



NORTHSTAR

Fearless Intellect™



Global Flight & Hotel Etiquette Study

Methodology

This study was conducted on behalf of Expedia by Northstar Research Partners, a global strategic research firm. The survey was conducted online from February 22-March 19 across North America, Europe, South America and Asia-Pacific using an amalgamated group of best-in-class panels. The study was conducted among 18,229 respondents across 23 countries.

The interview was conducted in the appropriate local language(s) of each country. Each country's sample represents a random sample of adults who traveled by airplane and stayed in a hotel in the past year. Those who have not traveled by air or stayed in a hotel were disqualified. Sample sizes by market were as follows:

NORTH AMERICA	
United States	1,000
Canada	1,000

LATIN AMERICA	
Mexico	600
Brazil	601

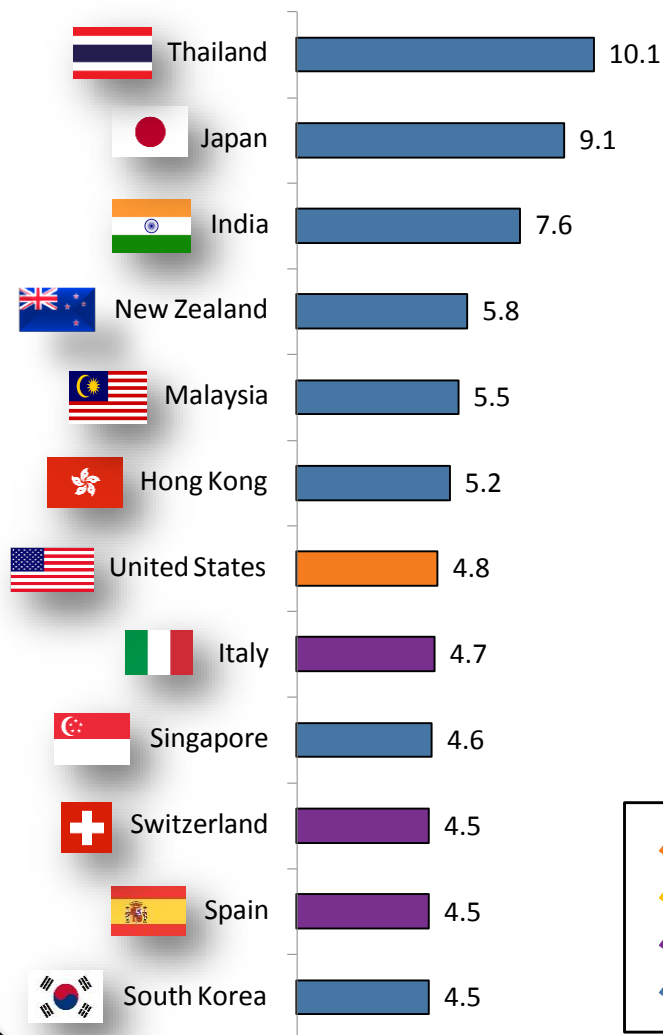
EUROPE	
United Kingdom	1,000
France	1,002
Belgium	1,001
The Netherlands	1,001
Germany	1,002
Switzerland	1,000
Austria	1,002
Italy	1,001
Spain	1,001

ASIA-PACIFIC	
Australia	600
New Zealand	600
Singapore	603
Malaysia	602
Thailand	600
India	600
Hong Kong	604
Taiwan	602
South Korea	607
Japan	600

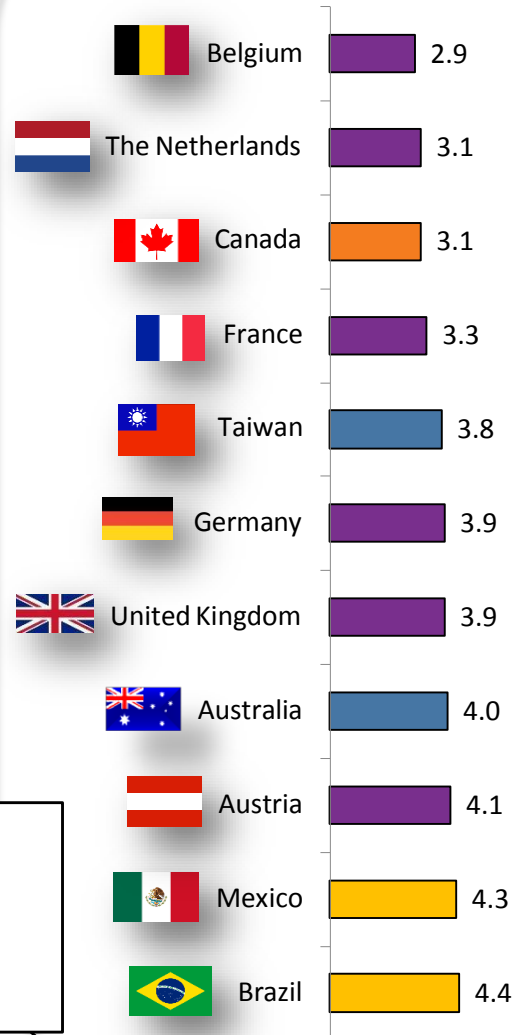
Global Highlights

Travelers in Asia-Pacific tend to take more average flights per year than those in Europe or the Americas

MOST Flights Taken



LEAST Flights Taken

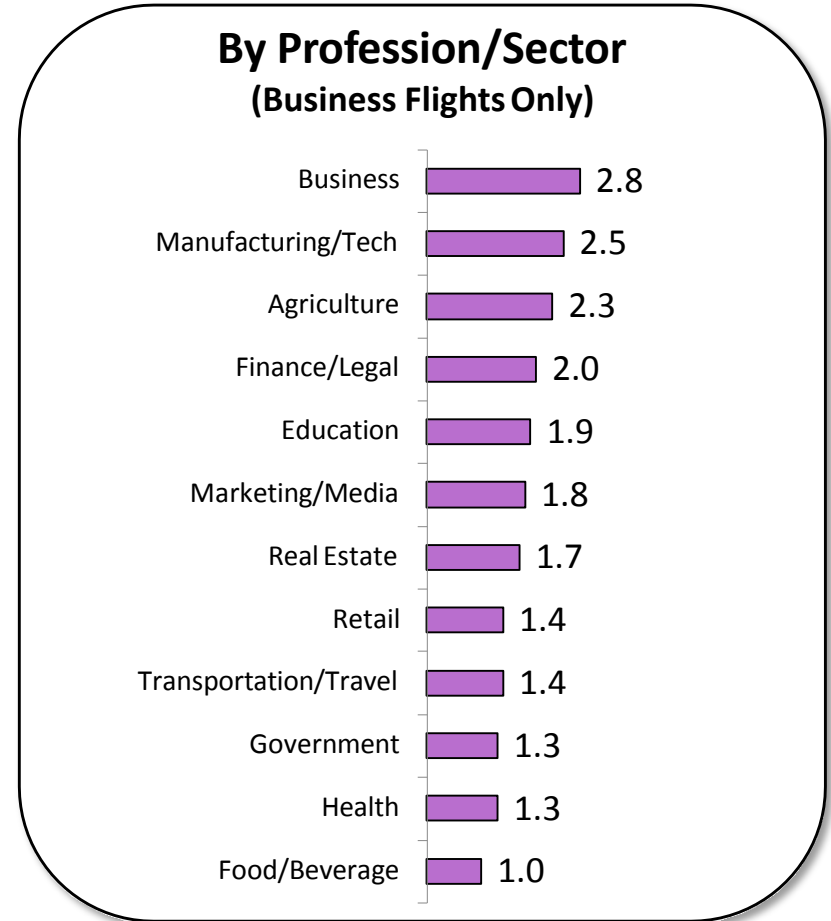
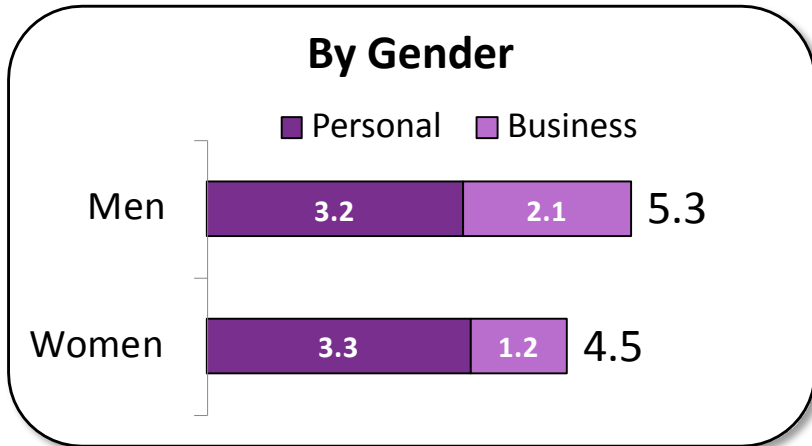
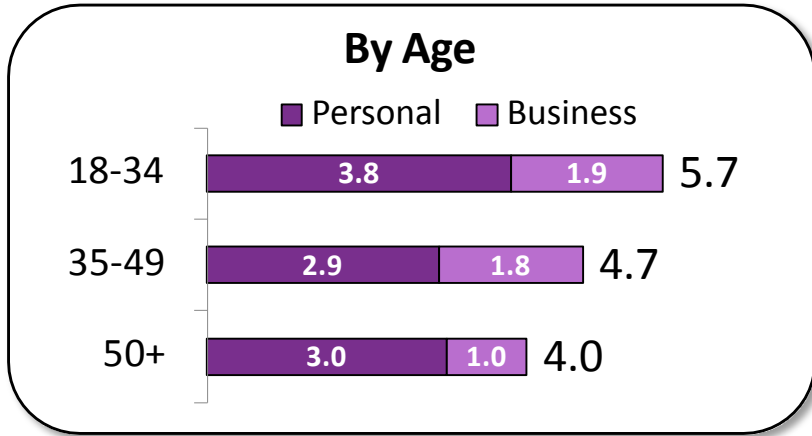


