

Annual Tourism Conference ACTE 2023

Traveler Value Index 2023

Focusing on Sustainability & Inclusive Travel

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Powers global travel

for everyone, everywhere



For
25 years

We've been making
travelers' dreams come
true.



You're in good company



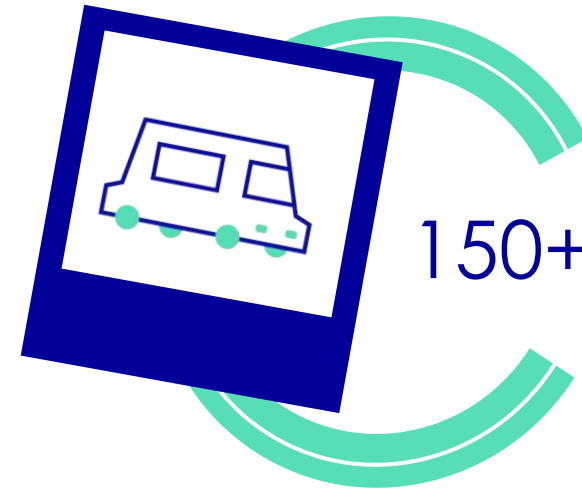
when you partner with Expedia Group



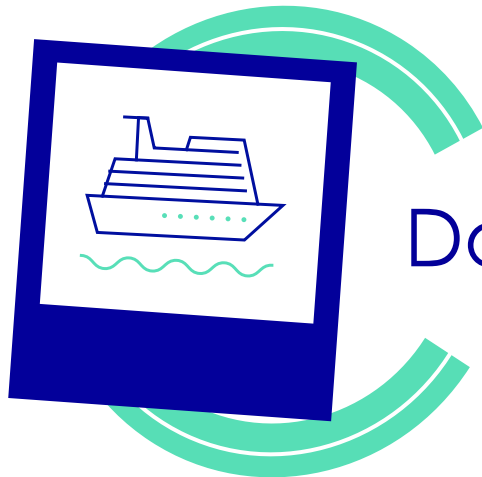
2.9 Million+
properties



500+
airlines



150+ car rental
companies



Dozens
of cruise lines



210,000+
activities



Global Travelers Trends

Traveler Value Index 2023

Expedia Group data

1 billion

trips in the last decade

100M+

unique monthly visitors

across
200+

travel websites around the world

Custom research

11,000

people

1,100

industry professionals

surveyed in

11

countries



Permanent Preferences



Temporary Trends



Fluctuating Factors



Consumers say...

Absence made the heart grow fonder

46%

say travel is more important to them now than pre-pandemic

43%

are upping their travel budget for 2023



Travel budget expectations

43%

of consumers say their travel budget will be larger than last year



58%

of professionals say consumers' travel budget will be larger than last year

Consumers say...

Self-care is non-negotiable

49%

travel for **mental & physical well-being**

49%

travel for **a change of scenery**

46%

travel to **make up for lost time with family & friends**



Consumers say...

Memorable experiences matter

43% travel for **new experiences**

22% want to **meet new people**

32% are likely to choose a trip that offers an **experience, tour, or activity**



Consumers say...

Spotlight on sustainability

90%

look for sustainable travel options

50%

are willing to pay more for sustainable travel options



What consumers want to see

- 1 Recommendations for **locally owned** businesses and restaurants
- 2 Transportation options with **lower environmental impact**
- 3 Information on how to best engage with **local cultures and communities**
- 4 **Environmentally-conscious lodging**/accommodations
- 5 Recommendations for destinations that support **indigenous cultures and heritages**



Consumers say...

Travelers vote with their values

70%

are more likely to choose inclusive travel options, even if at a higher cost

78%

have made a travel choice based on feeling represented by the company's ads or promos



Industry professionals say...

Pros acknowledge inclusive travel

60%

made changes in the last year to ensure services are
inclusive and accessible



A woman with blonde hair, wearing a black and white striped shirt, is looking out over a green, hilly landscape. The background is slightly blurred, suggesting a scenic view from a balcony or window.

