

Travel & Sustainability Report 2026

Booking.com



Introduction

Now in its 11th year, the Booking.com Travel & Sustainability Report tracks traveler attitudes and understanding of more sustainable travel.

The 2026 report reveals a paradox when it comes to the split of intent versus action between generations, and shows how adapting to extreme weather and traveling outside of peak season are becoming new norms for all ages.

Based on a sample of **32,500 respondents across 35 markets**, it is a global snapshot of the evolving ways travelers plan to travel more sustainably in 2026.



Table of Contents

The Generational Paradox



Extreme Weather: A Concern for All Ages



Broader Understanding of More Sustainable Ways to Travel



2026 Travel & Sustainability Insights



Travel & Sustainability: Inside Out



Conclusion





The Generational Paradox

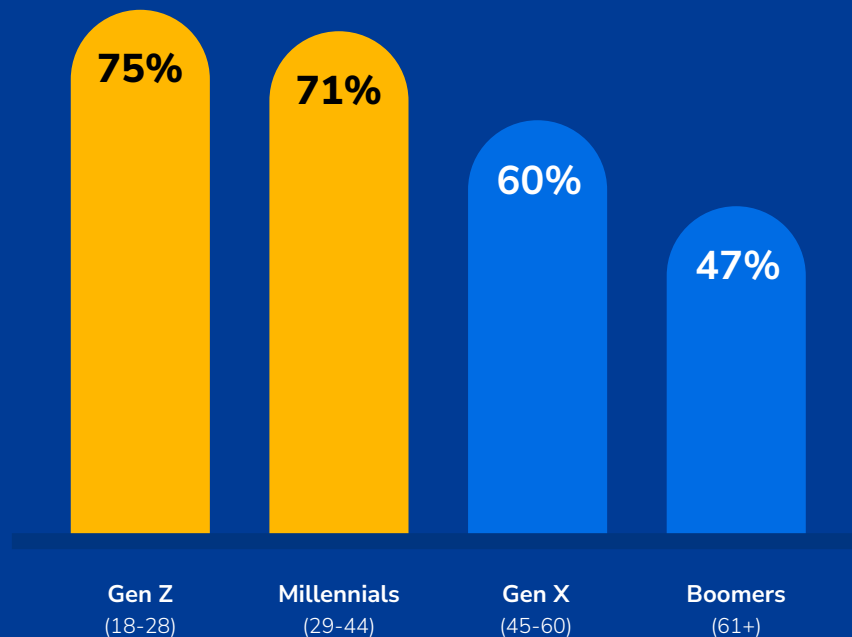
Younger Generations Show Stronger Intentions to Travel More Sustainably

While 85% of travelers say that more sustainable travel is important or very important to them, this year's research highlights a generational paradox:

Younger generations express stronger sustainability intentions but take fewer practical actions

While older generations demonstrate greater commitment through concrete behaviors despite being less vocal in their beliefs.

Intention to Travel More Sustainably
in the Next 12 Months



A Generational “Say-Do” Gap

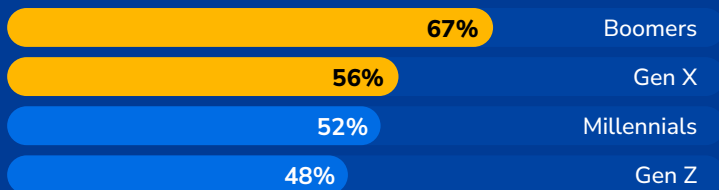
When asked about the concrete steps they plan to take in order to travel more sustainably in 2026, the research shows that for older generations **actions speak louder than words** when compared to their younger counterparts.

