

Powered by The State of the American Traveler

Stewardship & Sustainability Insights



Analysis by

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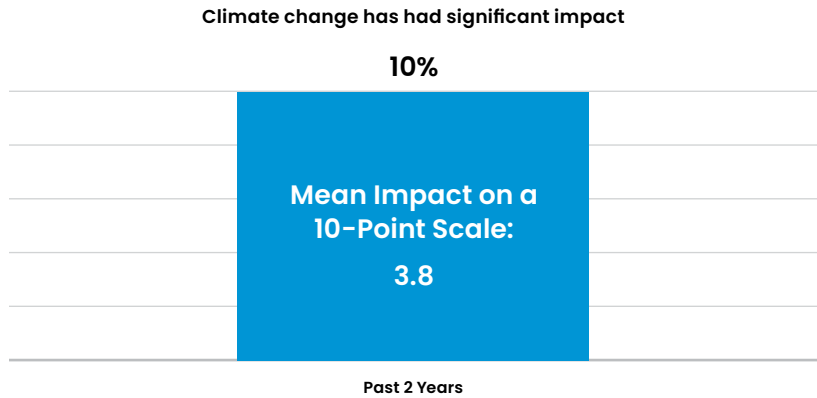
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This year's annual webinar, "Stewardship & Sustainability Insights, Powered by The State of the American Traveler," revealed the latest trends shaping U.S. leisure travel.

This new research explores the evolving landscape of sustainable and responsible tourism, highlighting both the challenges and opportunities destination organizations face today. The study dives into how these organizations can collaborate with tourism partners to balance community needs, environmental concerns and economic growth for a thriving and sustainable future.

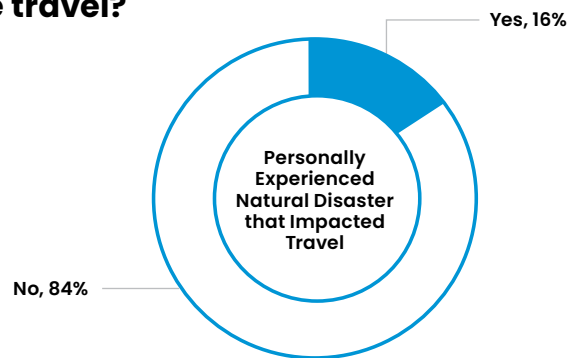
In the past two years, on a scale of 1 to 10, how much would you rate climate change’s impact on your leisure travel?

The bottom line: While the average impact of climate change on leisure travel is moderate (3.8 on a 10-point scale), 10% of American travelers report it has significantly shaped their travel plans over the past two years.



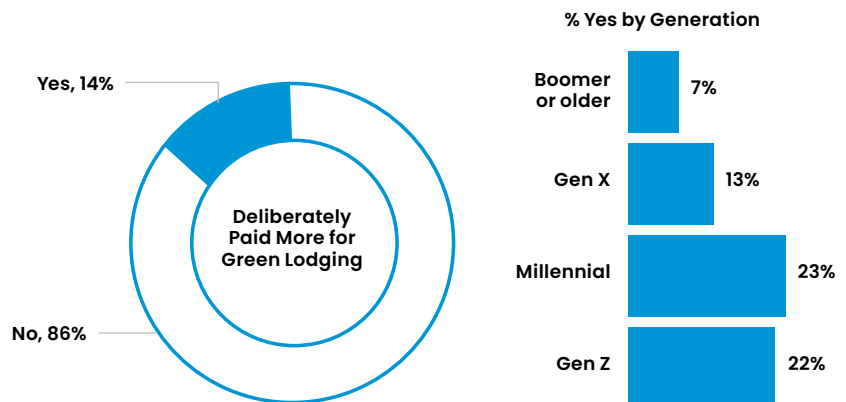
In the past 12 months, have you personally experienced a natural disaster that impacted your leisure travel?

The bottom line: Sixteen percent of American travelers have experienced a natural disaster that impacted their travel plans, highlighting the growing influence of environmental events on travel decisions and behaviors.



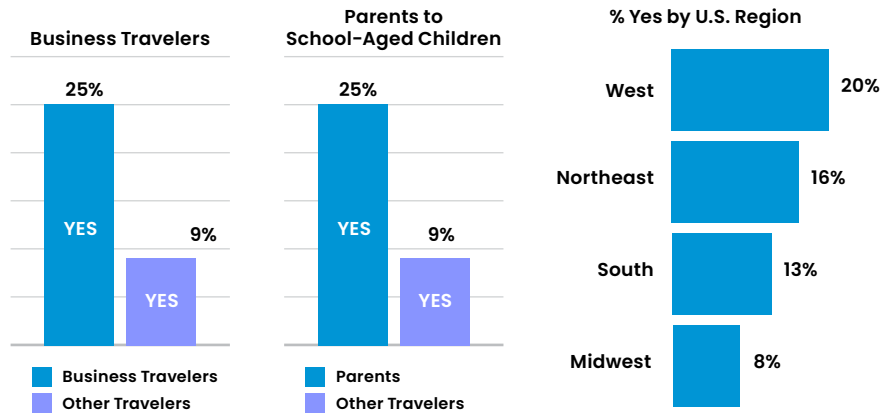
In the past 12 months, have you knowingly paid more than normal to stay at a hotel that has a strong “green” program/certification?

