

COLOR FACTORY NAMED AMONG EXPEDIA'S TOP 'UN-ADULTING' EXPERIENCES FOR 2027

Expedia Group's Unpack '27 Travel Trends Report Spotlights the Immersive Art Experience

CHICAGO, IL, UNITED STATES, October 19, 2026 /EINPresswire.com/ -- [Color Factory](#), the interactive art experience that invites visitors to discover the joy of color, is proud to announce they have been featured in the [Expedia](#) Group's newly released Unpack '27: The Trends in Travel report as one of the experiences to try in 2027 for its emerging "Un-Adulting" travel trend, alongside Tokyo Disneyland in Japan, Xcaret in Mexico and Dreamworld on Australia's Gold Coast.



Color Factory Chicago

Expedia Group's annual Unpack report draws on insights across Expedia, Hotels.com, Vrbo, global traveler research and social listening to identify the experiences and behaviors expected to shape travel in the year ahead. Its "Un-Adulting" trend highlights travelers seeking a break from adult responsibilities through playful, nostalgic and spontaneous experience.

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According to the report, 48% of travelers surveyed are likely to book an Un-Adulting trip in 2027. Among those interested in the trend, leading motivations include enjoying a carefree day (69%), spending quality time with loved ones (62%) and taking a genuine break from responsibilities (53%). Expedia named Color Factory among the top experiences to try

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Color Factory. "The concept of 'Un-Adulthood' really resonates, since Color Factory was built around the idea of giving guests permission to let go, embrace their curiosity, and experience the world with a renewed sense of wonder. We're thrilled to see that spirit of play recognized as something travelers around the world are actively looking for."

Since 2017, Color Factory has immersed guests in the joy of color. Visitors embark on a bright and colorful journey through immersive installations that inspire joy and human connection, expand boundaries of perception, encourage play, and engage the senses in unexpected ways. Each room is designed in partnership with an exceptional roster of local and international artists and collaborators to tell their unique color stories through participatory installations.

First debuting in 2017 as a temporary location in San Francisco, the exhibit subsequently went on to expand into massively successful permanent locations in New York (2018), Houston (2019), and Chicago (2022). The experience offers a playful escape for traveling friends, couples, and families looking to make memorable moments together.

For additional information or to purchase tickets, visit <https://www.colorfactory.co>. Follow Color Factory on [Instagram](https://www.instagram.com/colorfactoryco/) at <https://www.instagram.com/colorfactoryco/>.

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