

Beach Happy



30A Beach Happy Study

THE UNIVERSITY OF
ALABAMA | College of
Communication &
Information Sciences

PUBLIC OPINION LAB

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30A Beach Happy Study

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Preface

Planning a beach vacation is the perfect way to welcome the warm spring and summer weather, and according to the research of C&IS faculty, it will improve your overall happiness too. Associate professor Dr. Jameson Hayes and instructor Jay Waters recently completed a research study in collaboration with 30A, a lifestyle brand and beach community in Santa Rosa, Florida. The study is featured in the March edition of 30A's Beach Happy magazine and showcases the importance of travel to a person's overall happiness.

Dr. Jameson Hayes, who is the director of The University of Alabama's Public Opinion Lab, conducts research with several corporate and governmental partners. After seeing the real-world impact this study could have on people's happiness and quality of life, he was especially eager to collaborate with 30A. "The Public Opinion Lab regularly works with industry partners on projects, and when Mike Ragsdale and the 30A team approached us about this project, it was a no-brainer" Hayes said. "It was a fun, positive topic with a great goal of helping us understand the link between travel and happiness."

As a C&IS alumnus and former student researcher in the College's Institute for Communication and Information Research (ICIR), 30A founder and CEO Mike Ragsdale shares the professors' passion for research and the value it can bring to his community and beyond. Ragsdale's desire to use this research to better understand his customers made the study even more significant for the C&IS professors. "I think anytime we can work with real clients and bring them information that can help them understand their customers better, it's rewarding. It's doubly so when you have a company like 30A that seeks out the information and sees the value in it," Waters said.





Introduction



Dr. Jameson Hayes

Associate Professor



Jay Waters

Instructor

The study's feature in Beach Happy magazine not only provided C&IS and the Public Opinion Lab the opportunity to conduct industry research, but it helped the 30A company to visualize the benefits of travel for a person's quality of life, and it helped to put this information into numbers. The data gathered by Hayes and Waters suggests that looking forward to a future vacation makes people happier and is essential to mental well-being.

“Travel makes us better people and happier people. And it is easy to do. I hope that people will look at this information, decide to make travel a priority, and see travel not as an expense but as an investment in their quality of life,” Waters said. This collaboration also gave both Hayes and Waters opportunities to work with C&IS students and put into practice the work they teach students in their advertising and public relations courses.

“Working with industry partners on projects requires a ton of skills that we teach in class every day,” Hayes said. Through this research study, C&IS faculty and students gained experience in a variety of skills including account management, research design, data analytics and communication design. According to Waters, this study related directly to the topics he teaches in his consumer research course.

“The three primary tools that I tell students they need in research are curiosity, skepticism and humility,” Waters said. “When I do a project like this, it's easy to think you've seen it all and that there's nothing new to learn, but to be effective, you have to bring those three mental tools to every project.” Hayes explained that in addition to looking at the information in Beach Happy magazine, he hopes people will be encouraged to plan future trips to scenic destinations like 30A.

“The results have a clear and refreshing message. Looking forward to your next trip to your happy place actually makes you a happier person overall. So, always have a trip on the horizon; you will be happier for it,” Dr. Hayes said.

Key Takeaways

1. Technology is key to engaging with favorite vacation destination -- following the destination on social media, adding it to their weather app, and having a destination wallpaper on their phone/computer were the most used reminders.
2. 50% of people read social media posts weekly reminding them of their favorite vacation.
3. Having 2 or 3 keepsakes around your work or home also makes you happier. Bumper stickers, ringtones, and workspace displays as reminders correlate to greater happiness
4. Buy mementoes! Reminders help you mental travel backward to your favorite destination and forward to your next visit!
5. Not having mementoes makes you less happy!
6. Mentally time traveling forward spurs booking your next trip!
7. The more you travel the happier you are!
8. To be happier, book a trip! The expectation of trips to your favorite vacation makes you an overall happier person!
9. Go to the beach! Beach vacations are the most popular vacation type regardless of how much you travel.



beach happy

30A Beach Happy Study

This national survey was conducted the week of October 18th, 2021, using the Prolific platform to secure respondents. A total of 1,040 U.S. adults between the ages of 25 and 55 took part in the survey. Respondents were excluded from the survey for various reasons. Respondents younger than 25 and older than 55 were screened out: younger respondents were screened out due to the potential for college student travel to skew results, and older respondents were screened out due to the potential impact of retirement relocation on the results.

