



STATISTA SPEAKERS

GREEN AND SUSTAINABLE ACADEMIC LIBRARIES IN THE
POST-COVID ERA



Stella



Juan

Corfu // October 2022

EMPOWERING PEOPLE WITH DATA



Stella

- Sales Manager
- Public Sector & Academia EU



Juan

- Account Manager
- Academia EU

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W W W . S T A T I S T A . C O M



statista 

**HAMBURG
OFFICE IN
2019**

Overall Statista has more than 1.200
employees in 12 locations worldwide.



Agenda

- About Statista
- Campus License
- Dive into the platform
- Statista's commitment to Sustainability
- Use Case



28th

PANHellenic ACADEMIC
LIBRARIES CONFERENCE

ABOUT STATISTA

GREEN AND SUSTAINABLE ACADEMIC LIBRARIES IN THE
POST-COVID ERA

Corfu // October 2022



Statistics & studies from
22,500 sources

31 million visitors
per month on our international
and German websites

2 million
registered users



2007

Statista was founded
in Hamburg



1,300

employees, among them
statisticians,
editors and database
experts

Locations

New York Hamburg Paris
London Singapore Tokyo
Amsterdam Madrid Warsaw
Los Angeles Copenhagen

56 MILLION
ACADEMIC USERS
WORLDWIDE

80,000 topics
on statista.com

23,000
corporate customers
worldwide


Strong focus on
**European, US, Asian
and global data**

More than **4,500**
International universities


About Statista



4.500
academic
institutions
use Statista



More than
1.5 million
statistics



4 languages
on 4
platforms



80,000 topics
from more than 170
industries



22,500
sources

Industry overview

Data on 170 industries in 150 countries

Advertising & Marketing

- Advertising
- Brands & Leaders
- Marketing

Agriculture

- Farming
- Fisheries & Aquaculture
- Forestry

Chemicals & Resources

- Chemical Industry
- Fossil Fuels
- Mining, Metals & Minerals
- Petroleum & Refinery
- Plastic & Rubber
- Pulp & Paper

Construction

- Building Construction
- Heavy Construction

Consumer Goods & FMCG

- Alcoholic Beverages
- Apparel & Shoes
- Cannabis
- Cleaning Products
- Cosmetics & Personal Care
- Food & Nutrition
- Furniture, Furnishings & Household Items
- Garden & Patio
- Home Improvement
- Non-Alcoholic Beverages
- Pets & Animal Supplies
- Tobacco
- Toys

eCommerce

- B2B eCommerce
- B2C eCommerce
- C2C eCommerce
- Digital Shopping Behaviour
- Key Figures of eCommerce
- Paid Content

Economy & Politics

- Economy
- International
- Politics & Government

Energy & Environment

- Climate and Weather
- Emissions
- Energy
- Environmental Technology & Green Tech
- Waste Management
- Water & Wastewater

Finance & Insurance

- Financial Institutions
- Financial Instruments & Investments
- Financial Services
- Insurance

Health, Pharma & Medtech

- Care & Support
- Health Professionals & Hospitals
- Health System
- Medical Technology
- Pharmaceutical Products & Market
- State of Health

Internet

- Communications
- Cyber Crime & Security
- Demographics & Use
- Mobile Internet & Apps
- Online Search
- Online Video & Entertainment
- Reach & Traffic
- Social Media & User-Generated Content

Life

- Celebrities
- Family & Friends
- Love & Sex
- Personality & Behavior
- Public and Religious Holidays

Media

- Audio
- Books & Publishing
- News
- TV, Video & Film
- Video Games & eSports

Metals & Electronics

- Aerospace & Defense Manufacturing
- Electronics
- Industrial Machinery Manufacturing
- Metals
- Rolling Stock Manufacturing
- Shipbuilding
- Vehicle Manufacturing

Real Estate

- Commercial Real Estate
- Industrial Real Estate
- Mortgages & Financing
- Property Services
- Residential Real Estate

Retail & Trade

- DIY Retail
- Fashion & Accessories
- Food & Beverage
- Furniture Retail
- General Merchandise
- Health & Hygiene
- International Trade
- Office Supplies
- Private Label
- Retail Technology
- Shopping Behavior
- Sports & Leisure
- Subscriptions & Direct Selling
- Supply Chain
- Wholesale

Services

- Business Services
- Skilled Labor

Society

- Crime & Law Enforcement
- Demographics
- Education & Science
- Geography & Nature
- Historical Data
- Religion

Sports & Recreation

- Art & Culture
- Gambling
- Hobbies
- Parks & Outdoors
- Professional Sports
- Sports & Fitness
- Wellness & Spas

Technology & Telecommunications

- Consumer Electronics
- Hardware
- Household Appliances
- IT Services
- Software
- Telecommunications

Transportation & Logistics

- Aviation
- Logistics
- Public Transportation & Mobility Services
- Rail Transport
- Vehicles & Road Traffic
- Water Transport

Travel, Tourism & Hospitality

- Accommodation
- Business Travel
- Food & Drink Services
- Leisure Travel

Some of our clients in Academia

More than 4,500 academic institutions rely on our services



Numerous leading companies & institutions trust us Your students' future

Selected clients





STATISTA CAMPUS LICENSE

GREEN AND SUSTAINABLE ACADEMIC LIBRARIES IN THE
POST-COVID ERA

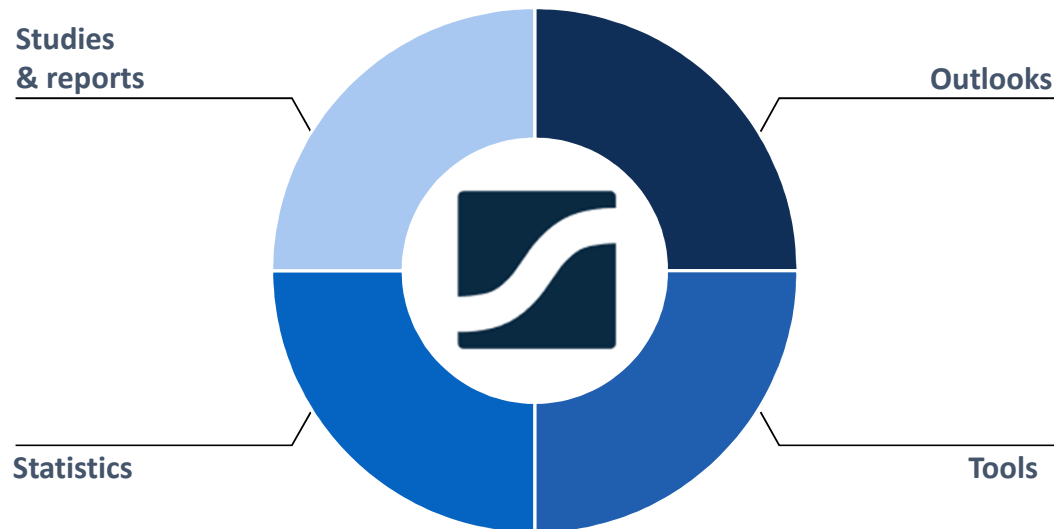
Corfu // October 2022

Products and services included in the Campus License

A full air round package

- Dossiers & DossierPlus
- Statista studies
- Industry & Country Reports
- External studies

- Statistics
- Forecasts & surveys
- Infographics
- Topic pages



- Digital Market Outlook
- Consumer Market Outlook
- Mobility Market Outlook
- Country Outlook
- Advertising & Media Outlook
- Technology Market Outlook
- Industry Outlook
- Health Market Outlook

- Company Database
- Publication Finder
- Global Consumer Survey

Intensive customer support

Regular contact and individual updates by phone and via newsletters

- Regular contact
- Updates every 3-6 months
- Consultations on request

Updates



Reporting

- Annual usage reportings
- Additional reportings on request

- Free initial and additional training available
- Specific promotional material for support

Training

Support

- Account setup
- Technical support

Our experts are available to help you set up your account, answer open questions, organize additional trainings and optimize your platform usage.

