

Skift.

TRAVEL HABITS OF THE TRAVEL INDUSTRY

2018 SKIFT SURVEY



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Skift's Travel Habits of the Travel Industry survey provides insight into the travel behavior and preferences of the travel industry, across the verticals Skift covers. We understand that as industry insiders, the professionals in the travel sector are some of the most savvy and passionate travelers out there and we want to understand their unique tastes when it comes to everything from destination selection, to travel motivators, expenditure, and more.

The survey collected responses from 1,905 global travel professionals who are Skift readers as well. This data sheet provides an overview of the respondents and presents the survey's results. We also offer some comparisons between the travel habits and preferences of travel industry professionals and non-industry travelers, using data from our [U.S. Experiential Traveler Trends Report 2018](#). While this is not a direct comparison, given varying geographies, age distributions, and sample sizes, we believe it provides further insight into the distinctive habits of travel industry insiders.

KEY TAKEAWAYS

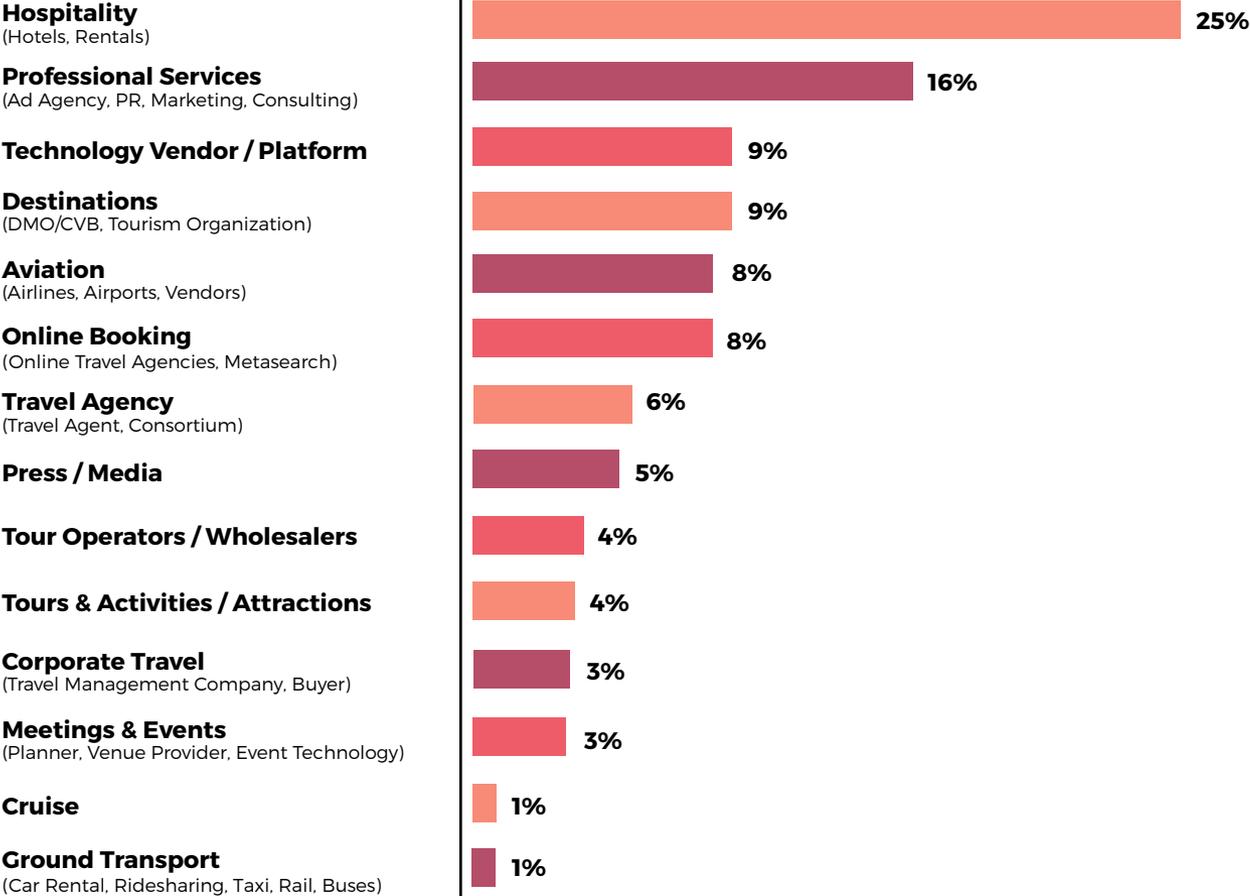
- Travel industry professionals, no surprise, are avid early-adopter travelers, for business and leisure. About a quarter take at least six leisure trips per year and over one-quarter take 10 or more business trips per year.
- This segment of what we have previously termed Supertravelers value experiences and local connection highly when traveling. They strongly prefer spending more money on better activities than on a nicer hotel room, culture is a strong driver of their destination selection, and a large majority see importance in connecting with locals while traveling.
- The travel industry professionals are much higher spenders than non-industry travelers when it comes to accommodations. They are more than twice as likely to spend over \$200 per night on a hotel during a typical leisure trip.
- Travel industry professionals are more likely to have stayed at an Airbnb in the past compared to non-industry travelers. Even so, most still prefer the hotel experience overall.

Overview of Travel Industry Professionals



ALL SURVEY RESPONDENTS REPORTED WORKING IN THE TRAVEL INDUSTRY AT THE TIME THEY TOOK THE SURVEY. HOSPITALITY WAS THE MOST POPULAR SECTOR (25%) FOLLOWED BY PROFESSIONAL SERVICES (16%).

What sector of travel do you work in?



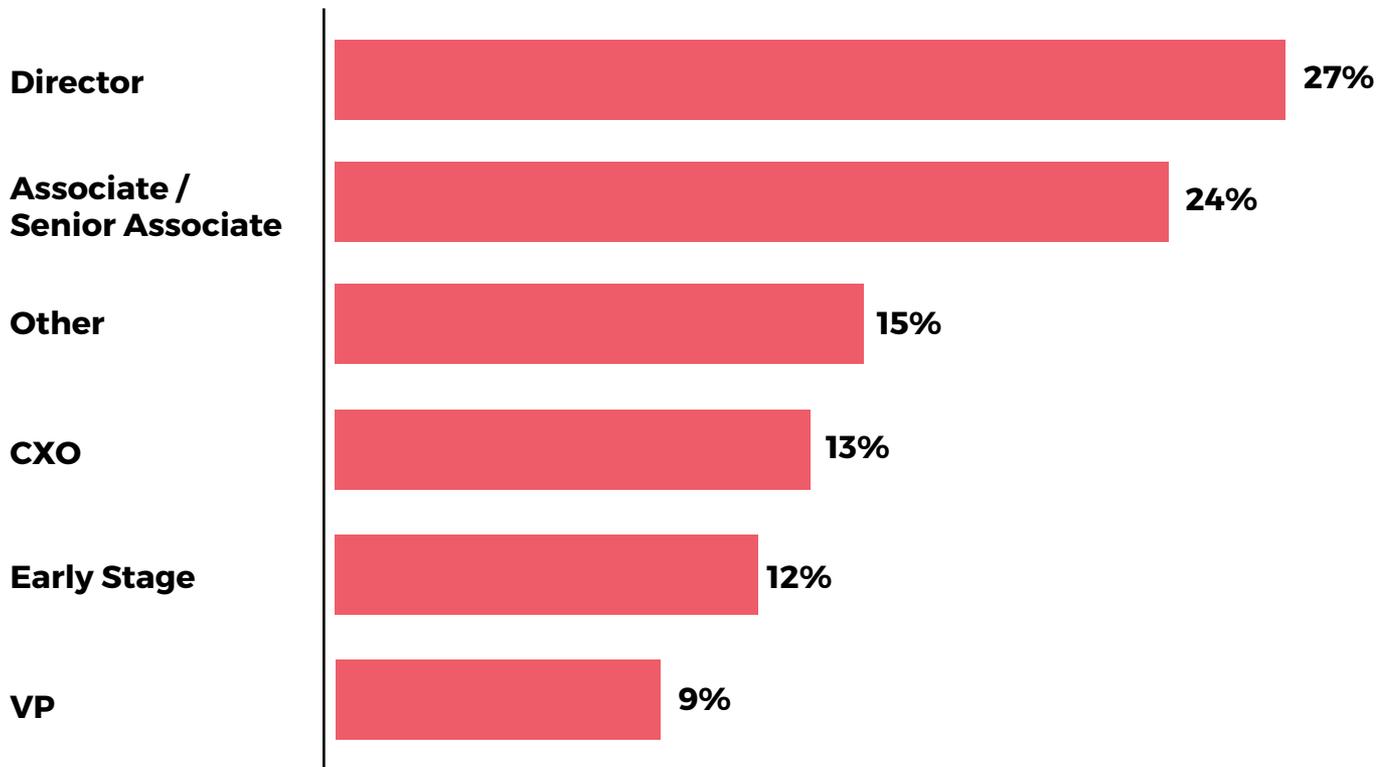
Source: Skift's 2018 Travel Habits of the Travel Industry Survey

Overview of Travel Industry Professionals



THE MOST COMMON ROLES HELD BY THE SURVEYED TRAVEL INDUSTRY PROFESSIONALS ARE DIRECTOR AND ASSOCIATE/SENIOR ASSOCIATE, MAKING UP 51% COMBINED.

What is your role at your company?

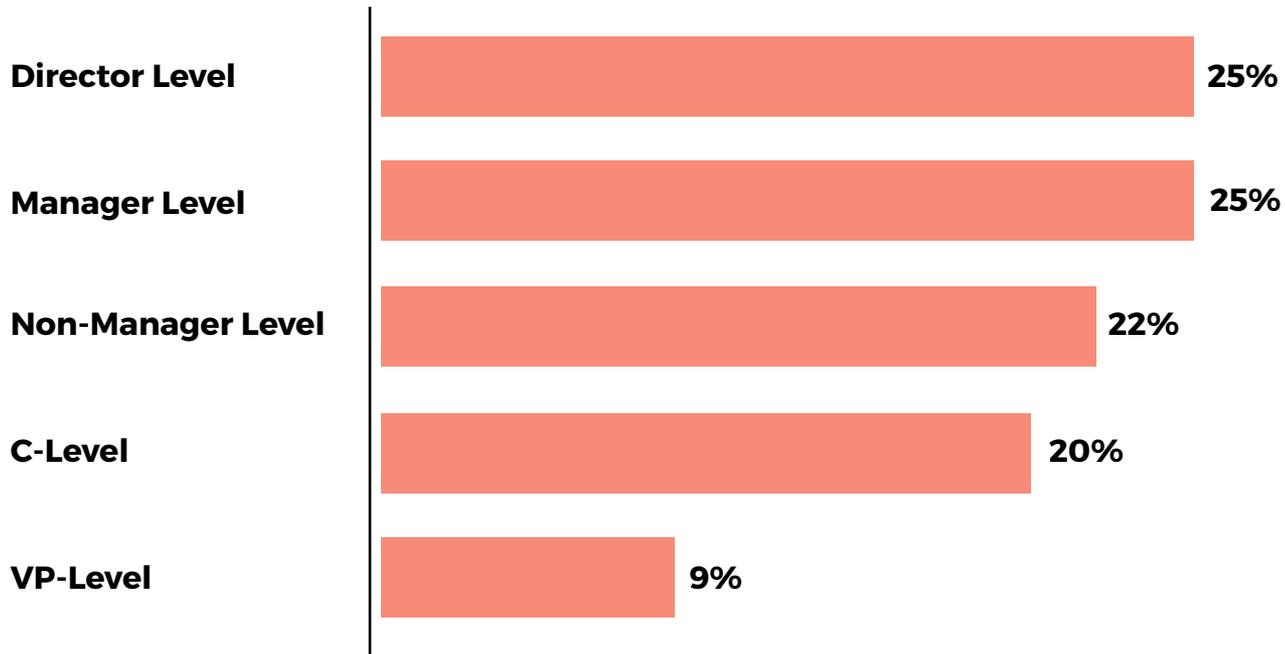


Overview of Overall Skift Readers



MOST OVERALL SKIFT READERS ARE MANAGER LEVEL OR ABOVE (78%), MEANING OUR CONTENT IS READ MOSTLY BY COMPANY DECISION MAKERS.

