

THE ASAP

A BI-WEEKLY LOOK INTO TRAVEL



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THE ART OF THE SLOW TRAVELER

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I came across an interesting Toronto-based York University community newspaper article this weekend on slow travel. According to [The Excaliber](#): **slow travel creates meaningful connections** to places or people while **lowering your carbon footprint**. I like this.

Rather than staying at an isolated chain-resort, slow travel involves longer stays at a single location to gain a deeper, more meaningful experience of the destination. Or better yet, choosing a leisure travel experience that explores a new location nearby your home to avoid the cost and carbon emissions of air travel.

Elaine Glusac (usually on the travel pages of the *New York Times*) said in a [Condé Nast Traveler](#) article in 2020 that slow travel was going to be **a long-lasting** trend. A year earlier, Maria Schollenbarger called slow travel a **cultural narrative** in the [Financial Times](#). Excalibur further claims, "...slow travel incorporates an ethos of visiting a place with a grounded sense of humility, respect, and openness to learn about the place that is hosting you."









And I wondered...

1. Do urban destinations interest slow travel? Can social media-fueled quick travelers become slow travelers?
2. Is this the ideal traveler? What is the value of this traveler?
3. How does a destination identify and attract this traveler today?

Intrigued? We've got answers to these questions in Omnitrak's TravelTrakAmerica syndicated traveler.



TOP ACTIVITIES OF "SLOW TRAVELERS" FOR THE MONTH OF JANUARY 2022

-  Museums
-  Shopping
-  Historic sites
-  Indigenous sites/culture/arts
-  Water skiing
-  Craft breweries
-  Ocean/River cruise
-  Urban sightseeing

Source: Omnitrak [TravelTrakAmerica](#) study of 9,500 travelers/month



ABOUT OMNITRAK

Omnitrak, founded in Honolulu, Hawaii in 1981, is a leading strategic research firm with a strong presence in the consumer, travel and retail sectors in North America and Asia. Omnitrak works with some of North America's largest state tourism offices, which subscribe to the company's TravelTrakAmerica™ monthly tracking study of U.S. trips. The company serves a broad array of public- and private-sector clients, helping to grow their markets with Quality of Place/City Pride and Resident Sentiment research. Additionally, destination marketing to develop new products and increase brand loyalty is supported by Omnitrak's TravelTrakAmerica syndicated research and Integrated Marketing Effectiveness insights. For more information, visit www.omnitrakgroup.com.

ABOUT "THE ASAP" BY OMNITRAK

ASAP is a quick twice a month look at travel. Early in the month, I will express an observation about the travel market. At the end of the month, you'll see the latest research in one quick look. Forward to friends who can request a free subscription to The ASAP or suggest a topic for discussion, or a great leader to interview.

Reach me at chriskam@omnitrakgroup.com.



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<https://www.excal.on.ca/features/2022/03/05/slowing-it-down-the-benefits-of-experiencing-slow-travel/>

<https://www.cntraveler.com/story/slow-travel-trend>

<https://www.ft.com/content/ee4362c0-7091-420d-be27-7ea7d012337e>

<https://www.travlinmad.com/blog/slow-travel>

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