Future Partners

Opportunity powered by insight.
Presentation deck and recording will be available on our website:

FuturePartners.com
Today’s Agenda

- Travel Sentiment Overview
- What Family Travel Looks Like in 2024
- Family Travel Panel
Methodology

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- Survey collected: March 19-23
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region
Current Sentiment

May Livestream Registration
Positive Shift: Travelers report a small but continuing sense of improvement in financial well-being.
Travelers remain relatively split on their current financial situation.

**Question:**
Would you say that you (and your household) are better off or worse off financially than you were a year ago?

**Results:**
- **Much better off:** 8.0%
- **Better off:** 25.0%
- **UNCHANGED - Neither better off nor worse off:** 39.1%
- **Worse off:** 21.4%
- **Much worse off:** 6.5%

**Total:** 100.0%
Positive momentum: Increase seen in proportion of travelers feeling “Better off financially.”

Question:
Would you say that you (and your household) are better off or worse off financially than you were a year ago?

% Better off or Much better off

Mar. 2023 = 32.4%
Mar. 2024 = 33.0%
More travelers say now is a good time to spend on leisure travel.

Question:
Thinking only of your household’s finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

- Yes - It is a very good time: 7.9% (34.2%)
- Yes - It is a good time: 26.4%
- It is neither a good time nor bad time: 36.7%
- No - It is a bad time: 19.8% (29.0%)
- No - It is a very bad time: 9.2%
The belief that now is a “good time to spend on leisure travel” has improved in the last two months.

Question:
Thinking only of your household’s finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

Mar. 2023 = 30.1%
Mar. 2024 = 34.2%
Reassuring trend: Anxiety over a coming recession continues to decrease.
Only 40% of American travelers now expect a coming recessionary period.

**Question:**
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>13.4%</td>
</tr>
<tr>
<td>Agree</td>
<td>26.1%</td>
</tr>
<tr>
<td>Neutral (neither agree nor disagree)</td>
<td>36.2%</td>
</tr>
<tr>
<td>Disagree</td>
<td>17.0%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>24.3%</td>
</tr>
</tbody>
</table>

The State of the American Traveler livestream, April 2024
...this has been in a steady decline for the past five months.

**Statement:**
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.
### Persistent barrier: Travel hindered by continued high costs.

**Question:**
In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel is too expensive right now</td>
<td>37.7%</td>
</tr>
<tr>
<td>Personal financial reasons</td>
<td>33.6%</td>
</tr>
<tr>
<td>Airfare was too expensive</td>
<td>26.0%</td>
</tr>
<tr>
<td>Gasoline was too expensive</td>
<td>24.9%</td>
</tr>
<tr>
<td>I'm too busy at work</td>
<td>22.8%</td>
</tr>
<tr>
<td>Not enough PTO/vacation time</td>
<td>14.9%</td>
</tr>
<tr>
<td>Crowds - too many people traveling</td>
<td>11.1%</td>
</tr>
<tr>
<td>Weather</td>
<td>11.0%</td>
</tr>
<tr>
<td>Safety concerns - risk of contracting the COVID virus</td>
<td>10.0%</td>
</tr>
<tr>
<td>Safety concerns (other non-COVID related)</td>
<td>9.2%</td>
</tr>
<tr>
<td>Health/Illness</td>
<td>9.0%</td>
</tr>
<tr>
<td>The possibility of flight cancellations</td>
<td>7.3%</td>
</tr>
<tr>
<td>The pandemic is not 100% over</td>
<td>4.8%</td>
</tr>
<tr>
<td>Sold out/No reservations available</td>
<td>3.5%</td>
</tr>
<tr>
<td>Lack of availability (at hotels, golf courses, spas, etc.)</td>
<td>3.0%</td>
</tr>
<tr>
<td>NONE OF THESE</td>
<td>20.6%</td>
</tr>
</tbody>
</table>
Travel being too expensive has been increasing as a deterrent over the past three months.

Question:
In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)
Looking Forward

Future Partners
Sustained enthusiasm: Travelers remain optimistic about their future finances and travel expectations.
Most travelers maintain a general sense of optimism about their future finances.

Question:
LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

- Much better off: 13.8%
- Better off: 34.0%
- Just about the same - Neither better off nor worse off: 40.8%
- Worse off: 8.5%
- Much worse off: 2.9%

Most travelers maintain a general sense of optimism about their future finances.
This financial optimism dipped very slightly this month.

