

# 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.

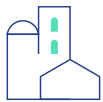
The research includes 8,000 respondents from eight major markets: Australia, Canada, France, Germany, Japan, Mexico, the United Kingdom and the United States.

## 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%).<sup>1</sup>



### 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.

<sup>1</sup>Expedia 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

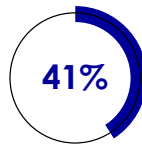
Fifty-nine percent are willing to spend more to make their trip more sustainable.



### Identity and inclusion

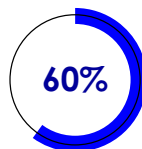
Sixty-five percent are more likely to book with travel providers that identify their practices as inclusive.

## Types of trips



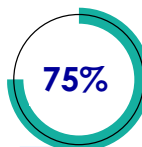
### Quick getaways

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.



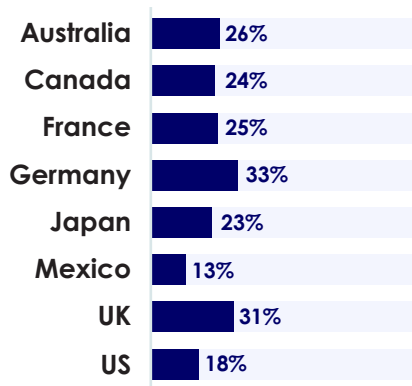
### New places

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.

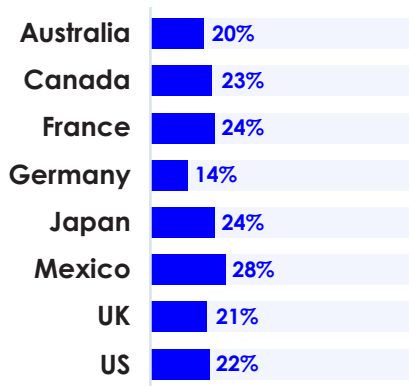
[Download the full Travel Value Index report here](#)

# The Traveller Value Index for hotels

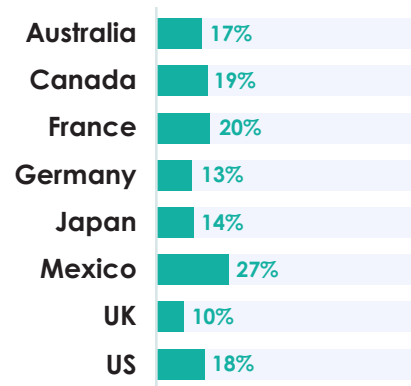
## Ability to get a full refund



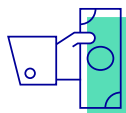
## Enhanced cleaning



## Atypical low pricing



## Considerations vary across generations



Travellers most value the ability to get a full refund on cancelled hotel bookings. However, this value varies across different generational groups.



**Under 40:** Most value enhanced cleaning and are less focused on price and refunds.



**Above 40:** See more value in refunds and low pricing, and less value in contactless experiences and premium benefits.

### JAPAN AND THE US

## 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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