The bottom line: While 14% of travelers have paid more for green lodging, interest in eco-friendly accommodations varies by generation. Gen Z and Millennials are more likely to prioritize sustainability, while Boomers and Gen X show less willingness to pay more for green lodging.



Which travelers are willing to pay more for green hotels?

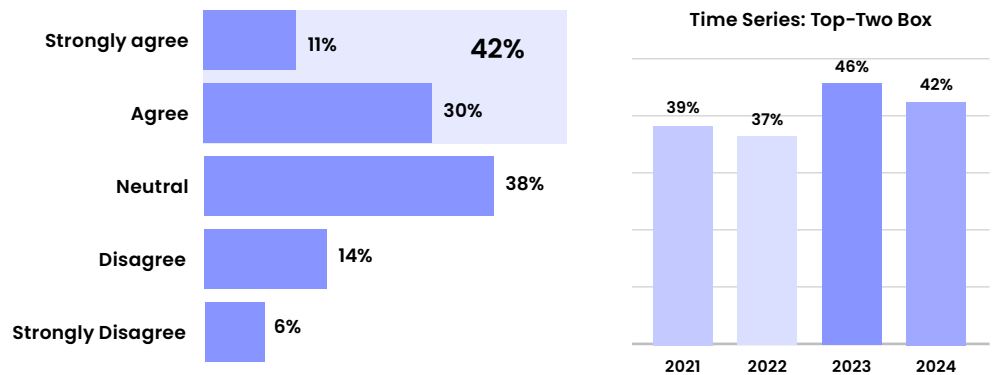
The bottom line: Beyond generational segments, certain types of travelers, like business travelers and parents, are more willing to spend extra to stay in green hotels than the overall travel population. Interest also varies by region across the U.S., with the West showing the highest preference for eco-friendly lodging.



To what extent do you agree or disagree with the following statement: "I believe tourism in my community makes it a better place in which to live."

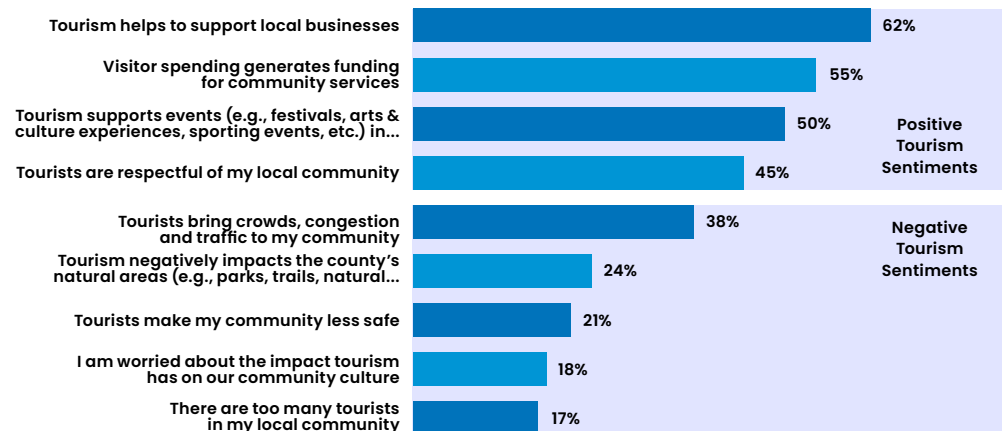
42% of American Travelers Believe Tourism Makes their Community a Better Place to Live

The bottom line: Confidence in tourism's positive impact on communities has slightly declined in 2024. While 42% of American travelers now believe tourism makes their communities better places to live, this marks a decrease from 46% in 2023.



Considering the impact of tourism on your community, how much do you agree or disagree with the following statements?

The bottom line: While concerns about crowds, congestion and safety persist, most American travelers believe the benefits of tourism outweigh the drawbacks. The majority continue to hold a positive view of tourism, recognizing its impact on local communities and the economy.



5 Essential Insights



- 1 Generational differences emerge in environmental concerns.** Younger travelers are more focused on sustainable travel: they're willing to pay more for eco-conscious accommodations, engage in carbon offsetting and prioritize green certifications when choosing where to stay. On the other hand, older travelers are most conscientious about plastic waste.
- 2 One-in-five American travelers feels that travel has an overall negative impact on the environment,** citing crowding, plastic waste and impacts on natural ecosystems, highlighting the growing awareness of the environmental challenges tourism presents.
- 3 Sixty percent of American travelers believe human activity is responsible for climate change,** and this sentiment is shaping their travel habits. Many opt to take more public transportation, choose closer destinations or even travel less frequently.
Additional Resources:
[Good for Business, Good for the Community, Good for Climate Guide to Action on Climate Change](#)
- 4 Tourism's role in communities remains vital.** Forty-two percent of Americans feel tourism improves their community, and a majority agree it supports local businesses, funds services and enhances events, highlighting its value despite concerns like over-tourism.
- 5 American travelers see tourism as an economic driver.** Over 55% view tourism as important to their community's economy, emphasizing its importance in creating jobs and fostering growth.

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ADDITIONAL RESOURCES

[Webinar: Stewardship & Sustainability Insights](#)

[Quarterly Research Powered by The State of the American Traveler](#)