Average total number of flights taken (Personal + Business)

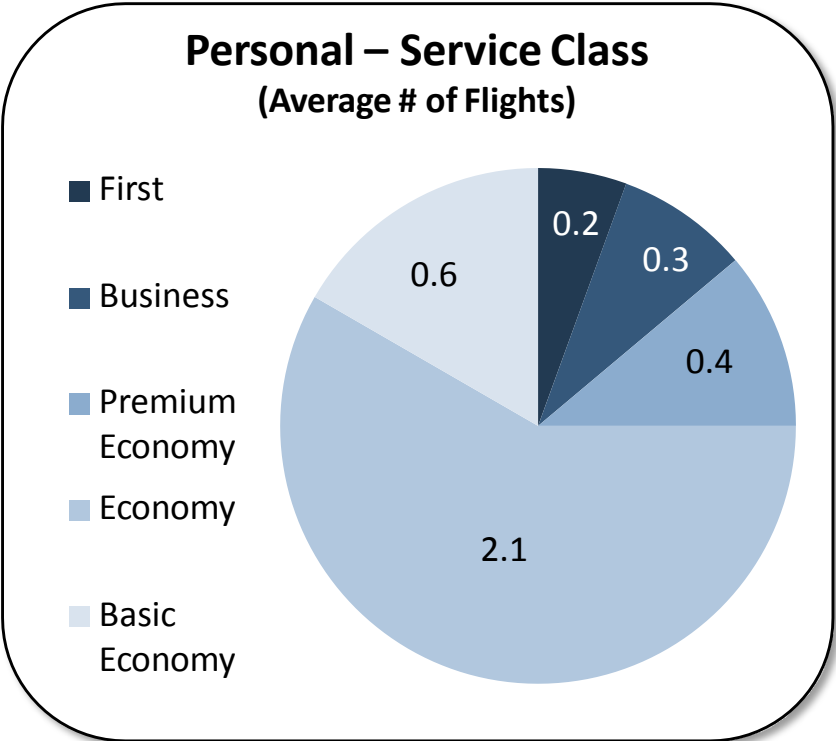
-  North America
-  Latin America
-  Europe
-  Asia-Pacific

Young people and men take more total flights, largely driven by more business flights, with some sectors flying more than others

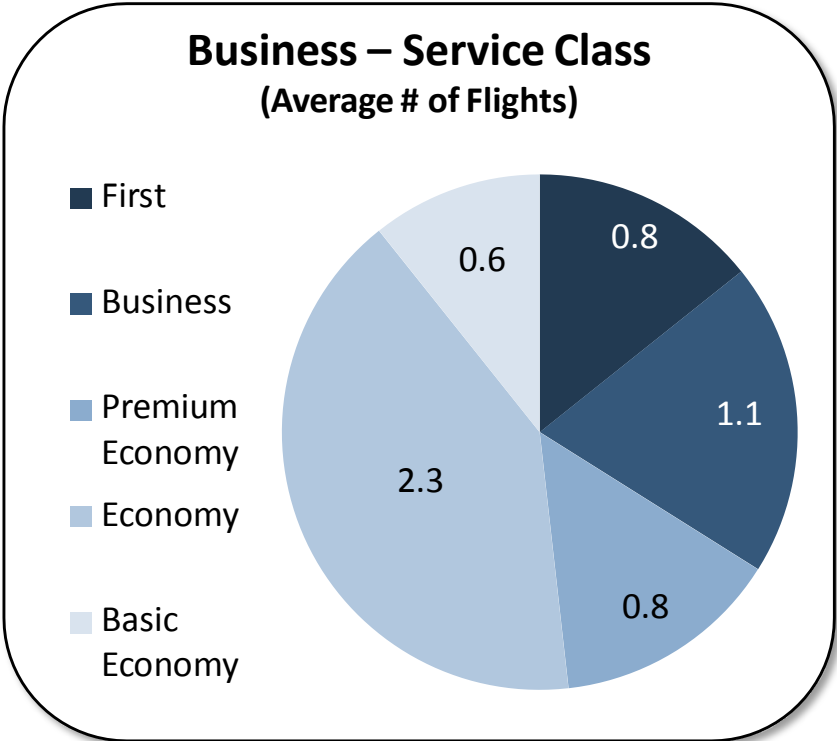
Average Number of Flights Per Year



While the majority of personal flights are in Economy class, nearly half of business traveler flights are in a Premium class



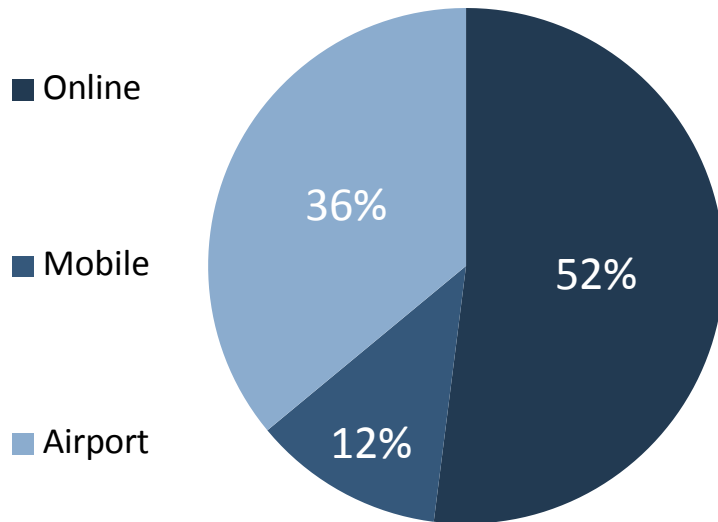
97% of travelers have taken a Personal flight in the past year



38% of travelers have taken a Business flight in the past year

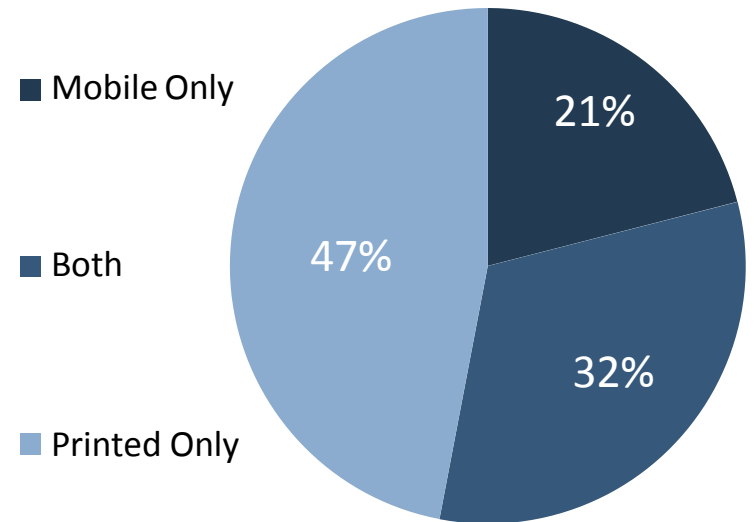
A majority are using online or mobile check-in, but many still rely on printed boarding passes, with just 1 in 5 using only the mobile version

