Good Travels: The Philanthropic Profile of the American Traveler
Phocuswright and Tourism Cares thank their sponsors for *Good Travels: The Philanthropic Profile of the American Traveler*. Without their active support, this research would not have been possible.

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Dear Travelers:

We all love to travel. Whether you are a consumer or part of the vast global tourism industry, we share a simple bond: We often come to love the places we visit. They are special, and special to us. They are also fragile and ever evolving, and filled with unique cultural heritage old and new. They are alive, and for many they are also home.

The Tourism Cares community is committed to helping the destinations we care about thrive, especially those in need. We accomplish that by rallying the U.S. travel industry around shared priorities in the U.S. and around the world, and by helping millions of travelers and travel companies better fulfill their own passions and causes.

The Good Travels study is an important milestone in how tourism sees giving back. This first-ever research looks deeply into the charitable motivations and habits of travelers. There are many findings that are surprising, such as the extent of millennials’ interest in giving back. Other findings confirmed potent trends we suspected, like the premium families place on the giving experience and the learning and values discussions that go with it, and that those who give back have high levels of trip satisfaction.

Collectively, this research is a call to action at an important time for travel and the travel industry. For travelers seeking authentic experiences and who are sensitive to the costs of global tourism, Good Travels shows the way to more meaningful travel personally and with your family, and for exploring how you can make all your travel dollars count for communities.

For the travel industry, this snapshot reveals a growing segment of the traveling population that cares about a company’s social responsibility profile, wants more interaction, and wants to learn about local issues and how to help. Engaging this new traveler is increasingly important for your business, and Tourism Cares and other organizations are able to help you meet this opportunity.

Most importantly, for all of us who love our destinations, this is a chance to come together and make a positive difference with the communities we all care about, while enhancing the very travel experience.

Special gratitude for this research is owed to Amadeus, American Express, other committed sponsors noted above, the entire Tourism Cares member community, Tourism Cares Director Patty Janes of Grand Valley State University, and Charuta Fadnis and the great team at Phocuswright.

Travel well – and give well!

Sincerely,

Mike Rea
CEO, Tourism Cares,

Brad Finkle
Chairman of the Board, and President,
Trip Mate Inc.
About Phocuswright

Phocuswright is the travel industry research authority on how travelers, suppliers and intermediaries connect. Independent, rigorous and unbiased, Phocuswright fosters smart strategic planning, tactical decision-making and organizational effectiveness.

Phocuswright delivers qualitative and quantitative research on the evolving dynamics that influence travel, tourism and hospitality distribution. Our marketplace intelligence is the industry standard for segmentation, sizing, forecasting, trends, analysis and consumer travel planning behavior. Every day around the world, senior executives, marketers, strategists and research professionals from all segments of the industry value chain use Phocuswright research for competitive advantage.

To complement its primary research in North and Latin America, Europe and Asia, Phocuswright produces several high-profile conferences in the United States and Europe, and partners with conferences in China and Singapore. Industry leaders and company analysts bring this intelligence to life by debating issues, sharing ideas and defining the ever-evolving reality of travel commerce.

The company is headquartered in the United States with Asia Pacific operations based in India and local analysts on five continents.

Phocuswright is a wholly owned subsidiary of Northstar Travel Media, LLC.

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Good Travels: The Philanthropic Profile of the American Traveler

Written and Researched by Charuta Fadnis

Introduction

Travel evokes images of sun-drenched beaches, towering mountains, new languages and cultures and above all, a feeling of escape from everyday life. Whether a short weekend getaway or a long annual vacation, travel holds a special place in the lives of most people. In 2014, 63% of U.S. online adults took at least one leisure trip, spending on average $3,155 during the year on their travels.1

Motivations for travel differ widely from person to person. For many, a vacation is an opportunity to meet new people and experience different cultures. Some look for pure escape and rest and relaxation on a beach, while others seek greater local engagement, whether it’s a homestay or volunteering at a school.

Whatever the impetus for the trip, many who travel contribute to the destinations they visit. Their contributions, in the form of volunteer time, monetary or in-kind donations – and even their everyday spending – impact not just the local populace but also the wider economy in their destination. Nearly half of travelers think it is very or extremely important for their travel dollars – whether travel spend or donations – to benefit the communities they visit (Figure 1).

FIGURE 1: Importance of travel dollars benefiting local populace

Question: How important is it to you that your travel spending and giving help the communities you visit?
Base: Leisure travelers who give back in the destinations they visit (N=507)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

Those who give to charity often feel an affinity for the cause or organization they give to. This is easier closer to home, but in an unfamiliar place, the desire to contribute can be hampered by a lack of knowledge of relevant causes and how to contribute.

Travel companies can play a role in informing travelers about local needs and how to give effectively, but to do so, they need insight into travelers’ giving behavior. They can use this knowledge to formulate their offerings, marketing messages and social responsibility strategies, and be more relevant and appealing to travelers. Understanding the differences between traveler groups is key to engaging with them, and can form the foundation of a mutually beneficial relationship.

And for travelers, having more information about the power of giving while traveling can lead to more meaningful travel, greater trip satisfaction, and better use of their tourism and charitable dollars.

**Purpose of the Study and Methodology**

Tourism Cares commissioned Phocuswright to conduct a study of charitable dispositions and giving practices of U.S. leisure travelers. The objective of the study was to learn about travelers’ behavior as it relates to charitable giving linked to their travel. This includes their motivations and influences, philanthropic intentions and their bearing on consumer buying decisions, trip satisfaction and post-trip charitable activities. A secondary objective was to examine the reasons why some travelers did not give back to their travel destinations.

Phocuswright fielded an online survey between June 9 and June 13, 2015 through Global Market Insite, Inc. targeting the general adult population who have Internet access and travel for leisure.

To qualify for participation in the study, respondents had to indicate that they had taken at least one leisure trip at least 75 miles from home in the past two years that included paid lodging and/or air travel. Additional criteria necessary for participation in the survey included a minimum annual household income of $50,000, and respondents had to have given back to the places they visited for leisure though volunteering, monetary or in-kind donations. Respondents who indicated that they traveled to U.S. domestic destinations were limited to approximately 30% of total qualified responses.

A total of 2,551 respondents accessed the survey, of whom 1,405 indicated that they had volunteered and/or donated to a destination they visited for leisure in the last two years – an incidence of 55%.

Allowing for pre-determined quotas, 507 qualified responses were included in the analysis. These responses were weighted by age and gender to be representative of the general population with annual household income of at least $50,000. The error interval for analysis of this traveler set is +4.4% at a 95% confidence level. A corresponding 684 responses from those who did not participate in any charitable activities were analyzed for the non-givers section.
In this paper, “travelers” effectively refers to “giving travelers”: those who indicated that they undertook some charitable giving activity during their leisure trips over the past two years. Those who did not give are referred to as “non-givers.”

