



TOPLINE & METHODOLOGY

These are the findings of an Ipsos poll conducted between June 23- July 7, 2023. For this survey, a sample of 11,833 adults age 18+ from age 18+ from CH, GER, GB, IND, JP, MX, SG, UAE, and US was interviewed online in Simplified Chinese, German, JPese, Chinese & English, Chinese & English, Arabic, and English respectively. The poll has a credibility interval of plus or minus 1.1 percentage points for all respondents.

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Full Annotated Questionnaire

S1. Have you traveled/do you plan to travel for the following purposes in the following periods of time?

1. For leisure or personal reasons

	Global (N=11,833)	CH (N=1,202)	GER (N=1,204)	GB (N=1,203)	IND (N=1,204)	JP (N=2,204)	MX (N=1,205)	SG (N=1,202)	UAE (N=1,204)	US (N=1,205)
More than a year ago	22%	13%	27%	21%	18%	36%	21%	16%	18%	29%
In the past 12 months	34%	41%	39%	43%	32%	23%	27%	40%	31%	33%
In the next 6 months	39%	53%	38%	49%	38%	24%	31%	44%	46%	32%
In the next 12 months	19%	19%	17%	22%	20%	13%	19%	21%	19%	21%
I've never traveled for this purpose	10%	6%	10%	5%	12%	24%	11%	6%	6%	14%

2. For business

	Global (N=11,833)	CH (N=1,202)	GER (N=1,204)	GB (N=1,203)	IND (N=1,204)	JP (N=2,204)	MX (N=1,205)	SG (N=1,202)	UAE (N=1,204)	US (N=1,205)
More than a year ago	17%	16%	23%	20%	14%	16%	15%	15%	15%	19%
In the past 12 months	18%	33%	14%	14%	24%	6%	15%	17%	25%	12%
In the next 6 months	20%	36%	10%	12%	32%	6%	16%	20%	34%	14%
In the next 12 months	10%	13%	6%	7%	17%	3%	9%	8%	16%	8%
I've never traveled for this purpose	47%	24%	57%	56%	30%	74%	49%	51%	25%	58%

3. For bleisure (combination of business and leisure)

	Global (N=11,833)	CH (N=1,202)	GER (N=1,204)	GB (N=1,203)	IND (N=1,204)	JP (N=2,204)	MX (N=1,205)	SG (N=1,202)	UAE (N=1,204)	US (N=1,205)
More than a year ago	12%	14%	11%	12%	13%	6%	14%	12%	14%	12%
In the past 12 months	13%	24%	7%	9%	19%	2%	14%	13%	21%	9%
In the next 6 months	17%	30%	8%	11%	27%	2%	15%	14%	31%	10%
In the next 12 months	10%	15%	5%	5%	16%	2%	10%	10%	19%	7%
I've never traveled for this purpose	55%	30%	75%	70%	35%	89%	49%	57%	26%	66%





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Q1. [Base: If plan to travel for leisure or bleisure in the next 12 months (S1_1 or S1_3 -4)] Which of the following best describes why you plan to travel for leisure in the next year?

	Global (N=6,823)	CH (N=870)	GER (N=674)	GB (N=801)	IND (N=756)	JP (N=826)	MX (N=660)	SG (N=770)	UAE (N=834)	US (N=632)
To rest and recharge	62%	55%	72%	66%	55%	62%	71%	71%	53%	54%
To reconnect with friends and family	45%	42%	36%	43%	48%	40%	43%	39%	54%	51%
To learn about different cultures and/or destinations	40%	58%	36%	34%	52%	25%	27%	43%	41%	28%
Connect with my culture and/or heritage	26%	43%	13%	16%	41%	11%	22%	19%	32%	16%
For a one-of-a-kind experience, like a concert or sporting event	24%	38%	19%	19%	32%	22%	17%	17%	26%	23%
To attend major life events (i.e., weddings, graduations, etc.)	23%	28%	11%	16%	38%	6%	20%	14%	35%	22%
To give back to the local community I'm visiting	15%	23%	7%	9%	31%	4%	7%	10%	19%	11%
Other	2%	0%	2%	4%	1%	2%	2%	1%	2%	4%
None of the above	2%	1%	1%	3%	1%	8%	1%	1%	1%	3%





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Q2. In general, how important, if at all, are the following options to you when traveling?

Summary Important

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
That I experience something new when traveling	85%	91%	87%	80%	90%	72%	90%	87%	89%	79%
Having easy access to details and confirmation numbers through email or travel apps	84%	82%	75%	87%	88%	69%	87%	93%	90%	85%
Being able to speak to a representative if I have an issue or questions when booking a trip	83%	86%	72%	81%	88%	69%	87%	88%	90%	83%
Being able to book a trip entirely online	80%	88%	64%	83%	85%	68%	81%	87%	88%	76%
Being able to use my personal devices and everyday technologies (e.g., laptops, streaming services, etc.) seamlessly while traveling	80%	83%	68%	79%	87%	46%	85%	89%	90%	84%
Family-friendly options that accommodate everyone's needs	79%	92%	62%	69%	90%	49%	91%	86%	90%	73%
Feeling pampered/taken care of while traveling	78%	90%	79%	66%	84%	69%	85%	79%	85%	65%
Being able to find healthy food choice options when traveling	78%	92%	66%	70%	89%	64%	86%	75%	89%	72%
Having travel apps that make traveling easier	76%	89%	52%	67%	86%	54%	86%	88%	89%	69%
That I minimize my environmental impact when traveling	74%	88%	58%	67%	87%	54%	79%	73%	87%	65%
Being able to bundle additional services or reservations with my hotel booking (e.g., spa, parking, etc.)	71%	80%	60%	62%	82%	58%	75%	73%	83%	63%
To have quality non-alcoholic drink options	62%	70%	51%	60%	77%	22%	70%	64%	77%	57%
That a hotel communicates their recycling programs	59%	71%	40%	47%	78%	28%	70%	59%	79%	49%





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Q2. In general, how important, if at all, are the following options to you when traveling? (Continued)

