



NOW BOARDING: THE GLOBAL TRAVELLER'S OUTLOOK

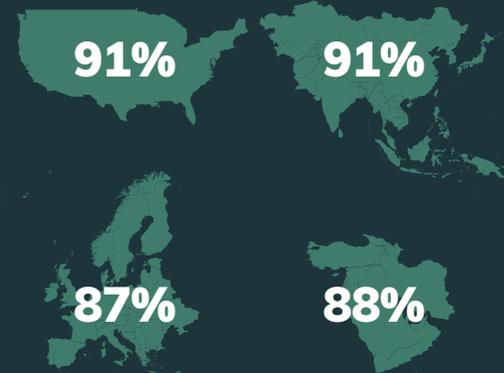
A TRAVEL STUDY BY BLOOMBERG MEDIA



9/10 excited
to travel **internationally** in
the near future.



Leisure travellers in the
US and APAC are
especially excited.



Business travellers in the
US and APAC are also
excited, closely followed by
the Middle East (88%) and
Europe (87%).



The majority of
travelers intend to
increase leisure
travel budgets.

This is especially true of
Europeans, of whom

7/10
agree



TOP CONSIDERATION FACTORS

AIRLINES

-  Strong safety track record (especially APAC)
-  COVID safety measures (especially Middle East)
-  Excellent customer service (especially US & Middle East)
-  Booking / cancellation flexibility
-  Convenience; timings, direct flights

HOTELS

-  COVID safety measures (especially Middle East)
-  Excellent customer service (especially Middle East)
-  Booking / cancellation flexibility (especially APAC)
-  Convenience; timings, direct flights (especially US & Europe)
-  Competitive prices

TRAVEL TECH

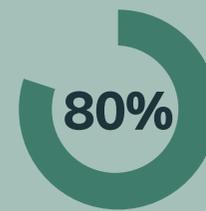


3/5 travellers have tried or are open to trying **facial recognition, online virtual reality tours, smart hotel rooms, and digital concierge services.**



1/5 business travellers also look out for **travel tech readiness** when considering a destination. APAC is generally most receptive of this trend.

SUSTAINABILITY



80% believe sustainability in travel is important. This includes choosing airline/hotel brands that use renewable energy/resources and are committed to reducing their carbon footprint.



Half are also **willing to pay more for sustainable options** in airlines/hotel bookings, especially American and APAC travellers.

TOP HOLIDAY ACTIVITIES



44%
Beach



43%
Culture/history



40%
Shopping



34%
Less crowded
cities



33%
Health/wellness



33%
Luxury /
indulgence



Americans
prefer shopping &
luxury experiences

Europeans
prefer hiking/
backpacking



Middle Eastern
travellers refer
adventure

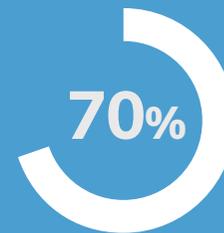
APAC
travellers prefer
cultural/historical
significance

1/5

want to do something good in return for the destinations on their next trip e.g. supporting local economy, donating to vetted worthy causes etc.

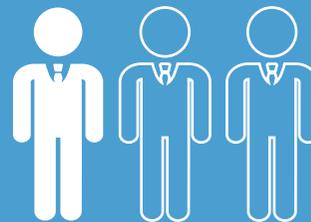
TOP BUSINESS OBJECTIVES

- 1 Client meetings **53%**
- 2 Conferences **50%**
- 3 Exhibitions **47%**



of **companies** have **opened** up to business **travel.**

However, business travellers yearn for more **flexibility** in travel (e.g. business trip duration, preferred airline/hotels) as well as assurance in **health/medical support.**



1/3

hope to couple their trips with **leisure activities.**

TRAVEL TRENDS



Nature
(50%)

Nature based leisure activities appeal to me; Reconnecting to nature while on holiday is important to me



Culture
(49%)

I like immersing myself with the local food culture; To connect with local people and businesses when travelling

Higher for APAC travellers (55%)



Wellness
(46%)

Enjoy quiet and remote places where I can emotionally recharge; Love the idea of wellness retreat with spa, yoga, aromatherapy



Bleisure
(45%)

I look for opportunities to sightsee while travelling for business; I often extend my business trip to see the city I'm staying at
Slightly higher among US travellers (48%)



Sustainability
(35%)

Willing to pay more to reduce my eco-footprint while travelling; Make sustainable choices on my trips, even if it is less convenient
Higher among US travellers (40%)

METHODOLOGY:

Now Boarding: The Global Traveller's Outlook survey was conducted between 27th of May and 22nd of June 2022. We surveyed 1,456 affluent leisure and business travellers in Australia, China, India, Indonesia, Japan, Singapore, Thailand, Germany, France, UK, Saudi Arabia, UAE and US. The respondents were in employment, aged 25-65 and must have watched/browsed international TV channels or websites.