

SUSTAINABLE TRAVEL STUDY



Consumer Attitudes, Values,
and Motivations in Making
Conscientious Choices

RESEARCH | 22





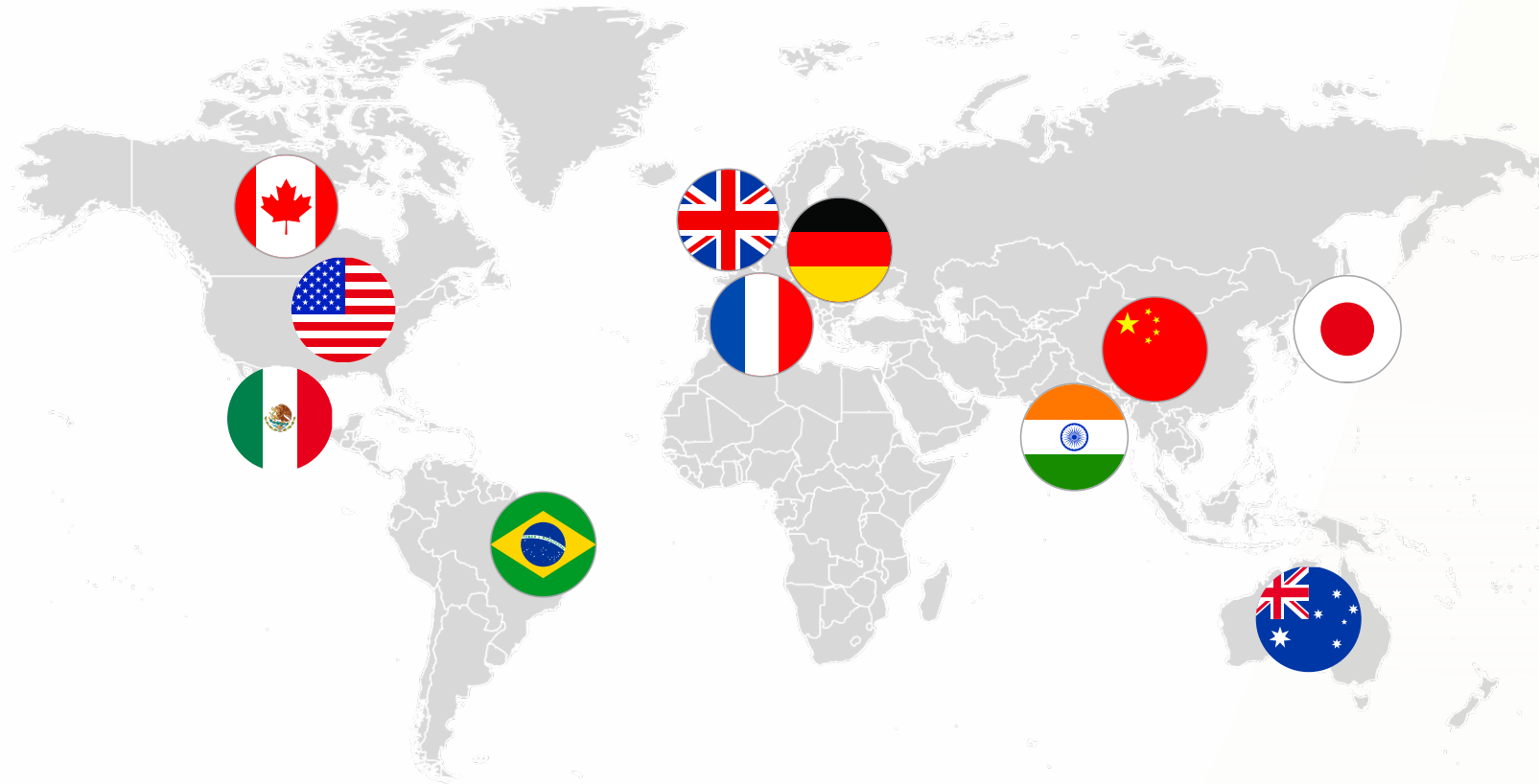
Overview

As travel restrictions continue to ease and travelers hit the road and the skies once again, they will increasingly seek ways to have more meaningful and conscientious travel experiences, from searching for and booking more sustainable options to looking for ways to improve their impact on the destinations and communities they visit.

