

July/August 2021

JourneyWoman Global Travel Trends: Women's Travel Planning: Finding Value



Boomer and GenX Women Ready to Spend on Travel, but Expect Value

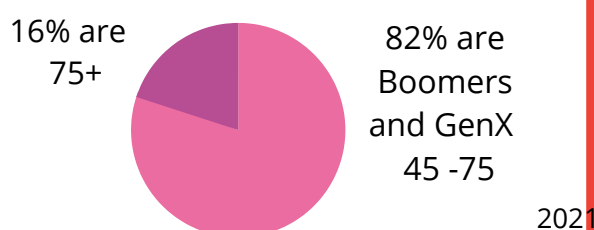
As the primary influencers in travel, women make most travel decisions; over two-thirds of travellers are female. There is no question it will be more expensive to travel in the future. Solo women are looking for ways to save but expect to be treated the same as any other traveller - and safety, value and experience top their list of requirements.

Methodology

We regularly conduct surveys with our global audience of adventurous female travellers to guide our editorial, events and design new services and partnerships. This data sheet includes the summaries of two recent surveys in July and August 2021.

Respondents

Approximately 47% live in the US. Over 44% live in Canada, with the remaining 9% in 100+ other countries including India, Australia, the UK, and New Zealand.



JourneyWoman TravelReady Survey, July and August 2021

Let's Get TravelReady

In December 2020, we announced #TravelReady, our commitment to elevate women's confidence in travel. Our 10-point TravelReady checklist covers all aspects of women's travel from financial planning to ethics to safety to wellness.

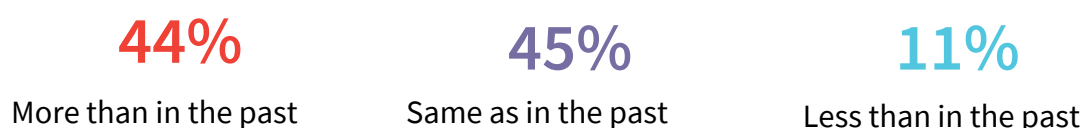


Visit journeywoman.com/travel-ready

Women want value for their money

Last summer, 60% of women told us they spent approximately US\$3,000 per week on travel pre-pandemic and **73% said they would pay more to feel safe** in the future. In July 2021, most women (80%) describe themselves as 'flexible' travellers who want value but will splurge on their own rooms or unique experiences.

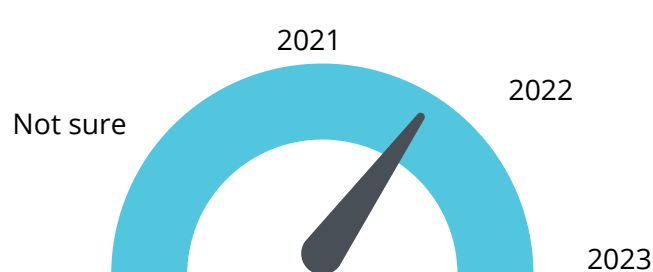
Our latest data shows that women plan to spend the same or more on travel in the future.



JourneyWoman TravelReady Survey August 2021

JourneyWoman TravelReadiness: Most Women Are Planning Travel in 2021-22

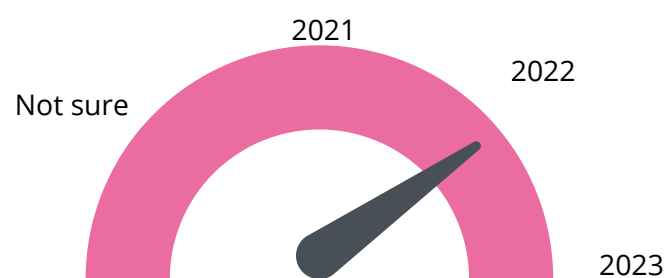
Based on what you know now, when do you plan to travel internationally outside your home country?



