



# Sources of Destination Inspiration

*Periscope Broadcast Series*

December 2015

# The State of the American Traveler



- Online survey conducted since 2006
- Survey invitation sent to a nationally representative sample of US adults
- Total sample of 2,000+ American leisure travelers
- Examines traveler sentiment, motivations & behaviors
- July and January

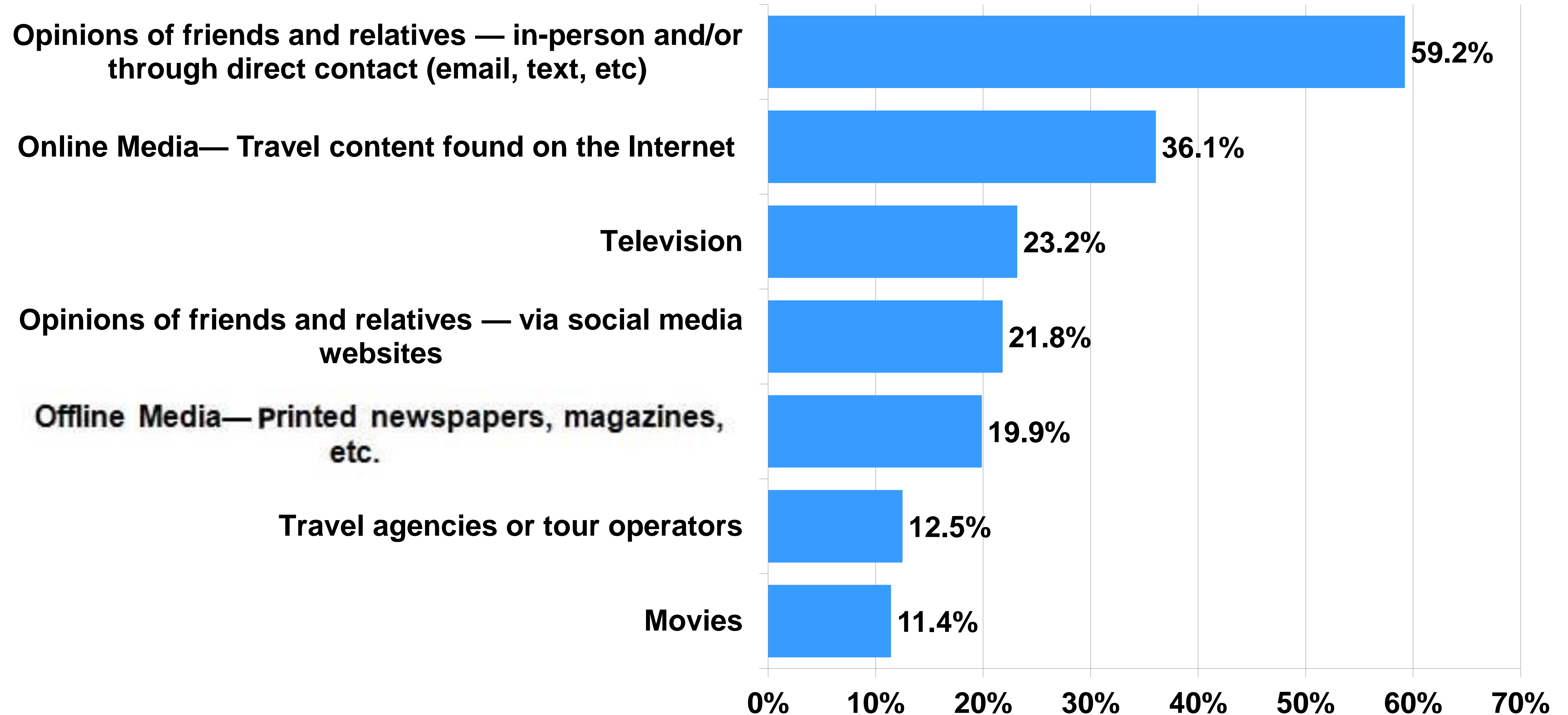


**Which do you  
typically use to  
find destination  
ideas and  
