

The Traveler Value Index

The Traveler Value Index examines the impact of the COVID-19 pandemic on traveler decisions and what people value when booking travel in this new reality.

The research includes 8,000 respondents from eight major markets: Australia, Canada, France, Germany, Japan, Mexico, the United Kingdom, and the United States.

Rising optimism



Vaccine passports

7 in 10 are comfortable with the concept of a vaccine passport.



The return of urban escapes

Searches for major cities are increasing across our marketplace: Las Vegas (+40%), Melbourne (+90%), Paris (+30%), and Sydney (+85%).¹



Travel is the top priority

34% have larger travel budgets now compared to 2020, and nearly one in five expect travel to be the thing they spend the most on in 2021.

* Expedia Group domestic and international searches from May 3 to June 14, 2021 for travel dates from August 1 to September 30, 2021 compared to previous year; city growth compared to country growth.

Reinforcing personal values



Travel goes green

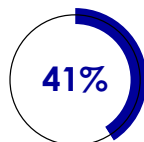
59% are willing to spend more to make their trip more sustainable.



Identity and inclusion

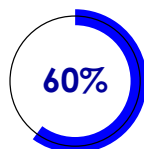
65% are more likely to book with travel providers that identify their practices as inclusive.

Types of trips



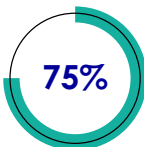
Quick getaways

41% want to maximize their weekend adventure through more frequent, shorter trips.



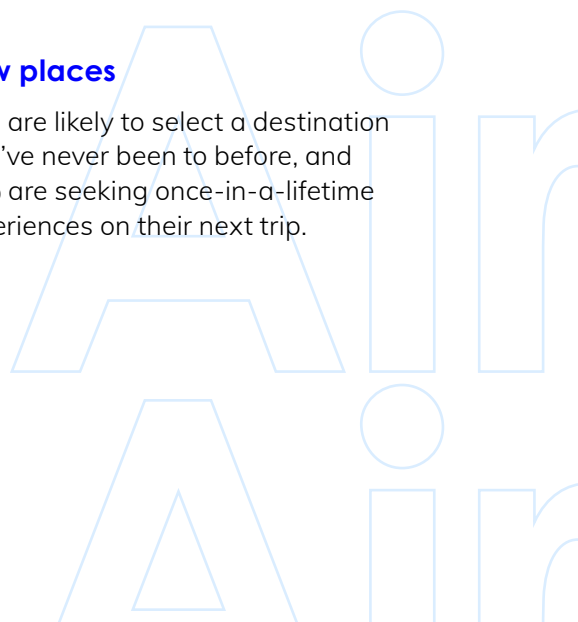
Close to home, for now

60% will opt for domestic travel for the short-term, though 27% of travelers are considering an international trip in the next 12 months.



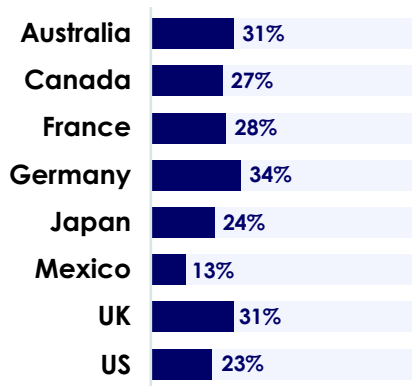
New places

75% are likely to select a destination they've never been to before, and 22% are seeking once-in-a-lifetime experiences on their next trip.

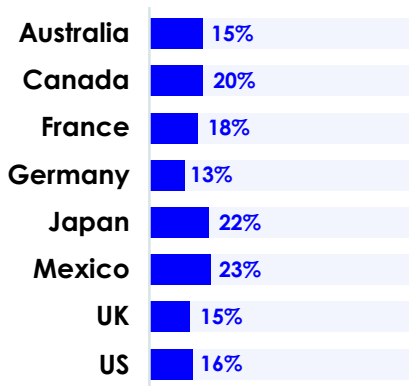


The Traveler Value Index for Air

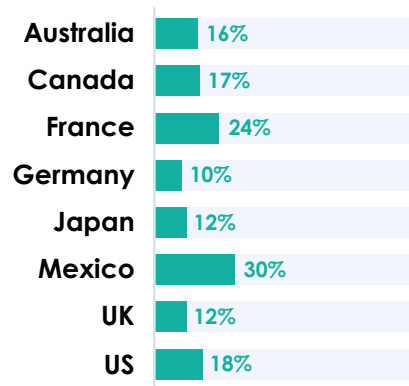
Ability to get a full refund



Enhanced cleaning



Atypical low pricing



Half expect to travel by air in the next year



Half of travelers expect to be taking to the skies in the next year, second only to those planning to travel by car.



Under 40: Younger travelers see more value in a contactless experience and low pricing.



Above 40: Travelers in Europe rank the ability to get a full refund as their top consideration.

Top 3 actions for partners to build trust with travelers

Travel providers should consider what is most essential to travelers.

- 1 Highlight commitments to social values in your marketing and listings to build connections
- 2 Clearly communicate cancellation policies and cleanliness measures to ease anxieties
- 3 Offer a range of prices and options to meet the desire for new experiences