**Respondent Demographics**

Of the 507 qualified respondents, 35% were millennials in the 18-34 age group (Figure 2) and 44% were between the ages of 35 and 54. Just over half (52%) were male. With a minimum threshold of US$50,000 needed to qualify for the survey, the largest group of respondents (45%) had an annual household income below $100,000 (Figure 3) and an additional 30% fell into the $100,000-149,999 category. Over 70% had at least a Bachelor’s degree.

![FIGURE 2: Respondent age and gender](image)

**FIGURE 2: Respondent age and gender**

<table>
<thead>
<tr>
<th>Age</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>20%</td>
</tr>
<tr>
<td>35-54</td>
<td>44%</td>
</tr>
<tr>
<td>55+</td>
<td>35%</td>
</tr>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
</tbody>
</table>

Question: Please select your age group. What is your gender?
Base: Leisure travelers who give back in the destinations they visit (N=507)
Note: Totals may not add up to 100% due to rounding.
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

![FIGURE 3: Respondent education and household income](image)

**FIGURE 3: Respondent education and household income**

<table>
<thead>
<tr>
<th>Highest level of education</th>
<th>Household income</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school graduate</td>
<td>$50,000-$99,000</td>
</tr>
<tr>
<td>Some college or Associate’s degree</td>
<td>$100,000-$149,000</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>$150,000-$199,000</td>
</tr>
<tr>
<td>Master’s degree</td>
<td>$200,000-$249,000</td>
</tr>
<tr>
<td>Doctorate or professional post-graduate degree</td>
<td>$250,000 or more</td>
</tr>
</tbody>
</table>

Question: What is the highest level of education you’ve completed? What is your annual household income?
Base: Leisure travelers who give back in the destinations they visit (N=507)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
Over six in 10 respondent households have at least one child (Figure 4) and nearly half of those households have two children. So, it follows that 46% of households comprise 3-4 members. Larger households with three or more children form 15% of the total respondent base.

**Key Findings**

**Summary Results**

Most travelers give back to their leisure destination and want their money to benefit the communities they visit

- 55% of all travelers\(^2\) have given back to a leisure destination, either with their time (volunteer work) or through cash or in-kind donations.

- Nearly half of all travelers attach a very high degree of importance to having their travel spend and donations make a positive difference to local communities in their vacation locations.

**Travelers contribute generously and many make a concerted effort to engage meaningfully with local communities**

- 64% of travelers spent some time volunteering, 86% donated money and 78% made in-kind donations in their travel destinations.

- Four out of every 10 travelers made a deliberate effort to interact with people in the place they visited.

\(^2\) 55% (1,405 out of 2,551) of those who accessed the survey indicated some level of giving during a trip in the last two years. Only 507 respondents are included in the subsequent analysis.
Price drives purchasing behavior, but social factors cannot be discounted

- Price is the dominant criterion in travel purchasing, with nearly six in 10 travelers ranking it in their top three reasons for buying from a particular travel company.

- A third (34%) also consider a company’s commitment to social responsibility and a quarter factor in the travel company’s ability to integrate giving into the travel experience.

Exposure to issues spur giving

- Three in 10 giving travelers were prompted to volunteer or donate because of something they read, heard, saw or experienced.

The desire to help fellow humans, especially by providing basic necessities, drives the most giving

- Causes that address issues related to the provision of basic necessities such as food, water and shelter are the top priority for 42% of travelers.

- Nearly half (48%) of all giving benefits individuals or families, implying that the urge to help people in need is strong.

Trust matters: Family and friends are voices of influence when giving

- A majority (55%) of travelers attribute their contributions to their intrinsic desire to give back to the trip destination. This is especially true among travelers aged 35+.

- 31% of travelers are influenced by close family or friends. Among millennials, the proportion rises to 53%.

Giving enriches the travel experience

- Travelers’ satisfaction with a trip is directly boosted by their charitable activity, with more than six in 10 indicating that their trips were enhanced by their giving.

The halo effect: Destinations continue to benefit long after travelers go home

- Giving creates a bond between travelers and the causes/destinations they give to. Forty percent remain interested in their cause.

- Thirty-one percent give more to the same cause and 22% give to another cause in the same destination.

The future of travel philanthropy is bright

- A third of travelers expect to increase their travel-related giving in the next two years.

- Creating social awareness among children is on many parents’ minds. Thirty-five percent of giving travelers will have increased conversations about community needs and 37% will involve their children more in their giving activity.
To Give or Not to Give: the long-term question for non-givers

• Non-givers maintain a firewall between their travel and their giving; 32% said their giving is not related to travel, and 17% said they traveled purely for enjoyment.

• Yet there are reasons to hope: A quarter said they’d be interested in learning more about giving, rising to a third for millennials.

Millennials: The Generous Generation

Millennials (18-34) are often derided as the “me” generation but they may in fact be the “generous generation.” Compared to older travelers, 18-34 year olds exhibit a keen desire to contribute to the destinations they visit, and their actions back up their words (Appendix – Figures 28-36).

• Millennials are far more generous with their time, money and in-kind donations than any other generation – 81% volunteered, 78% donated cash and 83% gave in-kind when traveling during the last two years.

• On average, millennials gave two and a half times more hours, nearly three times more cash, and four and a half times more in-kind as compared to over-55s.

• More than four in 10 millennials say charitable giving is extremely important to them, in stark contrast to over-35s.

• Nearly 70% want their travel giving and over 60% want their travel spend to benefit the communities they visit.

• Travelers aged 18-34 were much more likely to have extensive interaction with local communities than older travelers.

• They place much higher value on suppliers’ commitment to community and societal good. Thirty-nine percent cited commitment to social responsibility as a factor in their supplier selection.

• Millennials are extremely satisfied with their travel-related giving; over 80% said it had a very positive impact on their satisfaction with the trip.

• They are most likely to continue to stay involved even after returning home. Fifty-four percent took an active interest in the causes they gave to and 50% intend to plan more trips around giving.

Families: Leading by Example

The future is bright for philanthropy in travel as parents take the lead in setting an example for their children. Families who travel with children inculcate a sense of social responsibility in the next generation through their attitudes and actions (Figures 37-42).

• Families with children are more likely than average to rate giving back as highly important. Seventy-one percent said giving non-monetary donations was very or extremely important.
• More of those who traveled with children gave more time (73%) and in-kind (82%) than the average traveler.

• Families gave the most time, volunteering for 38 hours on their most meaningful trip.

• Nearly three quarters of all families said giving created a very positive trip experience.

• On returning home, 46% keep tabs on the causes they donated to and 34% gave more to the same cause.

• Family involvement with giving is set to increase. Forty-nine percent of families who traveled with children will engage their children more in giving, and 47% plan to further discuss community needs with them.

Affluent Travelers

Household income (HHI) is correlated with the importance people ascribe to charitable giving in general. The attitudes and behavior of affluent travelers – those with an annual HHI of $100,000 or more – reflect their desire to give back to society (Figures 43-51).

