

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%**

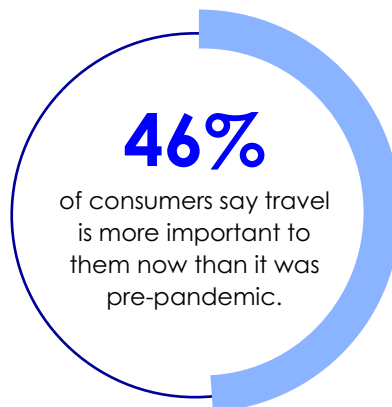
Industry professionals **23%**

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:

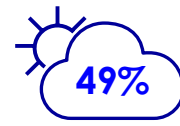
- 1 Atypical, low pricing
- 2 Ability to get a full refund
- 3 Flexible cancellation policies



Top motivators in travel decisions:



Physical and mental health



Change of scenery



Making up for lost time

[Download the full Traveler Value Index 2023](#)

CAR RENTAL INDUSTRY HIGHLIGHTS



TOP TAKEAWAYS



The road trip reigns supreme

- Cars are again the most popular mode of transportation for upcoming travel (62%).
- Car rental search trends have surpassed pre-pandemic levels, with a **25% increase** for January-September 2022 compared to the same period in 2019.¹
- Around **one third of consumers** are likely to choose a drivable destination for their next leisure trip.



The price must be right

- The importance of price and flexible booking options to consumers cannot be overstated.
- **50% of people** rank low pricing or refundable bookings as their top priority when booking a car rental, while only **31% of those** in the car rental industry believe these are consumers' top concerns.
- More than **half of consumers (51%)** would never book non-refundable car rentals domestically, and even more (59%) wouldn't book these options internationally.

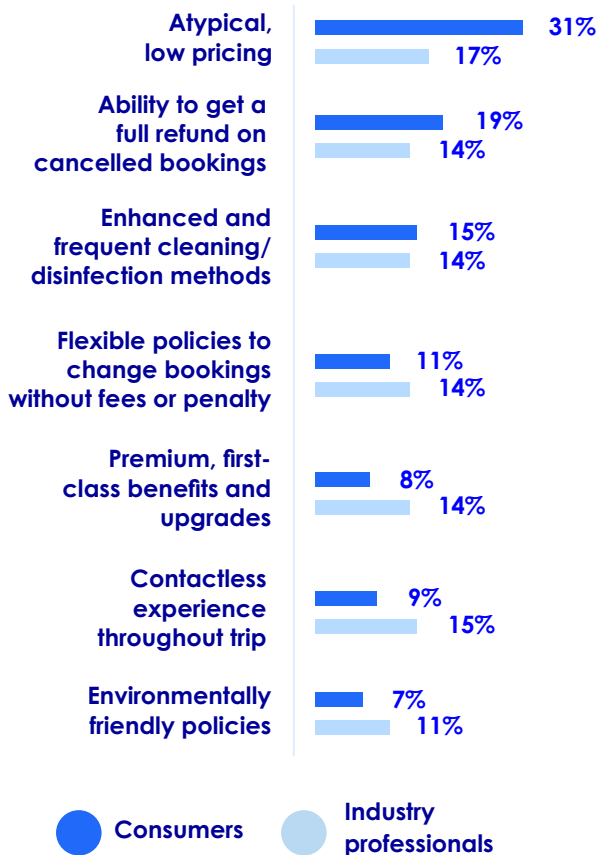


Reputation is everything

- **Consumers rank guest reviews (48%)** ahead of family recommendations (47%) and travel booking websites (45%) when deciding whether to book with a travel provider.
- **Almost half (46%) of consumers** will opt for 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 car rental in today's environment?



Download the full Traveler Value Index 2023

¹Expedia Group, car rental search growth, January-September 2019 vs. January-September 2022