Question:
LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

This financial optimism dipped very slightly this month.

Mar. 2023 = 46.9%
Mar. 2024 = 47.8%
Excitement for travel remains elevated.

Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)
Overall excitement to travel held steady this month.

Question:
Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?

Mean Score on 11-point Scale

2022

2023

The State of the American Traveler livestream, April 2024
Most intend to make leisure travel a spending priority in the next three months.

**Question:**
Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

Leisure travel will be a(n)
Question:
Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

Leisure travel will be a(n) _________________.

% Top 3 Box Score

Feb. 2023 = 54.5%  Feb. 2024 = 59.2%
Expected travel budgets jumped sharply this month.

Question:
How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

Maximum I would spend on leisure travel (next 12 months):

- $10,000 or more: 16.2%
- $5,000 - $9,999: 21.1%
- $2,000 - $4,999: 25.7%
- $1,000 - $1,999: 16.0%
- $500 - $999: 9.0%
- $100 - $499: 7.7%
- Under $100: 4.2%

Mean = $4,887
Expected travel budgets jumped sharply this month.

Question:
How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months):

Post-Pandemic High

27-Month Average = $4,097

Maximum Expected Spending (Mean)
Expectations for future travel increased slightly this month.
Travel expectations increased slightly.

Question:
IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?
...expectations to travel abroad in the next 12 months also increased again this month.

Question: How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?

![Chart showing travel likelihood]

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>22.2%</td>
</tr>
<tr>
<td>Likely</td>
<td>12.9%</td>
</tr>
<tr>
<td>Neutral (neither likely nor unlikely)</td>
<td>13.5%</td>
</tr>
<tr>
<td>Unlikely</td>
<td>11.9%</td>
</tr>
<tr>
<td>Very unlikely</td>
<td>39.4%</td>
</tr>
</tbody>
</table>

Historical data

- % Likely or Very Likely
- 35.1%
Overnight business travel grew last year, and is holding this positive trend.

Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)
Day trip business travel followed a similar path.

Question: How many DAY TRIPS of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

1 or More Day Business Trips

Business Travelers, 16.4%
Non-Business Travelers, 83.6%

Percent of All Travelers Taking Business Trips

Q1 2022 – 12.0%
Q1 2023 – 13.5%
Q1 2024 – 16.8%

2022 = 11.0%
2023 = 17.8%
Overnight group meetings travel improved last year.

**Question:** How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

- **Group Meeting Travelers, 12.3%**
- **Non-Group Meeting Travelers, 87.7%**

**Percent of All Travelers Taking Overnight Group Meetings Trips**

- **Q1 2022** = 9.4%
- **Q1 2023** = 9.8%
- **Q1 2024** = 12.4%

- **2022** = 8.4%
- **2023** = 13.3%
Day group meetings also followed a similar path.

**Question:** How many DAY TRIPS trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)
The family market comprises about 1-in-4 travelers

Question: Are you a parent to school-aged children who travel with you at least once a year?
Demographics

Family Travelers

Generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boomer or older</td>
<td>5.4%</td>
</tr>
<tr>
<td>Gen X</td>
<td>31.3%</td>
</tr>
<tr>
<td>Millennials</td>
<td>55.7%</td>
</tr>
<tr>
<td>Gen Z</td>
<td>7.6%</td>
</tr>
<tr>
<td><strong>Avg = 42 yrs.</strong></td>
<td></td>
</tr>
</tbody>
</table>

Accessibility Needs

<table>
<thead>
<tr>
<th>Accessibility</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>18.5%</td>
</tr>
<tr>
<td>No</td>
<td>79.9%</td>
</tr>
<tr>
<td>I prefer not to answer</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