• Six in 10 affluent travelers indicated that volunteering was very or extremely important to them, and more than seven in 10 said the same about non-monetary donations.

• Nearly 55% of those earning over $100,000 per year think it is very or extremely important that their travel spend and giving benefit local communities.

• CSR is a bigger consideration in the purchasing decision for those in the high earning group with nearly four in 10 saying it plays a part, compared to less than three in 10 for those earning below $100,000.

• The most well-off (with HHI $150,000+) volunteered more and gave more money during their most meaningful trip, but the lowest income group was the most generous when it came to giving in-kind.

• Besides things they see, experience, read and hear about, site visits are the largest motivator for affluent travelers to open their pocketbooks. Nearly 30% cited site visits as one of their reasons for giving.

• Healthcare-related causes are supported by nearly three times as many affluent travelers as those earning less.

• Those earning and giving more were also more open to external influence. Nearly 40% were influenced by family and friends. Other influencers included tour operators/travel agents and local community members.

• Destinations continue to benefit from those in high income groups even after the trip is over. A third of those earning $100,000 or more made an additional contribution to the cause they supported, and of those in the highest income band ($150,000+), a third also gave to another cause in the destination.
More than 40% of travelers in the $150,000+ income bracket plan to engage their children more in charitable activities over the next two years.

**Interaction With Local Communities**

The level of interaction that travelers have with a community is connected to their commitment to the causes they give to during their trips. Naturally, a higher level of interaction leads to greater affinity with the community and engagement over a longer term (Figures 52-56).

- 90% or more of those with very high interaction gave their time or made a donation.
- Social consciousness plays a large part in the purchasing decisions of those with the highest interaction. Forty-seven percent say a travel company’s corporate social responsibility (CSR) is important to them.
- Travelers with the highest level of interaction gave more – on average, almost double the cash ($746) and more than four times in-kind ($965) than those with the lowest interaction.
- Direct contact with a project/organization or a site visit stimulate giving among those with high community interaction. Fifty-one percent of the most engaged travelers cited a site visit.
- In-trip interaction is correlated with post-trip actions. Fifty-seven percent of travelers who had the highest interaction gave more to the cause after their trip and 44% gave to another cause in the same destination.

**Attitudes Toward Philanthropy and Travel**

**FIGURE 5: General attitudes toward charitable giving**

<table>
<thead>
<tr>
<th>Volunteering</th>
<th>Monetary donations</th>
<th>Non-monetary donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not important at all: 4%</td>
<td>Not important at all: 1%</td>
<td>Not important at all: 1%</td>
</tr>
<tr>
<td>Somewhat important: 23%</td>
<td>Important: 29%</td>
<td>Important: 33%</td>
</tr>
<tr>
<td>Important: 56%</td>
<td>Very important: 28%</td>
<td>Extremely important: 34%</td>
</tr>
<tr>
<td>Extremely important: 56%</td>
<td>Extremely important: 28%</td>
<td>Extremely important: 34%</td>
</tr>
</tbody>
</table>

Question: In general, how important are the following charitable activities to you?  
Base: Leisure travelers who give back in the destinations they visit (N=507)  
Note: Totals may not add up to 100% due to rounding.  
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler  
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General Attitudes Toward Giving

Travelers who give in the destinations they visit are charitably inclined in their regular lives as well. More than half (56%) indicated that volunteering was very or extremely important to them (Figure 5), and nearly six in 10 said the same about giving cash.

Perhaps more tellingly, 67% rated non-monetary donations as highly important to them. Even small in-kind donations go a long way toward helping others. The ease of giving to initiatives like food drives organized at places of employment or donation boxes placed in community venues make these a good way for most people to give back, regardless of how time- or cash-strapped they might be.

Figure 6: Top 3 reasons for choosing a travel supplier

- Best prices or offers available: 59%
- Wide selection of options: 48%
- Previous experience with seller: 47%

Question: How do the following factors rank in your choice of travel companies (e.g., airlines, hotels/lodging, tour companies, etc.) for your trips? Rank in order of importance.
Base: Leisure travelers who give back in the destinations they visit (N=507)
Note: Combined ‘top 3’ ranking
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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Figure 7: Importance of travel suppliers’ CSR

- A strong commitment to social responsibility: 34%
- Integrated giving or volunteering opportunities into travel: 25%
- Exposes travelers to community needs and issues / is an active part of my home community: 23%

Question: How do the following factors rank in your choice of travel companies (e.g., airlines, hotels/lodging, tour companies, etc.) for your trips? Rank in order of importance.
Base: Leisure travelers who give back in the destinations they visit (N=507)
Note: Combined ‘top 3’ ranking
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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Purchasing Behavior of Giving Travelers

Consumer buying behavior in general leisure travel carries over to travelers who exhibit charitable traits. While most travelers want their travel spending to benefit the destinations they visit, they also exhibit all the classic behaviors of general leisure travel. The top three reasons cited for travel supplier selection are best price or offers (59%), wide selection of options (48%) and previous experience (47%) (Figure 6). Price sensitivity and choice are always key decision factors, but travel companies should not underestimate the importance of the customer experience. Nearly half of all travelers are greatly influenced in their buying decisions by their previous experience with a travel company; a great customer experience is instrumental in creating a loyal customer base.

Though these factors remain top of mind for travelers loosening their purse strings, a third also cited commitment to social responsibility as a feature in choosing a particular travel company (Figure 7). A quarter chose suppliers based on the opportunity to have an experience that integrated giving opportunities with their travel, and nearly as many thought it was important for a company to provide exposure to destination needs or be active contributors in their home communities.

Giving and Engagement With Local Communities

When it comes to travel-related giving, monetary donations were most common. Nearly nine in ten (86%) of travelers said they gave at least a few dollars (Figure 8). Just over three quarters made non-cash donations and nearly a third gave their time through volunteer activities. This high prevalence of monetary donations correlates with the limited interaction between travelers and the locations they visit. While a majority of travelers have an arms-length relationship with the community where they spend their vacation, 41% make a conscious effort to engage with local communities through organized activities like site visits and volunteering (Figure 9).

Question: During the last two years, did you give to any causes or organizations in the places you visited for leisure? Select one response for each row.

Base: Leisure travelers who give back in the destinations they visit (N=507)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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Most Meaningful Trip

Charitable activity can vary significantly from trip to trip – from a couple of dollars in a collection box for a church restoration fund, to weeks spent building new housing for disaster victims, and everything in between. To better understand behavior, Phocuswright asked travelers about the trip that holds the most meaning for them in terms of their giving.

Trip Planning

Travel destinations

While giving to causes within the U.S. is highly prevalent, in order to understand giving behavior on international trips, domestic travelers were restricted to just over 30% of the total sample. At 22% each, Europe and Mexico were the most popular international destinations (Figure 10), followed by Canada at 16% and Central America at 12%. This implies that most travelers lead with a destination in mind and philanthropy follows.

