

Open the world more sustainably

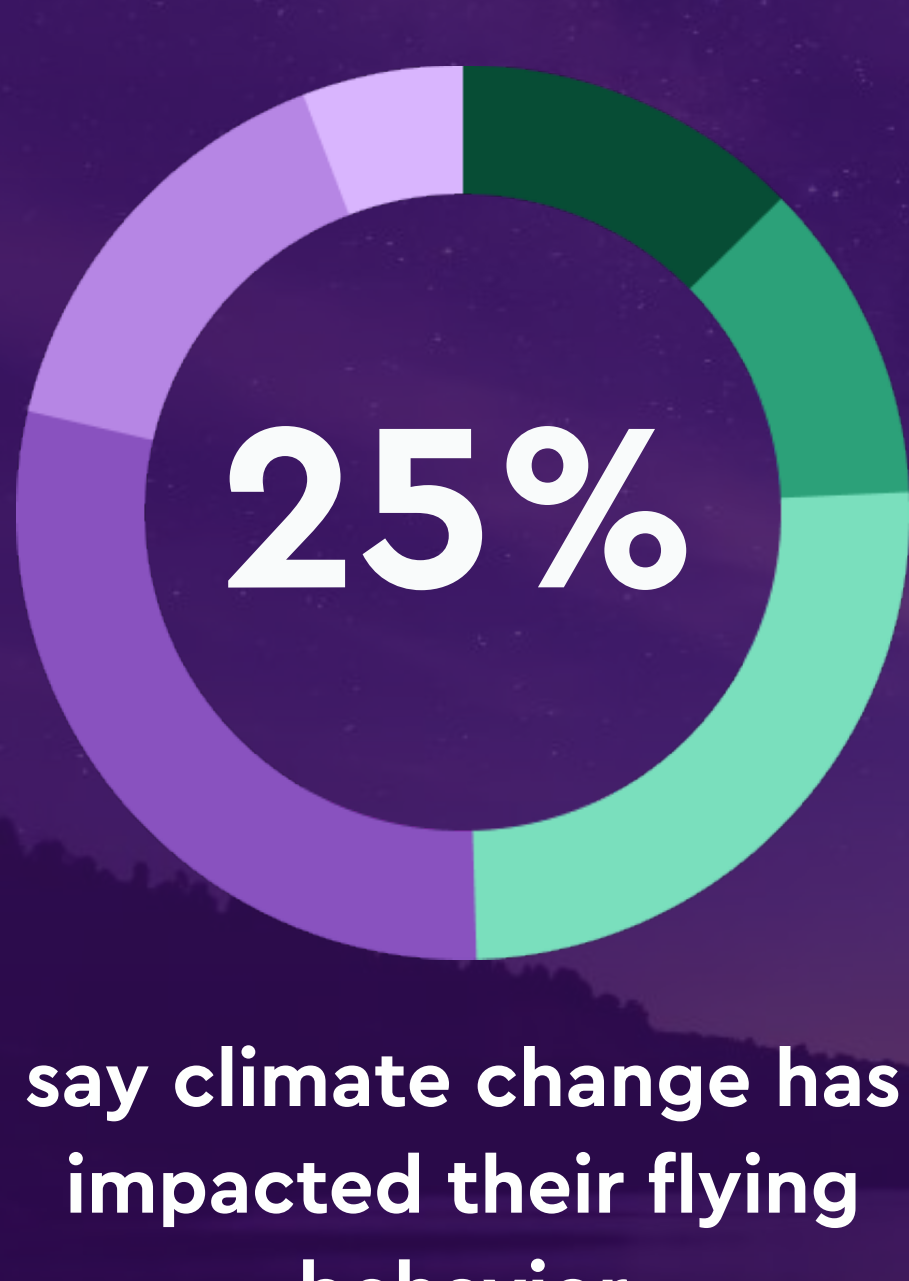
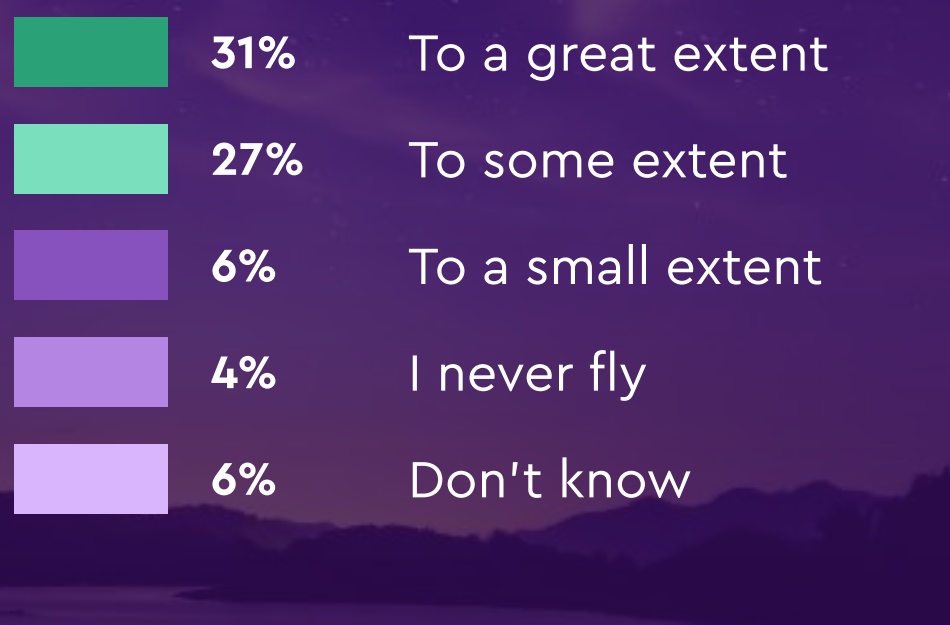


