

TRAVEL INSIGHTS

BVK

POSITIVE IMPACTS OF TRAVEL

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Travel has a profound impact on our society and our lives. It is an incredible economic engine fueling communities, producing an economic footprint of \$2.8 trillion, and supporting more than 15 million American jobs in 2023 alone (U.S. Travel Association). But, the positive impacts of travel go far deeper than dollar signs. Travel provides people with the opportunity to connect more with others, to experience a greater reverence for nature, to improve health and well-being, to encounter different ideas and experiences, and to grow personally and professionally.



THE POSITIVE IMPACTS OF TRAVEL

1. Personal & Professional Development
2. Open-Mindedness & Inclusivity
3. Reverence for Nature
4. Health Benefits
5. Human Connections

PERSONAL & PROFESSIONAL DEVELOPMENT

Professional development in travel was long associated with meetings & conventions, however, leisure and bleisure trips offer similar gains. Hotels are offering collaborative working spaces that allow travelers to be inspired by working in a new destination and interact with other professionals. Younger generations craving connection and growth leverage travel to build their interpersonal skills, help them connect with others and increase their employability.

87% OF GEN Z RESPONDENTS BELIEVE THAT TRAVEL WOULD IMPROVE THEIR EMPLOYABILITY, NOTING THAT IT BUILDS ABILITIES SUCH AS INTERPERSONAL COMMUNICATION AND AN UNDERSTANDING OF HOW TO CONNECT WITH PEOPLE OF DIFFERENT CULTURES.

- HOTEL BUSINESS

1/3

More than a third of Gen Z and millennial business travelers now say they plan to extend a business trip to enjoy leisure time before or after work obligations.

- ROADBOOK

Hotels are becoming much more hybrid and collaborative spaces such as The Hoxton, where guests and locals cross paths, work, and see friends, extending into co-working brand, "Working From."

- ROADBOOK

CitizenM reports seeing an increasing demographic of younger professionals on the move, looking for an inspiring place to meet and work.

- ROADBOOK

A recent British Airways' spot shows the story of a baby aboard her first flight who dreams of all the ways travel will influence her future, demonstrating the personal development she will experience.

- ADAGE

OPEN-MINDEDNESS & INCLUSIVITY

Tourism helps expose travelers to new cultures, people and ways of living that can open minds to ideas and lifestyles different from their own. As travel itself is a way of building empathy, the tourism industry is increasingly working to be inclusive to people of all abilities and backgrounds.



The rise in Black heritage tourism is helping breathe new life into sites that had been forgotten or abandoned — and giving new generations a way to pay homage to those who fought for social justice.

- AXIOS

80

The National Park Service lists more than **80 sites** connected to the traditional Underground Railroad that people can visit.

- AXIOS

↑4%

The market for indigenous tourism is growing at **4% annually**, including restaurants serving indigenous food, hotels and casinos owned by indigenous people, new museums and interpretative centers, immersive experiences, and guided tours.

- FORBES



'TOURISM OPENS MINDS'

was the tagline at the UN Tourism's 2023 World Tourism Day celebrations, demonstrating the role that tourism plays in bridging cultures and promoting inclusivity.

- ROADBOOK

Forecasts indicate that accessible tourism will be worth more than **\$100 billion** by 2027.

- ROADBOOK

REVERENCE FOR NATURE

Experiencing a new place can elicit awe as visitors soak in the wonderful world we live in. Adventurous “frontier” travel, star-chasing “astro-tourism”, and visiting “dupe destinations” are rising trends that reflect travelers’ cravings for the heightened connection to nature that they feel on these trips. With this reverence for the environment, young travelers are looking to minimize their negative impact while still getting out into the world.

93%

93% of traveler respondents say they would consider a “dupe destination” (i.e. alternatives to popular destinations that provide a more economic or accessible experience). Beyond cost savings, this can help reduce over-tourism and allow travelers to experience destinations more intimately.