Flight Check-In



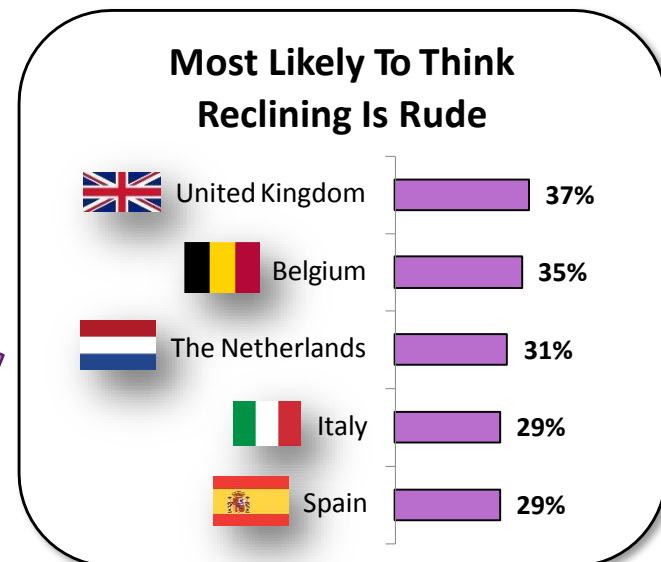
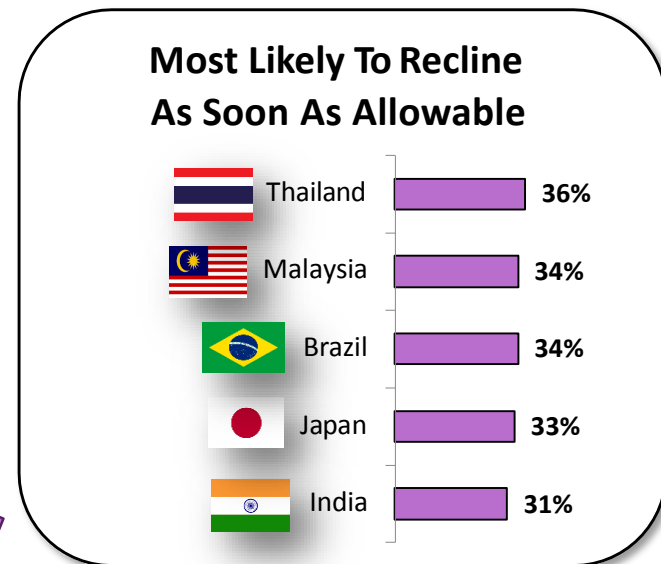
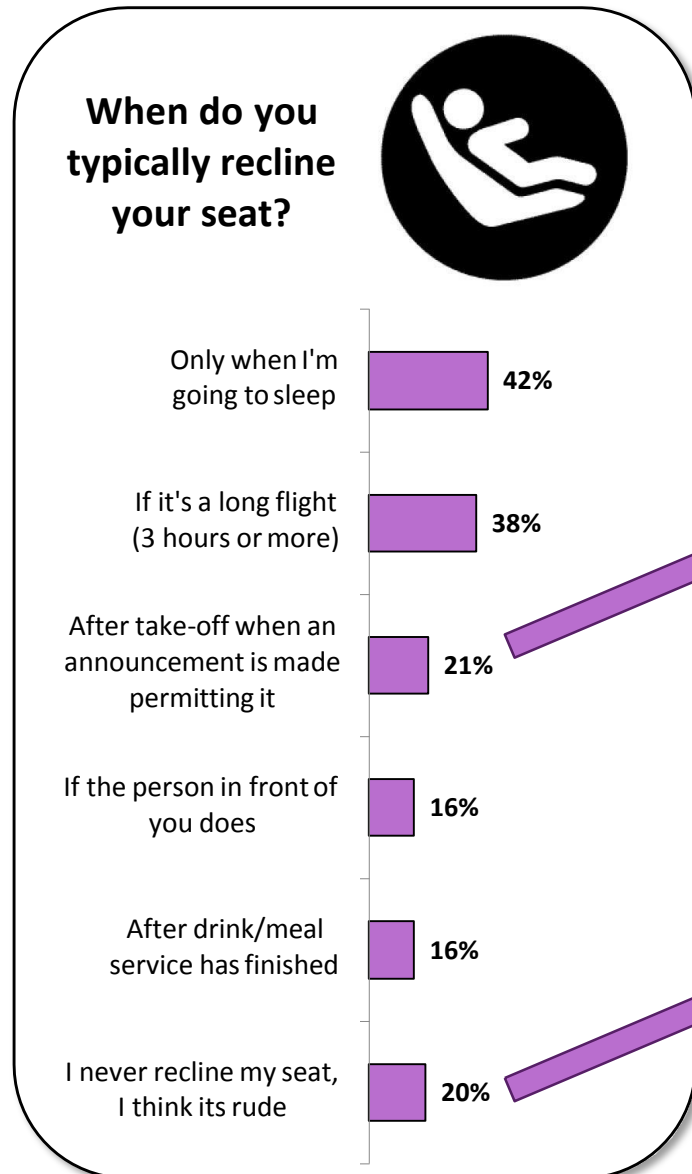
45% of those over 50 still check-in at the airport, while just **28%** of those 18-34 still do

Boarding Pass

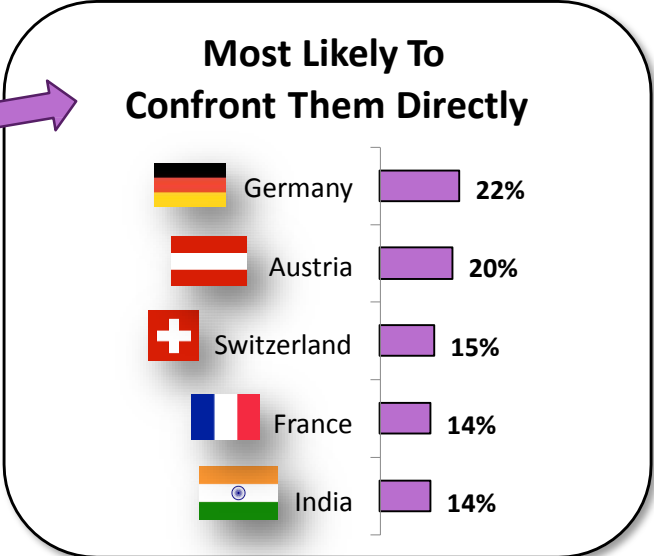
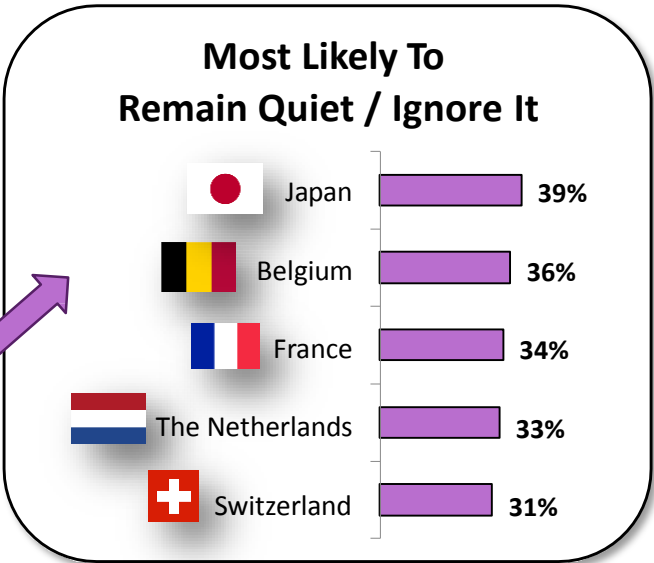
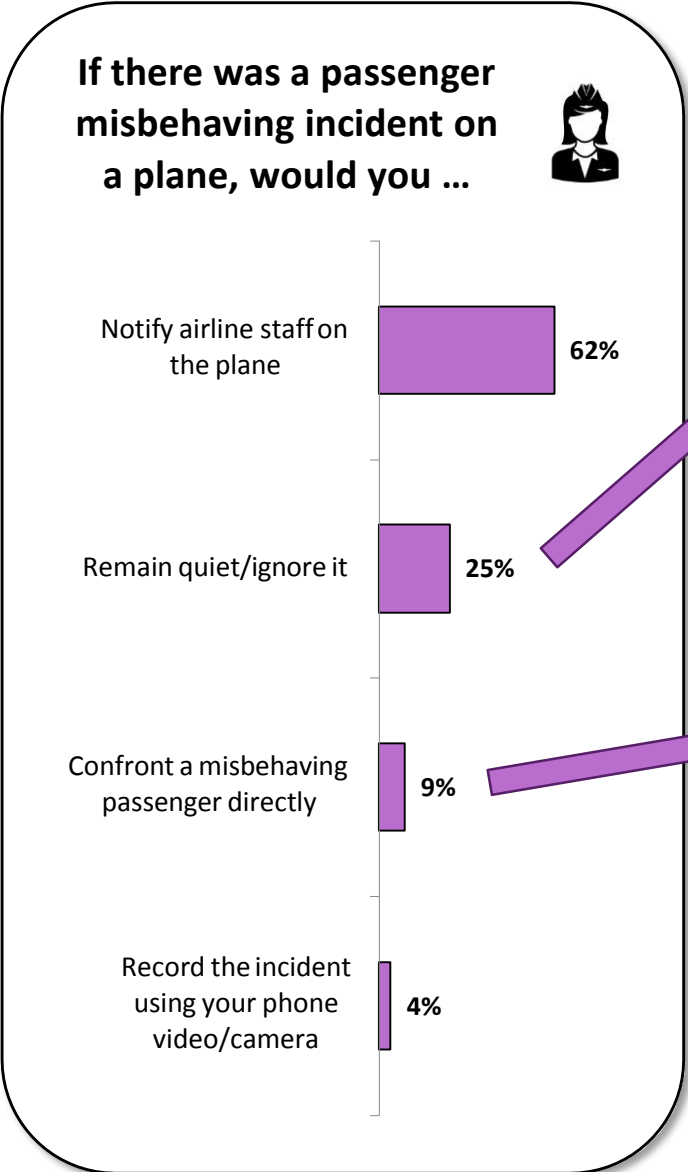


32% of those who work in Marketing / Media use the mobile version only

Most recline their seat to sleep or on long-haul flights, with many Asian and Latin American travelers being most likely to recline soonest