As global focus on sustainability grows ever larger, many people are trying to make sustainable changes at home. But we also love traveling. Are these two behaviors mutually exclusive, or is there perhaps a significant number of people who want to travel – but more sustainably?

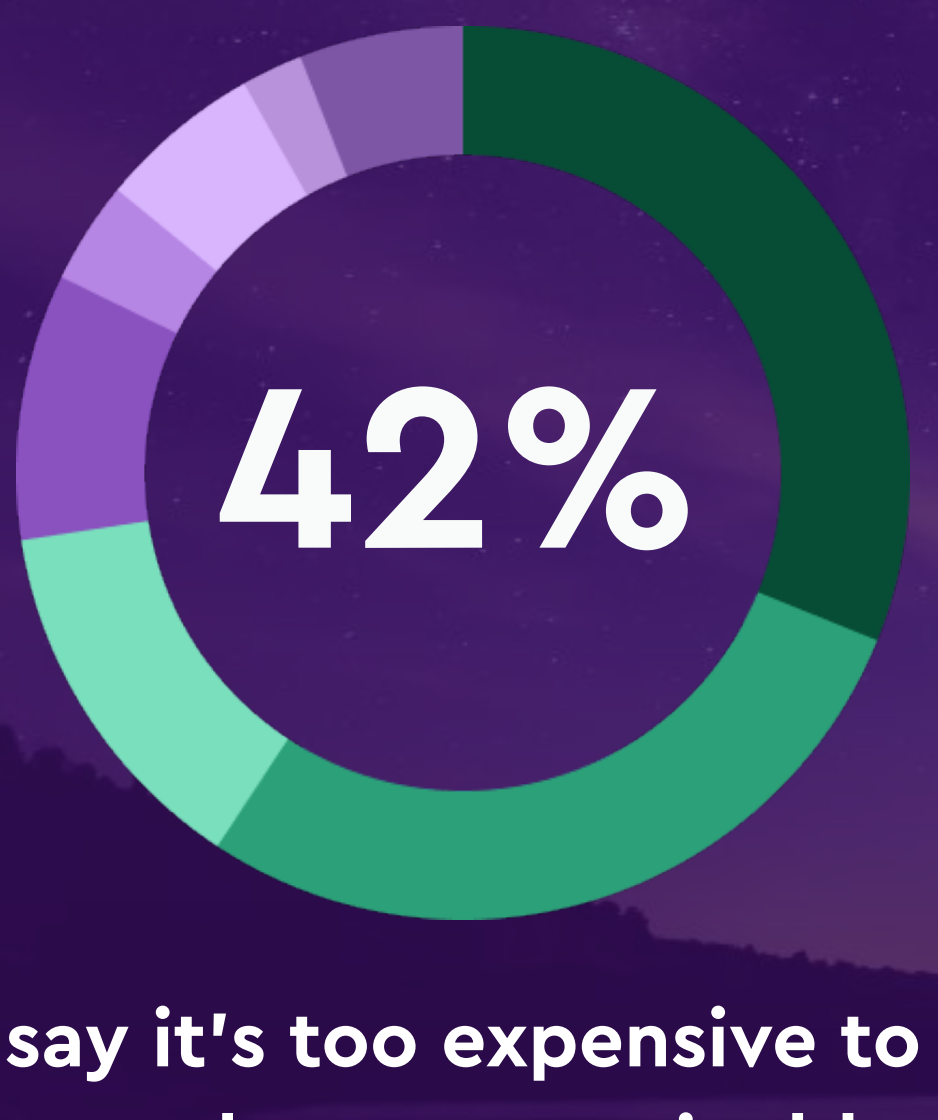