**Sustainability terms were mentioned
twice as often in January 2022
compared to January 2021**



**1 in 5 will make
sustainability their top
investment priority
next year**

Measuring what consumers value when booking travel:

- Ability to get a full refund
- Atypical, low pricing
- Contactless experiences
- Environmentally friendly policies
- Enhanced cleaning and disinfection
- Flexible policies to change bookings
- Premium, first-class benefits and upgrades





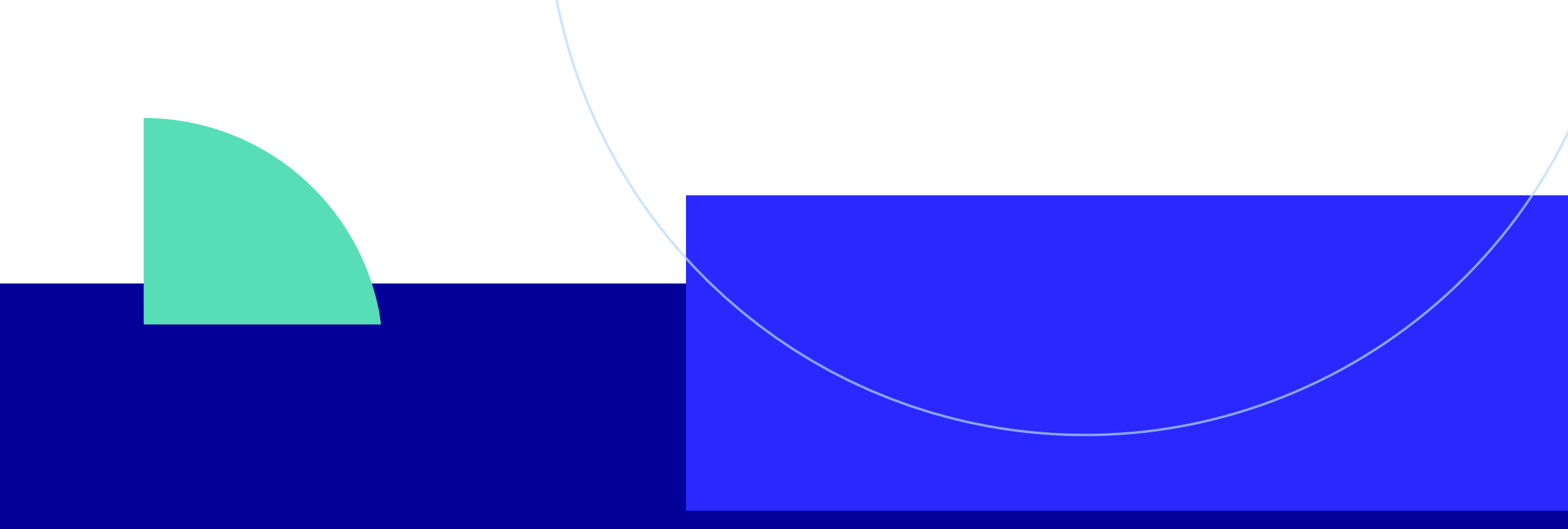
Increasing access for
underserved travelers