Older travelers (47%) were twice as likely to stay within the U.S. as millennials (23%) (Figure 11). The younger generation’s travel patterns indicate that philanthropy, while important to them, is also likely to be incidental to their travel. Europe was part of the itinerary for 35% of millennials’ most meaningful trips.
**FIGURE 10: Most popular destinations**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Domestic Travelers</th>
<th>Europe Travelers</th>
<th>Mexico Travelers</th>
<th>Canada Travelers</th>
<th>Central America Travelers</th>
<th>Asia Travelers</th>
<th>South America Travelers</th>
<th>Middle East Travelers</th>
<th>Pacific, incl. Australia and NZ Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>32%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td>22%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>22%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>16%</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central America</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puerto Rico, U.S.V.I. or other U.S. territories</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Question: Thinking about your most meaningful leisure trip involving giving, where did you travel to? Select all that apply.
Base: Leisure travelers who give back in the destinations they visit (N=507)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

**FIGURE 11: Travel destinations, by age**

![Bar chart showing travel destinations by age group]

Question: Thinking about your most meaningful leisure trip involving giving, where did you travel to? Select all that apply. Please select your age group.
Base: Leisure travelers who give back in the destinations they visit (N=507), 18-34 (N=178), 35-54 (N=225), 55+ (N=103)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
Travel party composition
Trips that involve philanthropy were most likely to be taken as a couple (40%), giving the adage “sharing is caring” a new meaning (Figure 12). But giving during travel isn’t restricted by the travel party’s composition. Solo travelers were as likely to take part in charitable activities as families with children under the age of 10.

Age and stage of life clearly play a role in travel party composition. Millennials between 18 and 34 were most likely to take a solo trip (20%) or travel with young children (28%) (Figure 13). Six in 10 of those aged over 55 traveled as a couple, unsurprising since they have the highest probability of being empty nesters.

Trip planning and itinerary
In the age of the Internet, most travelers prefer to create their own itineraries. Philanthropic trips are no different, with 56% of travelers setting their own agenda (Figure 14). Across age groups, travelers overwhelmingly planned their trips on their own (Figure 15). But, upending conventional logic, over a quarter of the younger demographic group traveled as part of an organized tour group with a fixed itinerary, compared to under a fifth of those over 35.

Travel giving by the numbers
U.S. travelers gave generously during their most meaningful trip. On average, travelers volunteered for 26 hours, gave $352 in cash and $272 in kind (Figure 16). There is large variance between giving levels; the median for monetary donations, for example, is $100. However, that does not negate the fact that travelers are willing to open their wallets and/or spend their time to help those in need.
FIGURE 13: Travel party composition, by age

<table>
<thead>
<tr>
<th>Party Composition</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>With a spouse or significant other only (no children)</td>
<td>29%</td>
<td>40%</td>
<td>22%</td>
</tr>
<tr>
<td>By myself</td>
<td>20%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>With family including young children under 10 years old</td>
<td>12%</td>
<td>13%</td>
<td>28%</td>
</tr>
<tr>
<td>With family including older children between 10-18 years old</td>
<td>4%</td>
<td>3%</td>
<td>16%</td>
</tr>
<tr>
<td>With friends</td>
<td>10%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>With adult family</td>
<td>10%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>With a community group I associate with at home (e.g., university, church, etc.)</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Combination</td>
<td>1%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Intergenerational trip</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Question: Who did you travel with on this trip? Please select your age group.
Base: Leisure travelers who give back in the destinations they visit (N=507); 18-34 (N=178); 35-54 (N=225); 55+ (N=103)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

FIGURE 14: Trip planning

<table>
<thead>
<tr>
<th>Trip Planning</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>I traveled on my own/independently and set my own agenda</td>
<td>56%</td>
<td>51%</td>
<td>60%</td>
</tr>
<tr>
<td>I traveled with an organized tour group and had a set travel and destination activity agenda</td>
<td>20%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>My trip had prepackaged travel components (e.g., two or more of air/car/hotel, etc. bought together), but no set destination agenda</td>
<td>10%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>My travel and destination agenda was customized to our requirements by a travel agent or tour operator</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>My trip included a mix of independent and group travel</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Question: Please select the statement that best describes your most meaningful trip.
Base: Leisure travelers who give back in the destinations they visit (N=507)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
Question: Please select the statement that best describes your most meaningful trip. Please select your age group.  
Base: Leisure travelers who give back in the destinations they visit (N=507); 18-34 (N=178); 35-54 (N=225); 55+ (N=103)  
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler  
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FIGURE 15: Trip planning, by age

- I traveled on my own/independently and set my own agenda:
  - 18-34: 58%  
  - 35-54: 58%  
  - 55+: 52%

- I traveled with an organized tour group and had a set travel and destination activity agenda:
  - 18-34: 16%  
  - 35-54: 17%  

- My trip had prepackaged travel components (e.g., two or more of air/car/hotel, etc. bought together), but no set destination agenda:
  - 18-34: 10%  
  - 35-54: 11%  

- My travel and destination agenda was customized to our requirements by a travel agent or tour operator:
  - 18-34: 6%  
  - 35-54: 6%  

- My trip included a mix of independent and group travel:
  - 18-34: 5%  
  - 35-54: 5%  

- Other:
  - 18-34: 1%  
  - 35-54: 1%  
  - 55+: 5%

Question: Thinking about your most meaningful trip involving giving, please approximate the value of your contributions as applicable.  
Base: Leisure travelers who give back in the destinations they visit (N=507)  
Note: Average hours and amounts  
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler  
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FIGURE 16: Giving during most meaningful trip

- Hours volunteered: 26
- Monetary donation: $352
- In-kind donation: $272
Charity drivers, causes and influencers

Exposure to need – whether first or second-hand – spurred travelers to give to the destinations they visited. Nearly a third of giving was inspired by something that travelers read/heard about, or something they witnessed first-hand (Figure 17). Organizations that work with local communities also had an important role to play in driving giving. Familiarity with projects or the work done by these organizations (27%) and site visits within a community (24%) prompted travelers to donate. Responding to an emergency or catastrophe was important, but at 20%, travelers were slightly less inclined towards it than towards planned giving activity (21%).

Fulfillment of basic needs like food and access to safe drinking water were the most popular causes to which travelers donated their time and money (Figure 18). Education, community development, healthcare and youth services rounded out the top five. Travelers relate most to the needs of individuals and families versus institutions and organizations; 48% of giving directly benefited this constituency (see Figure 19). This is a clear sign that travelers align themselves with causes that enable community members to further themselves and become more self-reliant in the future.

Travel companies and organizations that want to influence travelers to give must deliver the right message at the right time through the right medium. In the case of half of all travelers, this means appealing to intrinsic motivations (Figure 20). External influencers also play a part, even if the ultimate decision is the traveler’s to make. Friends and family (31%) are by far the most likely source of influence, followed by local community members and religious groups.

