

# Rebuilding tourism in Asia-Pacific: A more conscious traveller?

Covid-19 has changed travel, and the tourism recovery has brought the spotlight on the rise of the 'conscious traveller'.

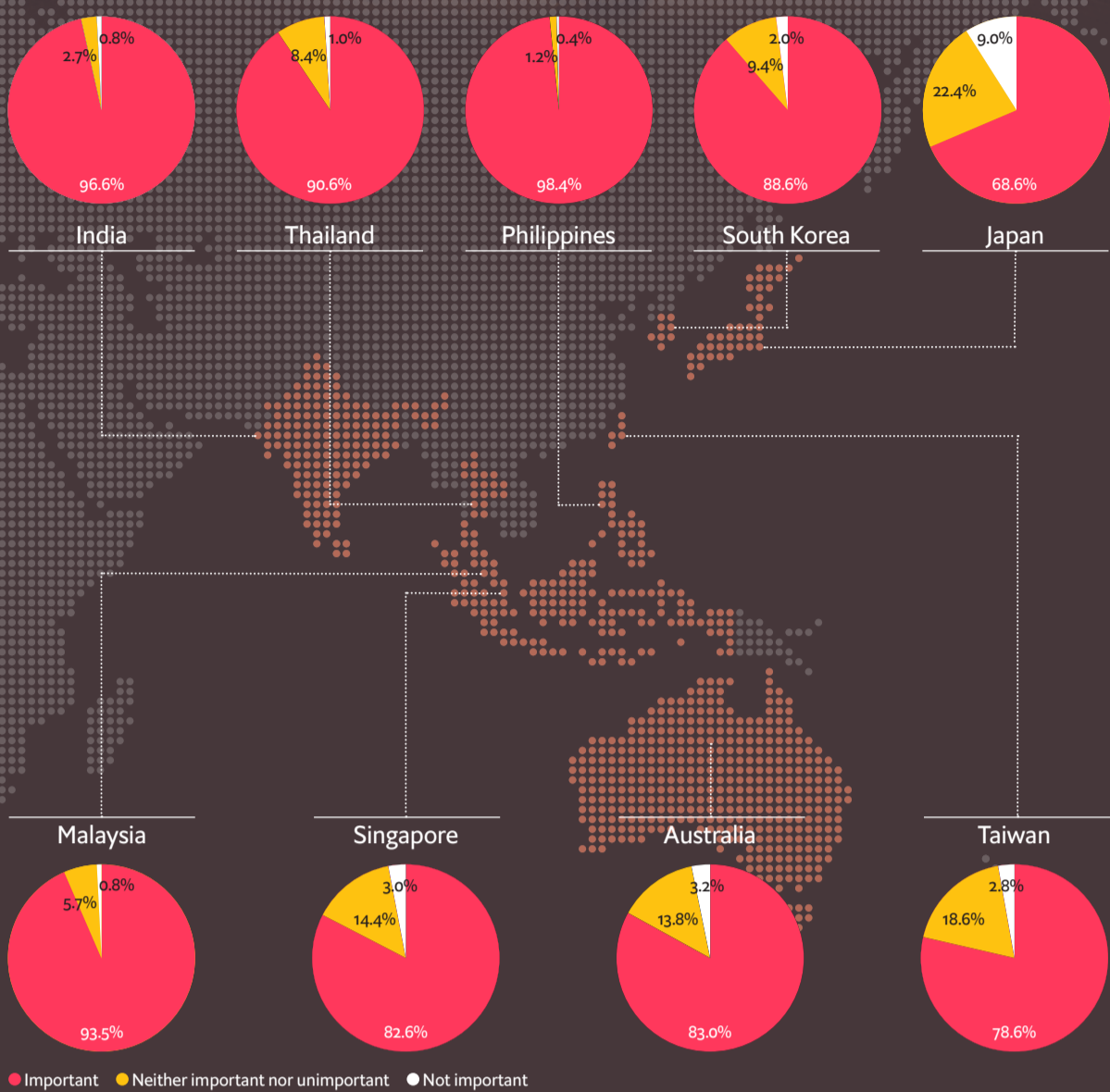


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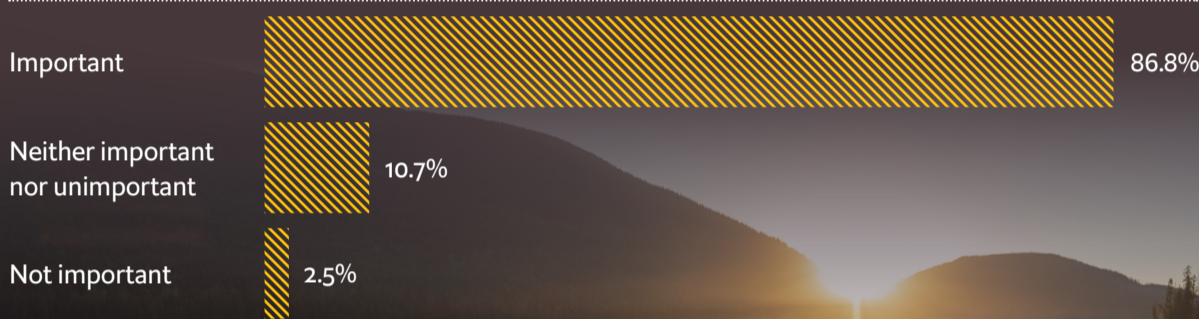


## The rise of conscious travel

An overwhelming majority of travellers in the region are mindful of the impact of their holidays.



How important is sustainable tourism to you? Please select one.



## The focus on sustainable travel?

Sustainable travel is multi-faceted, and not about the environment alone. In fact, economic and social aspects of sustainable tourism are considered more important by travellers than environmental ones, with cultural and community facets not far behind.

