

EMERGING TRENDS IN HEALTHY,
ACTIVE TRAVEL
A U.S.-BASED REPORT



IN THIS REPORT

This report focuses on the growing trend of travelers, particularly families, seeking vacation opportunities with activities that cater to their increasingly healthy, more dynamic lifestyles.

Having pioneered the all-inclusive vacation concept over 60 years ago, Club Med has observed this trend firsthand, as an expanding number of clients are increasingly searching for a broader range of activities that enhance well-being.

Adapting successfully to consumer demand has sustained Club Med's industry leadership. Although this places the company in the perfect position to comment on the ever-evolving travel market, the following report uses data from multiple reliable sources including Gallup, the OECD and the U.S. Travel Association to provide relevant, factual industry information.

Figures reported are from data ranging from 2010 through 2014. All research for this report was compiled between April 24 and May 2, 2014.

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SUMMARY: TRENDS IN THE TOURISM MARKET

Activity, adventure and education are the words now dominating the travel industry as travelers increasingly look for vacations that offer more than just a relaxing time on the beach. In fact, more than half¹ of all current travelers plan to participate in physical activity, explore cultures and/or connect with nature on their next trip.

In 2011, Americans took 2 billion trips for business or leisure, an average of six trips per person. Domestically, 408.5 million trips were made with children in 2012, with forecasts predicting an increase in the number of multigenerational families traveling together in 2014. International travel is rising among Americans, with nearly 70 million people traveling abroad in 2013.

Additionally, travelers are partaking in longer stays, with an average international trip now lasting approximately seven days.² Leisure travel has grown by 25 percent² over the last five years, with forecasts predicting the trend will have further growth. Visiting historical places, small towns and cultural heritage sites rank among the top leisure activities³ Americans partake in while traveling.

Also within the past decade, worldwide wellness tourism has grown⁴ as the number of Americans striving to achieve healthier lifestyles has increased.⁵ Vacationers are looking for places that offer a more diverse selection of activities that are both physical and educational. The focus on promoting a healthy way of life has gone hand-in-hand with learning vacations, during which travelers engage with different cultures or practice new hobbies. With travelers focusing more on these learning experiences, they are seeking getaways that will give them unforgettable memories.



Discovering new places, cultures, and natural locations while participating in physical activities – such as cycling and archeological expeditions – are key parts to the recent experiential and adventure travel trend. This upward inclination is forecasted to continue, with significant growth in the educational and experiential travel market expected by the end of the decade.⁶

The following points will be highlighted in this report:

- The number of health-conscious Americans is growing, prompting an increase in demand for healthy vacations.
- Educational travel is forecasted to increase significantly by 2020.
- Adventure tourism has been growing steeply since 2009.
- Fun and safe destinations are important to families with children.

All-inclusive hotel companies have taken proactive steps to stay ahead of the curve, providing healthy vacations for individual and family travelers. Hotels are including expanded offerings that include more physically demanding sports and activities as well as off-site eco-adventures with distinctive learning experiences.



UNDERGOING PERSONAL GROWTH

Americans have health on the mind

Travel can boost mental and physical health and is oftentimes viewed as a time to relax and unwind. Data from the long-term Framingham Heart Study show that taking an annual vacation is linked to healthier heart function.⁷ Other studies show that vacationing has a slew of health benefits, including lower blood pressure and lower stress hormones.⁸

The majority of Americans report they are serious about their health and take preventive measures to keep themselves well, including managing stress and staying physically active.⁹ In fact, with more opportunities to be active at work and during leisure time, more than half of adults in the U.S. report exercising on a regular basis.¹⁰

Engaging in physical activity is a lifestyle preference more Americans are choosing to live by, and the wellness tourism industry is accommodating this growth by expanding active and healthy vacations. Nearly 15 percent of the domestic and international tourism market is credited to wellness tourism, and that number is forecasted to grow by an additional 10 percent in the next few years.¹¹

The learning curve

Nineteen percent of U.S. adults, or 41 million, are conscientious consumers and, among other things, are focused on health, fitness and personal development. Exploring an assortment of activities,



including physical and educational, leads to personal growth by improving self-awareness, social abilities and overall quality of life.¹²

Learning stretches beyond a classroom, and any location can be an informal learning setting.¹³ Gaining knowledge while on vacation is a great way to pursue interests, develop prior familiarity and add a dynamic understanding of the surrounding world. When taking in information, social interaction and environment play a big role in transforming and shaping an individual.¹⁴

Educational travel is expected to double by the end of the decade, with young travelers accounting for most of the increase.⁶ Learning opportunities for travelers are predicted to rise in order to meet demand for educational experiences.

