Trip.com Group™



Sustainable Travel Consumer Report 2026



Message from Our CEO

Every journey depends on the world around it: the places we discover, the nature we enjoy and the communities that make each destination unique. For travel to thrive for generations to come, that world must thrive too.

Sustainability is becoming an important part of what travellers value. It is not just a responsibility, but a way to experience more — from exploring nature and taking scenic rail journeys to discovering less-visited destinations.

This year's report shows how this interest is shaping travel decisions. Three in four travellers surveyed say sustainability matters when they choose how to travel. This reflects an awareness of both the conditions in which we travel and our impact on the places we visit, from a changing climate to the mark we leave behind.

The next step is to turn that interest into action by making more sustainable choices easy, intuitive and rewarding. Price, convenience and the ability to identify suitable options still influence decisions. Addressing these barriers is key to progress.

At Trip.com Group, we are working to make more sustainable choices accessible and appealing. Through our technology, global reach and partner network, we aim to create positive impact for the environment, communities, families and stakeholders. From certified sustainable stays and lower-carbon transport to clearer information, personalised recommendations and tools such as My Travel Impact, we are making sustainability part of the travel experience. These efforts complement our work to reduce emissions across our value chain and our commitment to carbon neutrality by 2050.

A sustainable future for travel cannot depend on individual travellers alone. The industry has a vital role in making more sustainable choices easier to find, understand and act on. We are grateful to our partners for joining us in this effort.

Making travel a positive force for the world it connects is a shared responsibility. As we continue to pursue the perfect trip for a better world, we believe every journey can help preserve what makes travel possible — for travellers, destinations and future generations.

Jane Sun
CEO, Trip.com Group

A Global Snapshot of More Sustainable Travel

Amid rising global temperatures and climate change, Trip.com Group's Sustainable Travel Consumer Report 2026 seeks to understand the changes in attitudes, motivations and the ways that consumers are viewing sustainable travel today.

Based on 8,777 survey samples from 29 markets across four regions, this year's report provides a global overview of current considerations when it comes to more sustainable travel, and looks into the possibilities of technology in driving travellers to adopt more sustainable options.

Defined by the Global Sustainable Tourism Council (GSTC) as an aspiration to acknowledge all impacts of tourism, sustainable and responsible travel aims to minimise negative impacts and maximise positive ones.

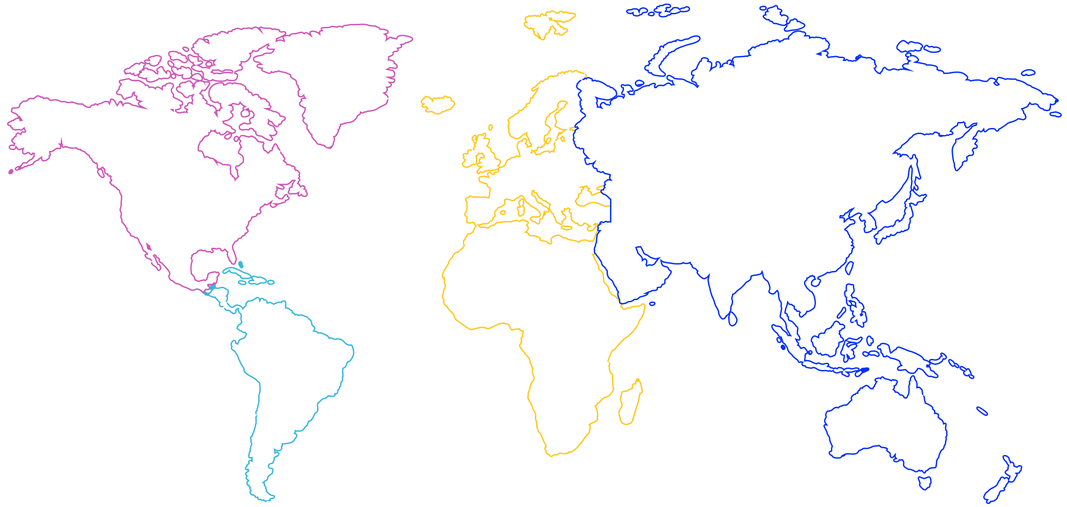
Already, consumers see the importance and benefits to more sustainable travel. The survey findings reveal that over 60% of respondents have adapted their travel plans in response to extreme weather, while a significant number also see more sustainable travel options beyond a personal responsibility but also as a way to enhance their travel experiences.

