



Travel Bounces Back

Post-COVID travel indulgence strikes with a vengeance



2 leisure trips taken by UAE travelers in the last 12 months, on average

Post-COVID travel recovery was led by Silvers and Affluent travelers

Key motivations to travel are ...



58% for relaxation



42% to see family and friends



33% for exploring something new



33% for adventure

CEMEA (53%), AP (45%) and EU (38%) are the top regions on travelers' itinerary. Top 3 countries are:



India



Egypt



Saudi Arabia



Travel peaked between **Dec'22 to Jan'23**

The Pandemic's Impact

Flexibility reigns as travelers embrace control and independence



61%



of travelers prefer independent travel over packaged tours, as it provides them with greater autonomy and control over their travel arrangements, in case of last minute changes.

40%



of travelers are willing to pay a higher price to enjoy the flexibility of accommodating changes in their trip plans.

Growth of Eco-savvy Travelers

Embracing sustainable travel options to combat environmental damage



68%

of travelers express a keen interest in eco-friendly travel.

Travelers associate sustainable travel with ...



32%

Accommodation with sustainability measures



27%

Energy efficient modes of transportation



27%

Avoiding single-use plastic during travel



25%

Traveling in the most economical way possible

Safeguarding the Travel Experience

Digital payment can enable peace of mind in travelers' journeys

Digital wallets have become an integral aspect of the travel experience, alongside credit cards.



70%

of travelers used digital wallets when traveling.



83%

of travelers habitually used the same card that they use for their domestic expenses.

In addition to habit, acceptance and lower fee are the primary factors influencing the choice of the main card used while traveling abroad.



81%

of Affluent travelers used digital wallets, 16% more than the average traveler.



The Unstoppable Wanderlust

Revenge travel to continue given a keen desire to travel in the near future.



77%

of all travelers think costs have increased, but only 3% are planning on cutting back on travel.



2 leisure trips

intended in the next 12 months. An average traveler is likely to spend 10 nights on the next trip.



Friends & Family

are key sources of influence for the next trip, followed by travel review sites and search engine recommendations.