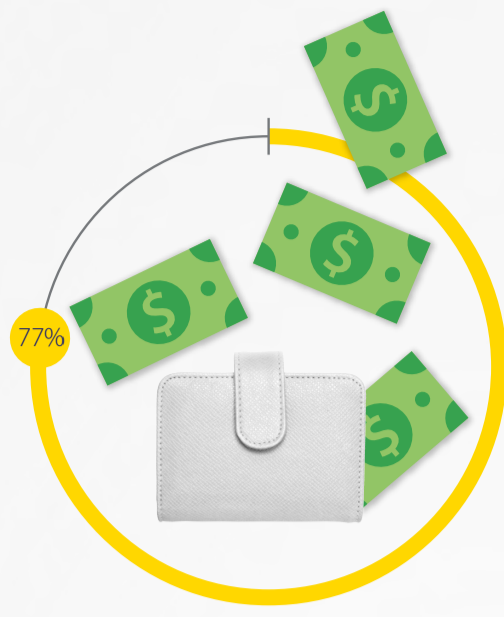


# Visa Global Travel Intentions Study 2018



A comprehensive look at travel and tourism around the globe, the study analyzes international travel trends and behavior of more than 15,000 global travelers from more than 27 countries and territories.

**77%**  
of travelers still prefer to use cash when making purchases.



While travelers are increasingly using technology to plan their trips and navigate their destinations, the majority of them are still decidedly analog when it comes to making payments internationally. The average global traveler brings US\$778 in cash to their travel destination.

## Travelers cited loss or theft of cash as a top money concern while on trips

Here's how else using cash is a headache for travelers:



**Wasted Time**

72% of people prepared their foreign currency prior to their departure date.



**Lack of Confidence**

Security at ATMs is one area of concern affecting this statistic, cited by nearly 19% of travelers as a barrier to using an ATM.



**Leftover Cash**

87% have leftover cash after their trips, but only 29% convert it back to currency they can actually use at home.

## Enjoy your travels without worrying about money

Make your next trip a breeze with these stress-free payment tips:



Using your Visa card to pay in "local currency" can offer a competitive exchange rate and help avoid getting stuck with hidden currency conversion fees when you get home.



Use a credit or debit card for purchases. Visa offers security, convenience and ease when paying abroad. It may be considered safer than carrying cash, and is backed by Visa's Zero Liability Policy\*, which states accountholders won't be held responsible for unauthorized charges on their account.



Whenever possible, pay through a chip-activated terminal for enhanced security.



Look for the Visa or PLUS logo at any point-of-sale terminal or ATM to confirm these international payment cards are accepted.

## Other Travel Trends

Where are people going?



• **Travelers are taking shorter and more frequent trips**

• **Travelers' needs differ by region**

**Europeans** — culture and good weather

**Americans** — activities and culture

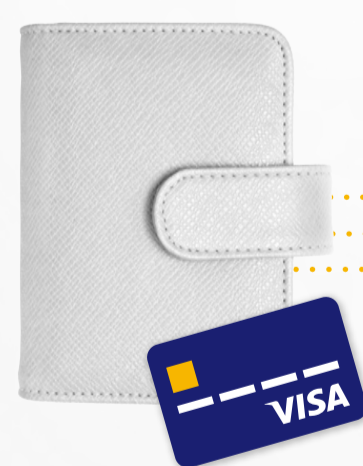
**Asia Pacific travelers** — accessibility and familiarity

**Middle East and Africa travelers** — activities and budget

• **Top Destinations**

1. Japan
2. United States
3. Australia

How are people spending?



• **Budget is not an issue**

Only 19% chose a locale because it fits in their budget.

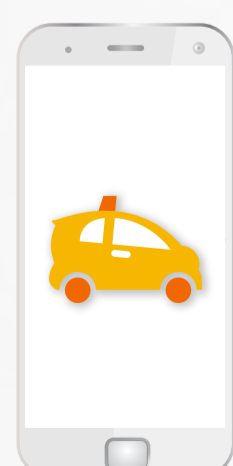
• **The global median expenditure per trip was US\$1,793**

For their upcoming trips, travelers intend to spend US\$2,443, a 36.25% increase.

• **Top spenders on entire trips**

1. Saudi Arabians
2. Chinese
3. Australians
4. Americans
5. Kuwaitis

How are travelers using technology?



• **88%** have gained online access while abroad.

• **44%** use ride-sharing apps to get around.

**By the numbers**

**2.5 trips** average number of trips in the past two years

**8 nights** average number of nights per trip

For more information about Visa's Global Travel Intentions (GTI) Study, visit [visa.com/travelstudy](http://visa.com/travelstudy)

\*Visa's Zero Liability policy does not apply to certain commercial card and anonymous prepaid card transactions or transactions not processed by Visa. Cardholders must use care in protecting their card and notify their issuing financial institution immediately of any unauthorized use. Contact your issuer for more detail.



**VISA**