Easy-to-use data and broad coverage

DATA

- 49% created by Statista – 51% sourced externally, incl. purchases
- Recent, relevant & reliable
- Thorough data validation process
- Full re-publication rights

FOR ENTIRE CAMPUS

- Useful Data for students, faculties and staff
- IP based
- Remote access included utilizing several authentication methods



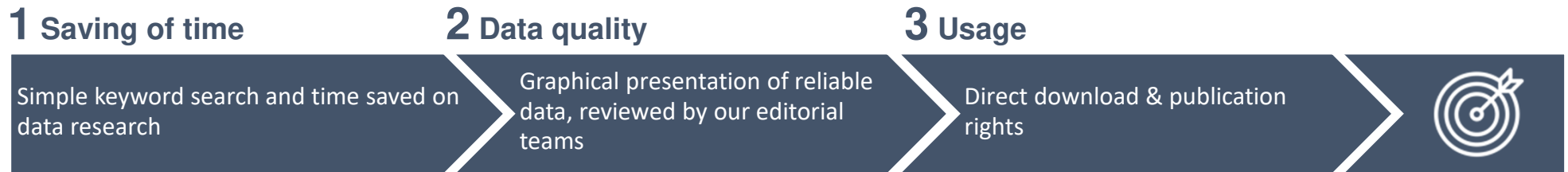
COVERAGE

- All industries – from agriculture to technology
- Broad geographic coverage
- Generalist platform spans all curriculum

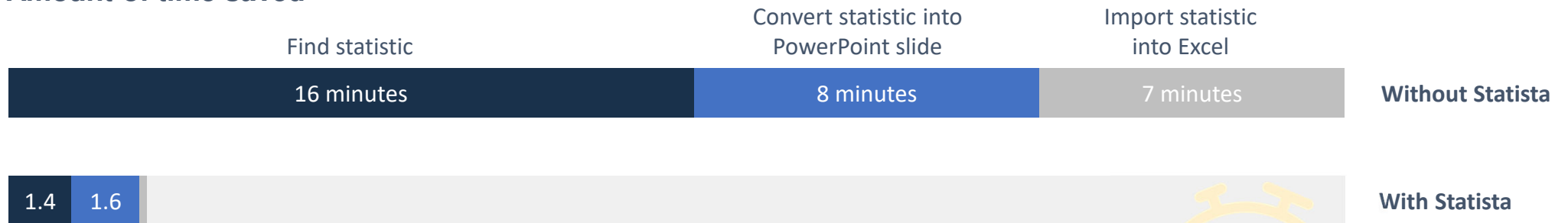
EASY TO USE

- Ready-to-use statistics: PPT, XLS, PNG, PDF
- Table of contents provide a quick overview of new topics
- 5 citation formats – easy to grab and go

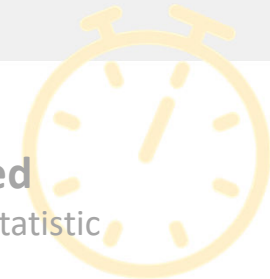
The road to success



Amount of time saved

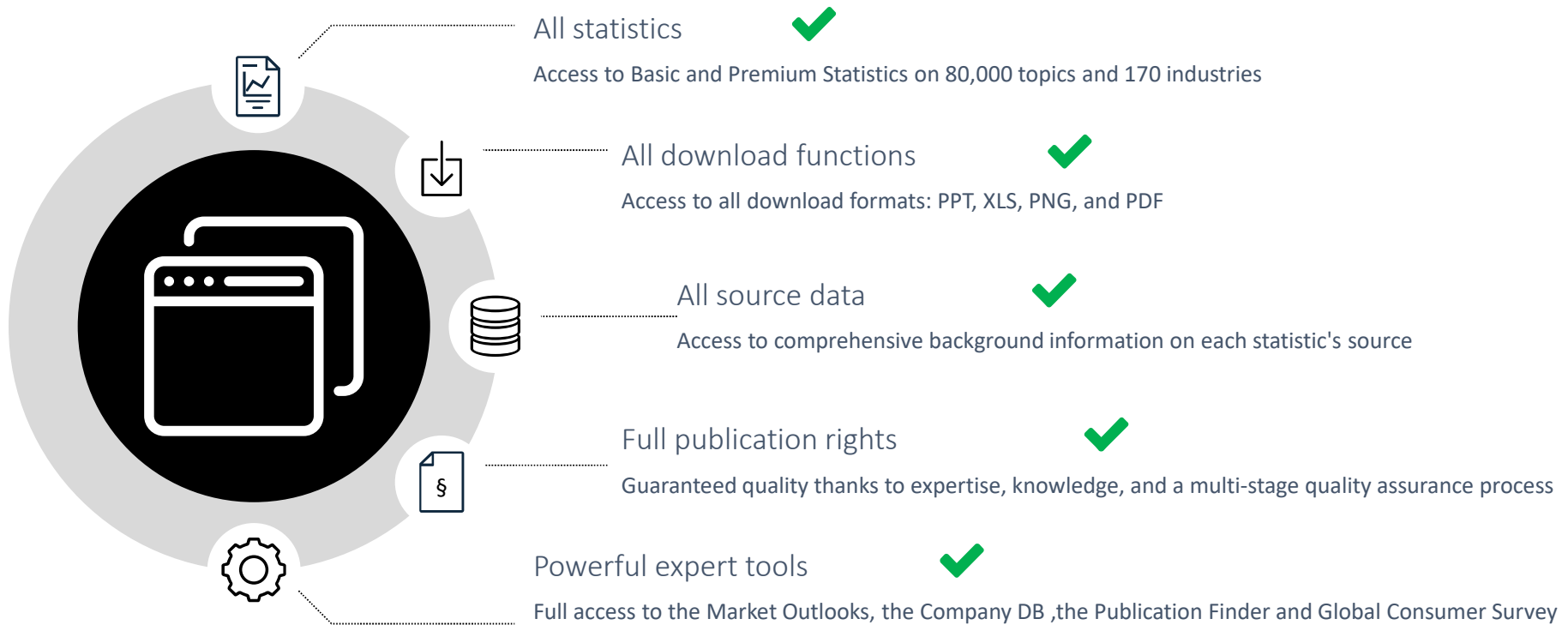


Time saved
28 minutes per statistic



True benefits

These features of the Campus License make the difference





DIVE INTO THE PLATFORM

GREEN AND SUSTAINABLE ACADEMIC LIBRARIES IN THE
POST-COVID ERA

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USE CASE

GREEN AND SUSTAINABLE ACADEMIC LIBRARIES IN THE
POST-COVID ERA

Corfu // October 2022

Statista is committed to sustainability

Climate neutral since June 2021

Statista has been climate neutral since June 2021. Climate change is one of the most urgent threats of our time. This is our way of contributing to the fight against climate change as a company. Together with ClimatePartner, we are offsetting our unavoidable emissions through reforestation and forest protection in Latin America. How can climate neutrality be achieved?

At Statista, environmental awareness is part of our corporate culture

Our Hamburg office has already been running on 100 percent green electricity and doing most of its accounting digitally since 2016. Beyond that, many of our employees ride their bicycles, use public transportation, or walk to get to work; they are also regularly involved in sustainable initiatives.

Together with ClimatePartner, Statista's carbon footprint was calculated. Based on this calculation, we offset our unavoidable emissions by contributing to climate protection projects. We are happy to support the following projects in Nicaragua and Brazil.

More information about Statista's climate neutrality and the climate protection projects supported by us is available under the [ClimatePartner tracking ID 15477-2106-1001](https://fpm.climatepartner.com/tracking/15477-2106-1001).



Reforestation in Nicaragua

Through the reforestation of the native bamboo species as well as the protection against deforestation, this project not only makes an important contribution to curbing global warming, but it also creates new opportunities for the locals.



Forest protection in Brazil

With this climate protection project, we support the long-term preservation of the Amazon rainforest. In addition to protecting the rainforest from commercial deforestation, this project also creates alternative sources of income for local families, e.g., through the trade of açai berries.