Skift Daily Newsletter audience by management level

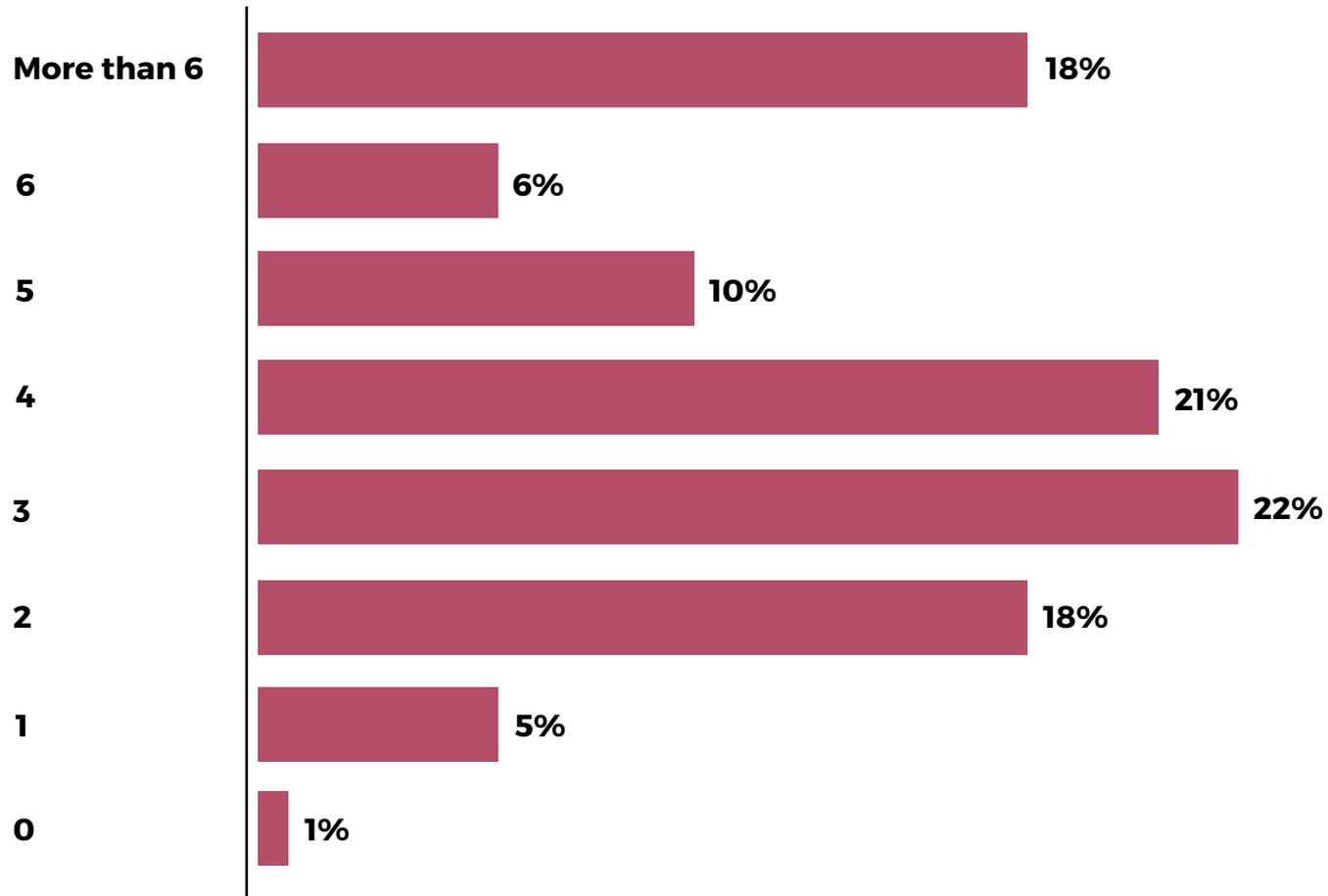


Typical Travel Incidence



TRAVEL INDUSTRY PROFESSIONALS ARE AVID TRAVELERS, WITH NEARLY ONE-QUARTER TAKING AT LEAST 6 LEISURE TRIPS PER YEAR.

How many leisure trips do you take in a typical year?

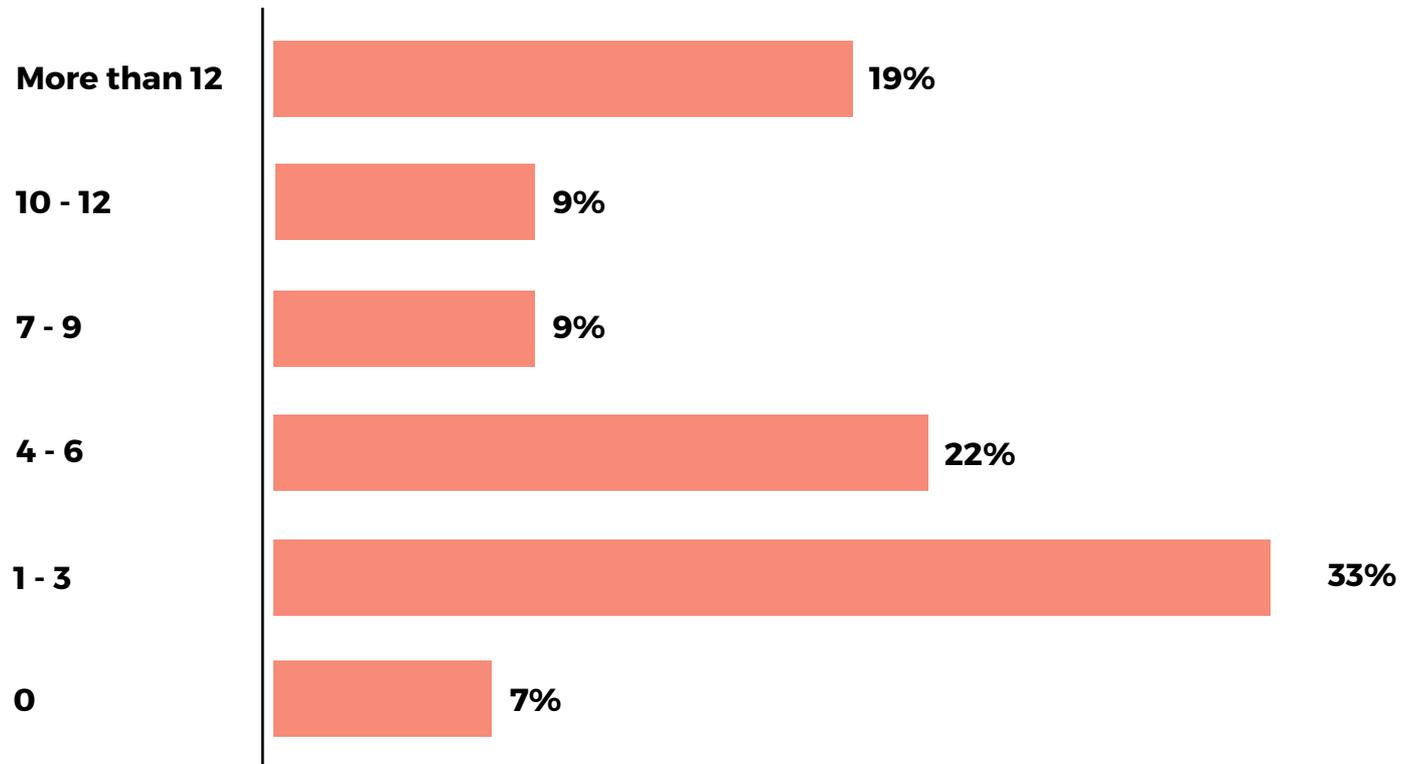


Typical Travel Incidence



TRAVEL INDUSTRY PROFESSIONALS ALSO TRAVEL A LOT FOR BUSINESS. OVER ONE-QUARTER (28%) TAKE 10 OR MORE BUSINESS TRIPS PER YEAR.

How many business trips do you take in a typical year?

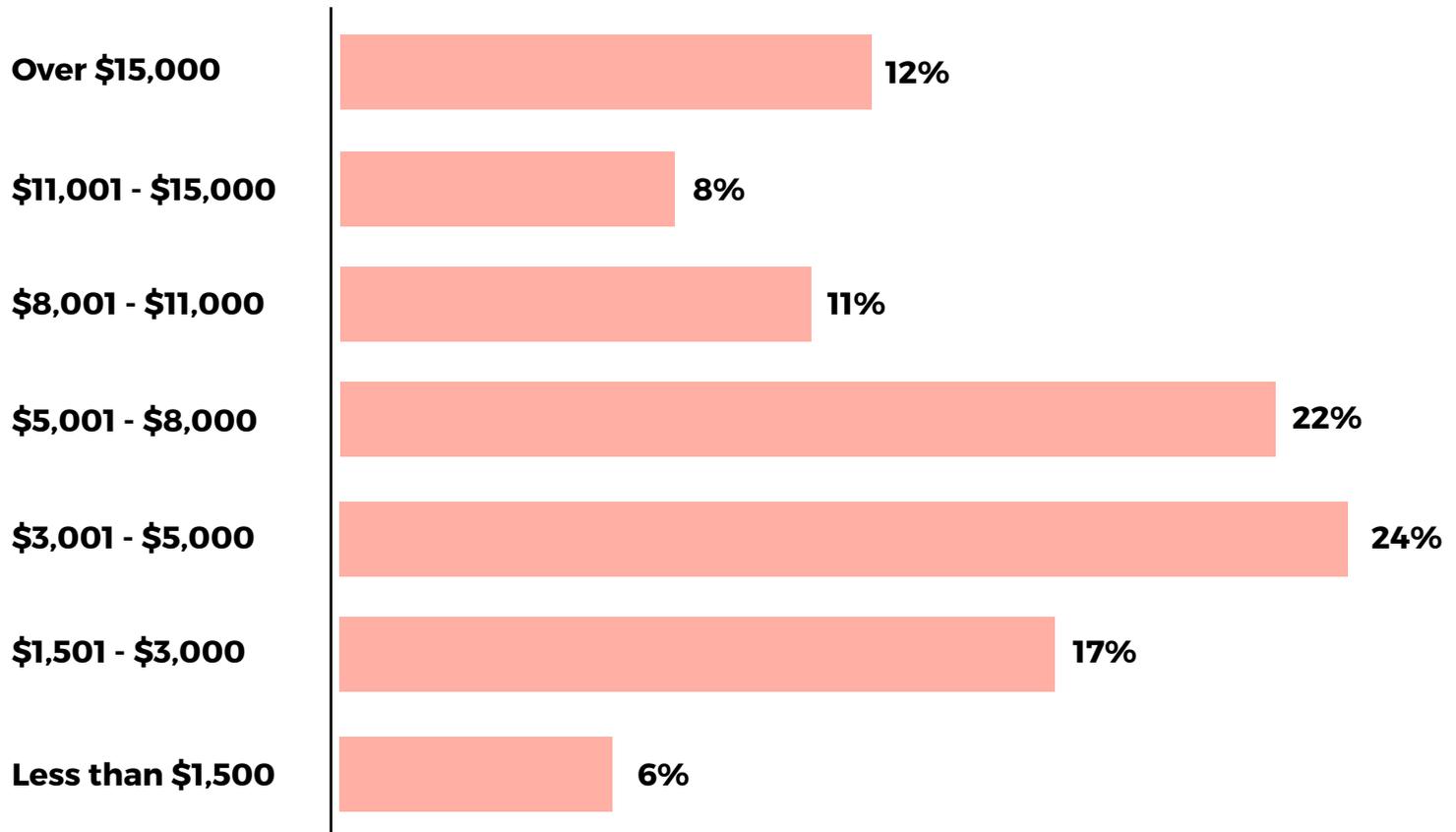


Travel Expenditure



WHILE THE MAJORITY OF TRAVEL INDUSTRY PROFESSIONALS USUALLY TAKE MORE THAN 3 LEISURE TRIPS PER YEAR, 69% SPENT LESS THAN \$8,000 ON LEISURE TRAVEL IN THE LAST 12 MONTHS.