Insights

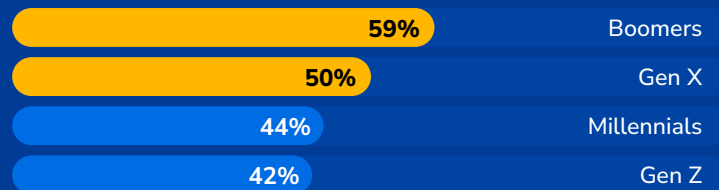


Older Generations Show Stronger Commitment to Taking Action

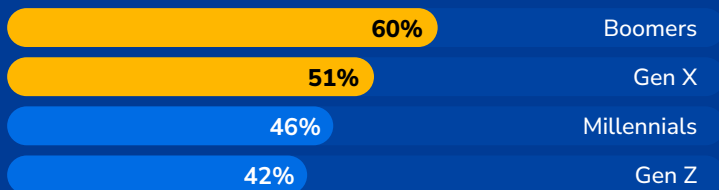
Plan to Reduce General Waste on Trips



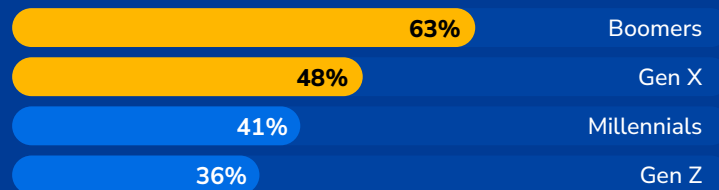
Plan to Shop at Local Stores on Trips



Plan to Reduce Energy Consumption on Trips



Plan to Travel Outside of Peak Season



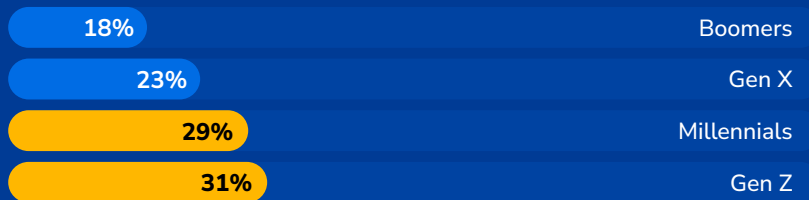
Areas Where Younger Travelers Take the Lead

There are some areas where younger generations lead on more sustainable behaviors.

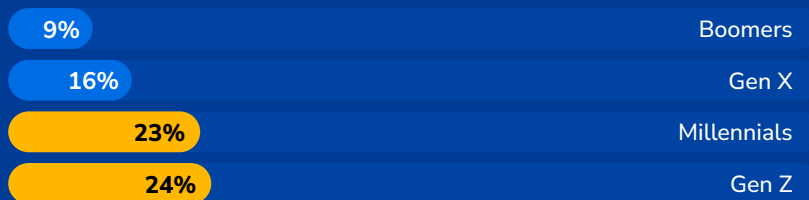
Nearly a third of Gen Z (31%) and Millennials (29%) had participated in a tour or activity where they learned about, or interacted with, local indigenous people or cultures, compared to 23% of Gen X and 18% of Boomers in the last twelve months.

Almost a quarter of Gen Z (24%) and Millennials (23%) had participated in a tour or activity that contributed to the health or conservation of the local ecosystem or wildlife, compared to 16% of Gen X and 9% of Boomers.

Participation in Local or Indigenous Cultural Experiences



Participation in Wildlife Conservation Activities





**Extreme
Weather: A
Concern for
All Ages**



Extreme Weather

Across all age groups, extreme weather is actively reshaping the way travelers plan and book. Nearly three quarters of all survey respondents said they consider extreme weather risk when choosing both destination and timing, almost a third had canceled or changed trip in the last 12 months due to extreme weather, and 24% of accommodation partners surveyed have experienced disruptions.*

Insights



Extreme Weather is Actively Reshaping Choices About Timing and Destination

74%

Consider extreme weather risk when choosing both destination and timing



68%

Actively avoid destinations known for extreme weather



55%

Find extreme weather stressful when booking a trip, and feel unpredictable weather makes it hard to know when to travel



24%

of Accommodation partners reported experiencing operational disruptions due to extreme weather in 2025



31%

Reported having canceled or changed trip plans in the past twelve months due to extreme weather or natural disasters



55%

Said that certain destinations had become too hot to travel to when they wanted to visit them



**Broader
Understandings
of More
Sustainable
Ways to Travel**



Quieter and cooler choices

Timing and destination choice are now part of a broader understanding of how people plan to travel more sustainably on future trips; with **43% planning to avoid overcrowded destinations** (up 11% year-over-year) and **42% planning to travel outside of peak season**.

Insights



Travelers Plan to Make More Conscious Destination Choices in 2026

43%

Avoid overcrowded
tourist destinations



42%

Travel outside of
peak season



25%

Seek out destinations
with cooler
temperatures



In order to...