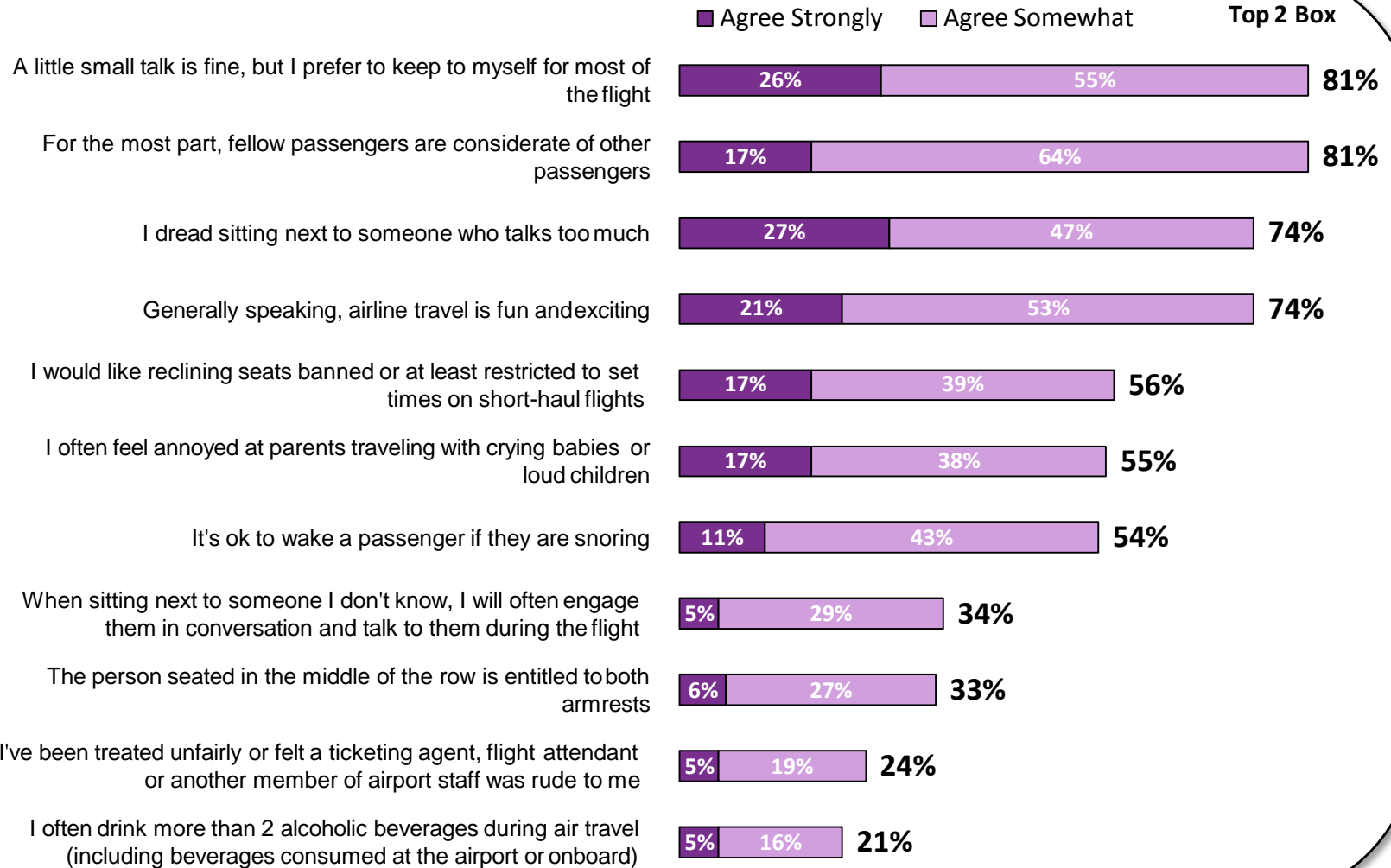


If a passenger is misbehaving, most would notify airline staff, but some travelers would choose to ignore it or confront them directly



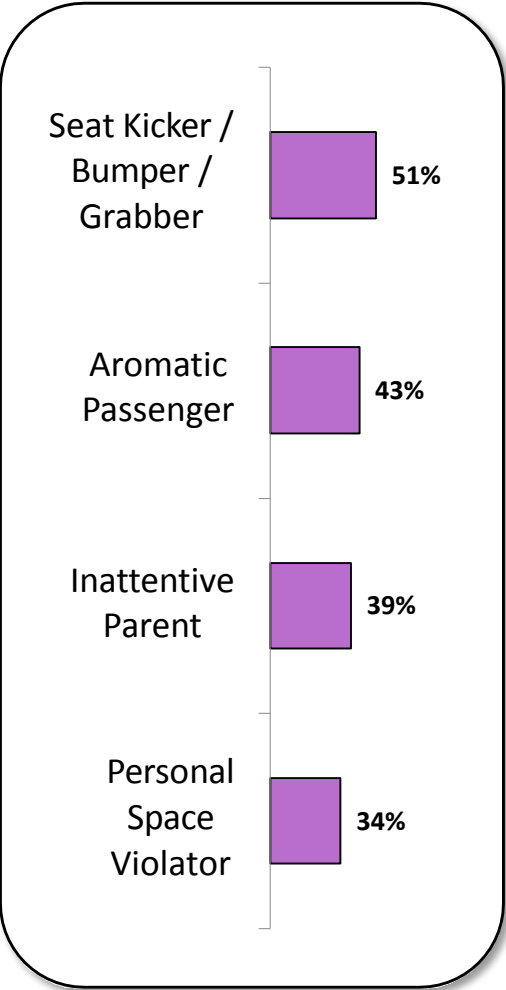
Most travelers have a generally positive view of airline travel, but prefer to keep to themselves for the most part

Agreement With Statements About Airline Travel

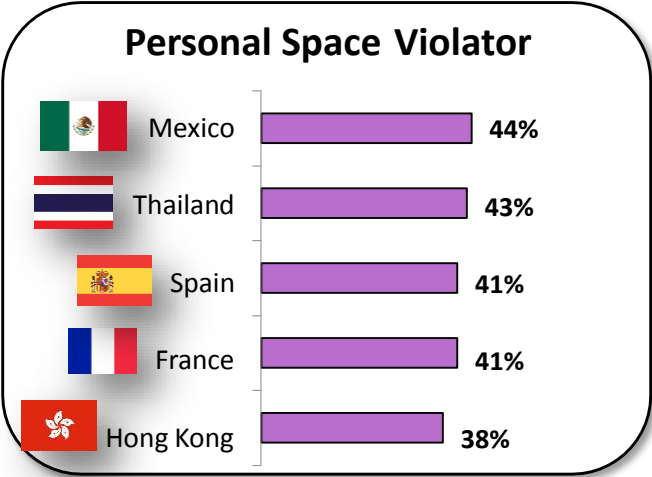
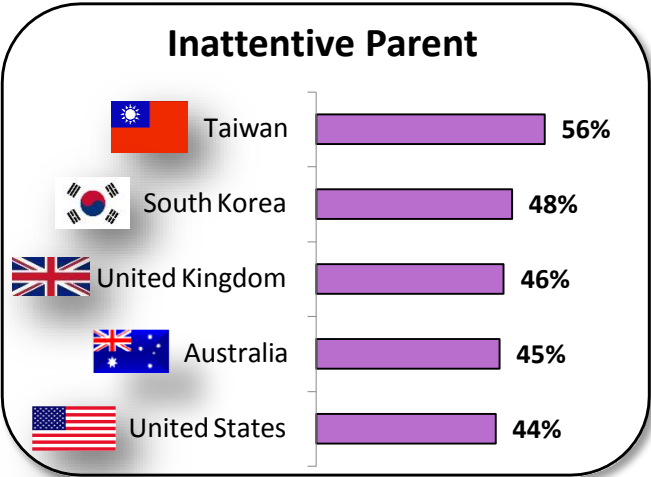
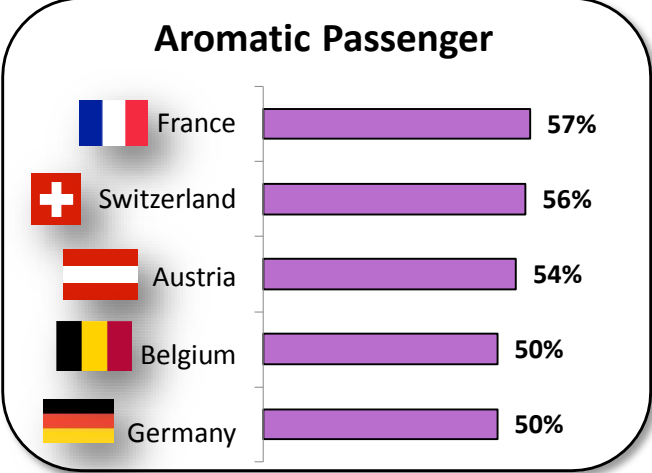
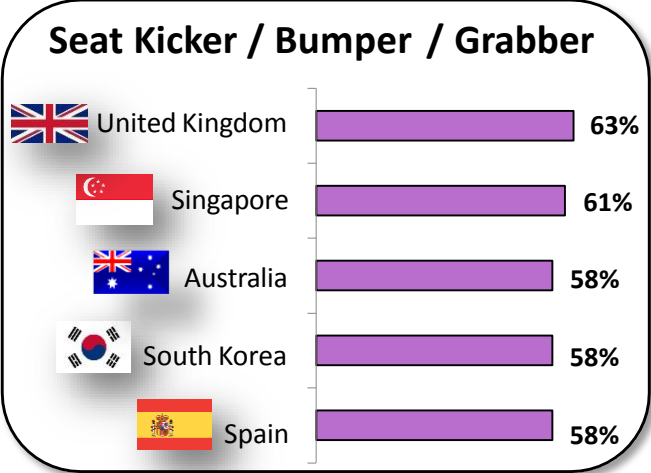