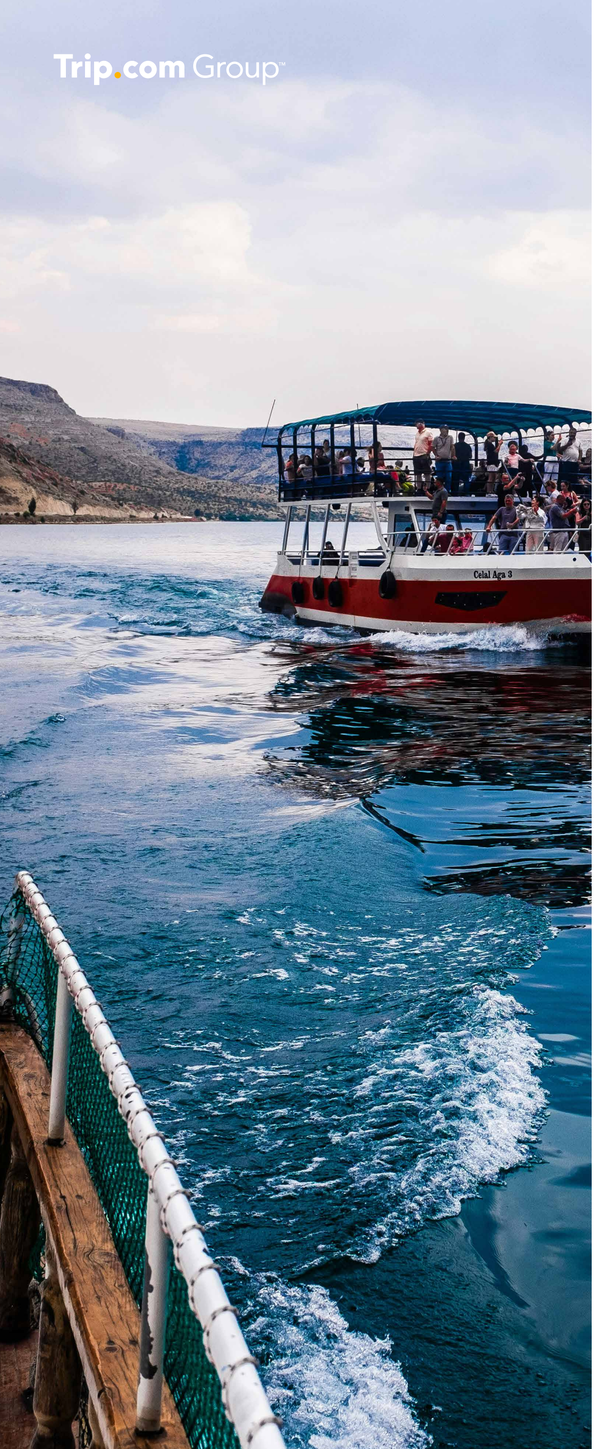
However, the report shows that practical concerns still outweigh the benefits of more sustainable travel for most, especially among the older age groups. More can be done to better support consumers in making travel choices that are more sustainable and practical. Travel OTAs and the wider industry can contribute more meaningfully to advancing more sustainable travel through technology and collaboration.

- *Definition of sustainable travel by GSTC: https://www.gstc.org/what-is-sustainable-tourism/*

8,777 survey respondents

29 markets across 4 regions





Sustainability Is Becoming the Experience Itself

Globally, consumers see the value of more sustainable travel, driven largely by environmental responsibility and the need to preserve destinations for future generations. Younger travellers show higher engagement and interest in general.

3 in 4

respondents say sustainability is important when making travel decisions

Price remains the largest consideration and perceived barrier to adopting more sustainable travel options, but Gen Zs and Millennials showed more willingness to pay a slight premium for more sustainable choices over other age groups. This suggests that price sensitivity does not necessarily translate into an unwillingness to spend more on more sustainable travel experiences.

> 6 in 10

Gen Zs and Millennials are willing to pay a premium for a more sustainable travel experience

Climate change and extreme weather has accelerated the shift in mindsets, as more see the importance of sustainability when it comes to travel.

1 in 3

respondents would consider destinations with a lower risk of weather disruptions

Beyond navigating weather disruptions, consumers now see more sustainable choices as a way of enhancing their travel experiences. Whether it is exploring the outdoors, or taking scenic rail journeys, consumers are open to more sustainable travel options as a different way of experiencing a destination.

1 in 3

respondents would visit lesser-known destinations or travel during off-peak seasons for a better trip experience



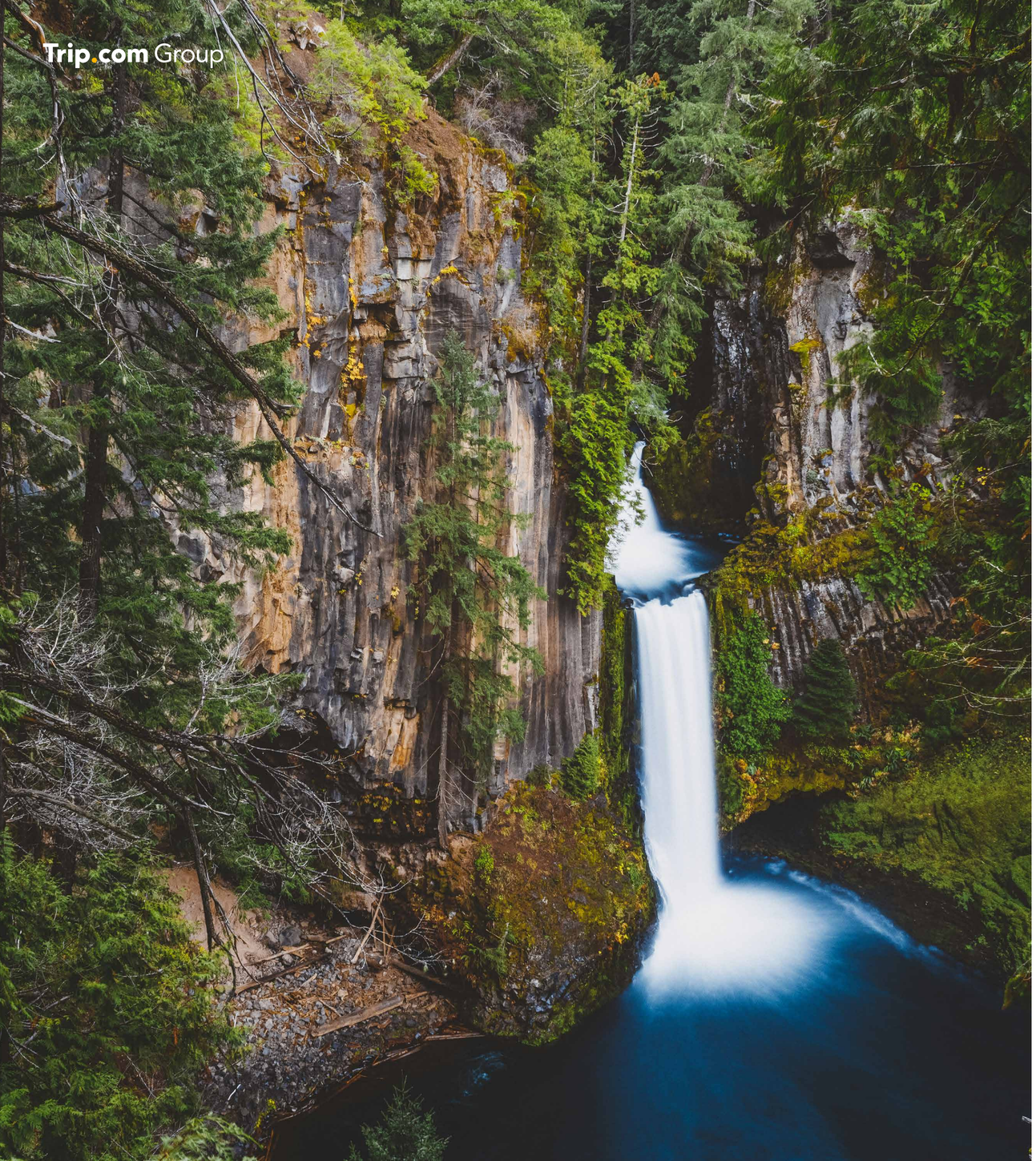
Sustainability Is Getting Smarter and More Personal

