

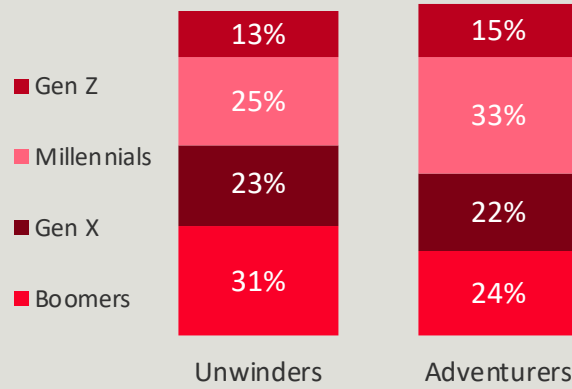
# 5 Travel Insights: Unwinders vs. Adventurers

Most travelers (60%) want to spend their vacation relaxing and unwinding, while the remaining 40% prefer to seek adventure and excitement. We look at the similarities and differences between these Unwinders and Adventurers and the implications for the travel industry.

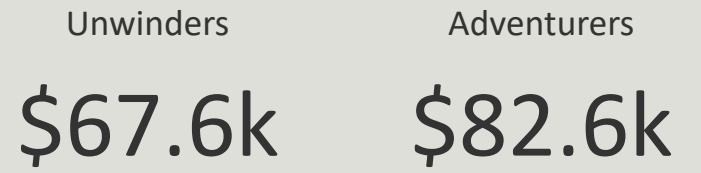
## 1 Unwinders and Adventurers: size vs. power

Adventurers are more likely to be younger with higher incomes, but, at 60% of the population, Unwinders represent the majority of Americans' attitudes about travel.

Generation



Median Annual Household Income (among age 18+)



## 2 Both groups use travel to escape the everyday.

Unwinders and Adventurers alike savor travel as a chance to break out of their normal routines. Marketing that reflects this sentiment can create a universal appeal for both segments.

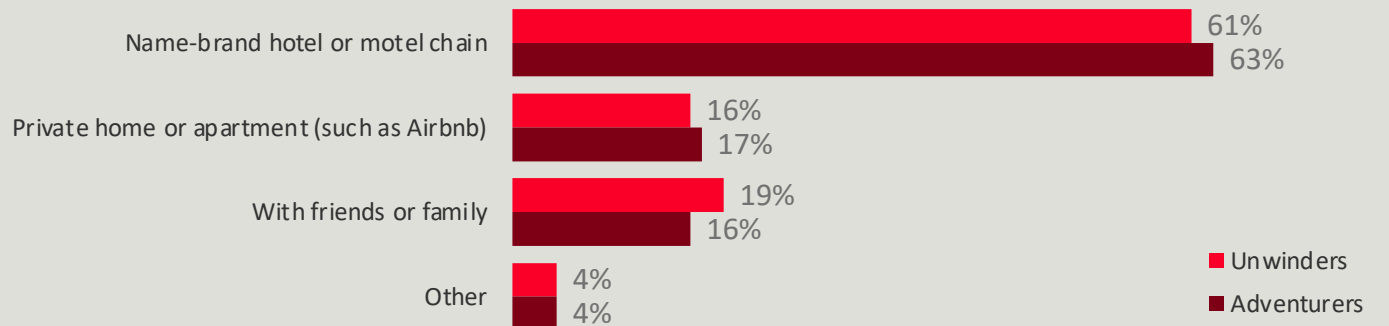
Favorite things about travel (among those who travel)

	Unwinders	Adventurers
#1	Rest and relaxation (74%)	Adventure and exploration (65%)
#2	Escaping everyday life/getting out of my routine (63%)	Escaping everyday life/getting out of my routine (62%)
#3	Adventure and exploration (45%)	Rest and relaxation (60%)

## 3 Most travelers prefer hotels to other lodging.

While their itineraries may differ, the majority of Adventurers and Unwinders prefer to stay in a name-brand hotel or motel rather than with their friends or in an Airbnb.

Where prefer to stay when traveling for pleasure (among those who travel)



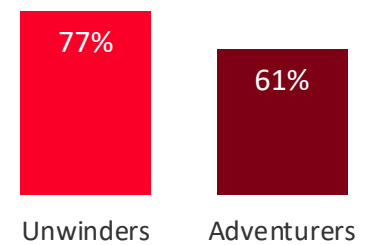
## 4 Relaxation is core to Unwinders' wellbeing.

Unwinders don't plan their trips entirely from a treat-yourself mentality. Rather, relaxation is a core pillar of health for this segment—a connection marketers should leverage in their communications.

Importance to overall wellbeing: Taking time to slow down and relax (Rank in a list of 13 wellbeing items)



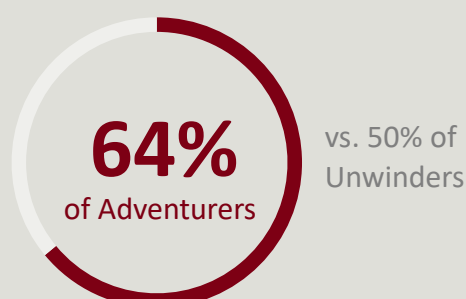
When I think of fun, I think of the little pleasures in life (vs. When I think of fun, I think of big excitement)



## 5 Adventurers influence others' travel decisions.

Always on the hunt for new things, Adventurers are more likely to be early adopters and guide other consumers' travel decisions, making them an influential cohort for marketers to engage.

I am usually one of the first people in my group of friends to accept new ideas or try new things



Areas friends and family ask you for advice about: Travel (among those whose family and friends ask for advice about new brands or products)

