

Sustainability in Travel

UK | 2024

Market summary

When booking a holiday, six in 10 prioritise sustainability as a significant factor in their decision-making process

Brands should amalgamate high-quality and luxury to appeal to older travellers

Parents with young children are more inclined to express concerns when organising sustainable holidays

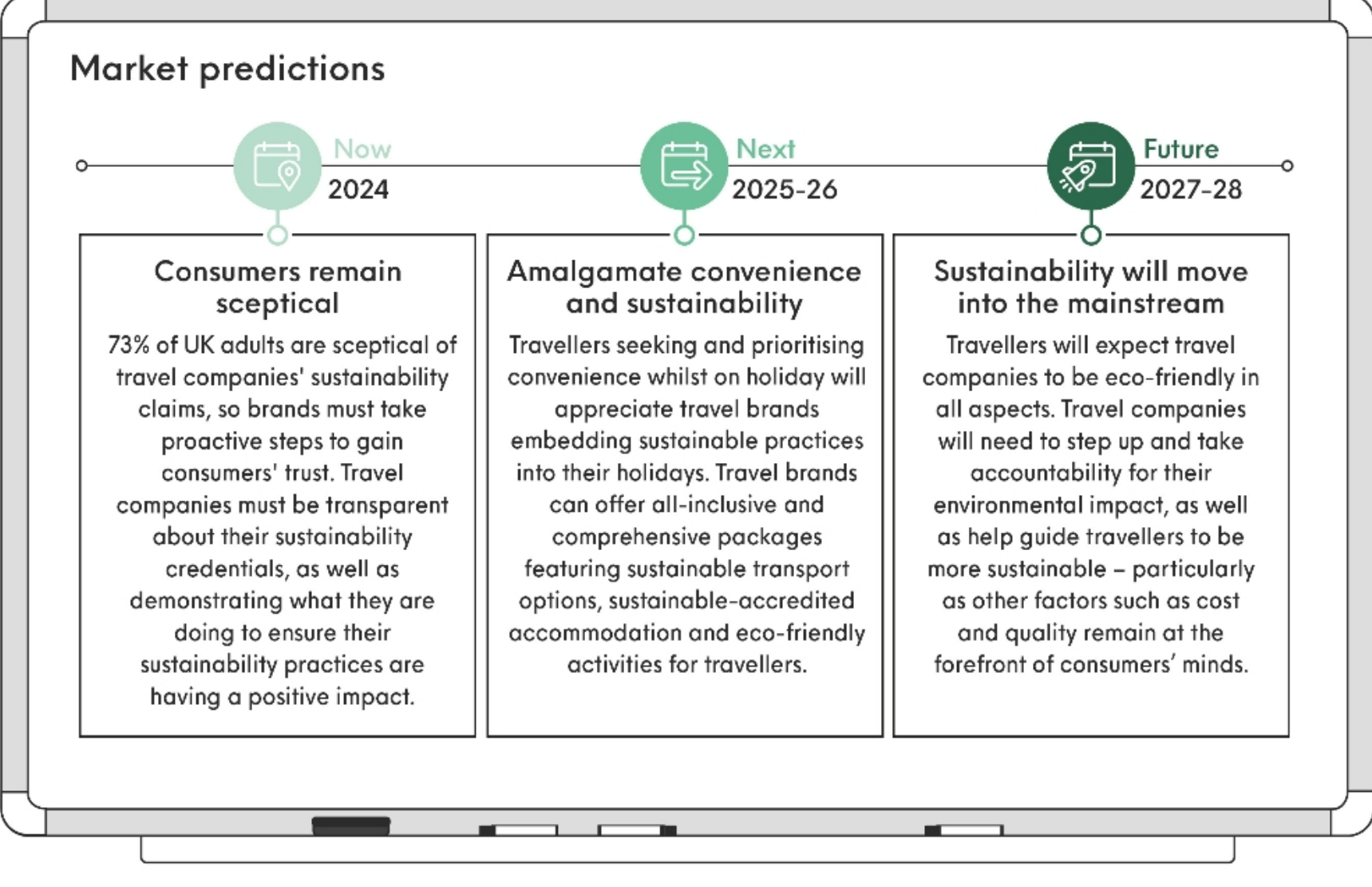
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“Travellers remain confused about what really makes a holiday sustainable. Brands therefore need to focus on assisting consumers to become more sustainable travellers and help encourage eco-conscious choices and decisions. Travel companies can implement strategies such as creating educational content on sustainable travel practices, offering eco-friendly tour packages along with partnering with sustainable brands, and integrating sustainability into their marketing campaigns.”