Summary of not important

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
That a hotel communicates their recycling programs	42%	29%	60%	54%	22%	72%	30%	41%	21%	51%
To have quality non-alcoholic drink options	38%	30%	49%	40%	23%	78%	30%	36%	23%	43%
Being able to bundle additional services or reservations with my hotel booking (e.g., spa, parking, etc.)	29%	20%	40%	38%	18%	42%	25%	27%	17%	38%
That I minimize my environmental impact when traveling	26%	13%	42%	33%	13%	46%	21%	27%	13%	35%
Having travel apps that make traveling easier	24%	11%	48%	33%	14%	46%	14%	13%	11%	31%
Being able to find healthy food choice options when traveling	22%	8%	34%	30%	11%	36%	14%	25%	11%	28%
Feeling pampered/taken care of while traveling	22%	10%	21%	34%	16%	31%	15%	21%	15%	35%
Family-friendly options that accommodate everyone's needs	21%	8%	38%	31%	10%	51%	9%	14%	10%	27%
Being able to use my personal devices and everyday technologies (e.g., laptops, streaming services, etc.) seamlessly while traveling	20%	17%	33%	21%	13%	54%	15%	11%	10%	16%
Being able to book a trip entirely online	20%	12%	36%	17%	15%	32%	19%	13%	12%	24%
Being able to speak to a representative if I have an issue or questions when booking a trip	17%	14%	28%	19%	12%	31%	13%	12%	10%	17%
Having easy access to details and confirmation numbers through email or travel apps	16%	18%	25%	13%	12%	31%	13%	7%	10%	15%
That I experience something new when traveling	15%	9%	13%	20%	10%	28%	11%	13%	11%	21%





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Q2. In general, how important, if at all, are the following options to you when traveling? (Continued)

1. Being able to book a trip entirely online

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	35%	34%	24%	37%	46%	16%	42%	34%	45%	33%
Somewhat important	46%	54%	40%	45%	39%	52%	39%	53%	43%	44%
Not very important	16%	11%	25%	14%	12%	27%	16%	12%	10%	17%
Not at all important	4%	1%	11%	3%	3%	5%	4%	1%	2%	7%
Top2Box (Important)	80%	88%	64%	83%	85%	68%	81%	87%	88%	76%
Low2Box (Not important)	20%	12%	36%	17%	15%	32%	19%	13%	12%	24%

2. Being able to speak to a representative if I have an issue or questions when booking a trip

	Global (N=10,755)	CH (N=1,136)	GE (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MEX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	37%	29%	30%	37%	49%	13%	46%	35%	47%	41%
Somewhat important	46%	57%	42%	43%	39%	57%	41%	53%	43%	42%
Not very important	13%	12%	19%	15%	9%	25%	11%	11%	8%	11%
Not at all important	4%	2%	9%	5%	3%	6%	2%	1%	2%	5%
Top2Box (Important)	83%	86%	72%	81%	88%	69%	87%	88%	90%	83%
Low2Box (Not important)	17%	14%	28%	19%	12%	31%	13%	12%	10%	17%

3. Being able to bundle additional services or reservations with my hotel booking (e.g., spa, parking, etc.)

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	26%	26%	18%	19%	40%	7%	33%	22%	39%	23%
Somewhat important	45%	53%	43%	44%	41%	51%	41%	51%	44%	40%
Not very important	23%	18%	28%	27%	15%	34%	20%	24%	14%	27%
Not at all important	7%	3%	12%	11%	3%	8%	6%	3%	3%	10%
Top2Box (Important)	71%	80%	60%	62%	82%	58%	75%	73%	83%	63%
Low2Box (Not important)	29%	20%	40%	38%	18%	42%	25%	27%	17%	38%

4. Having easy access to details and confirmation numbers through email or travel apps

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	38%	27%	28%	43%	50%	14%	48%	40%	51%	42%
Somewhat important	46%	55%	47%	45%	39%	56%	40%	53%	39%	43%
Not very important	12%	16%	18%	10%	9%	25%	11%	6%	8%	10%
Not at all important	3%	2%	8%	3%	3%	7%	2%	1%	2%	5%
Top2Box (Important)	84%	82%	75%	87%	88%	69%	87%	93%	90%	85%
Low2Box (Not important)	16%	18%	25%	13%	12%	31%	13%	7%	10%	15%





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Q2. In general, how important, if at all, are the following options to you when traveling? (Continued)

5. Being able to use my personal devices and everyday technologies (e.g., laptops, streaming services, etc.) seamlessly while traveling

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	37%	32%	24%	36%	49%	9%	47%	39%	52%	43%
Somewhat important	42%	51%	43%	42%	38%	38%	38%	50%	38%	41%
Not very important	16%	15%	22%	17%	10%	39%	12%	9%	9%	12%
Not at all important	5%	2%	11%	4%	3%	15%	3%	1%	2%	4%
Top2Box (Important)	80%	83%	68%	79%	87%	46%	85%	89%	90%	84%
Low2Box (Not important)	20%	17%	33%	21%	13%	54%	15%	11%	10%	16%

6. Having travel apps that make traveling easier

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	31%	31%	16%	24%	47%	10%	45%	33%	47%	25%
Somewhat important	45%	58%	36%	43%	39%	45%	41%	55%	42%	44%
Not very important	18%	9%	30%	24%	10%	36%	12%	11%	10%	21%
Not at all important	6%	2%	18%	9%	4%	10%	1%	1%	2%	10%
Top2Box (Important)	76%	89%	52%	67%	86%	54%	86%	88%	89%	69%
Low2Box (Not important)	24%	11%	48%	33%	14%	46%	14%	13%	11%	31%

7. That a hotel communicates their recycling programs

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	20%	22%	9%	13%	37%	3%	28%	15%	35%	15%
Somewhat important	38%	48%	31%	34%	41%	25%	42%	44%	45%	34%
Not very important	30%	27%	39%	36%	17%	52%	24%	35%	17%	29%
Not at all important	11%	2%	22%	18%	4%	20%	6%	7%	4%	22%
Top2Box (Important)	59%	71%	40%	47%	78%	28%	70%	59%	79%	49%
Low2Box (Not important)	42%	29%	60%	54%	22%	72%	30%	41%	21%	51%

