

The Global Traveler Outlook

Navigating 2023 Tourism and Travel Trends

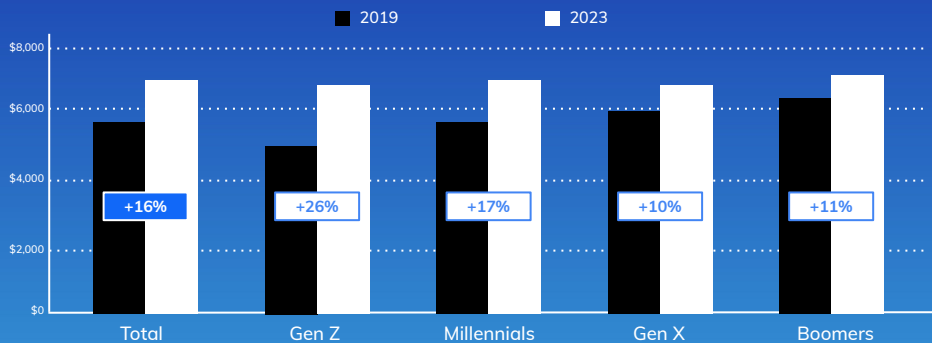
Globally, travelers are prioritizing cultural immersion over consumption.

Coming out of the pandemic, travelers are seeking memorable experiences that enable them to connect with local cultures instead of taking luxurious trips. In 2023, "Immersing in different cultures, foods, and lifestyles" rose to the second most popular reason for leisure travel while "Luxurious stays and private excursions" fell to #8.

45% of Travelers rank "Immersing in local food culture" as a top travel interest, making it the #1 travel interest.

38% of Travelers rank "Connecting with the locals" as a top travel interest, making it the #4 travel interest.

Travelers spend 16% more now than they did pre-COVID, and Gen Z represents the greatest increase in spend.



Question: Compared to 2019, how has your annual travel budget changed for international leisure travel?

Sustainability remains a growing consideration for travelers.

77% place importance on sustainability in international travel



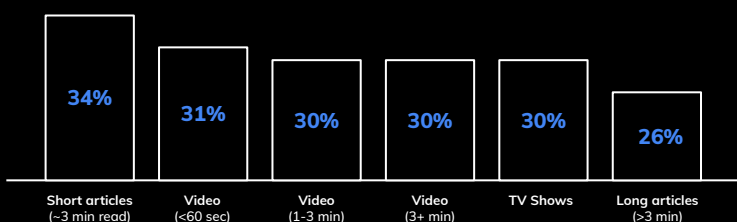
72% want to know the sustainability status of their airline or accommodation



Adoption of new technologies is changing the way travelers approach their trips.

85% of Travelers agree that digital technology is vital in facilitating travel planning.

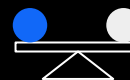
Short articles and videos are the preferred formats to consume travel content.



There is an increasing desire among business travelers to integrate leisure activities into their business trips.



38% view bleisure as an opportunity to bring family and spend time with them after work



38% view bleisure as a way of achieving a better work life balance



37% view bleisure as an opportunity to travel to places one wouldn't go otherwise