

# 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%**

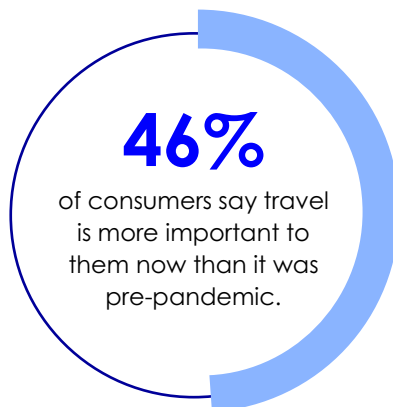
Industry professionals **23%**

**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:

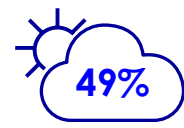
- 1 Atypical, low pricing
- 2 Ability to get a full refund
- 3 Flexible cancellation policies



### Top motivators in travel decisions:



Physical and mental health



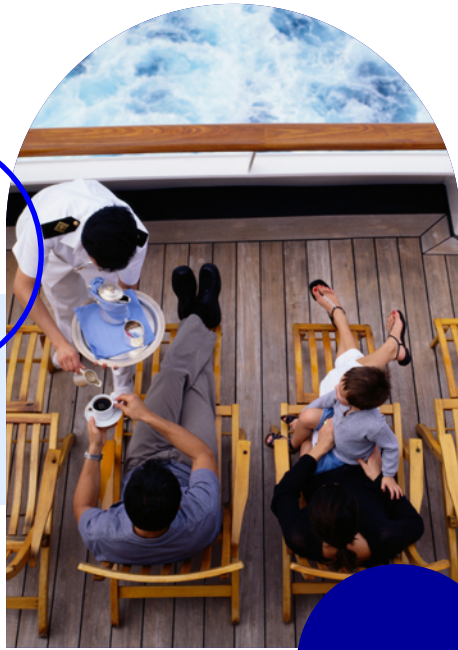
Change of scenery



Making up for lost time

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# CRUISE INDUSTRY HIGHLIGHTS



## TOP TAKEAWAYS

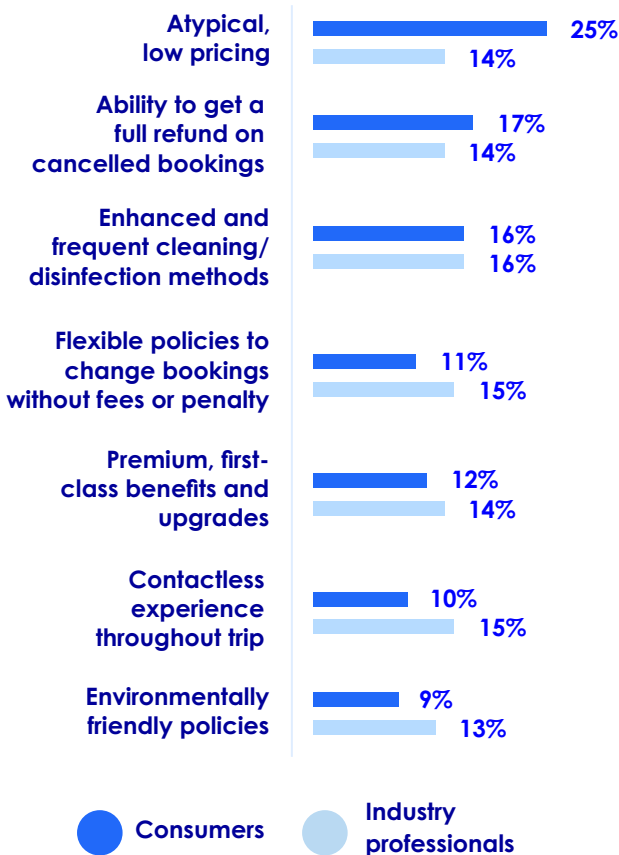


### Seizing the seas

- **10% of consumers** expect to take a ship or cruise for travel over the next 12 months versus 11% in 2021, showing that cruise demand has remained steady as the pandemic recedes.
- While cruise bookings haven't returned to pre-pandemic levels, there is evidence of pent-up demand: **cruise searches are up 20%** in July-September 2022 compared to the previous three months.<sup>1</sup>
- Cruises are most popular among Australian consumers, with **23% planning to travel by ship or cruise** in the next 12 months.



### What do people value most when booking a cruise in today's environment?



### The price must be right

- The importance of price and flexible booking options for consumers cannot be overstated.
- **42% of people** rank low pricing or refundable bookings as their top priority when booking cruise travel, while only **28% of cruise travel professionals** believe these are consumers' top concerns.



### Rebuild trust and demand

- Enhanced cleaning and safety protocols are **consumers' third-ranked travel priority** when booking a cruise and can make a big difference in rebuilding trust as COVID-19 wanes.
- In addition to stringent sanitization, emphasizing the unique benefits and perks of cruise travel can help shore up demand rivaling pre-pandemic levels.

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<sup>1</sup>Expedia Group, cruise search growth, April-June 2022 vs. July-September 2022