



BOOKING HOLDINGS

Booking.com Reveals How a Passion for Fashion Fuels the Style-Conscious Global Traveler

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New global research from [Booking.com](https://www.booking.com), the global leader in connecting people with the most incredible places to stay, reveals how style can impact our mood and confidence while on vacation. Over half of global travelers (57%) pay close attention to their appearance every single day, but two out of five (39%) actually care more about their physical appearance while on vacation than when at home.

Almost two fifths (38%) of global travelers feel more confident while on vacation than at home and almost half agree that looking their best while on vacation is important (48%) - with two in five dressing their best for vacation photos that are sure to make their way to social media (43%).

Vacation wardrobes have a significant part to play with four out of ten global travelers citing their travel wardrobe as the secret to vacation confidence (39%), so much so that the effects of vacation style last much longer than the trip itself. Almost half of global travelers (47%) have felt inspired to make changes to their own personal style after being on vacation.

To read the full release, please visit Booking.com's [global media room](#).

For further information, contact the Booking.com Press Office:

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