8. That I minimize my environmental impact when traveling

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	27%	33%	17%	19%	46%	7%	40%	19%	38%	23%
Somewhat important	47%	54%	41%	49%	42%	47%	39%	54%	49%	43%
Not very important	20%	11%	28%	24%	10%	36%	18%	23%	11%	22%
Not at all important	6%	1%	14%	8%	3%	10%	3%	4%	2%	13%
Top2Box (Important)	74%	88%	58%	67%	87%	54%	79%	73%	87%	65%
Low2Box (Not important)	26%	13%	42%	33%	13%	46%	21%	27%	13%	35%





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Q2. In general, how important, if at all, are the following options to you when traveling? (Continued)

9. To have quality non-alcoholic drink options

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	26%	23%	17%	24%	40%	4%	33%	21%	41%	26%
Somewhat important	36%	47%	34%	37%	37%	19%	37%	43%	36%	32%
Not very important	24%	26%	29%	25%	15%	37%	22%	27%	15%	25%
Not at all important	14%	4%	20%	15%	8%	41%	8%	10%	8%	17%
Top2Box (Important)	62%	70%	51%	60%	77%	22%	70%	64%	77%	57%
Low2Box (Not important)	38%	30%	49%	40%	23%	78%	30%	36%	23%	43%

10. Being able to find healthy food choice options when traveling

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	34%	38%	22%	25%	54%	15%	46%	22%	50%	30%
Somewhat important	45%	55%	44%	44%	35%	50%	40%	53%	39%	42%
Not very important	18%	7%	26%	25%	9%	29%	12%	23%	10%	21%
Not at all important	4%	1%	9%	6%	2%	7%	2%	2%	2%	6%
Top2Box (Important)	78%	92%	66%	70%	89%	64%	86%	75%	89%	72%
Low2Box (Not important)	22%	8%	34%	30%	11%	36%	14%	25%	11%	28%

11. Family-friendly options that accommodate everyone's needs

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	35%	37%	21%	27%	51%	8%	54%	29%	50%	33%
Somewhat important	44%	54%	41%	42%	39%	41%	37%	57%	40%	40%
Not very important	15%	7%	21%	20%	8%	39%	7%	12%	8%	17%
Not at all important	6%	1%	17%	11%	2%	12%	2%	2%	2%	10%
Top2Box (Important)	79%	92%	62%	69%	90%	49%	91%	86%	90%	73%
Low2Box (Not important)	21%	8%	38%	31%	10%	51%	9%	14%	10%	27%

12. Feeling pampered/taken care of while traveling

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	31%	35%	31%	19%	41%	13%	46%	23%	44%	23%
Somewhat important	48%	55%	49%	47%	43%	57%	39%	56%	42%	42%
Not very important	18%	9%	17%	28%	13%	25%	13%	19%	12%	27%
Not at all important	4%	1%	4%	6%	3%	5%	2%	2%	2%	8%
Top2Box (Important)	78%	90%	79%	66%	84%	69%	85%	79%	85%	65%
Low2Box (Not important)	22%	10%	21%	34%	16%	31%	15%	21%	15%	35%





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Q2. In general, how important, if at all, are the following options to you when traveling?

13. That I experience something new when traveling

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Very important	37%	39%	36%	29%	49%	17%	52%	30%	44%	31%
Somewhat important	49%	53%	51%	51%	41%	55%	38%	57%	45%	47%
Not very important	12%	8%	10%	16%	8%	24%	9%	11%	8%	17%
Not at all important	3%	1%	3%	4%	3%	4%	2%	1%	3%	4%
Top2Box (Important)	85%	91%	87%	80%	90%	72%	90%	87%	89%	79%
Low2Box (Not important)	15%	9%	13%	20%	10%	28%	11%	13%	11%	21%





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Q3. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] How often, if ever, do you do the following when traveling?

Summary of Always/Often

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Book my trip entirely online	76%	85%	66%	86%	78%	49%	73%	83%	84%	74%
If given the option, hang up my towels to be reused vs. request daily towel service to conserve water	68%	76%	71%	76%	74%	27%	75%	69%	72%	69%
Keep a detailed list of all my confirmation numbers	66%	74%	33%	74%	82%	22%	72%	78%	83%	68%
Book my hotel based on access to unique local experiences	65%	81%	43%	57%	77%	42%	69%	70%	79%	62%
Travel with a reusable water bottle to reduce plastic waste	65%	78%	51%	64%	81%	31%	76%	66%	71%	58%
Try to book consistently with one brand or credit card to maximize loyalty benefits	61%	73%	33%	52%	74%	34%	66%	72%	77%	62%
Use points or miles to book my travel or experiences	50%	70%	28%	30%	73%	36%	49%	52%	68%	45%
Consider my carbon footprint when booking travel	46%	66%	30%	38%	67%	12%	47%	45%	65%	38%
Find ways to combine business and leisure trips to maximize travel occasions	45%	68%	26%	26%	67%	18%	52%	45%	70%	30%
Consider my carbon footprint while making dietary decisions	44%	67%	32%	34%	66%	11%	48%	40%	63%	32%
Book my restaurant reservations before my hotel reservations	42%	73%	22%	24%	65%	21%	39%	42%	60%	24%





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Q3. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] How often, if ever, do you do the following when traveling? (Continued)

Summary of Rarely/Never

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Book my restaurant reservations before my hotel reservations	58%	27%	78%	77%	35%	79%	61%	58%	41%	76%
Consider my carbon footprint while making dietary decisions	56%	34%	68%	66%	34%	89%	52%	60%	37%	68%
Find ways to combine business and leisure trips to maximize travel occasions	55%	32%	74%	74%	33%	82%	48%	55%	30%	70%
Consider my carbon footprint when booking travel	54%	34%	70%	62%	33%	89%	53%	55%	35%	62%
Use points or miles to book my travel or experiences	50%	30%	72%	70%	28%	64%	51%	48%	32%	55%
Try to book consistently with one brand or credit card to maximize loyalty benefits	39%	28%	67%	48%	26%	66%	34%	28%	23%	38%
Travel with a reusable water bottle to reduce plastic waste	35%	22%	49%	36%	19%	69%	24%	34%	29%	42%
Book my hotel based on access to unique local experiences	35%	19%	57%	43%	23%	58%	31%	30%	21%	38%
Keep a detailed list of all my confirmation numbers	34%	26%	67%	26%	18%	78%	28%	22%	18%	32%
If given the option, hang up my towels to be reused vs. request daily towel service to conserve water	32%	24%	29%	24%	26%	73%	25%	31%	28%	31%
Book my trip entirely online	24%	15%	35%	14%	22%	51%	27%	17%	17%	26%