The survey aims to understand happiness by (1) segmenting consumers based on their favorite destination type and mental versus actual visitation, and (2) understanding relationships between proximity and the use of beach-themed products, as well as entertainment and happiness. The survey included questions about vacation travel habits, happiness levels, the respondents' favorite vacation destinations, and ways that respondents kept their favorite vacation destination at the top of their minds. Analysis of the survey findings was divided into four reports:

Report #1 – Survey Demographics

Report #2 – Favorite Vacation Types and Traveler Self-Identification

Report #3 – Basic Travel & Happiness Study

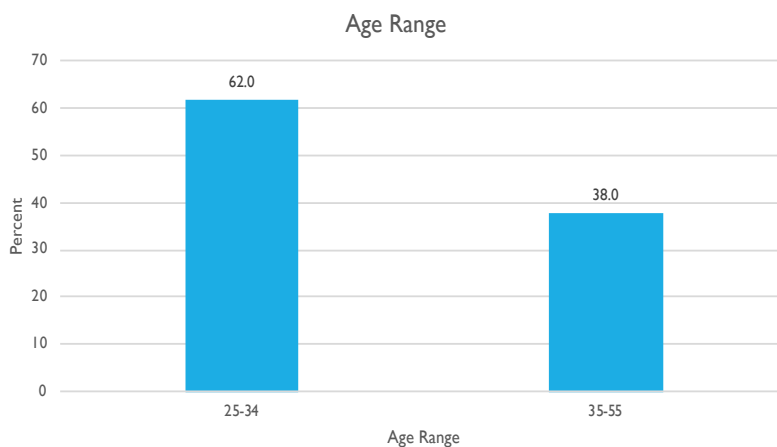
Report #4 – Happiness and Self-Identification by Vacation Destination

Report #1: Survey Demographics

Report 1 analyzed the basic information on respondent demographics including age, gender, marital status, education level, household income, employment status, presence of children, and race. The results reported that the majority of respondents were female, and over 77% were white in the survey participation. The respondents' average age was around 33 years old, and 40.5% had a bachelor's degree. 56% of respondents said they are currently working full time and have an average or high household income. In addition, 36.7% were married, and 57% stated that they had no children at home. Overall, out of a total of 1,040 U.S. adults, 5.8% of all respondents fit all these criteria.

