

Travel & Sustainability Report 2025

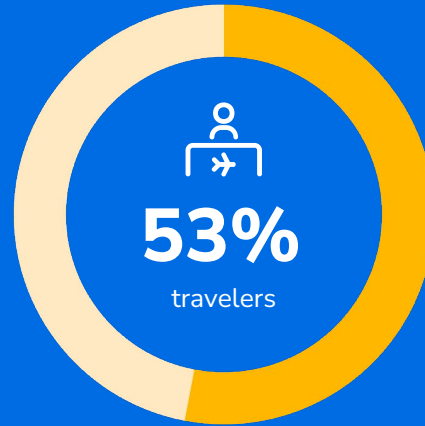
10 Years of Booking.com Research

Booking.com



Report Reveals Growing Traveler Awareness of Tourism Impact on Communities Both at Home and Abroad

Booking.com first conducted research on consumer attitudes about traveling more sustainably in 2016. Since then, we have surveyed nearly **230,000 travelers across 35 markets**. The latest data from 2025 shows a shift in traveler perceptions of what sustainability encompasses.

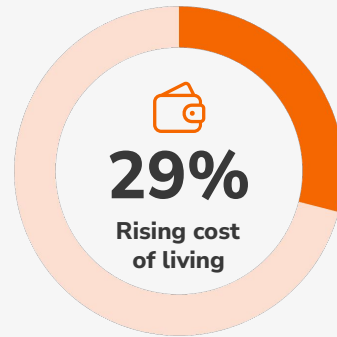
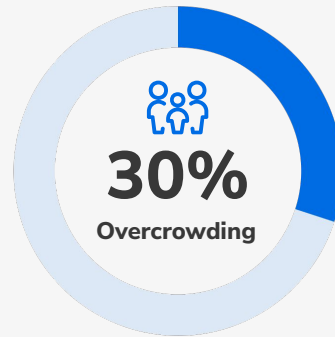
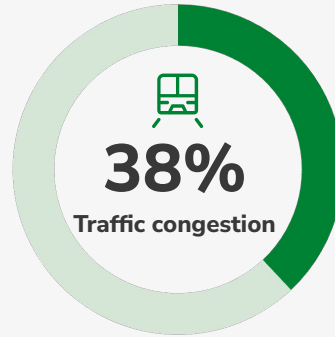


For the first time, more than half of travelers **(53%)** are now conscious of tourism's impact on local communities as well as the environment.

Understanding the Needs of Local Residents

Amid growing discussion about tourism's impact on destinations, respondents were surveyed not only about how they travel, but also about their experiences with inbound visitors in their own communities—offering insight into tourism's benefits and challenges from both perspectives.

Areas of concern include:





Understanding the Needs of Local Residents

While just under **half (48%)** of locals believe there is **the right amount of tourism** where they live, they shared common challenges they face related to inbound tourism.