TOPLINE & METHODOLOGY

Q3. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] How often, if ever, do you do the following when traveling? (Continued)

1. Book my trip entirely online

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	29%	26%	23%	36%	37%	12%	26%	29%	39%	29%
Often	47%	59%	43%	51%	41%	37%	46%	54%	45%	45%
Rarely	17%	14%	21%	11%	17%	33%	20%	14%	14%	15%
Never	7%	1%	14%	3%	5%	18%	7%	3%	2%	11%
Top2Box (Always or often)	76%	85%	66%	86%	78%	49%	73%	83%	84%	74%
Low2Box (Rarely or never)	24%	15%	35%	14%	22%	51%	27%	17%	17%	26%

2. Book my restaurant reservations before my hotel reservations

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	14%	19%	5%	7%	29%	4%	11%	11%	28%	7%
Often	28%	54%	18%	17%	36%	17%	28%	31%	32%	18%
Rarely	32%	24%	29%	32%	27%	44%	40%	36%	29%	31%
Never	26%	3%	49%	45%	8%	35%	21%	22%	11%	45%
Top2Box (Always or often)	42%	73%	22%	24%	65%	21%	39%	42%	60%	24%
Low2Box (Rarely or never)	58%	27%	78%	77%	35%	79%	61%	58%	41%	76%

3. Keep a detailed list of all my confirmation numbers

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	24%	20%	7%	29%	40%	3%	24%	25%	37%	30%
Often	42%	55%	26%	45%	42%	19%	48%	53%	45%	38%
Rarely	22%	24%	33%	17%	15%	41%	21%	18%	15%	19%
Never	12%	2%	34%	9%	3%	37%	7%	4%	3%	12%
Top2Box (Always or often)	66%	74%	33%	74%	82%	22%	72%	78%	83%	68%
Low2Box (Rarely or never)	34%	26%	67%	26%	18%	78%	28%	22%	18%	32%

4. Try to book consistently with one brand or credit card to maximize loyalty benefits

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	19%	17%	7%	14%	31%	6%	18%	19%	31%	21%
Often	42%	55%	26%	38%	43%	27%	47%	53%	47%	41%
Rarely	25%	25%	32%	26%	21%	37%	25%	22%	19%	22%
Never	14%	3%	35%	21%	5%	30%	10%	6%	4%	16%
Top2Box (Always or often)	61%	73%	33%	52%	74%	34%	66%	72%	77%	62%
Low2Box (Rarely or never)	39%	28%	67%	48%	26%	66%	34%	28%	23%	38%





TOPLINE & METHODOLOGY

Q3. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] How often, if ever, do you do the following when traveling? (Continued)

5. Use points or miles to book my travel or experiences

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	15%	18%	5%	8%	29%	8%	13%	12%	27%	12%
Often	36%	52%	23%	22%	44%	28%	36%	40%	41%	33%
Rarely	29%	27%	29%	33%	20%	37%	31%	33%	25%	29%
Never	20%	3%	44%	37%	7%	27%	20%	16%	7%	25%
Top2Box (Always or often)	50%	70%	28%	30%	73%	36%	49%	52%	68%	45%
Low2Box (Rarely or never)	50%	30%	72%	70%	28%	64%	51%	48%	32%	55%

6. Consider my carbon footprint when booking travel

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	14%	19%	7%	11%	28%	2%	15%	9%	23%	9%
Often	32%	47%	23%	28%	39%	9%	33%	35%	42%	29%
Rarely	33%	29%	35%	39%	25%	39%	36%	39%	28%	30%
Never	21%	6%	35%	23%	8%	50%	17%	16%	8%	32%
Top2Box (Always or often)	46%	66%	30%	38%	67%	12%	47%	45%	65%	38%
Low2Box (Rarely or never)	54%	34%	70%	62%	33%	89%	53%	55%	35%	62%

7. Consider my carbon footprint while making dietary decisions

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	13%	20%	7%	9%	27%	2%	13%	9%	20%	8%
Often	31%	47%	25%	25%	39%	9%	35%	31%	43%	24%
Rarely	34%	28%	33%	36%	27%	38%	35%	43%	29%	35%
Never	22%	5%	34%	30%	8%	51%	17%	17%	8%	33%
Top2Box (Always or often)	44%	67%	32%	34%	66%	11%	48%	40%	63%	32%
Low2Box (Rarely or never)	56%	34%	68%	66%	34%	89%	52%	60%	37%	68%

8. Book my hotel based on access to unique local experiences

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	18%	22%	9%	12%	33%	6%	20%	15%	31%	15%
Often	47%	59%	34%	45%	44%	37%	50%	56%	48%	47%
Rarely	26%	18%	35%	31%	19%	39%	23%	25%	18%	24%
Never	9%	1%	22%	12%	4%	19%	7%	5%	3%	14%
Top2Box (Always or often)	65%	81%	43%	57%	77%	42%	69%	70%	79%	62%
Low2Box (Rarely or never)	35%	19%	57%	43%	23%	58%	31%	30%	21%	38%





TOPLINE & METHODOLOGY

Q3. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] How often, if ever, do you do the following when traveling? (Continued)

9. If given the option, hang up my towels to be reused vs. request daily towel service to conserve water

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	25%	20%	34%	35%	32%	5%	25%	19%	25%	29%
Often	43%	55%	37%	42%	42%	22%	50%	50%	47%	40%
Rarely	21%	21%	18%	14%	18%	39%	18%	24%	22%	17%
Never	11%	3%	11%	10%	8%	34%	7%	7%	6%	14%
Top2Box (Always or often)	68%	76%	71%	76%	74%	27%	75%	69%	72%	69%
Low2Box (Rarely or never)	32%	24%	29%	24%	26%	73%	25%	31%	28%	31%