Seat Kickers are the most annoying globally, a majority in many European markets fear the Aromatic passenger

Most Annoying Overall

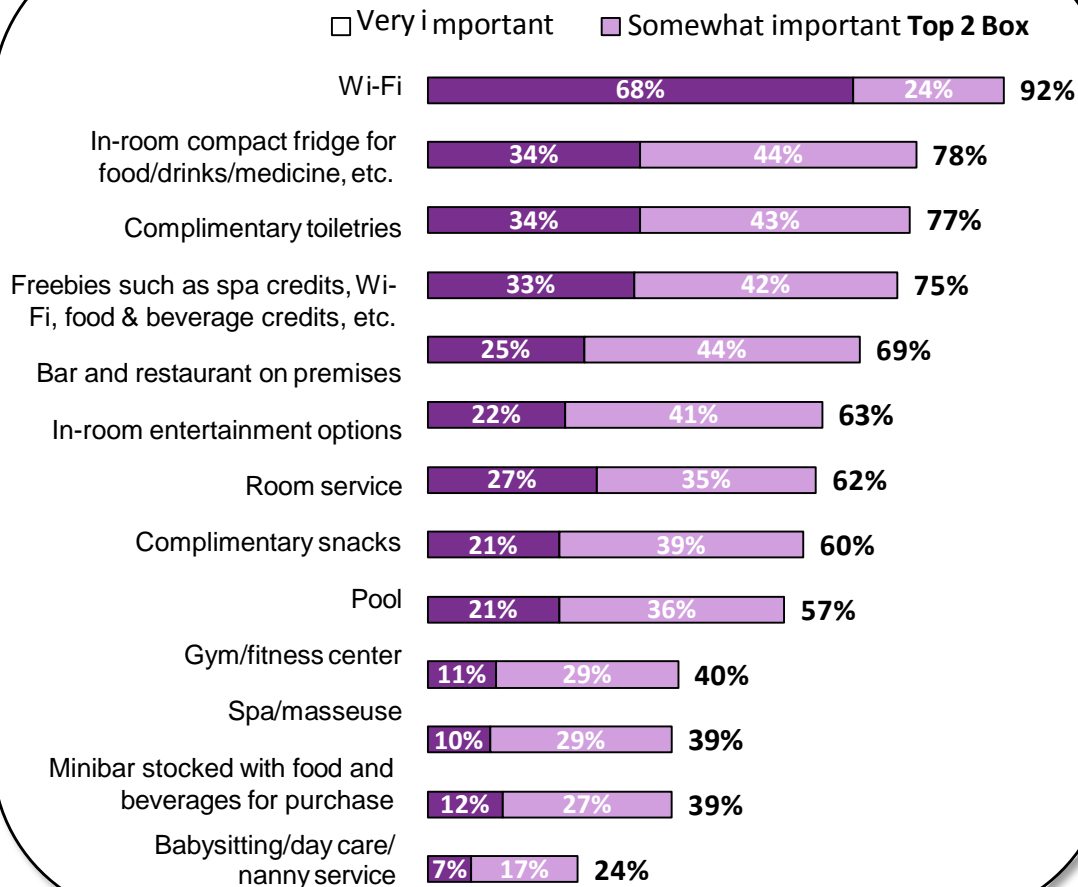


... Most Annoying Flight Behaviors To Travelers In ...

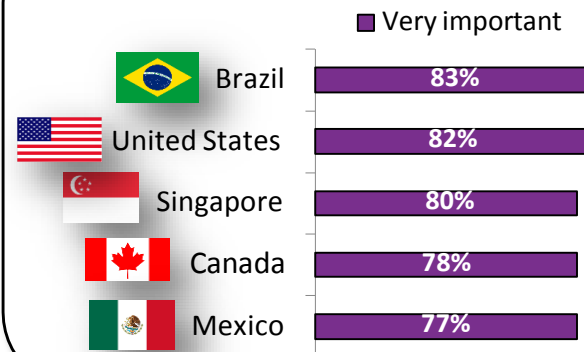


Wi-Fi is far and away the most important hotel amenity, surpassing a fridge, toiletries and hotel freebies

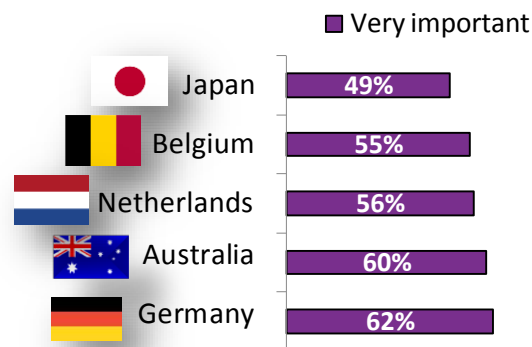
Most Important Hotel Amenities



Most Wi-Fi Obsessed

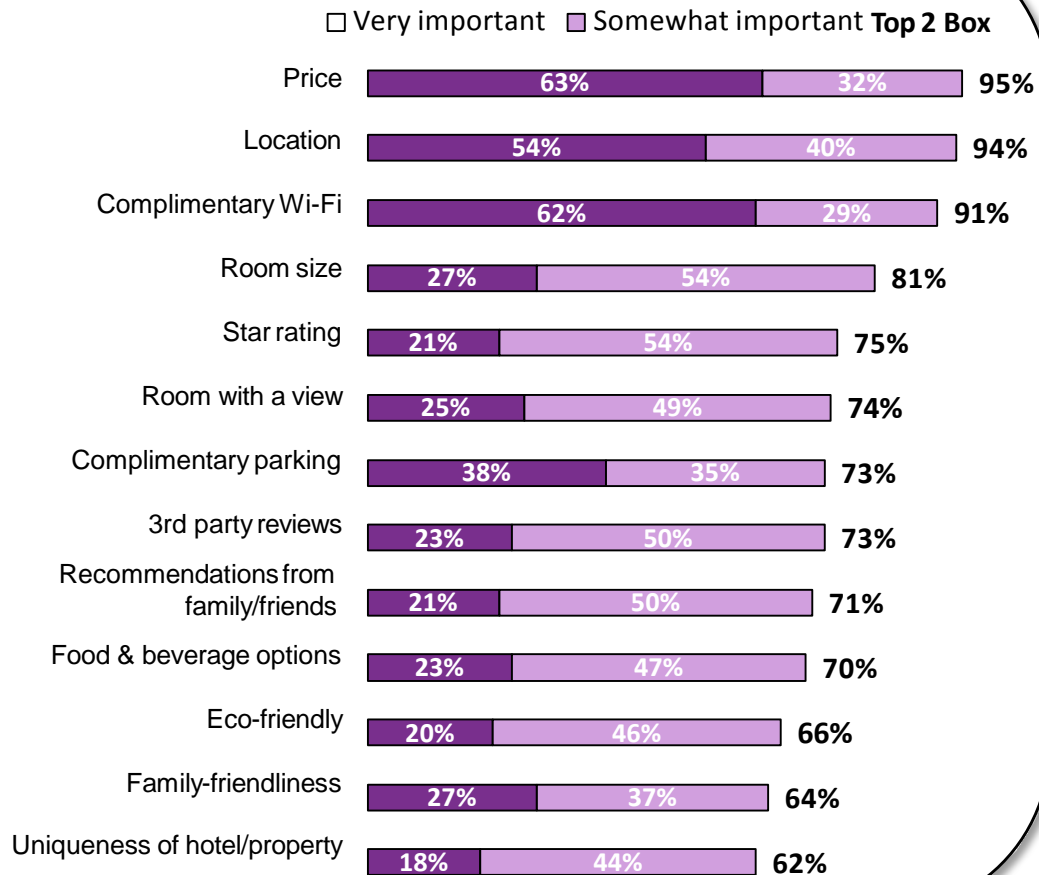


Least Wi-Fi Obsessed

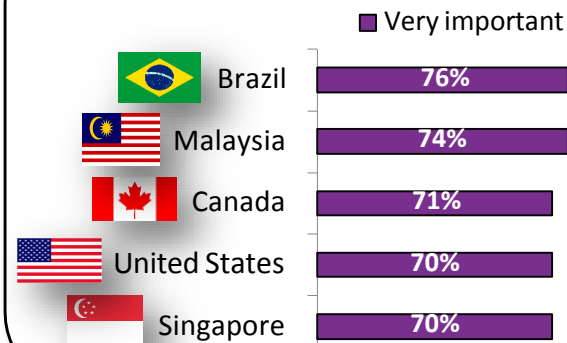


Price, location and complimentary Wi-Fi are the most important factors when choosing a hotel

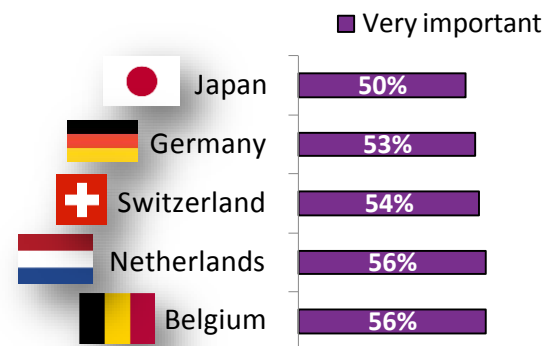
Most Important In Hotel Booking Decision



