

# CONSUMERS AND SUSTAINABILITY

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## WHAT CONSUMERS WANT

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According to a recent study, 65% of consumers are seeking products or services that aim to have a lesser impact on the environment or are more sustainable. However, only 26% actually purchase such products. The reasons for this gap are often attributed to negative communication approaches and the challenge of instigating real changes in habits toward more sustainable lifestyles, travel, and purchasing.

A 2022 survey conducted by the travel website Expedia, involving over 11,000 participants across 11 countries, highlights the global trends in expectations for more sustainable travel styles.

#### CONSUMERS ARE WILLING TO SPEND MORE ON SUSTAINABLE TRAVEL OPTIONS



GRAPH ELABORATION OF COOL CLASSIC CARS.  
DATA SOURCE: EXPEDIA GROUP

According to the research, 69% of respondents wish for their travels to have a lower environmental impact, 66% want their journeys to support local economies, 65% desire vacations that protect host communities and cultures, and 52% express an interest in visiting lesser-known attractions as part of sustainable travel strategies.

Concerning mobility, over the past two years, 3 out of 5 users have actively sought greener transportation options. This interest appears genuine, as 7 out of 10 respondents have actively avoided destinations or modes of transportation that only seem environmentally friendly. Overall, indicators for future trends show a 5% growth in consumers' attention to the environmental impact of transportation in their future travel plans, indicating a heightened focus on more sustainable travel experiences.



One of the most interesting indicators is that 74% of consumers state their willingness to pay more for transportation, accommodation, and destinations where the primary benefit goes to local communities. This reinforces the idea that slow and sustainable tourism is becoming an increasingly attractive option for consumers.

When it comes to sustainable travel,  
consumers are most interested in options  
with low environmental impact



**62%** | Options that support local economies

**64%** | Options that support local cultures and communities

**66%** | Options with low environmental impact

Data source: Expedia group

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