Ethnicity/Race

<table>
<thead>
<tr>
<th>Ethnicity/Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>75.2%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>10.8%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>5.7%</td>
</tr>
<tr>
<td>Asian</td>
<td>4.1%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>1.9%</td>
</tr>
<tr>
<td>American Indian/Native Alaskan</td>
<td>1.0%</td>
</tr>
<tr>
<td>I prefer not to answer</td>
<td>0.8%</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $30,000</td>
<td>6.6%</td>
</tr>
<tr>
<td>$30,000 to $49,999</td>
<td>12.1%</td>
</tr>
<tr>
<td>$50,000 to $79,999</td>
<td>19.0%</td>
</tr>
<tr>
<td>$80,000 to $99,999</td>
<td>13.8%</td>
</tr>
<tr>
<td>$100,000 to $124,999</td>
<td>13.2%</td>
</tr>
<tr>
<td>$125,000 to $149,999</td>
<td>10.7%</td>
</tr>
<tr>
<td>$150,000 to $199,999</td>
<td>13.1%</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>11.5%</td>
</tr>
<tr>
<td><strong>Avg = $107K</strong></td>
<td></td>
</tr>
</tbody>
</table>
The family travelers are showing very strong enthusiasm for venturing out this year.
**Family travelers expect to travel more for leisure**

**Question:** In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period?

**Bar Charts:**
- **Family travelers**
  - I expect to travel more for leisure: 33.9%
  - I expect to travel about the same for leisure: 49.3%
  - I expect to travel less for leisure: 16.7%

- **Family vs. Non-family Travelers**
  - (I expect to travel more in the next 12 months)
    - Family travelers: 33.9%
    - Non-family travelers: 24.9%

*Future Partners*  The State of the American Traveler livestream, April 2024
**Question:** In the NEXT 12 MONTHS, do you expect to spend more or less for leisure travel than you did in the most recent 12-month period?

**Family travelers expect to spend more on leisure travel**

<table>
<thead>
<tr>
<th>Expectation</th>
<th>Family Travelers</th>
<th>Family vs. Non-family Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>I expect to spend more for leisure travel</td>
<td>35.5%</td>
<td>35.5%</td>
</tr>
<tr>
<td>I expect to spend about the same for leisure</td>
<td>46.6%</td>
<td>29.2%</td>
</tr>
<tr>
<td>I expect to spend less for leisure travel</td>
<td>17.9%</td>
<td></td>
</tr>
</tbody>
</table>

*Family vs. Non-family Travelers (I expect to spend more on travel in the next 12 months)*

The State of the American Traveler livestream, April 2024
Family travelers are feeling better off

**Question:** Would you say that you (and your household) are better off or worse off financially than you were a year ago?

**Family travelers**

- Much better off: 44.5%
- Better off: 28.3%
- UNCHANGED - Neither better off nor worse off: 29.7%
- Worse off: 20.5%
- Much worse off: 5.4%

**Family vs. Non-family Travelers**

- Better off: 44.5% for Family travelers, 28.7% for Non-family travelers
- Much better off: 16.2% for Family travelers, 4.9% for Non-family travelers

_Future Partners_
Family travelers are optimistic about their finances

Question: LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

<table>
<thead>
<tr>
<th>Family travelers</th>
<th>Family vs. Non-family Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much better off</td>
<td>Better off</td>
</tr>
<tr>
<td></td>
<td>Much better off</td>
</tr>
<tr>
<td>Better off</td>
<td>23.2%</td>
</tr>
<tr>
<td>Just about the same - Neither better off nor worse off</td>
<td>63.4%</td>
</tr>
<tr>
<td>Worse off</td>
<td>40.2%</td>
</tr>
<tr>
<td>Much worse off</td>
<td>28.0%</td>
</tr>
<tr>
<td></td>
<td>63.4%</td>
</tr>
<tr>
<td></td>
<td>31.7%</td>
</tr>
</tbody>
</table>

The State of the American Traveler livestream, April 2024
**Family travelers are ready to spend on leisure**

**Question:** Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

- **Family travelers**
  - Yes - It is a very good time: 43.9%
  - Yes - It is a good time: 30.1%
  - It is neither a good time nor bad time: 30.4%
  - No - It is a bad time: 17.6%
  - No - It is a very bad time: 8.1%

- **Family vs. Non-family Travelers**
  - Yes - It is a very good time
    - Family travelers: 43.9%
    - Non-family travelers: 13.8%
  - Yes - It is a good time
    - Family travelers: 13.8%
    - Non-family travelers: 30.6%
  - It is neither a good time nor bad time
    - Family travelers: 30.1%
    - Non-family travelers: 5.6%
  - No - It is a bad time
    - Family travelers: 30.1%
    - Non-family travelers: 25.0%

*The State of the American Traveler livestream, April 2024*
Families are prioritizing leisure travel