Consumers are eager to learn about their environmental footprint, and features like clearer sustainable labels and AI-powered recommendations go a long way in helping users make informed travel decisions. Trip.com's recently launched user carbon dashboard allows users to see their travel impact across trains, flights and hotels at a glance.

1 in 4

respondents would like a dashboard showing the carbon impact of their bookings

Sustainability means different things across different age groups. It could mean nature trails and outdoor activities for younger travellers, while for older age groups, it could look more like off-peak travel. This points to a need for more customised, more sustainable travel offerings that appeal to specific travellers rather than a one-size-fits-all approach. AI-powered features such as Trip.Planner and TripGenie help consumers identify more sustainable travel choices tailored to their needs.



The Sustainability Action Gap

Three in four respondents see the importance of sustainability when making travel decisions.

However, only slightly more than half actively choose more sustainable travel options — from reducing plastic use and taking lower-carbon transport, to booking certified sustainable hotels.

Closing this gap isn't up to travellers alone, it requires the industry to make more sustainable choices easier to act on.

75.4% sustainability is important when making travel decisions

56.8% intentionally choose more sustainable travel options



Good Intentions, Real-World Barriers

Survey respondents are driven by environmental purpose, yet held back by practical constraints.

Environmental responsibility was the most commonly cited motivation (52.5%), closely followed by preserving destinations for future generations (50.8%). More authentic travel experiences were also selected by 44.4% of respondents.

Higher prices were the most commonly cited barrier (37.1%), followed by inconvenience or additional effort (29.8%) and difficulty identifying more sustainable options (27.1%).

What drives more sustainable travel choices?

52.5% environmental responsibility

50.8% preserving destinations for future generations

44.4% more authentic travel experiences

What holds travellers back?

37.1% higher prices

29.8% inconvenience

27.1% difficulty identifying more sustainable options



Climate Risks Reshape Travel

Extreme weather is already associated with meaningful changes in how travellers plan their journeys.

Responses to extreme weather:

Around three in ten delayed or rescheduled a trip (29.9%). Around one in four changed the season or timing of travel (23.6%), while around one in five switched destinations (21.9%). Around one in seven paid closer attention to insurance or cancellation policies (14.1%).

Beyond immediate adjustments, climate resilience is also becoming a consideration in destination choice.

62.0%

adjusted at least one aspect of their trip

How travellers change their travel plans:

29.9% delayed/ rescheduled a trip

23.6% changed the season or timing of travel

21.9% switched the destination

14.1% paid closer attention to insurance or cancellation policies

37.2%

say they would be more interested in destinations with a lower risk of extreme-weather disruption

Calculated on a deduplicated respondent basis among those who selected at least one of the six listed travel adjustments. Multiple adjustments could be selected.

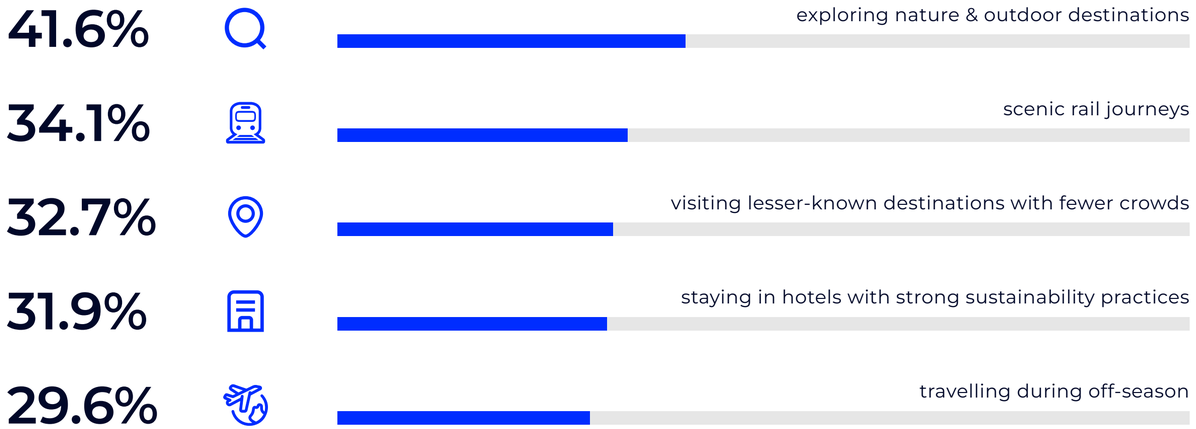


More Sustainable Choices, Better Journeys

Respondents selected several more sustainable travel options that they believe could enhance their experience.