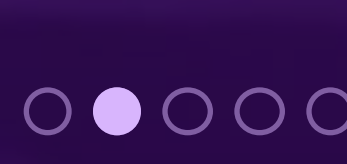
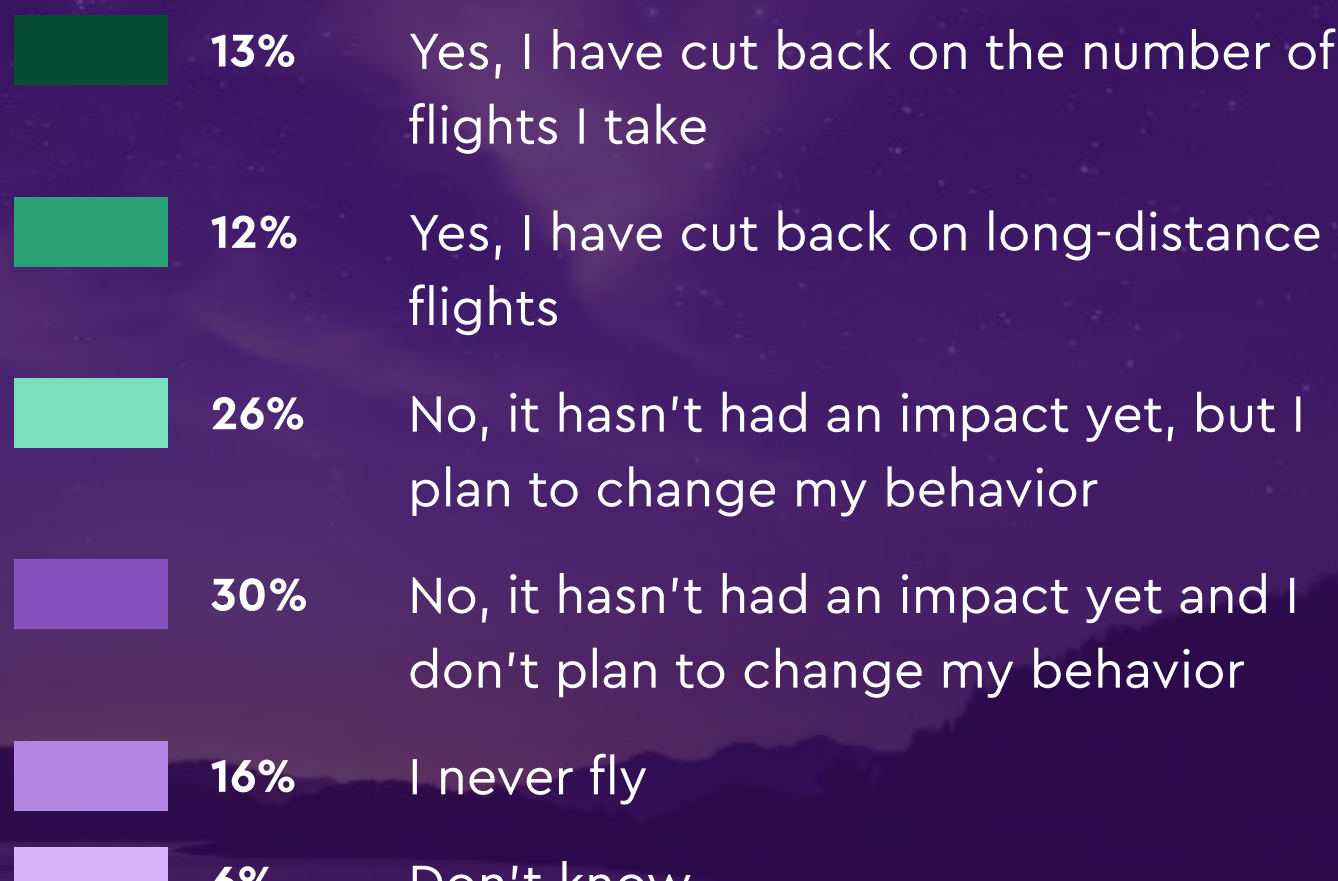
This report gauges how people around the world perceive sustainable travel. One of its conclusions is that people want to be able to travel more sustainably – they're simply lacking clear information on how to do so.