44%

Avoid contributing
to overtourism



In order to...

37%

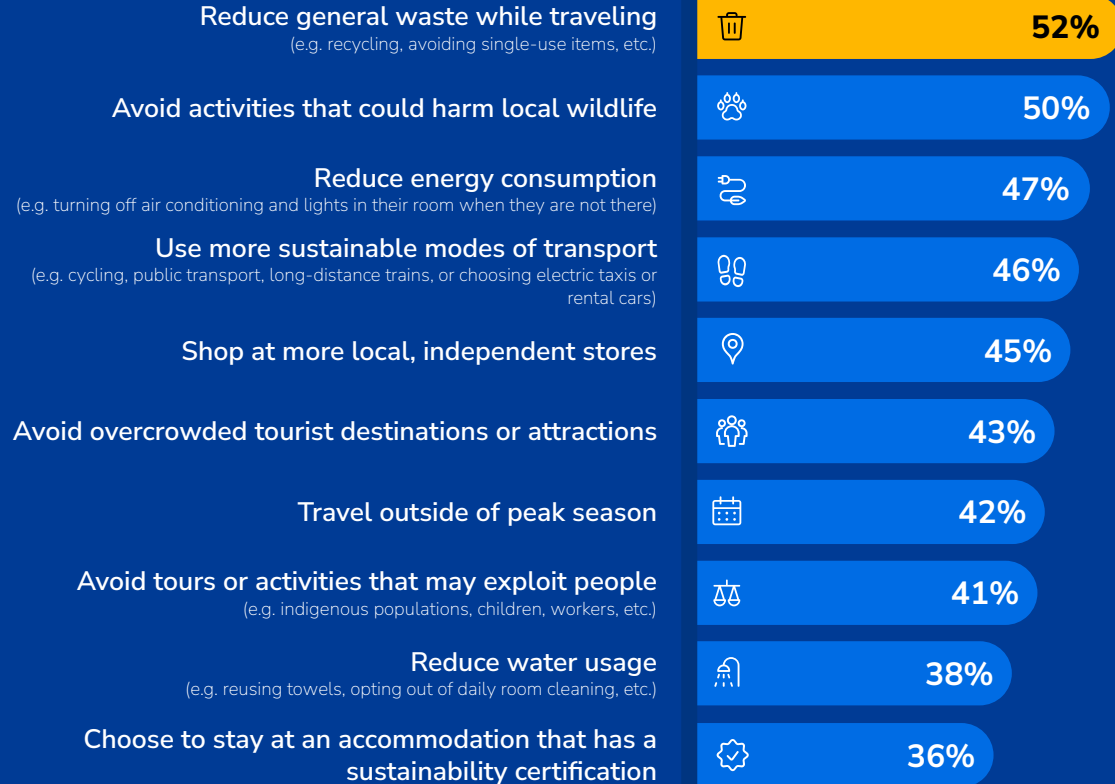
Reduce pressure
on destinations



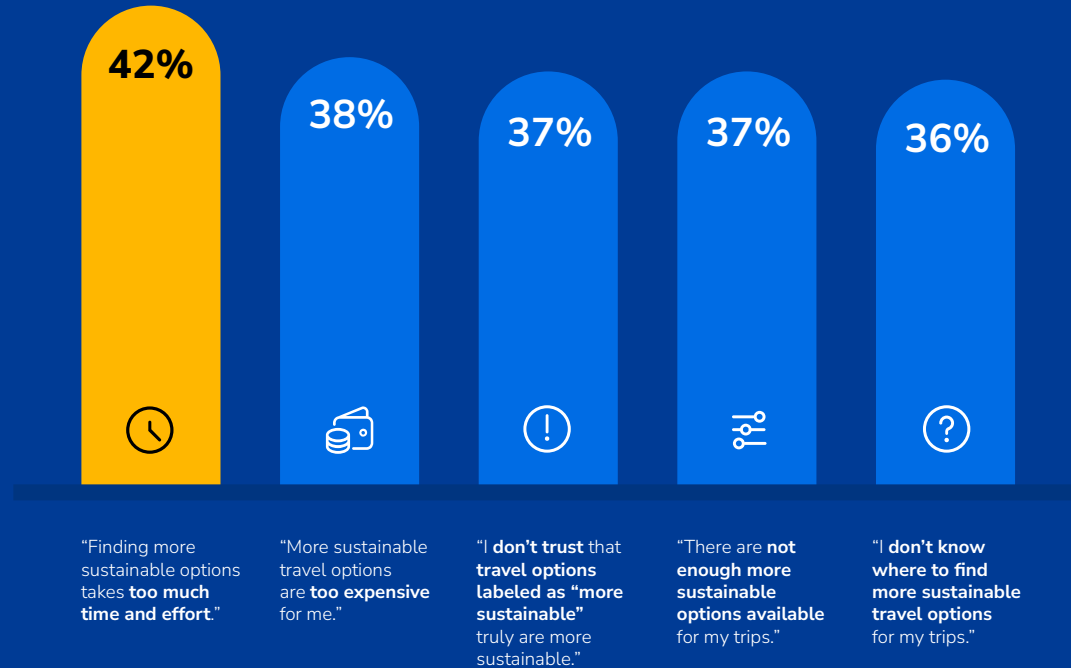
2026 Travel & Sustainability Insights



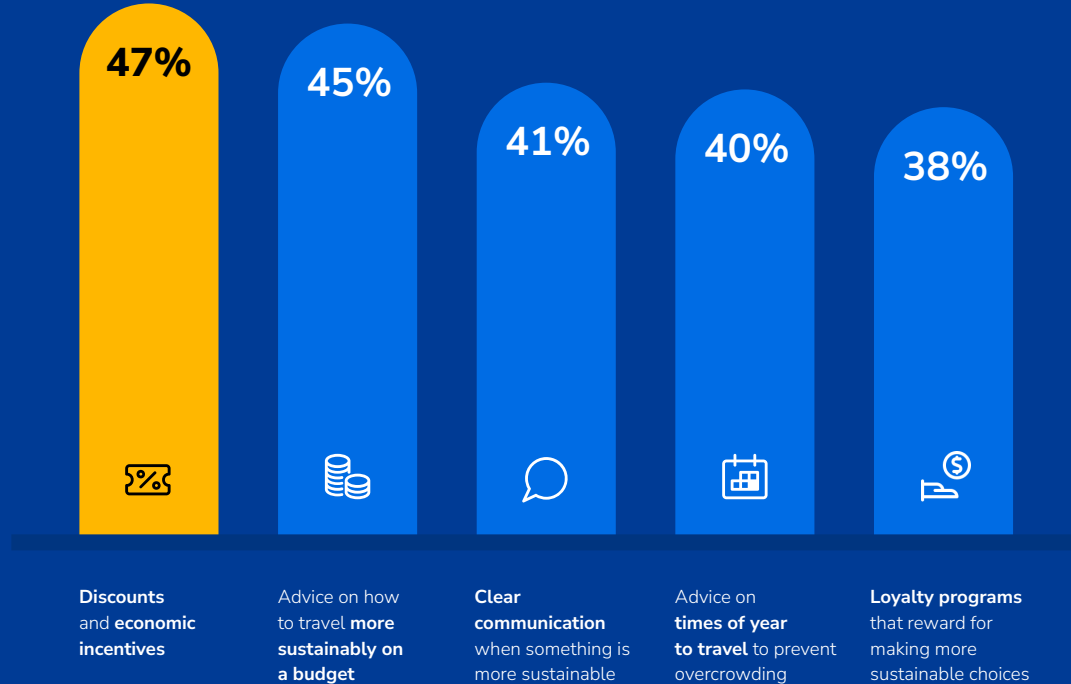
Top 10 Ways Travelers Plan to Travel More Sustainably in 2026

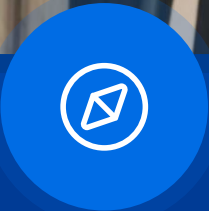


Top 5 Barriers to More Sustainable Travel



Top 5 Ways to Encourage Travelers to Make More Sustainable Choices





Travel & Sustainability: Inside Out



Inside Out

For the second year, the Travel & Sustainability survey asked respondents not just about their attitudes and intentions to travel more sustainably but also about their experience of tourism and visitors where they live.

