

# The World of Opinions 2023.

An international study that explores the relationship between travelling, opinions and perspectives about ourselves and our world. This report focuses on the British findings.

K A Y A K



International study

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### About the study.

KAYAK performed an international study about the effects of travelling and exploring the relationship between travelling, opinions and perspectives about ourselves and our world. The study was conducted among 6,000 demographically representative people across the USA, Australia, UK, France, Spain and Germany. Data collection took place in May 2023 through an online survey via Norstat. Percentages are rounded to the nearest whole number.

By exploring whose and how opinions affect choices in everyday life, how opinions influence travel choices and whether opinions in society have become more polarised, we were able to explore the correlation between travelling and the influence of opinions.

## Are our opinions really our own?

*What do you think?* Simple enough question, on the surface. But how much are our opinions affected by the opinions of others? Whether voluntarily or involuntarily, each of us is exposed to a barrage of opinions every day.

We hear it from our partner on what to wear, our friend on where to eat, our colleague about where to take our summer holiday. And it's not just in the real world. We're influenced in social media too as we scroll through our neverending feed. This constant input of opinions can make the world feel limited.

At KAYAK, we believe travelling is about broadening our horizons. And that's not just our opinion. This study reveals that 72% of Brits believe travelling gives them a new perspective on life - so much so that 31% have even made a life-changing decision as a result. The findings emphasise that it's more important than ever to go out and see for yourself instead of letting others' opinions limit your world.

That's why we created our new platform *Go See for Yourself*, which focuses on the effect of opinions and inspires people to explore the world with an open mind, cleared and unswayed by preconceived opinions. The platform encourages travellers to trust their intuition, so they can create their own paths and perspectives.

By bringing together the best of travel from across the internet in one easily customisable space, we empower travellers of all kinds to make each and every one of their trips happen. This is at the very heart of what we do: give travellers the industry-leading tools and options to be the architects of their journey.



**Per Christiansen**  
SVP, Marketing, KAYAK



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## Perception vs reality.

We're overwhelmed by opinions, on everything from what to wear to how to live. Some of these opinions are solicited, but many are not. And as they grow in number and impact, they blur the line between perception and reality.

**60%**

seek advice from others when making everyday decisions, e.g., which clothes to buy\*



**58%**

let others' opinions guide their major life choices too much, e.g. career choices



