

Among the takeaways

A donut chart with a blue outer ring and a white inner circle. The blue ring is filled with a solid blue color, representing 66% of the total. The percentage '66%' is written in large, bold, black font in the center of the white circle.

66%

Natural beauty matters: 66% of travellers prioritise destinations with natural surroundings and landscapes.

A donut chart with a blue outer ring and a white inner circle. The blue ring is filled with a solid blue color, representing 65% of the total. The percentage '65%' is written in large, bold, black font in the center of the white circle.

65%

Support local: 65% of travellers seek out locally-owned businesses.

A donut chart with a blue outer ring and a white inner circle. The blue ring is filled with a solid blue color, representing 59% of the total. The percentage '59%' is written in large, bold, black font in the center of the white circle.

59%

Cultural immersion: 59% value authentic experiences that connect them to local culture.

A donut chart with a blue outer ring and a white inner circle. The blue ring is filled with a solid blue color, representing 34% of the total. The percentage '34%' is written in large, bold, black font in the center of the white circle.

34%

Luxury with impact: 34% of luxury travellers say making a positive impact defines luxury today.