Jennie Bryans
Senior Travel & Leisure Analyst

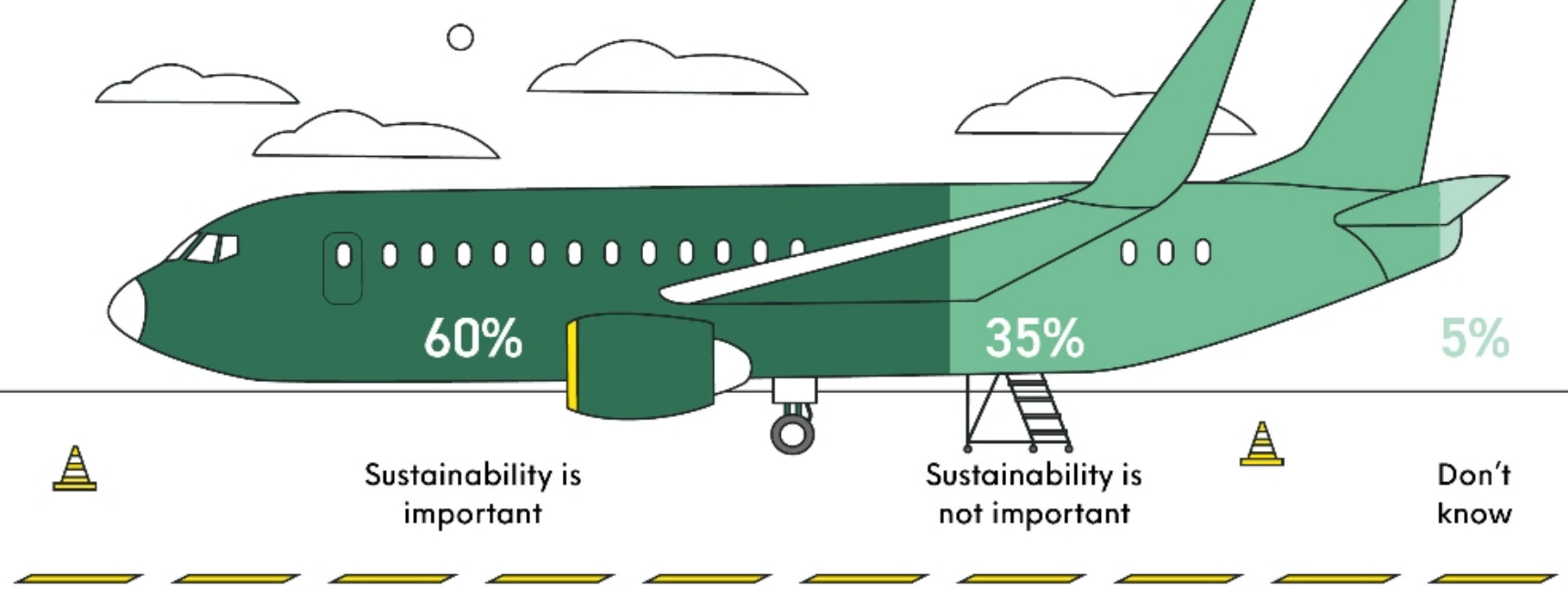
Market summary



Source: Mintel, May 2024

When booking a holiday, six in 10 prioritise sustainability as a significant factor in their decision-making process

UK: Importance of sustainability when booking a holiday – NET, % of consumers, % of respondents, 2024
City dwellers and younger generations self-report as being particularly interested in sustainable travel. Social media platforms can play a crucial role in inspiring city dwellers and younger generations to embrace sustainable travel practices. By sharing engaging content that highlights the benefits of eco-friendly transportation options, promotes responsible tourism choices, and showcases the positive impact of sustainable travel on local communities and the environment, social media can effectively motivate eco-conscious decisions.

