnois, Chief Digital and Tech Officer at Accor, says: “In a world where authentic connection is key, Accor embraces technology, particularly AI, as a powerful force for genuine hospitality. We leverage this intelligence to remove friction and create essential space, enabling guests to immerse in meaningful real-life moments, and empowering our teams to foster deeper, human-led interactions. This strategic blend of digital and hospitality ensures every touchpoint truly enhances the journey, making travel more intuitive, enriching, and personal than ever before.”



82%

of travellers ask people in the destination for recommendations

The desire for authenticity is not anti-technology but a counterbalance to it. Travellers are happy to use artificial intelligence to remove friction in the planning stages, but they are also actively seeking human-led experiences that cannot be packaged, scraped or predicted. For hospitality brands, this is an opportunity: to design stays and experiences that preserve a sense of discovery, to create frameworks where spontaneous discoveries can happen, and to facilitate encounters that are authentic rather than orchestrated. After all, the element of surprise can't be underestimated.

Unfiltered Journeys

Most common applications of AI chatbots by travellers:

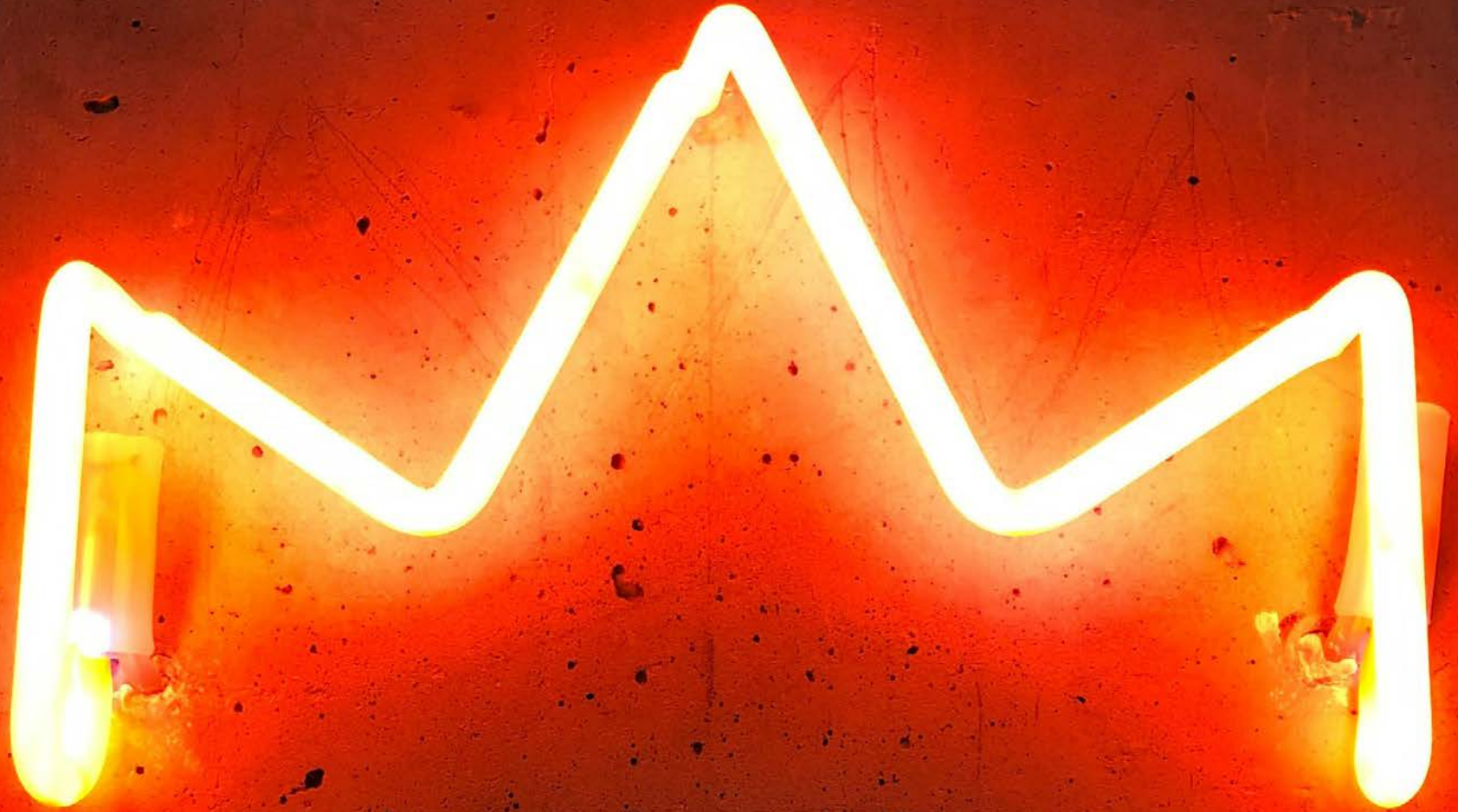
- 1 Personalised destination suggestions (55.5%)
- 2 Personalised activity suggestions (51.5%)
- 3 Personalised accommodation suggestions (41%)

60% of travellers have used an AI-based tool to help them plan a trip

22% of travellers feel overwhelmed by overly curated or commercial content on social media

70% of travellers trust travel recommendations generated by AI chatbots

34% of travellers would most like a AI smart assistant to plan their full trip (accommodation, activities and logistics)



TREND 8

POINTS MAXXING

Loyalty is no longer about free nights and upgrades – it's about access. Points Maxxing is redefining rewards as passports to the extraordinary, where loyalty points unlock once-in-a-lifetime experiences rather than incremental perks

THE VIBE : PRESTIGE

Trend 8

Points Maxxing

THE VIBE:

PRESTIGE

For decades, loyalty programmes were synonymous with free flights, room upgrades and the occasional complimentary breakfast. These rewards had value, but they were predictable, transactional, and rarely transformative. Now, loyalty is being reimagined as something richer and more aspirational. “Points Maxxing” is the practice of redeeming points not for incremental perks, but for money-can’t-buy access to events, encounters and places that confer both status and story.