Age and external influence are inversely linked when it comes to giving. Nearly seven in 10 of over-35 year olds gave of their own accord (Figure 21). Millennials, on the other hand, were more likely to turn to family and friends for advice.
Question: What causes did you support with your giving on this trip? Select all that apply.
Base: Leisure travelers who give back in the destinations they visit (N=507)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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FIGURE 18: Causes espoused by travelers

- Basic needs: 42%
- Education: 27%
- Community development: 25%
- Healthcare: 20%
- Youth services: 18%
- Infrastructure: 14%
- Religious causes: 14%
- Humanitarian services: 11%
- Environment: 11%
- Wildlife conservation: 9%
- Women’s empowerment: 7%
- Arts and culture: 3%
- Other: 3%

Question: Who did you give your time, money or donations to on this trip? Select all that apply.
Base: Leisure travelers who give back in the destinations they visit (N=507)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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FIGURE 19: Beneficiaries of travelers’ philanthropy

- Individuals or families directly: 48%
- Religious organizations or places of worship: 33%
- Non-profit organizations: 27%
- Educational institutions: 27%
- Museums, arts centers or other cultural organizations: 17%
**FIGURE 20: Influences on charitable giving**

- No one – I gave of my own accord: 55%
- Family or friends: 31%
- Local person(s) encountered during my trip: 12%
- Religious group or organization: 12%
- Tour operator or travel agent: 11%
- Non-profit or non-governmental organization: 5%
- News media: 2%

Question: Who influenced your decision to give on this trip? Select all that apply.
Base: Leisure travelers who give back in the destinations they visit (N=507)
Source: Phocuswright's Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

**FIGURE 21: Influences on charitable giving, by age**

- 18-34
  - No one – I gave of my own accord: 34% (65%)
  - Family or friends: 21% (53%)
  - Local person(s) encountered during my trip: 9% (21%)
  - Religious group or organization: 9% (18%)
  - Tour operator or travel agent: 9% (17%)
  - Non-profit or non-governmental organization: 4% (9%)
  - News media: 1% (0%)

- 35-54
  - No one – I gave of my own accord: 21% (68%)
  - Family or friends: 17% (53%)
  - Local person(s) encountered during my trip: 3% (9%)
  - Religious group or organization: 7% (9%)
  - Tour operator or travel agent: 7% (9%)
  - Non-profit or non-governmental organization: 9% (9%)
  - News media: 1% (0%)

- 55+
  - No one – I gave of my own accord: 9% (65%)
  - Family or friends: 1% (53%)
  - Local person(s) encountered during my trip: 1% (9%)
  - Religious group or organization: 1% (9%)
  - Tour operator or travel agent: 1% (9%)
  - Non-profit or non-governmental organization: 4% (9%)
  - News media: 0% (0%)

Question: Who influenced your decision to give on this trip? Select all that apply. Please select your age group.
Base: Leisure travelers who give back in the destinations they visit (N=507), 18-34 (N=178), 35-54 (N=225), 55+ (N=103)
Source: Phocuswright's Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
Satisfaction and Post-Trip Activity

Giving is greatly rewarding for those who do so: 64% expressed very high trip satisfaction directly linked to their charitable activities (Figure 22).

**FIGURE 22: Trip satisfaction**

Question: To what extent did the act of giving enhance your travel experience? Please rate on a scale of 1-5, where 1 is “Not at all” and 5 is “It made the trip.”

Base: Leisure travelers who give back in the destinations they visit (N=507)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

But the effects of charitable giving linger well beyond the trip. Often, travelers have a vested interest in the cause they contributed to, and 41% said they took an active interest in that cause after the trip (Figure 23). Three in 10 (31%) also indicated that their travel plans were influenced by giving opportunities.

**FIGURE 23: Post-trip actions**

Question: After your trip, did your giving experience lead to any of the following? Select all that apply.

Base: Leisure travelers who give back in the destinations they visit (N=507)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
giving went beyond the trip and they gave more to the same cause, while 22% gave to another cause in the place they visited. This virtuous cycle perpetuated by the initial act of giving can go on to benefit local communities over an extended horizon.

Outlook for Traveler Philanthropy

Over the next two years, the outlook for travel philanthropy is bright. The significant post-trip satisfaction expressed by travelers is likely to lead to further trips and charitable actions on their part. The most positive indicator is that 37% of travelers plan to increase their children’s engagement in giving activities, and 35% intend to increase discussions about community needs with them (Figure 24), thus passing on the torch to future generations.

Non-Givers

Those who do not indulge in philanthropy on their leisure travels also tend to place less emphasis on giving in their daily lives. Only 24% said volunteering was very or extremely important to them, in contrast to 57% of the giving group (Figure 25). Those who valued non-monetary donations highly stood at 28% of total non-givers, compared to 67% of givers.

Non-givers cited many reasons for their lack of charitable activity, but the most common was a separation between their travel and giving (Figure 26). Thirty-two percent said that their giving is not related to travel, and a further 17% said they traveled purely for enjoyment. That is not to say non-givers are averse to giving. One-tenth did not give because no one asked them and nearly one-fifth (17%) simply did not think of it. An additional 5% either didn’t find any appealing causes or did not know how to give.
Question: In general, how important are the following charitable activities to you?
Base: Leisure travelers who do not give back in the destinations they visit (N=684)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

**FIGURE 25: General attitudes toward giving among non-givers**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not important at all</th>
<th>Somewhat important</th>
<th>Important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteering</td>
<td>22%</td>
<td>16%</td>
<td>16%</td>
<td>24%</td>
<td>30%</td>
</tr>
<tr>
<td>Monetary donations</td>
<td>33%</td>
<td>16%</td>
<td>7%</td>
<td>27%</td>
<td>17%</td>
</tr>
<tr>
<td>Non-monetary donations</td>
<td>26%</td>
<td>12%</td>
<td>8%</td>
<td>20%</td>
<td>34%</td>
</tr>
</tbody>
</table>

**FIGURE 26: Reasons for not giving to charity during travel**

- My giving is not related to my travel: 32%
- I did not think of it: 17%
- I travel purely for enjoyment: 17%
- No one asked me: 10%
- I only give close to home: 8%
- Financial considerations: 6%
- I didn’t trust how my money would be spent: 5%
- I didn’t find any causes that appealed to me: 4%
- I didn’t know how to give: 1%

- 17% did not think of giving
- 10% did not get asked to give
- 4% did not find appealing causes
- 1% did not know how to give

Question: In general, how important are the following charitable activities to you?
Base: Leisure travelers who do not give back in the destinations they visit (N=684)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
Addressing this lack of awareness and putting the spotlight on ways to contribute might go a long way toward garnering contributions from this group. Approximately a quarter of non-givers expressed some degree of interest in exploring opportunities to give (Figure 27). This rises to a third among millennials, pointing to a young generation that, given relevant information, may be willing to act on their interest and embark on philanthropic trips in the future.

