

Good TRAVELS

The first study on the motivations and practices of charitably inclined travelers.



of travelers surveyed donated dollars, time or supplies while traveling in the last 2 years.

Results of a survey of 2,551 respondents conducted in July 2015.

Here is what their most meaningful trip looked like, from planning to unpacking.



PRE-TRIP

34%

say social factors influenced their travel buying decisions

48%

feel it's very important for their spending and donations to benefit communities



TRAVELING

41%

had some form of meaningful interaction with the local community

64%

felt giving back greatly contributed to trip satisfaction

Average Donations

\$352 cash

26 volunteer hours

\$272 in-kind



POST-TRIP

40%

stayed involved in a cause and 31% gave again

32%

plan to increase their future travel giving opportunities

Based on an analysis of 507 giving travelers.



To learn more about the Good Travels study by Tourism Cares and Phocuswright, visit www.TourismCares.org/GoodTravels

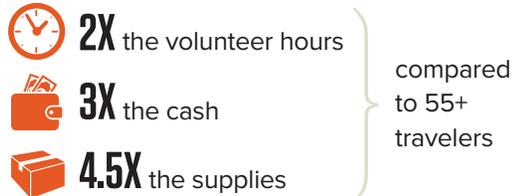


Three groups stood out as powerfully good travelers.



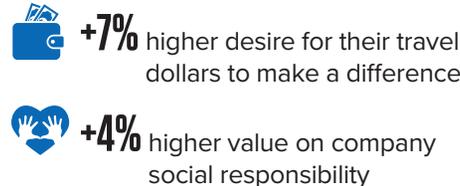
MILLENNIALS

The new generous generation.



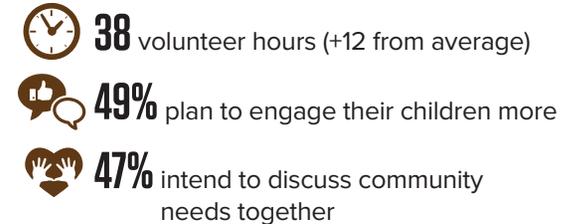
THE AFFLUENT

Placing a premium on social responsibility.



FAMILIES

Giving and learning together.



Giving effectively can create a more meaningful travel experience, more responsive travel companies, and most importantly, greater support for destination communities.

Consider [voluntourism best practices](#) and be a [ChildSafe traveler](#).

Look into [traveler philanthropy at the Center for Responsible Travel](#).

Find ideas for engaging your family at the [Foundation Center](#) and from [authors](#).

And if you are a travel company looking to bolster and share your tourism CSR, contact Tourism Cares (781.821.5990; community@tourismcares.org).

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