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.

DID YOU KNOW?

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

Table of Contents