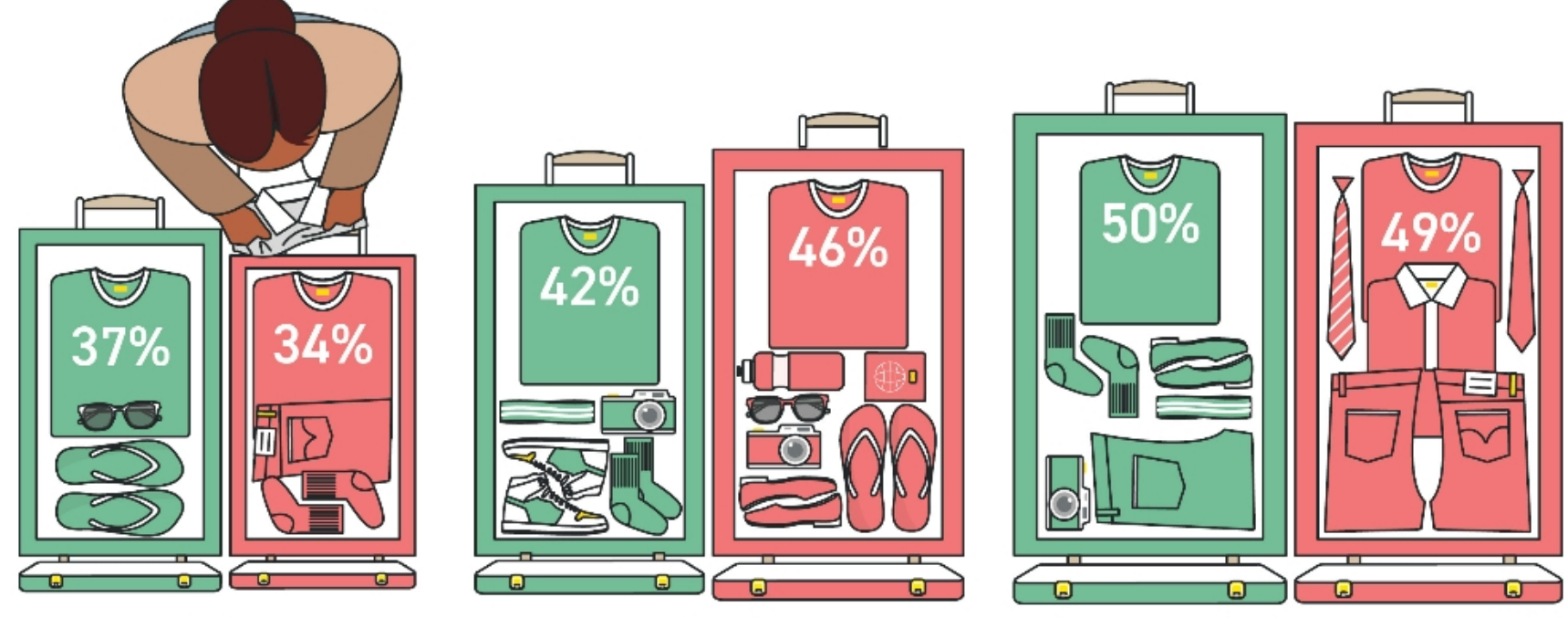


Base: 1,843 internet users aged 16+ who have been on holiday in the last three years or are planning to go on holiday in the next three years | Source: Kantar Profiles/Mintel, April 2024

Brands should amalgamate high-quality and luxury to appeal to older travellers

UK: select sustainable travel behaviours in the last 3 years, by age, % of respondents, 2024
Older travellers continue to carry out sustainable habits from their everyday lives whilst on holiday. Older travellers are also typically more likely to use their purchase power to participate in sustainable travel behaviour, rather than use a hands-on approach. As such, brands should focus on amalgamating high-quality and luxury sustainable travel packages to appeal to older travellers who tend to be more affluent travellers.