inspiration?**

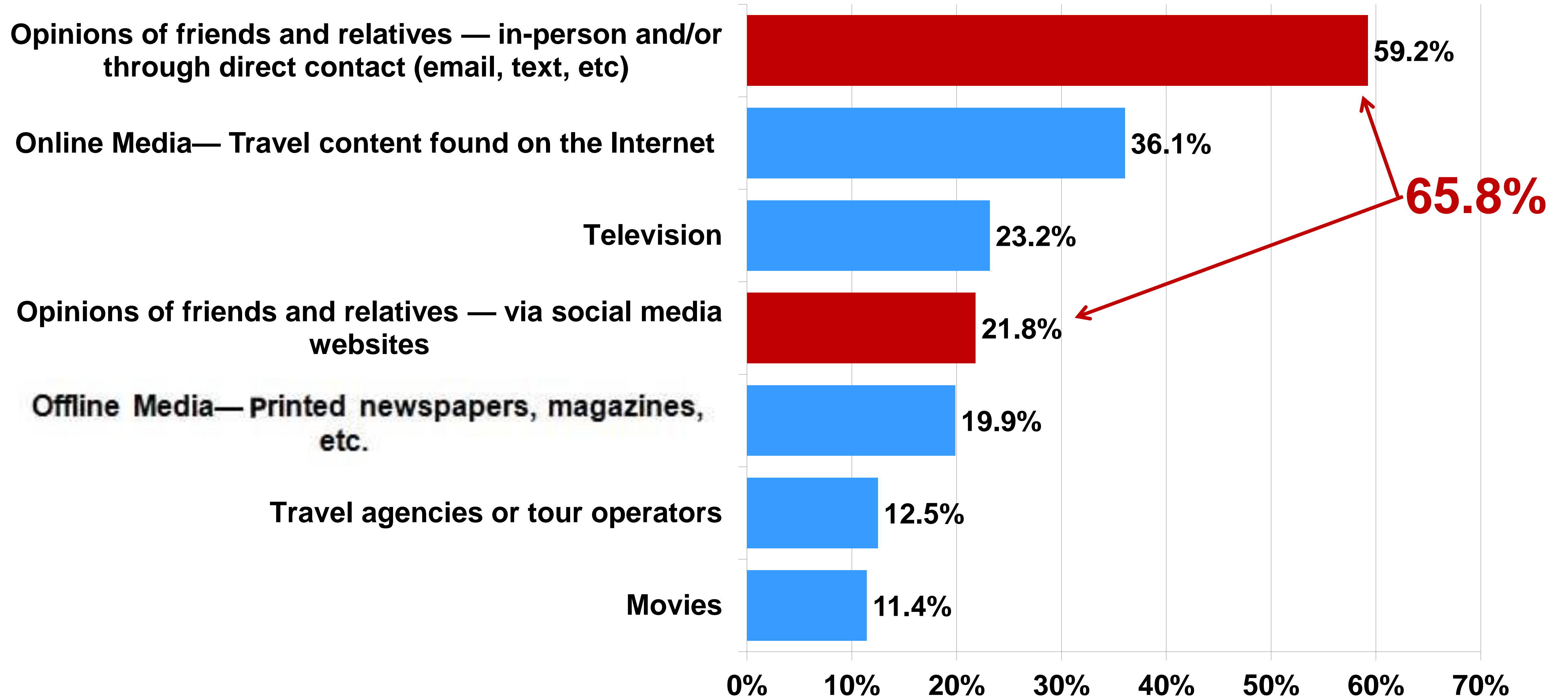




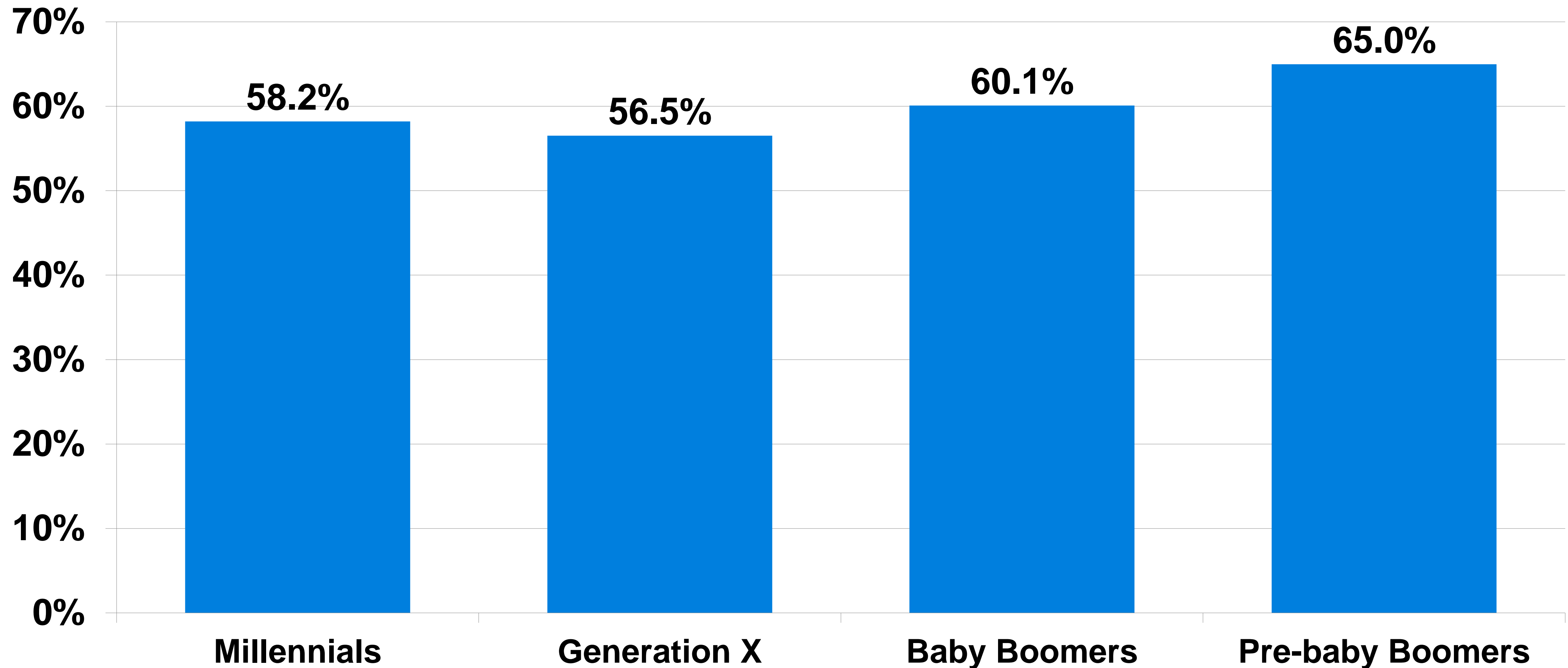
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# Opinions of Friends and Relatives: Direct Contact







# The Yoga Shelter Transformation Train

with Eric Paskel is heading to Mexico – Fall 2013

*A different kind of bootcamp...*

Oct. 10 – 15 at eco-chic Amsansala Resort and Spa in Tulum, Mexico

This unique and challenging experience is a Bootcamp for your Body, Mind and Intellect! Participants will strengthen and lengthen themselves both on a muscular and mental level. Discussions will include diet, relationships, communication, and exercise and they will take us to roots of all of our actions.

*Awake your wisdom • Learn critical Pranayama breath exercises*

*Conquer addictions • Read insightful texts • Work toward total TRANSFORMATION*

If you're willing to lay it on the line – physically, mentally and spiritually – you won't be sorry.

