

# Is Sustainability Important to Travellers?

## Research & Resources

### Statistics

- 71% of travellers claim that they want to leave a place better than when they arrived which is up from 66% when reported the year prior ([Bookings.com](#)).
- 74% of consumers would choose a destination, lodging or transportation option that is committed to supporting the local community and culture, even if it was more expensive ([Expedia Group](#)).
- Almost 70% of travellers are willing to sacrifice convenience to be a more sustainable traveller ([Expedia Group](#)).
- 34% believe that being more sustainable in a destination that is not implementing sustainability practices itself is pointless ([Bookings.com](#)).
- 28% of travellers feel that their time spent travelling is too precious to prioritize sustainable decisions ([Bookings.com](#)).

### What does this mean?

- Travellers are already trying to make meaningful decisions by adjusting their travel behaviour and will continue to.
- Consumers want destinations to be authentically committed to sustainability.
- A primary limitation to travellers selecting more sustainable options is the additional cost.
- Destinations and businesses need to transparently communicate their sustainability initiatives, making it easier for individuals to be more sustainable travellers and reducing the feeling of being overwhelmed.