

Travel Can Ignite Romance and Improves Intimacy



This Valentine's Day, instead of buying jewelry and chocolate, book a trip

- Nearly two-thirds of couples (63%) surveyed say a weekend getaway is more likely to spark romance in their relationship than large or small gifts.
- Just one-third (36%) viewed receiving small gifts the same way..
- And only 15% rated getting big gifts like jewelry as important to improving romance.

Looking to rekindle the romance? Consider a vacation for just the two of you

- More than eight in ten (83%) of those who travel as a couple say the romance is still alive in their relationship.
- Fully seven in ten (72%) of the couples surveyed believe traveling inspires romance.
- Nearly two in three couples (65%) say being romantic is an important reason to travel with their partner.

Couples who travel together report having a better sex life than those who don't

- Three-quarters (77%) of respondents who travel as a couple say that they have a good sex life, compared to 63% of couples who do not travel together.
- More than one in every four couples (28%) say their sex life improved after traveling together – and of those,
- 40% say sex together is permanently better after travel.

Couples who travel together have more time for intimacy and sex

- A strong majority (59%) of couples participating in the survey say that being more intimate is an important reason to vacation together.
- Among couples that did not take a trip together in the past year, nearly one in four (23%) say they “do not have enough time for intimacy and sex.”

Journey to Healthy Aging: Planning for Travel in Retirement (CONTINUED)

Travel directly supports what Americans say drives their personal long-term health and wellness

- Travel can play an important role in helping Americans enjoy the things they most frequently mention as vitally important to their personal well-being including:
 - Making time to do things you love (95%)
 - Spending time with friends and family (94%)
 - Staying active physically (93%) and
 - Staying active mentally (93%)
- 63 percent of travelers report that they walk more than 66 percent say participating in physical activity is important when they're on a leisure trip.

Americans who take at least one trip a year are more satisfied physically, emotionally and financially, and retirees who travel reap notable benefits

- Travelers experience significantly greater satisfaction in overall mood and outlook (86 percent) compared to those who do not travel (75%).
- Americans who travel report greater satisfaction in their physical health and well-being, compared to non-travelers (77% compared to 61%)
- Among retirees who travel, a strong majority (82%) are satisfied with their "ability to get things done," in contrast with only 57 percent of retirees who do not travel.

However, the majority of Americans do not yet make the connection between travel and long-term health benefits

- Despite aspirations to travel and understanding the immediate benefits to mood and happiness, Americans are most likely to cite time with family and friends (66%) and eating well (65%) and making time for things they love (63%) as "very important" to their long-term health and wellness.
- Currently, only 35 percent of Americans cite travel as a "very important" driver of long-term health.
- People are motivated to travel once presented with data showing the connection between travel and long-term health including 51 percent being motivated by the prevention of degenerative brain diseases and 50 percent by the benefits to heart health travel provides.