We conducted a global study to understand what consumers consider sustainable travel, what tradeoffs they are willing to make, and where and how they are looking for information to make more mindful choices.

Methodology

Expedia Group Media Solutions conducted a study with Wakefield Research of consumers around the world to understand past and future attitudes, behaviors, and values around sustainability in travel.



➤ **11,000**
Representatives
1,000/Market

➤ **11**
Global Markets

➤ **18+**
Aged Adults

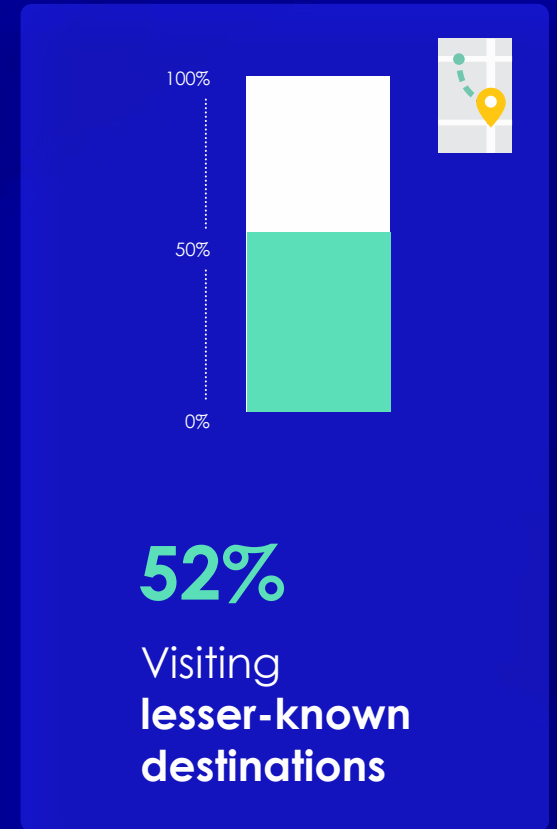
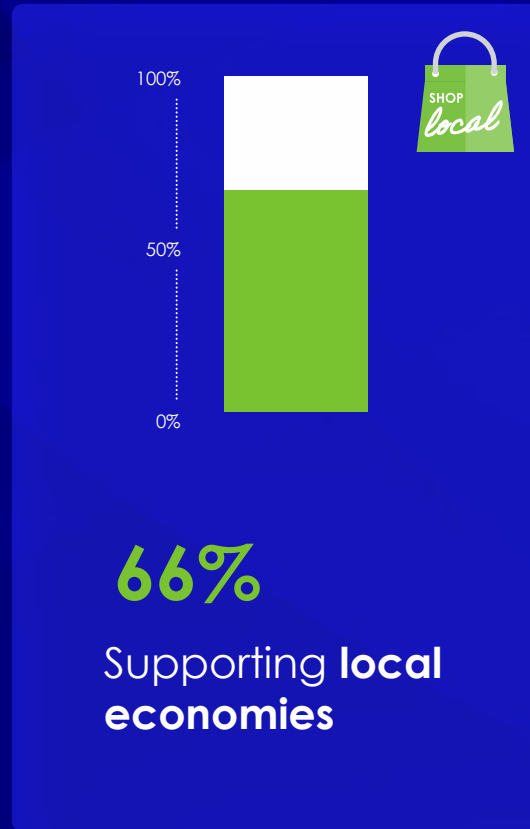
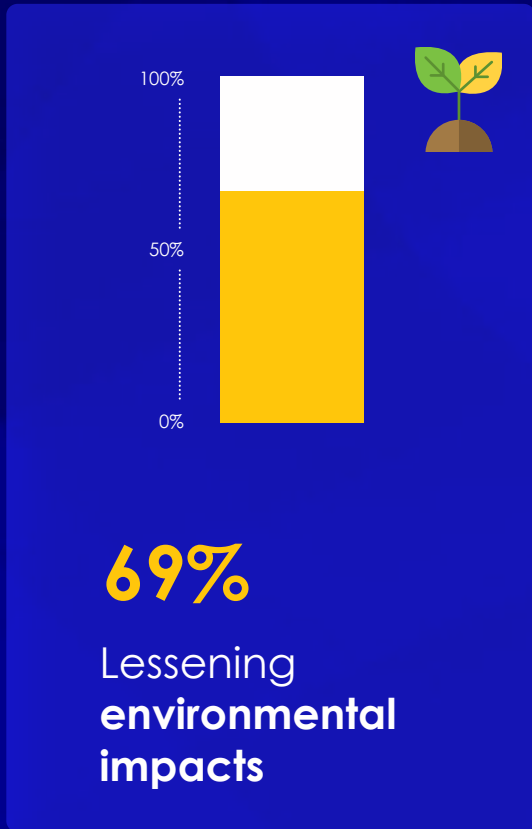
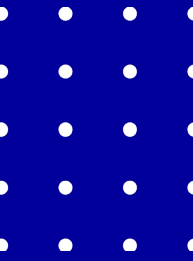


