

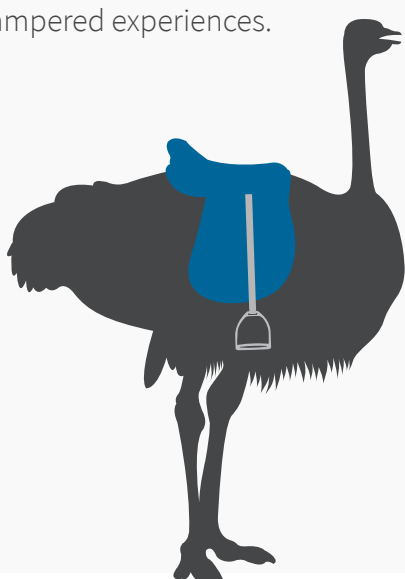
WHAT MOTIVATES US TO TRAVEL?

As the top motivator, “enhancing perspective” drives **71%** of global travellers to go on holiday. Here’s what sets us apart:



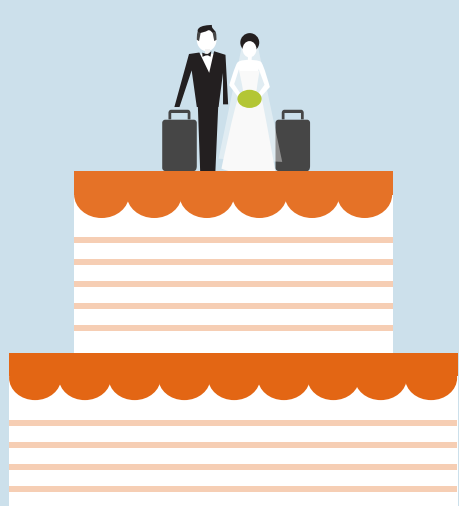
More than just lounging by the pool

Contrary to popular belief, travellers are **9 times more likely** to crave unique rather than pampered experiences.



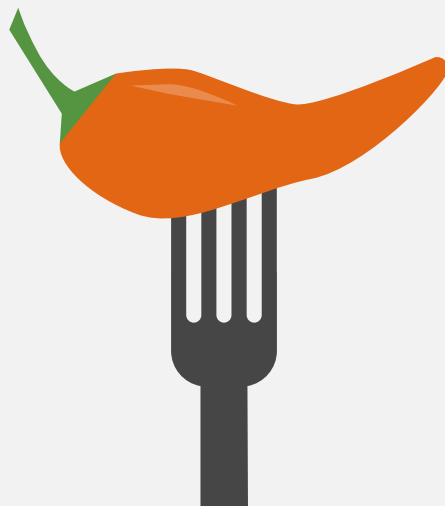
Next holiday: The honeymoon

5% of travellers worldwide — including **5%** of Indian travellers — say a trip prompted them to get engaged or married.