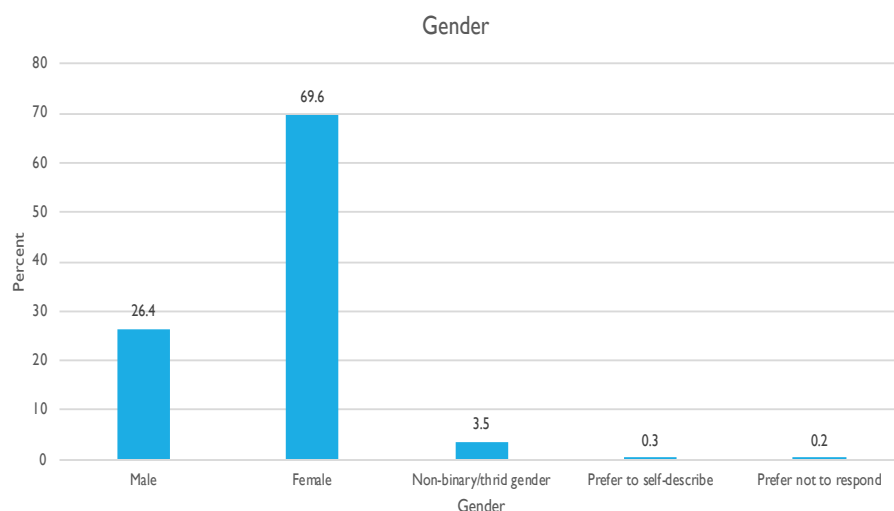
Respondent Demographics - Age

- Almost 2/3rd of respondents were 25-34
- Average age was 33.9 years old



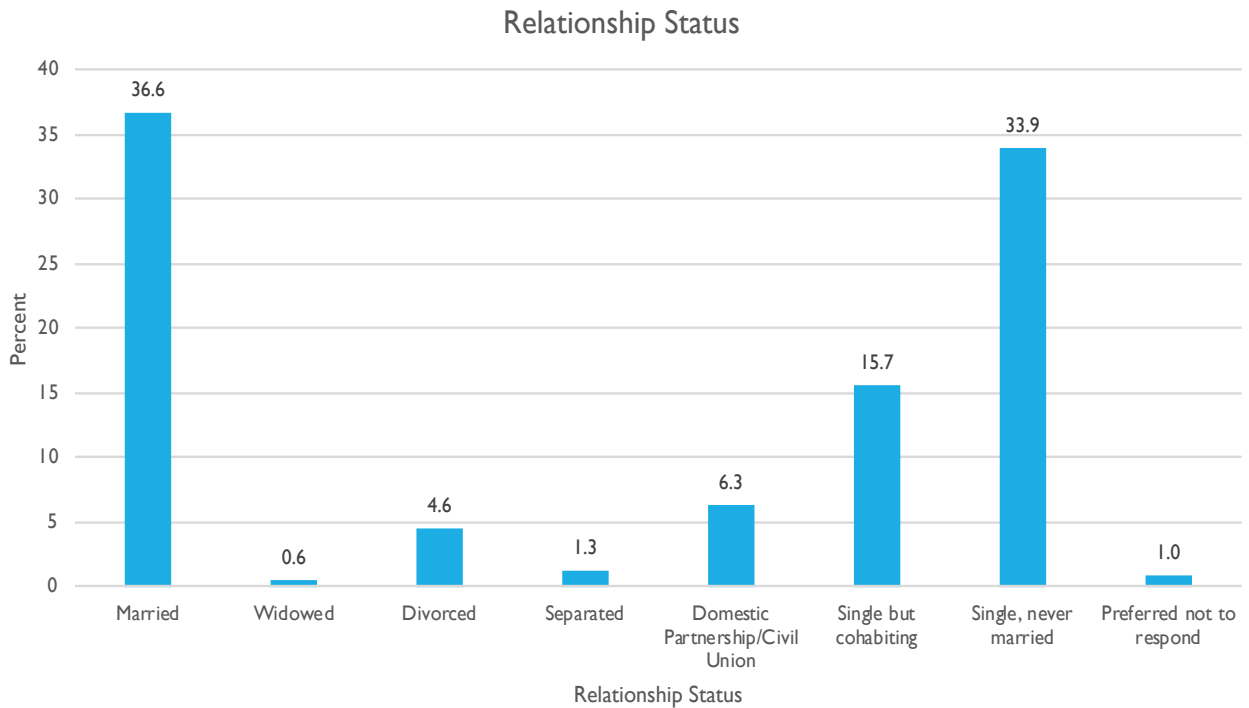
Respondent Demographics - Gender

- Respondents were overwhelmingly female



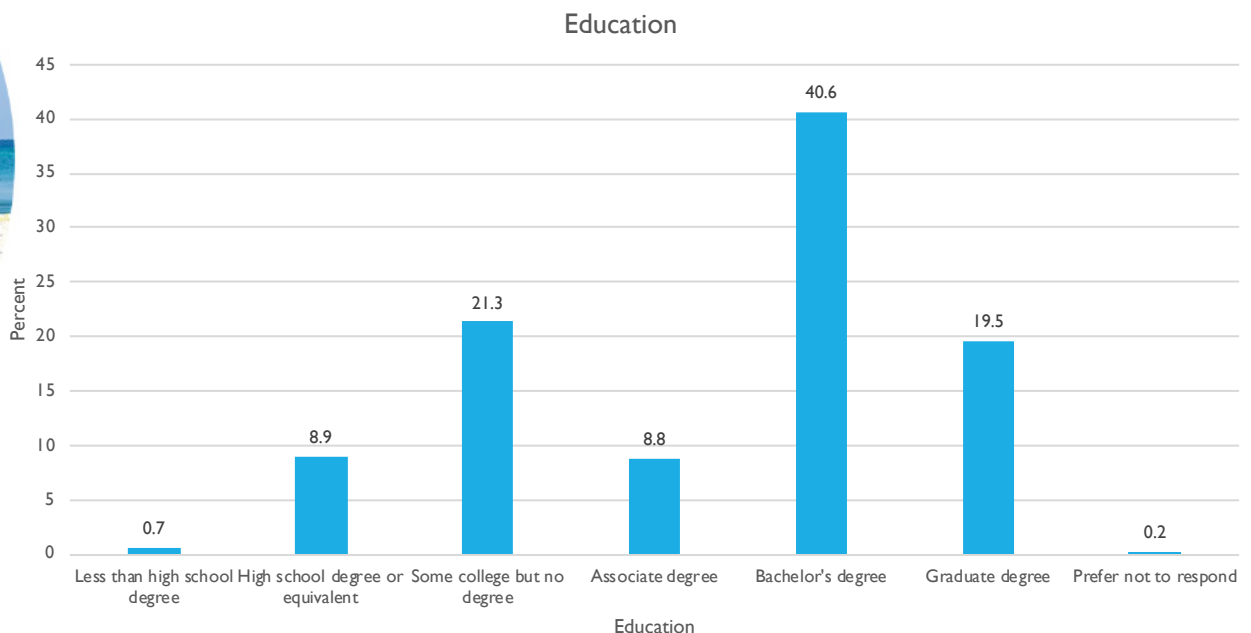
Respondent Demographics – Marital Status