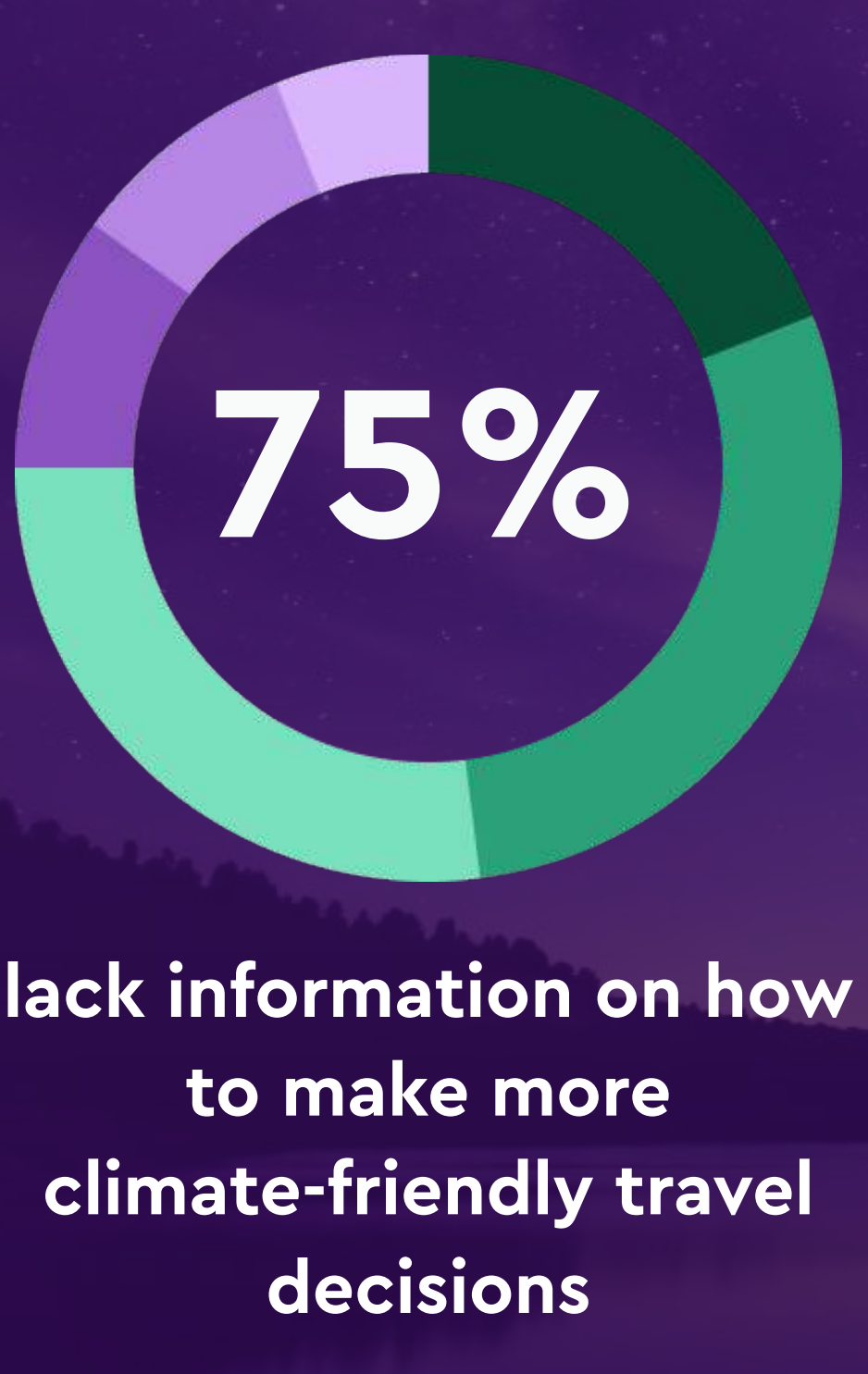
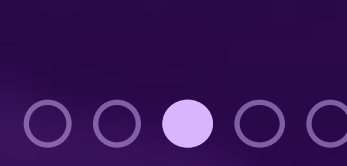
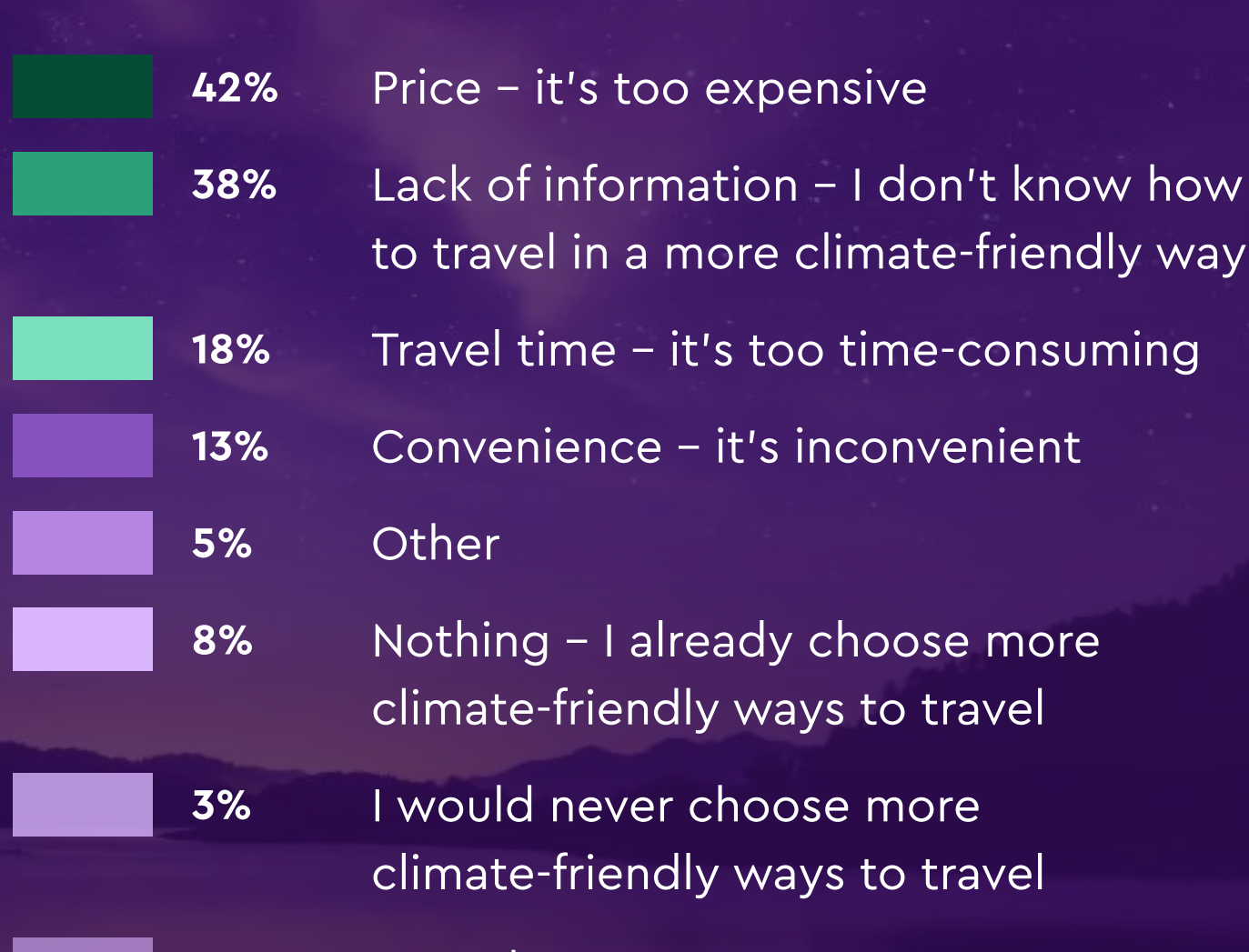
To what extent would you like to travel more sustainably?



Has climate change had an impact on your flying behavior so far?



What is primarily preventing you from choosing more sustainable ways to travel? Choose up to two answers.



To what extent do you miss having clearer information and guidance on how to make more climate-friendly choices when you travel?



Are you willing to pay extra for climate-friendly travel services compared to non climate-friendly travel services? (Travel services include services provided by airlines, hotels, travel agencies, car rental companies, etc.)



Behind the survey: 25,200 people from 24 different countries aged 18–65 and who match the population of their respective countries in age, gender and geography completed the survey. Data collection took place from January 2nd to 16th, 2020 via an e-survey on Cint's panels.

This survey is part of momondo's efforts to create transparency on the impact that different forms of travel have on the environment and show travelers ways to travel more sustainably.