Exploring nature and outdoor destinations was the most commonly selected option (41.6%), followed by scenic rail journeys (34.1%) and visiting lesser-known destinations with fewer crowds (32.7%). Staying in hotels with stronger sustainability practices was selected by 31.9%, while 29.6% selected travelling during the off-season.

Top more sustainable travel experience enhancers



Multiple-response questions. Respondents could select more than one option; percentages therefore do not add up to 100%.

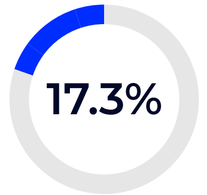


From Enjoying Nature to Protecting It

While 41.6% of travellers say exploring nature and outdoor destinations could enhance their travel experience, only 17.3% say the same about participating in wildlife or nature conservation activities. This suggests an opportunity to turn travellers' interest in enjoying nature into greater awareness of how they can help protect it.

NEARLY 1 IN 5 TRAVELLERS

say participating in wildlife or nature conservation activities could enhance their travel experience.



Sustainability doesn't have to mean giving something up or paying more. Done right, it becomes part of what makes a journey more meaningful, memorable and distinctive.



How Does Sustainability Shape Destination Appeal?

The most appealing destination features are those that tangibly improve the travel experience. Good public transport or lower-carbon mobility was the most commonly selected destination feature, with 56.0% saying it would increase their interest in visiting. This was followed by protection of natural or cultural heritage, selected by 50.6%.

Other factors speak to a different traveller's needs. A lower risk of extreme-weather disruption was selected by 37.2%, while 34.9% selected clear destination sustainability information. This suggests that climate resilience is increasingly important not only as an environmental issue, but as a question of travel confidence.

56.0% good public transport or lower-carbon mobility

34.9% clear destination sustainability information

50.6% protection of natural or cultural heritage

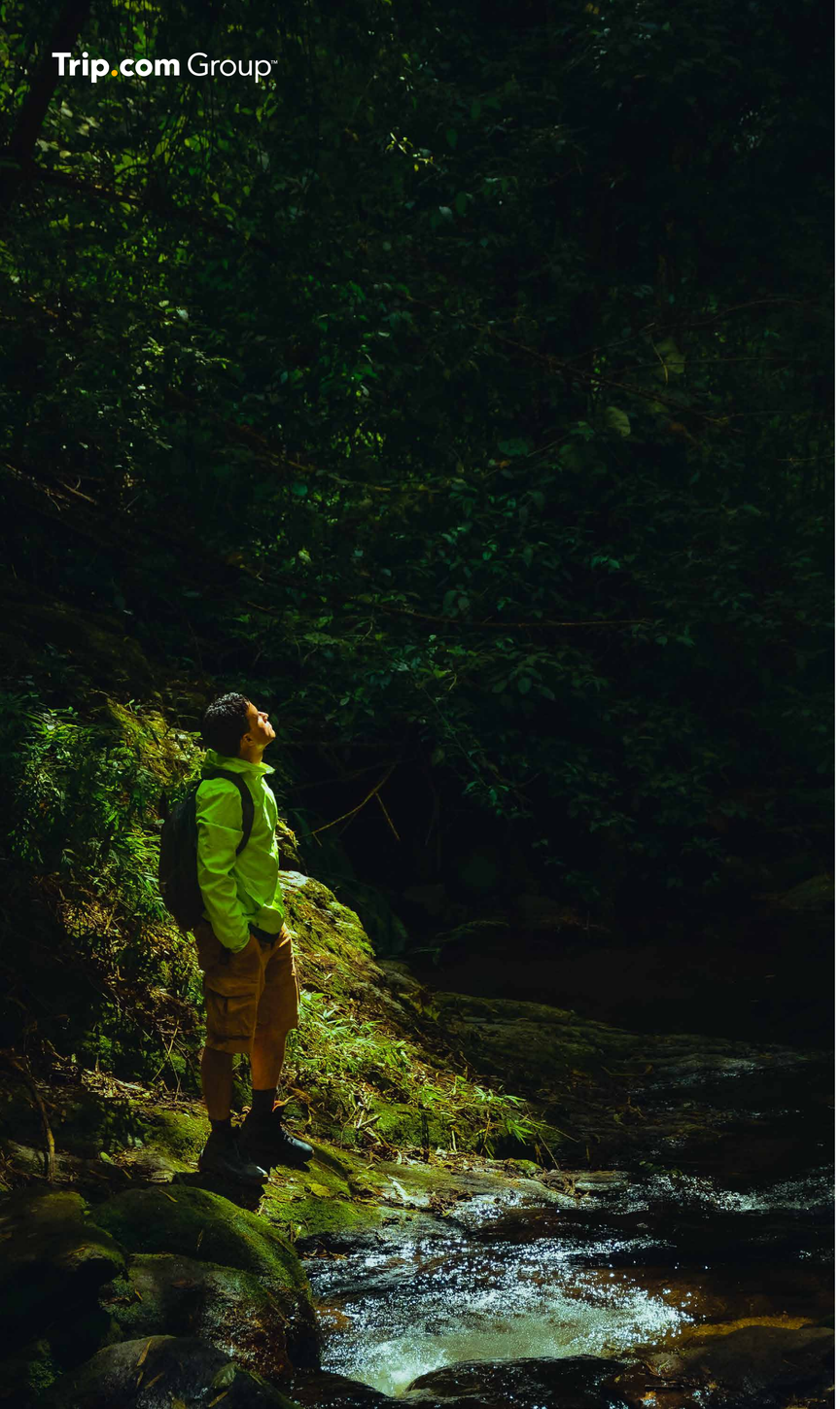
27.9% support for local communities and economies

37.2% lower risk of disruption from weather

6.9% none of the above

Convenience Experience Confidence Information None

Multiple-response questions. Respondents could select more than one option; percentages therefore do not add up to 100%.



