

Bloomberg Media

Global Traveler Insights

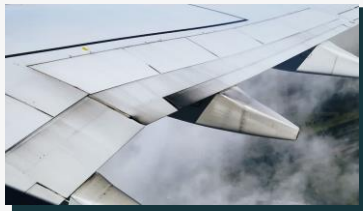


Travelers are back on the road, this time in a slightly different way — they are more conscious of their carbon footprint, local communities, and technologies.



Getting excited again...

- **International travel is back and stronger:** 9/10 of global affluent travelers are excited to travel internationally in the near future, and the majority of them intend to increase leisure travel budgets.
- **Business traveling is resuming as well:** 70% of companies have opened up to business travel, mostly for client meetings and conferences.



...But with more considerations

- **Covid restrictions lead to longer planning time:** 1/3 of travelers expect to plan more in advance for both business and leisure traveling. **Covid-related safety measures and booking flexibility** are among the top 3 consideration factors for travelers when booking flights and hotels.
- **“Excellent customer service” is still the key** for airlines and hotels to win travelers over, as one of the top 3 considerations across business and leisure travel.



...And shifting travel style

- **Travel tech is in use:** 3/5 travelers have tried or are open to trying facial recognition, online virtual reality tours, smart hotel rooms, and digital concierge services.
- **Bleisure is the new business travel:** Business travelers yearn for more flexibility in travel (e.g., business trip duration, preferred airline/hotels). 45% of business travelers look for opportunities to sightsee, or often extend business trips to see the city.



Traveling with more intention

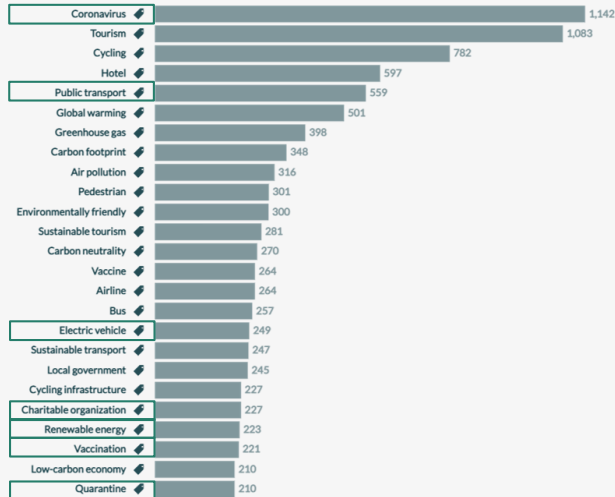
- **Paying more for sustainability:** 80% believe sustainability in travel is important, including choosing airline/hotel brands that use renewable resources. **Half** are willing to pay more for sustainable options in airlines/hotel bookings.
- **Giving back to the local community:** 1/5 want to do something good in return for the destinations on their next trip, such as supporting the local economy, donating to vetted worthy causes, etc.

As interest in sustainable travel grows, what sustainable travel means is evolving.

Top 25 concepts associated with “Sustainable Travel” during...

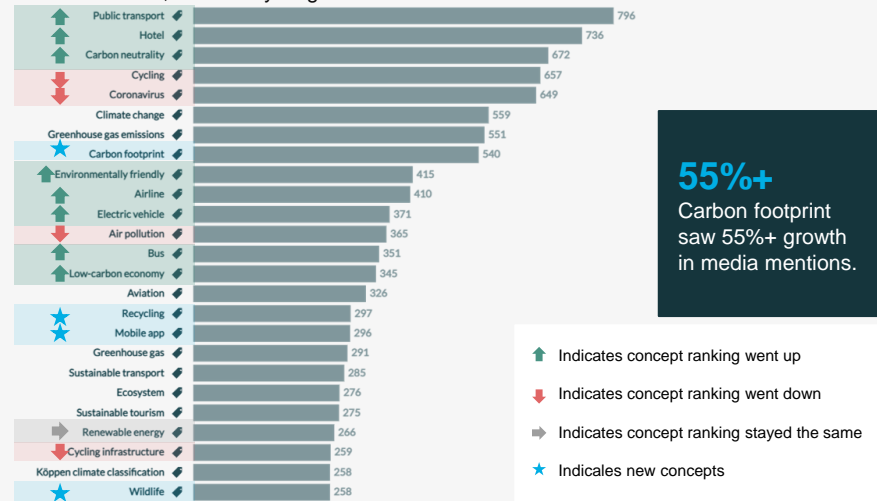
2020-2021

Covid's impact on traveling was still the key theme during 2020 and 2021. “Coronavirus” “vaccination” and “quarantine” were commonly mentioned in the media. Sustainable travel was more about generic carbon neutrality and charity giveback.



