



Booking.com

CANADA SUSTAINABLE TRAVEL REPORT 2023

All data included in this deck is from Canada survey respondents.

The Dilemma Dividing Sustainable Travel in 2023

Now in its eighth year, Booking.com's annual Sustainable Travel Report, which gathered insights from over **33,000 travellers across 35 countries and territories**, spotlights how economic uncertainty is informing meaningful sustainable travel decisions this year. This highlights a dilemma where people feel potentially forced to choose between cutting costs and making more sustainable travel choices.

In a world with the turbulence of geopolitical conflict and rising inflation, travellers are increasingly recognizing the urgency to act now to save the planet for future generations.

The most extensive Sustainable Travel research from Booking.com to date also highlights a divide in people's actions; some are more intentional about how they spend their money with the perception that sustainable travel options are too expensive, while others are willing to pay more for these options to feel reassured they are driving impact.

Despite financial barriers, it's clear there's a huge appetite for sustainable solutions – especially those that don't impact spend.

On a micro level, today's responsible traveller is converting intent into action with an uptick in more sustainable travel behaviors such as turning the air conditioning and reusing towels in accommodations. Travellers are also making conscious choices beyond everyday habits such as choosing ground transport and shopping local.

At a macro level, sustainable trends point to an increase in more purposeful travel in

2023, with travellers finding more meaningful ways to spend their money. More and more, they are carving out regenerative experiences that positively impact destinations with benefits to wildlife, conservation and the local community, and engaging in local philanthropy and ethical experiences.

While travellers recognize the critical nature of climate change, there is still some disconnect between impact and action. This report exposes barriers to travelling more sustainably and the huge strides travel providers need to make in order to gain their trust. Ultimately, building a truly sustainable industry will take time, but progress is underway to ensure that it's becoming easier for everyone to experience the world in a more mindful and responsible way.



Travellers are rethinking what 'value' means to them, from carving out regenerative experiences to finding more meaningful ways to spend their money



Glenn Fogel
CEO of
Booking.com

“Over the eight years that Booking.com has conducted this research, the growing urgency that people feel to act now and make more sustainable travel choices continues to be encouraging.

At Booking.com, our ambition is to create a more sustainable business, as well as contribute to a more sustainable travel industry. This will take time, cooperation and systemic changes.

Our Travel Sustainable program now recognizes the sustainability efforts of more than 500,000 accommodations worldwide. We are encouraged by the number of our accommodation partners that are taking steps to operate more sustainably, but there is more work to be done to make it easier for travellers to find and book more sustainable options across the entire travel experience.

In order to bring the ethos of travelling more sustainably into the mainstream, the onus is on us in the travel industry to provide more information to travellers in a credible and trusted way. With continued industry collaboration and the dedication of our partners, we are on course for more sustainable travel to become the norm, and not the exception.”

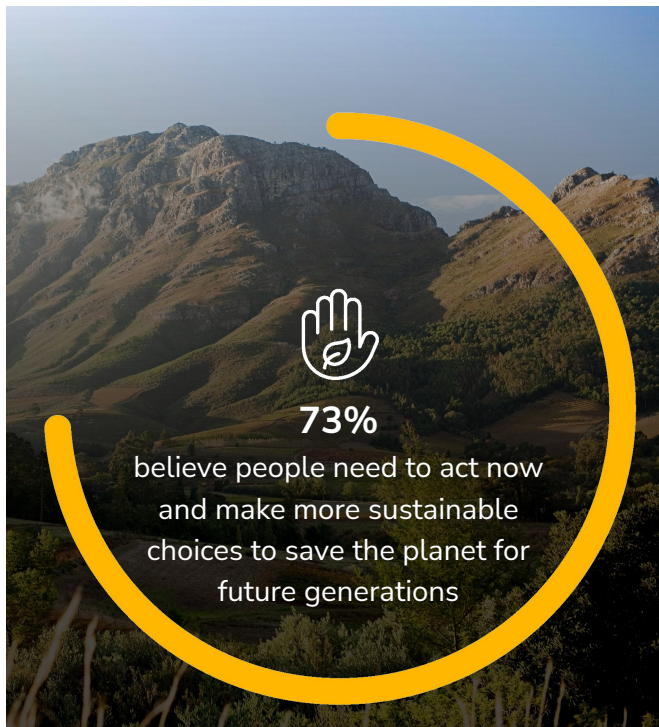
“With continued industry collaboration and the dedication of our partners, we are on course for more sustainable travel to become the norm, and not the exception.”