Sustainable

**Travel
Landscape**



What do consumers see as part of **sustainable travel**?





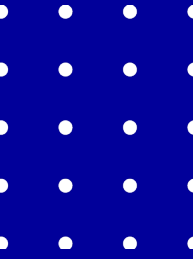
**90% of consumers look
for sustainable options
when traveling**

Q15. How often, if ever, do you look for sustainable options when traveling? These could be to sustain the local environment, economy, or culture.



Low environmental impact options

have highest recall among consumers



100%
50%
0%



56%

noted options for having low environmental impact

100%
50%
0%



51%

noted options that are owned by/work with local cultures or communities

100%
50%
0%



48%

noted options that identify as supporting local businesses

100%
50%
0%



37%

noted buying carbon offsets or carbon offsetting

While traveling during the past two years

3 in 5 consumers have

opted for more

environmentally

friendly transportation

or lodging





Consumers want **authentic commitment to sustainability**, not just lip service

7 in 10 consumers

have avoided a travel

destination or

transportation option

due to skepticism that the **commitment to sustainable practices was real**

Q19. Have you ever, even once, not chosen a travel destination or transportation option because you did not feel it was actually committed to sustainable practices?

65% of consumers

would like to opt for

environmentally

friendly transportation

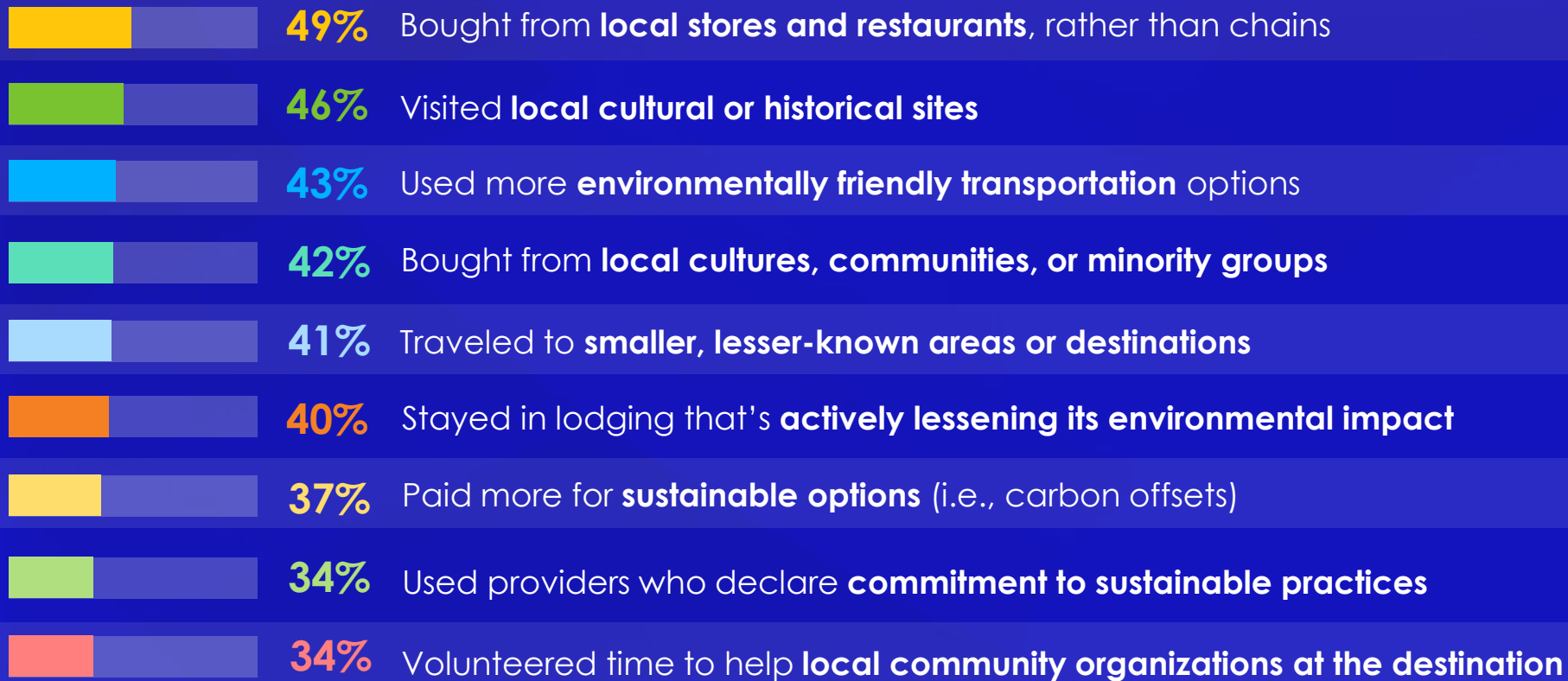
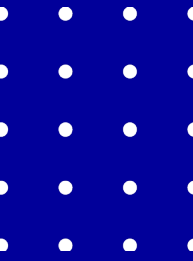
or lodging on their

next trip