The Green Premium Has A Limit

Sustainability does not override the fundamentals of the travel decision-making process.

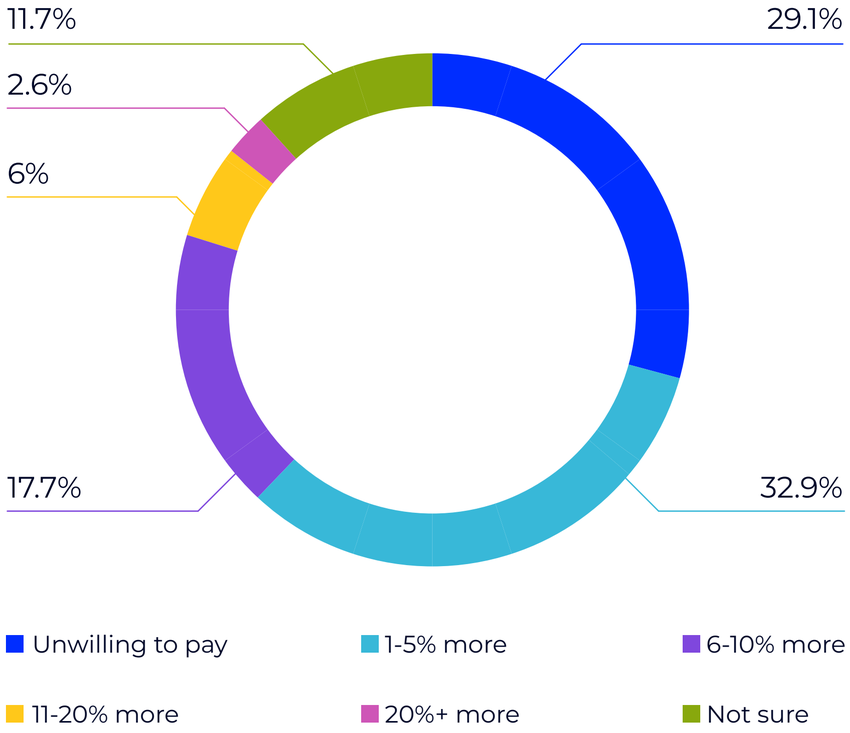
When asked what matters most when choosing travel, almost 2 in 3 picked price (64.1%) as one of the most important considerations, followed by quality and comfort at 61.8% and convenience at 42.4%.

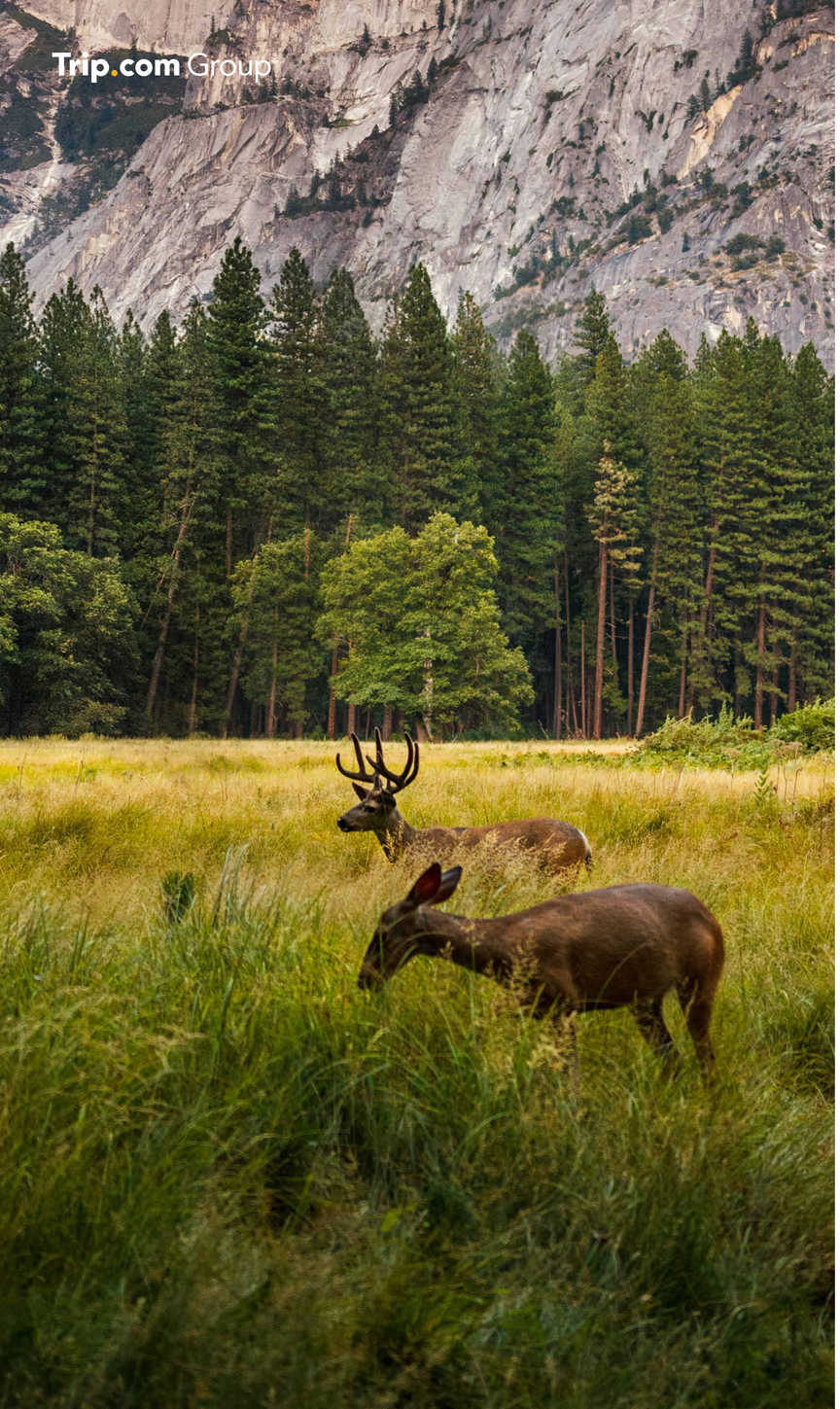
Environmental and social impact ranks lower, at 22.1%. This points to sustainability within a much broader decision-making framework, with price providing perhaps the clearest indication of where the limits lie.