An Urgency to Act Now

At a time of general global uncertainty, with the turbulence of climate change and rising cost of living, travelling more sustainably continues to be front of mind for travellers.



70%

confirm that travelling more
sustainably is important to them

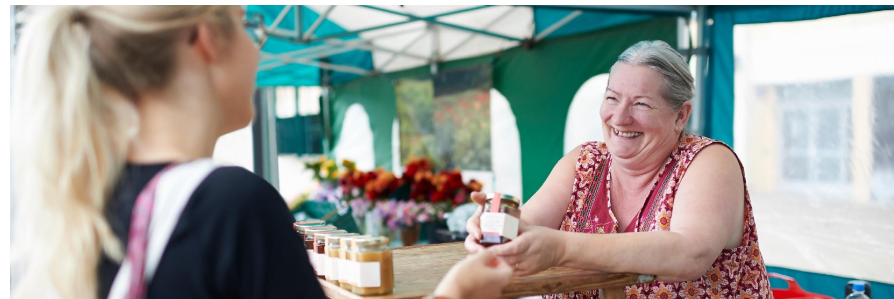
The news continues to be a key influence driver

53%

consider themselves knowledgeable on sustainability, with the news and social media the top sources of learning about the topic

44%

say that recent news about climate change has influenced them to make more sustainable travel choices



Yet the news also speaks to a quandary people are facing when it comes to being more mindful about when, where and how they travel. Increasingly, they are unsure of what to prioritize and what is important to them with the demands of everyday life



58% think the environment will get worse in the next six months

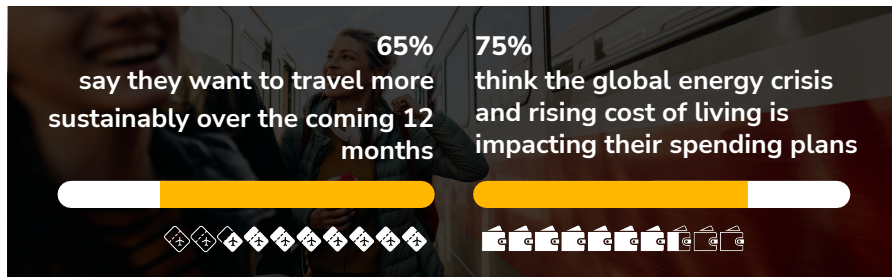


78% believe the cost of living crisis will get worse in the next six months



Cost vs Conscience

The economic weather has changed drastically in the past 12 months, and the big topics at the front of people's minds today are the cost of living crisis and the climate crisis.



With rising inflation, travellers feel that they must make a choice between sustainability and spending. Sustainable travel can seem non-urgent when they are worried about bills and the energy crisis.

52%

believe more sustainable travel options are too expensive



47%

would like tips on how to travel more sustainably on a budget

On the flip side, with bucket-list travel back for others and a more urgent focus on conscious choices:

28%

would be willing to pay more for travel options

52%

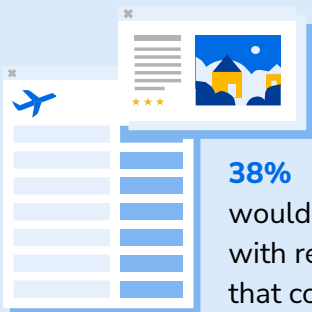
believe more sustainable travel options are too expensive

Travellers are seeking more sustainable travel options rich in rewards and incentivization:

54%

want discounts and economic incentives to opt for eco-friendly options

(up **13%** from 2022)



38%

would be pushed to travel more sustainably with reward points for sustainable choices that could be used for free perks or discounts





Breaking Through Barriers

From limited data to a perceived lack of options, barriers to travelling more sustainably appear higher than ever

51%

believe there are
not enough
sustainable travel
options

69%

want travel
companies to
offer more
sustainable
travel choices



75%

seek authentic
local culture
experiences

37%

don't know
how or where
to find local
tours and
activities



The Responsible Traveller

Despite barriers and budget concerns, there's a huge appetite for solutions. 59% of Canadian travellers are more determined to make sustainable choices now than a year ago

