

Outdoor Vacation Activities - US - May 2018

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"As travelers put greater emphasis on experiences over destination, vacations that include outdoor activities can provide an escape from daily life. Leisurely outdoor activities appeal to a broader group of vacationers, but active outdoor activities tend to attract a more dedicated group of enthusiasts. The opportunity to connect with others and relax outdoors is likely the biggest draw."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- Leisure prominent but less engaging
- Classic nature-based vacations face stiff competition
- Frequency, diversity of activities stifles growth

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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