ClimateID Tracking

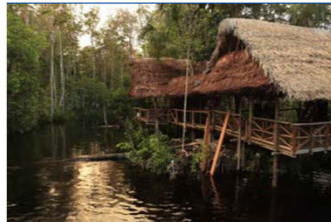

[Download certificate](#) ▾

[Details about the order](#)

[Supported offset projects](#) ▾

15477-2106-1001

Offset confirmed

	Statista Carbon Neutral Company 06/2021 - 05/2023	
Reduction and climate action measures Click here for more information	1,942,700 kg CO₂ have been offset	Supported offset project Forest protection Mataven Colombia and 3 more
	Statista GmbH	

<https://fpm.climatepartner.com/tracking/15477-2106-1001/en>

ClimateID Tracking · Details

15477-2106-1001

Download certificate ▾ Supported offset projects ▾

Offset confirmed

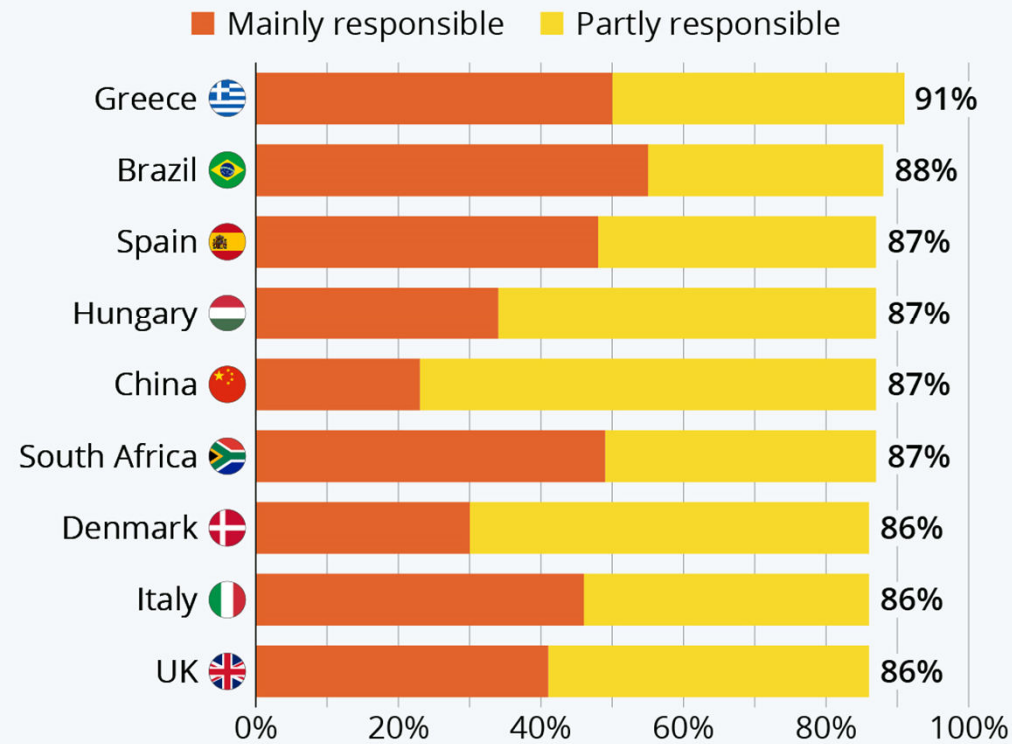
Collective order description	Supported offset project	Total kg CO ₂ offset at
Statista Carbon Neutral Company 06/2021 - 05/2023	4 different projects Details see below	1,942,700 17.06.2022

Suborder description	Supported offset project	kg CO ₂ offset at
Carbon neutral company 06/2022 - 05/2023 (2/2)	Forest protection Mataven, Colombia	438,750 17.06.2022
Carbon neutral company 06/2022 - 05/2023 (1/2)	Wind energy Northeast, Brazil	438,750 17.06.2022
Klimaneutrales Unternehmen 06/2021 - 05/2022	Afforestation Rio Kama, Nicaragua	532,600 28.06.2021
Klimaneutrales Unternehmen 06/2021 - 05/2022	Forest protection Pará, Brazil	532,600 28.06.2021

Where Climate Change Believers Live



Countries with highest share saying they think climate is changing and human activity is responsible



26,000 people in 25 countries surveyed July 30-Aug 24, 2020

Source: YouGov



The World's Most Popular Travel Destinations

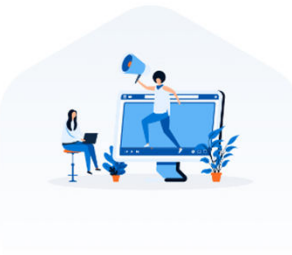
International tourist arrivals and same-day visits (in millions)



1995
statista

Student use case | Sustainability Master Thesis

1. Trend analysis
2. Benchmarking best in class CDB, GCS & EDB
3. Structuring your [business plan](#)
4. [Industry](#) overview
5. Sizing up your market XMO's
6. Refining in the [training hub](#)



TRAINING-HUB
Onboarding


Are you new to Statista? We will show you around our database and will get you prepared to conduct your research on our platform.

→ [See more details](#)

[Join this free webinar](#)

DURATION
40 minutes

LANGUAGE
English



TRAINING-HUB
Trend Analysis

How are the different markets evolving in the future? We give you insightful views into different trending topics, as well as our trend analysis.

→ [See more details](#)

[Join this free webinar](#)

DURATION
30 minutes

LANGUAGE
English

Slidebean summarizes what the must have slides are

Overview on slides from different advisors

	500 Startups	Guy Kawasaki	Sequoia Capital	NextView Ventures	Crowdfunder	AirBnB Pitch Deck
<i>Slides</i>	<i>11</i>	<i>10</i>	<i>11</i>	<i>15+</i>	<i>12</i>	<i>13</i>
Executive Summary				x		
Problem	x	x	x	x	x	x
Solution/Value Proposition	x	x	x	x	x	x
Market Validation/Why Now?			x	x	x	x
Product	x		x			x
Market size	x		x	x		x
Business Model	x	x	x	x	x	x
Underlying Magic	x	x		x		
Competition	x	x	x	x	x	x
Competitive Advantage	x					x
Marketing Plan/Go-to market	x			x	x	x
Founding Team	x	x	x	x	x	x
Board/Advisors			x	x		
Traction/Milestones	x	x		x	x	
Press/User testimonials				x		x
Fundraising	x	x	x	x	x	x
Financial/Use of funds		x	x	x	x	

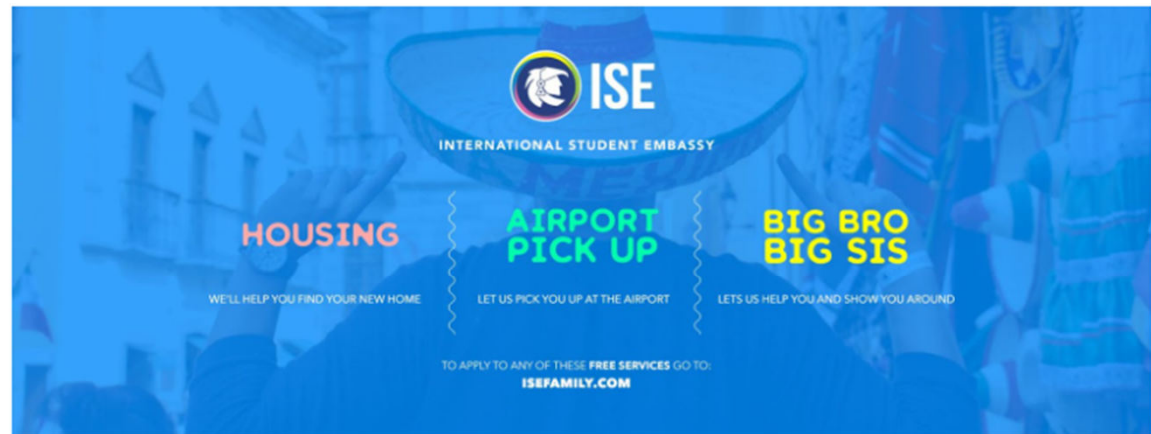
Executive summary

ISE is a hospitality agency that offers services such as Events, Trips, Housing & Experiential Marketing. What sets us apart is our unique culture (building relationships).

Prior to the pandemic, we employed 3 full-time workers, besides the managing partners/co-founders and 40 student interns that volunteer to the planning, control, direction, and execution of all operations. These volunteers receive no formal compensation besides the sales commissions and occasional performance bonuses for their work.

Now, the founders would like to build upon our efforts over the past decade with a deeper purpose and re-emerge as the first Mexican student-powered group to promote the 3 pillars of sustainability through fun events and trips. By combining the experience of 10 years of strong international **community** building, **experiential** Marketing in the US, **data-driven** strategy in the tech industry in Germany, and this Master in **Sustainability** Transition from our beloved **BBS** in Italy; we will keep the **guests at the center** and deliver a hospitality service like no other. Collaborating with big brands that are aimed to sponsor them and better deliver their sustainability efforts to the new generations surfing the tide.