### FIGURE 27: Interest in learning about ways to contribute, by age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Not interested</th>
<th>Somewhat interested</th>
<th>Interested</th>
<th>Very interested</th>
<th>Extremely interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>28%</td>
<td>39%</td>
<td>22%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>35-54</td>
<td>47%</td>
<td>29%</td>
<td>17%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>55+</td>
<td>50%</td>
<td>31%</td>
<td>14%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>46%</td>
<td>31%</td>
<td>16%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Question: How interested would you be in learning more about ways to give back when you travel? Please select your age group.
Base: Leisure travelers who do not give back in the destinations they visit (N=684)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

### Conclusion

Giving back in some way – formally or informally – is ingrained in the value system of most U.S. travelers. At home or in far flung destinations, many travelers give back as a matter of course, in a way that is meaningful and convenient to them. These travelers can and do have a role to play in the development and advancement of communities in the places they visit. From millennials to families, affluent to not-so-affluent travelers, every traveler segment expresses the wish to contribute and give back to their leisure destinations.

However, they need help in bridging the gap between their desire to give and their knowledge of ways to do so effectively. That is where the travel and tourism ecosystem should step up. Creating or augmenting CSR initiatives, educating and informing travelers about giving programs, arranging site visits and facilitating interactions with local communities are just some of the steps that travel companies can take to start down this path.

Working with organizations at the intersection of tourism and philanthropy, companies can create programs that engage and enhance travel experiences, and improve satisfaction for various traveler constituencies.
Appendix

FIGURE 28: Travel-related giving, by age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Volunteered</th>
<th>Gave Money</th>
<th>Gave In-Kind</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>81%</td>
<td>78%</td>
<td>83%</td>
</tr>
<tr>
<td>35-54</td>
<td>61%</td>
<td>90%</td>
<td>79%</td>
</tr>
<tr>
<td>55+</td>
<td>43%</td>
<td>89%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Question: During the last two years, did you give to any causes or organizations in the places you visited for leisure? Select one response for each row. Please select your age group.
Base: Leisure travelers who give back in the destinations they visit (N=507); 18-34 (N=178); 35-54 (N=225); 55+ (N=103)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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FIGURE 29: Giving during most meaningful trip, by age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Hours volunteered</th>
<th>Monetary donation</th>
<th>In-Kind donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>35</td>
<td>$437</td>
<td>$324</td>
</tr>
<tr>
<td>35-54</td>
<td>24</td>
<td>$377</td>
<td>$322</td>
</tr>
<tr>
<td>55+</td>
<td>14</td>
<td>$152</td>
<td>$72</td>
</tr>
</tbody>
</table>

Question: How do the following factors rank in your choice of travel companies (e.g., airlines, hotels/lodging, tour companies, etc.) for your trips? Rank in order of importance. Please select your age group.
Base: Leisure travelers who give back in the destinations they visit (N=507); 18-34 (N=178); 35-54 (N=225); 55+ (N=103)
Note: Average hours and amounts
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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**FIGURE 30: Attitudes to charitable giving, by age**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Volunteering</th>
<th>Monetary Donations</th>
<th>Non-Monetary Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>1%</td>
<td>13%</td>
<td>26%</td>
</tr>
<tr>
<td>35-54</td>
<td>5%</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>55+</td>
<td>2%</td>
<td>14%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Note: Totals may not add up to 100% due to rounding.

Source: Phocuswright's Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

**FIGURE 31: Importance of travel dollars benefiting local populace, by age**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Travel Spending</th>
<th>Travel Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>2%</td>
<td>11%</td>
</tr>
<tr>
<td>35-54</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>55+</td>
<td>6%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Question: How important is it to you that your travel spending and giving help the communities you visit? Please select your age group.

Base: Leisure travelers who give back in the destinations they visit (N=507); 18-34 (N=178); 35-54 (N=225); 55+ (N=103)

Source: Phocuswright's Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
Question: Please select the statement that most closely describes your level of interaction with local communities you visited when traveling for leisure in the last two years. Select one. Please select your age group.
Base: Leisure travelers who give back in the destinations they visit (N=507); 18-34 (N=178); 35-54 (N=225); 55+ (N=103)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

<table>
<thead>
<tr>
<th>Level of Interaction</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little or no community interaction – Travel was mainly leisure</td>
<td>25%</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Limited interaction – Tourist activities and exploring</td>
<td>30%</td>
<td>35%</td>
<td>30%</td>
</tr>
<tr>
<td>Moderate interaction – Structured site visits or activities</td>
<td>45%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>High interaction – Some volunteer activities or experiences</td>
<td>16%</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>Very high interaction – Extended community experiences or volunteering</td>
<td>11%</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Question: How do the following factors rank in your choice of travel companies (e.g., airlines, hotels/lodging, tour companies, etc.) for your trips? Rank in order of importance. Please select your age group.
Base: Leisure travelers who give back in the destinations they visit (N=507); 18-34 (N=178); 35-54 (N=225); 55+ (N=103)
Note: Combined 'top 3' ranking
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
FIGURE 34: Trip satisfaction, by age

Question: To what extent did the act of giving enhance your travel experience? Please rate on a scale of 1-5, where 1 is “Not at all” and 5 is “It made the trip.” Please select your age group.

Base: Leisure travelers who give back in the destinations they visit (N=507); 18-34 (N=178); 35-54 (N=225); 55+ (N=103)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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FIGURE 35: Post-trip actions, by age

Question: After your trip, did your giving experience lead to any of the following? Select all that apply. Please select your age group.

Base: Leisure travelers who give back in the destinations they visit (N=507); 18-34 (N=178); 35-54 (N=225); 55+ (N=103)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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Question: How do you expect the following activities, as they relate to your giving behavior, to change over the next two years? Please select your age group.
Base: Leisure travelers aged 18-34 who give back in the destinations they visit (N=178)
Source: Phocuswright's Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

FIGURE 36: Millennials: Intentions for travel philanthropy

<table>
<thead>
<tr>
<th>Activity</th>
<th>Decrease</th>
<th>Stay the same</th>
<th>Increase</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliberately plan trips that involve giving</td>
<td>13%</td>
<td>36%</td>
<td>50%</td>
<td>1%</td>
</tr>
<tr>
<td>Study or learn about the social needs in a destination before I travel</td>
<td>5%</td>
<td>48%</td>
<td>45%</td>
<td>3%</td>
</tr>
<tr>
<td>Make site visits to learn about social needs when I travel</td>
<td>6%</td>
<td>42%</td>
<td>48%</td>
<td>4%</td>
</tr>
<tr>
<td>Give back to local communities I visit</td>
<td>6%</td>
<td>51%</td>
<td>39%</td>
<td>5%</td>
</tr>
<tr>
<td>Discuss community needs with my children</td>
<td>6%</td>
<td>34%</td>
<td>49%</td>
<td>11%</td>
</tr>
<tr>
<td>Engage my children in giving</td>
<td>4%</td>
<td>40%</td>
<td>43%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Question: In general, how important are the following charitable activities to you? Please select your age group. Who did you travel with on this trip?
Base: Leisure travelers who travel with families including children and give back in the destinations they visit (N=127)
Note: Totals may not add up to 100% due to rounding.
Source: Phocuswright's Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

