

2023 TRAVELER 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 a passing trend and what's here to stay.**



The Traveler 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 prioritize:

37%
Lowest price

35%
Minimizing COVID-19 exposure

57%
Experience being 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 in the next 12 months or already have a trip booked, compared to only 12% in mid-2020.



Price sensitivity weighs heavily on decision-making

Consumers **51%**

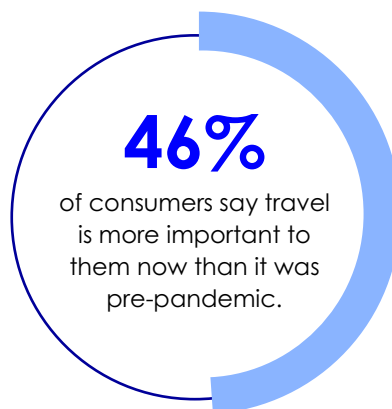
Industry professionals **23%**

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

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

Consumers' top priorities when booking travel:

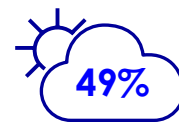
- 1 Atypical, low pricing
- 2 Ability to get a full refund
- 3 Flexible cancellation policies



Top motivators in travel decisions:



Physical and mental health



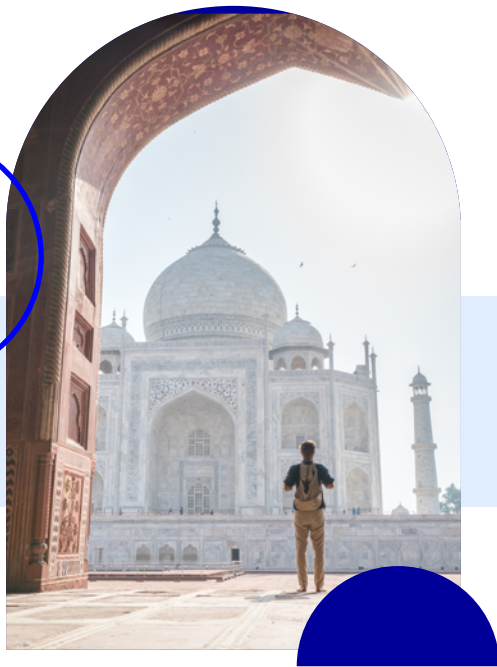
Change of scenery



Making up for lost time

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TOURS AND ACTIVITIES INDUSTRY HIGHLIGHTS



TOP TAKEAWAYS



Making memories

- Nearly a quarter (**23%** of consumers) are seeking a once-in-a-lifetime experience.
- Nearly **one in three (32%) people** are likely to choose a leisure trip that offers an experience, tour, or activity.
- Consumers in Latin America and South Africa are most likely to prioritize experiences, tours, and activities during their next leisure trip.



The price must be right

- The importance of price and flexible booking options to consumers cannot be overstated.
- 27% of consumers** rank low pricing as their top priority when booking a tour or activity, while only **15% of industry professionals** think that this is consumers' top concern.
- For consumers, **nearly two-thirds (60%) say "getting the right price"** is the most important feature for online travel booking sites.

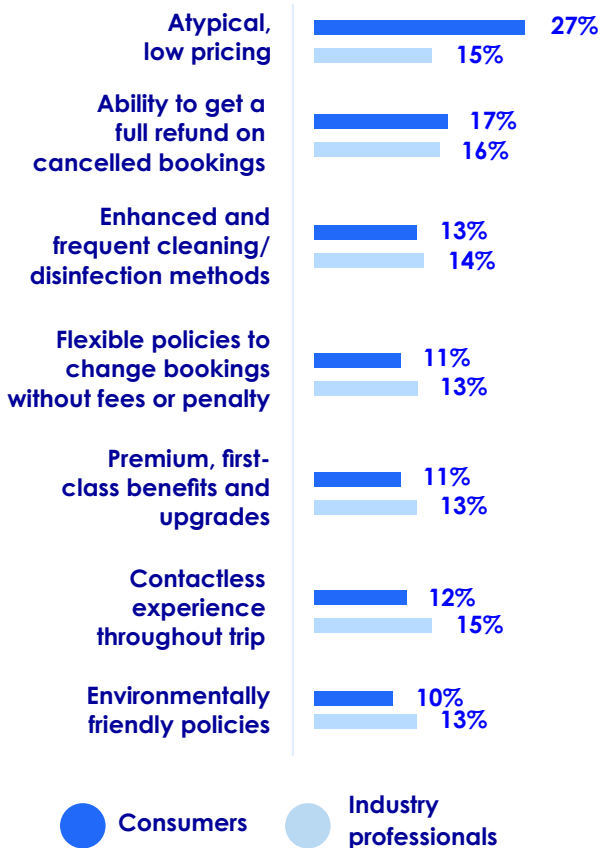


Offer a package deal

- For tours and activities, there has been a **35% increase** in multi-item bookings from January-September 2022 compared to the previous year.¹
- Package promotions or multi-item pricing (MIP) discounts are a great way to get your experience on a traveler's radar when they are booking other aspects of their trip.



What do people value most when booking a tour or activity in today's environment?



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¹Expedia Group, package booking growth, January-September 2021 vs. January-September 2022