Consumers are already trying to make **meaningful decisions when traveling**





And more want to make **meaningful decisions** when traveling in the future





The Price of

Sustainable Travel

74% of consumers

said it costs too much

to be more sustainable

when traveling





But half of consumers

would be willing to

pay more

for transportation, activities,
and lodging if the option
was more sustainable

Q12. Which of the following, if any, would you be willing to pay a little more for in your travels if it meant the option was more sustainable?

On average,
consumers are willing
to pay 38% more
to make their travels
more sustainable





Consumers are willing to **spend more on sustainable travel options**



74% of consumers

would choose a

destination, lodging,

or transportation

option

that is **committed to supporting the local community and culture**, even if it was more expensive



Q22. If a travel destination, accommodation, or transportation option was more committed to supporting the local community and culture than other options, would you choose that option even if it was more expensive?

Nearly 70% of consumers

are willing to sacrifice

convenience to be a

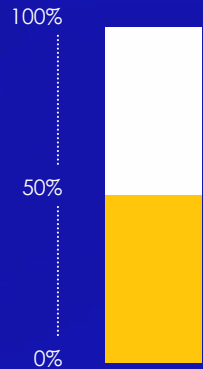
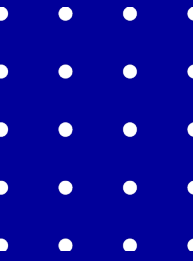
more sustainable

traveler





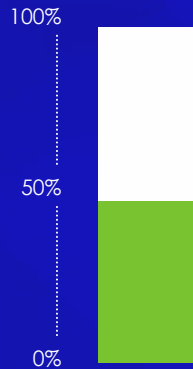
Consumers are willing to **make some sacrifices to be a sustainable traveler**



50%

Convenience while traveling

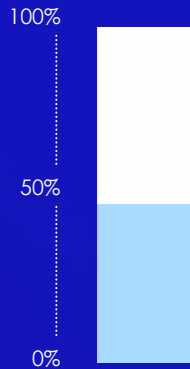
(i.e., walking vs. using car)