- 36.6% of respondents were married, with 33.9% single and never married



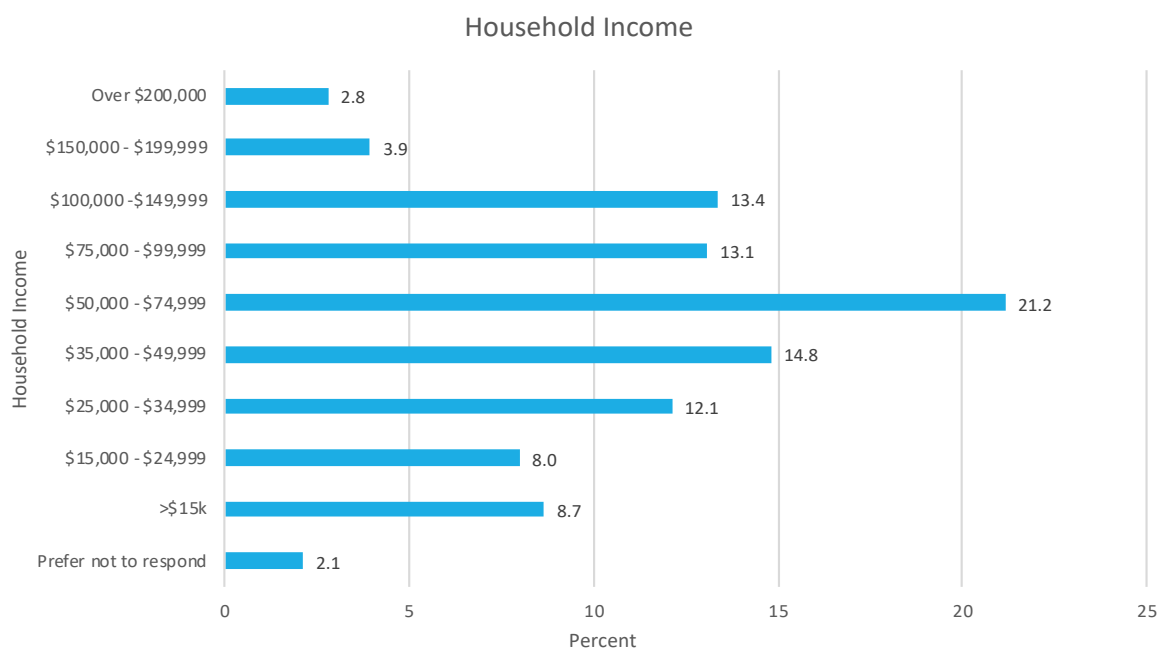
Respondent Demographics – Education Level

- 60% of the respondents had a bachelor's degree or higher



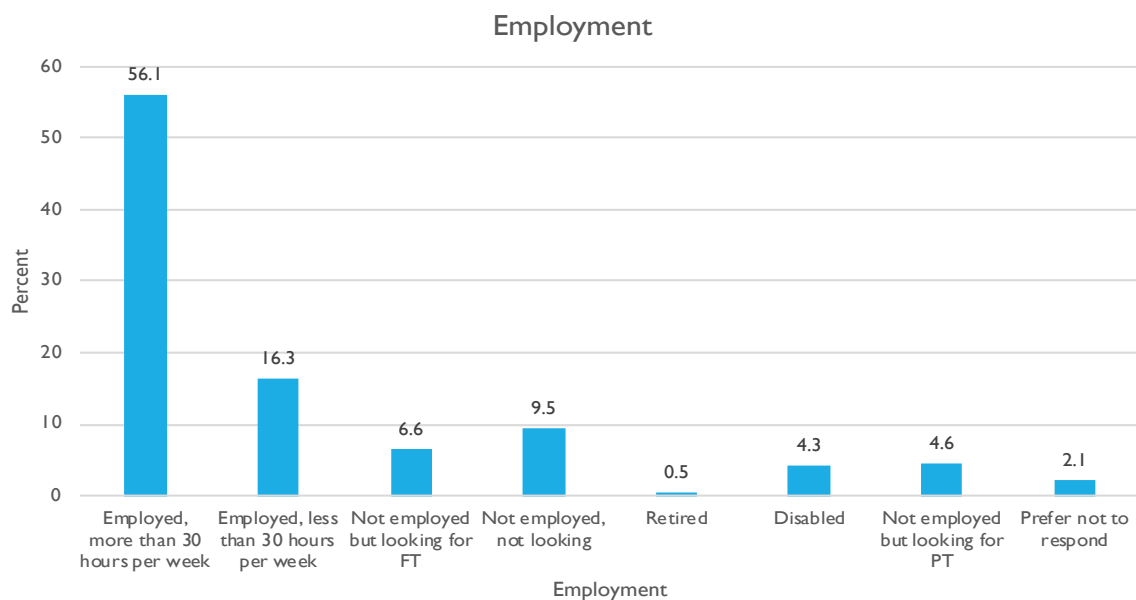
Respondent Demographics – HH Income

- Centered around average (\$50-\$75K)
- 56% of respondents were \$50K+



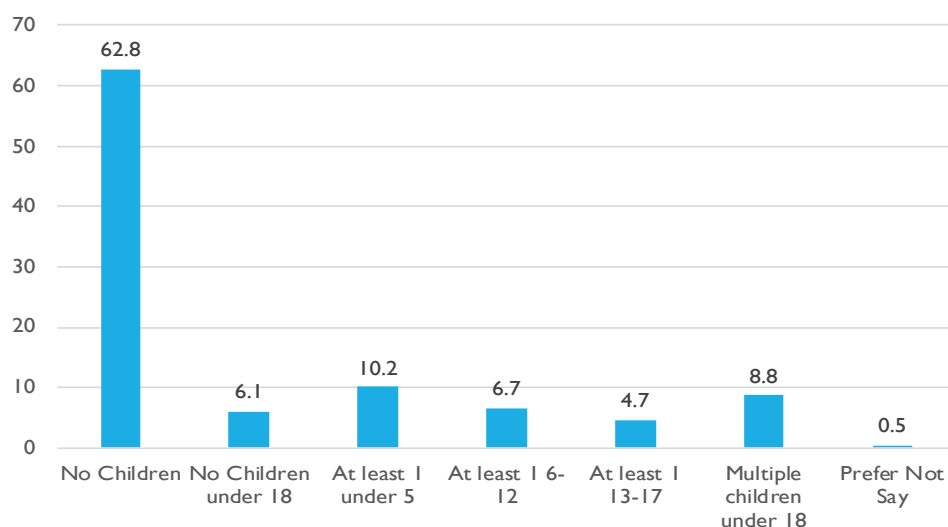
Respondent Demographics – Employment Status