Many types of educational opportunities are available at some hoteliers, and generally these trips include either language components, such as learning new or expanding on existing language skills, or developmental training, which includes gaining knowledge on how to cook or advancing athletic ability.⁶

EXPERIENCING TRAVEL DIFFERENTLY

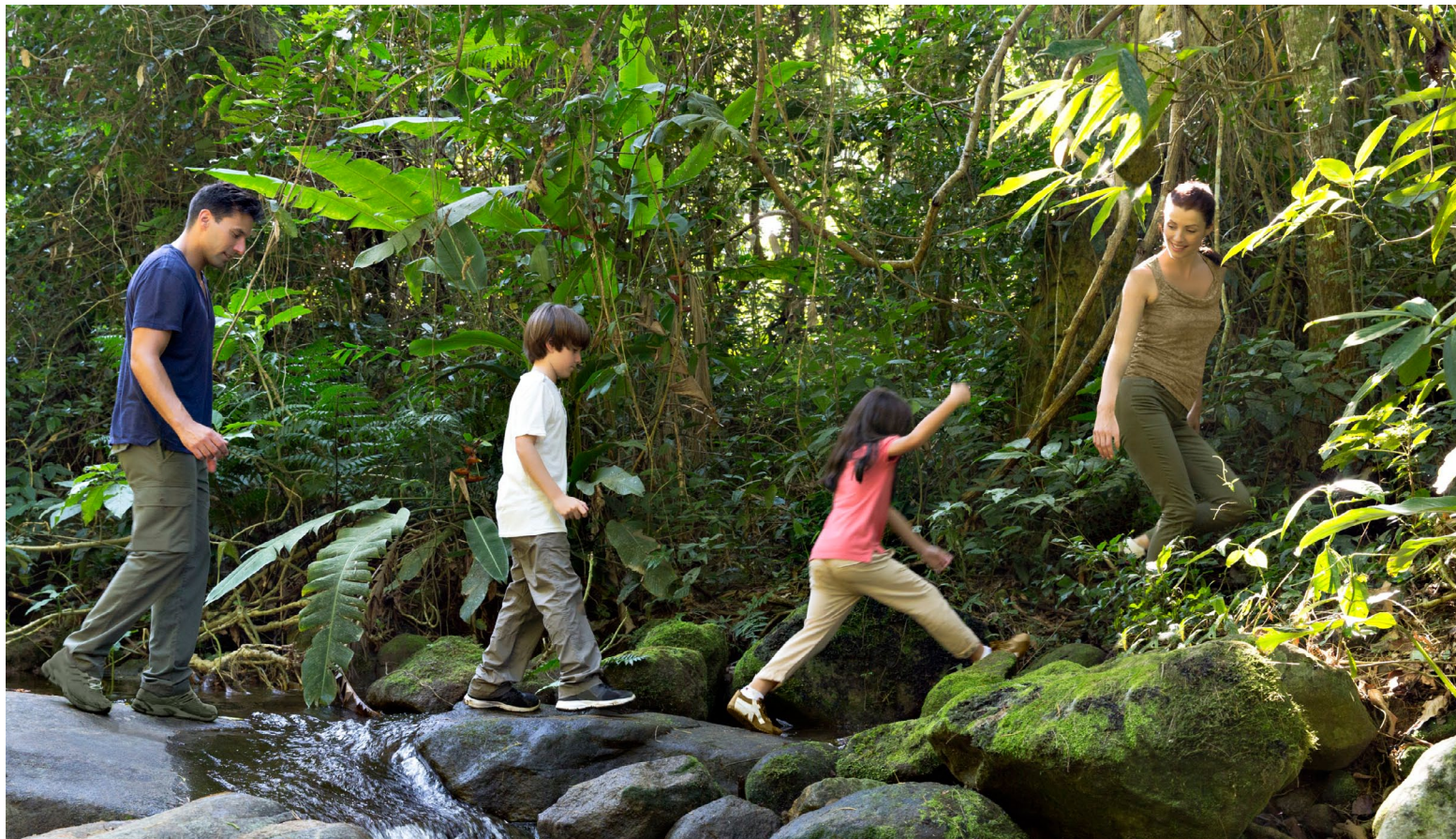
As the day-to-day life of Americans changes and moves toward more active lifestyles, these healthy habits are ever-more present in other aspects of life. Increasingly, modern-day travelers are looking to do more than just lounge around during a vacation; exploring different activities firsthand is high on the list of priorities to make a vacation memorable. In response, travelers are earnestly seeking different, more interesting ways to discover a destination.