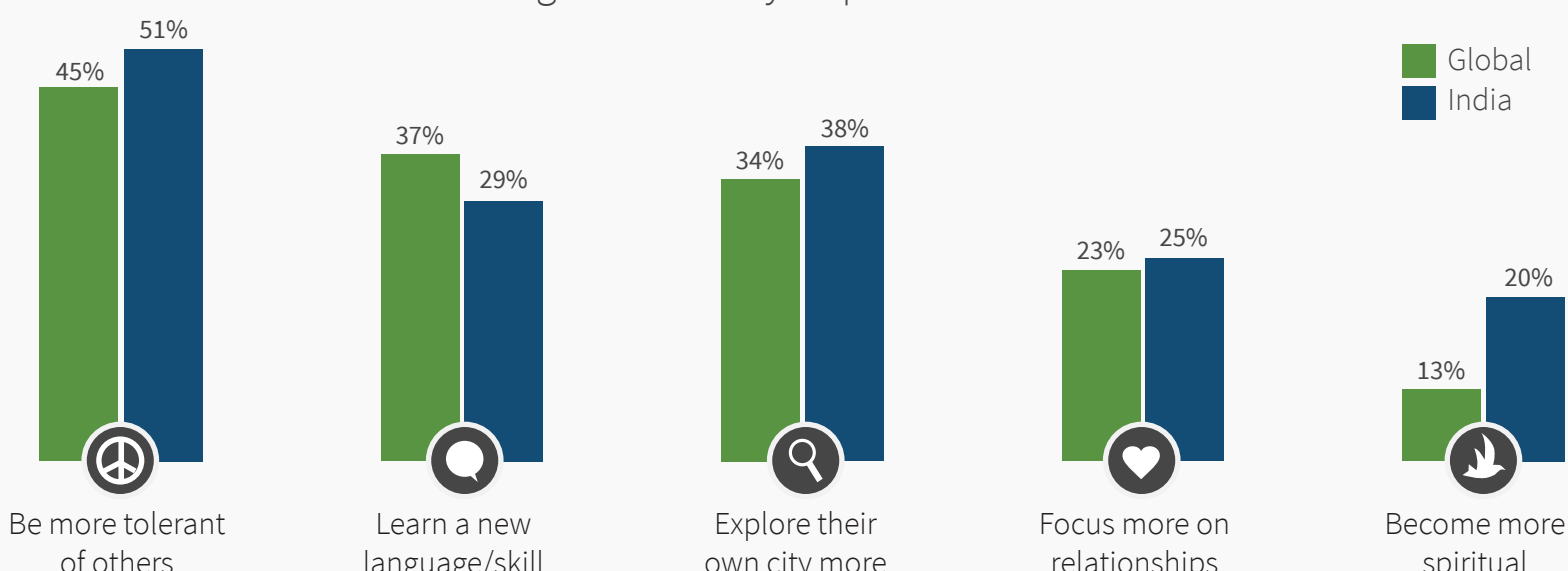
Spicing up your life

38% of global travellers — including **36%** of Indian travellers — expand their diets to include new foods from their travels.



TRAVEL LEADS TO CULTURAL ENRICHMENT

Returning from holiday inspires travellers to:



DON'T PUT AWAY THE SUITCASE JUST YET

66% of travellers are prompted to plan another trip after returning home from holiday, with the USA the most popular follow up destination.

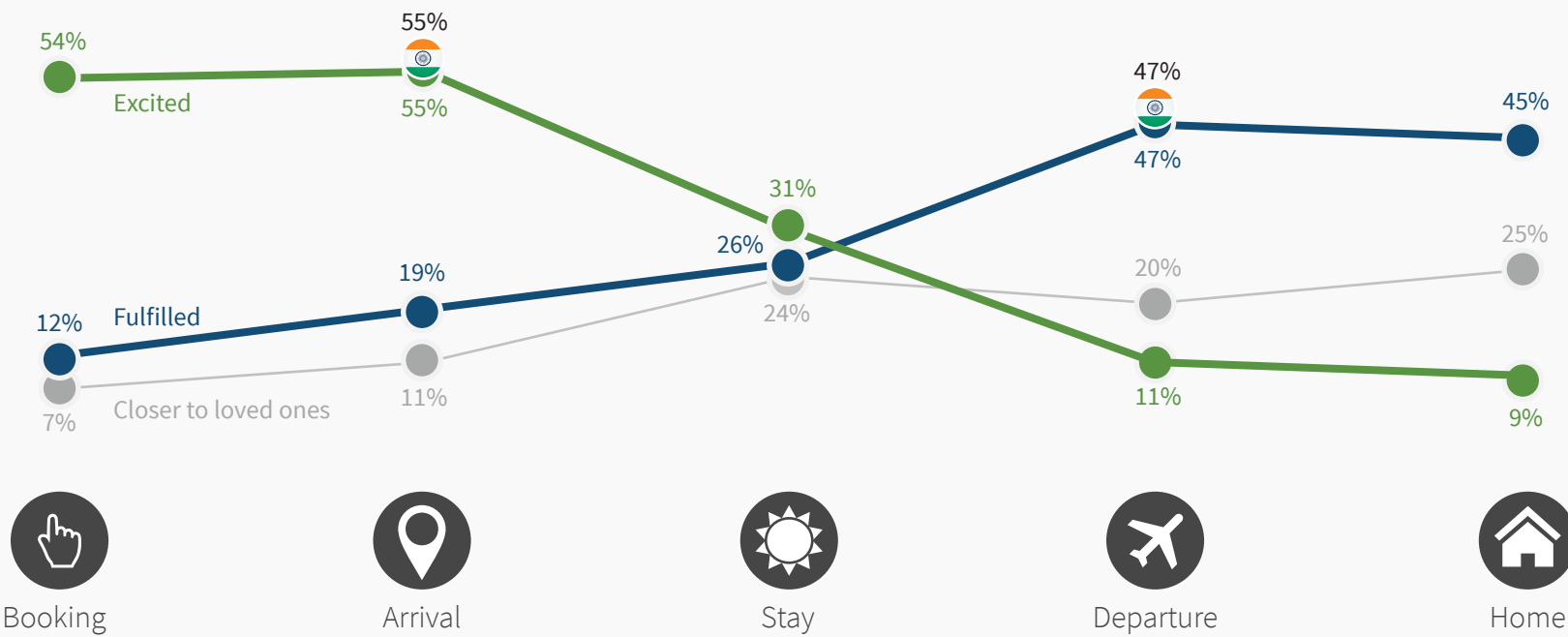


Travellers most likely to plan a new trip right away



TRADING EXCITEMENT FOR FULFILMENT

How global travellers feel during a holiday:



Different generations, same motivations

Millennials and retirees share **7 out of 8** travel motivators, and are especially aligned about wanting to enhance perspective, feel liberated and immerse themselves in local culture.

The one difference: Millennials crave excitement.



Hook travellers when they're excited

54% of travellers are excited when booking travel. But properties aren't doing enough to capitalise on this feeling.

Only **16%** try to make guests feel like the holiday has already begun, and only **27%** provide travel suggestions before arrival.



REPEAT AFTER THEM

Properties with a **75%+** repeat guest rate tend to:

