Skift’s 2016 Experiential Traveler Survey collected 1,375 responses from U.S. travelers, who took at least two trips per year, and had a combined annual household income of at least $50,000. Throughout the survey we queried respondents about their travel preferences, their motivations for travel, and their expectations while traveling. We asked about mobile and digital habits, and whether or not they were willing to share their data to receive a more personalized experience. Lightspeed Inc. served as our consumer panel provider for this project. The following data dive is a top-line overview of the findings:
90% OF RESPONDENTS WERE THE PRIMARY DECISION MAKER WHEN IT COMES TO VACATIONS

Thinking about your household, are you the primary decision marker when it comes to planning for and booking vacations and trips?

- Yes, I am the primary decision maker: 89%
- No, I am not the primary decision maker: 11%

Source: Skift’s 2016 Experiential Traveler Survey
AVID U.S. TRAVELERS GO INTERNATIONAL

How many international leisure trips (outside of the U.S.) have you taken in the last year?

- 1 trip: 27%
- 2 trips: 13%
- 3 trips: 9%
- 4 trips: 4%
- 6 or more: 4%
- None: 44%

Source: Skift’s 2016 Experiential Traveler Survey
RELAXATION AND GETTING AWAY FROM HOME, THE TWO MAIN MOTIVATORS FOR TRAVELING

Which of these are your top motivators for travel? (Please select your TOP TWO)

- Relaxation: 65%
- Get away from home: 47%
- Enhance relationships: 16%
- Experience different cultures: 41%
- Self-discovery: 11%
- Meet new people: 13%
- Wellness: 8%

Source: Skift’s 2016 Experiential Traveler Survey
CULTURE AND NATURE, THE MOST INSPIRING FACTORS FOR THE MODERN TRAVELER.

Which of the following scenarios would most inspire you to travel?

- Culture: 42%
- Nature: 39%
- Sport: 7%
- Nightlife: 5%
- Shopping: 7%

Source: Skift’s 2016 Experiential Traveler Survey
TRAVELERS MOSTLY WANT TO EXPERIENCE NEW PLACES.

For your next trip, would you prefer traveling to a new destination or a destination that you've already visited?

- A new destination: 74%
- A return destination: 26%

Source: Skift’s 2016 Experiential Traveler Survey
TRAVELERS DON’T MIND PROMOTIONS...

Do you agree or disagree with the following statement:
I like receiving promotional emails and text messages with travel deals and promotions.

<table>
<thead>
<tr>
<th>Agree</th>
<th>69%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>31%</td>
</tr>
</tbody>
</table>
BUT DRAW THE LINE ON PRIVATE DATA.

Travel brands can access my smartphone data to send me personalized deals and suggestions on travel products.

- Strongly Agree: 19%
- Slightly Agree: 16%
- Neutral/not sure: 17%
- Slightly Disagree: 8%
- Strongly Disagree: 41%

Source: Skift’s 2016 Experiential Traveler Survey
RESTAURANTS AND MUSEUMS ATTRACT THE MODERN TRAVELER

Select your top two reasons for traveling to a city destination

- Restaurants: 57%
- Museums: 52%
- Shopping: 32%
- Theme parks: 22%
- Concerts and music: 20%
- Nightlife: 18%

Source: Skift’s 2016 Experiential Traveler Survey
The majority of travelers prefer a reactive staff.

During your hotel stays, do you prefer a proactive or reactive hotel staff?

- **Proactive**: Staff checks up on me periodically - 43%
- **Reactive**: Staff only follows up on direct requests from me - 57%

Source: Skift’s 2016 Experiential Traveler Survey
ENVIRONMENTAL AWARENESS HIGH AMONG MODERN TRAVELERS. OVER ONE-THIRD REMAIN NEUTRAL.

Do you agree or disagree with the following statement:
It is important for me to be environmentally conscious while traveling.

- **Agree**: 61%
- **Neutral**: 34%
- **Disagree**: 5%

Source: Skift’s 2016 Experiential Traveler Survey
SHARING ONE’S TRAVEL EXPERIENCE, EXTREMELY IMPORTANT.

Do you agree or disagree with the following statement: I enjoy talking about and sharing my travel experiences with others.

Agree  91%

Disagree  9%

Source: Skift’s 2016 Experiential Traveler Survey
CONNECTING WITH PEOPLE, IMPORTANT TO THE MODERN TRAVELER.

Do you agree or disagree with the following statement: Meeting new and interesting people while traveling is very important to me.

- Agree: 73%
- Disagree: 27%

Source: Skift’s 2016 Experiential Traveler Survey
CONSUMERS WANT MORE TRAVEL.

Do you expect to travel more or less this year, compared to last year?

- I will travel more this year: 66%
- I will travel less this year: 34%

Source: Skift’s 2016 Experiential Traveler Survey
LOYALTY PROGRAM USAGE WIDE-SPREAD THROUGHOUT AIRLINES AND HOTELS.

Do you actively participate in travel loyalty or frequent customer reward programs?

- With airlines: 70%
- With hotels: 63%
- With travel agents: 10%
- Other: 4%
- No loyalty points: 16%

Source: Skift’s 2016 Experiential Traveler Survey
THANK YOU!