



Booking.com Research Exposes Gap Between Travel Ambitions and Reality

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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 a significant two thirds (63%) of today's travelers don't believe they are making the most of their travel opportunities, despite 44% wanting to be a limitless traveler.

It is revealed that 20% of travelers have never felt limitless, with the biggest travel barriers being the language barrier (28%) getting lost without speaking the local language (20%) and struggling to find accommodation (34%).

When asked what would remove travel barriers for future trips, the top factors respondents called out were great accommodation options (37%), positive reviews from other travelers (35%), being able to ask questions and directions in the local language (26% and 23%), and being able to order their favorite food (22%).

55% of travelers think the best thing about travel is getting outside their comfort zone. The top getaways which travelers haven't done before, but would love to try one day, include a volunteering trip (39%), gourmet adventure (38%), mystery trip (38%), sabbatical trip (36%) and ancestry trip to discover their heritage (36%).

Read the full release here: <https://globalnews.booking.com/bookingcom-research-exposes-surprising-gap-between-travel-ambitions-and-reality/>

AboutBooking.com:

At Booking.com, we connect travelers with the world's largest selection of incredible places to stay. The Booking.com website and mobile apps are available in 43 languages, offer over 27 million total reported listings and cover more than 130,000 destinations in 227 countries and territories worldwide. Each day, more than 1.5 million room nights are reserved on our platform. So whether traveling for business or leisure, customers can instantly book their ideal place to stay quickly and easily with Booking.com, without booking fees and backed up by our promise to price match. Via our customer experience team, customers can reach Booking.com 24/7 for assistance and support in 43 languages, any time of the day or night.

Established in 1996 in Amsterdam, Booking.com B.V. has grown from a small Dutch start-up to one of the largest travel e-commerce companies in the world. Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com now employs more than 17,000 employees in 198 offices in 70 countries worldwide. Follow us on [Twitter](https://twitter.com/Bookingcom) and [Instagram](https://www.instagram.com/Bookingcom), like us on [Facebook](https://www.facebook.com/Bookingcom), and visit our [global media room](https://www.booking.com/global-media-room/).

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+31-(0)-20-709-4743