49%

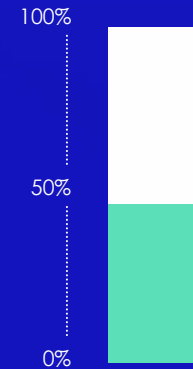
Comfort while traveling

(i.e., taking public transport vs. taxi)



47%

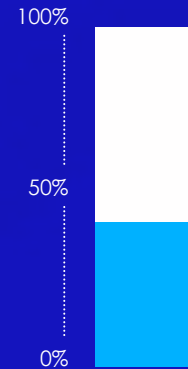
Time to travel to destination(s)



47%

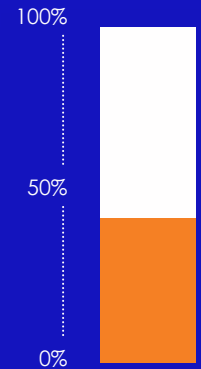
Convenience of lodging

(i.e., distance from destination, amenities offered)



43%

Transport time while at or nearby destination(s)



43%

Comfort of lodging



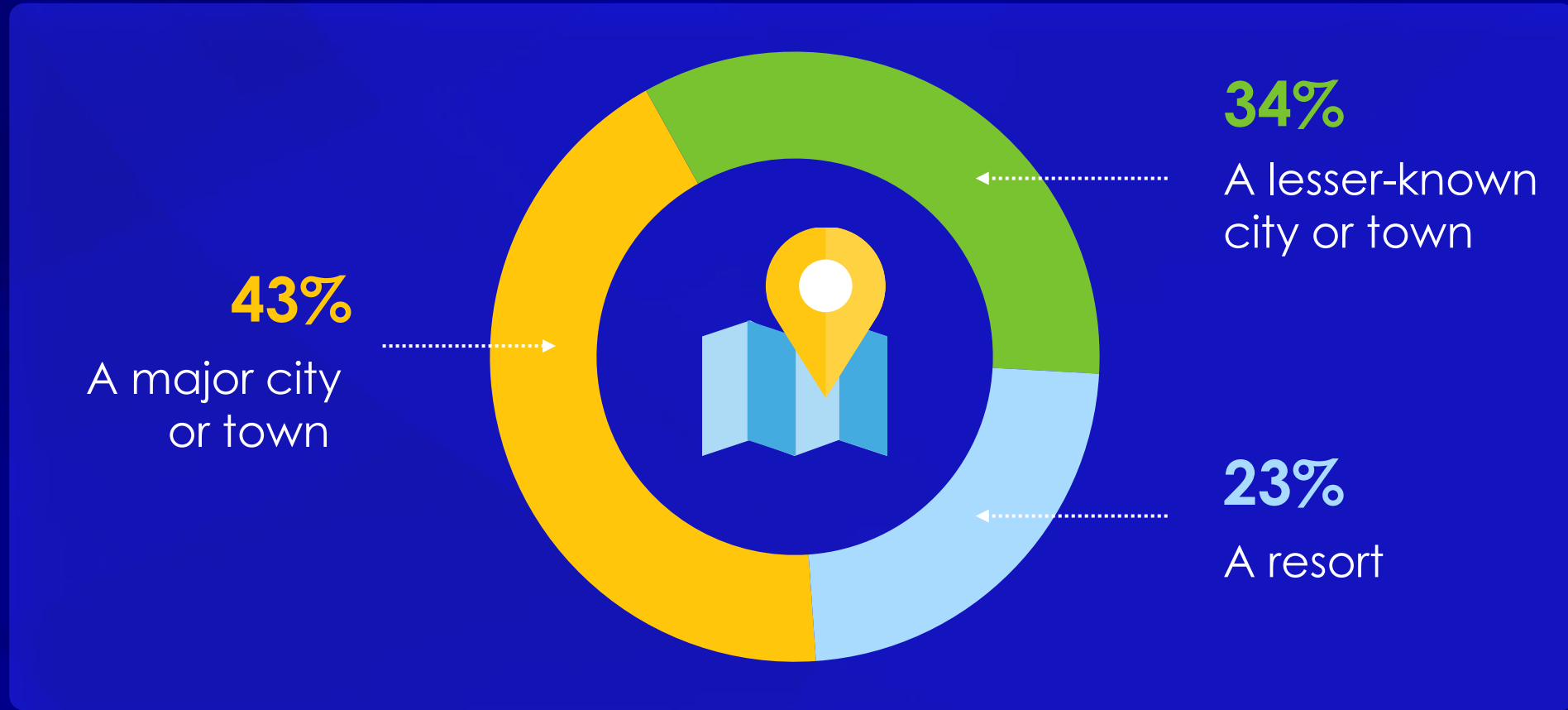
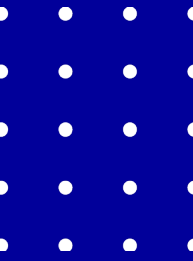
Challenges