The results reveal 80% of respondents across 35 countries see tourists at least seasonally (20% daily, 26% weekly, 14% monthly, 21% seasonally, 16% rarely, and 4% never), and globally **60% say tourism has an overall positive impact on where they live.**

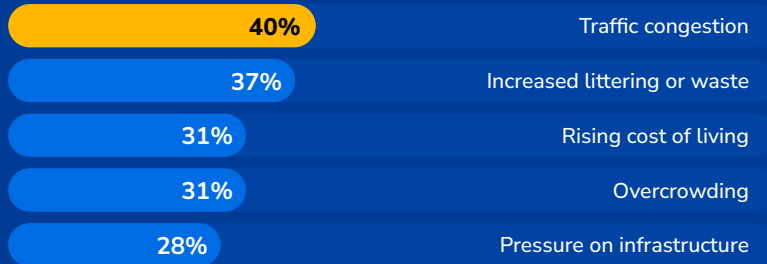
Insights



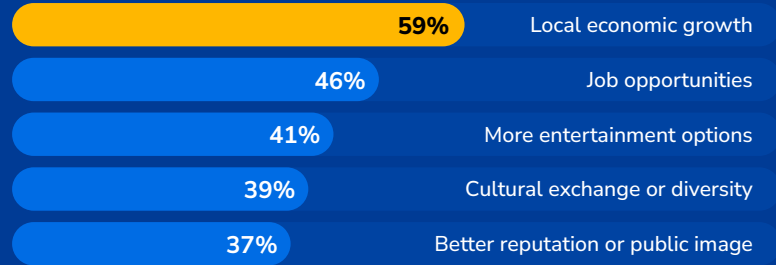
Perceptions of Inbound Tourism

This overview highlights the key **benefits, challenges,** and **where communities would like to see additional support** so that destinations can grow at a healthy pace and continue to be enjoyed by all.

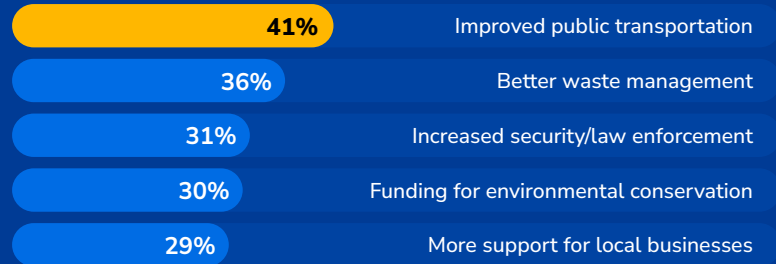
Top 5 Challenges of Tourism



Top 5 Benefits of Tourism



Top 5 Areas Where Communities Want Support



Conclusion



Booking.com's More Sustainable Travel Offerings and Operations



28,000

Properties with third-party certifications on Booking.com (up 22% year-over-year)



90

Countries where travelers can rent electric and hybrid cars

100M 

Nights booked by travelers at properties with a third-party certification on Booking.com in 2025



1,600

Cities where travelers can now find and book electric taxis



Reduction of Booking Holdings' electricity and gas emissions*

Conclusion



This year's Travel & Sustainability Report shows that while generations may have different understandings of what constitutes more sustainable travel, adapting to extreme weather and actively avoiding crowds are now norms at all ages. **We are encouraged by the broad range of ways travelers are already traveling more sustainably, and how they plan to continue.**

Whether that's the **100 million room nights** travelers booked with accommodation partners displaying a third-party sustainability certification on our platforms in 2025, using public transport or hiring an electric vehicle to get around on their trips, or indeed, choosing cooler and quieter destinations altogether.

As a global leader in travel, **we want to make it easier for both travelers and partners to continue to make these more sustainable choices** so that everyone can continue to enjoy the benefits that travel brings, and that destinations can continue to be enjoyed by visitors and residents alike.

Danielle D'Silva, Director of Sustainability, Booking.com



A woman with short dark hair, wearing a bright red short-sleeved shirt and brown trousers, is walking away from the camera on a gravel path in a traditional Japanese garden. She is carrying a large brown leather duffel bag and a green shoulder bag. The garden is lush with green moss, ferns, and various plants. A large, gnarled tree trunk is in the foreground. In the background, a traditional Japanese building with a wooden facade and multiple windows is visible, with warm interior lights glowing through the windows. A stone lantern with a moss-covered top stands on the left side of the path.

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