2021-2022

In the past year, mentions of Covid's impact has waned, while more specific sustainable travel topics rise. City infrastructure, public transport, and EV are gaining more media attention. Wildlife and the use of travel tech (“mobile app”) emerge for the first time. Renewables remain as a common theme, and the cycling boom cools down a bit.



55%+
Carbon footprint
saw 55%+ growth
in media mentions.

- ↑ Indicates concept ranking went up
- ↓ Indicates concept ranking went down
- Indicates concept ranking stayed the same
- ★ Indicates new concepts

Global travelers' interests on Bloomberg reflect their shifting mindset: they are engaging with insights around balancing work, life and travel in a more conscious way.



Work and life are blending

As the work and life continues to blend for Bloomberg global travelers, they are more interested in learning ways to evolve their career while better balance their work life and personal lives.

Future of Work 10.8X



Covid is still a concern

Covid still appears to be an important concern for this audience, especially when it comes to travel restrictions. They read about the latest Covid related travel restrictions, vaccine rollouts, and treatment breakthroughs.

**Coronavirus 2.6X
Prognosis 2.1X**



More sustainability-minded

Bloomberg global travelers are more sustainably-minded, and are more aligned to inclusive values. They are more likely to read about the environmental impact of economic activity, and ways to bring positive impact to societal issues.

**Sustainable Development 1.5X
Deforestation 1.3X
Women's Rights 4.1X**



Inspired by art and future cities

The future of cities, from transportation, to megacity smart infrastructure, are of key interests of this audience. They also engage with content around art and design, as well as Bloomberg Pursuits' guide to living well.

**Megacity 1.8X
Transportation 2.4X
Art 2.0X
Well Spent 1.5X**

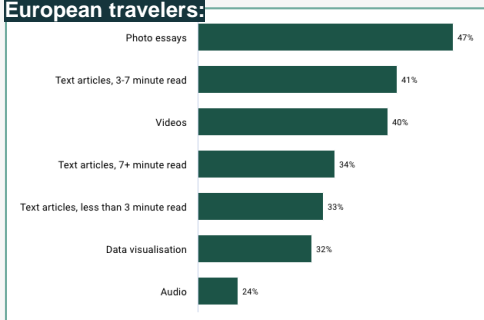
***The indices indicate the times Bloomberg Travel Intent Audience more likely to engage with the respective topics, than an average Bloomberg reader.

They are a mobile-first audience who like to consume visually engaging content on the go.

Preferred Media Formats for Travel Planning

Both European and Middle Eastern travelers prefer more visually impactful formats, such as photo essays and videos.

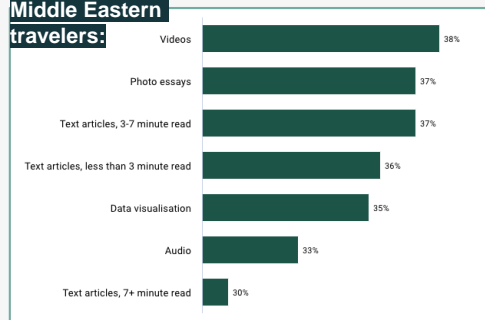
European travelers:



European travelers' top 3 preferred media formats for travel planning:

- Photo essays
- Medium length articles
- Videos

Middle Eastern travelers:



Middle Eastern travelers' top 3 preferred media formats for travel planning:

- Videos
- Photo essays
- Medium length articles

Devices

They are more likely to use mobile devices to consume content on the go.



Mobile

1.4X



Tablet

0.4X



Desktop

0.3X

For travel brands to stand out in the eye of EMEA high net worth audience, innovation, through leadership and ESG are key.

Bloomberg
Brand Accelerator

Attributes tested with the business influentials in the Bloomberg Brand Accelerator correlated to Trust and to Vision are critical for airline and hotel brands to build brand equity.