Problem & Solution



ISE
INTERNATIONAL STUDENT EMBASSY

HOUSING
WE'LL HELP YOU FIND YOUR NEW HOME

AIRPORT PICK UP
LET US PICK YOU UP AT THE AIRPORT

BIG BRO BIG SIS
LET US HELP YOU AND SHOW YOU AROUND

TO APPLY TO ANY OF THESE FREE SERVICES GO TO:
ISEFAMILY.COM

A Green ISE

28.02.2022

—

New green Strategy

New green Strategy:



Road to **2050**

2 x revenue (Every 5 years)

0 emissions & waste

5 core values

0 stakeholders left behind

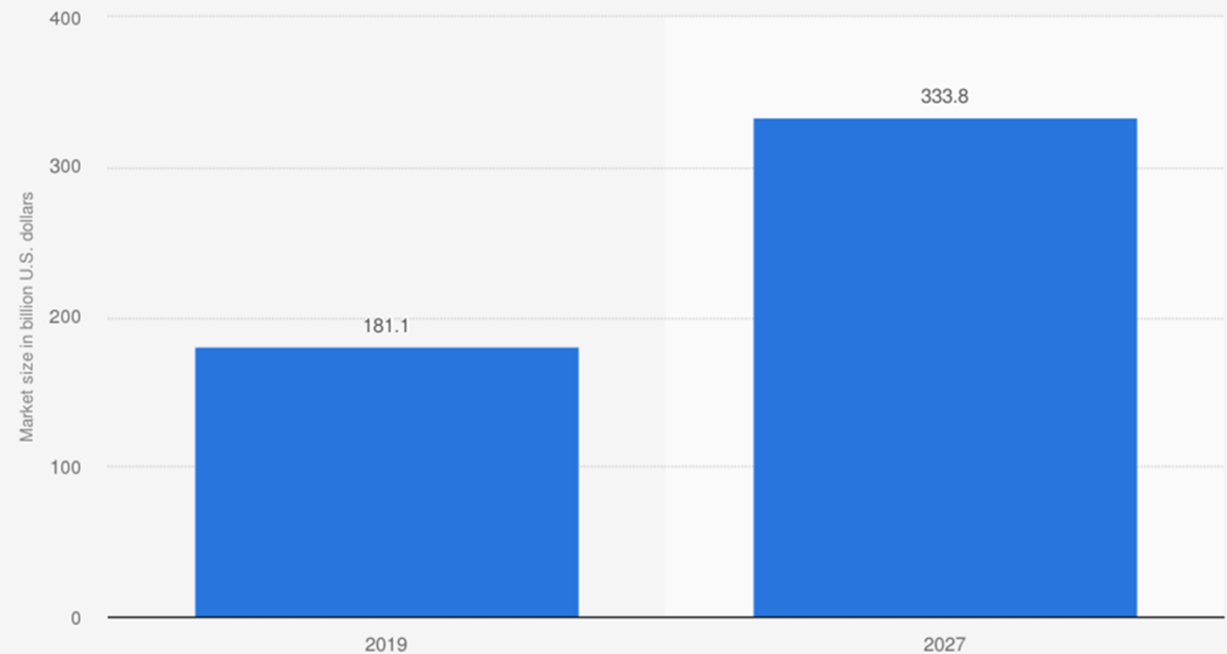


Market validation

Rising demand due to plans postponed due to covid

lack of sustainability info & willingness to support cause creates opportunity in the market

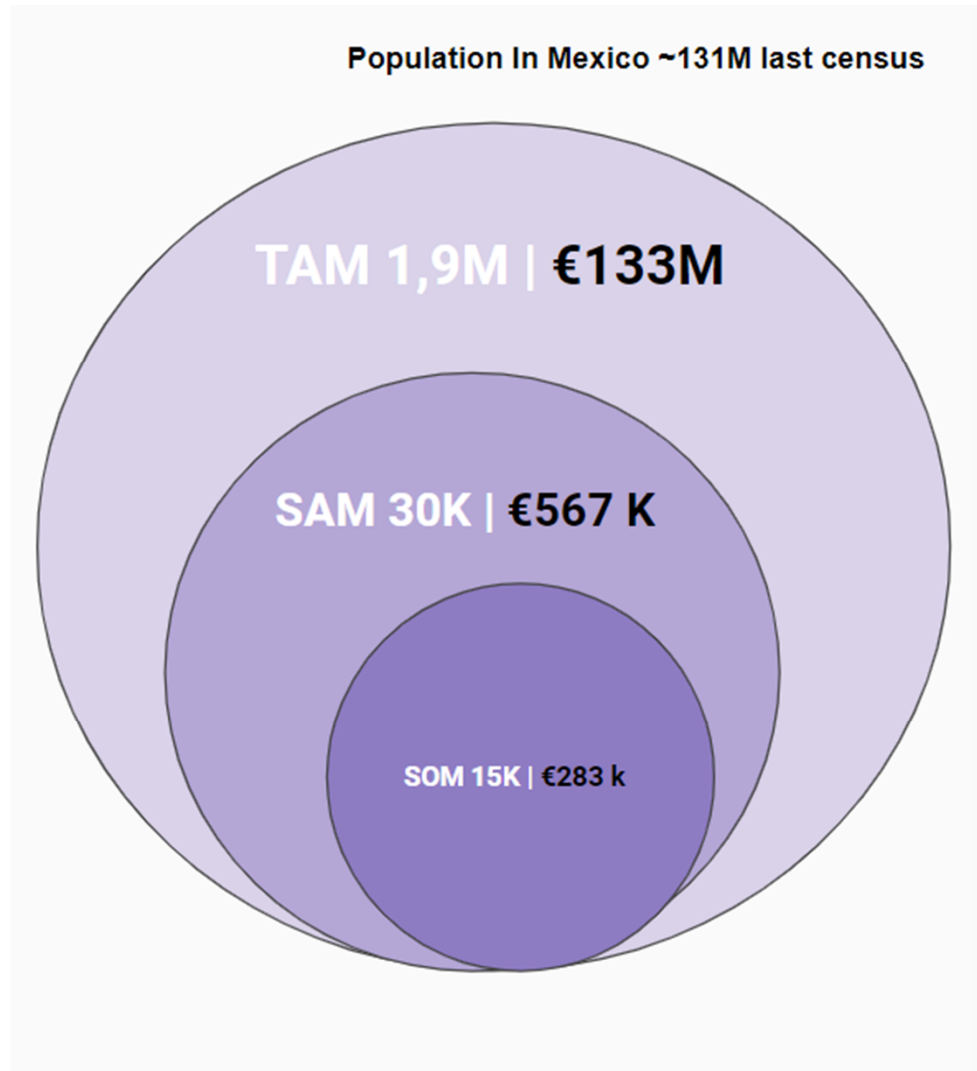
Market size of the ecotourism sector worldwide in 2019, with a forecast for 2027 (in billion U.S. dollars)



Source
Allied Market Research
© Statista 2021

Additional Information:
Worldwide; 2019

Market Size



Serviceable Obtainable Market: €283 K

1.5% of 1,2271 sample in Mx ([GCS](#))

- Millennials & Centennials (12-42)
- Mid/High income
- Prefer sustainable travel
- Like to socialize

Conducted: Oct 11 2021 - Jan 20 2022

Annual Revenue Share 30% Trips / 70% events

Avg event price 13€

Avg trip price 195€

Business model

Revenue model

1. Employee happiness #1 priority
2. Target market need
3. Sponsors reduce event costs
4. 60% of profit reinvested in innovation (3x amazon)



Value proposition / underlying magic





Our Heroes

Specific psychological + cultural + educational profiles (based on founders)



Chief
We Care
Officer

The leader

- Keeps us on target
- Focuses on the wellbeing and energizing the team



Chief
Data
Officer

The improver

- Oversees finances & their direct correlation with our positive impact



Chief
Reframe
Officer

The field expert

- Contingency & logistics master
- Loves to turn negatives into positives (FUN)



