

The APAC Consumer & Sustainable Travel

Globally, we found that 90% of consumers want to see sustainable options when they are looking to book a trip. However, in APAC, this number is even higher, illustrating strong sustainable travel intent in the region.



95% of **APAC consumers** are looking for sustainable travel options

They're Willing to Pay More for Sustainability

The APAC region is willing to pay 41% more to ensure their travel is sustainable*



India

44%
more



China

40%
more



Australia

28%
more



Japan

25%
more

Preferred Sustainable Travel Locations Differ by Region



Chinese & Indian consumers

Looking for sustainable options in major cities



Australian & Japanese consumers

Looking in lesser-known locations

The Meaning of Sustainable Travel Differs by Country



Indian consumers

Supporting local communities



Australian consumers

Lessening environmental impact



Chinese consumers

Lessening environmental impact & supporting local economies



Japanese consumers

Supporting local economies

*The country-specific results were weighted to reflect the demographics in each country.