- SKYSCANNER DATA IN BBC

Millions of people reported planning to travel to areas with the best views for the solar eclipse with Dallas, Austin, San Antonio, Indianapolis, Cleveland, and Buffalo as top destinations.

- AAA BOOKING DATA IN AXIOS

21%

21% of Gen Z respondents know someone who refuses to travel by air. Another **23%** indicated they are willing to pay an optional carbon offset fee when booking.

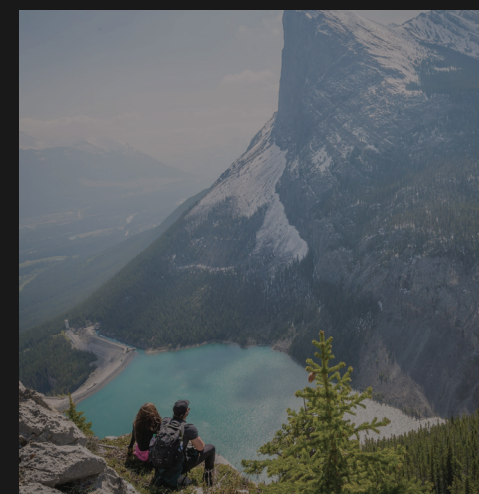
- HOTEL BUSINESS

Rather than choosing a vacation that is completely on the tourist track, Frontier Tourism highlights destinations that are raw, natural, and full of challenging adventures.

- FORBES

“SEEING THE NIGHT SKY, FULL OF STAR CLUSTERS, PLANETS, AND THE MOON, IS ONE OF TOP TRAVEL EXPERIENCES YOU CAN ENJOY IF YOU’RE A NATURE LOVER.”