*Develop an unshakable*

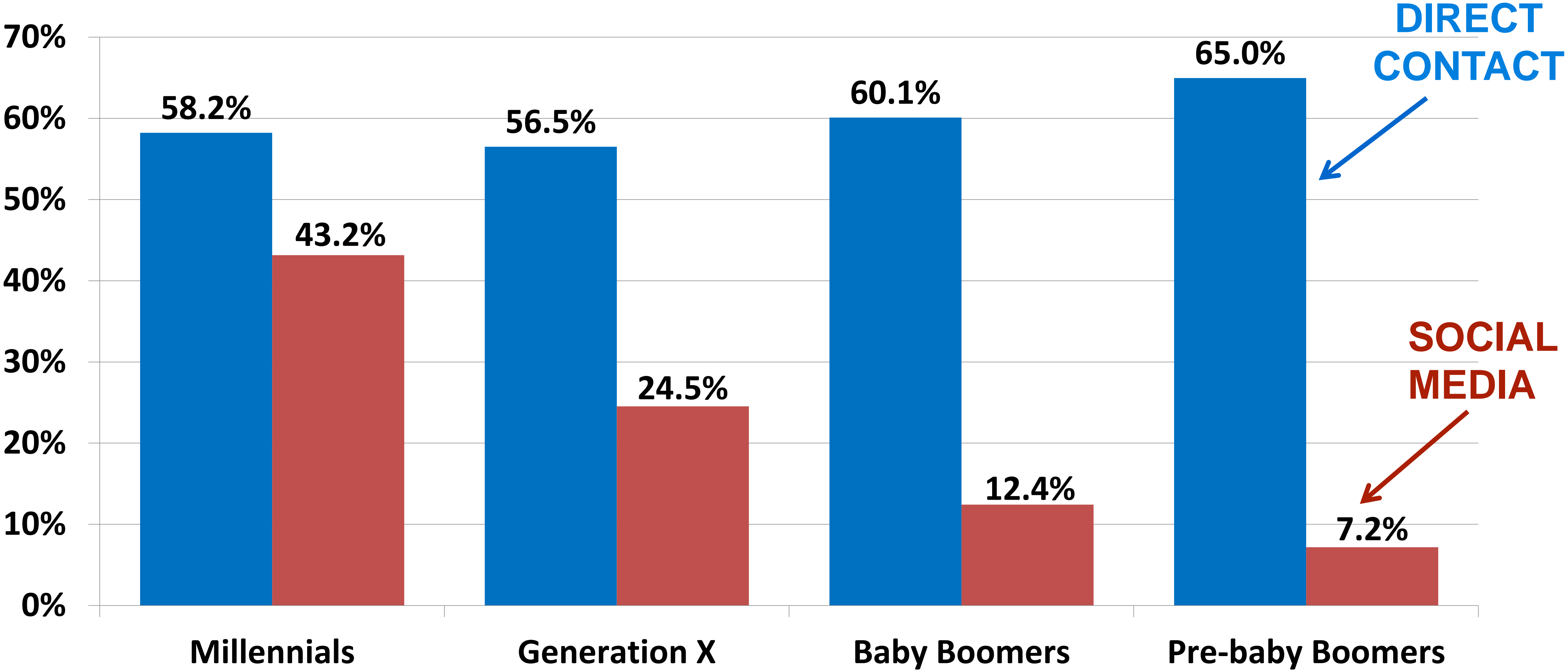
- 5 nights
- All meals (vegan/vegetarian)
- 2-3 yoga classes per day (with additional workouts built in!)
- Excursion to Mayan ruins and/or on

