

PASSION AND PURPOSE FUEL IMPACTFUL TRAVEL

TRAVEL IS ABOUT SO MUCH MORE THAN TOURISM
IT'S ABOUT CONNECTING INTO OUR DEEPER PASSIONS AND PURPOSE.

In a national survey conducted by the Marriott Rewards® Premier Plus Credit Card – based on trips planned within the next 12-18 months and those with a household income representing 40% of all Americans – U.S. consumers said it was important to align their travel plans with their personal passions and would do so to fulfill a significant dream they've had for a long time. When both passion and purpose are driving travel, it yields a more impactful experience for everyone involved.

FUELING PASSION

More than **96%** of those surveyed think it's important to align their travel plans with their personal passions



78%

say travel allows them to experience the diversity and cultures of new places

Of the various experiences people plan to have when on a passion trip:



70%

are interested in eating local cuisine



58%

want to explore local landmarks or environments



54%

want to experience a new culture

DRIVING PURPOSE

81% of those surveyed want their travel activities to fulfill a purpose in their life



62%

of consumers feel like travel allows them to connect with their inner self



70%

create new connections with loved ones through travel



45%

say the purpose they travel is to fulfill a significant dream they've had for a long time

THE IMPACT OF TRAVEL

And travel has benefits that last beyond the trip...



76%

of those surveyed agree traveling helps them get out of their comfort zone



67%

are reminded to use their instincts while traveling



77%

agree traveling has given them a chance to learn from others whose life experiences are different



70%

agree travel allows them to better understand other people's points of view



The Marriott Rewards® Premier Plus Credit Card helps travelers fulfill their passions and purpose by offering exceptional benefits and access to extraordinary hotels around the world, with rewards including a 100,000 new cardmember point offer, 6X points on purchases at participating Marriott Rewards® and SPG® hotels, 2X on all other purchases, an anniversary free night certificate, guaranteed elite status, no foreign exchange fees and more. **To find out more about the card, visit MarriottPremierPlus.com.**

About the Survey: April 13 – April 18, 2018, an online Omnibus survey was conducted among a nationally representative sample of 1,000 U.S. consumers (25 years and older) with a HH income representing 40% of all Americans, who are planning to take a trip for leisure in the next 12 to 18 months.

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