

Hilton Report Highlights Changing Travel Preferences Among Indian Travelers

Indian travellers are increasingly prioritising personalised experiences, wellness, personal growth and shorter getaways over the pursuit of a perfectly planned holiday, according to Hilton's 2027 Trends Report. Based on a global survey of more than 14,000 travellers across 14 countries, including over 1,000 respondents from India, the report identifies five trends expected to shape travel decisions in 2027.

The report found that 41% of Indian respondents plan travel experiences around their personal preferences, while 69% trust hotel staff as a resource for travel planning. Travel is also increasingly viewed as an opportunity for personal enrichment, with 81% saying that having a trip planned gives them something to look forward to and 50% reporting that travel has helped them discover new interests or passions.

Wellness and time-efficient travel are also emerging as key priorities. Around 82% of Indian respondents seek experiences that help them relax and reset, while 87% consider fresh air and outdoor activities essential to relaxation. Additionally, 80% prefer trips that offer multiple experiences within a short period, and 84% consider holidays lasting less than three to four days as short trips. The findings point towards growing demand for flexible, meaningful and experience-led travel.

READ MORE 