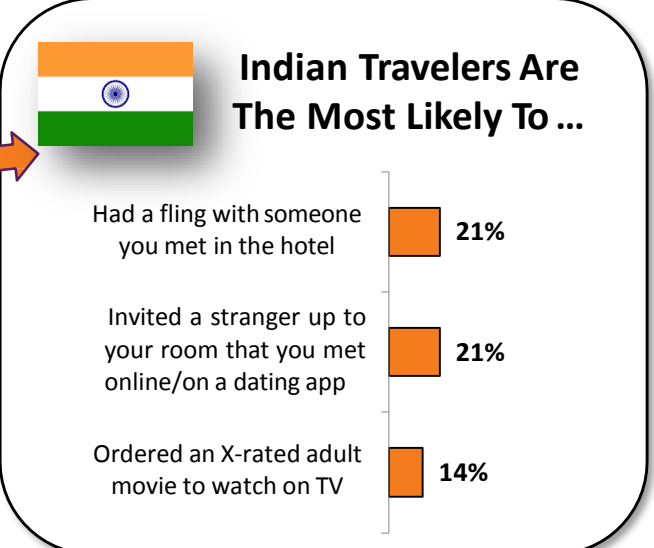
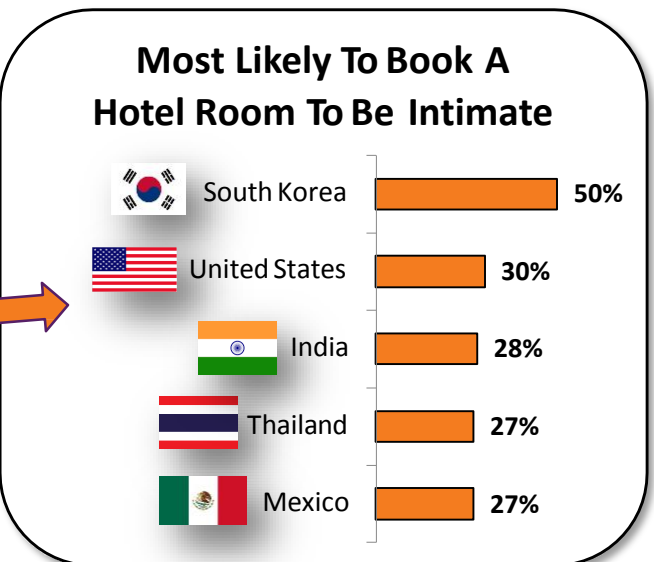
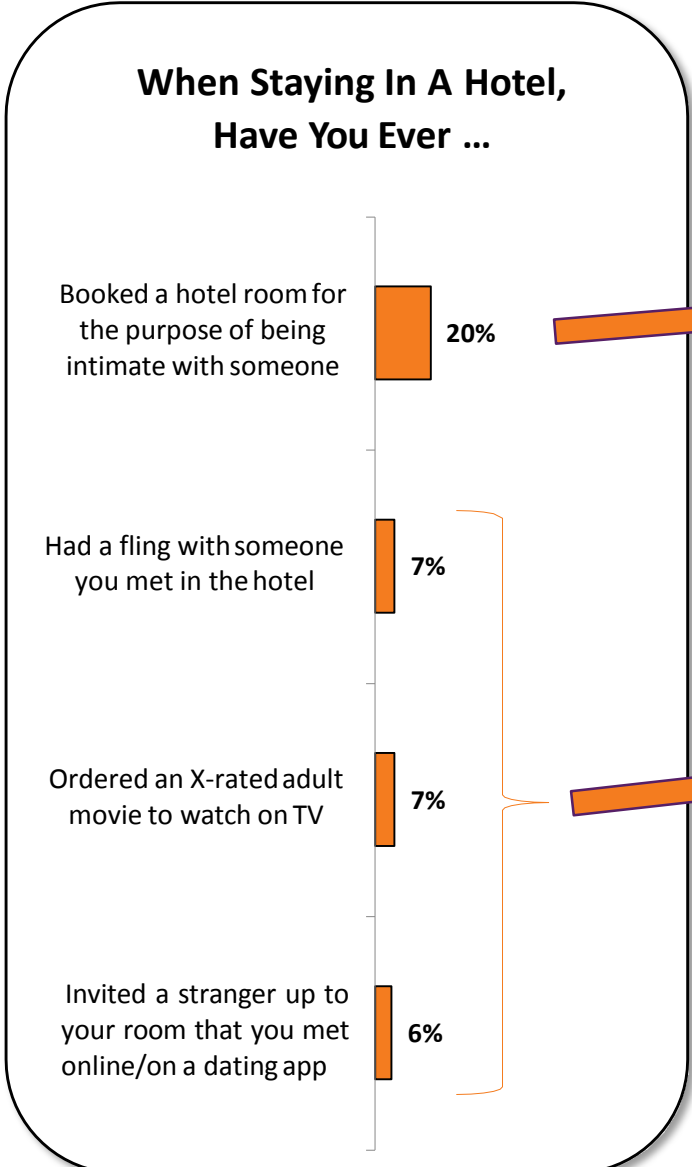
Most Price Focused



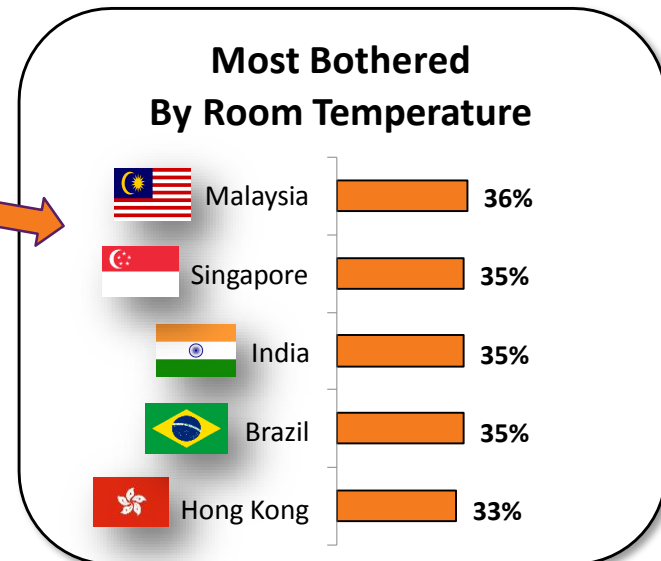
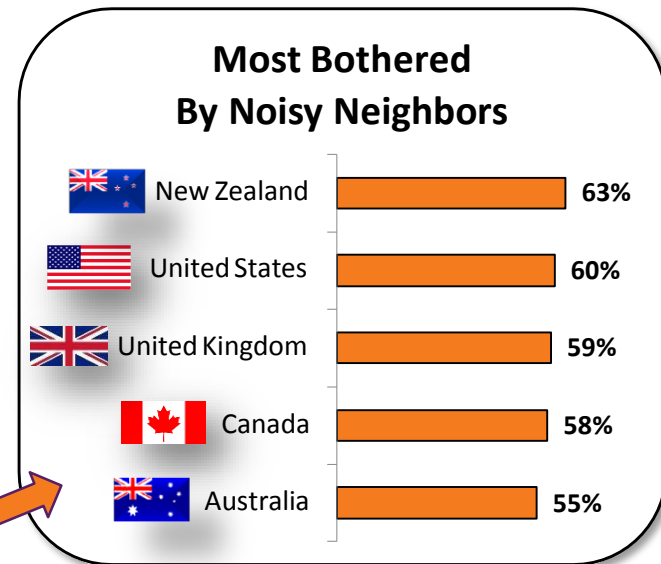
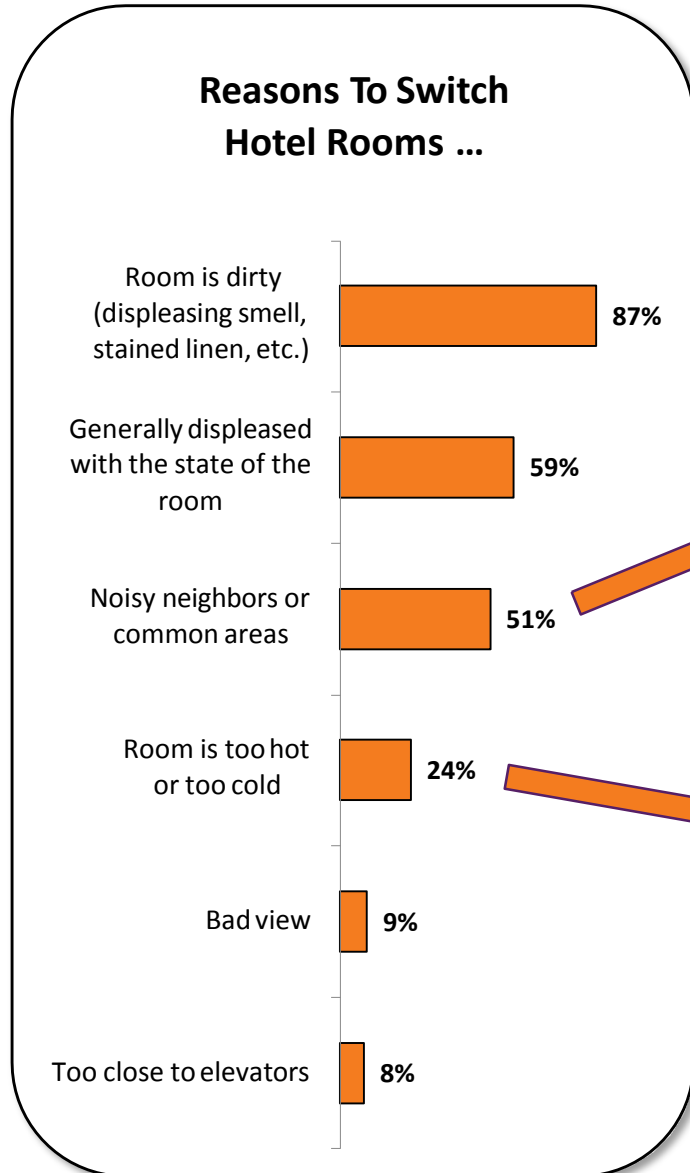
Least Price Focused



