CHEVAL COLLECTION

2024
Annual Travel Survey

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Introduction

This year's Cheval Collection travel survey was conducted in the month of July 2024, and we received almost 2,600 responses over a period of 13 days.

More than three-quarters of respondents were from the UK and the Republic of Ireland, and the audience skewed towards the upper end of the age range, with more than two-thirds aged 45 and over.

Within this demographic, there was a noticeable shift in travel intentions from 2023 to 2024, with almost 72% of travellers planning at least three leisure trips, up from just over 45% the year prior. It is likely the continuous spate of cold, wet weather in northern parts of Europe from March onwards will have had some influence on this result.

The appetite for mixing leisure and business trips was limited, although it should be caveated that at least half of the audience did no travel at all for business purposes.

For those in more formal working environments, it seems post-pandemic working patterns have yet to truly settle, with almost half of those surveyed indicating that their workplace had no official remote working policy.

On the question of sustainability, it appears that inflationary cost pressures have relegated this topic to at least a secondary consideration when booking, with a slight drop in those rating this issue as 'very important'.

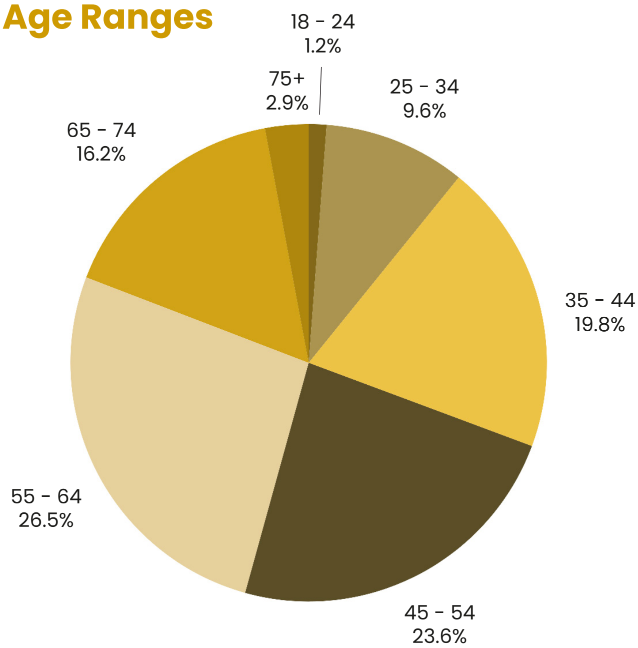
Finally, the traditional ways of researching holidays continue to hold sway, with social media networks as a first point of call still very much the preserve of younger age groups. Only 10% of respondents would start their journey on Instagram or TikTok, however the growing popularity of these platforms suggests it's only a matter of time before older cohorts begin to catch on.

Respondents

There were **2,582 respondents** to the survey, of which **76%** were resident in the **United Kingdom & Ireland**, followed by **10.3%** in **North America**. The remaining responses come from more than 60 different countries.

Regions	Responses	%
United Kingdom & ROI	1,916	76.3%
North America	267	10.3%
Continental Europe	117	4.5%
Middle East	108	4.2%
Australia/NZ	50	1.9%
Asia Pacific	34	1.3%
South Asia	24	0.9%
South America, Caribbean, Central America	13	0.5%

Age Ranges



45% **1,164** respondents have previously stayed in at least one Cheval Residence or Maison property

39% **1,018** respondents have stayed at a Cheval property in one city only

4.7% **121** respondents have stayed at a Cheval property in two cities

0.9% **24** respondents have stayed at a Cheval property in all three locations

Appetite for leisure travel grows

Travel intent for leisure appears to be extremely resilient, with almost **72% of travellers** surveyed intending to take **at least three trips in the next 12 months**, up from 46% the year prior. The number of respondents intending to take five or more trips was almost one quarter of the total, double that in 2023.

When asked about the number of planned leisure trips in the next 12 months:

2024

1% of respondents are not planning any trips

27.3% of respondents are planning between **one** and **two** trips

47.4% of respondents are planning between **three** and **four** trips

24.3% of respondents are planning **five** or **more** trips in the next 12 months

2023

6.2% of respondents are not planning any trips

47.7% of respondents are planning between **one** and **two** trips

33.3% of respondents are planning between **three** and **four** trips

12.8% of respondents are planning **five** or **more** trips in the next 12 months

Booking behaviour and accommodation preferences

When asked about the booking window intention:

9.1%
Count: 232
of respondents are booking their trips **less than four weeks** before arrival

25.6%
Count: 649
of respondents are booking their trips **1 - 2 months** ahead

38.1%
Count: 967
of respondents are booking their trips **3 - 5 months** before their arrival

21.4%
Count: 543
of respondents are booking their trips **6 - 9 months** ahead

5.7%
Count: 145
of respondents are booking their **more than 9 months** ahead

Business travel and remote working

Based on the respondents who intend to travel on business in the next 12 months, **70% would only combine a work trip with a leisure trip if the accommodation had strong enough WiFi for remote calls**. This ranked far in front of the importance of having a dedicated workspace (22%) and having access to kitchen facilities (8%).

