

Travel Strengthens Relationships and Ignites Romance



What is the “Travel Effect” on romantic relationships?

- Our survey reveals that travel creates a wide range of positive effects on relationships. Couples that travel together are significantly more likely to report that their relationship is more romantic, intimate and balanced – and that they enjoy better sex than couples who do not travel together.
- Couples who travel together also feel closer to one another and are more likely to report that they are “best friends” with their partners. This is a significant finding since other research studying relationships has shown that closeness and friendship is the number one driver of satisfaction in a relationship.

Why should couples consider giving a trip as a gift this Valentine’s Day?

- Couples say that taking trips together is far more important to improving the romance and spark in their relationship than giving small gifts like flowers or chocolates.
- The same holds for giving large gifts like jewelry.
- In fact, the comparison isn’t even close. By more than four to one, respondents ranked travel as a better way to trigger romance than giving large gifts.

What is the effect of travel on a couple’s sex life?

- Our survey shows that trips together spice up couples’ sex life.
- Couples who travel together were significantly more likely to say they have a good sex life compared to those who don’t.
- And of those who believe that their sex life is improved after a vacation, most say that these improvements last for months – and 40% say it is permanently better after a typical vacation.

Does travel improve relationships in any meaningful way that lasts after the vacation ends?

- Yes. The survey asked couples to consider thirteen different aspects that drive satisfaction in a relationship... things like spending quality time together, laughing and having fun, sharing similar goals and desires. Couples who travel together were more likely to identify each of these 13 things as describing their relationship.
- Moreover, survey respondents were asked to consider seven negative drivers of satisfaction as describing their relationship... things like failing to resolve differences, avoiding conflicts, and not having enough time to spend with their partners. Couples who travel together were less likely to identify each of these negatives aspects as describing their relationship compared to couples who do not travel together.

How does travel impact new couples versus long-term couples?

- The survey suggests that travel has positive effects on both new and long-term relationships.
- New couples see travel as an opportunity to share new experiences and adventures with one another. Sharing new experiences was the number one reason for spending time alone with a partner on a trip among non-married respondents. Being adventurous was just behind.
- Longer-term couples see travel as a way to maintain a healthy relationship. According to married couples, the most important reason to spend time alone with a partner on vacation was to relax and take a break from the day-to-day. The second most important reason was to talk and reconnect.