

# GEN Z CONCERNED ABOUT THEIR ECOLOGICAL IMPACT WHEN TRAVELING



YouGov has conducted a new international report on the travel behaviors and preferences of Gen Z. The findings reveal that they are concerned about the ecological impact of travel.

Globally, 34% of 18-24-year-olds are looking for eco-friendly travel deals, 38% are willing to stay in eco-friendly accommodations and **21% are inclined to prioritize low-carbon flights.**

Surprisingly, Mexicans are the ones who give the most importance to the ecological dimension: 57% favor eco-responsible travel offers and 53% would be willing to book an ecological accommodation.

At the same time, young people in Denmark (19%), Germany (20%) and France (26%) are the least likely to opt for an ecological home.

**Gen Z is particularly adept at social networking and now uses it daily for all types of services and entertainment**, and travel is no exception. On a global level:

-39% of 18-24-year-olds use social networks to plan a trip

-19% follow travel influencers on social networks.

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Article link:

<https://www.tourism-review.com/ecological-impact-is-the-main-concern-of-young-travelers-news12624>