- 56.1% were employed full-time, 16.3% working part-time
- 11.2% were looking for full-time or part-time employment
- Almost 10% were not working and not looking for work



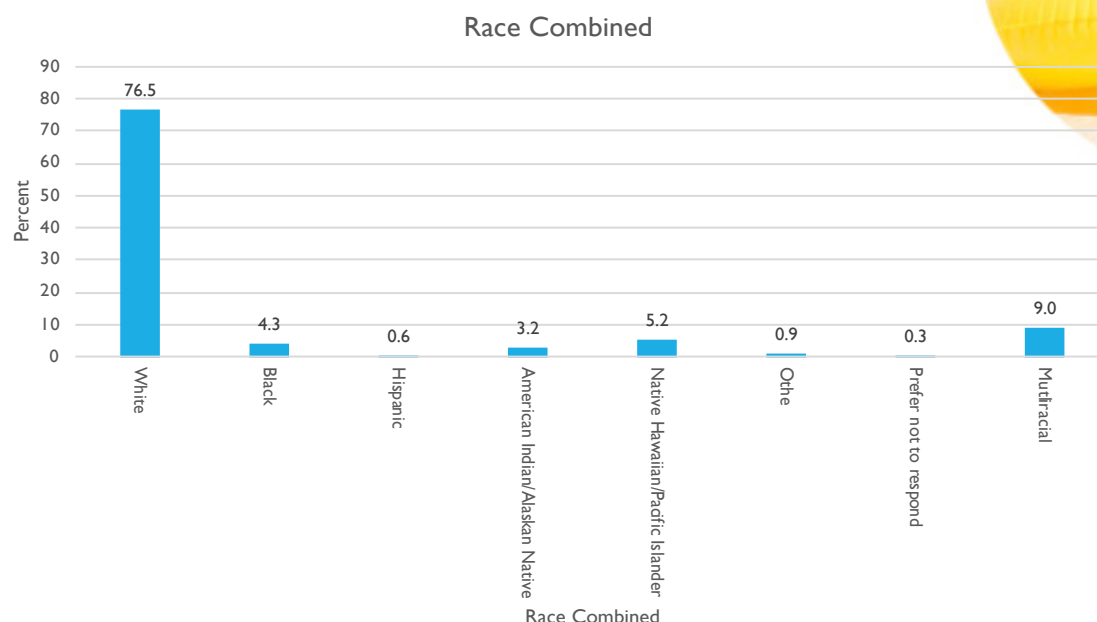
Respondent Demographics – Presence of Children

- 62.8% of respondents had no children
- 6.1% might be considered ‘empty nesters’ (with children, but none under 18 living with them)
- 10.2% had at least one child under five living with them



Respondent Demographics – Race

- 76.5% of respondents were White
- 4.3% of respondents were Black
- 9.0% described themselves as Multiracial



Report #2: Favorite Vacation Destinations and Self-Identification

This is a descriptive report of general vacation attitudes and destination-related self-identification. Report 2 involved answering the questions below:

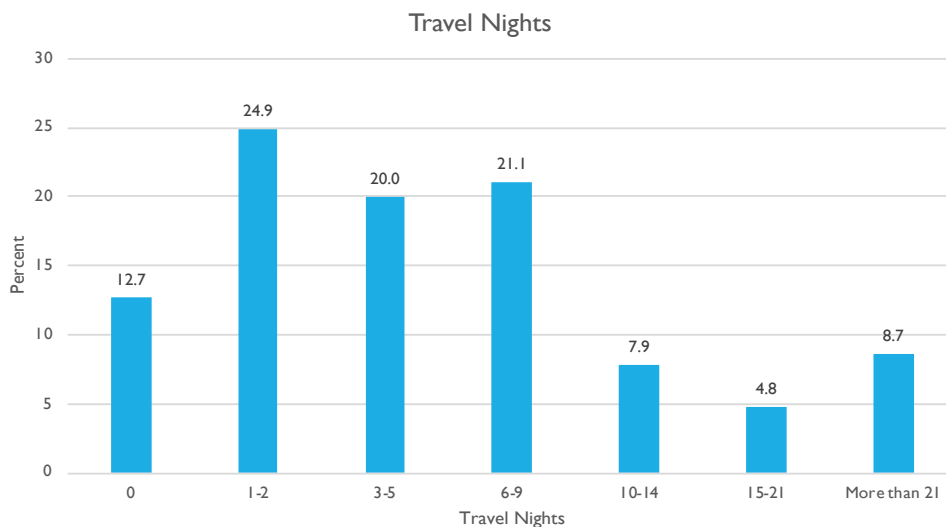
- How often did people travel before the pandemic in a typical year?
- How often are people expecting to travel in 2022?
- What are the most popular kinds of vacations?
- What are travelers' favorite kind of vacation?
- What kinds of activities do travelers do to remind them of their favorite kind of vacation/vacation getaway?
- What kinds of things do travelers own to remind them of their favorite kind of vacation/vacation getaway?
- What kinds of things do travelers do to remember a time on their favorite vacation/getaway?
- What kinds of things do travelers do to anticipate their next trip to their favorite vacation getaway?
- How does the population break out into beach people, mtn people, etc.?
- Does this vary by demographics?