10. Travel with a reusable water bottle to reduce plastic waste

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	25%	26%	21%	27%	39%	6%	33%	21%	29%	24%
Often	39%	52%	30%	37%	42%	25%	43%	45%	42%	35%
Rarely	22%	19%	25%	20%	15%	38%	17%	25%	22%	22%
Never	13%	3%	24%	15%	4%	32%	7%	9%	7%	20%
Top2Box (Always or often)	65%	78%	51%	64%	81%	31%	76%	66%	71%	58%
Low2Box (Rarely or never)	35%	22%	49%	36%	19%	69%	24%	34%	29%	42%

11. Find ways to combine business and leisure trips to maximize travel occasions

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Always	14%	18%	6%	9%	27%	3%	16%	12%	28%	9%
Often	31%	50%	20%	17%	41%	15%	36%	33%	43%	21%
Rarely	24%	26%	24%	19%	20%	30%	25%	26%	21%	23%
Never	31%	7%	50%	55%	13%	52%	24%	29%	9%	47%
Top2Box (Always or often)	45%	68%	26%	26%	67%	18%	52%	45%	70%	30%
Low2Box (Rarely or never)	55%	32%	74%	74%	33%	82%	48%	55%	30%	70%



TOPLINE & METHODOLOGY

Q4. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] To what extent do you agree or disagree with the following statements about travel?

Summary of Agree

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Travel is an opportunity to take a break from everyday life	90%	89%	88%	94%	90%	83%	93%	94%	90%	89%
I seek out local and regional cuisine when traveling	86%	92%	88%	84%	88%	74%	89%	89%	87%	81%
I like having a good restaurant at my hotel	82%	88%	73%	78%	88%	71%	87%	80%	90%	79%
I appreciate when grab-and-go markets at hotels offer healthy options while traveling	78%	89%	67%	65%	88%	67%	86%	82%	85%	75%
I prefer the use of bulk shampoos or conditioners to reduce plastic waste	71%	76%	61%	70%	82%	48%	72%	79%	81%	70%
I enjoy local, unique hotel bars	69%	85%	59%	73%	81%	27%	73%	74%	76%	62%
I seek out ways to give back to the local community I'm traveling to	66%	82%	52%	56%	86%	32%	79%	67%	86%	51%
I would be more likely to consider owning/renting an electric vehicle if there were more EV chargers available	66%	88%	48%	58%	83%	31%	72%	71%	84%	54%
Environmental change feels overwhelming to me	66%	66%	59%	55%	84%	47%	81%	69%	78%	49%
I plan to spend more on travel in 2024 than I did in 2023	65%	85%	40%	56%	81%	39%	67%	73%	83%	56%
I am reducing spending on other areas of my life so that I can prioritize travel in the next 12 months	64%	74%	48%	52%	82%	34%	71%	74%	82%	51%
I appreciate the importance of quality ice in a cocktail	62%	78%	50%	49%	81%	19%	74%	66%	81%	56%
QR codes have improved the dining experience	62%	90%	32%	42%	85%	24%	73%	74%	84%	43%
I order take-out, regularly, while traveling	53%	60%	26%	37%	80%	25%	53%	54%	78%	55%

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GAME CHANGERS





TOPLINE & METHODOLOGY

Q4. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] To what extent do you agree or disagree with the following statements about travel?
(Continued)

Summary of disagree.

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
I order take-out, regularly, while traveling	48%	40%	74%	63%	20%	75%	47%	46%	22%	45%
QR codes have improved the dining experience	38%	10%	68%	59%	15%	76%	27%	26%	17%	57%
I appreciate the importance of quality ice in a cocktail	38%	22%	50%	51%	19%	81%	27%	34%	19%	44%
I am reducing spending on other areas of my life so that I can prioritize travel in the next 12 months	36%	26%	52%	48%	18%	66%	29%	26%	18%	49%
I plan to spend more on travel in 2024 than I did in 2023	35%	15%	60%	44%	19%	61%	33%	28%	17%	44%
Environmental change feels overwhelming to me	34%	34%	41%	45%	16%	53%	19%	31%	22%	51%
I would be more likely to consider owning/renting an electric vehicle if there were more EV chargers available	34%	12%	52%	42%	17%	69%	28%	29%	16%	46%
I seek out ways to give back to the local community I'm traveling to	34%	18%	48%	44%	14%	68%	21%	34%	14%	49%
I enjoy local, unique hotel bars	32%	15%	41%	27%	19%	73%	27%	26%	24%	39%
I prefer the use of bulk shampoos or conditioners to reduce plastic waste	29%	24%	40%	30%	18%	52%	28%	21%	19%	30%
I appreciate when grab-and-go markets at hotels offer healthy options while traveling	22%	11%	33%	35%	12%	33%	14%	18%	15%	25%
I like having a good restaurant at my hotel	18%	12%	27%	22%	12%	29%	13%	21%	11%	21%
I seek out local and regional cuisine when traveling	14%	8%	13%	16%	12%	26%	11%	11%	13%	19%
Travel is an opportunity to take a break from everyday life	10%	11%	12%	6%	10%	17%	7%	6%	10%	11%

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GAME CHANGERS





TOPLINE & METHODOLOGY

Q4. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] To what extent do you agree or disagree with the following statements about travel?

1. I prefer the use of bulk shampoos or conditioners to reduce plastic waste

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	25%	26%	21%	25%	38%	8%	29%	21%	32%	22%
Somewhat agree	46%	50%	39%	45%	44%	40%	43%	58%	49%	48%
Somewhat disagree	21%	18%	25%	22%	14%	36%	20%	18%	16%	22%
Strongly disagree	8%	6%	14%	8%	3%	16%	8%	3%	3%	9%
Top2Box (Agree)	71%	76%	61%	70%	82%	48%	72%	79%	81%	70%
Low2Box (Disagree)	29%	24%	40%	30%	18%	52%	28%	21%	19%	30%

2. I seek out ways to give back to the local community I'm traveling to

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	20%	23%	11%	12%	37%	3%	28%	14%	34%	13%
Somewhat agree	46%	58%	41%	43%	49%	28%	51%	52%	52%	38%
Somewhat disagree	25%	16%	33%	33%	12%	48%	17%	29%	11%	33%
Strongly disagree	9%	2%	15%	12%	3%	20%	4%	5%	3%	16%
Top2Box (Agree)	66%	82%	52%	56%	86%	32%	79%	67%	86%	51%
Low2Box (Disagree)	34%	18%	48%	44%	14%	68%	21%	34%	14%	49%