To a greater extent, people are engaging in adventure tourism, which, since 2009, has seen a 65 percent yearly increase.¹⁵ There are three major elements that make up adventure travel, including: 1) physical activity; 2) connection with nature; and 3) interaction with culture.¹⁶ A trip that includes at least two of these components is considered adventure travel. With the substantial increase in this market in the last several years, nearly 42 percent of travelers report that the primary activity they participated in on their last trip was an adventure activity.¹

[Those traveling for adventure cite learning about cultures, exposure to new places and time with family as the most important elements for a trip.](#)

Adventure is in the eye of the beholder. For that reason, there are a wide range of experiences to be had through adventure traveling. While some look forward to discovering ancient Mayan ruins, others are thrilled by the opportunity to swim with whale sharks. With nearly 54 percent of travelers planning to embark on adventure travel during their next trip,¹ the tourism industry should be ready for even greater growth.





REINFORCING FAMILY TIES

Family travel has been rising in the U.S.,⁶ with multigenerational trips among the top travel trends of 2014.¹⁷ Each year, family leisure travel accounts for 408.5 million trips in 2012.

Safety is a priority for many parents, and kids are at an elevated risk for injuries during the summer months.¹⁸ With travel highest during the summer season,¹⁹ safety can be a key concern when vacationing with children. Age-appropriate childcare services by trained staff members at family vacation destinations can be the difference between well-being and injury.

Even with safety on the mind, parents and children look forward to enjoying active family vacations. More than 75 percent of parents agree that great family vacations give their children valuable experiences, and nearly half of American children report that experiences from vacation rank among their best memories.²⁰

While on their trip, children enjoy participating in a variety of activities, including swimming, cycling and snorkeling.²¹ Seeking new, exotic places that add cultural experiences can be eye-opening and provide learning experiences for kids.²²

Traveling for educational purposes is both fun and inspiring, and it can make children more interested in and curious about the world around them.²³ Additionally, learning-focused trips taken between the ages of 12 and 18 are linked to better grades, more interest in school and increased cultural awareness.²⁴ As children grow older, these type of culturally rich travel experiences make for more well-rounded, insightful adults.

For parents traveling internationally, especially for those journeying to more exotic destinations such as Morocco or China, safety is key. In these instances, all-inclusive resorts are often a top pick for families, as everything from food to transfers is conveniently provided from the moment of arrival. Additionally, resorts are well-guarded and allow access only to those staying at the resort.²⁵



MAKE EACH TRIP UNIQUE AT CLUB MED

When a vacation becomes more than just a time to relax and becomes an adventure filled with learning and feel-good healthful activities, travelers are able to gain rich new experiences that are veritably life changing, and thus unforgettable.

At its more than 71 worldwide all-inclusive resorts, Club Med is evolving to meet the consumer demand by offering an expanded portfolio of sports, wellness activities, healthy gourmet cuisine, learning and cultural integration opportunities for the whole family.

Today, most of Club Med's international family resort destinations offer professional caretaking and dedicated amenities for children from 4 months to 17 years. Personal growth and healthful activities are an integral part of the kid's clubs, where sport training is a focal point. Learning programs include special nature-inspired environmental activities, such as the new CleanArtPlanet™ Workshop, where kids transform recycled materials into works of art. Recently, Club Med has accelerated efforts to expand the range of children's clubs available at each resort, such as at the newly renovated Mexican resort, Cancún Yucatán, which now includes a Petit Club Med™ for babies aged 2-3 years.



To further offer vacationers a wholesome, healthy, and active vacation experience at a great value, the hotel company has added greatly to its already extensive selection of over 60 sports schools, including a new Kitesurfing School at Punta Cana, Dominican Republic and a partnership with the NVL for a new Volleyball Academy at Sandpiper Bay, Florida. This premium sports destination has also debuted an Active Wellness Program, offering guests an affordable, 360° approach to personal training that includes pro-sport coaching (for volleyball, golf, tennis, fitness, or triathlons), a wealth of wellness activities, nutritional guidance, and lessons in mental preparedness.

In addition to these highlights, Club Med is soon to launch a new 'City Stop' program aimed at expanding the guest experience and broadening horizons. These offer door-to-door transfers and guides for seamless exploration of popular urban areas and some of the most beautiful, ancient and exotic places in the world.

For more information or to make a reservation, visit www.clubmed.us, call 1-800-ClubMed (1-800-258-2633) or contact a preferred travel professional. For an insider look at Club Med, follow Club Med on [facebook.com/ClubMed](https://www.facebook.com/ClubMed), [Twitter @ClubMedOfficial](https://twitter.com/ClubMedOfficial) or [Instagram.com/ClubMed](https://www.instagram.com/ClubMed), subscribe to our YouTube channel at [YouTube.com/ClubMed](https://www.youtube.com/ClubMed) or Club Med's free innovative travel app for iPhone and iPad at www.clubmed.us/app.



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Club Med 

For further information or copies of this report, please contact Club Med North America, 6505 Blue Lagoon Drive Miami, FL 33126

For interviews or press information, please contact:
Tanya Analdi, Public Relations Manager
Tanya.Analdi@clubmed.com