

## ANNEX

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

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 Asian respondents**

1. Exploring local and traditional food and beverage (88%)
2. Gaining a deeper understanding of the local history and heritage of the destination traveled to (84%)
3. Getting to know the local community when traveling (78%)

**Table 3: Top three budget priorities of travelers worldwide**

	First priority	Second Priority	Third Priority
<b>China</b>	Restaurants or culinary experiences	Exploring and adventure experiences	Design or cultural events
<b>India</b>			Wellness-focused experiences
<b>Singapore</b>		Wellness-focused experiences	Indulgence or pampering experiences
<b>Japan</b>			
<b>Germany</b>	Indulgence of Pampering	Exploring and adventure experiences	Restaurants or culinary experiences
<b>United Arab Emirates</b>	Exploring and adventure experiences	Restaurants or culinary experiences	Design or cultural events
<b>Mexico</b>			Wellness-focused experiences
<b>Great Britain</b>			Live music events or experiences
<b>United States</b>	Restaurants or culinary experiences	Exploring and adventure experiences	

**Table 4: 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
<b>Global</b>	65%	64%
<b>China</b>	85%	74%
<b>United Arab Emirates</b>	83%	82%
<b>India</b>	81%	82%
<b>Singapore</b>	73%	74%
<b>Mexico</b>	67%	71%
<b>Great Britain</b>	56%	52%
<b>United States</b>	56%	51%
<b>Germany</b>	40%	48%
<b>Japan</b>	39%	34%