

Did You Know?

Desire to travel is sky-high but affordability remains grounded, highlighting the gap between aspiration and action

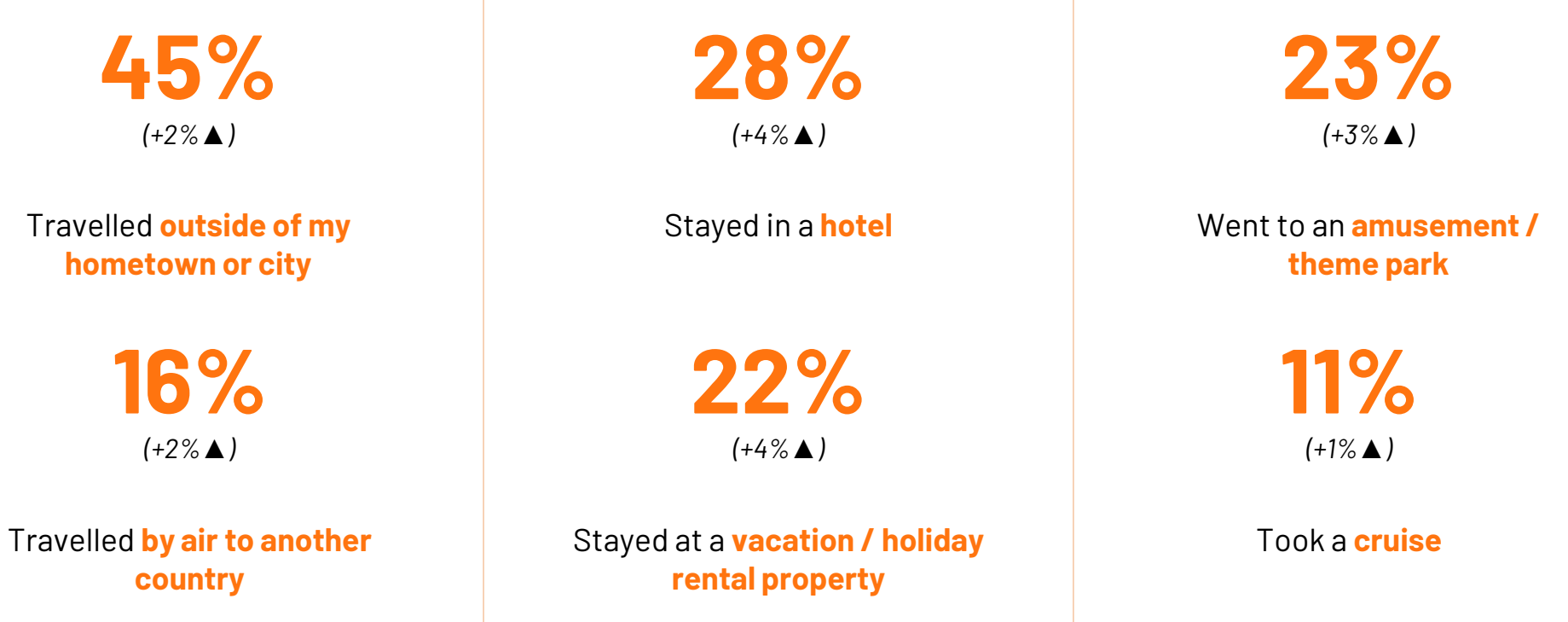
Insights based on Global Country Average across 15 countries where the Essentials survey is conducted.