Approximately how much did you spend on leisure travel in the last 12 months (USD)?

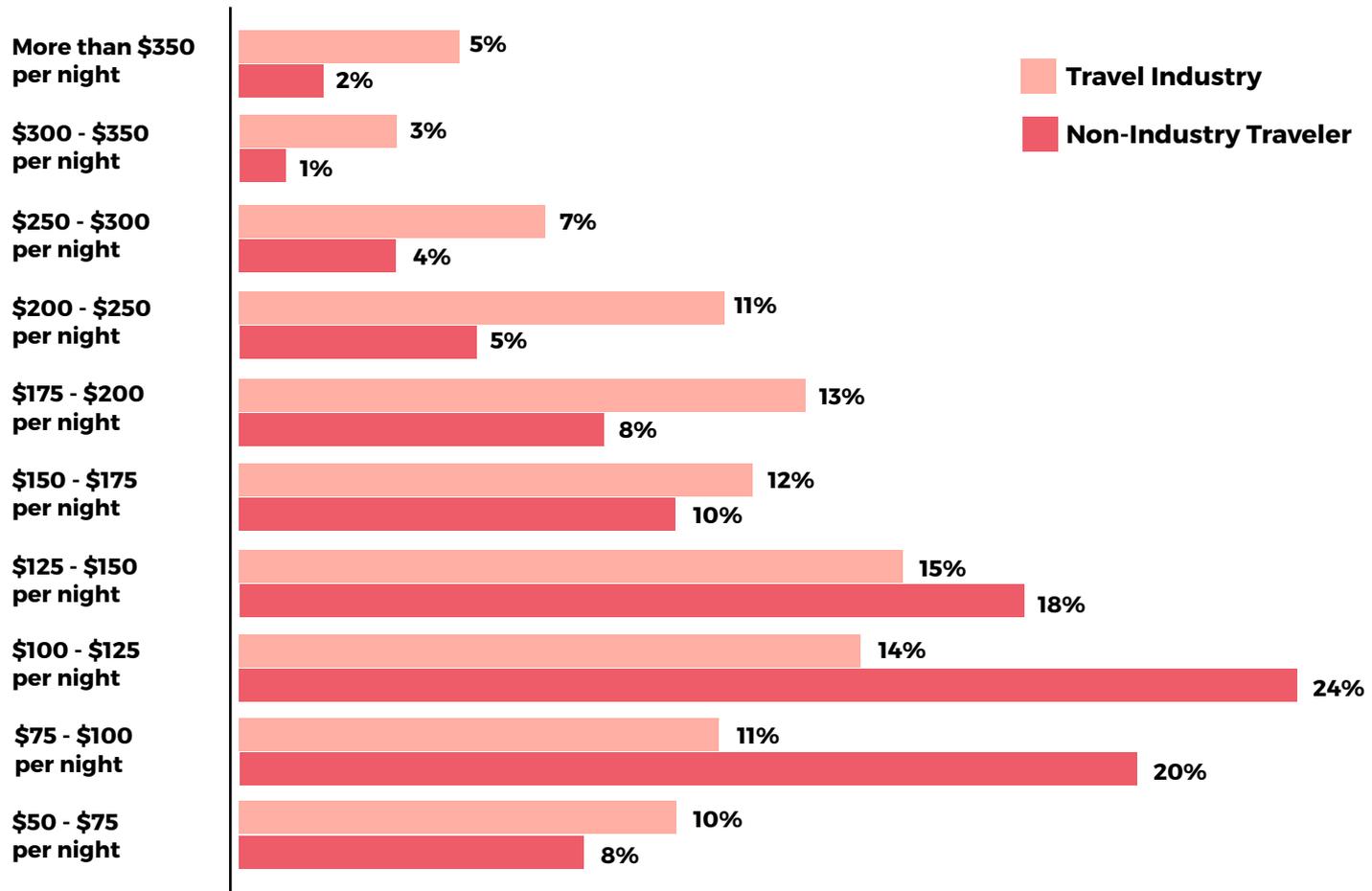


Travel Expenditure



THOSE IN THE TRAVEL INDUSTRY TEND TO SPEND MORE ON ACCOMMODATIONS THAN THE AVERAGE TRAVELER. 26% OF TRAVEL INDUSTRY PROFESSIONALS SPEND OVER \$200 PER NIGHT ON A HOTEL DURING A TYPICAL LEISURE TRIP, COMPARED TO 12% OF NON-INDUSTRY TRAVELERS.

On a typical leisure trip, how much do you normally spend on a hotel room?

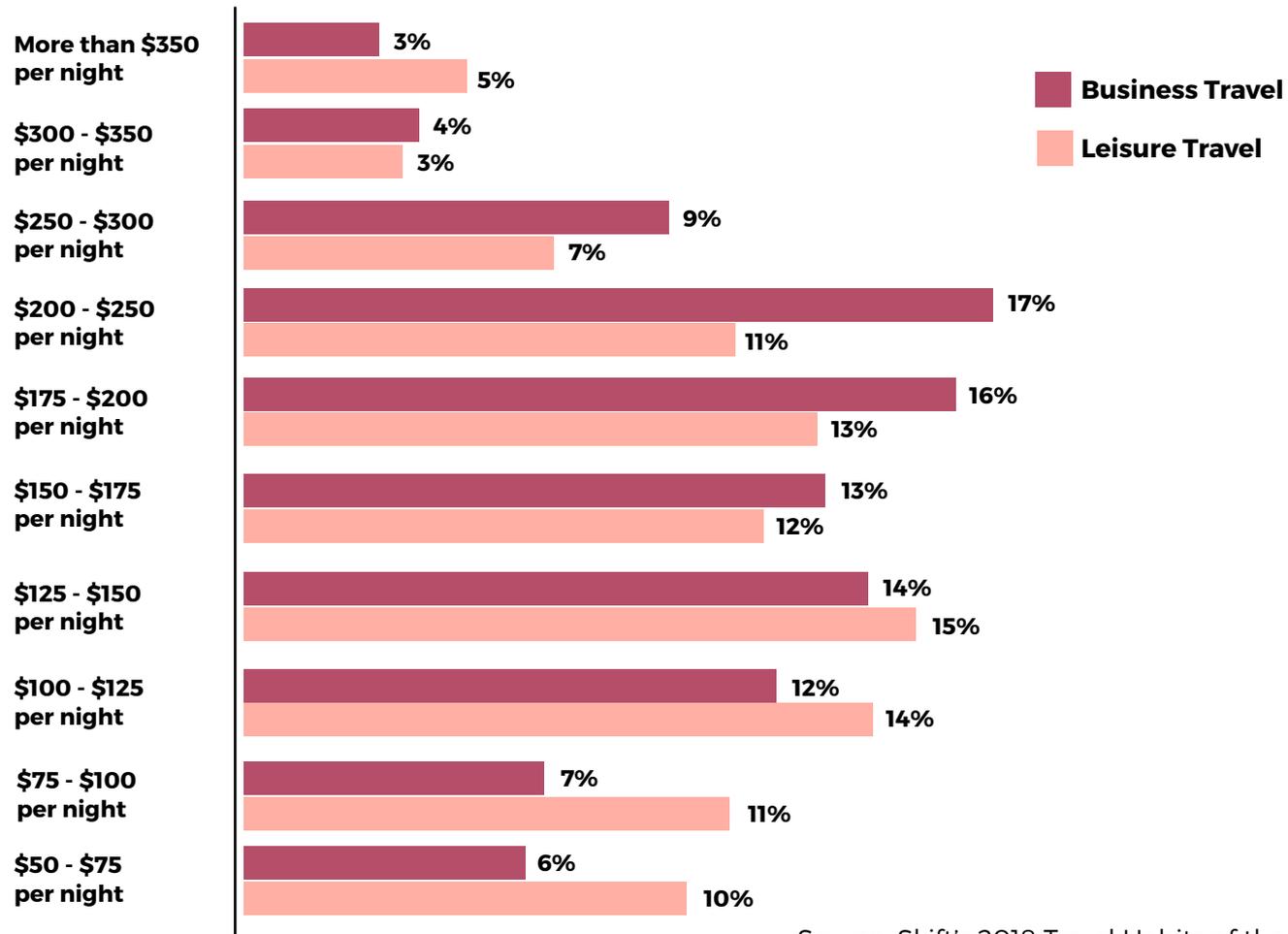


Travel Expenditure



33% OF TRAVEL INDUSTRY PROFESSIONALS TYPICALLY SPEND MORE THAN \$200 PER NIGHT ON HOTELS FOR BUSINESS TRIPS, COMPARED TO 26% WHO REPORT SPENDING THAT MUCH PER NIGHT WHILE ON LEISURE TRIPS.

On a typical business trip, how much do you normally spend on a hotel room?