48%

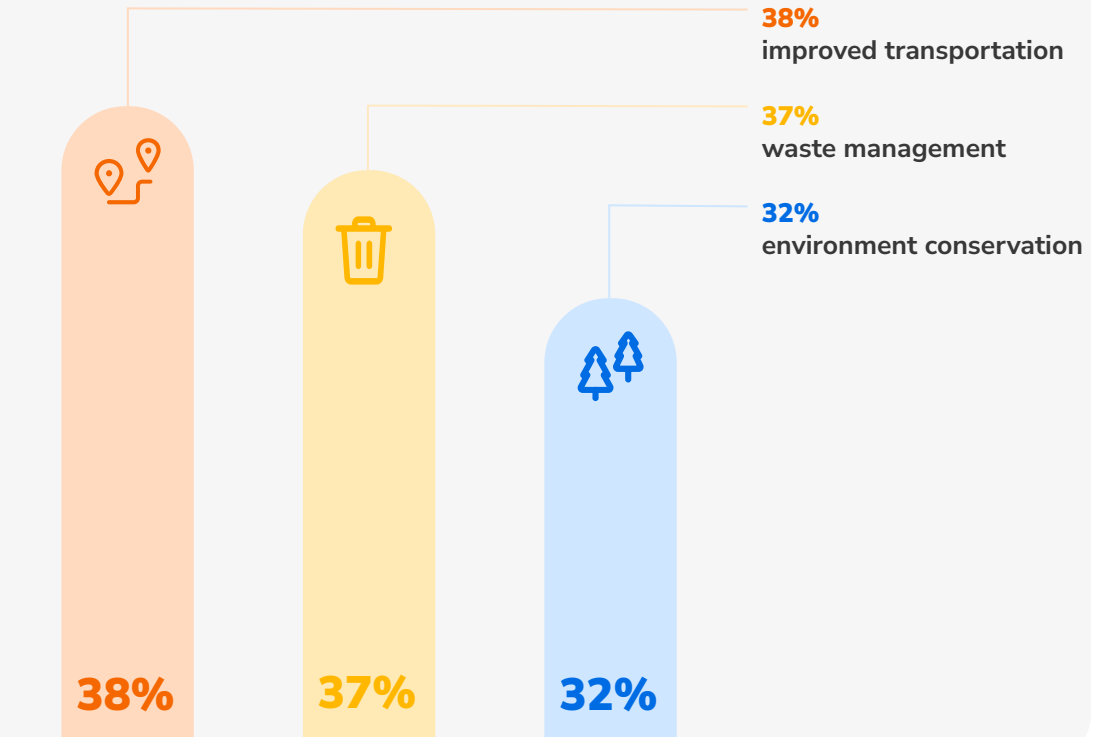


Sustainable Solutions for Local Residents

Despite the challenges, more than half of locals (57%) are positive about tourism's impact where they live and only 16% of locals believing that capping the number of visitors is the answer.

Instead they want to see investment in their communities, with these top priorities:

Desired areas of investment



Sharing the Positivity Between Locals and Visitors

This year's survey shows that travelers are invested in the success of tourism—both as visitors and as residents of popular destinations. Their positive sentiments reflect this dual perspective:



53%

say visitors they see in their area often or always **respect local customs and traditions.**



54%

say visitors they see in their area often or always **support local businesses.**



69%

of travelers now want to **leave the places they visit better than when they arrived.**



73%

of travelers want their **spending to go back to the local community.**

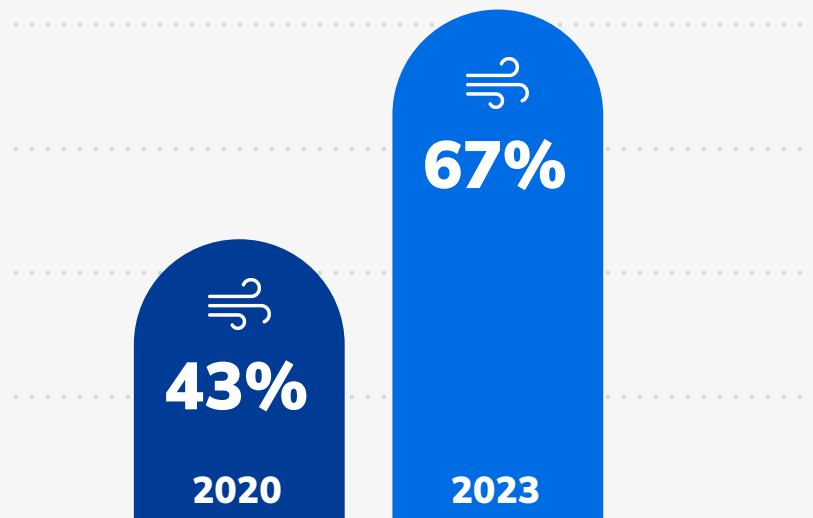


77%

of travelers seek **authentic experiences that are representative of local culture.**

Mindful Habits Become Mainstream

Over ten years of traveler insights have shown that many habits related to waste reduction and energy consumption have become increasingly mainstream and remain the top choices when travelers think of influencing the impact of their trips.