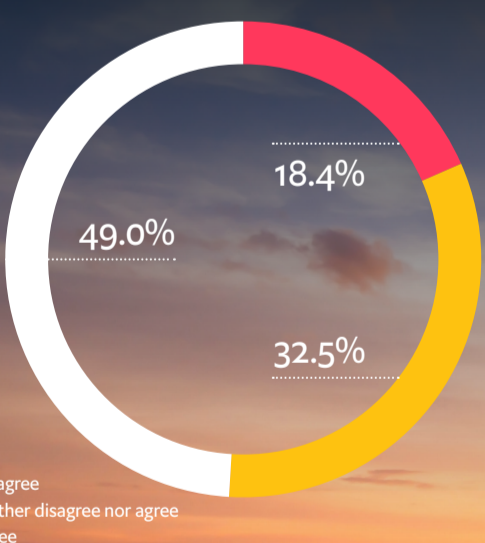
What are the most important aspects of sustainable tourism for you? Please select up to two.



## Travellers want to explore less crowded destinations...

More than half (57%) of travellers don't want to contribute to overtourism and 49% seek to visit rural, less popular destinations.

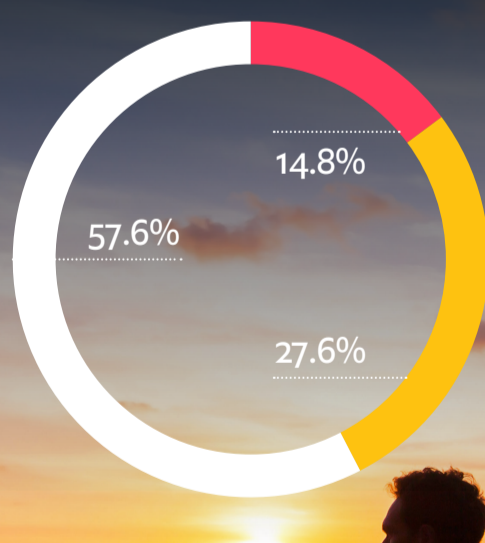
I will travel more frequently to rural locations that are not very popular among tourists



## ...and are happy to spend more on domestic travel than they did earlier

In all countries, travellers will spend more of their travel budgets on domestic travel.

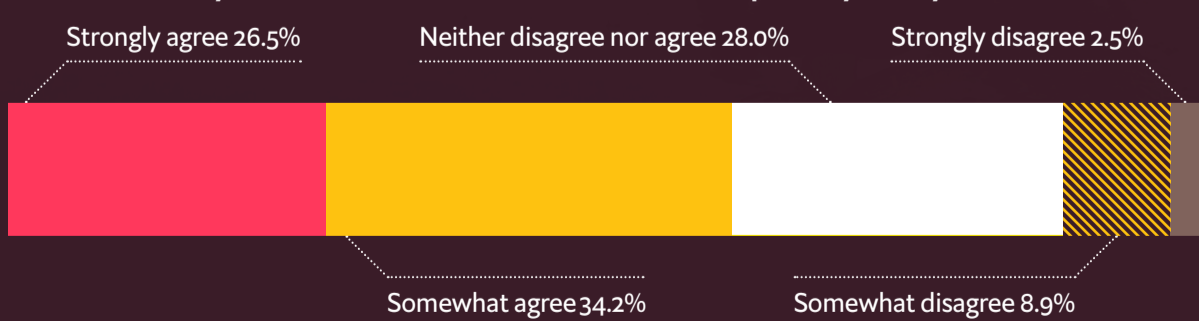
I will take more domestic travel moving forward than previously and allocate more of my budget on travel within my own country



## There is clear focus on how travel impacts local communities...

A majority of travellers are conscious of the economic impacts of the pandemic and say this will reflect in their travel and spending decisions

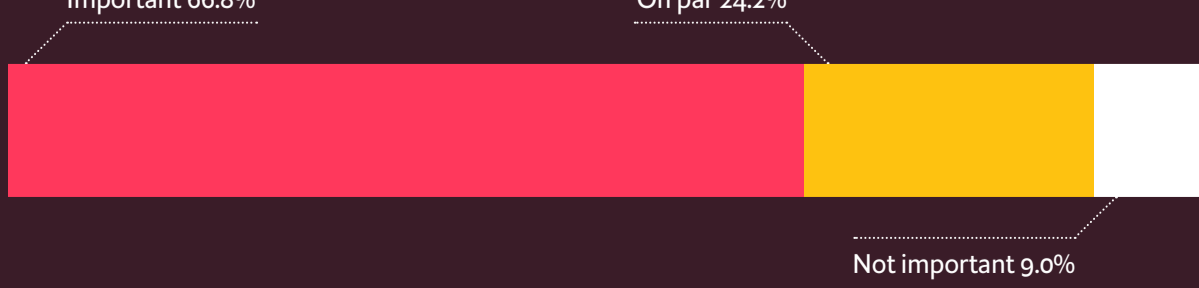
I am conscious that communities are in need of economic recovery and this will factor into my decisions around where I travel and how I spend my money



## ...and that will impact the next holiday

Two in three travellers say they will factor in creating a local impact for locals whenever they travel next

I want to create a positive impact for locals



\* Economist Impact surveyed more than 4,500 respondents in October 2021—from Australia, India, Malaysia, the Philippines, Singapore, South Korea, Taiwan and Thailand—to understand how travel is changing, and traveller perceptions about sustainable tourism. The respondents were drawn from different age brackets, with millennials and Generation Z comprising 50%, and Generation X and baby boomers comprising the other 50%.