Relatively few admit to naughtier hotel activities, with South Koreans, Americans and Indians most likely to admit to a range of behaviors

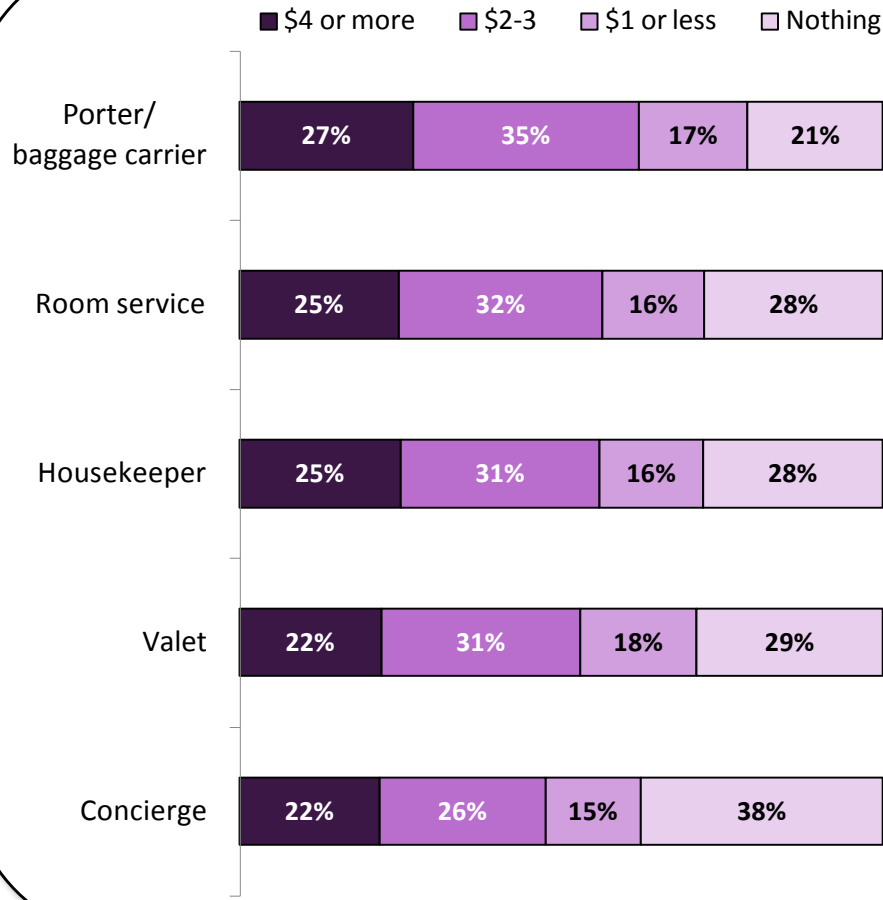


Being dirty or displeasing are top reasons to switch rooms, but many will change for noisy neighbors or uncomfortable temperature

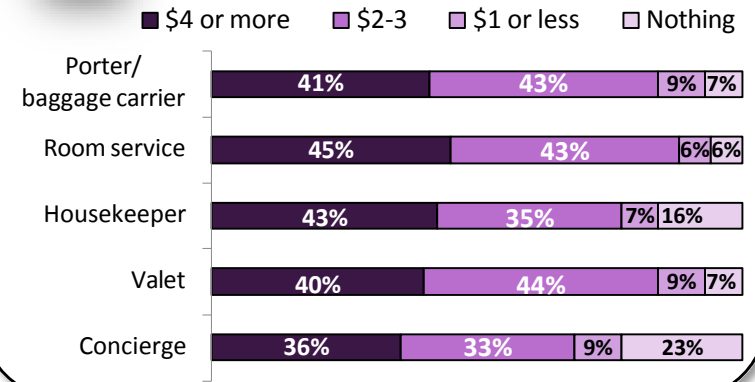


Tipping standards vary dramatically by country with the US outpacing all other countries and Malaysia the least generous

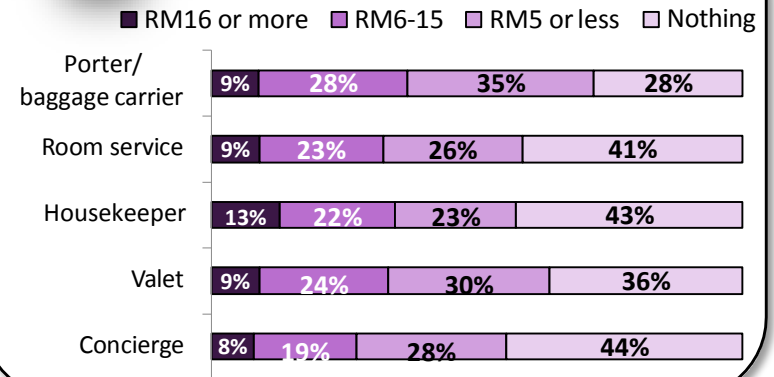
Acceptable Tip For Hotel Employees - Globally