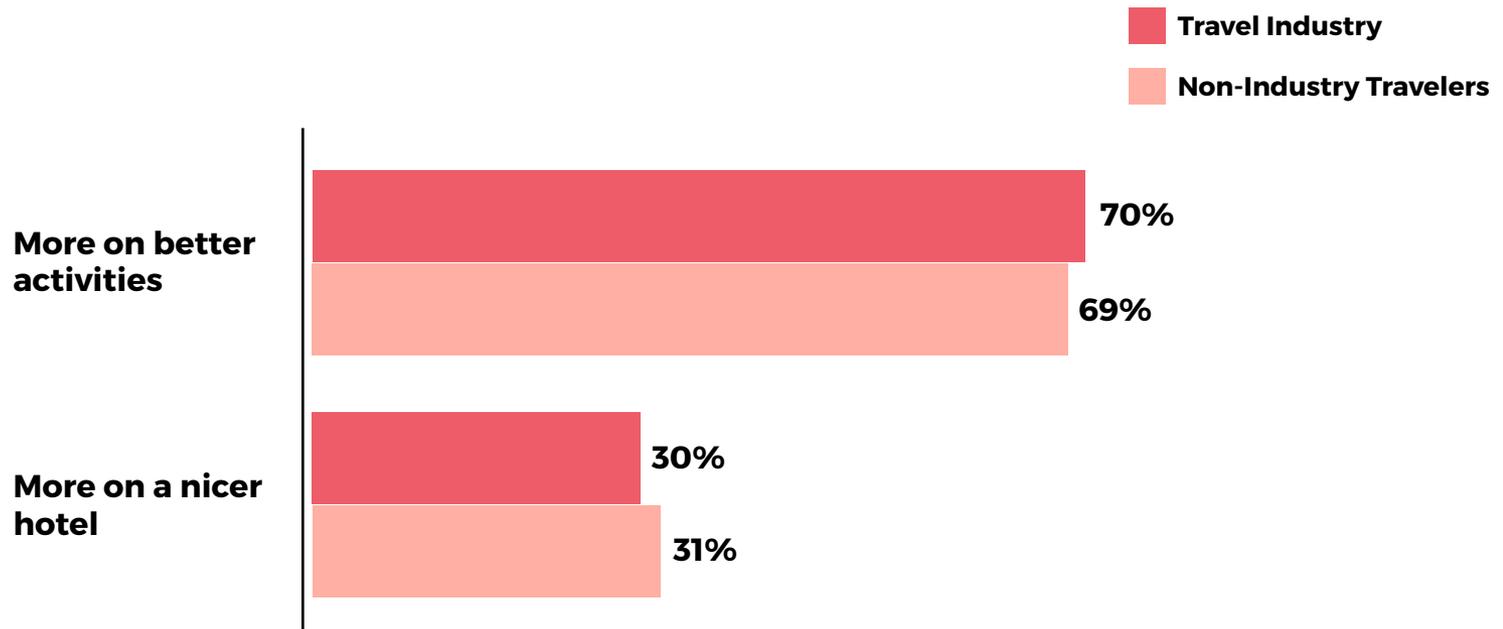


Travel Expenditure



TRAVEL INDUSTRY PROFESSIONALS AND NON-INDUSTRY TRAVELERS HAVE A SIMILAR TAKE ON SPEND WHEN IT COMES TO BETTER EXPERIENCES OR BETTER ACCOMMODATIONS. ABOUT SEVEN OUT OF 10 IN BOTH GROUPS PREFER TO SPEND MORE ON BETTER ACTIVITIES.

When traveling would you rather spend more on a nicer hotel, or more on travel activities including tours, workshops, museums, dining, and events?

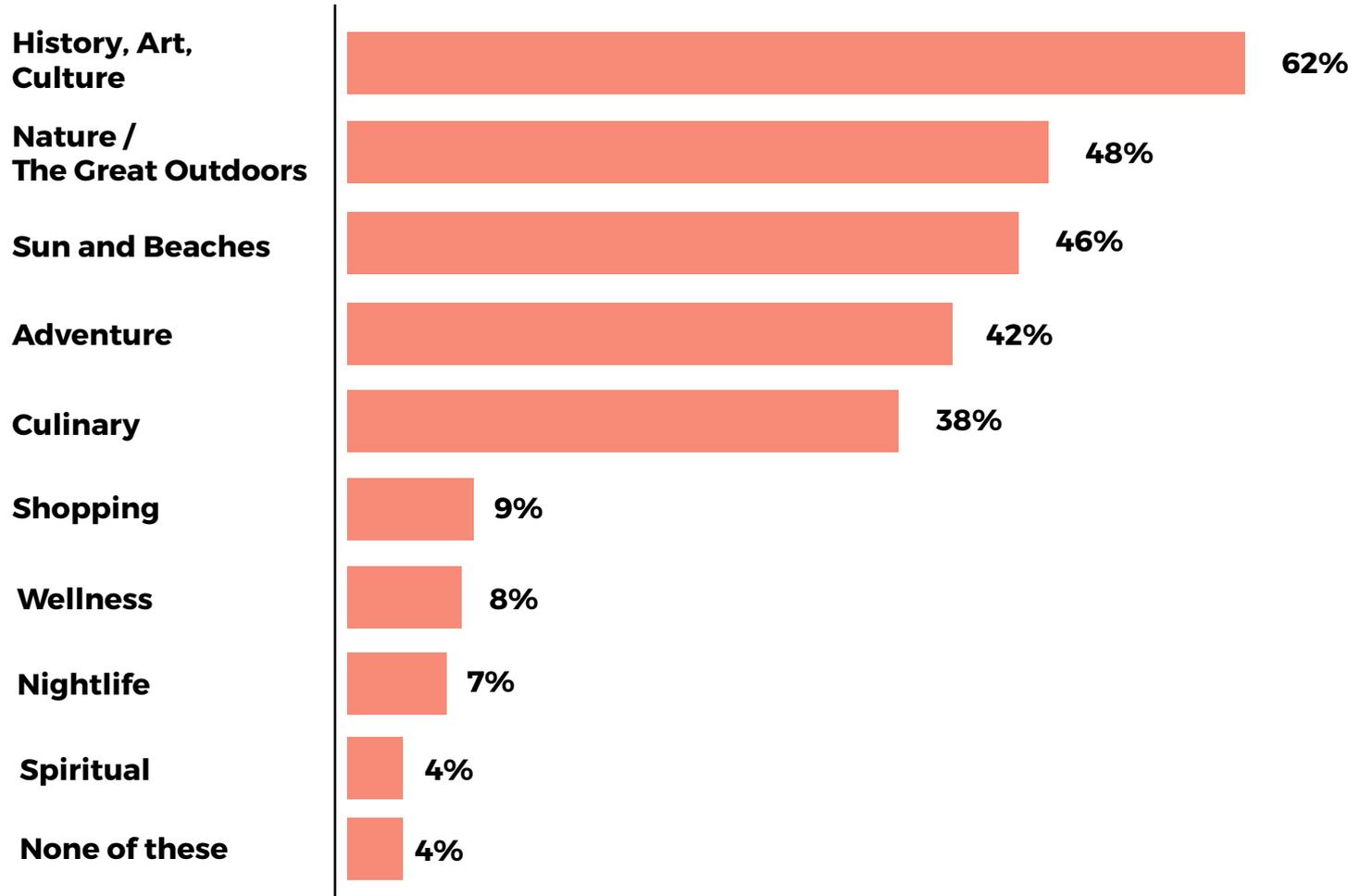


Destination Selection



THE TOP MOTIVATORS FOR DESTINATION SELECTION ARE QUITE CLEAR AMONG TRAVEL INDUSTRY INSIDERS, WITH THE FIVE MOST COMMON RECEIVING 88% OF THE TOTAL NUMBER OF SELECTIONS, LED BY “HISTORY, ART, CULTURE.”

What drives your travel destination choices? (Please select up to three).

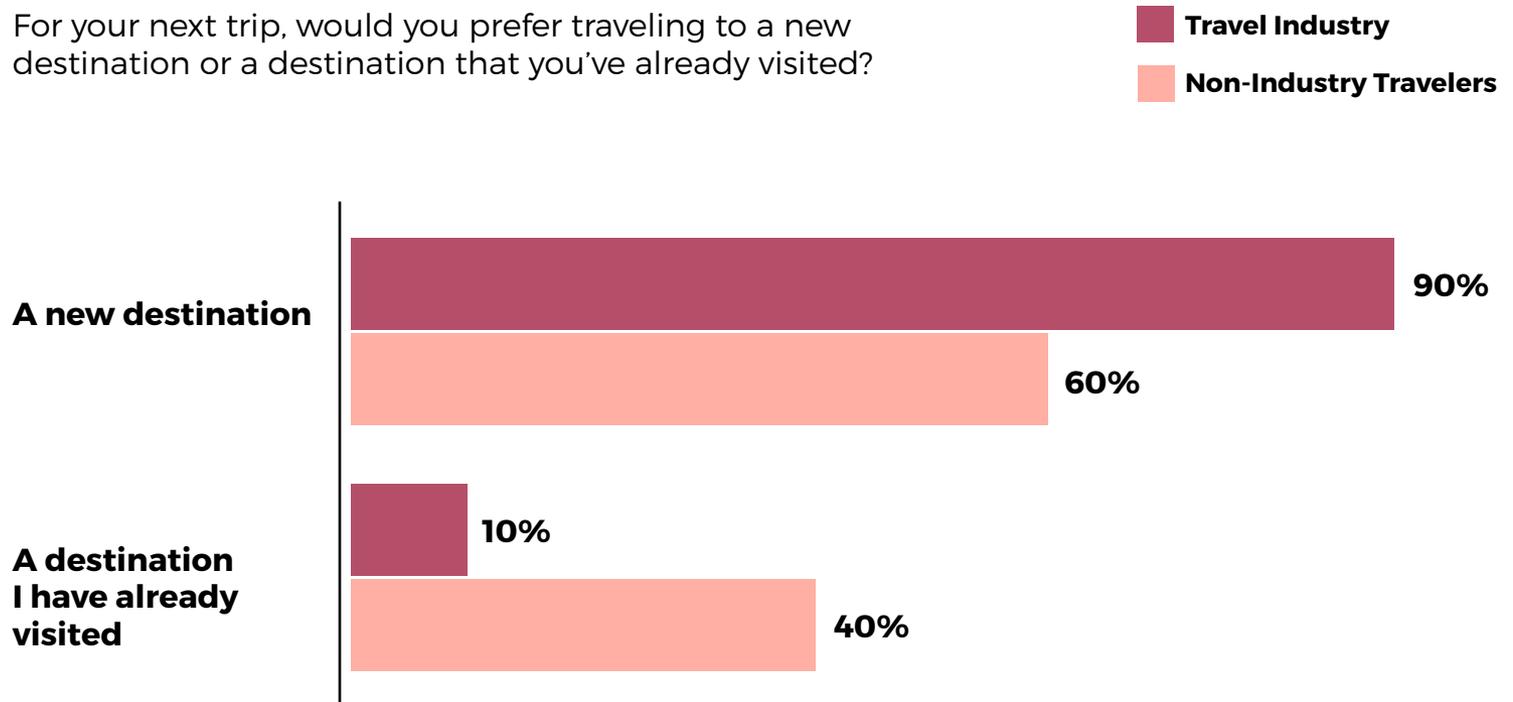


Destination Selection



TRAVEL INDUSTRY PROFESSIONALS WANT TO EXPLORE, AND ARE MORE LIKELY TO OPT TO VISIT NEW DESTINATIONS OVER THOSE THEY'VE ALREADY VISITED COMPARED TO NON-INDUSTRY TRAVELERS (90% VS. 60%).

For your next trip, would you prefer traveling to a new destination or a destination that you've already visited?