**73%**

feel that, in recent years, opinions in society have become more polarised



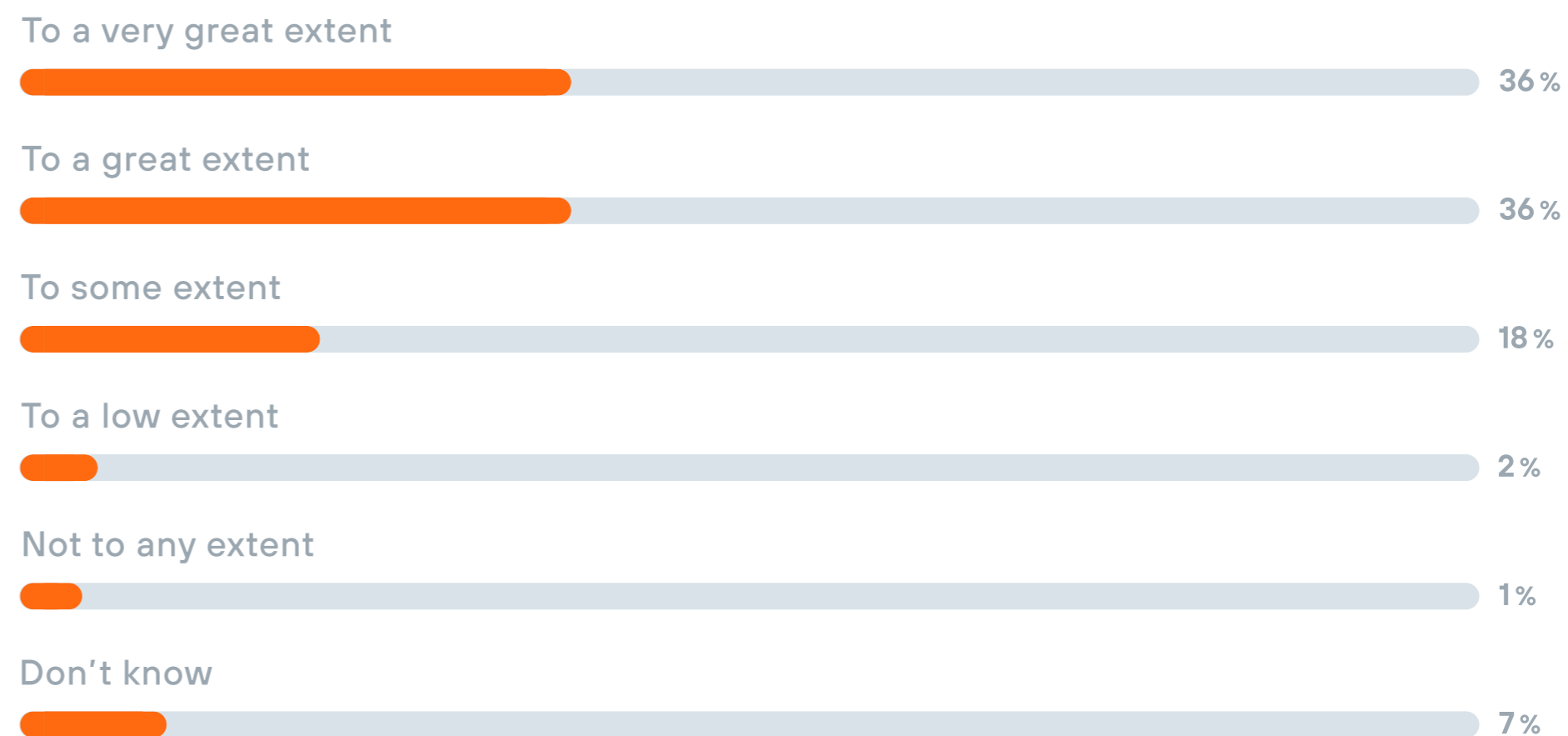
**48%**

feel that they are exposed to too many opinions on how they should make everyday decisions



**72%**

feel that the difference between reality and what we see on social media has been growing



**72%**

feel that lately it has become more difficult to know which opinions to trust



\* Percentage includes the response option "To some extent"

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## Who we trust.

The people whose opinions we're exposed to range from close friends to casual acquaintances, and even people we never meet in real life. But our own intuition has its own voice too. Our findings show that we're now just as affected by the opinions of others as our own intuition.

## We trust others' opinions as much as our own intuition

- 63%** Trust their own intuition
- 63%** However, when it comes to making everyday choices, 63% trust the opinions of their family and friends
- 34%** Trust the opinions of e.g. neighbours, colleagues and acquaintances
- 12%** And 12% trust social media influencers and celebrities

### That relates to our travel choices too.

We take heed to travel recommendations and sometimes even sacrifice our own ideas because of them.



**Majority (69%)** rely on reviews and recommendations from friends, family and others to some extent when making travel decisions \*



In fact: **Nearly one in four (24%)** have even dropped a travel idea they wanted to try because of someone else's opinion



But actually, **82%** of British travellers say recommendations don't live up to their expectations\*

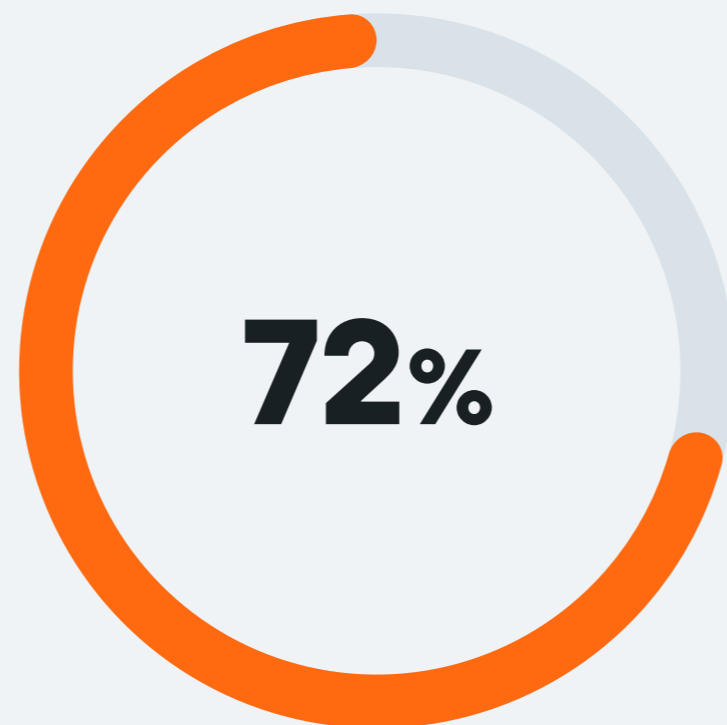
\* Percentage includes the response option "Sometimes"