When asked about the number of planned business trips in the next 12 months:

61%
Count: 1,580
of respondents
are not planning any business trips

22.2%
Count: 573
of respondents
are planning between **one** and **two** business trips

8.9%
Count: 231
of respondents
are planning between **three** and **four** business trips

7.7%
Count: 198
of respondents
are planning **five** or **more** business trips in the next 12 months

The surveyed audience does relatively little business travel, with more than 60% not planning any work-related travel.

When asked about working away from their normal place of residence:

18.1%
of respondents would consider working remotely for **up to six months** of the year

9%
of respondents would consider working remotely for **up to three months** of the year

25.6%
of respondents would consider working remotely for **up to one month** of the year

46.7%
of respondents would consider working remotely but their company does not have a defined policy

Of those who considered working from a location that was not their primary place of residence – for example working temporarily from another country – **in 47% of cases their employer had no defined policy in place**.

The amount of time permitted for this type of remote working varied, with **19% given the flexibility** to work from a place of their choice **for more than six months of the year**. **Nine percent** were offered the chance to do so for **up to three months of the year**, and around **25%** could work abroad for **up to one month in a calendar year**.

Searching for accommodation

Offline channels

The importance of recommendations from family and friends is still a crucial factor in the travel research phase, however, with **40% relying at least partially on word of mouth** before making a decision. **Twenty-eight percent would consult the more traditional print media** such as travel magazines or supplements, with a small minority of respondents opting for a bricks and mortar travel agency to make a booking.

New media

Relatively few of survey respondents would consider (or were aware of) the '**Explore/For You**' features within social media platforms **Instagram** or **TikTok**, with around **10%** selecting this option.

Booking channel preferences

When making a booking, almost **77% of those surveyed prefer to book directly** or would actively consider doing so if the price was competitive.

Only 18.5% expressed a preference to **always book with an online travel agent (OTA)** such as Booking.com or Expedia. A similar proportion of respondents, **13.9%**, cited the **importance of OTA loyalty schemes**, such as Booking.com's Genius programme playing a role in their decision.

Sustainability

Leisure travel

When asked about the importance of sustainability when booking leisure travel

9.4% of respondents said they would **only stay in a property with a coherent sustainability action plan**, a smaller percentage than in 2023, when **11.6% rated this topic as very important to them**.

The remaining **90% of respondents in 2024 stated that sustainability was interesting or moderately important**, but that **price was the primary factor** in their decision making.

Business travel

When asked about the importance of sustainability when booking business travel

14% of respondents who book travel for business purposes said that consideration of a sustainability policy was a company requirement, while the remaining **86% stated that sustainability** was not or was unlikely to be a decisive factor in their decision-making process.

Booking habits, cost of living and air travel inflation

When booking accommodation, **between 43% and 45%** of respondents will either **book the cheapest**, **non-refundable rate** or they will **wait for a sales event before committing** to a purchase. **Just over 30% of travellers indicated a preference** for a provider with an **attractive loyalty programme.**

The recent rise in the cost of living, and particular the increase in the cost of air travel has influenced booking behaviour. From 2,584 responses:

22% were planning on reducing the number of trips over a 12-month period to save money

53% would travel at less convenient times to bring down costs and to avoid peak fares

11% would make use of hybrid working and combine a business trip with leisure

21% would choose an alternative mode of transport, such as the train or car, even if the journey time was significantly longer

22% said their behaviour was unaffected by increased flight costs

What convinces someone to click?

When it comes to committing to a booking, an **unsurprising 79% of people look at a property's own website** before parting with their money, closely followed by **76% who consult reviews on Google, TripAdvisor, Booking.com** or similar, underscoring the importance for hoteliers of actively monitoring these platforms.

Survey Methodology: *Cheval sent emails to its marketing database on the 2nd of July 2024 inviting recipients to take part in an online survey about their expected travel patterns for the coming 12 months. Cheval's social media audience was also invited to participate in several online posts. We received a total of 2,582 responses before the survey closed on Sunday the 15th of July.*

All those who responded were entered into a prize draw to win a complimentary two-night stay in a Cheval Residence or Maison of their choice in London, Edinburgh or Dubai.