Chief
Candor
Officer

Our truthful storyteller

- Transparent & inspiring
- Digital marketing wiz



Chief
Innovation
Officer

The dreamer

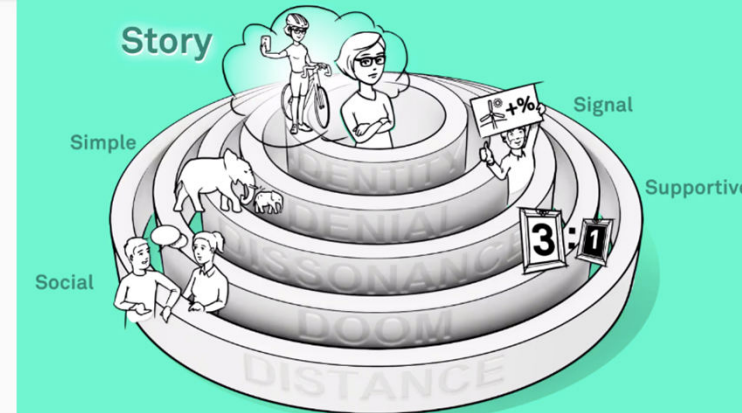
- Biophilic at heart
- Always has 6 impossible ideas before breakfast

Go To Market

Communication Strategy

Reframing the 5 mental barriers to climate change communication

1. Distance-> Social
2. Doom-> Supportive
3. Dissonance -> Simple
4. Denial-> Signal
5. Identity -> Story



statista Global Consumer Survey

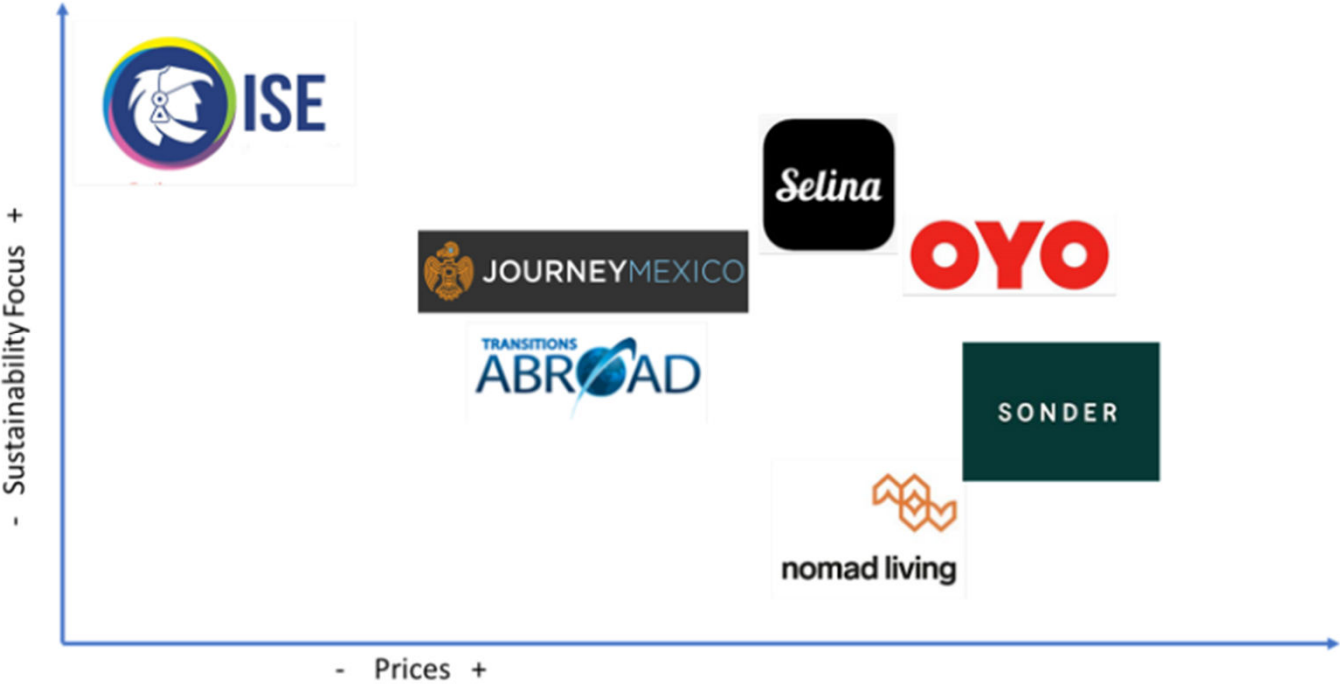
COUNTRY/TERRITORY (DETAILED)

What do you personally think are the most important issues in your country of residence that need to be addressed? (multi-pick)

Base: all respondents

Answers	Greece	Mexico
Base	100%	100%
Crime	53%	71%
Education	58%	65%
Unemployment	72%	64%
Poverty	65%	62%
Economic situation	70%	57%
Health and social security	64%	48%
Rising prices / inflation / cost of living	68%	44%
Environment	41%	44%
Food and water security	19%	38%
Housing	24%	33%
Climate change	37%	30%
Civil rights	17%	26%

Competitor Analysis



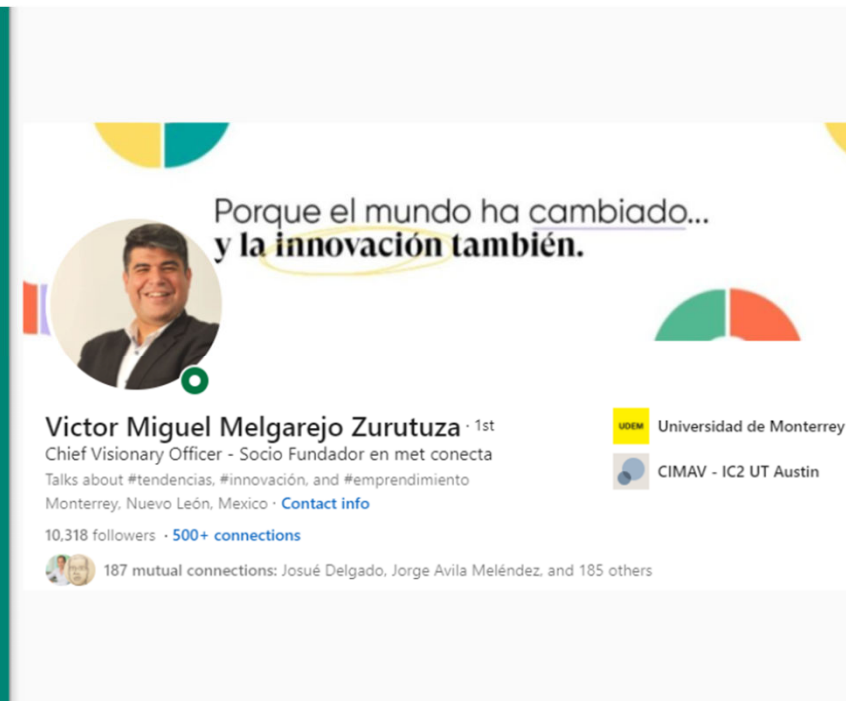
Board of advisors

- external corporate governance consultants
- Digital advertising agency
- co-founders


What will change?



Corporate Governance

“Can you tell if a startup will fail or succeed? Very probably, and I tell by meeting the entrepreneur!”- Victor Melgarejo