Travel Habits

The COVID-19 pandemic has had a significant influence on the way people interact and travel. Considering this factor, the survey was conducted through two phases: pre-COVID-19 travel frequency and post-COVID-19 frequency expectation. We investigated how the two phases of previous and future travel experiences can increase people's happiness.

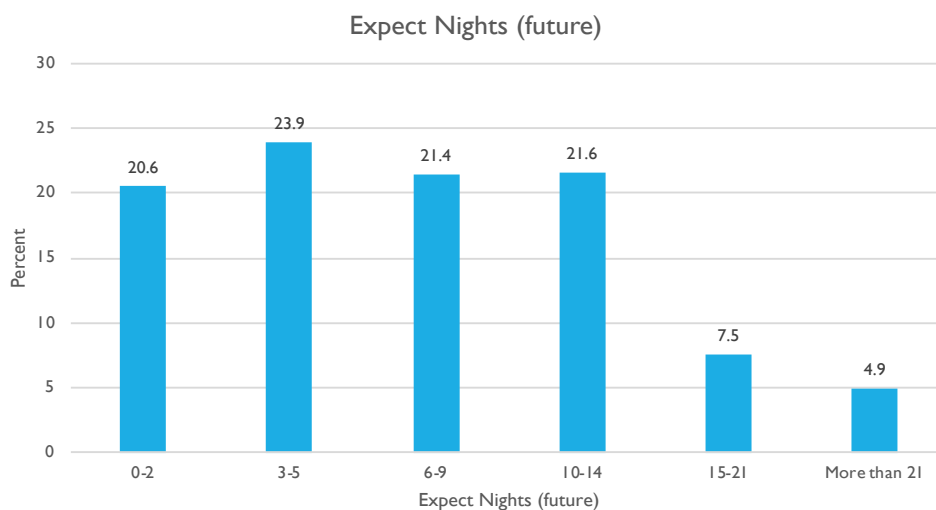
Pre-COVID Travel Frequency

- Light travelers (0 to 5 nights) made up 58% of the respondents
- Medium travelers (6 to 14 nights) were 29% of respondents
- Heavy travelers (15+ nights) made up 13% of respondents



Post-COVID Travel Frequency Expectation*

- 44% of respondents expected to be Light travelers (0 to 5 nights)
- 43% of respondents expected to be Medium travelers (6 to 14 nights)
- 13% of respondents expected to be Heavy travelers (15+ nights)



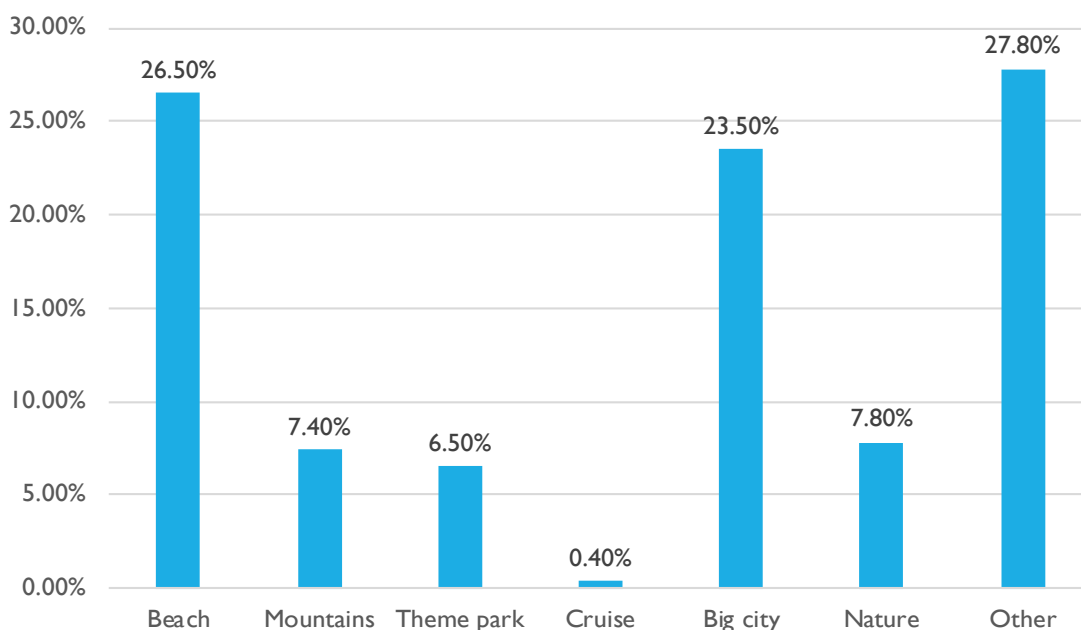
Post-COVID Travel Frequency Expectation*