& Opportunities

in Sustainable
Travel

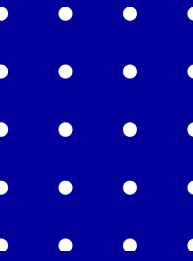


Consumers want **sustainable options in various destination types**



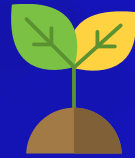
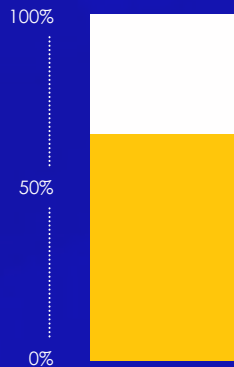


Consumers want **sustainable transportation options**



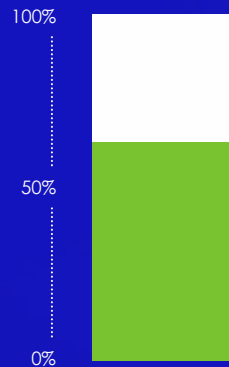


When it comes to sustainable travel,
consumers are most interested in options with low environmental impact



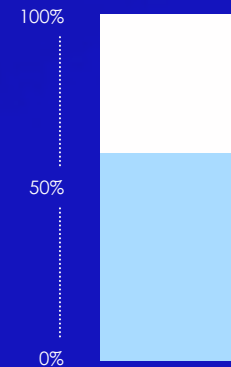
66%

Options with low environmental impact



64%

Options that support local cultures and communities



62%

Options that support local economies

7 in 10 consumers

feel overwhelmed by

starting the process of

being a more

sustainable traveler



To help them make **informed decisions**

2/3 of consumers

want to see more

sustainability info

from lodging &

transportation

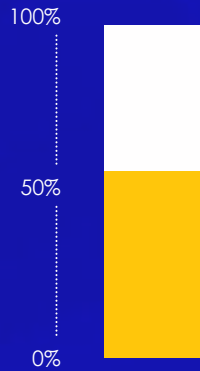
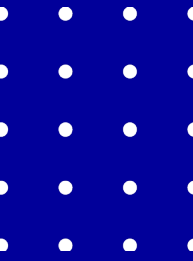
providers



Q8. From which of the following places, if any, would you like to see more information on how to be a more sustainable traveler?



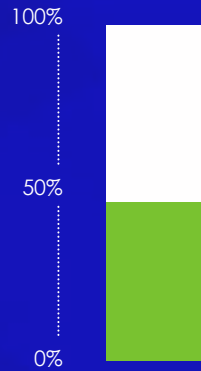
Consumers are seeking sustainable travel information from trusted travel resources and providers



50%



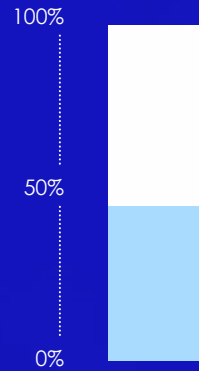
Local destination, tourism, or visitor resource groups



47%



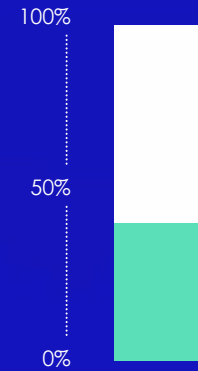
Lodging providers, such as hotels and vacation rentals