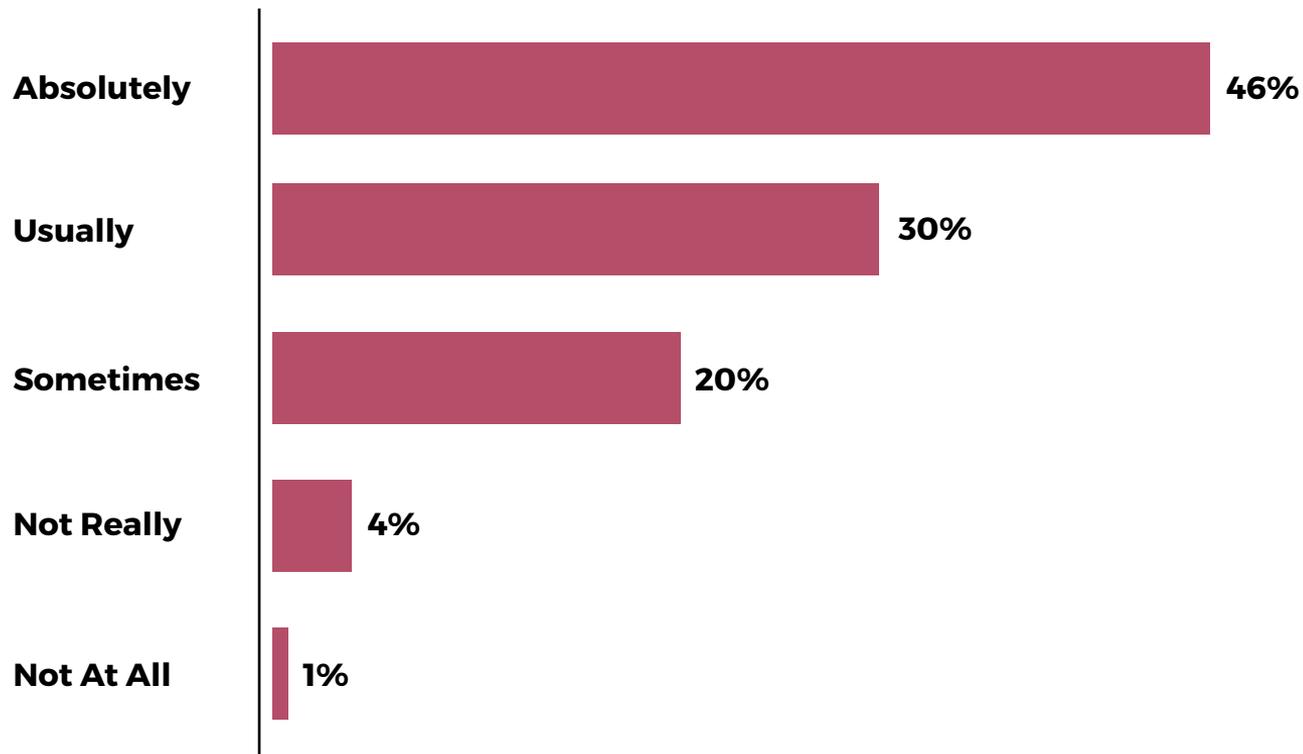


Destination Selection



TRAVEL INDUSTRY INSIDERS SEE THEMSELVES AS INFLUENCERS. 96% AT LEAST SOMETIMES CONSIDER THEMSELVES TO BE INFLUENCERS WHEN IT COMES TO RECOMMENDING WEBSITES AND PLACES TO GO TO FRIENDS AND FAMILY.

Do you consider yourself an influencer when it comes to recommending websites and places to go to friends and family?

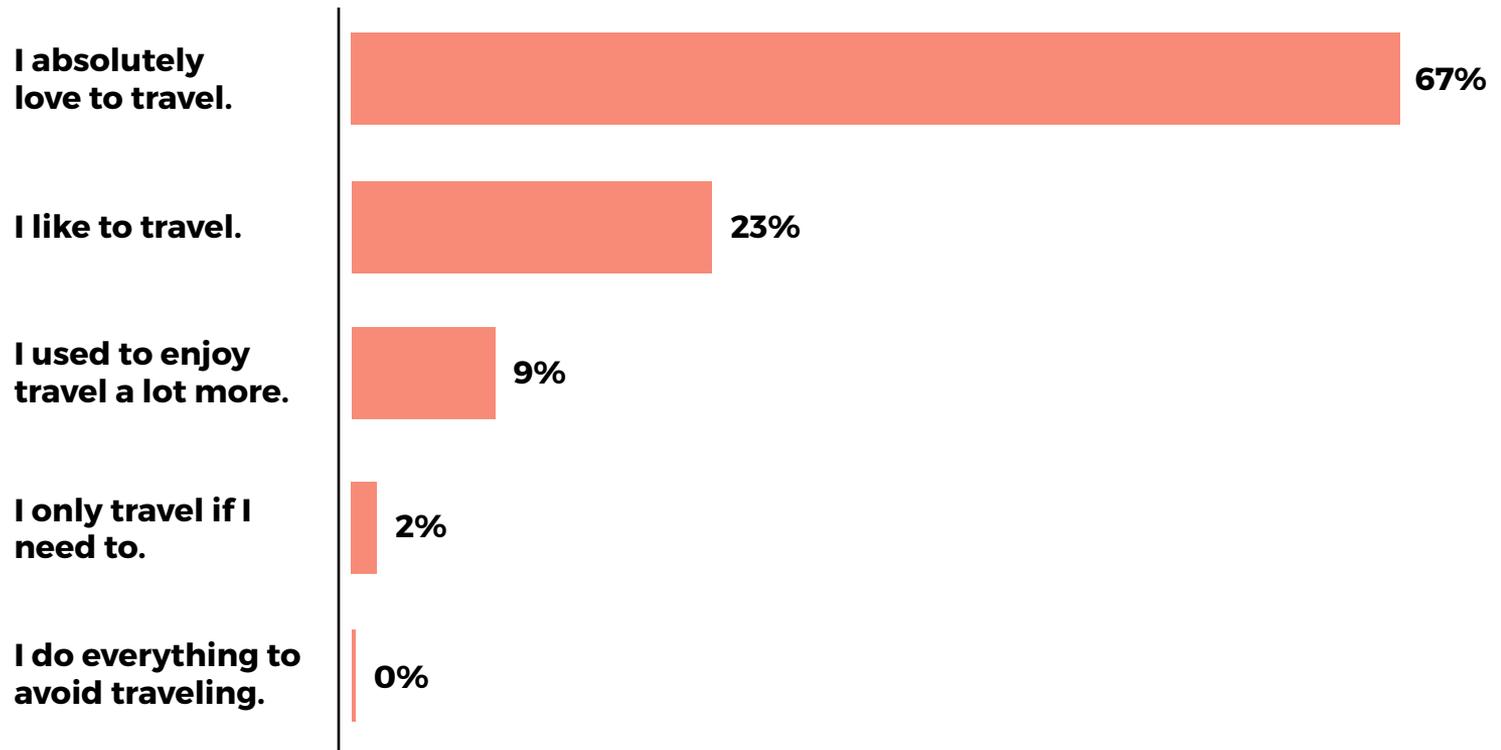


Travel Attitudes



CLOSE TO 70% OF TRAVEL INDUSTRY PROFESSIONALS “ABSOLUTELY LOVE” TO TRAVEL.

Which statement most accurately describes your attitude toward travel?



Travel Attitudes



DESPITE THEIR JOBS AT TRAVEL COMPANIES, TRAVEL INDUSTRY PROFESSIONALS ARE SLIGHTLY MORE LIKELY TO DESCRIBE THEMSELVES AS “CASUAL SHOPPERS” (40%) OR “BEST VALUE SHOPPERS” (33%) RATHER THAN “LOYALISTS” (27%) WHEN IT COMES TO THEIR RELATIONSHIP WITH TRAVEL BRANDS.

How would you describe your relationship with travel brands?

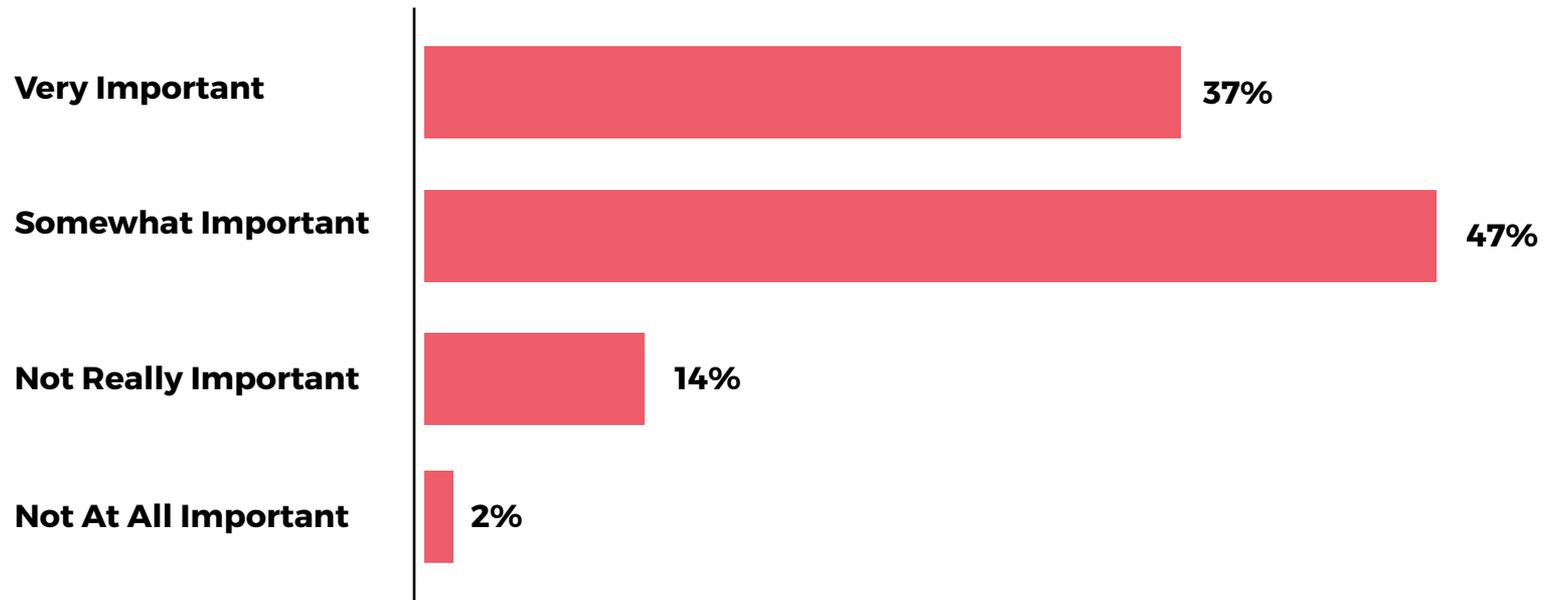


Travel Attitudes



TRAVEL INDUSTRY PROFESSIONALS ARE APT TO SEE SOME IMPORTANCE IN CONNECTING WITH LOCALS WHEN TAKING A VACATION. 84% FIND IT AT LEAST SOMEWHAT IMPORTANT TO DO SO.

How important is it to meet and connect with locals when taking a vacation or trip?