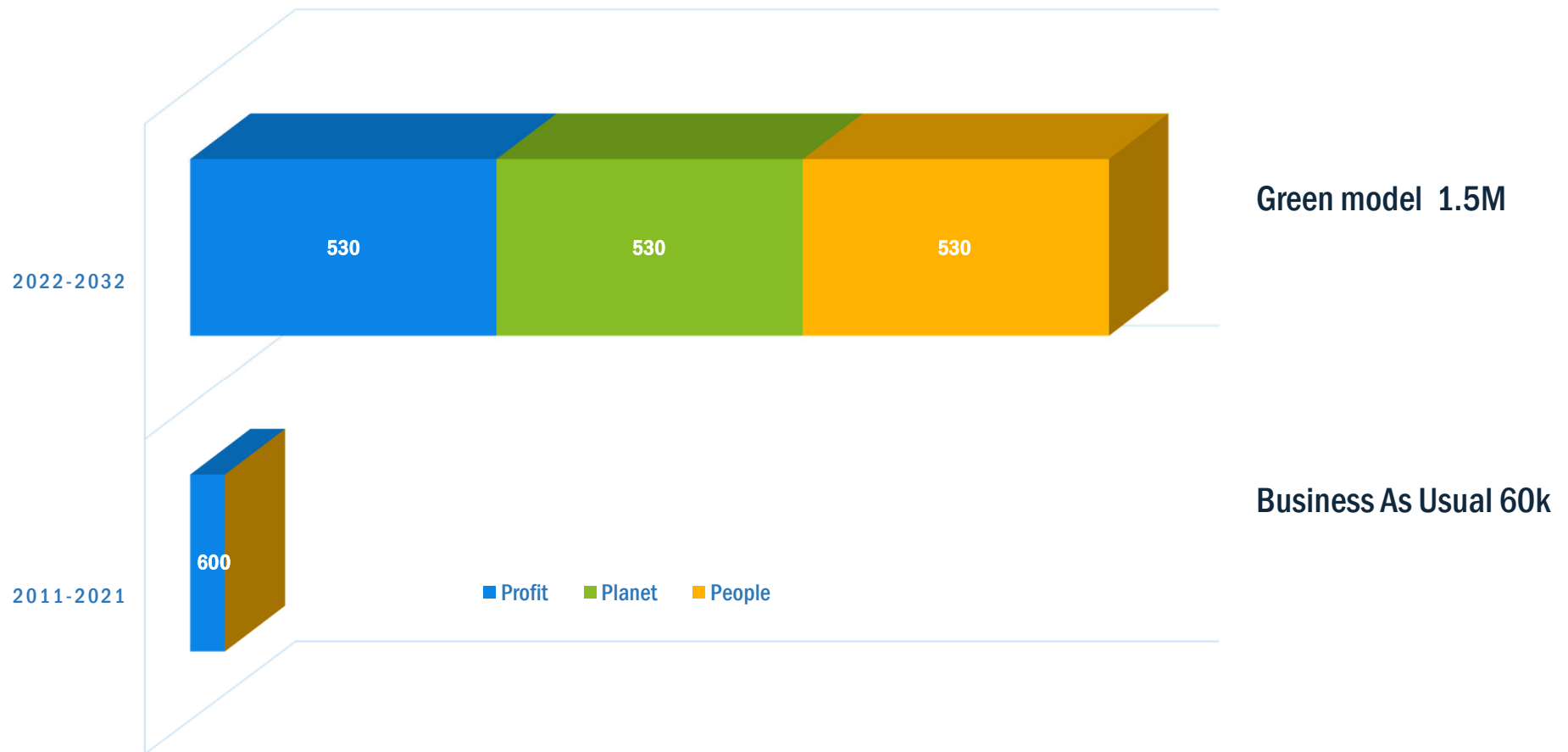
Porque el mundo ha cambiado...
y la innovación también.

 **Victor Miguel Melgarejo Zurutuza** · 1st
Chief Visionary Officer - Socio Fundador en met conecta
Talks about #tendencias, #innovación, and #emprendimiento
Monterrey, Nuevo León, Mexico · [Contact info](#)
10,318 followers · [500+ connections](#)
187 mutual connections: Josué Delgado, Jorge Ávila Meléndez, and 185 others

 Universidad de Monterrey
 CIMAV - IC2 UT Austin

Solution: Total estimated impact next 10 years

Monetary value generated in thousands of euros



Key take aways

The road to success



Time saver ~28min / stat

- for you with the account management support service
- for your users

ClimateID Tracking

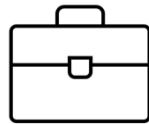
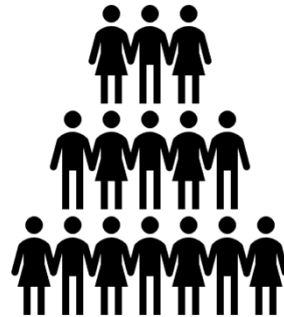
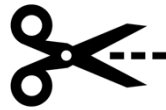
15477-2106-1001
Offset confirmed

<p>Reduction and climate action measures</p> <p>Click here for more information</p>	<p>Statista Carbon Neutral Company 04/2023 - 05/2023</p> <p>1,942,700 kg CO₂ have been offset</p>	<p>Supported offset project Forest protection Matawen Colombia and 3 more</p>
<p>statista</p>	<p>Statista GmbH</p>	

Committed to sustainability

- Stats, Forecasts, Infographics & Reports on a wide range of Topics as arguments for supporting SDG projects
- carbon neutral company

Imagine if 1 student could remove the footprint of **1.800 &**
create **9** high quality jobs



~56.000.000*

Students currently using Statista

Imagine a
panhellenic & global
student access to
these tools?

ΕΥΧΑΡΙΣΤΟΥΜΕ ΓΙΑ ΤΟ ΧΡΟΝΟ

ΣΑΣ

THANKS FOR YOUR ATTENTION



JUAN CARLOS MARISCAL GRAU

Sustainability | Innovation | Data | Academia | Hospitality ☐

☎ +49 151 67 50 2108

@ juancarlosmariscalgrau@gmail.com

🌐 in <https://bit.ly/3xc7lIE>

📍 Hamburg, Germany



SUMMARY

Leading a team of 40 ambassadors for 10 years has shaped me into a highly collaborative professional, always setting the pace by hard work and **empathy**, looking to develop the least experienced and **learn** from the most. Passionate and creative entrepreneur with a thirst for **impact**. I love to make things happen, enhancing any project, in an innovative and **fun** way.

EXPERIENCE

Co-Founder | Partner

ISE International Student Embassy

📅 01/2011 - 02/2021 📍 Monterrey, Mexico

#1 Student exchange agency in Mexico executing events for +20k students from +40 countries annually. Trips, events, BTL activations, and corporate events for top national clients Danone, DiDi, Anheuser-Busch, Aperol, Uber, Coca-Cola, Red Bull, and Bumble.

- **Strategy:** Ideated, communicated & measured results annually
- Built sales team of 40 achieving +6M MXN in sales over the last 3 semesters of operations and positioning our group in the #1 travel and event organization in the city
- Managing partner for the last 2 years, **increased bottom-line** 36% in the last year with the addition of a new business unit

Field Marketing Supervisor

Eventus Marketing

📅 04/2013 - 12/2014 📍 Miami, USA

#1 Multicultural experiential Marketing agency in the USA executing 6,000 events per year. Assisted in leading the **operations** in the client service and field teams to successfully develop and execute activations for top clients such as McDonald's, Walmart, 7 Up, Dr. Pepper.

- Balancing workload amongst a nationwide team of 20 Field Marketing Coordinators
- Optimized activation routing logistics to save an estimated over half a million USD annually
- Proposed team restructuring project based on motivation and fatigue management

Account Manager Central Europe

Statista

📅 01/2022 - Ongoing 📍 Hamburg Germany

EDUCATION

Master in Sustainability Transition Management (with honors 95/100)

Bologna Business School

01/2021 - 03/2022

Diploma in Circular Economics (with honors 97/100)

UC Berkeley Extension

10/2020 - 12/2020

Bachelor of Marketing, Minor in Economics

Instituto Tecnológico y de Estudios Superiores de Monterrey

01/2006 - 2012

AWARDS

🏆 National Entrepreneurship Award ITESM Business Incubator 2014

🏆 1st Place Entrepreneurship award ITESM Campus Toluca · Dec 2005

LANGUAGES

English
Native



Spanish
Native



Italian
Advanced



French
Intermediate

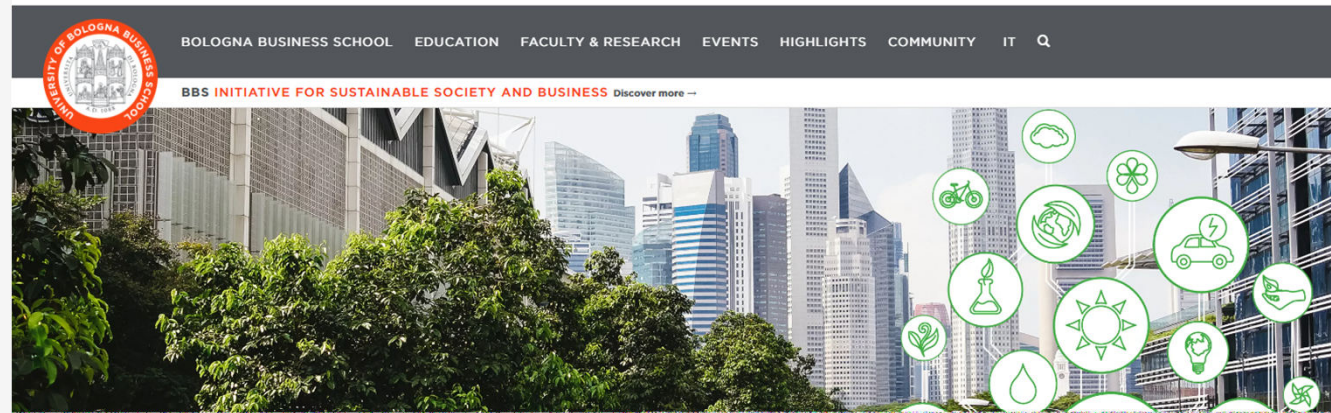


Sustainability at



Key facts:

