

2023 will be the year of the evolved traveller, according to Hilton chief

By **Sharen Kaur** - November 15, 2022 @ 3:42pm



Hilton president and chief executive officer Chris Nassetta. Image credit: Hilton.com

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2023 is the year of the evolved traveller, according to Hilton president and chief executive officer Chris Nassetta.

He claimed that 2023 will be the year of the evolved traveller, with 2022 serving as the year of the changed traveller.

Hilton released its 2023 trends report, *The 2023 Traveler: Emerging Trends that are Innovating the Travel Experience*, A Report from Hilton.

The report reflects the most recent consumer expectations, following a year in which passengers arrived in record numbers.

Based on a global survey and analysis of current travel trends, today's travelers are looking for a balance of technological and human innovations, deeper connections and care, and embedded wellness experiences.

The study highlights how preferences are changing among passengers and how excited and upbeat they are about their upcoming journeys.

The study found that 84 per cent of customers worldwide expect to travel as often as they do now in 2023.

In addition, four recurring themes for travel in 2023 were discovered through the study, which was motivated by three years' worth of traveller experiences.

According to Nassatta, in 2023, visitors' main focus will be on using travel to forge stronger bonds with their loved ones, friends, coworkers, clients, cultures, and the earth.

Nearly 49 per cent of respondents said they wanted to experience local culture and goods while travelling. This is particularly true of visitors from China (65 per cent) and Australia (54 per cent) as well as, to a lesser extent, Japan (23 per cent).

Globally, 40 per cent of consumers seek individualised access to distinctive experiences or activities like shows, events, spa treatments, or classes. In Australia (46 per cent) and China (74 per cent) this percentage is higher, whereas it is significantly lower in Japan (30 per cent).

According to the study, travellers continue to place high importance on their entire wellness because half (50 per cent) of respondents said they planned to travel in 2023 with goals and priorities related to their holistic wellness.

Physical wellness and accessibility to exercise services like centres or activities will be top of mind when it comes to travelling for almost one in two (47 per cent) passengers in 2023.

For instance, 66 per cent of Chinese tourists prioritise finding healthier food and drink options.

Some 35 per cent of respondents to the global poll will give priority to addressing mental health while driving.

Another 49 per cent of working people will seek out travel as a way to escape their jobs.