FIGURE 37: Families: General attitudes toward giving back

<table>
<thead>
<tr>
<th>Activity</th>
<th>Not important at all</th>
<th>Somewhat important</th>
<th>Important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteering</td>
<td>15%</td>
<td>19%</td>
<td>30%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Monetary donations</td>
<td>15%</td>
<td>19%</td>
<td>33%</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Non-monetary donations</td>
<td>8%</td>
<td>20%</td>
<td>8%</td>
<td>71%</td>
<td>41%</td>
</tr>
</tbody>
</table>

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Question: During the last two years, did you give to any causes or organizations in the places you visited for leisure? Select one response for each row. Who did you travel with on this trip?
Base: Leisure travelers who travel with families including children and give back in the destinations they visit (N=127)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

**FIGURE 38: Families: Travel-related giving**

- 73% Volunteered
- 79% Gave money
- 82% Gave in-kind

Question: Thinking about your most meaningful trip involving giving, please approximate the value of your contributions as applicable. Who did you travel with on this trip?
Base: Leisure travelers who travel with children and give back in the destinations they visit (N=127)
Note: Average hours and amounts
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

**FIGURE 39: Families: Giving during most meaningful trip**

- 38 Hours volunteered
- $225 Monetary donation
- $261 In-kind donation
Figure 40: Families: Trip satisfaction

Question: To what extent did the act of giving enhance your travel experience? Please rate on a scale of 1-5, where 1 is "Not at all" and 5 is "It made the trip." Who did you travel with on this trip?

Base: Leisure travelers who travel with children and give back in the destinations they visit (N=127)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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Figure 41: Families: Post-trip actions

Question: After your trip, did your giving experience lead to any of the following? Select all that apply. Who did you travel with on this trip?

Base: Leisure travelers who travel with children and give back in the destinations they visit (N=127)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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**FIGURE 42: Families: Intentions for travel philanthropy**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Decrease</th>
<th>Stay the Same</th>
<th>Increase</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage my children in giving</td>
<td>5%</td>
<td>43%</td>
<td>49%</td>
<td>3%</td>
</tr>
<tr>
<td>Discuss community needs with my children</td>
<td>5%</td>
<td>41%</td>
<td>47%</td>
<td>5%</td>
</tr>
<tr>
<td>Give back to local communities I visit</td>
<td>9%</td>
<td>52%</td>
<td>35%</td>
<td>6%</td>
</tr>
<tr>
<td>Make site visits to learn about social needs when I travel</td>
<td>5%</td>
<td>50%</td>
<td>39%</td>
<td>4%</td>
</tr>
<tr>
<td>Study or learn about the social needs in a destination before I travel</td>
<td>3%</td>
<td>56%</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>Deliberately plan trips that involve giving</td>
<td>10%</td>
<td>49%</td>
<td>36%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Question: How do you expect the following activities, as they relate to your giving behavior, to change over the next two years? Who did you travel with on this trip?

Base: Leisure travelers who travel with children and give back in the destinations they visit (N=127)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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**FIGURE 43: Affluent travelers: Attitudes toward general giving**

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Not important at all</th>
<th>Somewhat important</th>
<th>Important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50,000 - $99,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$150,000+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Question: In general, how important are the following charitable activities to you? What is your annual household income?

Base: Leisure travelers who give back in the destinations they visit (N=507); $50,000-$99,999 (N=229); $100,000-$149,999 (N=154); $150,000+ (N=123)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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FIGURE 44: Affluent travelers: Importance of travel dollars benefiting local communities

<table>
<thead>
<tr>
<th></th>
<th>Travel spending</th>
<th>Travel giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000-$99,999</td>
<td>5%</td>
<td>19%</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>4%</td>
<td>16%</td>
</tr>
<tr>
<td>$150,000+</td>
<td>8%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Question: How important is it to you that your travel spending and giving help the communities you visit? What is your annual household income?

Base: Leisure travelers who give back in the destinations they visit (N=507); $50,000-$99,999 (N=229); $100,000-$149,999 (N=154); $150,000+ (N=123)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

FIGURE 45: Importance of a travel company’s CSR in purchasing decisions, by income

<table>
<thead>
<tr>
<th>Income</th>
<th>29%</th>
<th>38%</th>
<th>37%</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000-$99,999</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$150,000+</td>
<td></td>
<td>29%</td>
<td></td>
</tr>
</tbody>
</table>

* Combined ‘top 3’ ranking

Question: How do the following factors rank in your choice of travel companies (e.g., airlines, hotels/lodging, tour companies, etc.) for your trips? Rank in order of importance. What is your annual household income?

Base: Leisure travelers who give back in the destinations they visit (N=507); $50,000-$99,999 (N=229); $100,000-$149,999 (N=154); $150,000+ (N=123)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
Question: Thinking about your most meaningful trip involving giving, please approximate the value of your contributions as applicable. What is your annual household income?
Base: Leisure travelers who give back in the destinations they visit (N=507); $50,000-$99,999 (N=229); $100,000-$149,999 (N=154); $150,000+ (N=123)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

**FIGURE 46: Giving during most meaningful trip, by income**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Hours Volunteered</th>
<th>Monetary donation</th>
<th>In-Kind donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000-$99,999</td>
<td>20</td>
<td>$346</td>
<td>$351</td>
</tr>
<tr>
<td>$100,000-$149,999</td>
<td>28</td>
<td>$225</td>
<td>$135</td>
</tr>
<tr>
<td>$150,000+</td>
<td>34</td>
<td>$524</td>
<td>$295</td>
</tr>
</tbody>
</table>

Question: What prompted you to give during this trip? Select all that apply. What is your annual household income?
Base: Leisure travelers who give back in the destinations they visit (N=507); $50,000-$99,999 (N=229); $100,000-$149,999 (N=154); $150,000+ (N=123)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

**FIGURE 47: Reasons for giving, by income**

- Something I read or heard about
  - $50,000-$99,999: 27%
  - $100,000-$149,999: 25%
  - $150,000+: 23%

- Direct contact with an organization and/or project
  - $50,000-$99,999: 29%
  - $100,000-$149,999: 28%
  - $150,000+: 26%

- It was part of my regular giving activity
  - $50,000-$99,999: 29%
  - $100,000-$149,999: 28%
  - $150,000+: 26%

- An ask from a person or organization in the trip destination
  - $50,000-$99,999: 14%
  - $100,000-$149,999: 15%
  - $150,000+: 13%

- An ask from a person or organization where I live
  - $50,000-$99,999: 6%
  - $100,000-$149,999: 9%
  - $150,000+: 12%

- An ask from a tour operator or travel agent for a cause
  - $50,000-$99,999: 3%
  - $100,000-$149,999: 4%
  - $150,000+: 4%
Question: What causes did you support with your giving on this trip? Select all that apply. What is your annual household income?