LOVE IS THE COAL



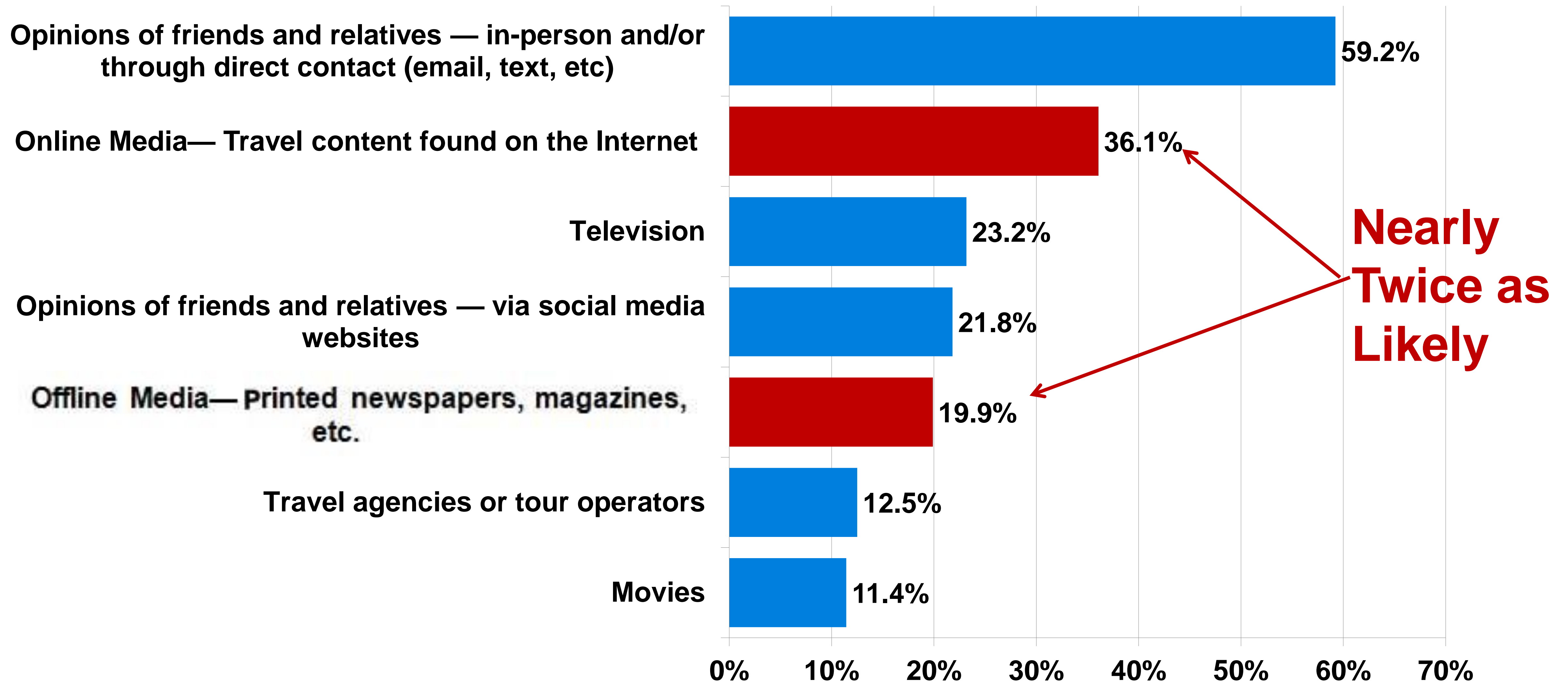


# Destination Inspiration: Direct WOM vs. Social WOM