- The University of Bologna ranks 1st in EU and 6th in the world in sustainability (The Times Higher Education Impact Rankings, ed.2020).
- Bologna will host the new European Weather Forecast Data Centre of the ECMRW
- Data science for sustainability represents a core capability of the Bologna business ecosystem
- Italy ranks 1st in EU with +25% growth rate of companies that implement sustainability practices and 2nd (after Luxembourg) in resource efficiency outcomes.
- The Italian energy giant Enel Green Power is one of the largest renewable-companies in the world, with 46 gigawatts of installed capacity.
- The clean technologies market in Italy is around 30 billion euros.



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Climate neutral since June 2021

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More information about Statista's climate neutrality and the climate protection projects supported by us is available under the [ClimatePartner tracking ID 15477-2106-1001](https://fpm.climatepartner.com/tracking/15477-2106-1001).



Reforestation in Nicaragua

Through the reforestation of the native bamboo species as well as the protection against deforestation, this project not only makes an important contribution to curbing global warming, but it also creates new opportunities for the locals.



Forest protection in Brazil

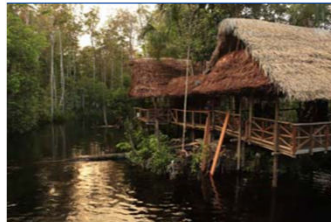



With this climate protection project, we support the long-term preservation of the Amazon rainforest. In addition to protecting the rainforest from commercial deforestation, this project also creates alternative sources of income for local families, e.g., through the trade of açai berries.

ClimateID Tracking

Download certificate ▾ Details about the order Supported offset projects ▾

15477-2106-1001

Offset confirmed

	Statista Carbon Neutral Company 06/2021 - 05/2023	
Reduction and climate action measures Click here for more information	1,942,700 kg CO₂ have been offset	Supported offset project Forest protection Mataven Colombia and 3 more
statista 	Statista GmbH	

ClimateID Tracking · Details

15477-2106-1001

Download certificate ▾ Supported offset projects ▾

Offset confirmed

Collective order description	Supported offset project	Total kg CO ₂ offset at
Statista Carbon Neutral Company 06/2021 - 05/2023	4 different projects Details see below	1,942,700 17.06.2022

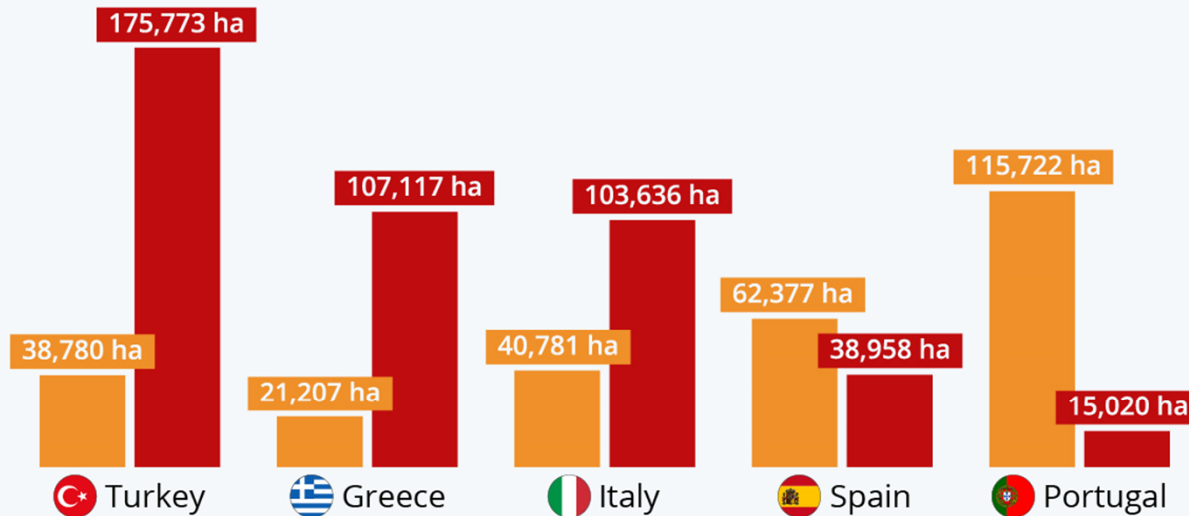
Suborder description	Supported offset project	kg CO ₂ offset at
Carbon neutral company 06/2022 - 05/2023 (2/2)	Forest protection Mataven, Colombia	438,750 17.06.2022
Carbon neutral company 06/2022 - 05/2023 (1/2)	Wind energy Northeast, Brazil	438,750 17.06.2022
Klimaneutrales Unternehmen 06/2021 - 05/2022	Afforestation Rio Kama, Nicaragua	532,600 28.06.2021
Klimaneutrales Unternehmen 06/2021 - 05/2022	Forest protection Pará, Brazil	532,600 28.06.2021



Turkey, Greece and Italy Battle Historic Fires

Total area burned by fires larger than 30 ha in European countries most at risk of wildfires (as of Aug. 10, 2021)*

■ Average from 2008 to 2020 ■ 2021 to date



* The area burned by fires larger than 30 ha represents, on average, about 80% of total area burned by wildfires.

Source: European Forest Fire Information System

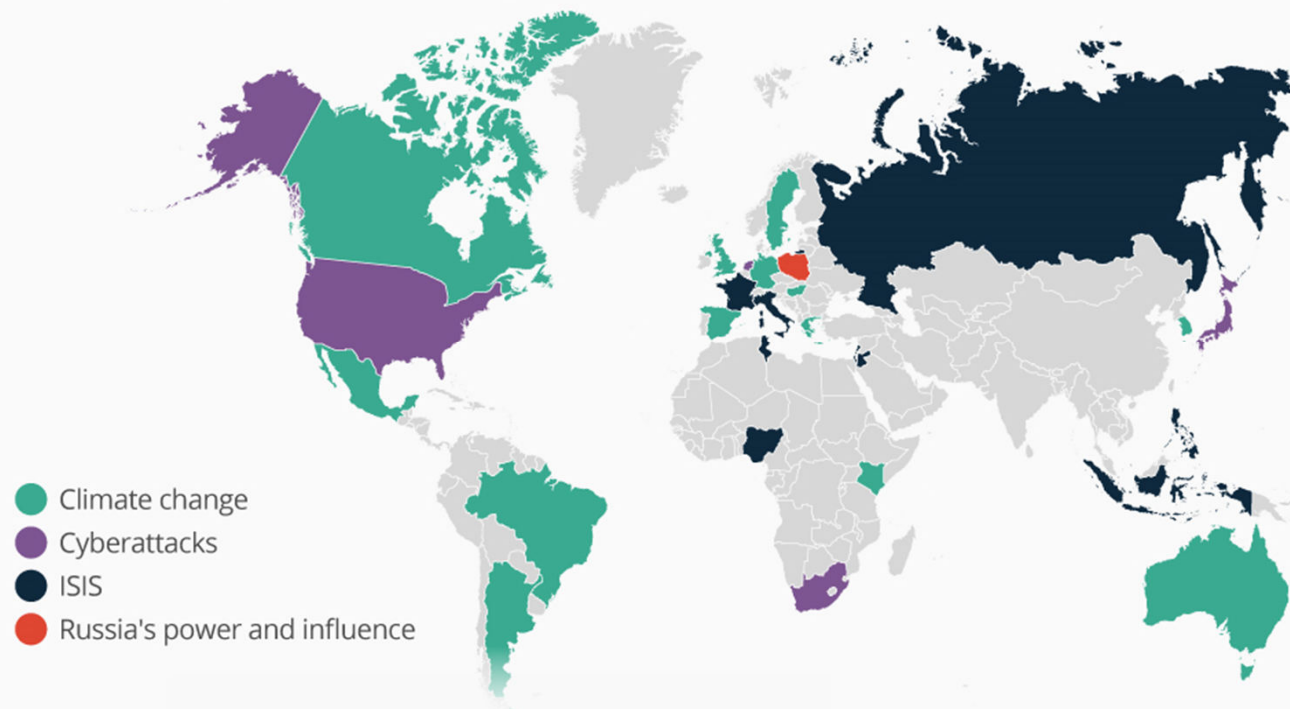


Public opinion

Greece pivoted in summer of 2018

What is the Biggest Threat to Your Country?