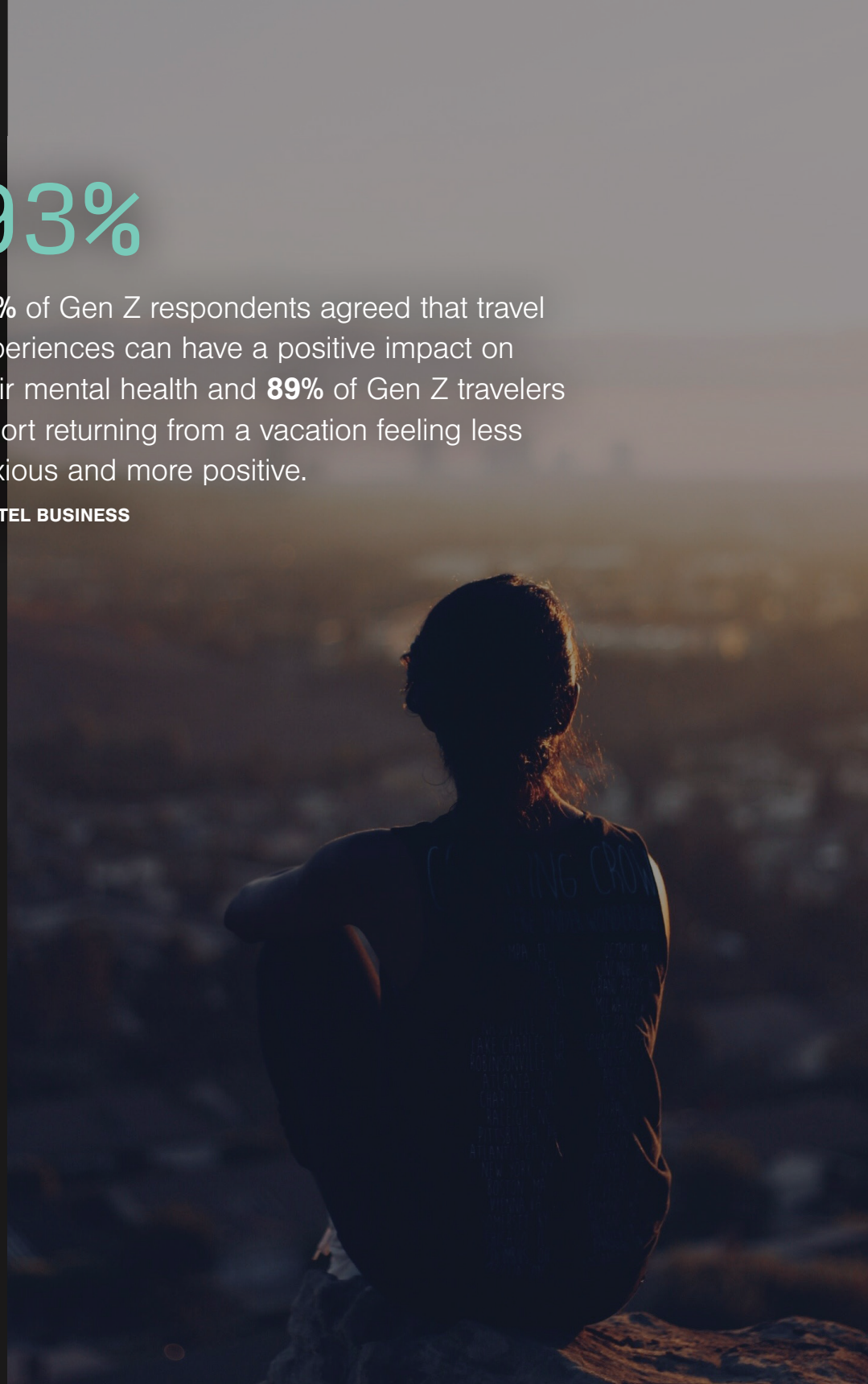
- FORBES



93%

93% of Gen Z respondents agreed that travel experiences can have a positive impact on their mental health and 89% of Gen Z travelers report returning from a vacation feeling less anxious and more positive.

- HOTEL BUSINESS



HEALTH BENEFITS

Beyond spas and hotel gyms, travel offers a plethora of direct and indirect wellness benefits as a result of a trip. People are traveling to navigate transitional health moments and seeking immune support, rest, and rejuvenation. Even non-wellness-specific trips provide positive mental health boosts, particularly for younger generations.

Menopause Retreats, a recent wellness trend, are designed to support women in this transitional stage, with rejuvenating locations such as Bali as prime destinations.

- FORBES

American Airlines' new first-class flight menu was developed with Chef and Registered Dietitian Nutritionist Ellie Krieger and prioritizes flavor and immune support among other health benefits.

- SIMPLE FLYING

The Global Wellness Institute estimates that the world's wellness tourism market is projected to reach **\$1 trillion** in 2024.

- ROADBOOK

NO. 1

Regardless of generation, the **No. 1** reason people want to travel in 2024 is to rest and recharge.

- HILTON



HUMAN CONNECTIONS

Travel has the power of forging bonds through shared experiences and life long memories. As people seek greater human interaction, they can leverage trips to deepen intergenerational relationships, strengthen romantic partnerships, and even form new connections with like-minded others.

As older generations are living longer, grandparents, who are often retired, are partaking in “skip-gen travel,” and taking trips with the grandchildren to create memories and provide parents with a break.

- FORBES

24% & 39%

In 2024, travel will be driven by desires for deeper connections as **24%** of travelers want to strengthen their bonds with their partners and **39%** seek matchmaking trips.

- BOOKING.COM



1/10

Around 1 in 10 Gen Zers choose to travel alone on organized tours in order to meet people with shared interests.

- BOOKING.COM DATA VIA EURONEWS.TRAVEL

Following several years of contactless hospitality and related trends – front desk substitutes at hotels, QR code menus – we are seeing an ever-growing appreciation for the opposite: tactile moments made to surprise and delight.

- ROADBOOK



“NO ALGORITHM CAN REPLACE THE HUMAN TOUCH AND THE CONNECTION THAT IS MADE BETWEEN PEOPLE.”

- SMARTBRIEF

If you are interested in a conversation about these topics please reach out to victoria.simmons@bvk.com.



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