

# 2023

## TRAVELLER VALUE INDEX

### KEY INSIGHTS

As we emerge from the COVID-19 pandemic into an ever-changing travel landscape, this research looks to determine **what will prove to be a passing trend and what's here to stay.**



The Traveller Value Index includes:

**11,000**  
Consumers

**1,100**  
Industry professionals

**11**  
Major markets

Australia, Brazil, Canada, France, Germany, Japan, Mexico, South Africa, South Korea, the United Kingdom and the United States



#### Concerns over health and cleanliness recede

When booking travel, consumers prioritise:

**37%**  
Lowest price

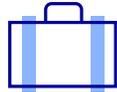
**35%**  
Minimising COVID-19 exposure

**57%**  
Experience is worth the cost

**51%**  
Cleanliness and safety



#### Business and international travel are coming back



**1 in 3**

consumers say they're planning upcoming business travel.



**1 in 2**

consumers are likely to travel internationally within the next 12 months or already have a trip booked, compared to only 12% in mid-2020.



#### Price sensitivity heavily affects decision-making

Consumers **51%**

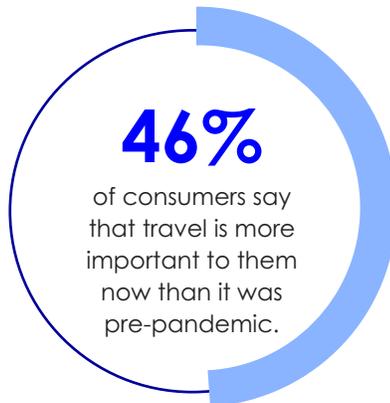
Industry professionals **23%**

**One in two consumers (51%)** say that inflation will impact their travel plans over the next 12 months.

By contrast, industry professionals underestimate price sensitivity among consumers, with only **23% saying that inflation** will have the most negative impact.

#### Consumers' top priorities when booking travel:

- 1 Atypical, low pricing
- 2 Ability to get a full refund
- 3 Flexible cancellation policies



#### Top motivators in travel decisions:



Physical and mental health benefits



Change of scenery



Making up for lost time

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# HOTEL INDUSTRY HIGHLIGHTS



## TOP TAKEAWAYS

### Optimistic outlook

- Compared to other industries, hotel travel professionals are most likely to say that travel demand will return to normal within a year (or has already returned).
- They may be onto something: during the second quarter of 2022, lodging bookings were the highest in Expedia Group's history. **Gross bookings were up 8%** from the second quarter of 2019.<sup>1</sup>

### The price must be right

- The importance of price and flexible booking options to hotel guests cannot be overstated.
- For consumers, **nearly two thirds (60%) say that 'getting the right price'** is the most important feature for online travel booking sites.

### Focus on loyalty

- While more than three in four travel businesses (77%) operate a loyalty programme, **only 44% of consumers belong to one.**
- Hotel travel professionals tend to underestimate the impact of first-class benefits and upgrades to guests, showing a real opportunity to expand loyalty programme memberships to more people.

### Eyes on accessibility and sustainability

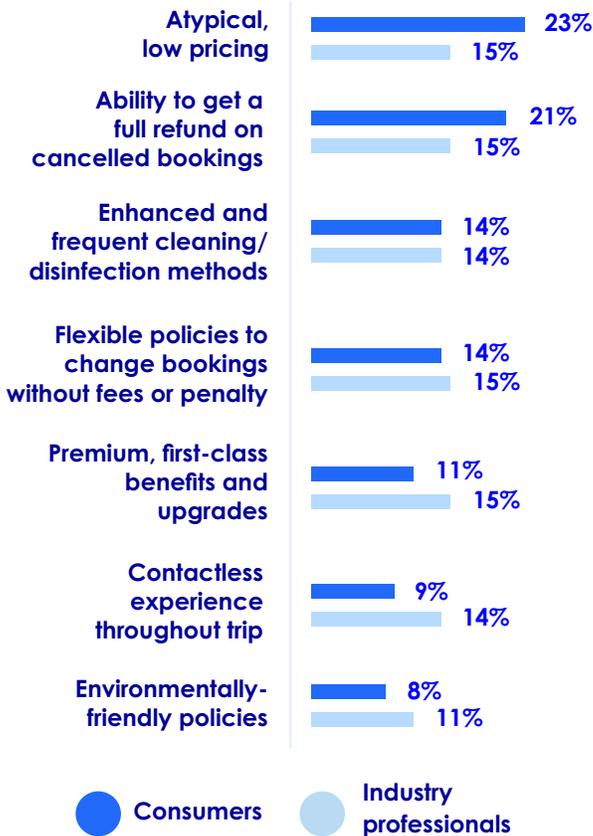
- **70% of people** say they are more likely to choose travel options that are more inclusive—even if they are more expensive—while **two in three consumers** want more sustainability information from travel providers to help them make informed decisions.<sup>2</sup>
- Compared to other travel sectors, hotel industry professionals are most likely to **provide a great deal of sustainability information to their guests (38%)**. Offering options, like less frequent linen service, is a great way to continue to meet this need.

### Reputation is everything

- Almost half (**46%**) of consumers will choose the travel option with the best customer reviews over the best value. Travel professionals are taking note, with 52% making changes to their business due to negative customer reviews.



## What do people value most when booking a hotel in today's environment?



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<sup>1</sup>Expedia Group, Q2 earnings release, May 2022