Most Generous – United States

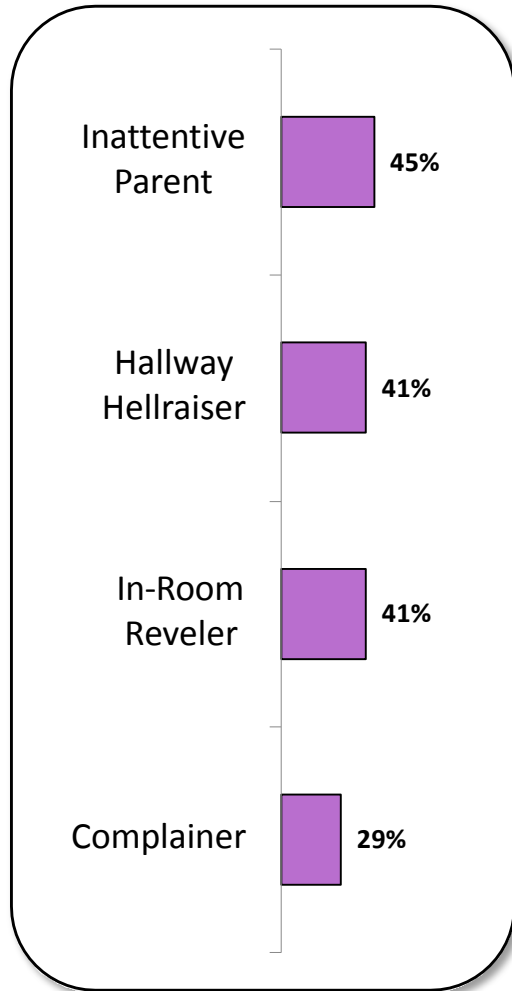


Least Generous – Malaysia

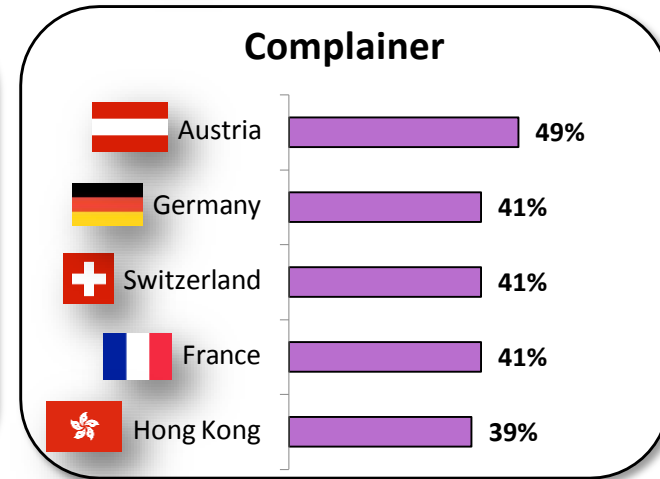
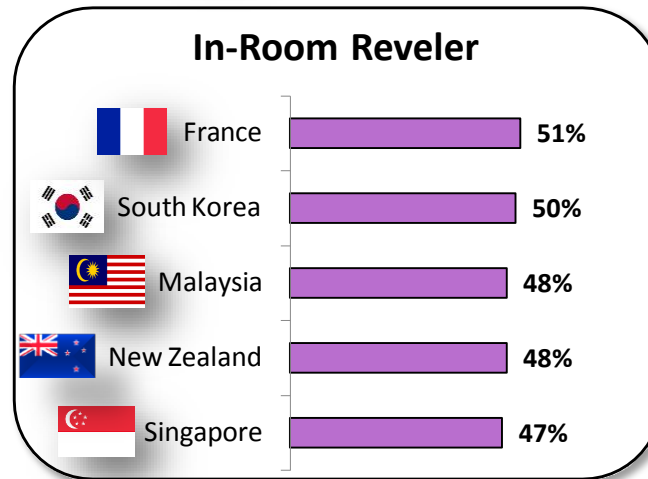
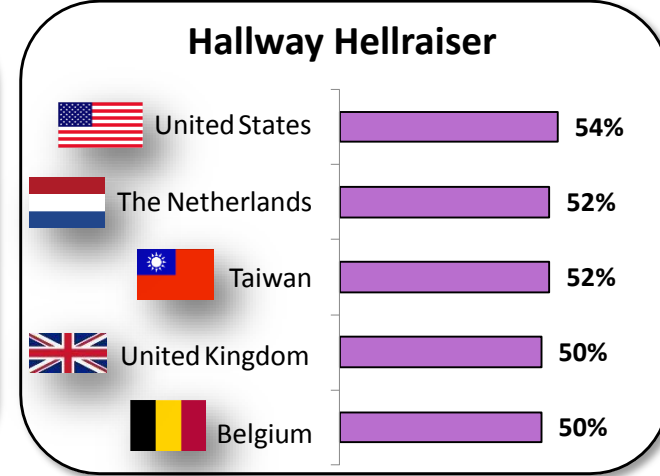
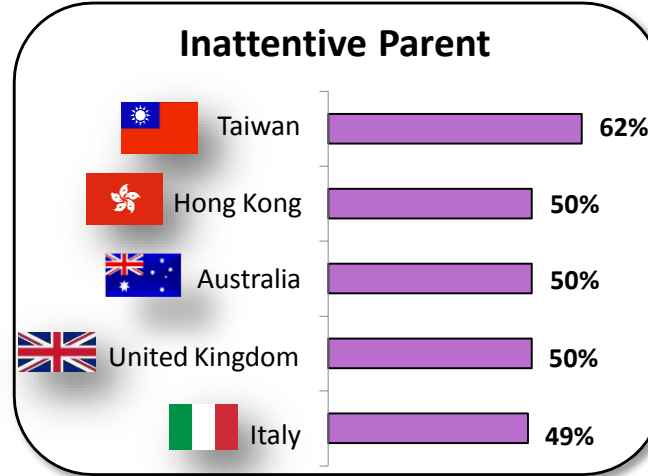


Inattentive Parents, Hallway Hellraisers and In-Room Revelers are most annoying globally, followed by Complainers

Most Annoying Overall



... Most Annoying Hotel Behaviors To Travelers In ...





Malaysia

Malaysia – Flight Etiquette Highlights



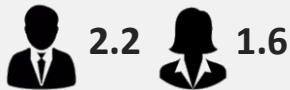
NUMBER OF FLIGHTS (per year)



Personal – 3.6



Business – 1.9



FEELING COMFORTABLE

Take Off Shoes (but keep socks on)



Go Barefoot



PREFERRED CHECK-IN



	Airport	Mobile	Online
Total	17%	14%	69%
18-34	16%	17%	67%
35-49	19%	11%	70%
50+	13%	4%	83%

SEAT PREFERENCE

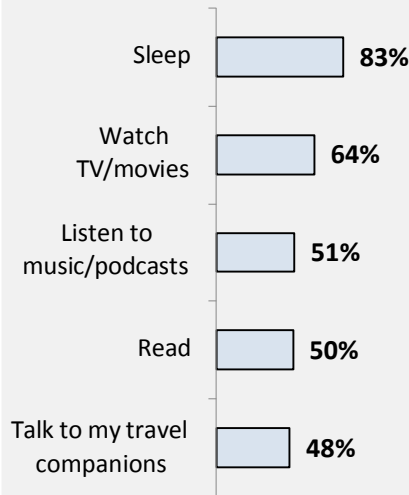


	Aisle	Middle	Window
Total	28%	3%	69%
18-34	19%	4%	77%
35-49	36%	3%	61%
50+	52%	0%	48%

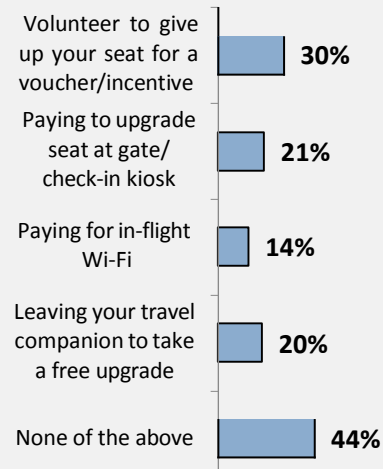
APPROPRIATE WAY TO PASS SLEEPING SEATMATE



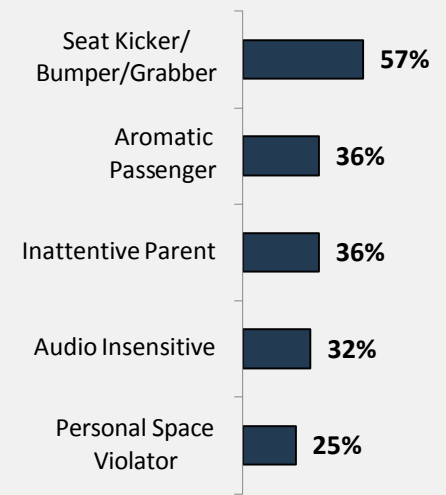
TOP IN-FLIGHT ACTIVITIES



FLIGHT INCENTIVES (Would Consider)



MOST ANNOYING TRAVELERS



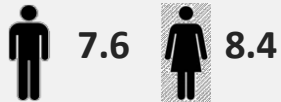
Malaysia – Hotel Etiquette Highlights



NUMBER OF HOTEL NIGHTS (per year)



Personal – 8.0



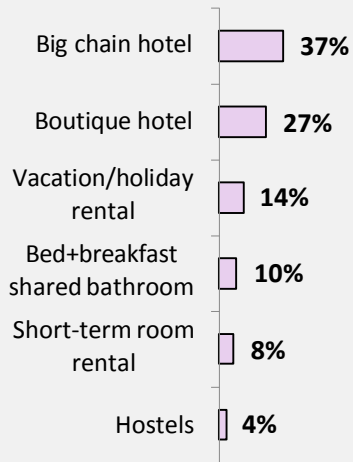
Business – 4.9



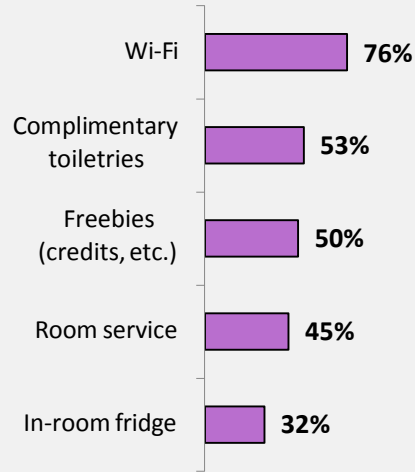
VACATION PLANNING



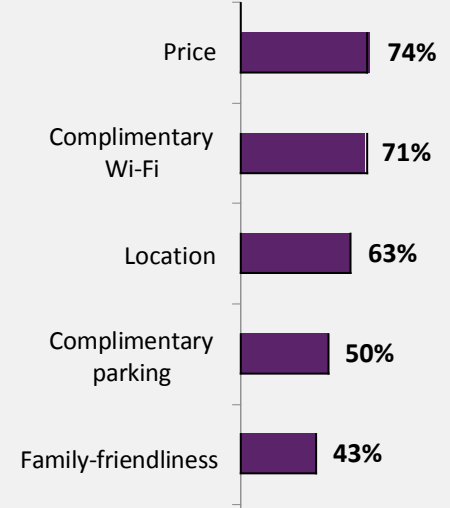
TYPE OF ACCOMODATION (First choice)



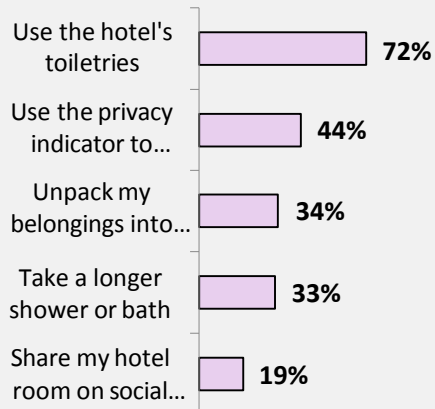
TOP HOTEL AMENITIES (Very important)



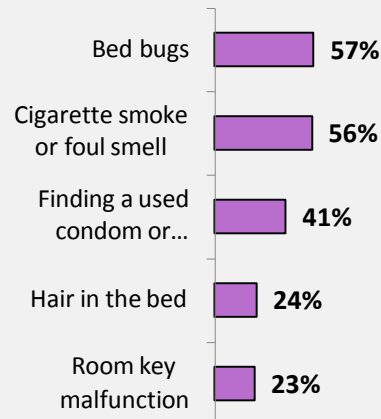
REASONS TO BOOK (Very important)



FREQUENTLY/ALWAYS ...



MOST ANNOYING TO FIND IN YOUR ROOM ON CHECK-IN



MOST ANNOYING GUESTS