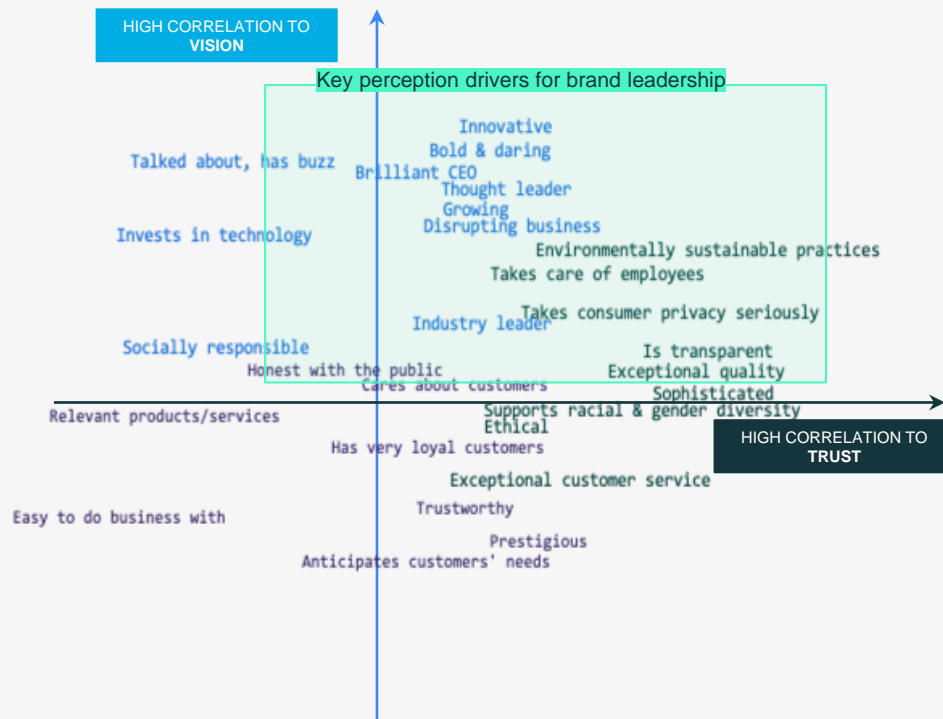
For travel brands to enhance **brand Vision**, focus on building perceptions of:

- Innovation
- Bold and daring
- Thought leadership
- Tech investment

For travel brands to enhance **brand Trust**, focus on building perceptions of:

- Environmental sustainability
- Consumer privacy
- Quality
- Supports diversity and inclusion

Travel Brands' Imagery Driver Analysis for EMEA High Net Worth Audience

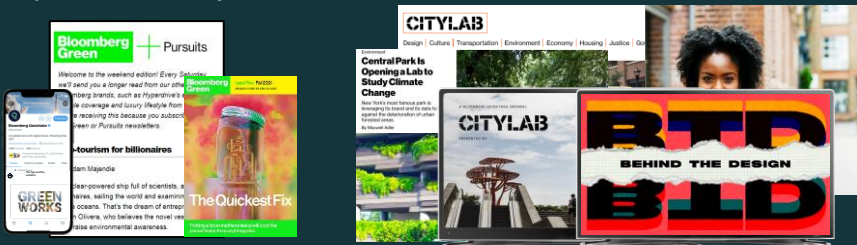


Takeaways and opportunities for brands to connect with global travelers:

- 1 Elevate brand leadership by building upon perception of innovation.**
Global travelers have a shifting mindset when it comes to traveling. They are more interested in new concepts like “bleisure travel”, and new travel tech like VR tours and digital concierge to enhance their experience. Brands could demonstrate their innovation credibility to stand out as a thought leader in the space.
- 2 Demonstrate sustainable practices that speak to travelers’ more carbon-conscious needs.**
Global travelers are more sustainably-minded, and are willing to pay more for more sustainable options. Environmentally sustainable practices are also critical for brands to build trust. Brands could amplify actions taken to offset carbon footprint, and highlight how these practices could fit into travelers’ more environmentally-conscious lifestyles.
- 3 Showcase hyper-local travel ideas with a focus on community engagement and giving back.**
As travelers read more about city ingenuity and become more interested in local community give-back, there’s an opportunity for brands to focus on local-community-inspired travel ideas, and focus on opportunities to give back to the community.

Potential Opportunities

Activate brand messaging on Bloomberg Green’s lifestyle-focused editorial category, **Greener Living**, to connect with travelers’ more sustainability-minded lifestyle. Tell brand stories across Bloomberg Citylab and Bloomberg Equality to speak to community-centered stories.



Connect with global travelers on the premium digital lifestyle destination, **Bloomberg Pursuits**. Engage the travelers when they are looking for traveling inspirations when watching Bloomberg Quicktake videos.



More about the Bloomberg Media Audience Insight Series

Introduced in 2021, this monthly series from Bloomberg Media Data Science and Insight is designed to fuel marketers around the world with exclusive data and insight about key audience segments.

These data explorations leverage a variety of in-house tools and studies like:

BloombergAiQ

BloombergAiQ, our proprietary audience and content analysis platform which analyses data from 30,000 global publishers, including Bloomberg first part data, to deliver focused intelligence on content engagement and consumption patterns.

Bloomberg Brand Accelerator

The Bloomberg Brand Accelerator, measures 15,000+ global decision-makers' perceptions of 700+ brands on Vision, Strength, Trust, Relevance and Familiarity along with 50+ specific drivers that relate to those categories.

Bloomberg Intelligence

Bloomberg Intelligence, a team of 350+ global research professionals delivering independent perspective providing interactive data and research across industries and global markets.



Real-time, actionable information on audiences within our modern leader universe helps our partners form strategies that connect their messages with deeply engaged influencers. It's especially powerful amid the extreme uncertainties of the past year and the emerging optimism, even as challenges remain.

Duncan Chater, Managing Director, Europe, Bloomberg Media

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