3. I would be more likely to consider owning/renting an electric vehicle if there were more EV chargers available

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	23%	30%	15%	18%	41%	4%	30%	18%	33%	18%
Somewhat agree	43%	58%	33%	40%	42%	27%	42%	53%	51%	36%
Somewhat disagree	20%	11%	23%	22%	12%	43%	20%	21%	12%	21%
Strongly disagree	14%	1%	29%	20%	5%	27%	8%	8%	4%	25%
Top2Box (Agree)	66%	88%	48%	58%	83%	31%	72%	71%	84%	54%
Low2Box (Disagree)	34%	12%	52%	42%	17%	69%	28%	29%	16%	46%

4. Environmental change feels overwhelming to me

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	22%	21%	13%	14%	41%	9%	39%	15%	31%	12%
Somewhat agree	44%	46%	46%	41%	43%	38%	42%	54%	47%	37%
Somewhat disagree	26%	26%	30%	31%	13%	41%	15%	27%	18%	32%
Strongly disagree	9%	8%	11%	13%	4%	12%	5%	4%	4%	19%
Top2Box (Agree)	66%	66%	59%	55%	84%	47%	81%	69%	78%	49%
Low2Box (Disagree)	34%	34%	41%	45%	16%	53%	19%	31%	22%	51%





TOPLINE & METHODOLOGY

Q4. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] To what extent do you agree or disagree with the following statements about travel?
(Continued)

5. I am reducing spending on other areas of my life so that I can prioritize travel in the next 12 months

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	20%	24%	11%	16%	37%	4%	24%	17%	32%	13%
Somewhat agree	44%	50%	37%	36%	45%	30%	47%	57%	50%	38%
Somewhat disagree	25%	22%	31%	31%	14%	44%	20%	23%	16%	29%
Strongly disagree	11%	4%	21%	17%	4%	22%	9%	3%	2%	20%
Top2Box (Agree)	64%	74%	48%	52%	82%	34%	71%	74%	82%	51%
Low2Box (Disagree)	36%	26%	52%	48%	18%	66%	29%	26%	18%	49%

6. I plan to spend more on travel in 2024 than I did in 2023

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	23%	31%	11%	19%	38%	6%	22%	18%	37%	17%
Somewhat agree	43%	54%	29%	37%	43%	33%	45%	55%	46%	40%
Somewhat disagree	24%	13%	33%	28%	14%	41%	23%	24%	13%	26%
Strongly disagree	11%	2%	28%	16%	5%	20%	10%	4%	4%	18%
Top2Box (Agree)	65%	85%	40%	56%	81%	39%	67%	73%	83%	56%
Low2Box (Disagree)	35%	15%	60%	44%	19%	61%	33%	28%	17%	44%

7. I enjoy local, unique hotel bars

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	24%	31%	15%	23%	39%	4%	28%	16%	31%	21%
Somewhat agree	45%	53%	45%	49%	42%	23%	45%	58%	45%	41%
Somewhat disagree	20%	14%	25%	17%	14%	42%	16%	21%	15%	21%
Strongly disagree	11%	2%	16%	10%	6%	32%	10%	5%	9%	17%
Top2Box (Agree)	69%	85%	59%	73%	81%	27%	73%	74%	76%	62%
Low2Box (Disagree)	32%	15%	41%	27%	19%	73%	27%	26%	24%	39%

8. I like having a good restaurant at my hotel

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	32%	32%	21%	27%	49%	16%	43%	21%	43%	29%
Somewhat agree	50%	56%	52%	51%	40%	55%	44%	58%	47%	50%
Somewhat disagree	14%	10%	18%	18%	9%	22%	11%	18%	9%	15%
Strongly disagree	4%	2%	10%	4%	3%	7%	3%	2%	2%	6%
Top2Box (Agree)	82%	88%	73%	78%	88%	71%	87%	80%	90%	79%
Low2Box (Disagree)	18%	12%	27%	22%	12%	29%	13%	21%	11%	21%





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Q4. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] To what extent do you agree or disagree with the following statements about travel?
(Continued)

9. I seek out local and regional cuisine when traveling

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	35%	43%	38%	35%	39%	17%	42%	28%	40%	30%
Somewhat agree	51%	50%	50%	49%	49%	57%	47%	61%	47%	51%
Somewhat disagree	11%	7%	9%	12%	9%	21%	8%	10%	10%	13%
Strongly disagree	3%	1%	4%	5%	3%	5%	3%	1%	2%	6%
Top2Box (Agree)	86%	92%	88%	84%	88%	74%	89%	89%	87%	81%
Low2Box (Disagree)	14%	8%	13%	16%	12%	26%	11%	11%	13%	19%

10. I appreciate the importance of quality ice in a cocktail

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	21%	23%	15%	16%	36%	3%	27%	14%	31%	19%
Somewhat agree	42%	55%	35%	33%	45%	17%	47%	53%	50%	36%
Somewhat disagree	24%	19%	30%	28%	12%	42%	19%	27%	15%	25%
Strongly disagree	14%	3%	20%	23%	7%	39%	8%	7%	4%	20%
Top2Box (Agree)	62%	78%	50%	49%	81%	19%	74%	66%	81%	56%
Low2Box (Disagree)	38%	22%	50%	51%	19%	81%	27%	34%	19%	44%

11. I order take-out, regularly, while traveling

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	17%	20%	7%	9%	34%	3%	15%	12%	30%	17%
Somewhat agree	36%	39%	19%	28%	46%	23%	38%	42%	48%	37%
Somewhat disagree	32%	31%	35%	35%	16%	49%	32%	39%	18%	31%
Strongly disagree	16%	9%	39%	28%	4%	26%	15%	7%	4%	15%
Top2Box (Agree)	53%	60%	26%	37%	80%	25%	53%	54%	78%	55%
Low2Box (Disagree)	48%	40%	74%	63%	20%	75%	47%	46%	22%	45%

