

[MeMooner', AI and astrotourism: the keys that will transform tourism by 2025, according to HBX Group](#)

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Wellness, sustainability and digital disconnection are also positioned as the new priorities that are revolutionising the way we travel

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Palma, 8 January 2025 - Tourism has undergone key changes, driven by trends such as the rise of wellness and sustainability, which have redefined travel experiences in 2024. In addition, social media and digitalisation, along with Artificial Intelligence, have transformed the planning and enjoyment of travel, setting the stage for an innovation-rich 2025. According to **HBX Group**, a leading independent B2B travel technology marketplace, in 2025, one of the key trends will be the '**MeMooner**', a term that describes **solo travellers**, a growing segment, especially among women, who account for 71% of these tourists. This phenomenon underlines a shift towards personal empowerment, where independence and authenticity become priorities for tourists. However, the biggest challenges for this segment are high costs (65%) and security concerns (61%), particularly among female travellers.

At the same time, the 'Joy of Missing Out' (JOMO) phenomenon will gain popularity among travellers wishing to disconnect from the digital world and reconnect with themselves. From **quiet retreats** in remote locations to the rise of all-inclusive resorts, these trends reflect a desire for simplicity and tranquillity. So much so that 85% of travellers expressed interest in taking a holiday purely to 'unwind', highlighting the impact of digital stress on travel decisions. Furthermore, according to HBX Group, **41% of Generation Z travellers choose all-inclusive resorts** for the comfort and luxury they offer, while 39% value ease of booking.

Meanwhile, technology continues to be a key driver for the transformation of tourism. **Artificial Intelligence**-driven hyper-personalisation will continue to set trends in the industry, from contactless check-ins to technologies that allow users to interact with devices or services via voice commands, without the need for screens or buttons. These measures are focused on meeting the expectations of travellers, who demand a seamless experience that combines efficiency and convenience.

But AI is not only improving the customer experience, it is also improving the internal operations of the industry. Advanced machine learning tools are revolutionising tourism management, enabling dynamic pricing, better demand forecasting and greater operational efficiency.

Another relevant aspect is the growing adoption of **virtual reality** in the industry. This technology is changing the way people explore destinations and accommodation before booking, allowing users to

immerse themselves in virtual experiences, visiting hotels or destinations as if they were there.

“Virtual reality not only allows us to showcase hotel facilities or the destinations they travel to, but also represents a unique opportunity to inspire confidence in customers before they even arrive, something that makes all the difference in such a competitive market,” says **Carlos Muñoz, Chief Commercial Officer and Deputy CEO of HBX Group**.

In this context, event tourism also stands out, which continues to grow rapidly with the global market projected to reach US\$754 billion by 2030. Events such as concerts, festivals and sporting events are transforming destinations into economic and cultural hotspots.

Wellness and nature on the rise

On the other hand, the connection with nature and the desire to explore unique phenomena are driving the growth of activities such as **astro-tourism** and **nocturnal tourism**. These experiences offer travellers the opportunity to reconnect with the natural world, whether by observing constellations or participating in outdoor adventures.

Similarly, nature-based tourism, such as aurora borealis or geological tourism, is gaining in popularity, with adventure activities set to grow by 16.2% annually until 2033. This segment ranges from hiking to more extreme activities such as mountaineering and rafting, attracting a variety of tourist profiles.

Inclusivity is becoming increasingly important in the tourism industry. HBX Group works to make all travel experiences accessible and adapted to different needs. This includes developing tools for travellers with specific cognitive or sensory needs and improving accessibility at every stage of the journey.

“Traveller preferences are shaped by sustainability, multi-generational experiences and experiential tourism. These pillars continue to evolve, transforming the way tourists explore and engage with the world. At HBX Group, we are committed to leading this transformation, offering innovative solutions that respond to the changing needs of travellers and set a new standard in the industry,” adds **Carlos Muñoz**.

To read the full report, click [here](#).

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About HBX Group

HBX Group is a global B2B TravelTech company that owns and operates Hotelbeds, Bedsonline and Roiback. We offer a network of interconnected travel tech products and services to partners such as travel agencies, tour operators, destinations, and hotels, as well as companies wanting to leverage the travel sector.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and an extensive portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3700 people around the globe. We are committed to making travel a force for good, creating a positive social and environmental impact.

More information:

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