In the past year, people say they have been converting intent into action by taking active small steps at home – and increasingly when travelling

Sustainable Steps at Home

- 79%** used reusable shopping bags
- 81%** recycled waste
- 58%** carried their own reusable water bottle
- 56%** reduced their usage of single-use plastic
- 40%** took public transport or bicycle over car
- 42%** favored small, independent shops
- 13%** have eaten a plant-based or vegetarian diet





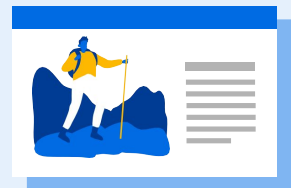
Sustainable Steps on Vacation

- 53%** turned the air conditioning off at accommodations when they weren't there
 - 72%** re-used the same towel multiple times
 - 58%** used their own reusable water bottle
 - 81%** turned off the lights and appliances at accommodations when they weren't there
 - 57%** recycled their garbage when travelling
 - 40%** opted out of having their room cleaned daily
-

From Tourist to Changemaker

Responsible travellers are shifting their behavior as they strive to make more sustainable choices for the planet.

Travellers made conscious choices on vacation that went beyond everyday micro- habits in the past year.



40%

planned their sightseeing so they could walk, bike or take public transit



41%

travelled outside of peak season to avoid overcrowding

Buying Local

There is also consensus amongst travellers on adopting the 'buy local' mantra on vacation and using their currency as a force for good

42%

favorable small, independent stores





The Rise of Regenerative Travel

Amid rising climate anxiety, today's travellers are increasingly adopting a regenerative approach to travel and searching for vacations with maximum positive impact.

69%

want the money they spend when travelling to go into the local community



64%

Of Canadian travellers want to leave a places they visit better than when they arrived



Travellers are also rethinking what they consider to be more sustainable forms of travel



65%

Consider this protecting natural environment

43%

consider this activities and tours that boost the local economy

55%

Consider this preserving wildlife and natural habitats



Trust, Truth and the Travel Industry

Travellers are seeking credible assurance when booking across the entire travel experience.

**41%**

don't trust that the sustainable travel options labeled are truly more sustainable

44%

like it when brands offer products or services that are more sustainable, but it doesn't always influence their decision

25%

are always on the lookout for brands that promote sustainability

11%

only buy products and services from brands that promote sustainability





Making Solutions Easier for *Everyone*

Travellers can choose more sustainable options across the world for their next trip through Booking.com search filters



500,000+ more sustainable accommodations available, no matter the property type, labeled with a certified Travel Sustainable badge



Rental car search filters to quickly find electric and hybrid cars across **111 countries**



In **95 cities** worldwide, you can find and book greener taxi options by looking for the 100% Electric tagging in search results



In **47 cities** worldwide, public transit ticketing options are available after making an accommodation booking



Tagging to indicate when a certain route or carrier is offering a lower emissions option for transparency on the impact of flights and to compare CO2 emissions for different options





Methodology



Research commissioned by Booking.com and independently conducted among a sample of 33,228 respondents across 35 countries and territories (1,019 from USA, 1,002 from Canada, 1,007 from Mexico, 1,005 from Colombia, 1,008 from Brazil, 1,015 from Argentina, 1,008 from Australia, 504 from New Zealand, 1,008 from Spain, 1,002 from Italy, 1,008 from France, 502 from Switzerland, 1,008 from the UK, 1,000 from Ireland, 1,008 from Germany, 1,006 from the Netherlands, 1,006 from Belgium, 1,004 from Denmark, 1,007 from Sweden, 1,016 from Croatia, 1,012 from Israel, 504 from UEA, 1,012 from India, 1,001 from China, 1,000 from Hong Kong, 1,000 from Thailand, 1,020 from Singapore, 1,001 from Taiwan, 1,000 from Vietnam, 1,002 from Indonesia, 1,007 from Philippines, 1,002 from South Korea, 1,009 from Japan, 1,005 from South Africa and 510 from Kenya).

In order to participate in this survey, respondents had to be 18 years of age or older, had to have traveled at least once in the past 12 months and must be planning to travel in 2023, 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 February 2023.





THANK YOU