



## Relationship, Educational, and Cultural Benefits

*“Travel is fatal to prejudice, bigotry, and narrow-mindedness...Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime.”*

*Mark Twain*

- Women who take more vacations are more satisfied with their marriages.<sup>28</sup> That may be because:
  - At least four out of ten travelers feel more romantic on vacation (42%), and nearly one-third admit to making love more often on vacation (31%).<sup>26</sup>
  - It could also be due to the fact that over half of employed Americans say they come back feeling reconnected with their family after vacation (53%).<sup>29</sup>
- A clear majority of students who traveled on an international exchange program felt they had become more trusting, open-minded, flexible, confident, and tolerant as a result of their travel experiences. In addition, eight out of ten said that the primary benefit of these travels is a desire for more travel.<sup>11</sup>
- Eight out of ten affluent leisure travelers consider vacations to be very important to their wellbeing (82%) and it's easy to see why:
  - More than half feel more rested and relaxed when they return from vacation (52%), and almost as many state they sleep later on vacation (49%).<sup>26</sup>
- Even the anticipation of vacation travel generates an increase in positive feelings about one's life as a whole, family, economic situation, and health.<sup>22</sup>
- Life satisfaction also increases during vacation, and these effects continue after returning home, according to a study of employees at the University of Tennessee.<sup>3</sup>
- Patients who had previously appeared isolated and withdrawn at a Midwestern Veteran's hospital were able to have conversations after taking a vacation. In fact, staff reported that vacations appeared to “lift the aura of depression” that was part of the emotional trauma of dealing with prolonged illness.<sup>8</sup>