What Travelers Want
2022 Traveler Value Index
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Myriam is director of business development and responsible for EMEA and India. She oversees client business and partnerships for travel and non-travel brands, providing strategic guidance to help them reach audiences across the vast network of Expedia Group travel brands.
We connect advertisers with hundreds of millions of travel shoppers globally through Expedia Group proprietary data.
Working with governments & global associations such as UNWTO, UNESCO, ETC, WTTC & PATA to drive recovery.
Traveler Value Index: 2022 Outlook

Global research reveals what travelers want in 2022

5,500
Survey respondents

8
International markets
US, Canada, Mexico, UK, France, Germany, Japan, Australia
78% are most interested in taking frequent short trips.

81% plan to take at least one vacation with family and friends in the next six months.
54% Plan to spend more on trips than they did prior to the pandemic and will use loyalty points for at least part of a trip in 2022.
said they will choose a less crowded destination to reduce effects of overtourism

49% said they will choose a less crowded destination to reduce effects of overtourism

3 in 5 travelers are willing to pay additional fees so that their trip can be more sustainable

Expedia Group, Traveler Value Index 2022 Outlook
International Travel Rebound

Over 1/3 of travelers expecting to book an international trip in the next six months.

70% of business travelers say they are at least somewhat likely to fly internationally, compared to only 43% of leisure travelers.

Expedia Group, Traveler Value Index 2022 Outlook
Travelers Will Take to the Skies

60% of travelers planning to travel by airplane within the next year

70% of air travelers say they want to take longer trips as opposed to shorter trips

Expedia Group, Traveler Value Index 2022 Outlook
Promotions Will Entice Bookings

Top 3 promotions
Travelers want when booking a hotel online

- Lower rate for early booking (52%)
- Lower overall cost for booking hotel and flight together (44%)
- A free amenity (41%)

Expedia Group, Traveler Value Index 2022 Outlook
Case Study

Turismo de Madrid

The Challenge
Positioning Madrid city as a luxury destination for key strategic markets
A creative digital campaign that was

**Visible**
Maintain awareness and keep Madrid front of mind

**Flexible**
Activate market-by-market

**Effective**
Drive demand to the destination
Q4 campaign led to a strong uplift with international demand.

- Return on investment: 28:1
- YoY growth in destination demand: +885%
- Campaign impressions: over 3M

Expedia Group Media Solutions campaign data, Q4 2021
Key Takeaways

1. Over a third of travelers expect to book an international trip in the next six months.

2. Travelers plan to spend more than they did prior to the pandemic and utilize loyalty points.

3. Traveler behavior change during COVID, including renewed interest in sustainable travel.
Get the Research

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