

The Experiential Traveler - US - April 2018

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The experiential traveler is one who seeks authentic experiences and is willing to dig deeper into a culture/location, often stepping outside the expected to move beyond his or her comfort zone. The experiential traveler also desires a truly immersive experience – whether through accommodations, dining experiences, or activities – with the goal of personal development or enrichment.

This report looks at the following areas:

- **The dichotomy of the experiential traveler**
- **Business travel accounts for 20% of domestic trips**

For the majority of travelers, travel experiences have helped shape their view of the world and own identity. Travelers understand the value of these experiences in their life, and 69% agree that traveling is a better way to spend money than buying material things. This has provided the impetus for hospitality and tourism players to rebrand travel as an “experience” versus a “product” – enticing consumers with the promise of more authentic and immersive experiences.

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DID YOU KNOW?

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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- Travel experiences shape identity

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- Accommodations are important to overall vacation experience
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