

# 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%**

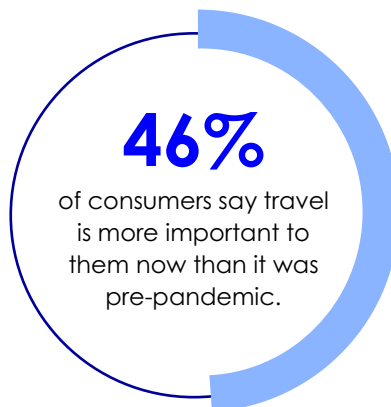
Industry professionals **23%**

**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:

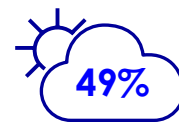
- 1 Atypical, low pricing
- 2 Ability to get a full refund
- 3 Flexible cancellation policies



### Top motivators in travel decisions:



Physical and mental health



Change of scenery



Making up for lost time

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# AIRLINE INDUSTRY HIGHLIGHTS



## TOP TAKEAWAYS

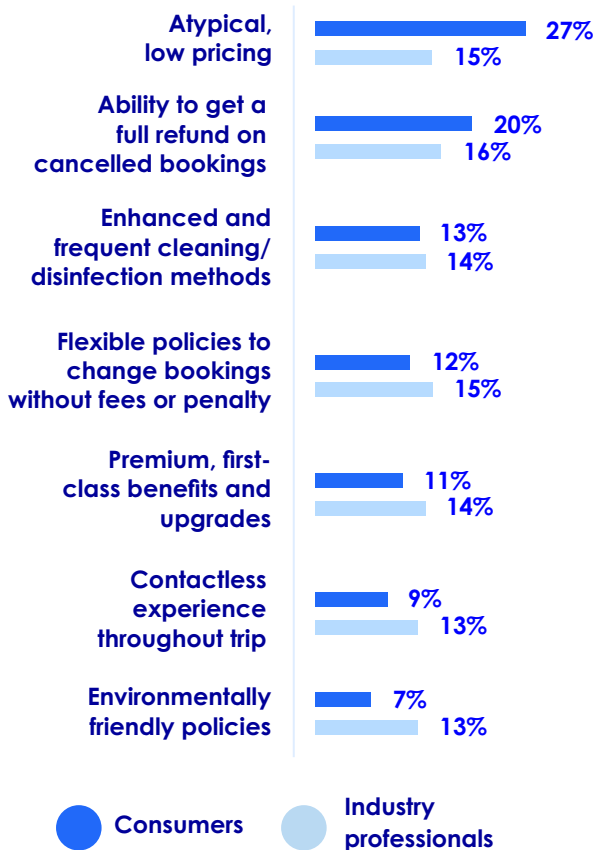


### Air travel is back

- **Half (51%) of consumers** plan on air travel in the next 12 months, and they're booking on the move.
- Compared to 2021, there has been more than a **20% increase in mobile app and browser bookings** for flights in 2022,<sup>1</sup> emphasizing the need to enhance the traveler experience across all possible touchpoints.
- Compared to other travel industries, air travel professionals are the most bullish on consumer travel budgets, with **70% predicting an increase this year**.



### What do people value most when booking air travel in today's environment?



### A bright future for all

- **The air industry is more likely (49%)** to provide a great deal of sustainability information to consumers than travel professionals overall (29%). They are also more likely to make changes to ensure their services are **inclusive and accessible (71%)**.
- From offering carbon offsets for flights to enhancing accessibility on board, travelers want to know what you're doing to make a positive impact.



### The price must be right

- Air travel professionals tend to overestimate the impact of offering a contactless experience, while underestimating the value of low pricing.
- For consumers, **nearly two-thirds (60%) say "getting the right price"** is the most important feature for online travel booking sites.
- Take this as an opportunity to double down on the basics of competitive pricing and flexible booking before focusing on tech innovation for your business.

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<sup>1</sup>Expedia Group, mobile booking growth for air, January-September 2021 vs. January-September 2022