June 2024

Essentials
Syndicated
Tracker

Travel activities across the board see an increase compared to last year

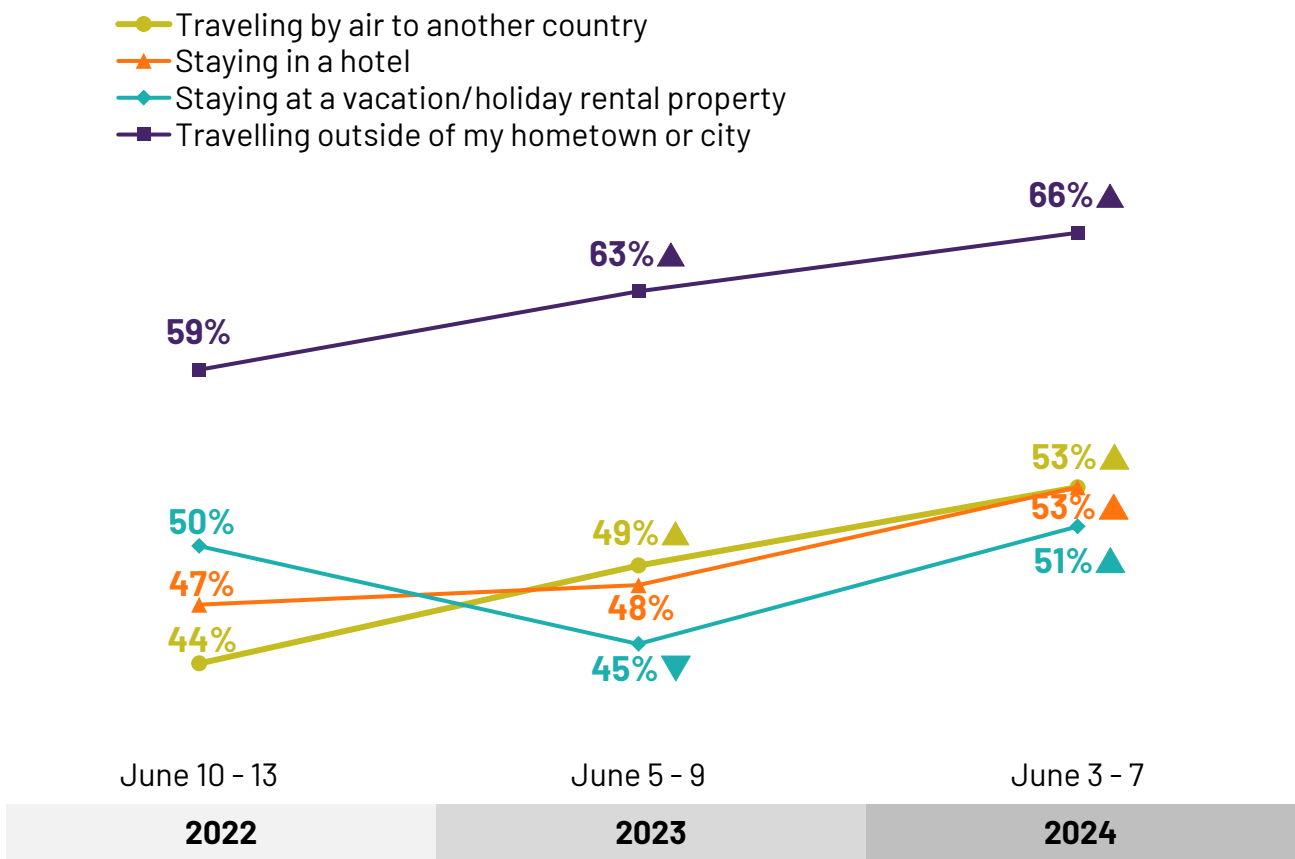
Past 4 Weeks Travel Activities | Trended vs. June 2023



▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

The importance of travel has increased vs. last year alongside trip planning and bookings

Importance of Travelling | Top-2-Box Important



45%
(+4% ▲ vs. June 23)
Have **researched a leisure trip** in the past 4 weeks

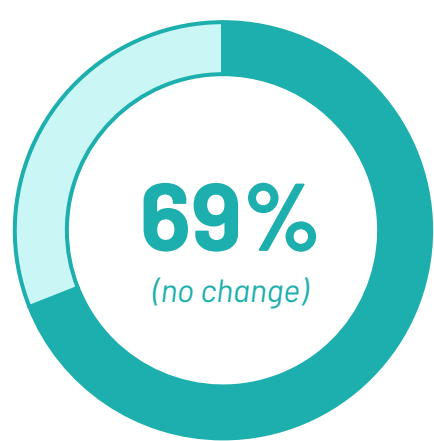
29%
(+2% ▲ vs. June 23)
Have **booked a leisure trip** in the past 4 weeks

▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

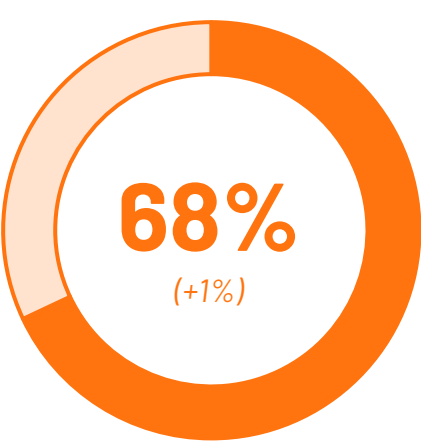


Travelling makes people happy, but an equal number acknowledge that it requires making sacrifices

