

Beyond a Trend: Wellness Travel & the Work/Life Balance

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ESTO

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TRAVEL  **EFFECT**







TAKE YOUR GOOD TIMES FURTHER

Half of kids 8 to 18
say some of their best
memories are from
traveling with family

TRAVEL EFFECT

GO THE DISTANCE

COUPLES WHO TRAVEL TOGETHER ARE
MORE LIKELY TO STAY TOGETHER AND FEEL
MORE CONNECTED

TRAVEL EFFECT

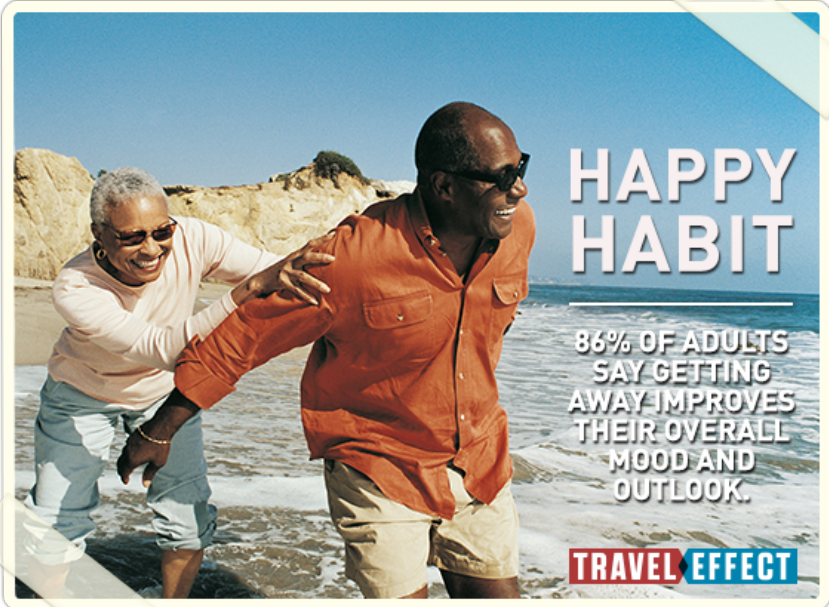


BYE-BYE BURNOUT

TAKING VACATIONS
REDUCES STRESS
AND SICK DAYS

MORE TIME OFF = BETTER TIME ON

TRAVEL EFFECT



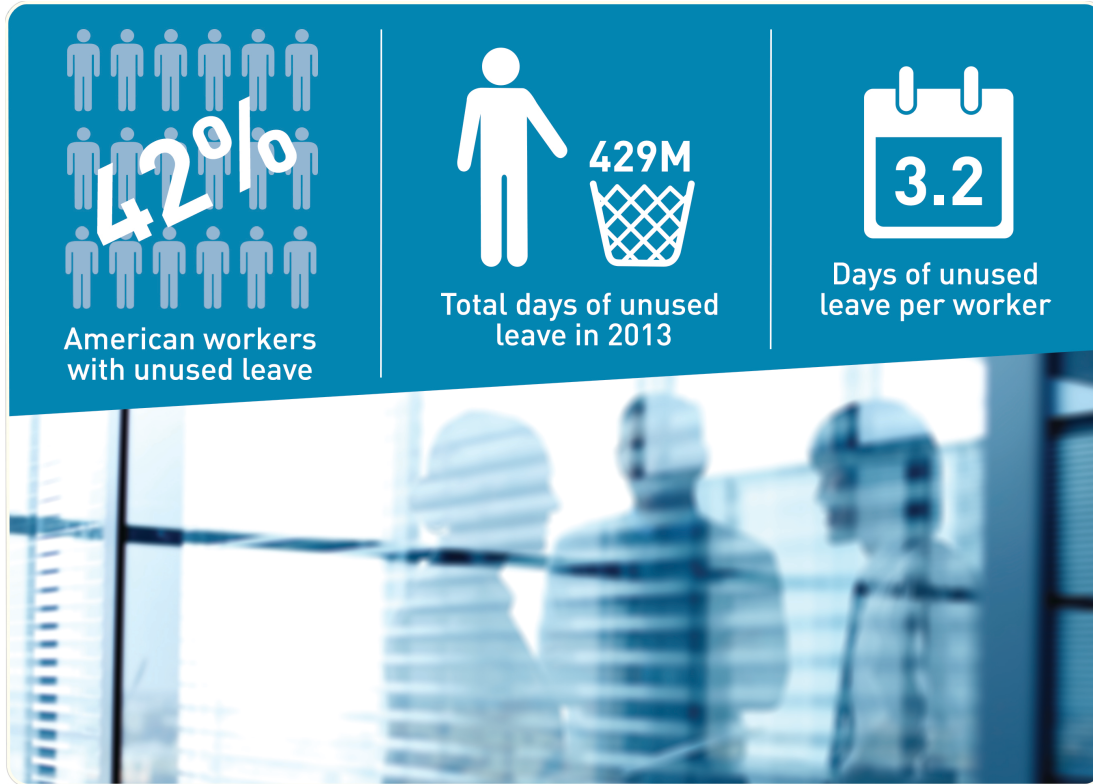
HAPPY HABIT

86% OF ADULTS
SAY GETTING
AWAY IMPROVES
THEIR OVERALL
MOOD AND
OUTLOOK.

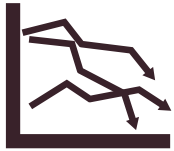
TRAVEL EFFECT



The Opportunity



TOTAL ECONOMIC IMPACT



\$160 BILLION
in total lost
economic output



\$67 BILLION
lost in direct
travel spending



1.2 MILLION
lost American jobs
 = 100,000 jobs



\$21 BILLION
in lost federal, state
and local tax revenues

ONE MORE DAY WOULD MEAN:



\$30 BILLION
in additional travel
spending



Increase in hotel demand
and air travel



\$73 BILLION
in economic spending

Importance of taking time off from work:





67% of workers:

- Are discouraged from using PTO;
- Are sent mixed messages or
- Hear nothing from their managers.

We are suffering from a work martyr complex.



Fear of workload



“No one else can
do the job”



Face time, all of the time

Happy workers:



Have a boss who encourages taking time off.



Plan their time off and send a reminder before they go.



Finish tasks before leaving and coordinate responsibilities with coworkers.



TRAVEL  **EFFECT**