While nearly six in ten (59.2%) travellers say they would be willing to pay some premium for a more sustainable travel experience, this willingness is concentrated at modest levels. 50.6% say they would be willing to pay up to 10%.

This shows that if more sustainable choices are consistently more expensive, less convenient or lower quality, consumer intentions may struggle to translate into consumer action.

Willingness to pay more for more sustainable travel (total cost)





Making More Sustainable Choices Easier

Travellers are looking to online travel agencies (OTAs) to make more sustainable choices easier to find and understand. Clear labelling and practical guidance rank well ahead of carbon-specific tools, suggesting that travellers particularly value information they can easily understand and use when making travel decisions.

What travellers want most from OTAs

41.6% more clear sustainable labels

34.1% more sustainable travel tips

32.7% a dashboard showing the carbon impact of bookings

31.9% carbon emission information

29.6% AI-powered sustainability recommendations and trip planning

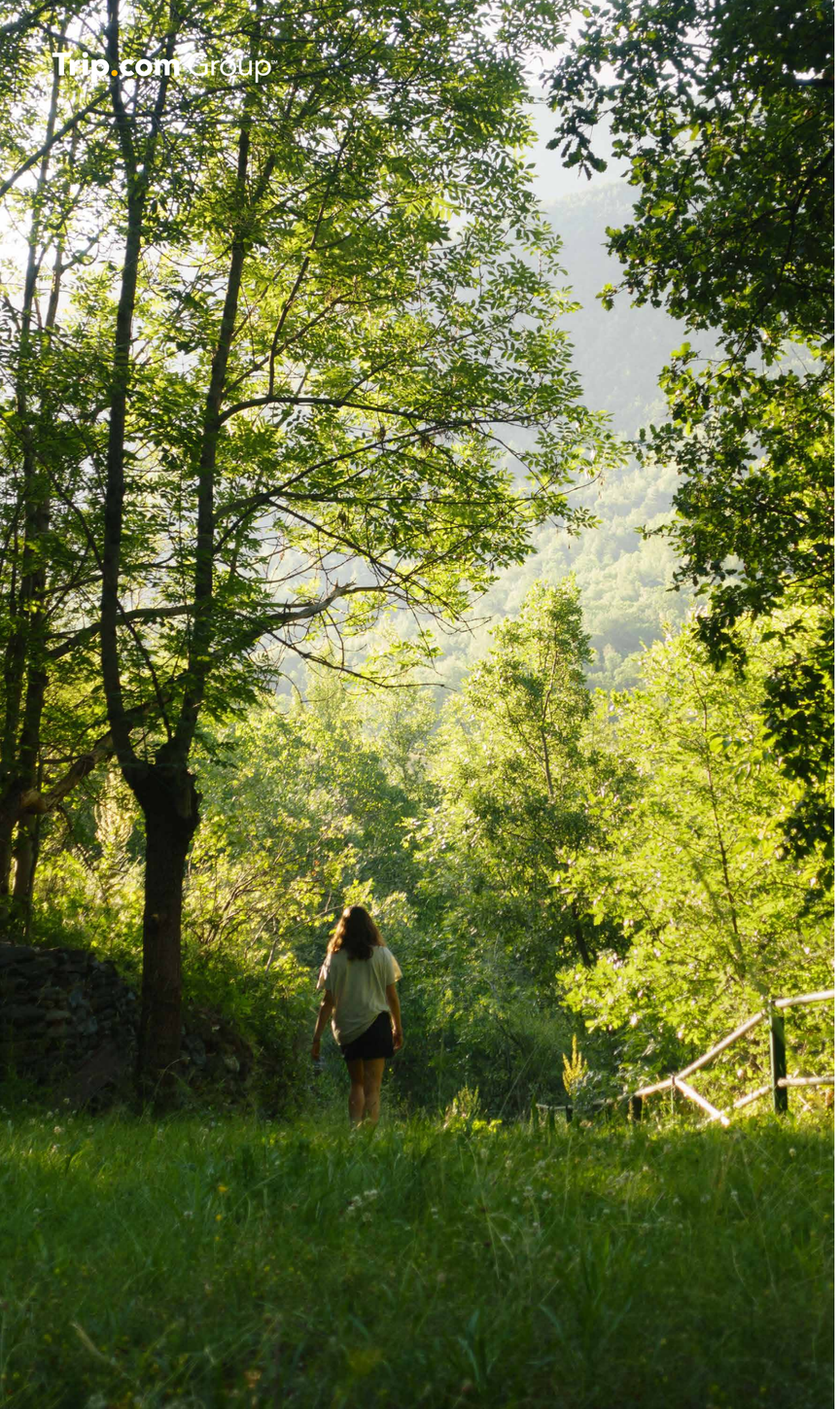
Influence on platform choice

Beyond individual features, sustainability is shaping platform choice itself.

64.2% say more sustainable travel offerings will influence their choice of OTA

Views on how much this matters are split: 18.8% say it would strongly influence their choice and 45.4% somewhat — while 35.9% see little to no influence.