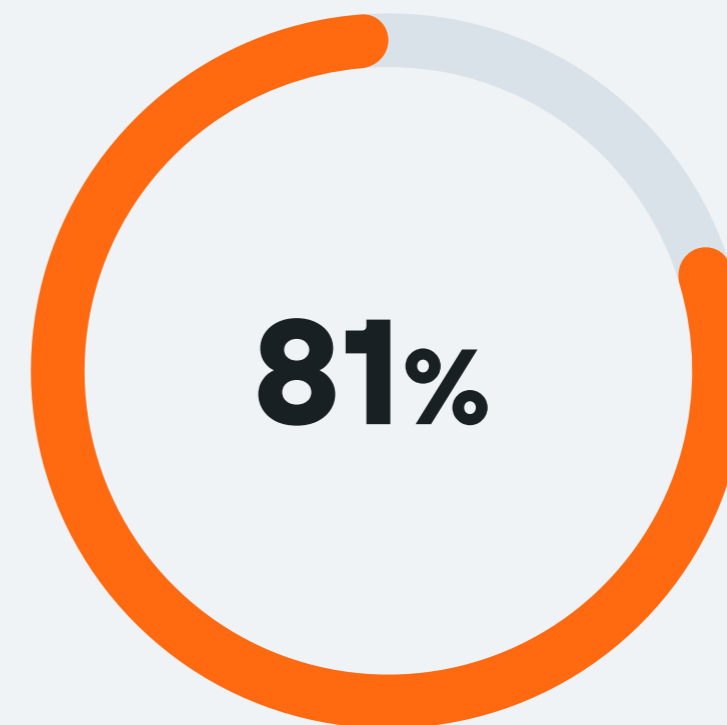
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## Perspectives and growth.

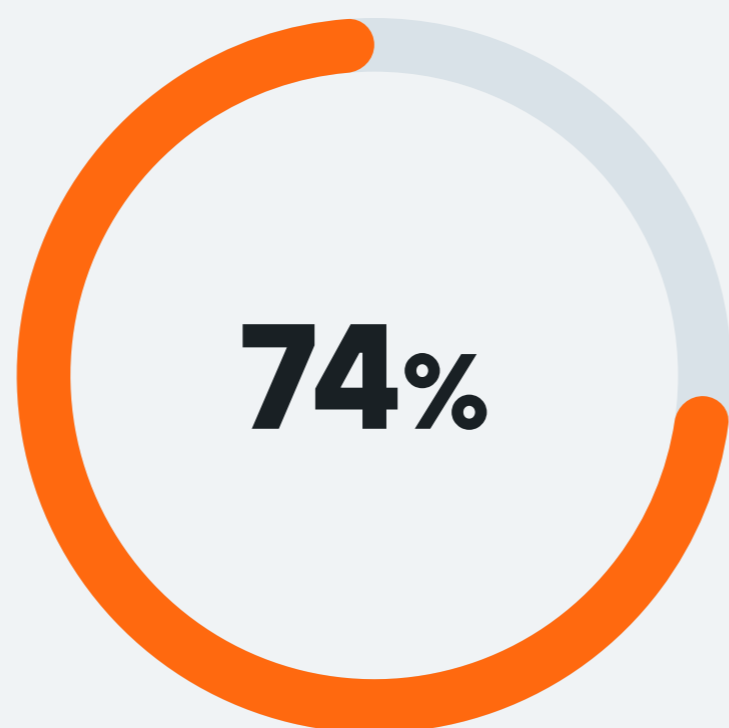
Travelling gives us a chance to see the world with new eyes - and maybe even discover new things about ourselves too. For the majority of us, travel experiences make us trust our own beliefs and opinions more.



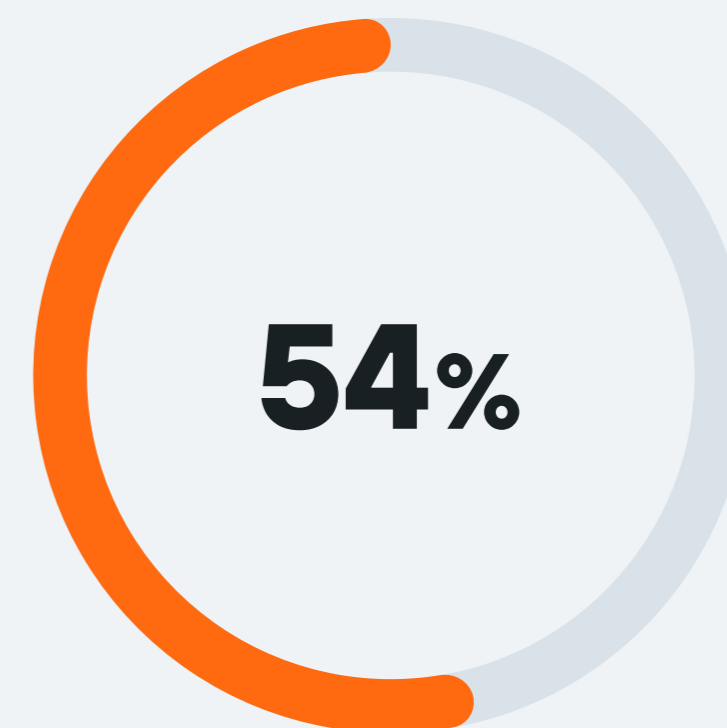
For 72% travelling gives them a **new perspective on life**



And for 81% travelling even gives **new perspectives on the world**



74% found that travelling makes them **develop as a person**



For 54% travelling makes them **trust their own beliefs** and opinions more



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## Travel changes the way we see the world.