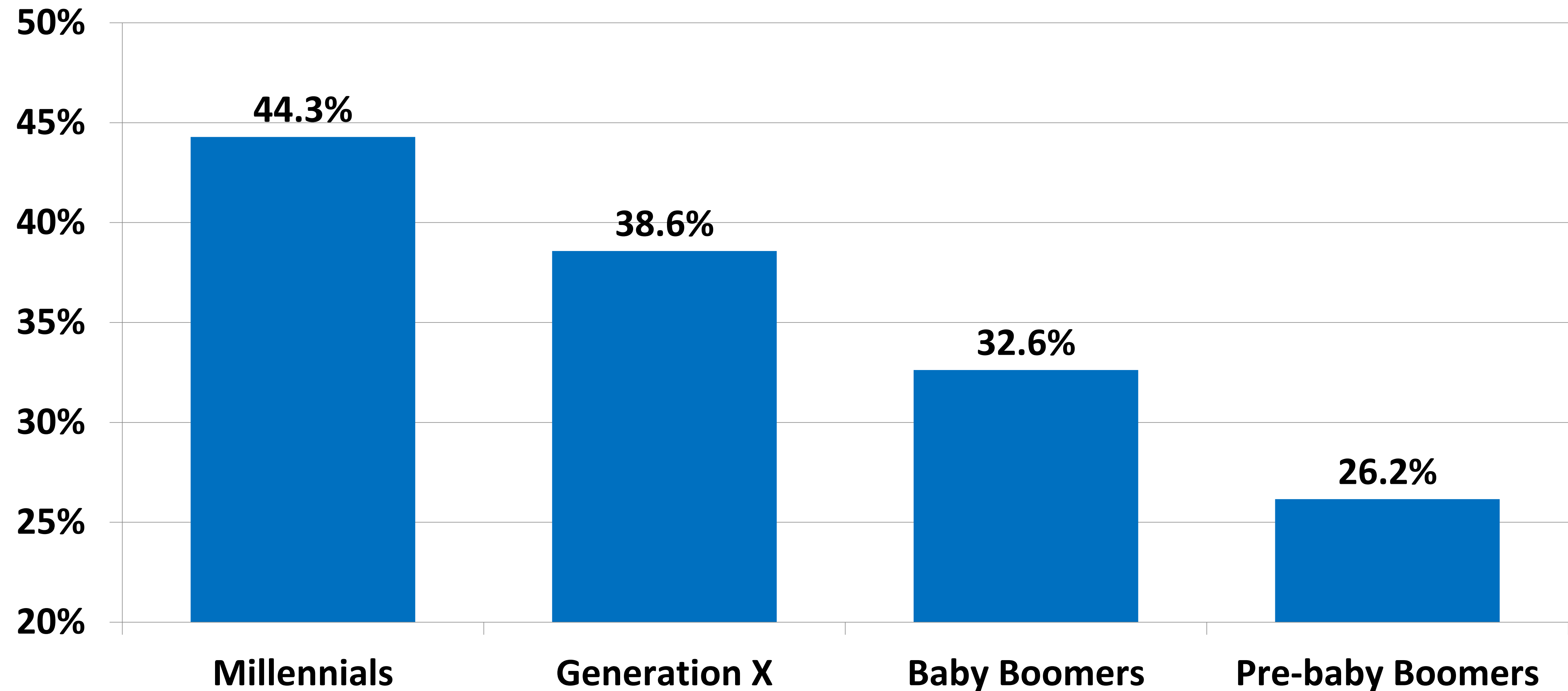


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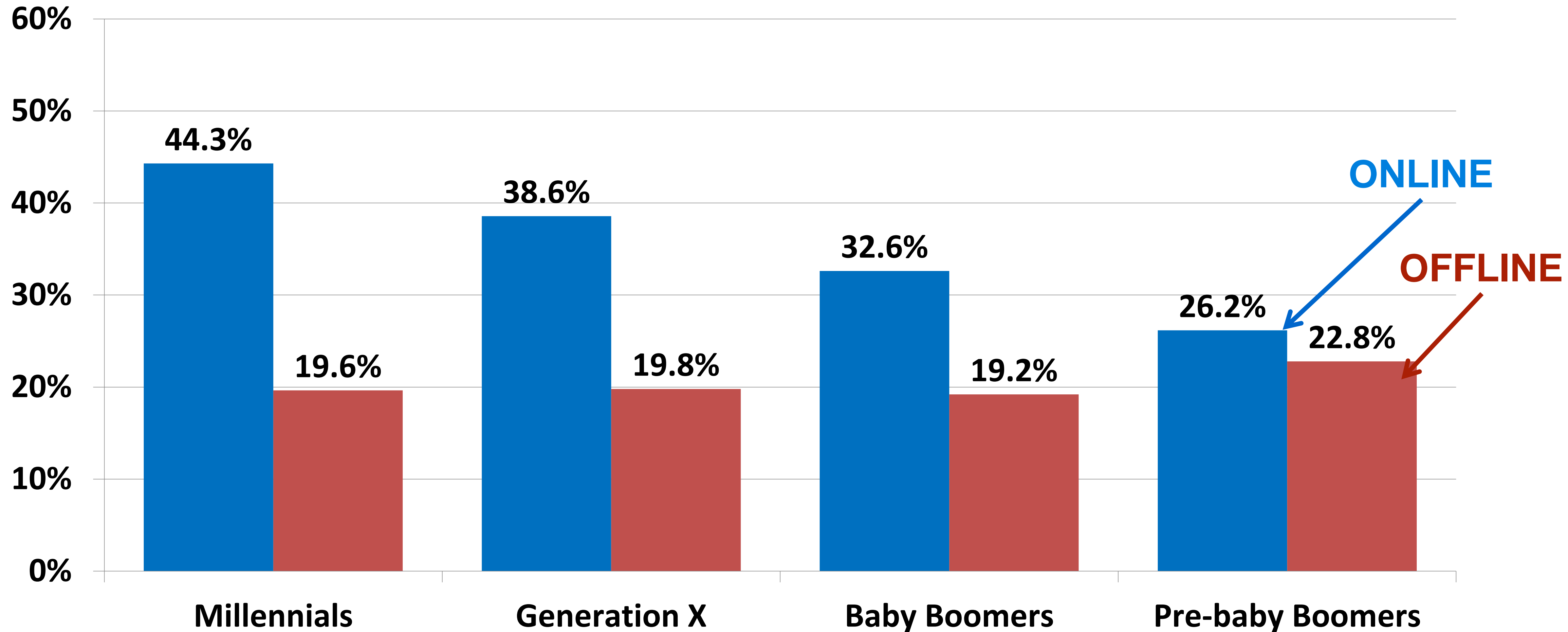


