

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.

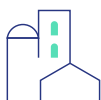
The research includes 8,000 respondents from eight major markets: Australia, Canada, France, Germany, Japan, Mexico, the United Kingdom, and the United States.

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

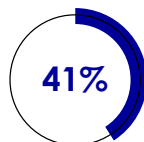
59% are willing to spend more to make their trip more sustainable.



Identity and inclusion

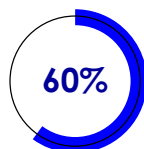
65% are more likely to book with travel providers that identify their practices as inclusive.

Types of trips



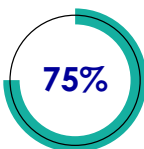
Quick getaways

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



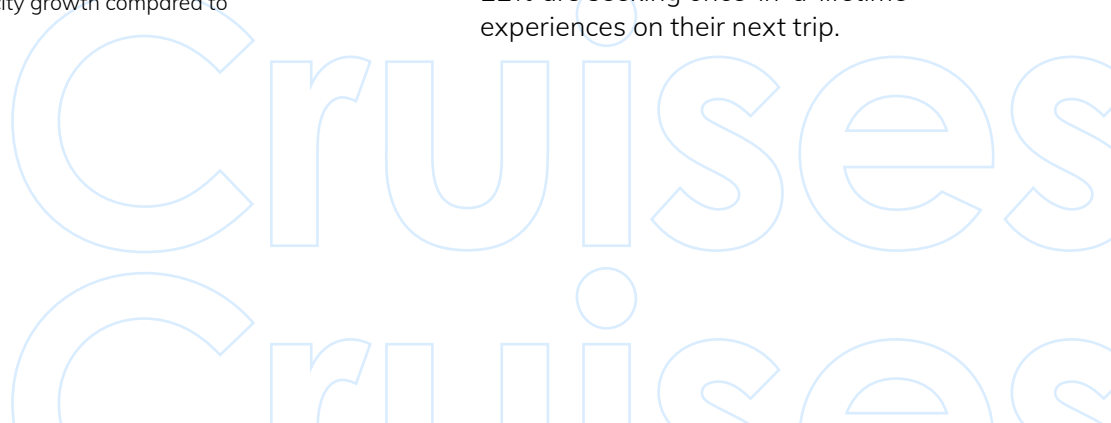
Close to home, for now

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



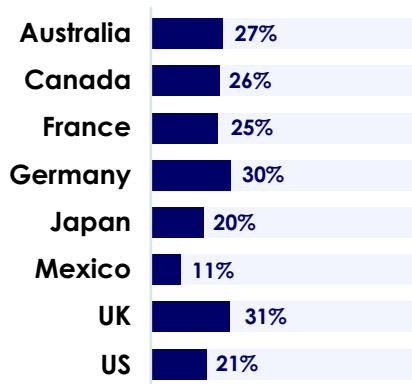
New places

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.

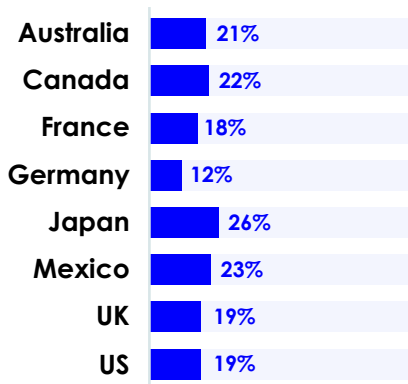


The Traveler Value Index for Cruises

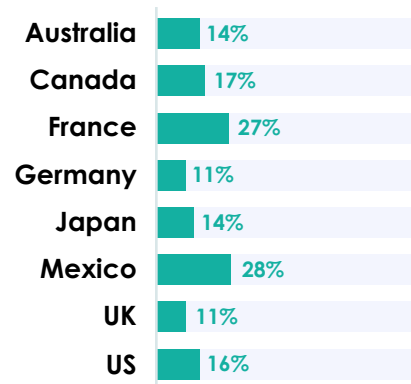
Ability to get a full refund



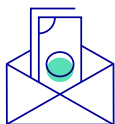
Enhanced cleaning



Atypical low pricing



Considerations vary across generations



Cruise travelers most value the ability to get a full refund on cancelled cruise reservations, but price is also a key consideration.



Under 40: Sustainable cruise travel is more valued by younger generations. North American Gen Z travelers rank environmentally friendly policies in the second spot.



Above 40: Older cruise travelers, especially baby boomers, most value the ability to get a refund and enhanced cleaning.

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