- Light travelers are the most likely to expect to stay at their previous level of travel
- Medium and Heavy travelers are more likely to expect lower levels of travel in 2022

Pre Covid Travel Frequency	0-5 nights Post-Covid (Light)	6-14 nights Post-Covid (Medium)	15+ nights Post-Covid (Heavy)
Light (0 – 5 nights)	72.5%	25.0%	2.5%
Medium (6 to 14 nights)	24.5%	62.5%	13.0%
Heavy (15+ nights)	8.0%	45.3%	46.7%

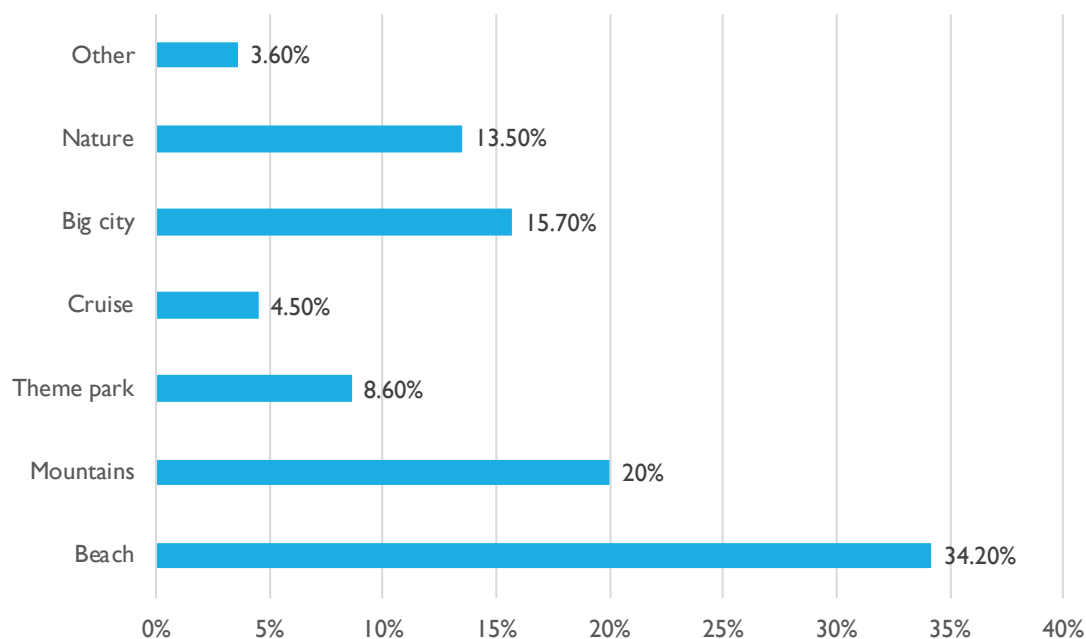
Type of Vacation Destination Visited in the Past

- Beach Vacation was the most popular vacation type among respondents in the past four years (26.5%)
- Big City vacation was the second most popular at (23.5%)



Favorite Type of Vacation

- Beach vacation was the most popular type of vacation for respondents (34.2%)
- Mountain vacation was the second favorite vacation type (19.9%)



Vacation Destination Visitation by Vacation Frequency

- Not surprisingly, Heavy travelers generally took more types of vacations than other travelers
- Beach vacations were the most popular type of vacation by all levels of travelers

Pre Covid Travel Frequency	Beach	Mountain	Theme Park	Cruise	Big City	Nature	Other
Light	51.8%	28.5%	25.7%	4.9%	47.0%	30.2%	21.4%
Medium	75.2%	46.9%	33.6%	11.5%	65.3%	40.2%	14.3%
Heavy	79.6%	65.0%	27.0%	12.4%	78.8%	55.5%	19.0%

Favorite Vacation Destination by Vacation Frequency

- Heavy travelers evenly split on their favorite vacation destination between beach and mountain destinations
- Beach vacations were the most popular type of vacation of Light and Medium travelers

Pre Covid Travel Frequency	Beach	Mountain	Theme Park	Cruise	Big City	Nature	Other
Light	26.4%	19.9%	12.3%	5.1%	16.9%	16.2%	3.3%
Medium	34.8%	17.4%	8.6%	5.3%	16.6%	15.2%	2.4%
Heavy	27.2%	28.4%	4.1%	5.3%	16.0%	13.6%	5.3%

Vacation Destination Overlap by Vacation Type

- Beach vacations are the second choice for all travelers who have taken any other type of vacation
- The highest percentage overlap is between Cruise vacations and Beach