Democratizing the **travel
economy**



Innovating sustainable solutions
for the future of travel



Sustainability – Inclusive Travel

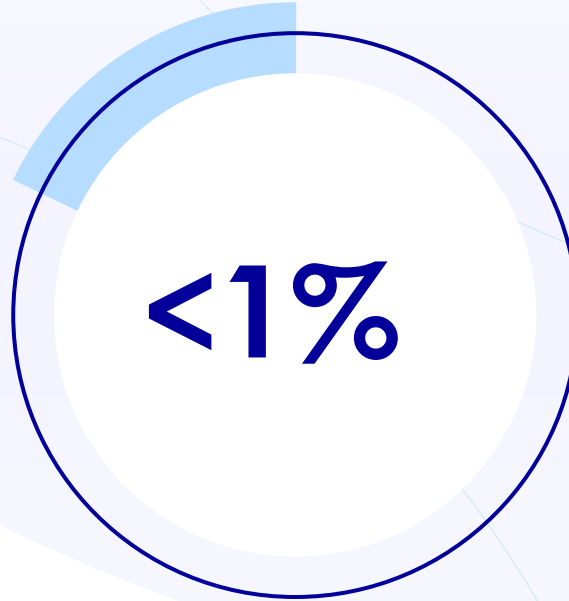
Expedia Group Traveler's Preference Quality Index



Total Properties in Cyprus 2574 (incl. CL & VR)