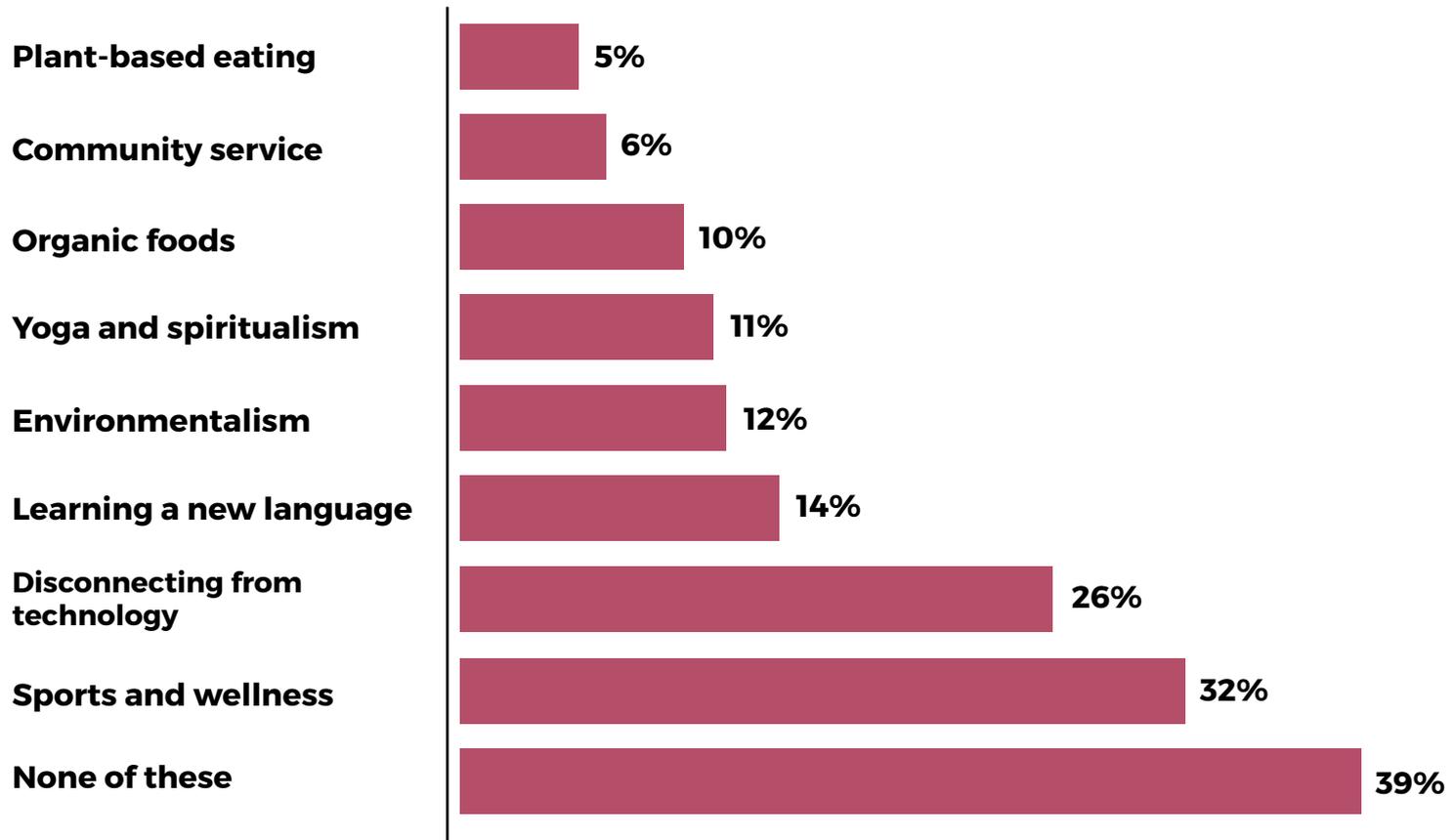


Travel Attitudes



MOST TRAVEL INDUSTRY INSIDERS DID NOT IDENTIFY ANY OF THE OPTIONS PROVIDED AS LIFESTYLE ACTIVITIES WITH WHICH THEY TRY TO ALIGN THEIR TRAVELS (39%). “SPORTS AND WELLNESS” WAS THE NEXT MOST POPULAR CHOICE (32%).

Do you try to align travels to any of the following lifestyle activities?

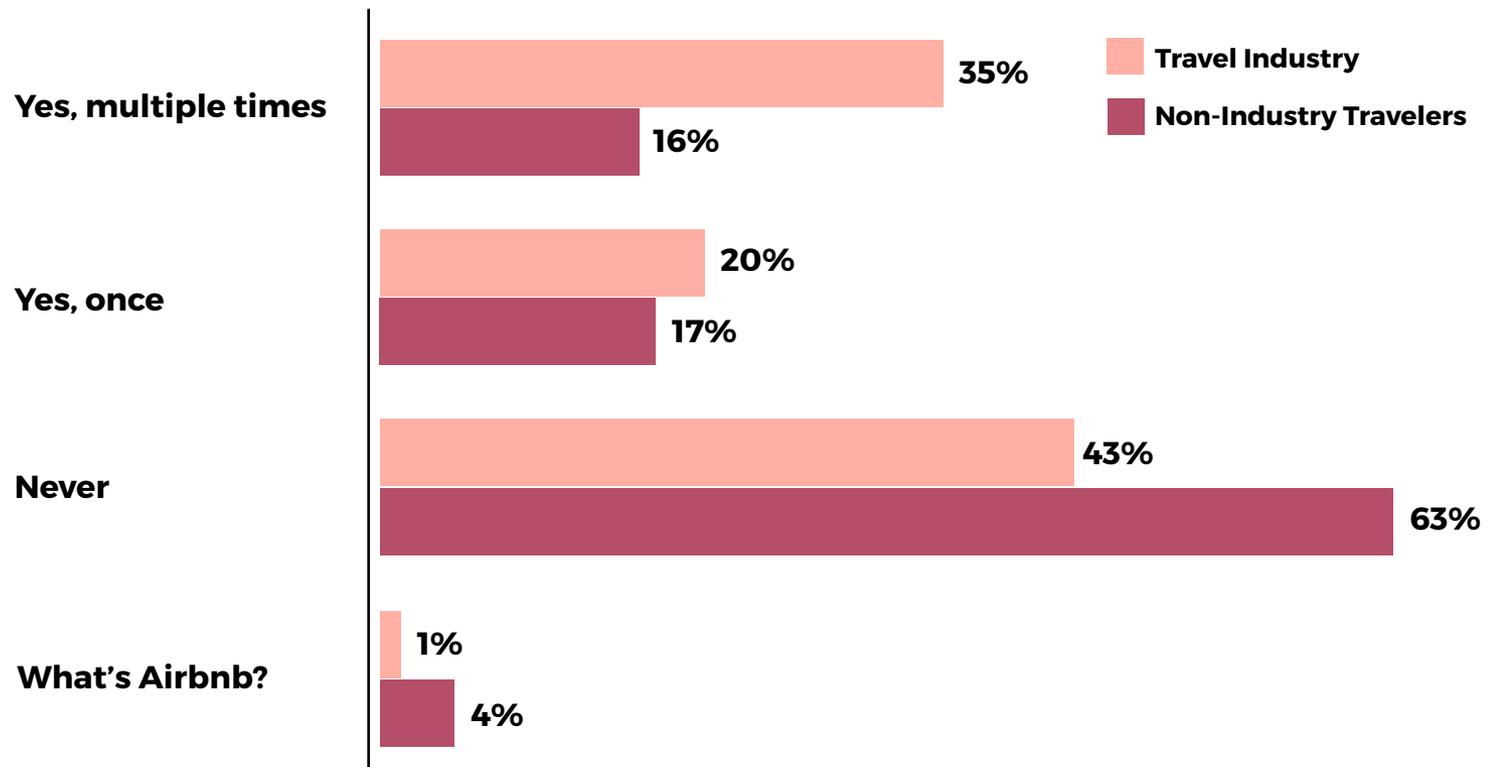


Airbnb Use & Attitudes



OVER HALF (55%) OF TRAVEL INDUSTRY PROFESSIONALS REPORT HAVING USED AIRBNB AT LEAST ONCE, COMPARED TO ONLY 33% OF NON-INDUSTRY TRAVELERS.

Have you ever stayed at an Airbnb?



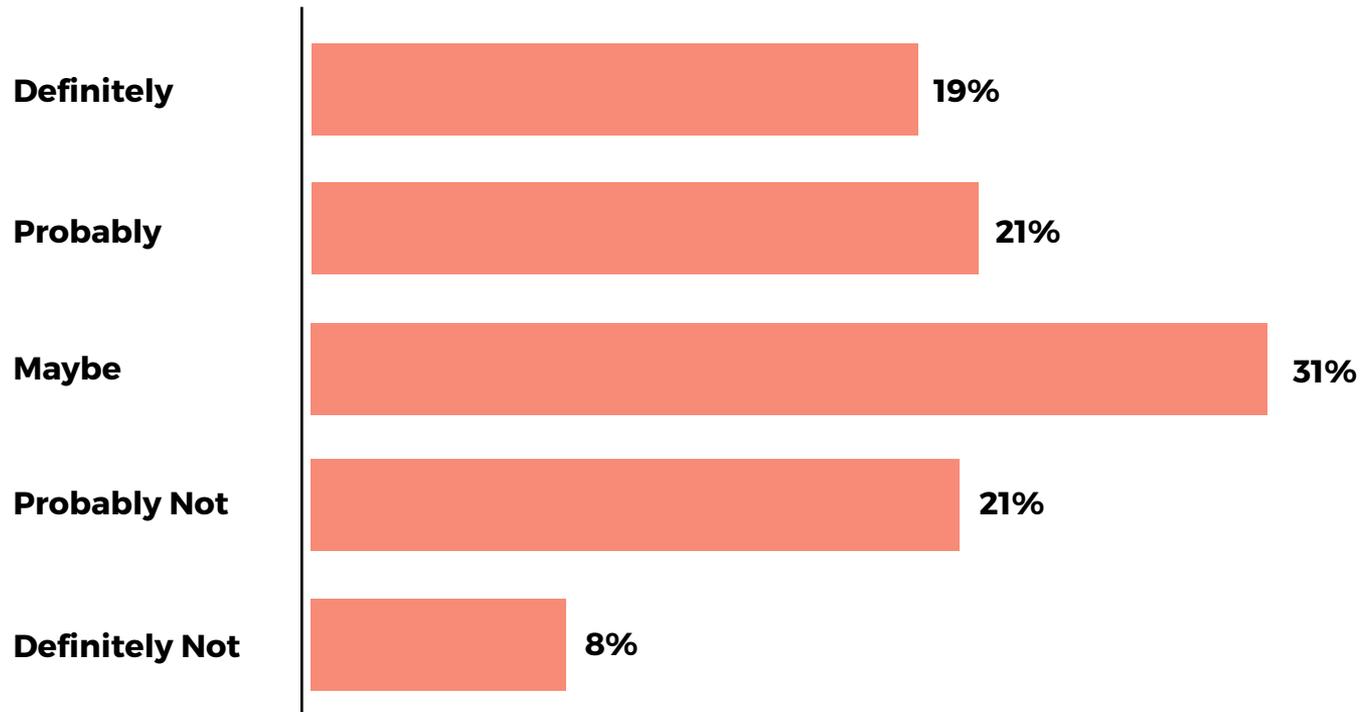
Airbnb Use & Attitudes



OF THE TRAVEL INDUSTRY PROFESSIONALS WHO HAVE NEVER STAYED AT AN AIRBNB (43%), 40% WOULD PROBABLY OR DEFINITELY CONSIDER STAYING AT ONE IN THE FUTURE.

Would you consider staying at an Airbnb?

