

# Sustainable Travel 2024

[Booking.com](https://www.booking.com)



# Latest Booking.com Sustainable Travel Data Reveals Ongoing Challenges for Consumers & Highlights a Heightened Opportunity for Cross-Industry Collaboration

Booking.com's Sustainable Travel Report, now in its ninth year, shares insights from extensive research, gathering insights from over **31,000 travelers** across **34 countries** and territories, to provide a timely picture on traveler views, perceptions, habits and potential barriers when it comes to more sustainable travel.



**31,000+**

travelers



**34**

Countries  
And territories

## While this year's research reveals a continued sense of desire and awareness,

with **83%** of travelers confirming that sustainable travel is important to them new insights show a sense of weariness could be emerging globally, fueled by the ongoing challenges that travelers experience to make more sustainable travel choices.

**83%**



feel traveling more sustainably is important, but **not** a primary consideration when planning or booking a trip



of travelers even report they are tired of hearing about climate change all the time



With this in mind, the opportunity for collective action is more pertinent than ever, in order to ensure that progress toward a more sustainable travel industry remains a priority.

# Positive Intentions Behind Sustainable Travel



75% of global travelers say that they want to travel more sustainably over the **next 12 months**

**75%**



57% intend to **reduce energy consumption** on future trips

**57%**



54% intend to use more **sustainable modes of transport** when traveling in the future

**54%**



43% feel guilty when they make less **sustainable travel choices**

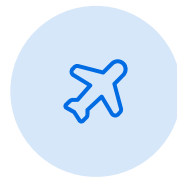
**43%**

# Positive Intentions Behind Sustainable Travel



**66%**

of travelers say they want to leave the places they visit better than when they arrived



**71%**

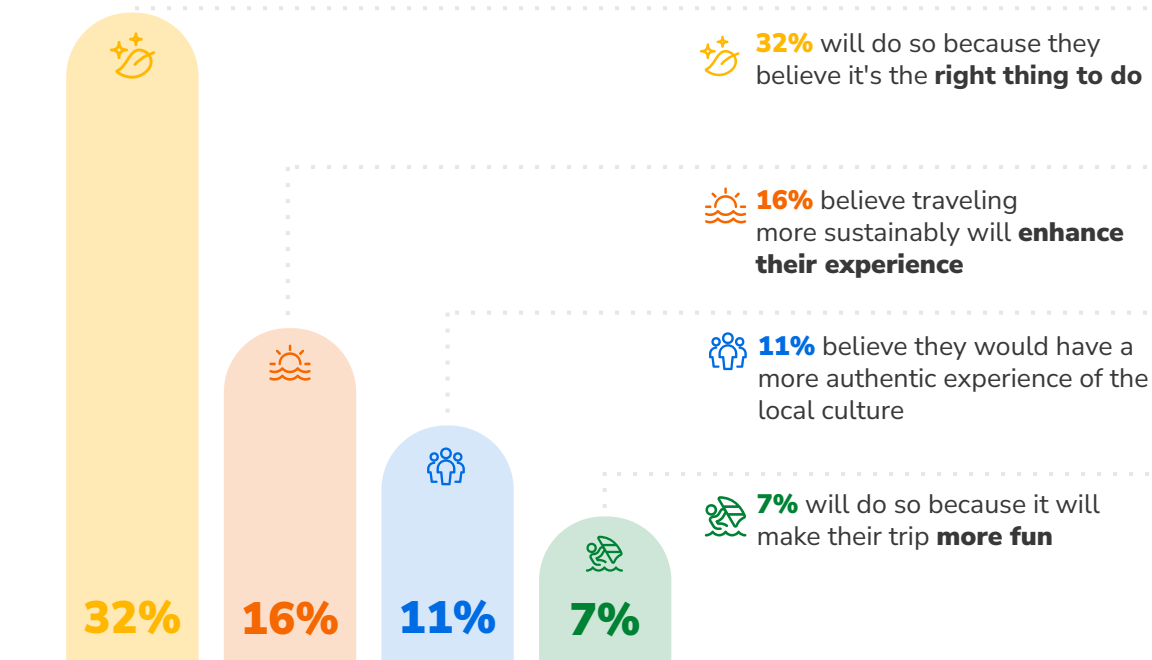
of travelers say they want to leave the places they visit better than when they arrived



# Motivations For Making More Sustainable Travel Choices



Of those who want to travel more sustainably:



## But, those positive intentions are meeting new challenges

A sense of disillusionment towards making more sustainable travel choices may be counteracting those intentions.