Most commonly cited threats by respondents in countries around the world*

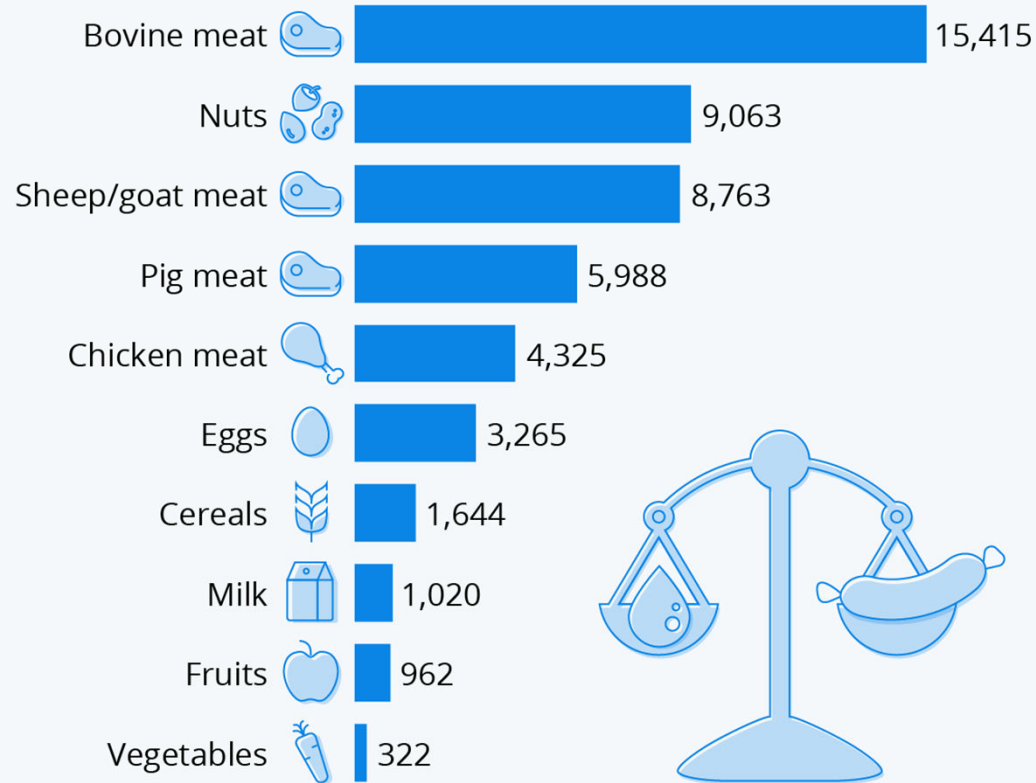


 * Approximately 1,000-1,500 respondents per country, May-July 2018
@StatistaCharts Source: Pew Research Center



How Thirsty is Our Food?

Liters of water required to produce one kilogram of the following food products*



* Global averages
Source: Water Footprint Network



The world's most sustainable cities

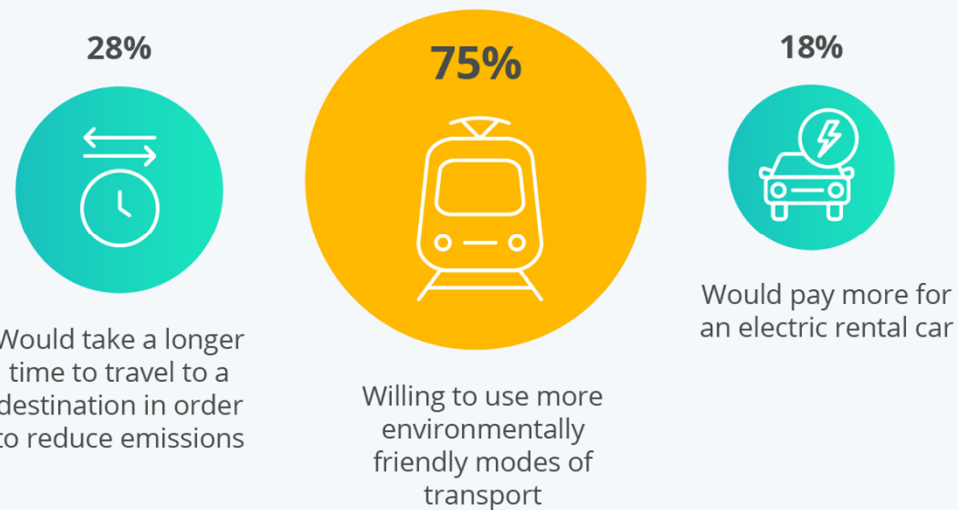
Global cities ranked on 3 dimensions of sustainability in 2016*



* Dimensions ranked are people, planet & profit.
They represent social, environmental & economic sustainability.

WHAT ARE TRAVELERS PREPARED TO DO FOR SUSTAINABILITY?

Share of global travelers prepared to take action for sustainability



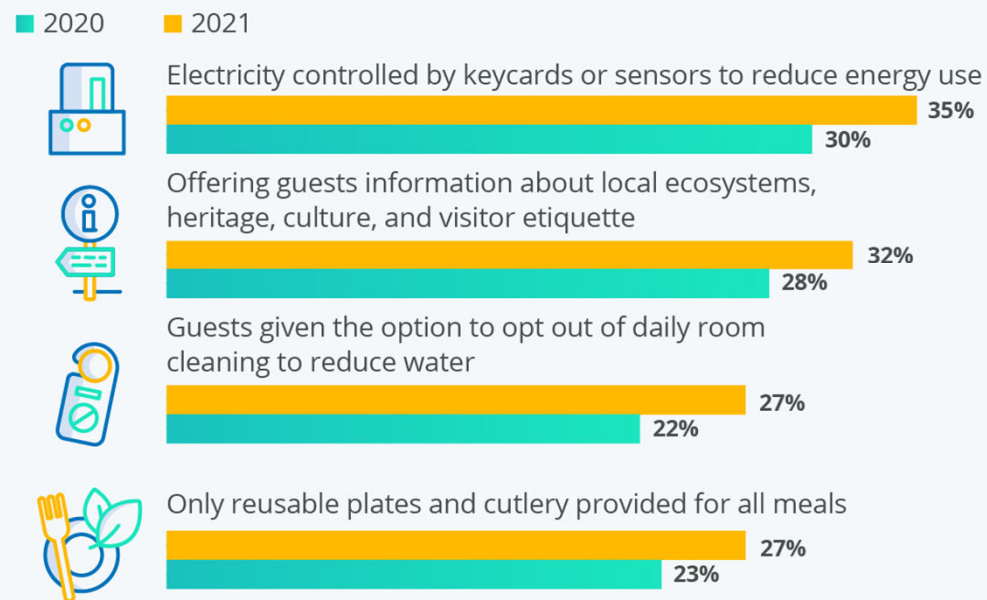
30,314 respondents from 32 countries and territories who had traveled in the last 12 months and are planning to travel in 2022

Source: Booking.com



SUSTAINABILITY EXPECTATIONS ON THE RISE IN THE TRAVEL SECTOR

Share of travelers who believe accommodation providers should take action towards sustainability



29,349 respondents from 30 countries and territories who had traveled in the last 12 months and planning to travel in 2021

Source: Booking.com



DO SUSTAINABLE ACCOMMODATIONS MATTER TO TRAVELERS?

Share of global travelers who intend to stay in a sustainable accommodation at least once in the upcoming year 2016-2022



29,349 respondents from 30 countries and territories who had traveled in the last 12 months and planning to travel in 2021

Source: Booking.com



Booking.com statista

THE UNIVERSE OF DATA