Base: Leisure travelers who give back in the destinations they visit (N=507); $50,000-$99,999 (N=229); $100,000-$149,999 (N=154); $150,000+ (N=123)

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**FIGURE 48: Causes espoused, by income**

- Basic needs
- Education
- Healthcare
- Youth services
- Community development
- Infrastructure
- Humanitarian services
- Environment
- Women’s empowerment
- Religious causes
- Arts and culture
- Wildlife conservation
- Other

- **$50,000-$99,999**
- **$100,000-$149,999**
- **$150,000+**

Question: Who influenced your decision to give on this trip? Select all that apply. What is your annual household income?

Base: Leisure travelers who give back in the destinations they visit (N=507); $50,000-$99,999 (N=229); $100,000-$149,999 (N=154); $150,000+ (N=123)

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**FIGURE 49: Influencers of giving behavior, by income**

- No one – I gave of my own accord
- Family or friends
- Tour operator or travel agent
- Local person(s) encountered during my trip
- Religious group or organization
- Non-profit or non-governmental organization
- News media

- **$50,000-$99,999**
- **$100,000-$149,999**
- **$150,000+**
**FIGURE 50: Affluent travelers’ continued giving to causes in the destination, post-trip**

<table>
<thead>
<tr>
<th>Activity</th>
<th>$50,000-$99,999</th>
<th>$100,000-$149,999</th>
<th>$150,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>I take an active interest in the cause(s) that I gave to</td>
<td>39%</td>
<td>43%</td>
<td>37%</td>
</tr>
<tr>
<td>I gave more to the same cause or organization</td>
<td>26%</td>
<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>I gave to another cause or organization in the place(s) I visited</td>
<td>15%</td>
<td>22%</td>
<td>34%</td>
</tr>
<tr>
<td>I asked/influenced others to give to a cause or organization in the place(s) I visited</td>
<td>19%</td>
<td>20%</td>
<td>28%</td>
</tr>
<tr>
<td>It has had no real effect</td>
<td>9%</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>My travel plans are influenced by giving opportunities</td>
<td>30%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>I had a negative experience and do not engage in travel-related giving anymore</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Question: After your trip, did your giving experience lead to any of the following? Select all that apply. What is your annual household income?

Base: Leisure travelers who give back in the destinations they visit (N=507); $50,000-$99,999 (N=229); $100,000-$149,999 (N=154); $150,000+ (N=123)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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**FIGURE 51: Household income $150,000+: Intentions for giving**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Decrease</th>
<th>Stay the same</th>
<th>Increase</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliberately plan trips that involve giving</td>
<td>11%</td>
<td>42%</td>
<td>37%</td>
<td>9%</td>
</tr>
<tr>
<td>Study or learn about the social needs in a destination before I travel</td>
<td>5%</td>
<td>46%</td>
<td>40%</td>
<td>9%</td>
</tr>
<tr>
<td>Make site visits to learn about social needs when I travel</td>
<td>7%</td>
<td>45%</td>
<td>40%</td>
<td>9%</td>
</tr>
<tr>
<td>Give back to local communities I visit</td>
<td>8%</td>
<td>52%</td>
<td>33%</td>
<td>6%</td>
</tr>
<tr>
<td>Discuss community needs with my children</td>
<td>5%</td>
<td>39%</td>
<td>41%</td>
<td>15%</td>
</tr>
<tr>
<td>Engage my children in giving</td>
<td>4%</td>
<td>35%</td>
<td>44%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Question: How do you expect the following activities, as they relate to your giving behavior, to change over the next two years?

What is your annual household income?

Base: Leisure travelers who give back in the destinations they visit $150,000+ (N=123)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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FIGURE 52: High and very high community interaction: Travel-Related giving

<table>
<thead>
<tr>
<th></th>
<th>High interaction</th>
<th>Very high interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteered</td>
<td>84%</td>
<td>92%</td>
</tr>
<tr>
<td>Gave Money</td>
<td>88%</td>
<td>90%</td>
</tr>
<tr>
<td>Gave In-Kind</td>
<td>76%</td>
<td>94%</td>
</tr>
</tbody>
</table>

Question: During the last two years, did you give to any causes or organizations in the places you visited for leisure? Select one response for each row. Please select the statement that most closely describes your level of interaction with local communities at the trip destination. Select one.
Base: Leisure travelers who give back in the destinations they visit; High interaction (N=62); Very high interaction (N=50)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

FIGURE 53: Very high community interaction: Factors in purchasing decision

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand name or reputation</td>
<td>52%</td>
</tr>
<tr>
<td>Integrated travel and giving options</td>
<td>44%</td>
</tr>
<tr>
<td>Strong commitment to social responsibility</td>
<td>47%</td>
</tr>
</tbody>
</table>

Question: How do the following factors rank in your choice of travel companies (e.g., airlines, hotels/lodging, tour companies, etc.) for your trips? Rank in order of importance. Please select the statement that most closely describes your level of interaction with local communities at the trip destination. Select one.
Base: Leisure travelers who give back in the destinations they visit - Very high interaction (N=50)
Note: Combined ‘top 3’ ranking
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.

FIGURE 54: Very high community interaction: Giving during most meaningful trip

<table>
<thead>
<tr>
<th>Activity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours volunteered</td>
<td>33</td>
</tr>
<tr>
<td>Monetary donation</td>
<td>$746</td>
</tr>
<tr>
<td>In-kind donation</td>
<td>$965</td>
</tr>
</tbody>
</table>

Question: Thinking about your most meaningful trip involving giving, please approximate the value of your contributions as applicable. Please select the statement that most closely describes your level of interaction with local communities at the trip destination. Select one.
Base: Leisure travelers who give back in the destinations they visit: Very high interaction (N=50)
Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler © 2015 Phocuswright Inc. All Rights Reserved.
Question: What prompted you to give during this trip? Select all that apply. Please select the statement that most closely describes your level of interaction with local communities at the trip destination. Select one. Base: Leisure travelers who give back in the destinations they visit (N=507); Little or no interaction (N=117); Limited interaction (N=156); Moderate interaction (N=121); High interaction (N=62); Very high interaction (N=50)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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Question: After your trip, did your giving experience lead to any of the following? Select all that apply. Please select the statement that most closely describes your level of interaction with local communities at the trip destination. Select one.

Base: Leisure travelers who give back in the destinations they visit (N=507); Little or no interaction (N=117); Limited interaction (N=156); Moderate interaction (N=121); High interaction (N=62); Very high interaction (N=50)

Source: Phocuswright’s Good Travels: The Philanthropic Profile of the American Traveler
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