(Among those who have never stayed at an Airbnb before)



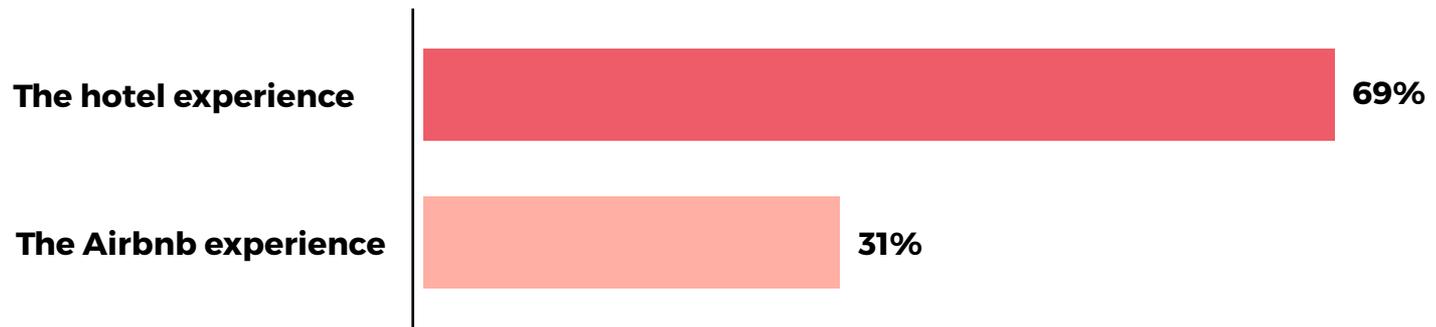
Airbnb Use & Attitudes



ALTHOUGH TRAVEL INDUSTRY PROFESSIONALS ARE MORE LIKELY TO HAVE STAYED AT AN AIRBNB IN THE PAST THAN NON-INDUSTRY TRAVELERS, 69% STILL PREFER THE HOTEL EXPERIENCE.

Overall, do you prefer the Airbnb experience or the hotel experience?

(Among those who have used the service at least once)

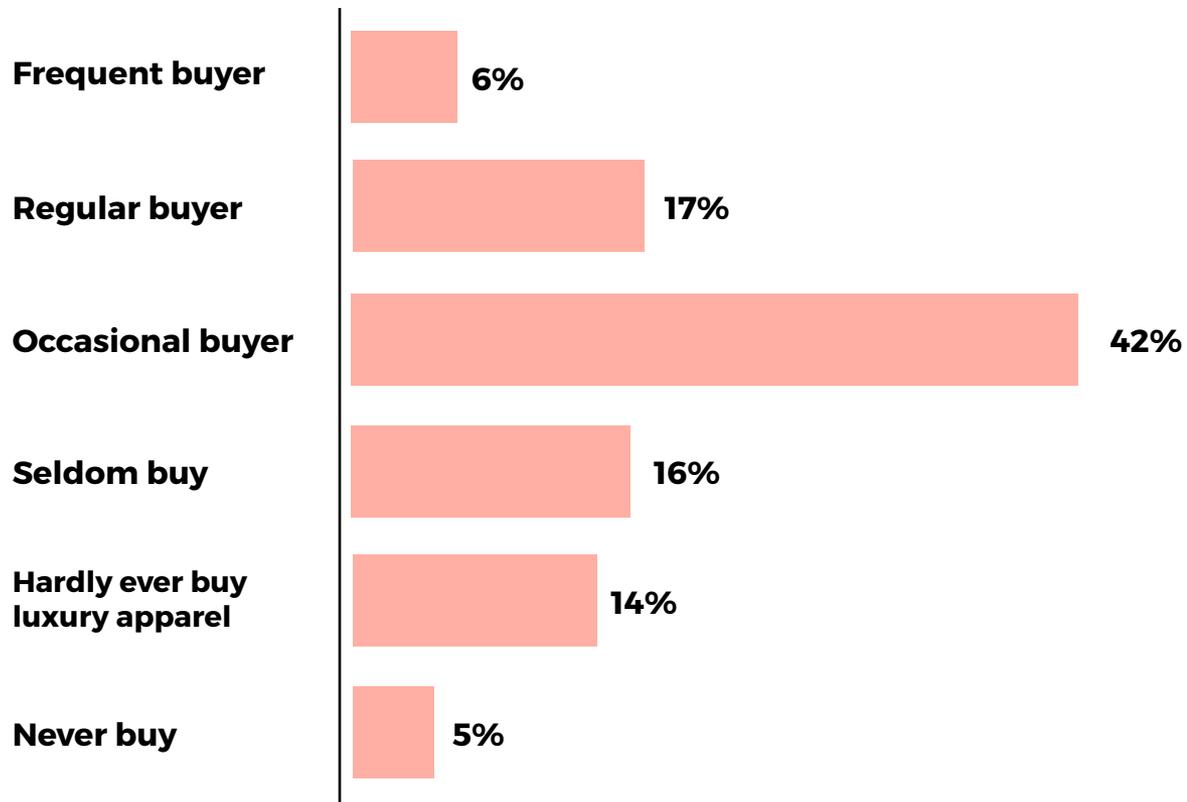


Relationship with Luxury



JUST 23% OF TRAVEL INDUSTRY PROFESSIONALS DESCRIBE THEMSELVES AS REGULAR OR FREQUENT BUYERS OF LUXURY GOODS. MOST CONSIDER THEMSELVES OCCASIONAL BUYERS.

How would you describe your relationship to luxury goods including clothing and accessories?

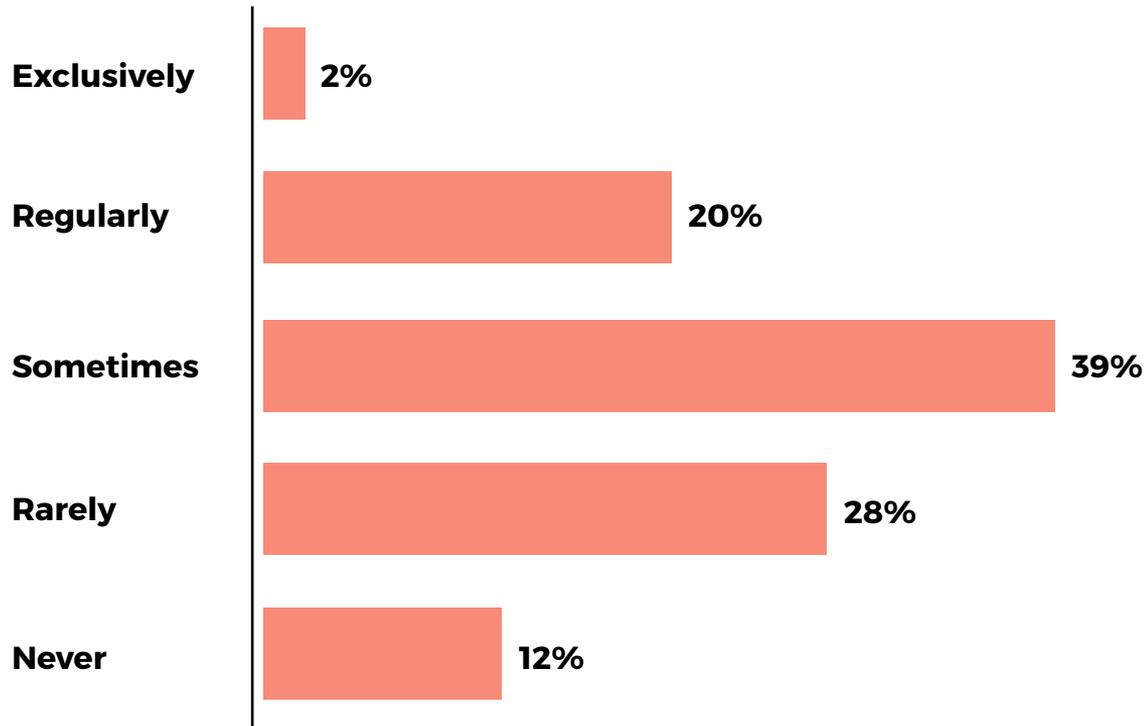


Relationship with Luxury



ONLY 22% OF TRAVEL INDUSTRY INSIDERS REGULARLY OR EXCLUSIVELY STAY AT 5-STAR LUXURY HOTELS WHEN TRAVELING.

When traveling, how often do you stay at 5-star luxury hotels?

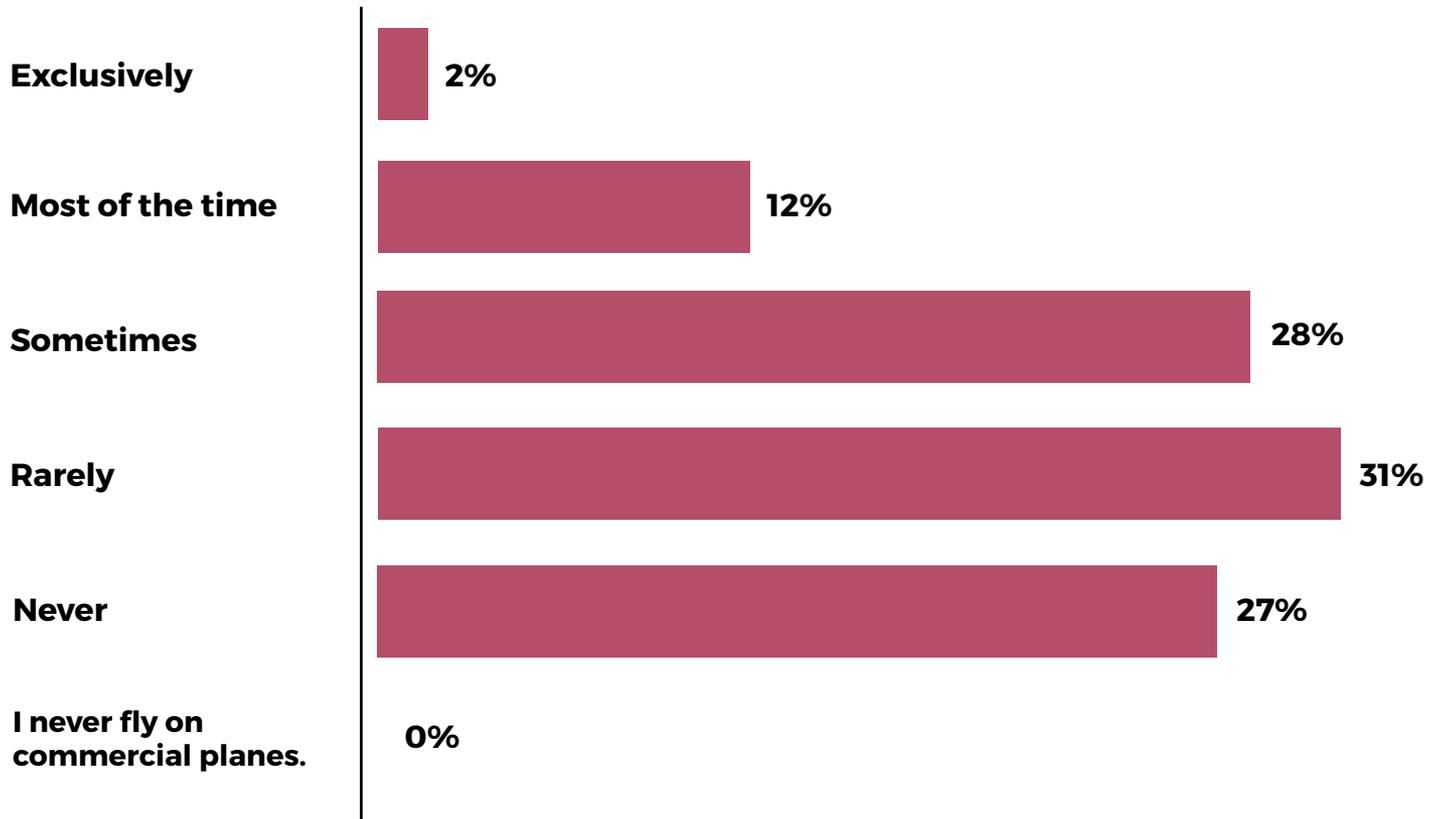


Relationship with Luxury



ALMOST SIX OUT OF 10 TRAVEL INDUSTRY PROFESSIONALS (58%) RARELY OR NEVER FLY BUSINESS OR FIRST CLASS. JUST 14% FLY IN THESE CLASSES MOST OF THE TIME OR EXCLUSIVELY.