It's almost impossible to really understand another culture from watching the news or scrolling through social media platforms. The majority of us travel to be able to experience new places and cultures. And in doing so, we can form our own opinions about them.



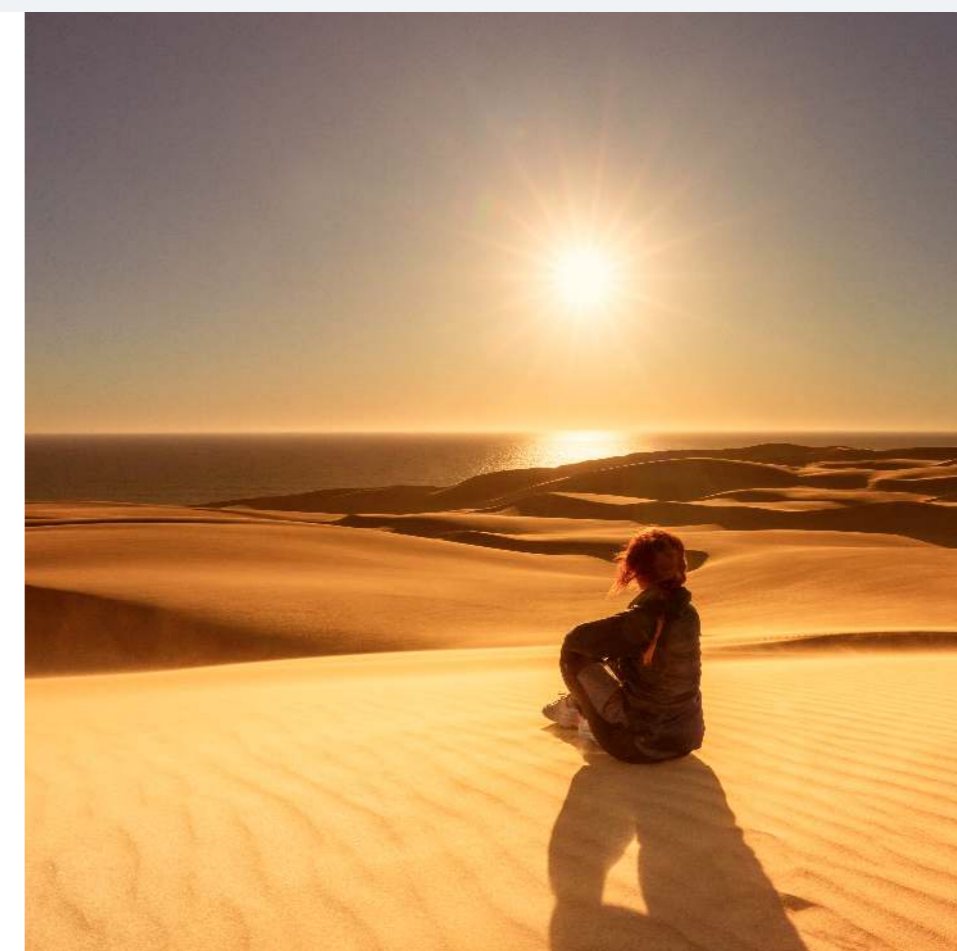
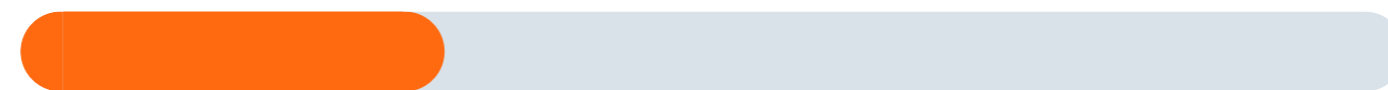
## 79% say that travelling deepens their understanding

of cultures they'd only ever encountered from a distance



## And more than every four (26%) changed their negative opinion

about a country, its culture, or its people, after visiting the country





For more information on the World of Opinions 2023 study  
please reach out to KAYAK EMEA PR team

[emea\\_pr@kayak.com](mailto:emea_pr@kayak.com)