

THE ASAP

A LOOK INTO TRAVEL



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WOMEN TRAVELERS ARE TODAY'S AVID EXPLORERS

AS WE CELEBRATE WOMEN'S HISTORY MONTH, WE'VE DISCOVERED THAT WOMEN'S TRAVEL ASPIRATIONS BREAK WITH COMMON WISDOM. WOMEN, WHO TEND TO BE THE LEAD TRIP PLANNER, ARE FAR MORE LIKELY THAN MEN TO WANT TO EXPLORE WHEN THEY TRAVEL, ACCORDING TO OMNITRAK'S TRAVELTRAK AMERICA WITH ITS 2022 SAMPLE OF ALMOST 140,000 AMERICANS.

- **Women Want to Explore** - Half of women (50%) compared with only 42% of men say that "exploring new things" is an extremely important trip motivator.
- **The Travel Rush** - And this aligns with another female travel priority. More than 2 in 5 women say feeling "alive and energetic" is extremely important in motivating them to pack their bags, compared with only 1 in 3 men.

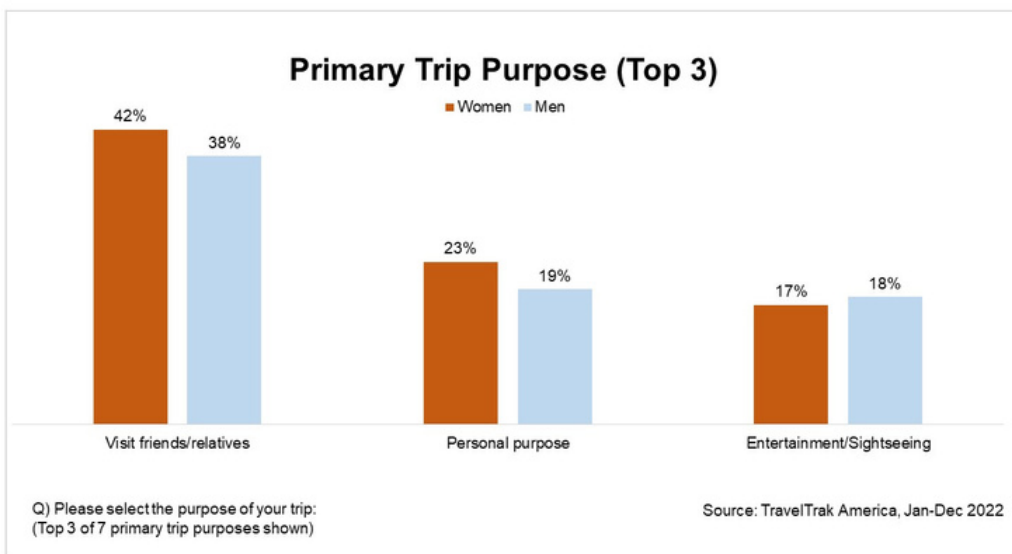
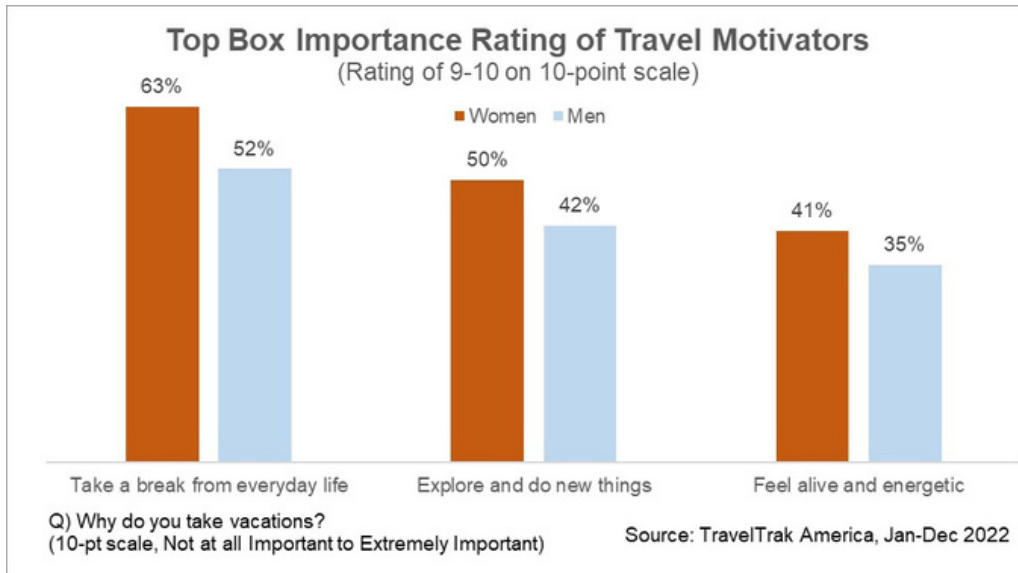
"Women have carried a lot of the lockdown burdens during 3 years of Covid," said Pat Loui, Omnitrak CEO. "Now they want to break out of their everyday lives. They may not be ready to become Lara Croft tomb raiders, but they are ready to explore, to learn new things or to be pampered."

TTA Research Director Lydia Poole adds that last year more women reported traveling for a personal purpose -- whether pleasure or business. "While more men travel for general business purposes, more women are taking educational, wellness and health-related trips," Poole pointed out. "Sure they want to see family and friends, but they also want to travel for their own psyche - a fun break from everyday routine and responsibilities."

Interested in learning more? Email Omnitrak President & COO: chriskam@omnitrakgroup.com

Women Explorers (...Continued)

The opportunity is for tourism marketers is to reach women with a new and different tonality that gives wings to their dreams, not the same old, same old which they have had too much of already.



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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™ tracking research, providing timely monthly insights from 12,000+ U.S. households. The company serves a broad array of public- and private-sector clients, helping to grow their markets with Quality of Place/City Pride and Community Sentiment research. Additionally, destination marketing to develop new products and increase brand loyalty is supported by Omnitrak's TravelTrak America syndicated research and Integrated Marketing Effectiveness insights. For more information, email: chriskam@omnitrakgroup.com