

Measuring Traveler Behavior

A Behavioral Science Approach to Sustainability & Measurement

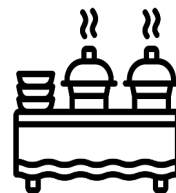
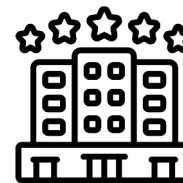
Saba Kauser, Behavior Change Specialist





What is Behavior-Smart?

Why care about human behavior?





The Science of Choices: Rational or Instinctive?



We assumed we are...

100% rational

Efficient in finding relevant information

Perfect in analyzing and computing across contexts

Capable of predicting the future

Excellent at dealing with uncertainties

In reality we are...

Fond of decision shortcuts

Ignorant to information

Highly influenced by the moment

Not great at imagining the future

Dislike vague and complex ideas



THE MAIN IDEA

Behavior-smart means being realistic about how people *really* think, decide, and act in order to design sustainability solutions that *work better* and *cost less*.

The purpose is to *minimize the friction* between human behavior and goals.

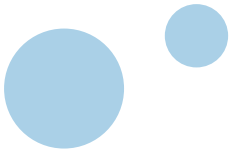


Intention-Action Gap

- Why do we act against our best intentions sometimes?

Behavioral Science explores that..

- Even with the best intentions - convenience, habits, and emotions often steer our actions off course.





Data Says 'Yes'... Actions Say 'Maybe'

82%



They want to act sustainably but only 22 % do (Kantar)

80%



They prefer sustainable accommodations but only 31% actually do (Booking)

72%



Seek to reduce plastic waste (Booking)
40% increase (WWF)

63%



Prefer to use public transport, EVs, rentals (Expedia)



Why Does Sustainability Slip in Actions?



Focus is on the moment & experience!
Sustainability becomes an extra responsibility
It is a nice to have add-on benefit



Measuring What People **Really** Do

- Along with intentions – what if we **measured real actions**?
- Measuring the **baseline and a follow-up** can reveal what people actually do.
- Tracking actual behavior uncovers **insights on what translates** into actions.
- If 72% want to reduce plastic, **are they actually avoiding single-use plastics**?





BEHAVIOR-SMART MEASUREMENT

Slovenia First Mile: A nature-focused accommodation used flyers to spotlight lesser-known sites other than the hotspots—*100% of guests visited one*, balancing visitor flows!



Local Food Stand Impact: Swapping single-use plastic cups for reusables *cut down 1,500+ plastic cups over the summer!*

Norway: Simple visual guidelines for waste separation helped a camping and adventure complex *cut general waste by 38%!*

The outcomes listed above are from the [First Mile Project](#), funded by the EU Single Market program.



beSmart Platform

powered by BehaviorSMART



beSmart Platform Topics My Missions Pricing Admin

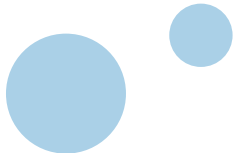
Ways to achieve this:

ACTIVITY PROVIDER

Increase the likelihood clients will eat local by making them aware of top local options in season

Progress: 0%

Continue action





THANK YOU!