

TRAVEL AND HOSPITALITY

Global travelers leaning into live entertainment: Hilton

October 1, 2024



Experts are honing in on the many shifting preferences taking effect as the post-pandemic leisure travel boom levels out. Image credit: Hilton

By AMIRAH KEATON

American hospitality multinational Hilton is uncovering the forces expected to fuel its industry in the year ahead.

The company's **2025 Trends Report** outlines the degree to which travelers are leaning into live entertainment. Among the many shifting preferences taking effect as the post-pandemic leisure travel boom levels out, Hilton's experts hone in on the surge in booking inquiries related to experiences such as sporting events and concerts in this volume of its annual study, released Sept. 30.

"Our 2025 Trends Report uncovers what has been simmering for years the intersection of work and play; of relaxation and adventure; of being alone but together," said Chris Nassetta, president and chief executive officer of Hilton, in a statement.

"Travelers don't just want to choose their own adventure they want to maximize every moment of their time away," Mr. Nassetta said. "This new data reveals a fascinating dichotomy and growing focus on experiences that will keep us on our toes, constantly evolving to meet the needs of tomorrow's traveler."

For the report, Hilton commissioned an online Ipsos poll conducted between June 5-26, 2024, involving a sample of 13,001 adults ages 18 or older who plan to travel in the next 12 months from Australia, Brazil, mainland China, Germany, India, Japan, Mexico, Saudi Arabia, Singapore, Turkey, United Arab Emirates, United Kingdom and the United States. Additional results are sourced from an internal survey of more than 4,600 Hilton hotel team members fielded in July 2024, as well as from live interviews with its travel experts.

Trends Report

Across the board, nearly one in four global travelers plans to prioritize live entertainment in their 2025 leisure budgets, according to the new report.

Hilton's Worldwide Sports Sales revenue has tripled in volume from 2019 to 2024. The vast majority of this traffic 80 percent resulted from youth or amateur sports.

Hilton is calling 2025 the Year of the Travel Maximizer in a new report

The trend is reflected in points redemption data as, in 2024, guests collectively spent more than 4.6 million Honors Points for

the McLaren Ultimate package for Las Vegas’ F1 race, the most redeemed for any package in the history of its site.

Hilton, the global hotel partner of the British automaker’s F1 team, announced plans for a multiyear contract extension in February.

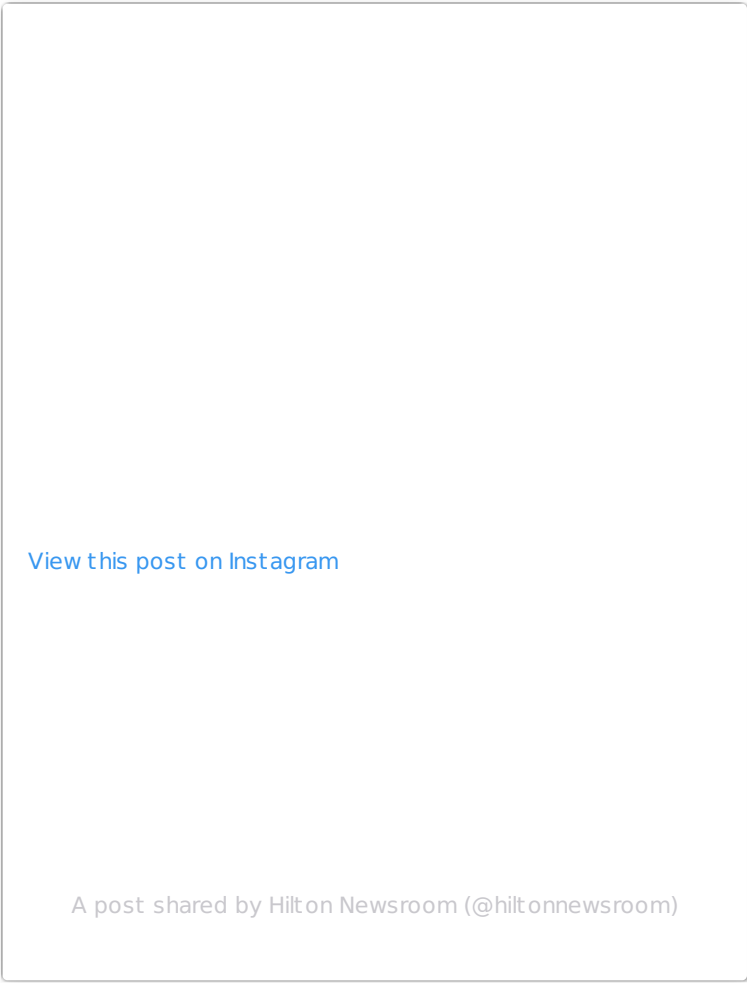
In a statement, it expressed that the expansion “will see the partnership celebrate its 20-year anniversary in 2025, making Hilton McLaren Racing’s longest-standing current partner.”

Luxury travel in 2025

The renewal speaks to the popularity of events whose buzz has been boosted by luxury travel players (see story).

Hilton recognizes the ability of high earners to drive trends in the hospitality space, profiling this particular group as one of five “Rising Traveler Types” as part of the 2025 Trends Report.

It states that, overall, luxury travelers say their main reasons for venturing out are to meet new people and to disconnect from digital devices.



The report cites a McKinsey study reflecting that 80 percent of the luxury leisure market is made up of people below the age of 60, while spending on travel peaks between the ages of 40 and 60. Younger travelers are also exhibiting an increasing willingness and ability to spend at luxury levels.

In 2024, Hilton’s luxury portfolio has surpassed 500 properties worldwide (see story), welcoming more than 2 million luxury guests every year to five-star properties under brands such as the Waldorf Astoria Hotels & Resorts and Conrad Hotels & Resorts.