In 2020, **43%** of travelers said they turned off air-conditioning/heaters in their accommodation when they weren't there. In 2023, this had risen to **67%**.



Sustainably remains important for 84% of travelers

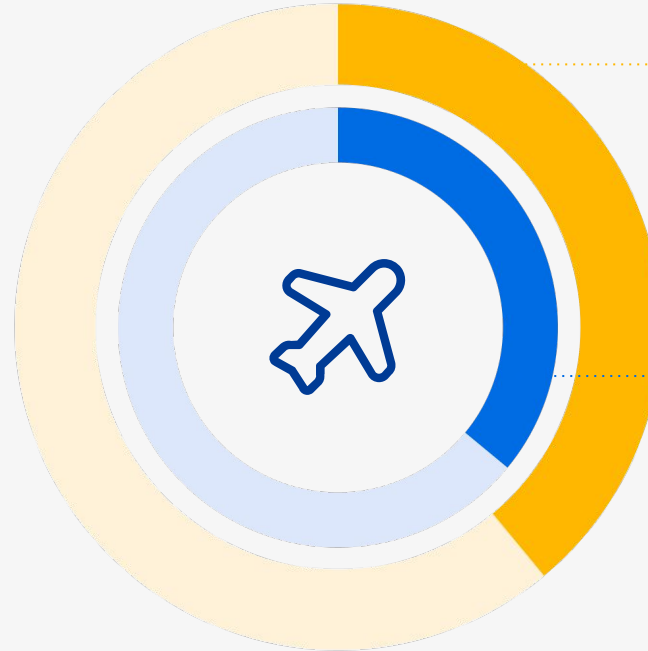
84%



Making Alternative Choices

Travelers have further expanded their decision-making around wider environmental concerns as they consciously seek ways to minimize their footprint. The 2025 survey found this included active decisions around avoiding potentially crowded destinations. **In fact, nearly 4 in 10 travelers are taking crowds into account when planning their travels.**

To avoid overcrowding:



39%

of travelers seek advice on travel at other times of the year

36%

of travelers visit alternative destinations



To ensure destinations can continue to be enjoyed by both locals and visitors alike, tourism, infrastructure and innovation need to keep pace with travelers' good intent.

As a leader in the travel industry, we want to make it easier for both travelers and partners to feel confident that the choices they make are helping contribute positively to the destinations they visit - whether that's surfacing hotels and accommodations with reputable third-party sustainability certifications or providing training and guidance to our accommodation partners on how to best engage with local communities or reduce their usage of natural resources.

Danielle D'Silva, Director of Sustainability at Booking.com

Methodology

Research commissioned by Booking.com and independently conducted among a sample of 32,000 respondents across 34 countries and territories (1,000 from USA, 1,000 from Canada, 1,000 from Mexico, 1,000 from Colombia, 1,000 from Brazil, 1,000 from Argentina, 1,000 from Australia, 500 from New Zealand, 1,000 from Spain, 1,000 from Italy, 1,000 from France, 500 from Switzerland, 1,000 from the UK, 1,000 from Ireland, 1,000 from Germany, 1,000 from the Netherlands, 1,000 from Belgium, 1,000 from Denmark, 1,000 from Sweden, 1,000 from Croatia, 500 from UAE, 1,000 from India, 1,000 from China, 1,000 from Hong Kong, 1,000 from Thailand, 1,000 from Singapore, 1,000 from Taiwan, 1,000 from Vietnam, 1,000 from Indonesia, 1,000 from Philippines, 1,000 from South Korea, 1,000 from Japan, 1,000 from South Africa and 500 from Kenya). To participate, respondents had to be 18+ years, have traveled at least once in the past 12 months, must be planning to travel in 2025, and be either the primary decision maker or involved in the decision making of their travel. The survey was taken online and took place in January 2025.



Thank you

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