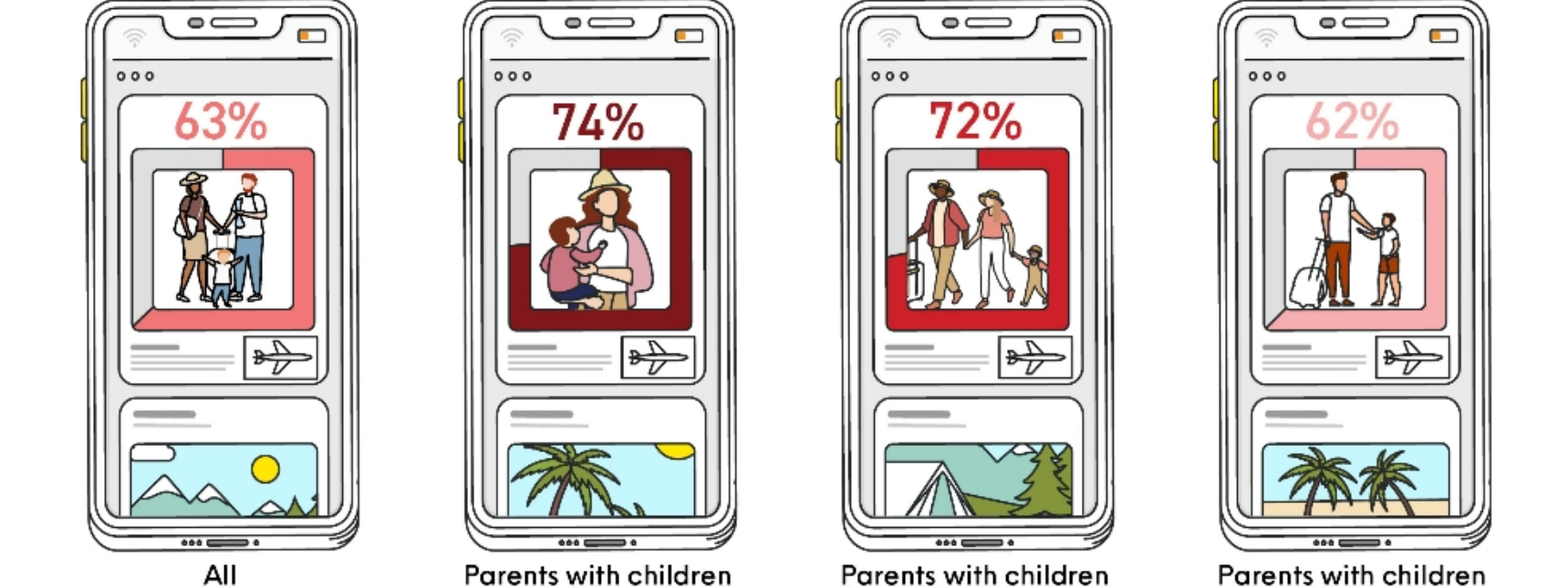
● Bought/consumed locally-sourced products ● Reduced packaging waste (eg used a reusable water bottle)



Base: 1,709 internet users aged 16+ who have been on holiday in the last three years | Source: Kantar Profiles/Mintel, April 2024

Parents with young children are more inclined to express concerns when organising sustainable holidays

UK: consumers agreeing with the statement ‘I think it requires more effort to book a sustainable holiday than a conventional holiday’, by age of children in household, % of respondents, 2024
Parents with young children are likely to be more apprehensive about taking a holiday in general. This can be attributed to the responsibilities of caring for young ones, logistics of travelling with children, and the need to maintain routines. When adding sustainability considerations into the mix, parents with young children are likely to feel more overwhelmed. Brands should assist parents with young children to ensure the process for booking sustainable holidays is as accessible and straightforward as possible.



Base: 1,843 internet users aged 16+ who have been on holiday in the last three years or are planning to go on holiday in the next three years | Source: Kantar Profiles/Mintel, April 2024

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