# Online Media: Travel Content Found Online





# Travel Content: Online Versus Offline

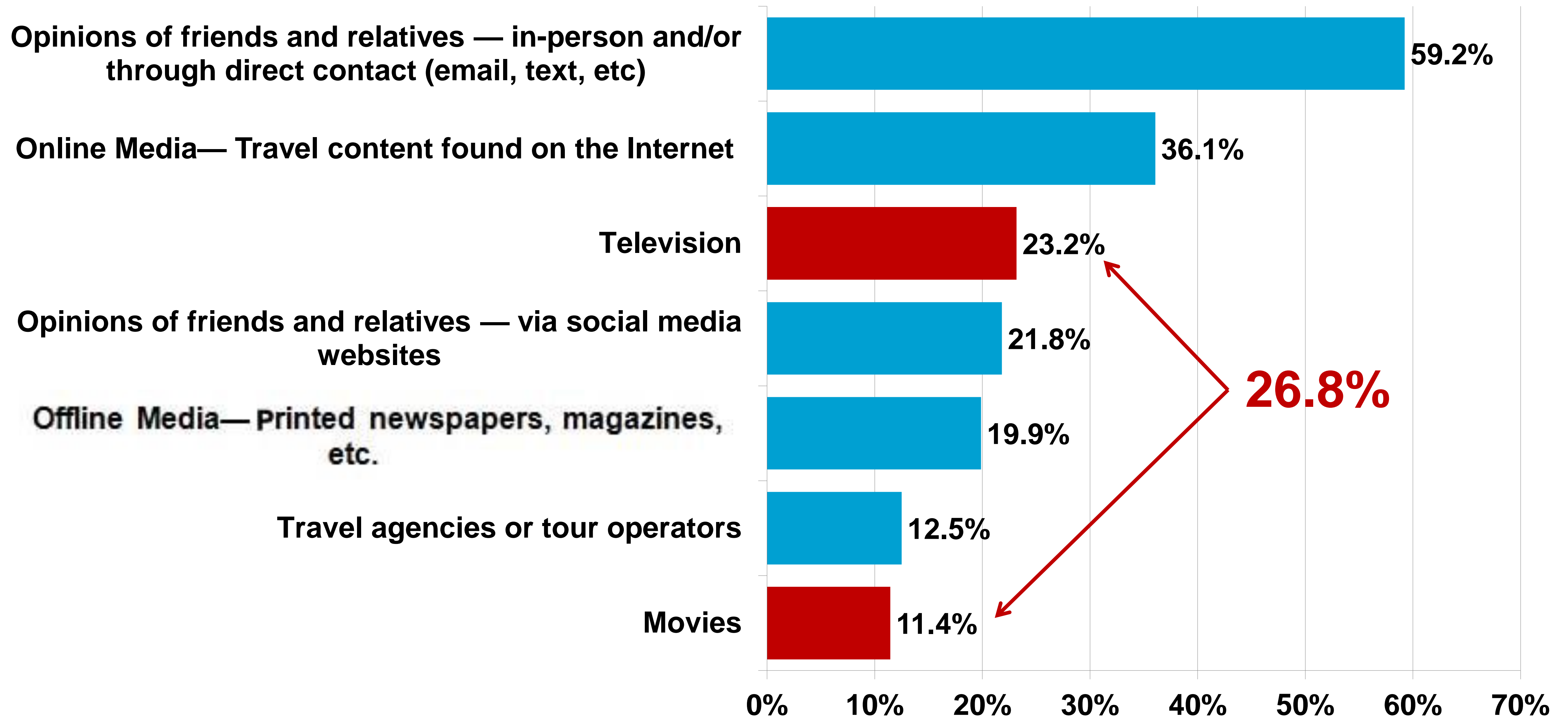




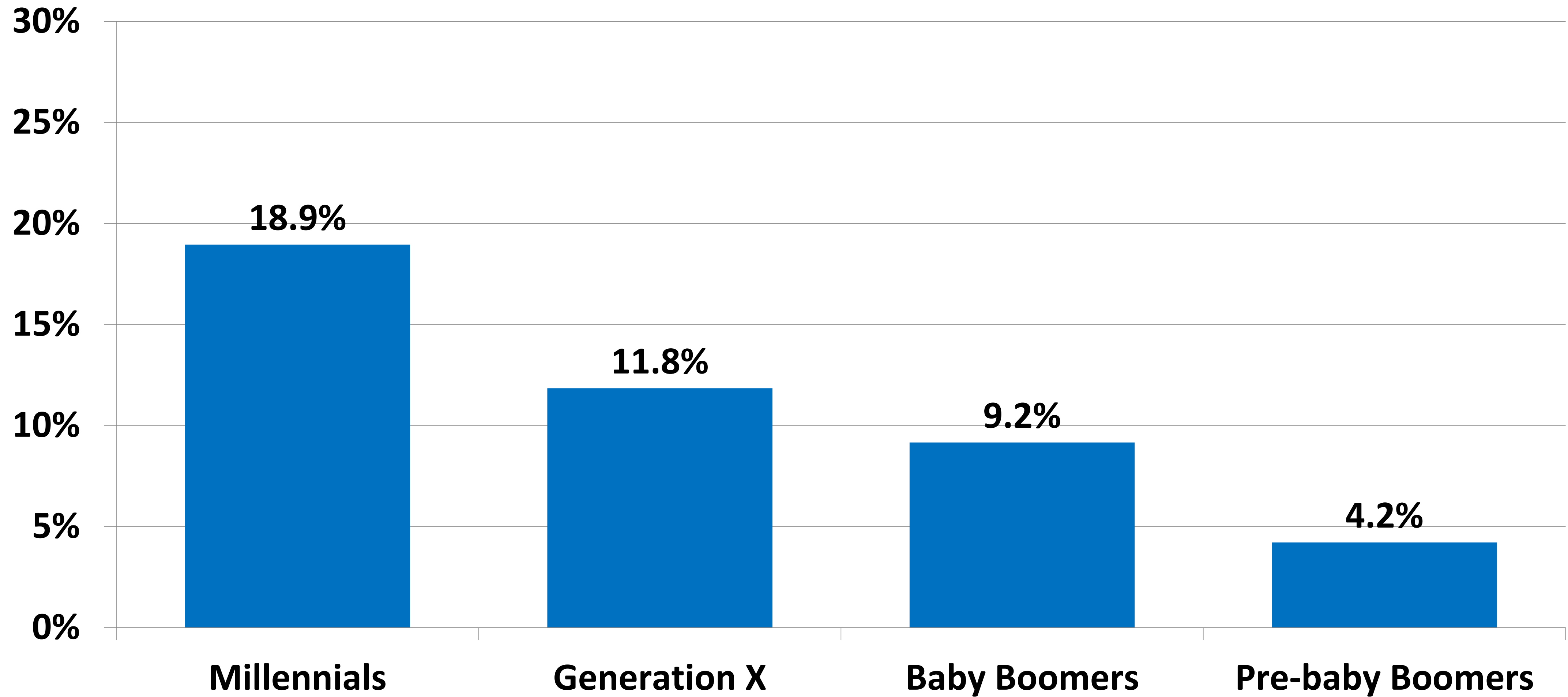




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# Movies





# All Response Data

Question: Please think specifically about how you get your inspiration for the destinations you want to visit. Which would you typically use to find destination ideas and inspiration? (Select all that apply)

	All Travelers	Millennials	Generation X	Baby Boomers	Pre-Boomers
Opinions of friends and relatives — in-person and/or through direct contact (email, text, etc)	59.2%	58.2%	56.5%	60.1%	65.0%
Online Media— Travel content found on the Internet	36.1%	44.3%	38.6%	32.6%	26.2%
Television	23.2%	25.6%	24.4%	24.0%	13.1%
Opinions of friends and relatives — via social media websites	21.8%	43.2%	24.5%	12.4%	7.2%
Offline Media—TV, printed newspapers, magazines, etc.	19.9%	19.6%	19.8%	19.2%	22.8%
Travel agencies or tour operators	12.5%	13.5%	12.7%	11.7%	13.1%
Movies	11.4%	18.9%	11.8%	9.2%	4.2%



**Slides available at:**

**[www.destinationanalysts.com/periscopev1](http://www.destinationanalysts.com/periscopev1)**