Today's travellers are tired of transactional rewards. They want benefits that elevate them beyond the ordinary. According to ALL Accor research, 72% of travellers "strongly agreed" or "agreed" that what they value most in loyalty programmes is the chance to access unique or unforgettable experiences. For aspirational luxury consumers – a group that spends an estimated US\$274 billion annually (McKinsey) – the value lies not in free nights, but in insider access.

Being one of the few who can unlock a private experience that others will only ever dream of delivers a rare sense of prestige. For consumers, the thrill lies in stretching the value of their points into once-in-a-lifetime rewards; for brands, it builds emotional equity that outlasts any single trip.

ALL Accor is at the vanguard of this shift. With more than 100 million members worldwide, the programme has evolved into a platform where loyalty points become a passport to the extraordinary. Through ALL Accor's Limitless Experiences, members can bid on moments that can't be booked by the public.

Take La Suite Novotel by ALL.com at Parc des Princes (pictured overleaf): a private hotel room perched directly above the pitch, offering an unparalleled view of the Paris Saint-Germain football team in action. For a die-hard fan, sleeping above the stadium and feeling the roar of 48,000 spectators from a bed,

transforms a match day into a once-in-a-lifetime experience. Every detail is crafted for the ultimate Endorfan: a private butler stands ready with gourmet cuisine, professional photos capture every moment, and a behind-the-scenes stadium tour completes the package. However, the room cannot be bought with money; it's only available to ALL Accor members, and sometimes offered through special auctions, making it one of the most coveted experiences in sports hospitality.

Down on the pitch, ALL Accor members get even closer to the action – with pitch-side seats that bring them close enough to see the players' sweat. And for the youngest fans, the PSG Escort Kids Experience takes immersion to its peak: children walk hand-in-hand with their football heroes onto the pitch.

72%
of travellers agree
that what they
value most in
loyalty programmes
is the chance to
access unique
or unforgettable
experiences





Mehdi Hemici, Chief Loyalty and E-Commerce Officer at Accor, says: “Experiences spark emotion, but true loyalty is built on belonging and trust. With ALL Accor, our focus is to turn points into narratives – rare moments, insider access, and shared passions that unite a community of more than 100 million travellers around the world. It reflects a growing global trend towards experiences and storytelling moments with loved ones that money alone can’t buy.”

At Roland-Garros, ALL Accor members gain backstage access to tennis’s most iconic stage – from private meet-and-greets with champions to dinners in hallowed halls, and even friendly matches on the Philippe Chatrier court. VIP suites, court-side seats and curated

tours immerse guests in the rhythm of the tournament – offering a perspective few fans will ever see.

Beyond sport, food lovers can redeem points for VIP chef’s dinners and masterclasses at Taste festivals. In Rio de Janeiro, 65,000 reward points opened the gates to one of the most prestigious lounges at the Sambadrome, placing guests at the very heart of the Rio Carnival parade. And for gourmands, Taste of Paris transforms the city’s Grand Palais into a gastronomic wonderland. With ALL Accor points, members can savour curated tasting menus, meet Michelin-starred chefs, and dine on creations plated before their eyes.

Music lovers, too, can turn points into memories that reverberate long after the final note. ALL Accor members

enjoy [VIP suite access](#), backstage encounters, and meet-and-greets with their favourite artists. On the water, SailGP brings the thrill of world-class sailing within reach. Members enjoy privileged access to races, masterclasses and one-on-ones with the sailors.

For those who dream of the ultimate reward – ALL Accor’s [“100 Millionth Member” experience](#) set a new benchmark. To celebrate the 2025 milestone, one winner was gifted a week-long odyssey across Singapore, spanning stays at both Raffles and Fairmont. They enjoyed Michelin-starred dining with panoramic views, a private [Rolls-Royce tour](#) of the city, a candlelight concert, and VIP access to the grand finale of Singapore’s F1 Grand Prix, all guided by a personal concierge.

What unites these opportunities is not just exclusivity, but the social capital they generate. In an era when social media attention is fleeting, true prestige comes from being in the know – gaining access to moments that most people cannot buy at any price. These experiences are more than rewards; they are signals of belonging to an inner circle, markers of cultural capital that carry weight long after the trip has ended.

In 2026, “Points Maxxing” will redefine the logic of loyalty across the travel industry. As points evolve from vouchers for goods or upgrades into passports for prestige, travellers will expect more: not just better rooms and cheaper flights, but access to the extraordinary.

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1 in 3

travellers typically
redeem points
or miles on travel
experiences

37%

of travellers always
try to maximise
their points by
redeeming them
on premium or
aspirational rewards

Points Maxxing





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