46%



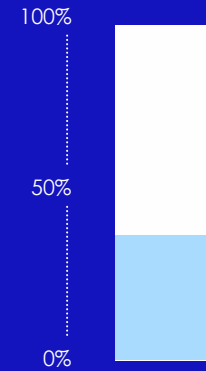
Transportation providers, such as airlines, car rentals, and trains



41%



Independent travel agencies or providers



37%



Third-party booking websites



Types of sustainable travel information

consumers want to see during the trip planning process



Listings or info pages

on travel sites

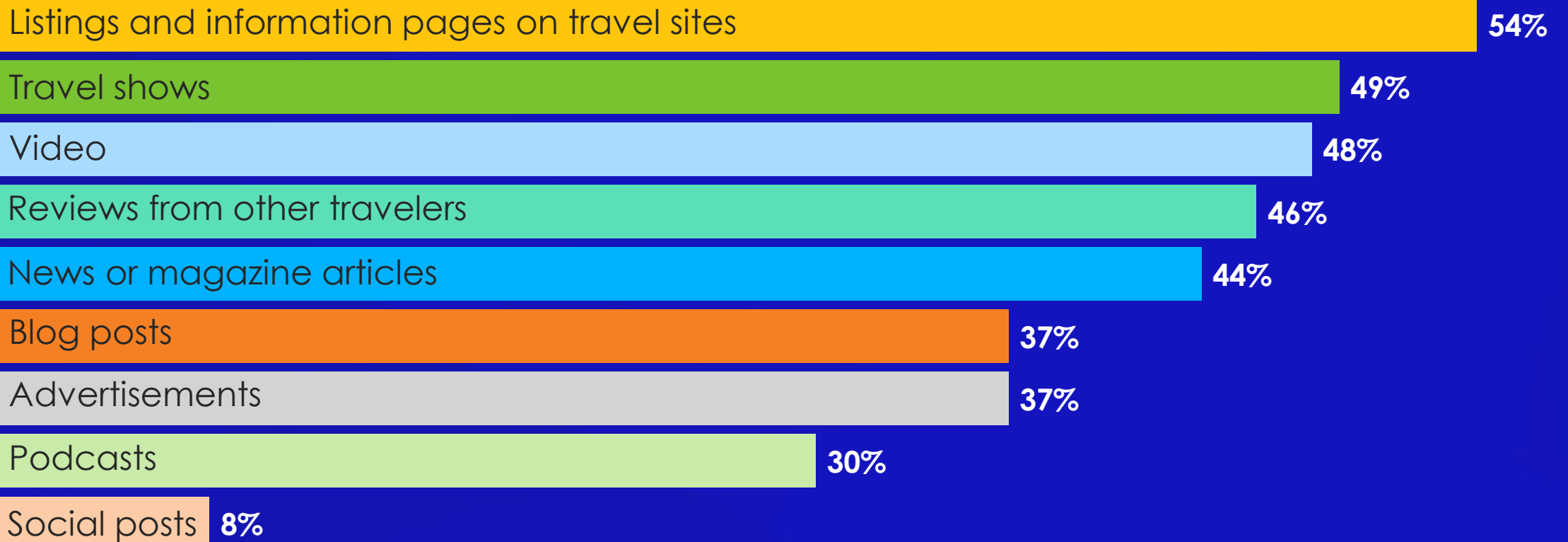
is the preferred format

for viewing sustainable travel
information during the trip
planning process





Preferred formats for viewing sustainable travel information



Key Takeaways



Clarity

Sustainable travel information can be overwhelming and confusing. Make it easy to understand, leverage visual formats, and show clear impact.



Authenticity

Consumers want to know (and see) that travel brands are committed to sustainability, not just checking a box. Back up messaging with proof points and data.



Value

Consumers are willing to pay more for sustainable travel options. Illustrate the value and positive impact of making more conscientious choices.

Thank You

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with us for
trusted data

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report

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webinar or event

