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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.





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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





3 in 5

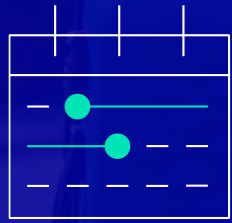
travelers are willing to pay additional fees so that their trip can be more sustainable

49%

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

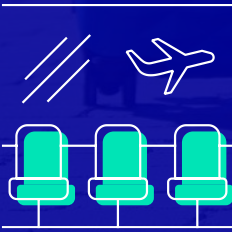


International Travel Rebound



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



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

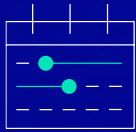


Promotions Will Entice Bookings



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%)**





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

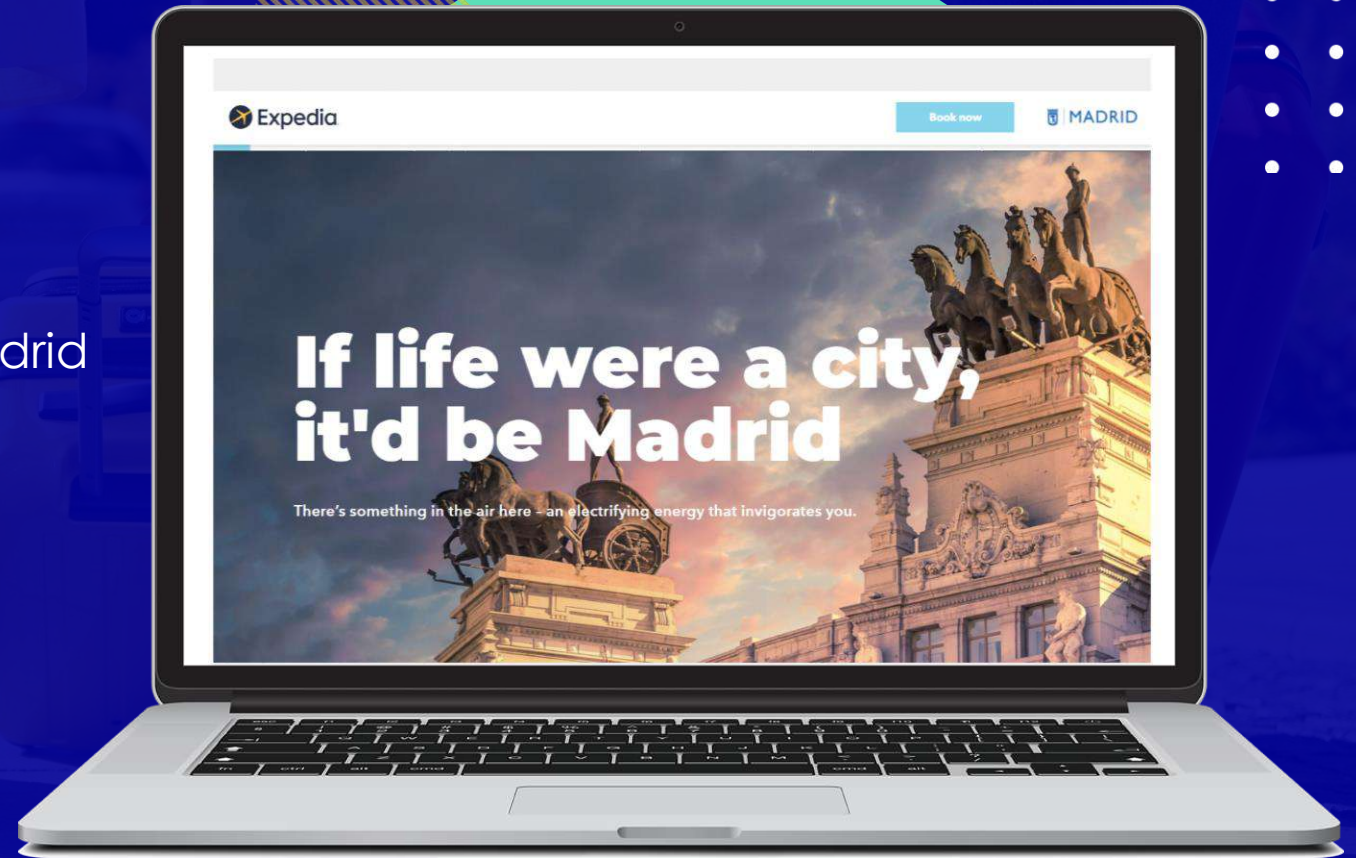
Maintain awareness and keep Madrid front of mind

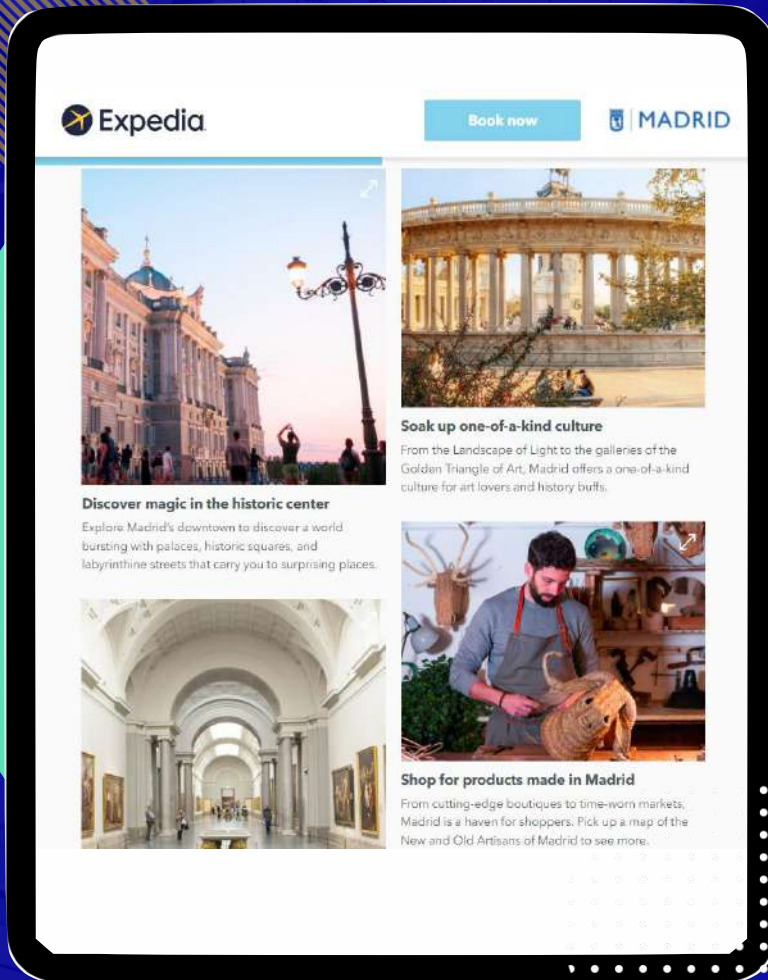
Flexible

Activate market-by-market

Effective

Drive demand to the destination





Q4 campaign led to a **strong uplift** with international demand



28:1
Return on investment



+885%
YoY growth in destination demand



over 3M
Campaign impressions

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

expedia.gp/FITUR-2022



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