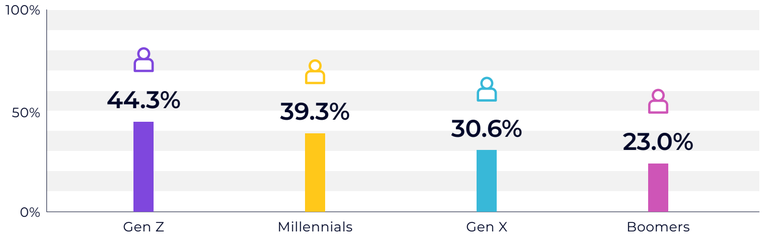
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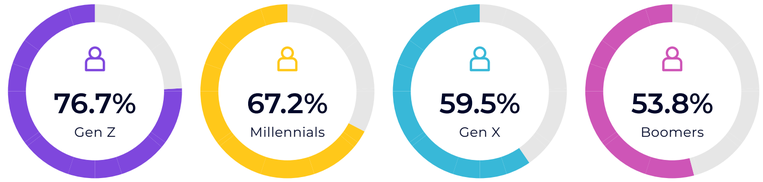
Younger Travellers Lead the Shift

Younger travellers show stronger engagement with more sustainable travel across intention, action and platform choice — Gen Z and Millennials are the most likely to see sustainability as very important, act on it, and let it shape which platform they book through.

Sustainability is “very important” when making travel decisions



Would strongly or somewhat influence their choice of OTA



This pattern also extends to behaviour

Intentionally chose more sustainable travel options: **69.5%** of Gen Z, **63.0%** of Millennials, **50.6%** of Gen X and **40.6%** of Boomers.

40.6% Despite higher prices being the most commonly cited barrier for both Gen Z and Millennials

willing to pay some premium for a more sustainable travel experience — up to 5% to more than 20%



**calculated: ‘strongly’ + ‘somewhat influence’ responses*

Base: Gen Z n=1,272 (14.5%) · Millennials n=3,566 (40.6%) · Gen X n=2,617 (29.8%) · Boomers n=1,280 (14.6%)



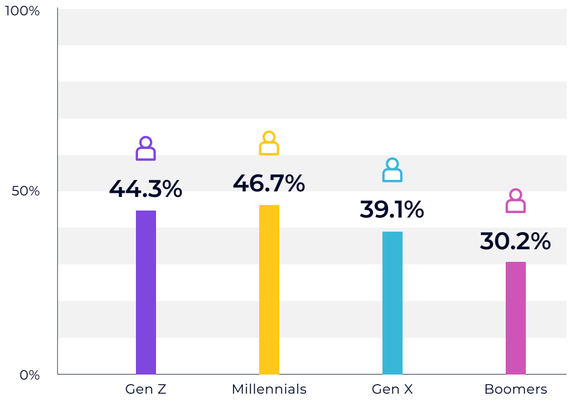
Sustainability Looks Different by Generation

When it comes to more sustainable travel experiences, younger travellers show stronger interest in experience- and product-led options, such as scenic rail journeys, nature and outdoor activities, and hotels with strong sustainability practices. Gen X and Boomers, by contrast, place greater value on lower-crowd and off-peak travel choices, including visiting lesser-known destinations and travelling outside peak seasons.

This suggests that younger travellers seek sustainability more through the products and experiences they choose, while older travellers express it more through when and where they travel.

Exploring nature and outdoor destinations

The pattern reverses for off-season travel: **39.1%** of Boomers say travelling outside peak season would enhance their experience, compared with **30.7%** of Gen X and just **26.3%** of both Gen Z and Millennials.





Bringing Sustainability into Everyday Travel

Trip.com is responding by helping travellers find relevant options, understand the potential impact of their choices and take more responsible action throughout their journey.

FIND

Accommodations

Identify properties with eligible third-party sustainability certifications through Trip.com's Certified Sustainable label.

**Now only hotels and other accommodation facilities that have achieved a GSTC accredited certification will be eligible for inclusion in this feature.*

Flights

Compare estimated flight emissions using the Travel Impact Model (TIM), developed by Google in collaboration with the Travalyst coalition.

Cars and Airport Transfers

View tailpipe CO_2 data and compare electric, hybrid and conventional vehicle options, with support from ACRISS.

Trains

Using UK Government DEFRA conversion factors, travellers booking selected European rail services on Trip.com can compare the estimated emissions of their train journey with those of an equivalent journey by gasoline car.

UNDERSTAND

My Travel Impact

View selected sustainability indicators from eligible bookings in one place, including stays at Certified Sustainable properties and emissions-related travel information from flights and trains.

