

## Quiet time, solo trips, reading emerge as key travel trends for 2026

- A Monitor Desk Report

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**Dhaka:** Travel patterns are evolving so rapidly that, at times, even experts struggle to predict where the industry is moving forward in the coming years. However, regularly published trend reports often provide reliable indicators that shape expectations for months, and sometimes years, ahead.

Some of the recently released forecasts have outlined a clear set of trends expected to dominate travel in 2026. These include a growing preference for rest and silence, solo time, reading, cultural exploration, and road trips. Travelers grappling with decision fatigue are also shaping how holidays are planned and consumed.

Hilton's 2026 Trends Report revealed that around 56% of respondents in its global research cited "rest and recharge" as their primary motivation for travel. Spending time in nature (37%), improving mental

health (36%), and indulging in personal “me time” (20%) were also major drivers.

Destinations associated with relaxation and recovery have seen strong interest over the past two years. According to industry data, searches for restful vacation spots such as Cancun, Honolulu, Orlando, Bali, and the Maldives have remained consistently high among global travelers.

The desire for quiet and personal space is not limited to leisure trips. Business travel is also being reshaped by the same motivations. Hilton noted that about 27% of business travelers actively seek alone time during work trips to recharge and refocus.

More than half of business travelers, around 54%, said they would consider taking a trip purely to get a break from their family or partner. This highlights a growing emphasis on personal well-being, even among frequent corporate travelers.

The trend has also been highlighted by international media outlets. According to a media report, Hector Hughes, co-founder of the UK-based digital detox cabin brand Unplugged, said that more than half of their guests now cite burnout and screen fatigue as their main reason for booking.

Ironically, as travelers attempt to limit screen time, technology continues to play a central role in trip planning. Platforms such as [Booking.com](https://www.booking.com), Expedia, Google, and Airbnb are increasingly integrating artificial intelligence tools to assist with itineraries and travel decisions.

Hilton’s research showed that 61% of travelers find AI-powered tools valuable when planning trips. However, many travelers still seek human reassurance, often asking hotel concierges to review or refine AI-generated travel plans.

Concerns over AI hallucinations, scams, and sustainability issues have made travelers cautious. Critics also argue that algorithm-driven recommendations can worsen overtourism by directing large numbers of visitors to the same destinations.

Information overload has contributed to rising decision fatigue among travelers. Hilton reported that 66% of those traveling with children or grandchildren prefer low-planning options such as all-inclusive resorts,

cruises, or group tours.

To address this, travel providers are increasingly offering “mystery” or curated travel packages, where destinations and experiences are selected on behalf of travelers, significantly reducing the mental burden of constant decision-making.

As the demand for personal space grows, solo travel continues to gain momentum. Skyscanner reported an 83% year-on-year increase in the use of its “solo travel” filter globally.

Hilton found that 26% of travelers plan to travel alone in 2026, while 48% intend to add solo days before or after family trips. The report also noted a modest rise in male-only getaways, referred to as “mancations,” in several regions.

Reading has also re-emerged as a popular vacation activity. Industry data show that literary tourism generated USD 2.4 billion in 2024 and is projected to reach USD 3.3 billion by 2034.

Road trips are another major trend, driven by budget considerations and a desire to avoid airport congestion. In the United States, recreational vehicle travel rose sharply in 2025, with millions planning short-distance road journeys.

Finally, travelers are increasingly turning away from overcrowded hotspots in favor of quieter, offbeat destinations. This shift reflects a broader desire for authenticity, calm, and meaningful travel experiences in 2026.

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