

The Experiential Traveler - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



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.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

The Experiential Traveler - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

Figure 1: Attitudes toward travel experiences, February 2018

The issues

The dichotomy of the experiential traveler

Figure 2: Travel experiences, February 2018

Business travel accounts for 20% of domestic trips

Figure 3: Total domestic person-trips*, 2018

The opportunities

Need for expert curation in experiential travel

Figure 4: Destination inspiration, February 2018

Innovative concepts and branding in accommodations

Business travel – Wellness counts

Figure 5: Travel experiences have done or plan to do, February 2018

What it means

The Market – What You Need to Know

Experiential travel contributing to overall growth in vacation and tourism

Business trips can embrace experiential travel too

Experiential travel appeals across traveler segmentation groups

Budget, luxury, and everything in between

Positive economic conditions cultivate growth in travel market

Population growth and generation influence travel

Market Trends

State of the travel industry

Figure 6: Best- and worst-case forecast value sales of vacations and tourism, at current prices, 2012-22

Consumers have high engagement when it comes to vacation planning

Figure 7: Category engagement – Vacations and tourism, February 2018

Consumers want each vacation experiences to be unique

Figure 8: Attitudes toward travel experiences, Summer 2017

Leisure domestic trips outnumber those for business

Figure 9: Total domestic person-trips*, 2015-20

Traveler segmentation: Explorers, Adventurers, and Relaxers

Figure 10: Travel experiences, by consumer segmentation, February 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

The Experiential Traveler - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Market Perspective

The role of experience across the travel spectrum

Budget travel

Luxury travel

Package travel

Business travel and "bleisure"

Market Factors

Positive DPI supports consumers' ability to fund travel experiences

Figure 11: Disposable personal income change from previous period, January 2007-December 2017

High consumer confidence bodes well for discretionary travel market

Figure 12: Consumer Sentiment Index, January 2007-January 2018

Population growth is favorable for market

Figure 13: Population aged 18 or older, by age, 2013-23

Shifts in travel by generation

Figure 14: Population aged 18 or older, by generation, 2018

Asian population important for travel marketers

Figure 15: Total population by race and Hispanic origin, 2013-23

Figure 16: Median household income by race and Hispanic origin of householder, 2016

Key Players – What You Need to Know

Upscale authentic experiences appeal to budget and luxury travelers

Hotels focus on upscale experiences in niche markets

Mass tourism provides platform for the experiential traveler

Expect more offerings targeting the experiential traveler

What's Working?

Upscaling experiences

Airbnb growing its collection of Experiences

Pure Adventures offer authentic "Trail to Table" tours

Excellence Resorts continue on a path to more luxury

EVEN Hotels incorporates wellness travel for business travelers

What's Struggling?

The ideal of experiential travel vs. the dangers of overtourism

What's Next?

Expanding the breadth and depth of experiential travel opportunities

Spotlight: Cruising hits all the right marks

The Consumer – What You Need to Know

Preference for new, unique experiences is a common pursuit in travel

Travel experiences shape identity

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

The Experiential Traveler - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Accommodations are important to overall vacation experience

Accommodations for future travel in question

Personal recommendations provide destination inspiration

Local recommendations have more influence for activities

Interest in Travel Experiences

Explore new places and time with family/friends are top travel interests

Figure 17: Travel experiences, February 2018

Young travelers most likely to leave their comfort zone

Figure 18: Interest in leaving comfort zone and being off the grid, by age, February 2018

Figure 19: Interest in visiting famous places and learning about new cultures, by age, February 2018

Asians skew toward experiential travel

Figure 20: Interest in trying new things, exploring new places, and learning about different cultures, by race and Hispanic origin, February 2018

The Explorer represents the heart of the experiential traveler

Figure 21: Travel experiences, by consumer segmentation, February 2018

Travel Experiences Shape Identity

Figure 22: Travel experiences as part of identity, February 2018

25-44s are most likely to say travel experiences shape their identity

Figure 23: Travel experiences as part of identity (net agree), by age, February 2018

Explorers say their travel experiences shape who they are

Figure 24: Travel experiences as part of identity (net agree), by consumer segmentation, February 2018

Travelers Prefer New Destinations and Local Experiences

Figure 25: Travel preferences, February 2018

Younger age groups prefer home shares

Figure 26: Travel preferences (net agree), by age, February 2018

Explorers prefer the immersive travel experience

Figure 27: Travel preferences (net agree), by consumer segmentation, February 2018

Valuing Experiences over Things

Figure 28: Attitudes toward travel, February 2018

Younger age groups are most likely to travel to keep up with peers

Figure 29: Attitudes toward travel (net agree), by age, February 2018

Adventurers want to experience new things – just not alone

Figure 30: Attitudes toward travel (net agree), by consumer segmentation, February 2018

Most Important to Vacation Experiences

Accommodations are most important to vacation experience

Figure 31: Important factors in vacation experiences, February 2018

Older travelers more likely to place importance on accommodations

Figure 32: Importance of accommodations in vacation experiences, by age, February 2018

Figure 33: Importance of entertainment, outdoor and tourist activities in vacation experiences, by age February 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

The Experiential Traveler - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Travel Experiences – Have Done or Plan to Do

Lodging plans are up in the air

Figure 34: Lead time for booking hotel/accommodations, April 2018

Figure 35: Travel experiences have done or plan to do, February 2018

Under-35s are looking for something different in future travel plans

Figure 36: Travel experiences plan to do – Active and different, by age, February 2018

Asians focus on activities for future travel plans

Figure 37: Travel experiences plan to do – Urban and active, by race and Hispanic origin, February 2018

Explorers plan to get the local experience when they travel

Figure 38: Travel experiences plan to do, by consumer segmentation, February 2018

Destination Inspiration

Personal recommendations drive destination choice

Figure 39: Destination inspiration, February 2018

Destination inspiration sources by age predictable

Figure 40: Destination inspiration – Social, by age, February 2018

Travel websites influences higher earners

Figure 41: Destination inspiration – Travel review sites and social media, by household income, February 2018

Adventurers rely on personal recommendations for destination planning

Figure 42: Destination inspiration, by consumer segmentation, February 2018

Activity Inspiration

Local recommendations have more influence in activities

Figure 43: Activity inspiration, February 2018

Social media influences activity inspiration among young travelers

Figure 44: Activity inspiration, by age, February 2018

Explorers leverage social media for activity inspiration

Figure 45: Activity inspiration, by consumer segmentation, February 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – Consumer

Vacation activities of interest

Figure 46: Select vacation activities like to do, by gender, summer 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

The Experiential Traveler - US - April 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 47: Select vacation activities like to do, by age, Summer 2017

Figure 48: Select vacation activities like to do, by household income, Summer 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com