WWF Responsible Travel Tips

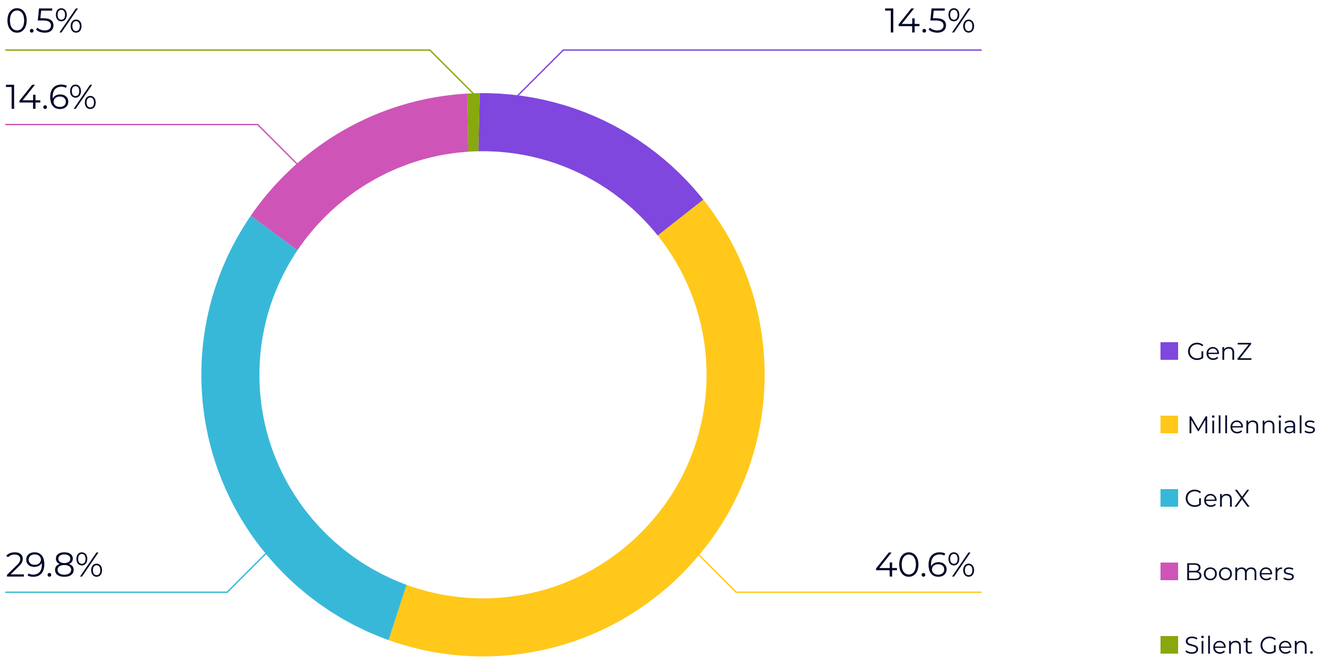
- WWF's Responsible Travel Tips provide practical guidance across the entire journey — from selecting destinations, transport, accommodation and tour operators to packing responsibly, reducing resource use, respecting wildlife and local cultures, and supporting destinations after returning home.
- Source: https://www.worldwildlife.org/resources/tips/responsible-travel/
- **Working together with WWF**
  WWF, together with Trip.com Group and other industry partners, jointly launched the Sustainable Travel Alliance, to encourage industry action on plastic and food waste. The two organisations have also worked together to raise awareness of wildlife protection, including encouraging travellers to say no to ivory products.



Methodology

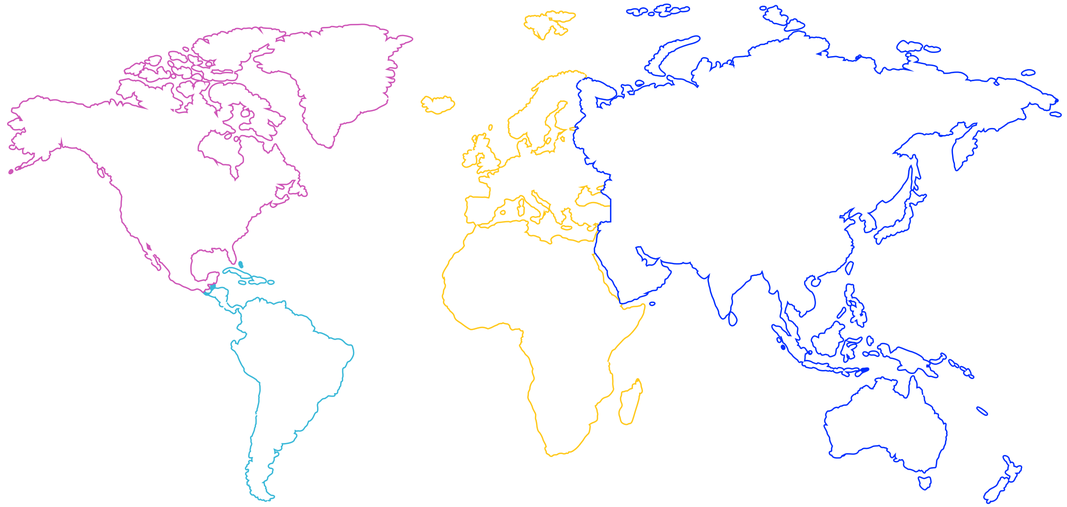
The findings in this report are based on a survey of 8,777 respondents across 29 markets. Results presented as “global” reflect the surveyed sample. Some questions allowed respondents to select more than one answer, so percentages may not add up to 100%. Figures are rounded to one decimal place.

Generational breakdown of respondents:



8,777 survey respondents

29 markets across 4 regions



Acknowledgements

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Special Acknowledgement:

Randy Durband
CEO, Global Sustainable Tourism Council (GSTC)

About Trip.com Group

Trip.com Group is a global travel service provider comprising of Trip.com, Ctrip, Skyscanner, and Qunar. Across its platforms, Trip.com Group helps travellers around the world make informed and cost-effective bookings for travel products and services and enables partners to connect their offerings with users through the aggregation of travel-related content and resources, and an advanced transaction platform consisting of apps, websites and 24/7 customer service centres. Founded in 1999 and listed on NASDAQ in 2003 and HKEX in 2021, Trip.com Group is on the mission "to pursue the perfect trip for a better world".

We recognise that the tourism industry is a challenge when it comes to sustainability, however Trip.com Group endeavours to tackle these issues by advocating to raise awareness for sustainable tourism initiatives and mobilising millions of travellers and numerous partners to participate. By aligning with key global industry associations, we adhere to their standards and extend these principles across the global travel industry, steering our focus towards contributing to enhancing sustainability efforts. Trip.com Group has joined several organisations, including:

- The Science Based Targets Initiative (SBTi)
- Member of the United Nations Global Compact (UNGC)
- Founding member of Travalyst
- Member of the Global Sustainable Tourism Council (GSTC)
- Member of the Pacific Asia Travel Association (PATA)