

ANNEX

Table 1: Travelers' inclination to book accommodation based on access to unique local experiences

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|--------|-------|----------------------|-------|-----------|--------|---------------|---------------|---------|-------|
| Global | China | United Arab Emirates | India | Singapore | Mexico | United States | Great Britain | Germany | Japan |
| 65% | 81% | 79% | 77% | 70% | 69% | 62% | 57% | 43% | 42% |

Table 2: Top travel experiences ranked by Singapore respondents

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| 1. Exploring local and traditional food and beverage (92%) |
| 2. Getting to know the local community when traveling (84%) |
| 3. Gaining a deeper understanding of the local history and heritage of the destination traveled to (84%) |

Table 3: 2024 travel budgeting of global respondents

| | I plan to spend more on travel in 2024 than I did in 2023 | I am reducing spending on other areas of my life so that I can prioritize travel in the next 12 months |
|-----------------------------|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| Global | 65% | 64% |
| China | 85% | 74% |
| United Arab Emirates | 83% | 82% |
| India | 81% | 82% |
| Singapore | 73% | 74% |
| Mexico | 67% | 71% |
| Great Britain | 56% | 52% |
| United States | 56% | 51% |
| Germany | 40% | 48% |
| Japan | 39% | 34% |