New areas of research reveal that some travelers don't recognize the importance of being more mindful of their impact



**33%**

feel that the damage already done is irreversible

**25%**

don't believe climate change is as severe as people make it out to be

**28%**

feel their time spent traveling is too precious to put sustainability at the top of their decision-making list

Not seeing sustainability in action is contributing to the sense of powerlessness; more than a third (**34%**) of travelers believe that being more sustainable in a destination that is not implementing sustainability practices itself feels pointless.

# Shared Responsibility

Travelers expectations for collaboration when it comes to sustainable travel:



**45%**

think they themselves have the potential to counteract the social impacts of travel



**44%**

think governments hold the most potential for countering the economic effects



**43%**

believe travel service providers hold the key to addressing environmental factors



**40%**

of travelers believe that governments are responsible for educating people on the impacts of travel and tourism





# Certifications

Coming across an accommodation labeled as more sustainable is more appealing to almost half of travelers

45%

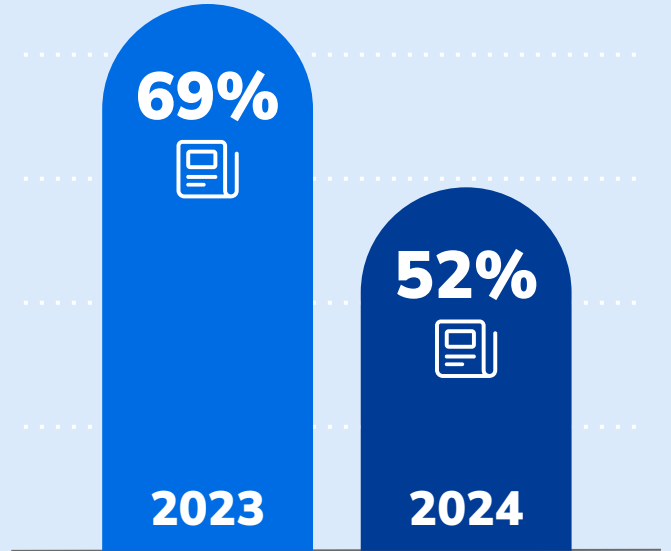


Consistency of certification standards is critical to identifying these options with 67% agreeing that all travel booking sites should use the same sustainable certifications or labels.

67%



However, interest in the why of certifications is faltering, **52%** of travelers who are interested to learn more about why the accommodation was given this label in 2024 compared with with **69%** this time last year who were interested to learn more about why a specific option on a travel site received a sustainable certification indicating a need for simple, clear communication that enables easy decision-making regardless of priorities.



Travelers who are interested to learn more about why the travel site received a sustainable certification

# Sustainable Silver Linings

Despite emerging frustrations, travelers who say they are making more mindful choices also feel that more sustainable travel experiences are actually adding value to their trips.



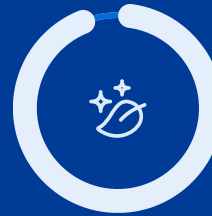
**96%**

who did tours or activities for authentic, local and cultural experiences



**93%**

who shopped at small, independent store



**93%**

who planned their trips so that they could walk, cycle, or take public transport



While many travelers have retained a sense of optimism and a desire to have a more positive impact, there is a critical opportunity for the industry to accelerate efforts to make those choices easier for everyone. It's important that we continue ensuring that more sustainable options are not only readily available, but also easy to trust and understand. That's where we believe further education, clear and consistent standards and credible third-party certification of legitimate sustainable practices across the travel experience can really help. While the signals of consumer frustration should be a concern, it's also a reminder to maintain our focus on the impactful work we know can make a difference not only for travelers, but for communities and destinations everywhere.

**Danielle D'Silva**, Head of Sustainability at Booking.com

# Methodology

Research commissioned by Booking.com and independently conducted among a sample of 31,550 respondents across 34 countries and territories (1,000 from USA, 1,000 from Canada, 1,000 from Mexico, 1,000 from Colombia, 1,000 from Brazil, 1,000 from Argentina, 1,000 from Australia, 500 from New Zealand, 1,000 from Spain, 1,000 from Italy, 1,000 from France, 500 from Switzerland, 1,000 from the UK, 1,000 from Ireland, 1,000 from Germany, 1,000 from the Netherlands, 1,000 from Belgium, 1,000 from Denmark, 1,000 from Sweden, 950 from Croatia, 500 from UAE, 1,000 from India, 1,000 from China, 800 from Hong Kong, 1,000 from Thailand, 1,000 from Singapore, 1,000 from Taiwan, 1,000 from Vietnam, 1,000 from Indonesia, 1,000 from Philippines, 1,000 from South Korea, 1,000 from Japan, 1,000 from South Africa and 300 from Kenya). In order to participate in this survey, respondents had to be 18 years of age or older, had to have traveled at least once in the past 12 months and must be planning to travel in 2024, and be either the primary decision maker or involved in the decision making of their travel. The survey was taken online and took place in February 2024.

