

TRAVEL AND HOSPITALITY

## 60pc of tourists cite sustainability as top travel priority: report

January 24, 2023



*Tourists are particularly eager to head overseas, says the report put out by the World Travel and Tourism Council and Trip.com Group. Image credit: World Travel and Tourism Council*

By MARYBETH CONNAUGHTON

The vast majority of travelers report sustainability as high if not chief among their travel criteria, according to a recent joint report by the World Travel and Tourism Council and the Trip.com Group.

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The report, titled "A world in motion: shifting consumer travel trends in 2022 and beyond," analyzes the patterns that dominated the travel and tourism industries in 2022. It considers the same data when looking ahead to 2023.

"The demand for travel is now stronger than ever," said Julia Simpson, president and CEO of World Travel and Tourism Council in a statement.

"Our report shows that this year we will see a significant bounce back. 2023 is set to be a very strong year for travel and tourism. Sustainability is top of traveler's agenda, and consumers highlight the value they put on protecting nature and traveling responsibly."

### Return trip

Based in London, the World Travel and Tourism Council (WTTC) represents these industries in the private sector at a global level.

Trip.com Group is a leading global travel service provider, made up of several platforms including Trip.com and Skyscanner. It assists consumers in making enlightened and cost-effective travel bookings.

Deloitte financial advisory services works with nearly all of the world's Fortune Global 500 companies. It provided this report with supplementary data.

Having been denied the privilege for more than two years, travelers in 2022 were clearly eager to get back out into the world, the report revealed. International overnight arrivals increased by 109 percent from the previous year.

Money, it seemed, was no object. Eighty-six percent of consumers in 2022, particularly those in the U.S., expected to spend as much or more on overseas travel than they did in 2019. This year, despite the threat of inflation or concerns

over cost of living, nearly one third of travelers say they will spend still more on international travel than they did in 2022.

When choosing accommodations and other aspects of their trips such as transportation and activities, more consumers are considering the impact it all will have on the environment.

Nearly 60 percent of those surveyed reported having practiced sustainable travel habits in recent years, while 75 percent reported that they planned to do so when next given the opportunity.

Of the high-income earners surveyed, nearly 75 percent were willing to pay extra money to ensure their travel plans adhered to sustainability measures.



*Increasingly, travelers are considering their impact on the environment when forming their itinerary. Image credit: World Travel and Tourism Council*

#### Clear skies

This enthusiasm for travel, in the wake of a pandemic and despite a looming recession, has been noted in a number of recent studies.

According to market research firm Altiant, during 2022, wealthy consumers engaged in what has been dubbed "revenge travel"-- spending money on adventures to make up for the time lost to Covid lockdown ([see story](#)).

Altiant's study found that both American and European travelers were most interested in beach holidays, followed by city breaks. The study from [WTTC](#) and the [Trip.com Group](#) present similar findings, stating that travel packages for sunny destinations increased by 75 percent between 2021 and 2022.

Members across the travel and tourism industries continue to report positively.

"Travel is rebounding from the pandemic while innovating and meeting the demands of more modern alternative travel-types, sustainable travel, luxury travel, and much more," said Scott Rosenberger, leader of global transportation, hospitality, and services sector at Deloitte.

"Even the rise in inflation-driven financial concerns is not slowing the pace; incredibly travel is being prioritized and flexible/remote work arrangements are creating new opportunities. We are actively engaging with our clients as they embrace these new trends and create memorable experiences for consumers."