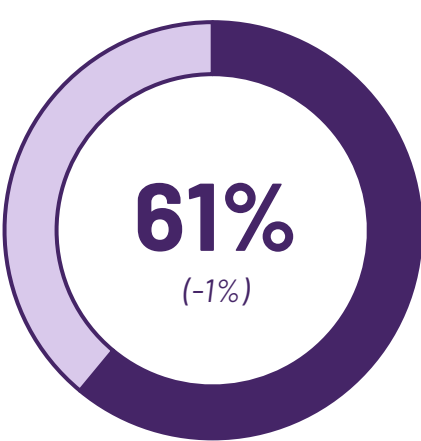
Attitudes Toward Travelling | Top-2-Box Agreement, vs. June 2023



Travelling makes me feel happy



Travelling requires making sacrifices

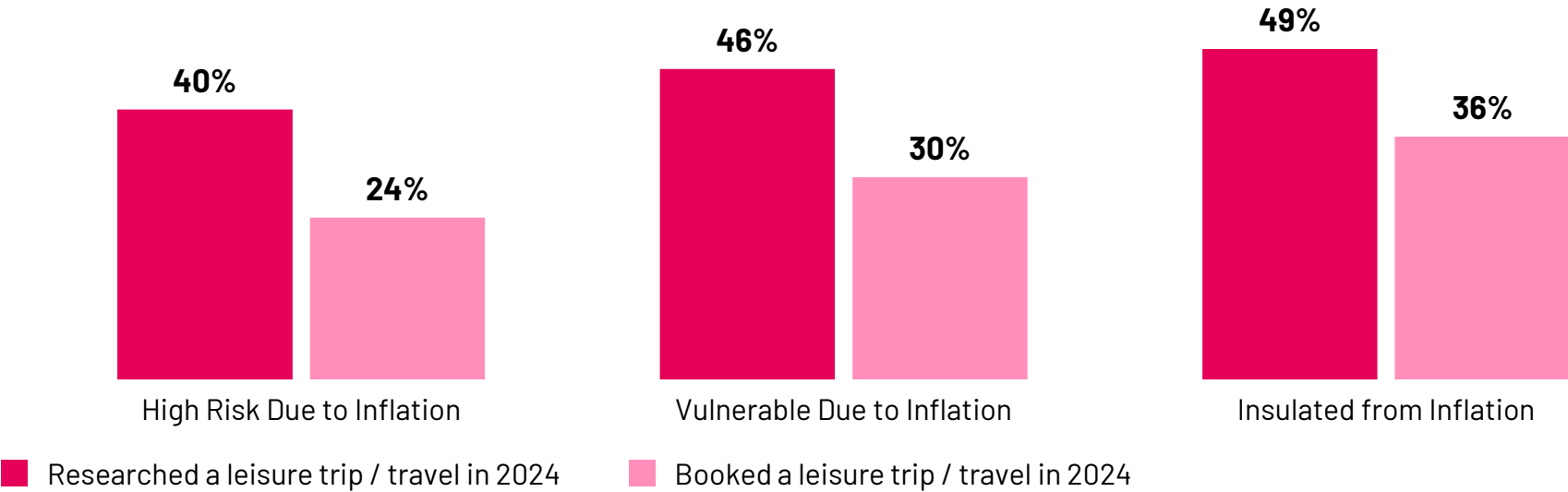


I don't have the funds needed to travel

▼ or ▲ indicate change vs. previous wave (statistically significant @ 95% C.I.)

Inflation impacts both the likelihood to participate in travel activities and the gap between researching and booking travel

Impact of Inflation



Citizens strategize to make their travel budgets work for them

Some trips will be to nearby places instead of going far. But it's unlikely I would cut down my travels. If it's outside my travel budgets, if this is a place that we really want to go, then it's okay to exceed the budget but we can reduce our travel frequency.
- Mingfeng, China, Millennial

For me travel is about experiences. When it comes to travel, we won't go beyond our budget. We will change our destination and our experience to match our budget.
- David, Canada, Gen X

For more insights, country detail, or subscription information, contact essentials@ipsos.com

Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK and the US.