12. I appreciate when grab-and-go markets at hotels offer healthy options while traveling

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	26%	30%	17%	17%	41%	14%	37%	17%	37%	24%
Somewhat agree	52%	59%	50%	48%	46%	53%	48%	65%	49%	50%
Somewhat disagree	16%	10%	20%	25%	10%	25%	12%	16%	13%	18%
Strongly disagree	5%	1%	13%	10%	3%	8%	3%	2%	2%	8%
Top2Box (Agree)	78%	89%	67%	65%	88%	67%	86%	82%	85%	75%
Low2Box (Disagree)	22%	11%	33%	35%	12%	33%	14%	18%	15%	25%





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Q4. [Base: Does not say they never travel (S1_1-3 NE 5 for all)] To what extent do you agree or disagree with the following statements about travel?
(Continued)

13. QR codes have improved the dining experience

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	22%	36%	8%	12%	44%	3%	26%	17%	33%	12%
Somewhat agree	40%	54%	24%	30%	41%	21%	47%	57%	50%	31%
Somewhat disagree	24%	9%	37%	35%	11%	44%	20%	21%	13%	32%
Strongly disagree	14%	1%	31%	24%	4%	31%	7%	5%	3%	26%
Top2Box (Agree)	62%	90%	32%	42%	85%	24%	73%	74%	84%	43%
Low2Box (Disagree)	38%	10%	68%	59%	15%	76%	27%	26%	17%	57%

14. Travel is an opportunity to take a break from everyday life

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Strongly agree	47%	39%	46%	48%	51%	31%	57%	44%	51%	52%
Somewhat agree	43%	50%	42%	45%	38%	52%	36%	50%	39%	37%
Somewhat disagree	8%	9%	8%	5%	9%	14%	5%	6%	8%	8%
Strongly disagree	2%	2%	4%	1%	2%	4%	2%	1%	1%	3%
Top2Box (Agree)	90%	89%	88%	94%	90%	83%	93%	94%	90%	89%
Low2Box (Disagree)	10%	11%	12%	6%	10%	17%	7%	6%	10%	11%

Q5. When you're traveling, what actions, if any, do you take to ensure you have a restful night's sleep?

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
Listen to music/podcast	33%	36%	23%	31%	51%	12%	44%	31%	35%	31%
Choose a trusted hotel brand with consistent mattress quality	27%	37%	14%	23%	41%	6%	25%	31%	38%	27%
Use earplugs/headphones	25%	39%	21%	27%	38%	9%	12%	23%	28%	24%
Regulate nutrition and/or mealtimes	23%	29%	17%	15%	35%	13%	25%	19%	32%	18%
Avoid caffeine	22%	25%	12%	22%	27%	18%	22%	26%	28%	18%
Avoid alcohol	21%	23%	16%	16%	33%	7%	27%	20%	33%	15%
Choose a room away from the elevator or on a high floor	20%	25%	17%	17%	27%	4%	18%	25%	29%	19%
Drink calming teas	19%	21%	11%	13%	31%	4%	17%	22%	33%	12%
Travel with a preferred pillow	18%	23%	20%	11%	27%	4%	17%	12%	27%	20%
Regulate my workout routine	16%	24%	7%	8%	30%	2%	11%	15%	29%	15%
Travel with a face mask	15%	19%	7%	12%	30%	5%	10%	18%	23%	12%
Meditate	15%	18%	9%	9%	31%	4%	15%	12%	24%	12%
Travel with a noise machine	9%	26%	2%	5%	15%	1%	2%	6%	13%	7%
Other	1%	0%	1%	2%	1%	2%	1%	1%	0%	3%
None of the above	16%	2%	26%	23%	4%	41%	15%	14%	3%	16%
I never travel	3%	0%	4%	2%	1%	11%	1%	1%	1%	6%





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Q6. Thinking about your travel for work in the next year, do you plan to do any of the following?

Summary of yes, definitely/yes, probably

	Global (N=3,932)	CH (N=659)	GER (N=252)	GB (N=303)	IND (N=659)	JP (N=244)	MX (N=438)	SG (N=403)	UAE (N=676)	US (N=298)
Discover local culture, cuisine, brands, and products when I travel for business	84%	92%	70%	68%	87%	60%	83%	86%	89%	76%
Attend a work conference, meeting, or gathering	82%	91%	68%	75%	86%	52%	77%	82%	87%	73%
Extend a business trip to enjoy leisure time before or after your work commitments	77%	87%	56%	61%	83%	47%	75%	77%	86%	67%
Travel to work remotely from a desirable location	75%	82%	61%	64%	82%	42%	71%	76%	84%	59%
Travel less for business but maximize the business trips I take	74%	83%	44%	58%	80%	57%	74%	78%	81%	64%
Bring friends and/or family with me on a business trip	67%	68%	46%	54%	80%	34%	59%	65%	80%	61%

1. Extend a business trip to enjoy leisure time before or after your work commitments

	Global (N=3,932)	CH (N=659)	GER (N=252)	GB (N=303)	IND (N=659)	JP (N=244)	MX (N=438)	SG (N=403)	UAE (N=676)	US (N=298)
Yes, definitely	28%	28%	17%	22%	35%	8%	31%	23%	35%	23%
Yes, probably	49%	59%	39%	39%	47%	40%	45%	54%	50%	44%
No	17%	10%	31%	29%	14%	41%	18%	17%	10%	23%
Does not apply to me	6%	3%	12%	10%	3%	12%	7%	7%	5%	10%
Top2Box (YES)	77%	87%	56%	61%	83%	47%	75%	77%	86%	67%

2. Travel less for business but maximize the business trips I take

	Global (N=3,932)	CH (N=659)	GER (N=252)	GB (N=303)	IND (N=659)	JP (N=244)	MX (N=438)	SG (N=403)	UAE (N=676)	US (N=298)
Yes, definitely	23%	20%	11%	19%	33%	10%	25%	20%	28%	18%
Yes, probably	51%	63%	33%	39%	47%	48%	48%	57%	53%	46%
No	18%	14%	36%	26%	14%	30%	18%	16%	15%	25%
Does not apply to me	8%	3%	20%	16%	6%	13%	9%	6%	4%	12%
Top2Box (YES)	74%	83%	44%	58%	80%	57%	74%	78%	81%	64%