**Question:** Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities. Leisure travel will be a(n) ______________.

**Family travelers**

- **Extremely high priority:** 18.3%
- **High priority:** 24.1%
- **Somewhat high priority:** 24.1%
- **Neutral - neither high nor low priority:** 18.3%
- **Somewhat low priority:** 6.4%
- **Low priority:** 5.3%
- **Extremely low priority:** 3.6%

**Family vs. Non-family Travelers**

- **Somewhat high priority**
  - Family travelers: 66.5%
  - Non-family travelers: 56.4%
- **High priority**
  - Family travelers: 18.3%
  - Non-family travelers: 24.1%
- **Extremely high priority**
  - Family travelers: 18.3%
  - Non-family travelers: 24.5%
**Family travel budgets are high**

**Question:** How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Percentage</th>
<th>Family Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000 or more</td>
<td>19.3%</td>
<td></td>
</tr>
<tr>
<td>$5,000 - $9,999</td>
<td>23.5%</td>
<td></td>
</tr>
<tr>
<td>$2,000 - $4,999</td>
<td>25.5%</td>
<td></td>
</tr>
<tr>
<td>$1,000 - $1,999</td>
<td>15.4%</td>
<td></td>
</tr>
<tr>
<td>$500 - $999</td>
<td>8.7%</td>
<td></td>
</tr>
<tr>
<td>$100 - $499</td>
<td>4.7%</td>
<td></td>
</tr>
<tr>
<td>Under $100</td>
<td>3.0%</td>
<td></td>
</tr>
</tbody>
</table>

**Family vs. Non-family Travelers**

- **Family Travelers:**
  - $5,539

- **Non-family Travelers:**
  - $4,641

*The State of the American Traveler livestream, April 2024*
Question: How much IN TOTAL did you spend for each of the following on your most recent overnight trip?

<table>
<thead>
<tr>
<th>Spending on Most Recent Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,784 Family travelers</td>
</tr>
<tr>
<td>$1,117 Non-family travelers</td>
</tr>
</tbody>
</table>
Family travelers are engaged in many pursuits and hobbies.
Family travelers have many hobbies and passions.

**Question:** Tell us about your hobbies and passions. Please use the scale below to describe your interest in each. (Top 2 Box Score: “Extremely high interest - I’m passionate about this” or “High interest”)

![Graph showing the comparison of family travelers and non-family travelers in various hobbies and passions.](image-url)
Family travelers are (in many ways) social media-oriented planners.
Family travelers say Facebook, email, and websites are the best way to reach them.

**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)
Social media is strongly preferred by family travelers.

**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

![Bar chart showing the biggest positive differences in social media preferences for family and non-family travelers.](chart)

- **Top 5: Biggest Positive Differences**
  - **Facebook:** 44.4% (Family), 22.2% (Non-family)
  - **Instagram:** 29.8% (Family), 17.5% (Non-family)
  - **X (formerly known as Twitter):** 17.4% (Family), 5.5% (Non-family)
  - **TikTok:** 19.9% (Family), 9.9% (Non-family)
  - **Pinterest:** 13.3% (Family), 7.1% (Non-family)

*The State of the American Traveler livestream, April 2024*
Family travelers show slightly less reliance on traditional digital channels.

**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

<table>
<thead>
<tr>
<th>Channel</th>
<th>Family Travelers (%)</th>
<th>Non-Family Travelers (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites found via a search engine</td>
<td>39.0%</td>
<td>33.8%</td>
</tr>
<tr>
<td>Online content (articles and blogs)</td>
<td>25.8%</td>
<td>24.3%</td>
</tr>
<tr>
<td>Review websites (Yelp, TripAdvisor, etc.)</td>
<td>17.0%</td>
<td>14.9%</td>
</tr>
<tr>
<td>Travel or lifestyle magazines (printed)</td>
<td>12.3%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Official local or state visitor guides (printed)</td>
<td>10.7%</td>
<td>9.2%</td>
</tr>
</tbody>
</table>
Family travelers are international travelers
Families are more likely to travel abroad.

**Question:** In the PAST 12 MONTHS, have you traveled outside the United States?

- Yes, 39.3%
- No, 60.7%

*(27.3% for non-family travelers)*

**Question:** How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?

- Very likely: 26.8%
- Likely: 18.5%
- Neutral (neither likely nor unlikely): 12.5%
- Unlikely: 10.4%
- Very unlikely: 31.9%

*(31.3% for non-family travelers)*
Summertime travel is King with the family traveling set.
Summertime is family time.