How often do you fly business or first class? Please include all air travel including business travel and leisure.



Demographics of Travel Industry Professionals



THE SURVEYED TRAVEL INDUSTRY PROFESSIONALS WERE NEARLY EVENLY SPLIT BY GENDER, WITH 51% MALE AND 49% FEMALE.

Are you male or female?

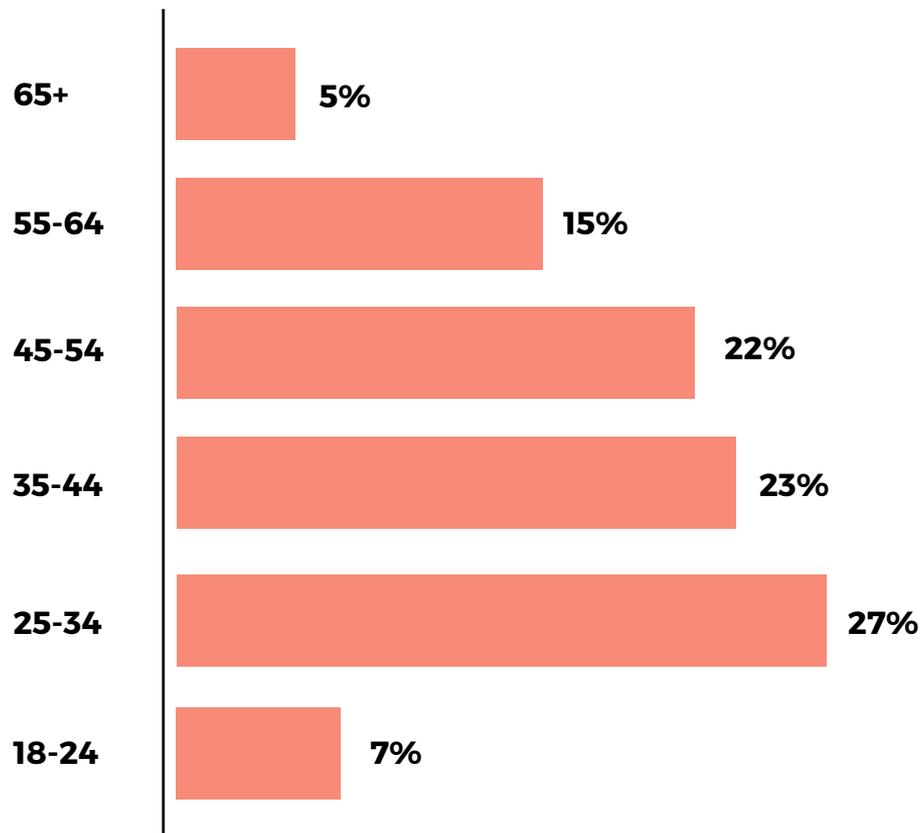


Demographics of Travel Industry Professionals



THE AGES OF THE SURVEYED TRAVEL INDUSTRY PROFESSIONALS REFLECT THE PROFESSIONAL WORKFORCE, WITH 87% FALLING BETWEEN 25 AND 64 YEARS OLD.

What is your approximate age?

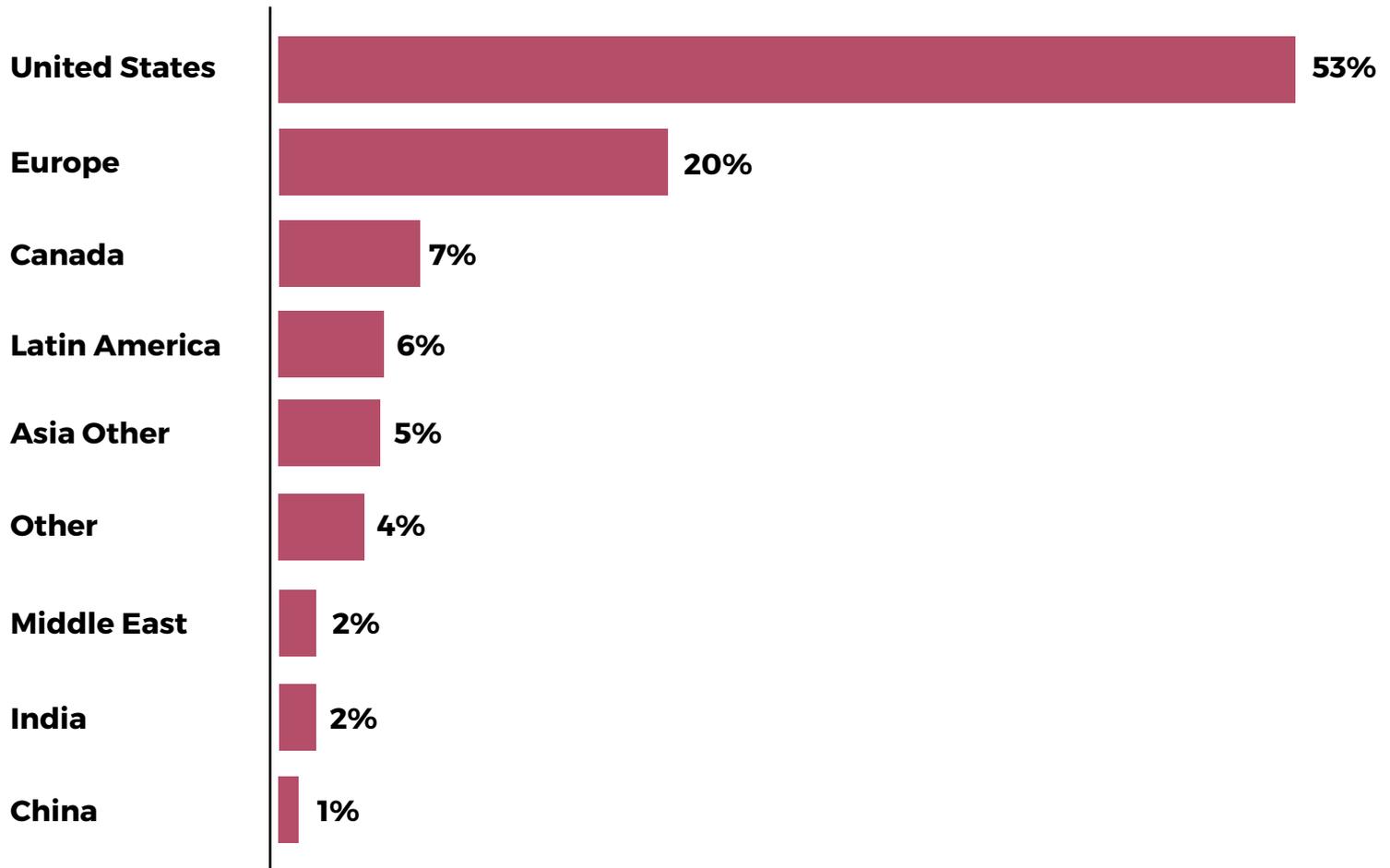


Demographics of Travel Industry Professionals



THE SURVEYED TRAVEL INDUSTRY PROFESSIONALS LIVE ALL OVER THE WORLD. OVER HALF (53%) LIVE IN THE U.S. AND ANOTHER 20% RESIDE IN EUROPE.

Where is your place of residence?

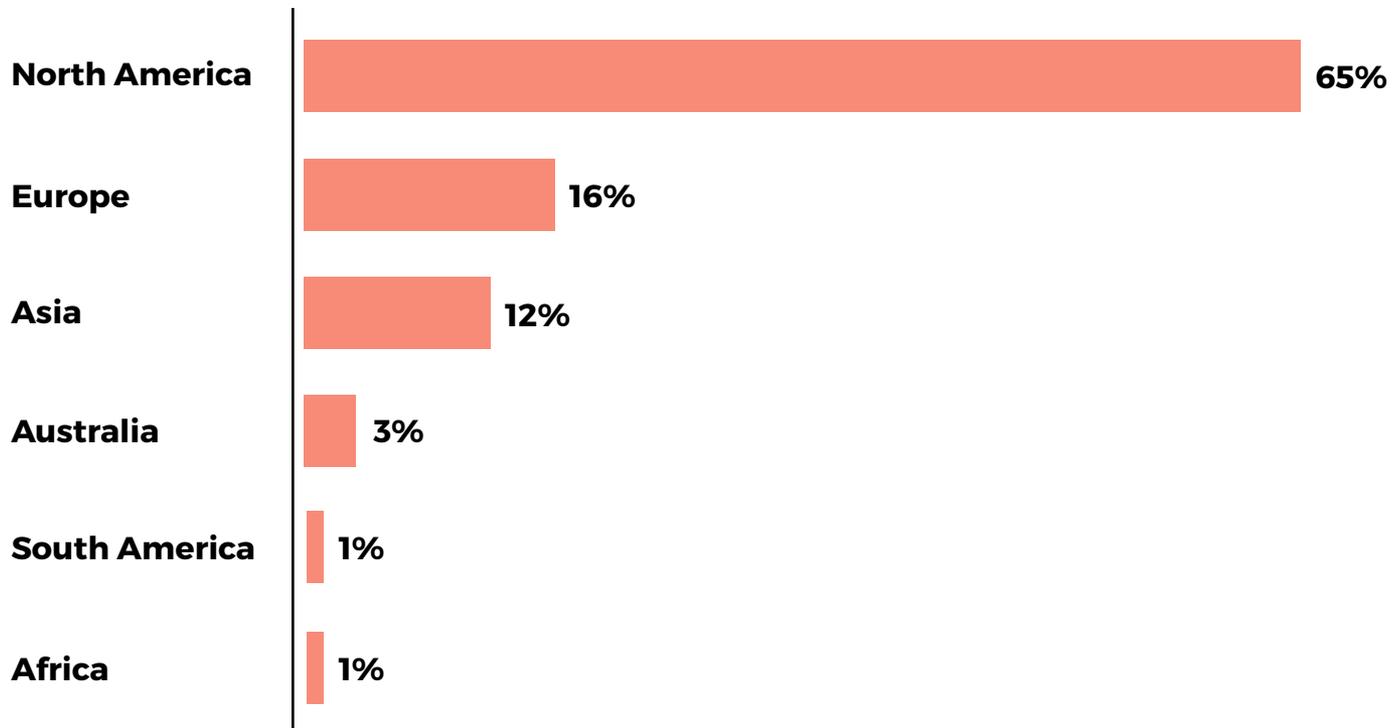


Demographics of Overall Skift Readers



THE GEOGRAPHIC DISTRIBUTION OF THE SURVEYED TRAVEL INDUSTRY PROFESSIONALS IS SIMILAR TO THAT OF THE OVERALL SKIFT AUDIENCE, WHICH SPREADS ACROSS THE GLOBE, WITH MOST LOCATED IN NORTH AMERICA AND EUROPE.

Skift Daily Newsletter readers by continent



Demographics of Travel Industry Professionals



THE DIVERSITY OF THE SURVEYED TRAVEL INDUSTRY PROFESSIONALS IS ILLUSTRATED BY THEIR INCOME LEVELS, WHICH ARE QUITE EVENLY DISTRIBUTED.

What is your approximate annual household income?