Accessibility



LGBTQ+ Friendly



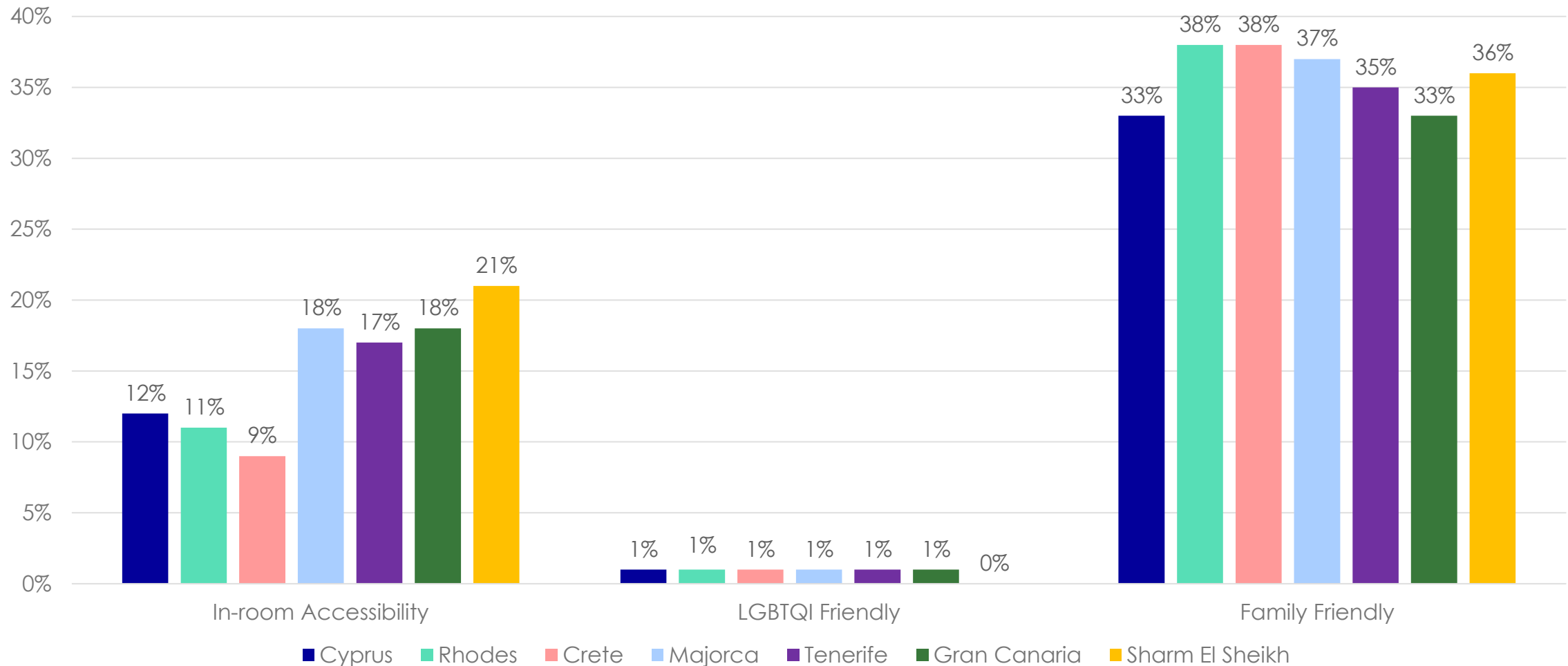
Sustainability

As per 5 December 2022 live checks

Inclusivity: In-Room Accessibility, LGBTQI and Family Friendly



Cyprus vs Competitive Destinations



Accessibility – Inclusive Travel



- Accessibility**
- Sign language-capable staff
 - Service animals allowed
 - Wheelchair-accessible parking
 - Accessible bathroom
 - In-room accessibility
 - Roll-in shower
 - Stair-free path to entrance
 - Elevator

[See less](#)

- Traveler experience**
- LGBTQ welcoming
See properties that pledge to make all guests feel safe, welcome, and respected.

- Business friendly
See properties with amenities to help you work comfortably, like WiFi and breakfast.
- Family friendly
See properties that include family essentials like in-room conveniences and activities for the kids.



Accessibility

Accessible features provide comfort and convenience for guests that require additional assistance.

Property accessibility features

Is your property wheelchair accessible?

Yes No

Are there elevators?

Yes No

Property entrance

- Well-lit path/walkway
- Step-free path/walkway
- Stairs required to reach entrance
- Ramp to front entrance

Other property accessibility features

- Assistive listening devices available
- Assistive listening devices in meeting rooms
- Braille or raised signage
- Handrails in hallways
- Handrails in stairways
- Hospital bed available
- Portable toilet available
- Pool towel on site
- Rear ramp on site
- Sign language-capable staff
- Visual alarms in hallways
- Wheelchairs available on site

Guestroom accessibility features

- Wheelchair accessible
- In-room wheelchair
- In-room walker

Other policies

- Health club
- Pool
- Spa tub
- Age restriction applies

Minimum age: 18

- Fitness facility
- Health club
- LGBTQ friendly

[More options](#)

Family and children

- In-room childcare (surcharge)
- On-site babysitting
- Supervised childcare
- Children's strollers
- High chair

Infants

- Baby bath
- Baby monitor
- Changing table
- Travel crib

Activities

- Air hoppers
- Children's books
- Children's games

Why sign the UNESCO Sustainable Travel Pledge?

The UNESCO Sustainable Travel Pledge aims to promote sustainable travel, community resilience and heritage conservation globally. By signing the Pledge, properties publicly commit to actions that will reduce the environmental impact of their businesses, raising awareness to travelers and helping them make more sustainable travel choices.

-  Community engagement
-  Energy conservation
-  Water conservation
-  Reduce waste
-  Reduce single-use plastics



Properties that have already signed the pledge

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partner center

Search Partner Center

Home
Rooms and rates
Marketing
Reservations
Guest relations
Payments
Property details
Overview
Photos
Property amenities
Room amenities
Rates, policies, and settings
Property administration
Reservations and closures
Change history
CONTENT ADMIN
Property and rate plan level content
Basic property information

Search for amenities

Find an amenity

Energy and water efficiency

- Safari and game
- Service animals and pets
- Sustainability**
- Transportation and shuttles

Room services

- Conveniences
- Housekeeping
- In-room refreshments
- Room service

Room features

- Bathroom features

Sustainability

Transportation

- Electric vehicle (EV) charging stations
- Bicycles on site
- Bicycle parking available
- Secured bicycle storage available

Other

- Eco-friendly toiletries
- Eco-friendly cleaning products available
- Eco-friendly cleaning products used to clean the property
- Annual carbon offsets
At least 10% of the property's annual carbon footprint must be repaid by purchasing certified carbon offsets from reputable organizations
- Humane treatment of wild animals on site
Wild (non-domesticated) animals kept captive on the property are not harassed, consumed, or sold; do not interact directly with the public; and are not put on display

Save Cancel



Let's keep working together to succeed

Creating best-in-class traveler experiences

Creating amazing moments of delight

Building an accessible travel ecosystem

Powering travel for everyone, everywhere — together





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