

The Traveller Value Index

The Traveller Value Index examines the impact of the COVID-19 pandemic on traveller 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

Seven 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

Thirty-four percent 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.

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

Reinforcing personal values



Travel goes green

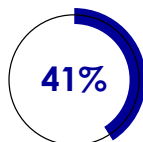
Fifty-nine percent are willing to spend more to make their trip more sustainable.



Identity and inclusion

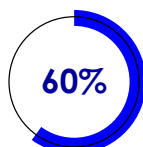
Sixty-five percent are more likely to book with travel providers that identify their practices as inclusive.

Types of trips



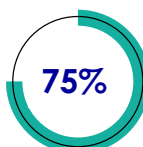
Quick getaways

Forty-one percent want to maximise their weekend adventure through more frequent, shorter trips.



Close to home, for now

Sixty percent will opt for domestic travel in the short term. However, 27% of travellers are considering an international trip in the next 12 months.



New places

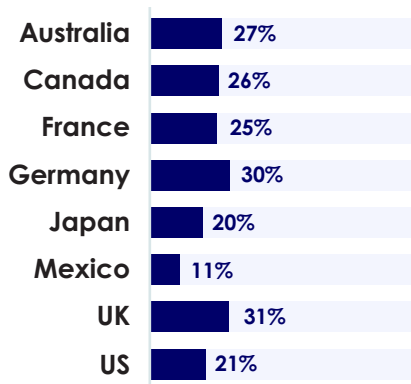
Seventy-five percent are likely to select a destination they've never been to before, and 22% are seeking once-in-a-lifetime experiences on their next trip.

[Download the full Travel Value Index report here](#)

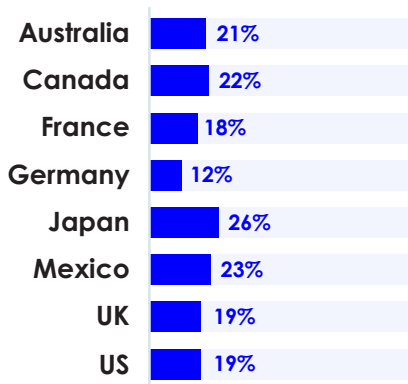


The Traveller Value Index for cruises

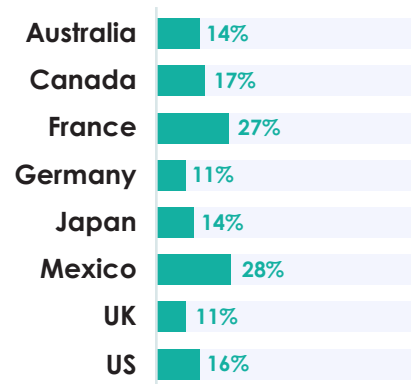
Ability to get a full refund



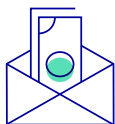
Enhanced cleaning



Atypical low pricing



Considerations vary across generations



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



Under 40: Sustainable cruise travel is more valued by younger generations. North American Gen Z travellers rank environmentally-friendly policies in second place.



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

Top three actions for partners to build trust with travellers

Travel providers should consider what is most essential to travellers.

- 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

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