



WITH GREAT TRAVEL COMES GREAT RESPONSIBILITY

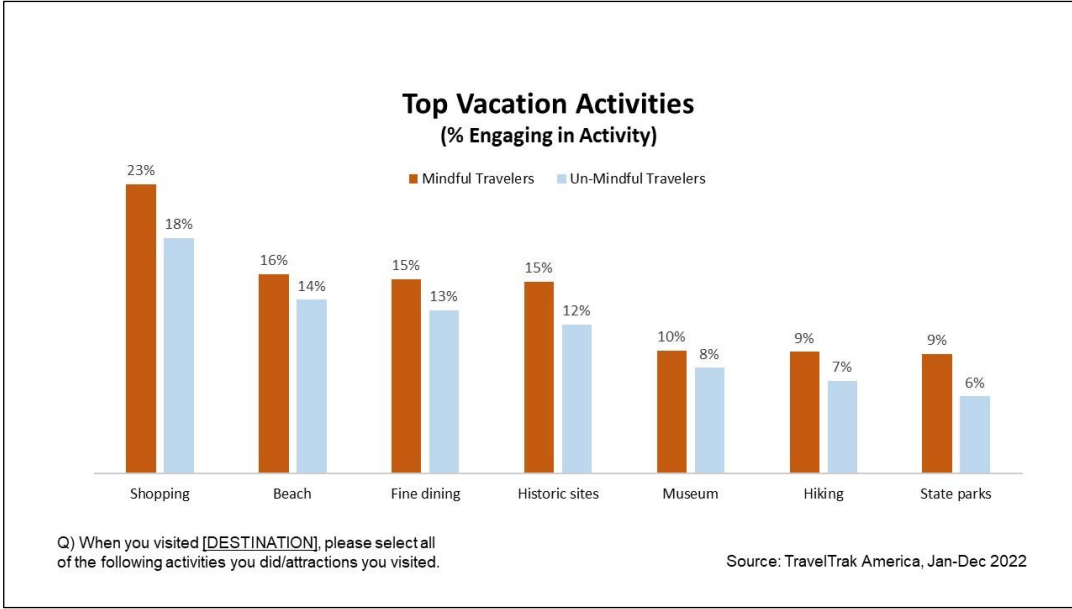
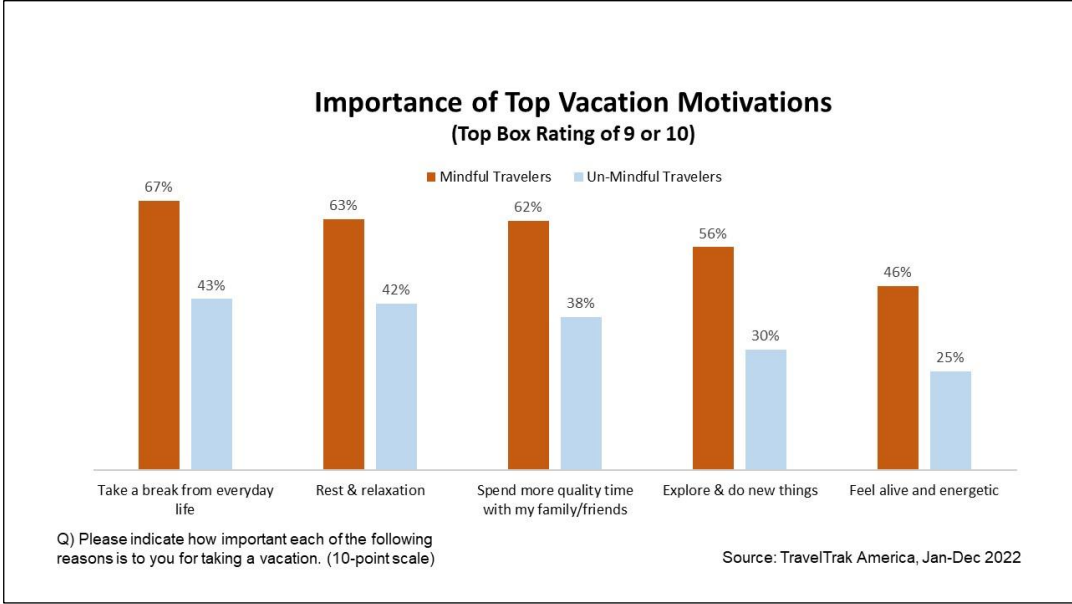
WHILE EARTH DAY IS A REMINDER OF TRAVEL AND TOURISM'S IMPACT ON THE ENVIRONMENT AND COMMUNITIES, IT IS ALSO THE OCCASION TO NOTE THAT THE MAJORITY OF U.S. TRAVELERS HAVE ADOPTED A MINDSET TOWARDS MINDFUL, RESPONSIBLE, SUSTAINABLE TRAVEL, ACCORDING TO OMNITRAK'S TRAVELTRAK AMERICA SURVEY OF ALMOST 140,000 AMERICANS.

- **Mindful Travel Mindset Becomes Mainstream** - Two-thirds (66%) of American travelers are Mindful Travelers who consider themselves *"mindful and feel a personal responsibility to take care of the places they visit."*
- **Exploration, Feeling Alive & Energetic Drives Mindful Travelers:** Mindful Travelers are significantly more motivated to travel for vacations that allow them to *Take a break from everyday life, Rest & Relax, Spend quality time with family/friends, Explore and do new things and Feel alive and energetic.*
- **Mindful Travel Impacts Travel Activities in Unexpected Ways:** The differences in vacation motivations carry over to significant differences in vacation activities, though the difference in activity participation rates may not be as sizable as one may expect (e.g., 15% of Mindful Travelers visit historic sites on vacation vs. 12% of the Un-Mindful). The bigger difference possibly lies in the minds of travelers more than their observed actions, as Mindful Travelers may visit historic sites in their quest for new/different experiences, while the Un-Mindful may visit the same historic sites simply because they are popular visitor attractions.

"With great travel comes great responsibility" said Omnitrak President and COO Chris Kam. "Not only are Mindful Travelers more conscious and respectful of the environment and the local community of the places they visit, they are also higher-spending, longer-staying consumers who are more likely to take discretionary leisure trips and possibly travel during shoulder seasons."

The opportunity for tourism marketers is to attract Mindful Travelers who are aware of travel's impact on the environment and communities, who truly savor the travel experience and target their higher levels of trip spending to benefit a destination's local economy.

Further, Mindful travelers (71%) express more interest in traveling for leisure than Un-Mindful Travelers (47%), and report having more available time and stronger personal finances to support this stronger travel interest. As a result, Mindful Travelers are able to take longer trips (3.45 vs 3.21 nights) and spend more in-destination (\$816 vs \$713 per party per trip) than their counterparts, on average.



Interested in becoming more mindful about Mindful Travelers?

What makes them tick? Who are they? What sets them apart from other travelers? Contact us for a quote for taking a high-level look at Mindful Travelers via a special data run of Omnitrak’s TravelTrak America data, and/or gain a deeper understanding from Omnitrak’s upcoming report on Mindful Travelers. For more information, email Omnitrak President & COO: chriskam@omnitrakgroup.com

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