3. Travel to work remotely from a desirable location

	Global (N=3,932)	CH (N=659)	GER (N=252)	GB (N=303)	IND (N=659)	JP (N=244)	MX (N=438)	SG (N=403)	UAE (N=676)	US (N=298)
Yes, definitely	25%	25%	19%	19%	33%	10%	23%	19%	31%	16%
Yes, probably	50%	57%	42%	45%	48%	32%	48%	57%	53%	43%
No	17%	14%	23%	22%	14%	47%	17%	18%	11%	29%
Does not apply to me	8%	5%	16%	15%	5%	11%	12%	6%	5%	13%
Top2Box (YES)	75%	82%	61%	64%	82%	42%	71%	76%	84%	59%





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Q6. Thinking about your travel for work in the next year, do you plan to do any of the following? (Continued)

4. Discover local culture, cuisine, brands, and products when I travel for business

	Global (N=3,932)	CH (N=659)	GER (N=252)	GB (N=303)	IND (N=659)	JP (N=244)	MX (N=438)	SG (N=403)	UAE (N=676)	US (N=298)
Yes, definitely	34%	41%	33%	24%	39%	13%	36%	28%	37%	28%
Yes, probably	50%	51%	37%	45%	49%	46%	47%	58%	52%	48%
No	11%	6%	18%	19%	9%	28%	11%	10%	8%	15%
Does not apply to me	5%	2%	12%	12%	4%	12%	6%	4%	2%	9%
Top2Box (YES)	84%	92%	70%	68%	87%	60%	83%	86%	89%	76%

5. Bring friends and/or family with me on a business trip

	Global (N=3,932)	CH (N=659)	GER (N=252)	GB (N=303)	IND (N=659)	JP (N=244)	MX (N=438)	SG (N=403)	UAE (N=676)	US (N=298)
Yes, definitely	24%	19%	12%	17%	37%	10%	18%	19%	33%	19%
Yes, probably	43%	49%	35%	38%	43%	24%	41%	46%	47%	42%
No	26%	27%	38%	31%	16%	53%	33%	28%	16%	28%
Does not apply to me	7%	5%	16%	15%	4%	14%	8%	7%	4%	11%
Top2Box (YES)	67%	68%	46%	54%	80%	34%	59%	65%	80%	61%

6. Attend a work conference, meeting, or gathering

	Global (N=3,932)	CH (N=659)	GER (N=252)	GB (N=303)	IND (N=659)	JP (N=244)	MX (N=438)	SG (N=403)	UAE (N=676)	US (N=298)
Yes, definitely	29%	27%	24%	26%	39%	9%	28%	18%	35%	27%
Yes, probably	53%	63%	44%	50%	46%	43%	50%	63%	52%	47%
No	13%	7%	22%	12%	10%	37%	15%	13%	11%	16%
Does not apply to me	6%	2%	11%	12%	5%	12%	7%	6%	3%	10%
Top2Box (YES)	82%	91%	68%	75%	86%	52%	77%	82%	87%	73%

Q7. When thinking about your travel plans for the next year, which of the following will you prioritize when budgeting?

	Global (N=7,202)	CH (N=918)	GER (N=698)	GB (N=827)	IND (N=817)	JP (N=870)	MX (N=703)	SG (N=812)	UAE (N=894)	US (N=663)
Restaurants or culinary experiences	49%	53%	40%	43%	53%	41%	50%	52%	51%	50%
Exploring and adventure experiences	47%	47%	44%	43%	52%	17%	57%	49%	56%	47%
Wellness-focused experience	33%	41%	31%	17%	44%	38%	33%	29%	39%	21%
Indulgence or pampering	33%	37%	45%	20%	33%	30%	32%	40%	37%	25%
Design or cultural events	29%	45%	14%	21%	44%	14%	25%	23%	39%	20%
Live music events/experiences	28%	38%	18%	24%	42%	14%	24%	22%	33%	28%
Sporting events	22%	23%	13%	16%	37%	10%	20%	12%	34%	19%
Other	1%	0%	2%	3%	1%	1%	1%	1%	1%	3%
None of the above	9%	2%	13%	19%	4%	19%	5%	8%	2%	15%

Q8. Which of the following comes closest to your opinion even if neither is exactly right?

Pair - A

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
I prefer a resort vacation	60%	74%	55%	53%	59%	75%	54%	53%	59%	58%
I prefer a city vacation	40%	26%	45%	47%	41%	25%	46%	47%	42%	42%





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Q8. Which of the following comes closest to your opinion even if neither is exactly right? (Continued)

Pair - B

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
When booking travel, I am loyal to select brands to maximize my points or rewards	31%	33%	19%	21%	39%	40%	26%	30%	39%	32%
When booking travel, I select brands based on convenience and/or location	69%	67%	81%	80%	61%	60%	74%	70%	61%	68%

Q8. Which of the following comes closest to your opinion even if neither is exactly right?

Pair - C

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
The 'human' factor of hospitality makes the travel experience	57%	56%	75%	58%	45%	51%	67%	53%	49%	57%
Technology helps me reduce the stress of travel	43%	44%	25%	42%	55%	49%	34%	47%	52%	43%

Q8. Which of the following comes closest to your opinion even if neither is exactly right?

Pair - D

	Global (N=10,755)	CH (N=1,136)	GER (N=1,135)	GB (N=1,155)	IND (N=1,084)	JP (N=1,769)	MX (N=1,101)	SG (N=1,150)	UAE (N=1,157)	US (N=1,068)
I prefer to travel domestically	52%	70%	40%	36%	53%	87%	84%	13%	21%	69%
I prefer to travel abroad	49%	30%	60%	64%	47%	13%	17%	87%	79%	31%





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About the Study

These are the findings of an Ipsos poll conducted between June 23- July 7, 2023. For this survey, a sample of 11,833 adults age 18+ from the regions mainly China, Germany, Great Britain, India, Japan, Mexico, Singapore, United Arab Emirates, and US was interviewed online in Simplified Chinese, German, Japanese, Chinese & English, Chinese & English, Arabic, and English respectively.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.1 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=11,833, DEFF=1.5, adjusted Confidence Interval=+/- 3.0 percentage points).

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