Travel Readiness (May 2021)

26%	25%	42%	4%
Are "not sure"	Are planning to travel in 2021	Are planning for 2022	Are planning for 2023 or later

JourneyWoman TravelReady Survey, May 2021



Travel Readiness (July 2021)

19%	26%	47%	2%
Are "not sure"	Are planning to travel in 2021 or have already travelled this year	Are planning for 2022	Are planning for 2023 or later

JourneyWoman TravelReady Survey, July 2021



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What is your #1 pet peeve about the cost of travel?

1. Single Supplement (62%)
2. High airfare costs (42%)
3. Extra bag fees (39%)
4. Hidden fees/ Resort fees (39%)
5. High cleaning fees (29%)
6. High rental car fees (26%)



Where do women splurge on travel?

(Top 4 responses shown)



JourneyWoman TravelReady Budget Travel Survey, August 2021

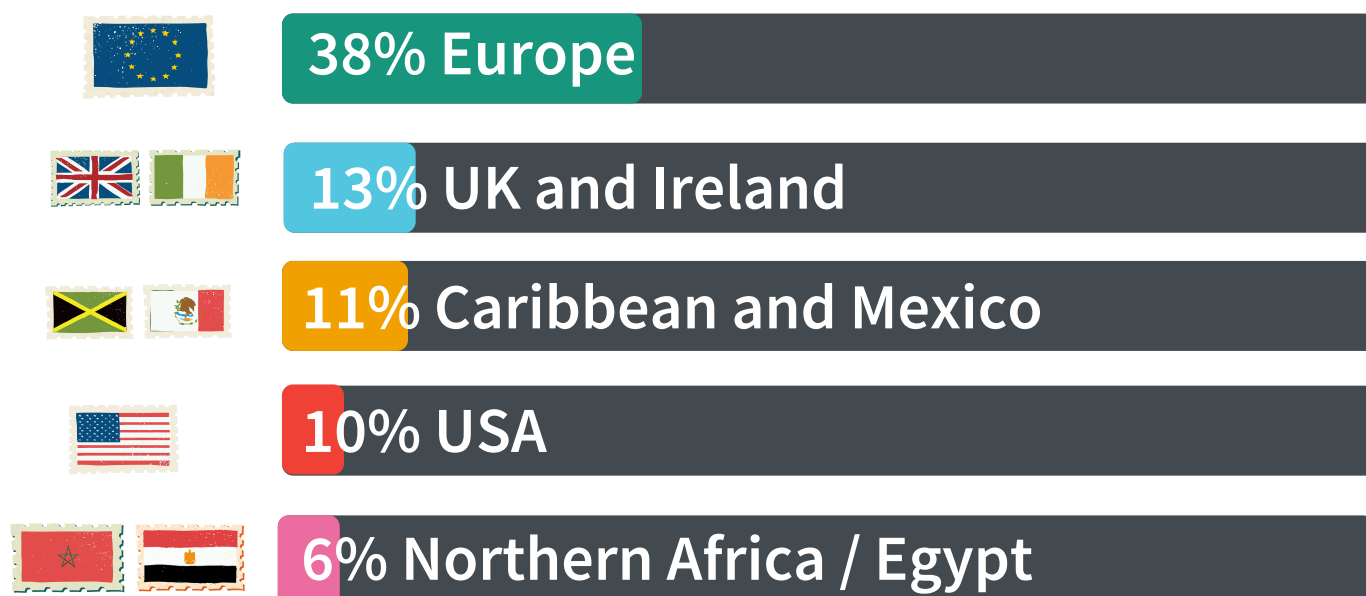
*Multiple answers permitted

Where do women want to save on travel?

(Top 5 responses shown)



First destinations: Canada and Australia have dropped out of the top five



JourneyWoman TravelReady Survey, July 2021

Do you plan to use a travel agent in the future?



JourneyWoman TravelReady Survey, August 2021

