



THE AFFLUENT U.S. TRAVELER: TRENDS FOR 2017

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TRAVEL+LEISURE

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AT A GLANCE

OUR PLATFORMS

6.5MM PRINT AUDIENCE

+ 20% SINCE 2011

7.2MM DIGITAL UNIQUES

+ 31% YOY GROWTH / 75% MOBILE / 25% DESKTOP

11.6MM SOCIAL MEDIA FOLLOWERS

+50% YOY GROWTH

0&0 VIDEO VIEWS +152% / **FACEBOOK VIEWS** +73%
565 VIDEOS PUBLISHED IN 2017

SOURCE: MRI SPRING 2017; COMSCORE MAY 2017; FB, TWT, INSTAGRAM, LINKEDIN, PINTEREST, FOURSQUARE, VINE, YOUTUBE, GOOGLE+ AS OF MAY 2017; FACEBOOK INSIGHTS 2017

OUR AUDIENCE



MEDIAN AGE

51
YEARS OLD

MALE/FEMALE

53%/47%

THE MEANS

\$244K AVG HHI

THE MINDSET

11
AVERAGE TRIPS PER YEAR

96%
HAVE A VALID PASSPORT

SOURCE: IPSOS AFFLUENT SURVEY, FALL 2016; TRAVEL+LEISURE TRAVEL TRENDS SURVEY, JANUARY 2017

OUR MISSION

Inspire and empower the world's most curious and passionate travelers to travel more—and travel better—through content, products, and tools that serve them across their entire journey, from dreaming to planning to booking to traveling



4 MACRO TRENDS

EXPERIENCE COLLECTORS



THE RISE OF THE EXPERIENCE-FIRST, DESTINATION-SECOND TRAVELER

AUTHENTICITY / UNIQUENESS / DISCOVERY

81% OF AFFLUENTS VALUE A PERSONAL EXPERIENCE OVER ANYTHING IN THEIR TRAVEL ITINERARIES

62% ARE WILLING TO EXCEED THEIR BUDGET TO HAVE A UNIQUE LOCAL EXPERIENCE

WHAT PSYCHOLOGY TELLS US: SATISFACTION WITH THINGS PEOPLE BUY GOES DOWN OVER TIME; SATISFACTION WITH EXPERIENCES THEY SPEND MONEY ON GOES UP

SOURCE: AMERICAN EXPRESS TRAVEL STUDY, 2016; AMERICAN EXPRESS SPENDING AND SAVING TRACKER, 2016

TRAVEL BY PASSIONS

TOP ACTIVITIES WHILE TRAVELING

82% CULTURAL ENRICHMENT

81% SHOPPING

70% CULINARY ACTIVITIES

68% LIVE ENTERTAINMENT

51% FESTIVALS/SHOWS

SOURCE: TRAVEL + LEISURE TRAVEL TRENDS SURVEY, JANUARY 2017

LIFE IS AN ADVENTURE

A high-angle photograph of a person jumping from a dark, jagged rock formation into vibrant turquoise water. The person is in mid-air, arms outstretched, with a splash of white water visible below. Several other people are seen swimming in the water in the background, adding to the sense of adventure and recreation.

T+L WORLD'S BEST AWARDS 2017

- + NIHI SUMBA ISLAND, INDONESIA - #1 HOTEL IN THE WORLD
- + FOGO ISLAND INN, NEWFOUNDLAND - #1 IN CANADA
- + LODGE & SPA AT BRUSH CREEK RANCH - #1 IN THE CONTINENTAL US
- + GALAPAGOS ISLANDS - #1 IN MEXICO, CENTRAL AND SOUTH AMERICA

VALUE FOR TIME

THE ULTIMATE DETERMINANT OF WORTH

54% OF U.S. WORKERS LEFT SOME VACATION TIME UNUSED IN 2016

662MM VACATION DAYS WERE LEFT UNUSED LAST YEAR. OF THOSE, 222 MILLION WERE FORFEITED BECAUSE THEY COULDN'T BE ROLLED OVER

83% OF AMERICANS AGE 25+ SAY THEY DO SOME WORK-RELATED ACTIVITIES WHEN ON VACATION

SOURCE: PROJECT: TIME OFF, THE HIGH PRICE OF SILENCE STUDY; LEISURE IN RETIREMENT: BEYOND THE BUCKET LIST. A MERRILL LYNCH RETIREMENT STUDY CONDUCTED WITH AGE WAVE.

THANK YOU



TRAVEL+LEISURE