

ANNEX

Table 1: Travelers' inclination to book accommodation based on access to unique local experiences

Global	China	United Arab Emirates	India	Singapore	Mexico	United States	Great Britain	Germany	Japan
65%	81%	79%	77%	70%	69%	62%	57%	43%	42%

Table 2: Top travel experiences ranked by Asian respondents

1. Exploring local and traditional food and beverage (88%)
2. Gaining a deeper understanding of the local history and heritage of the destination traveled to (84%)
3. Getting to know the local community when traveling (78%)

Table 3: Top three budget priorities of travelers worldwide

	First priority	Second Priority	Third Priority
China	Restaurants or culinary experiences	Exploring and adventure experiences	Design or cultural events
India			Wellness-focused experiences
Singapore		Wellness-focused experiences	Indulgence or pampering experiences
Japan			Restaurants or culinary experiences
Germany	Indulgence of Pampering	Exploring and adventure experiences	Restaurants or culinary experiences
United Arab Emirates	Exploring and adventure experiences	Restaurants or culinary experiences	Design or cultural events
Mexico			Wellness-focused experiences
Great Britain			Live music events or experiences
United States	Restaurants or culinary experiences	Exploring and adventure experiences	

Table 4: 2024 travel budgeting of global respondents

	I plan to spend more on travel in 2024 than I did in 2023	I am reducing spending on other areas of my life so that I can prioritize travel in the next 12 months
Global	65%	64%
China	85%	74%
United Arab Emirates	83%	82%
India	81%	82%
Singapore	73%	74%
Mexico	67%	71%
Great Britain	56%	52%
United States	56%	51%
Germany	40%	48%
Japan	39%	34%