**Question:** In which months do you currently have any leisure trips planned (even if only tentatively)? (Select all that apply)
**Summertime**

**Question:** In which months do you currently have any leisure trips planned (even if only tentatively)? (Select all that apply)

![Graph showing the percentage of family travelers and non-family travelers with planned trips by month. The graph highlights the months of June, July, August, and September as significant periods for planned trips.](image-url)
Thinking about your travel during the NEXT TWELVE (12) MONTHS, what travel experiences will you prioritize?

% “Essential priority” or “High priority”

- Spending time with loved ones: 80.0%
- Enjoying nature: 62.6%
- Excitement and energy: 59.2%
- New places I haven’t visited before: 59.2%
- Budget travel: 48.4%
- Getting away from crowds: 43.1%
- Bucket list travel: 40.8%
- Visiting theme parks: 38.2%
- Visiting cultural institutions: 37.2%
- Luxury travel: 33.2%
- Visiting large cities: 32.5%
- Attend sporting events: 29.6%
- Staying close to home: 18.1%
Question: Thinking about your travel during the NEXT TWELVE (12) MONTHS, what travel experiences will you prioritize?

Top 5: Biggest Positive Differences

- **Excitement and energy**: 59.2% (Family Travelers) vs. 38.2% (Non-family travelers)
- **Attend sporting events**: 29.6% (Family Travelers) vs. 11.6% (Non-family travelers)
- **Luxury travel**: 33.2% (Family Travelers) vs. 17.1% (Non-family travelers)
- **Enjoying nature**: 62.6% (Family Travelers) vs. 47.5% (Non-family travelers)
Some final thoughts on family travel.
**Stress management?**

**Question:** Do you consume cannabis or cannabis-derived products?

- Yes, 31.7%
- No, 66.4%
- I prefer not to say, 18%

(23.4% for non-family travelers)

**Question:** How interested would you be in psychedelic tourism?

- Very interested: 15.7%
- Interested: 16.4%
- Neutral (neither interested nor uninterested): 15.8%
- Uninterested: 14.1%
- Very uninterested: 37.9%

(13.8% for non-family travelers)

The State of the American Traveler livestream, April 2024
Our Research Services

Visitor & Target Audience Profiles
Audience Persona Identification
Visitor Activity Analysis & Segmentation
Brand Performance
Resident + Stakeholder Research
Advertising Testing & ROI
Hotel & Attractions Research
Join us for
The State of the International Traveler Livestream

May 1 (12 Noon PST)
Passion Profiles

Future Partners
Passion Profiles

- Agri-tourism
- Art museums
- Asian pop culture (Anime, Manga, K-Pop, etc.)
- Attending college sports
- Attending professional sports
- Bars, nightclubs
- Birdwatching - Birding
- Camping
- Canoeing, kayaking or rafting
- Craft beers
- Crafting, DIY or creative projects
- Enjoying theme or amusement parks
- Fashion
- Fishing (Freshwater)
- Fishing (Saltwater or deep sea)
- Fitness, health and wellness
- Food and cuisine
- Gaming or gambling
- Geocaching
- Golf
- Hiking (day hikes)
- Hiking (over-night on trail, longer haul)
- Hunting (Big game)
- Hunting (Birds, small game)
- International travel (taking trips outside the USA)
- Marijuana or cannabis-related products
- Motorcycle touring
- Mountain biking (off road or gravel)
- Music festivals (multi-day events)
- Musical concerts (classical, symphonies, etc.)
- Musical concerts (pop, rock, hip hop, alternative, modern, etc.)
- Photography
- Recreational vehicle travel
- Sailing or boating
- Shopping
- Sking or snowboarding
- Theater or plays, (on- or off-Broadway productions)
- Vegan foods & lifestyle
- Video games - Video gaming
- Visiting historical sites and attractions
- Voluntourism activities (Volunteering while traveling)
- Wine
Passion Profiles

THE FOODIE TRAVELER

Who They Are

Geographic Location

Travel Behaviors

Comparison with Other Travelers

Demographics

Scan to learn more
Thank You!

May Livestream Registration