Vacation Type Taken	Beach	Mountain	Theme Park	Cruise	Big City	Nature	Other
Beach	100.0%	45.9%	31.7%	11.6%	60.8%	38.8%	12.5%
Mountain	73.2%	100.0%	28.0%	8.8%	64.1%	48.6%	11.8%
Theme Park	70.8%	39.3%	100.0%	11.7%	61.4%	37.3%	11.0%
Cruise	87.9%	41.8%	39.6%	100.0%	61.5%	33.0%	8.8%
Big City	67.3%	44.6%	30.4%	9.0%	100.0%	39.6%	11.8%
Nature	67.1%	52.8%	28.9%	7.5%	61.8%	100.0%	13.8%
Other	44.8%	26.6%	17.7%	4.2%	38.0%	28.7%	100.0%

Vacations Taken Other Than Favorite

- Respondents who listed a Big City vacation as their favorite were most likely to have taken one in the past four years
- Respondents who list Cruise as their favorite kind of vacation are more likely to have taken a Beach vacation than a Cruise vacation

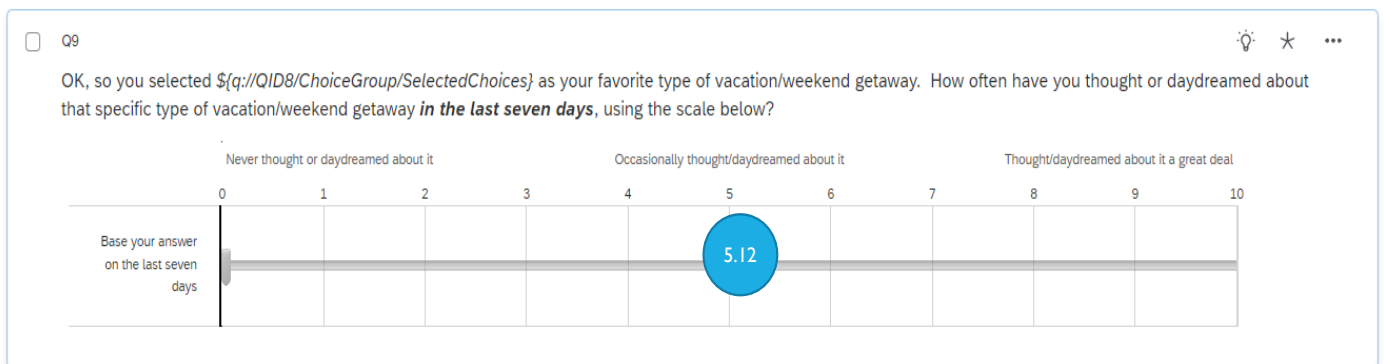
Favorite Vacation	Beach	Mountain	Theme Park	Cruise	Big City	Nature	Other
Beach	81.2%	37.8%	29.9%	9.1%	55.5%	33.6%	16.0%
Mountain	57.5%	66.5%	23.0%	4.9%	51.6%	40.8%	14.3%
Theme Park	50.7%	19.7%	62.0%	4.2%	52.8%	24.7%	20.4%
Cruise	70.7%	32.0%	34.7%	46.7%	49.3%	24.0%	16.0%
Big City	55.2%	31.8%	24.7%	8.4%	81.7%	30.1%	13.4%
Nature	55.6%	37.7%	22.0%	6.7%	53.8%	65.0%	17.5%
Other	39.1%	32.6%	17.4%	0.0%	28.3%	26.1%	69.6%



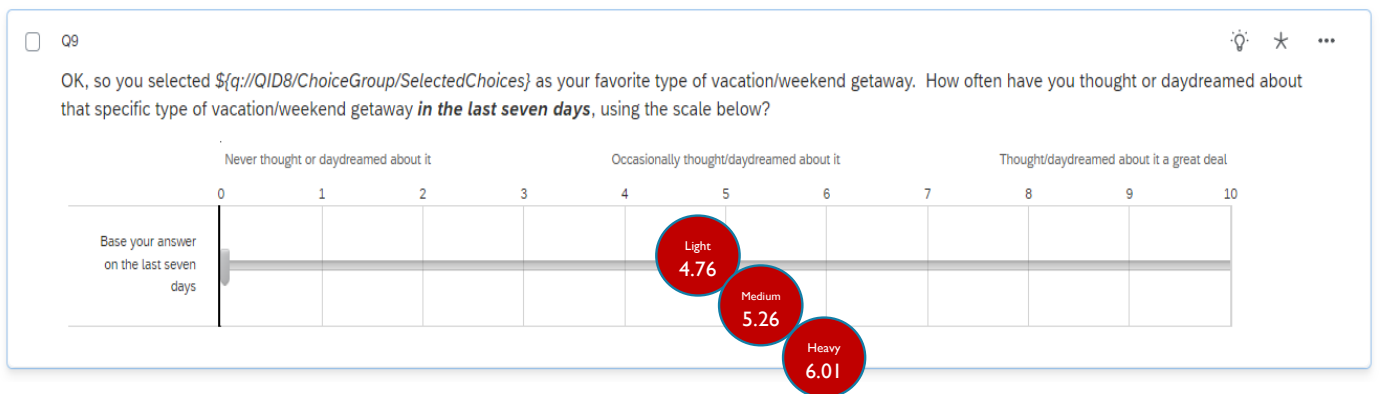
Reminders of Your Favorite Vacation

Frequency of Thinking of Your Favorite Vacation in the Past 7 Days

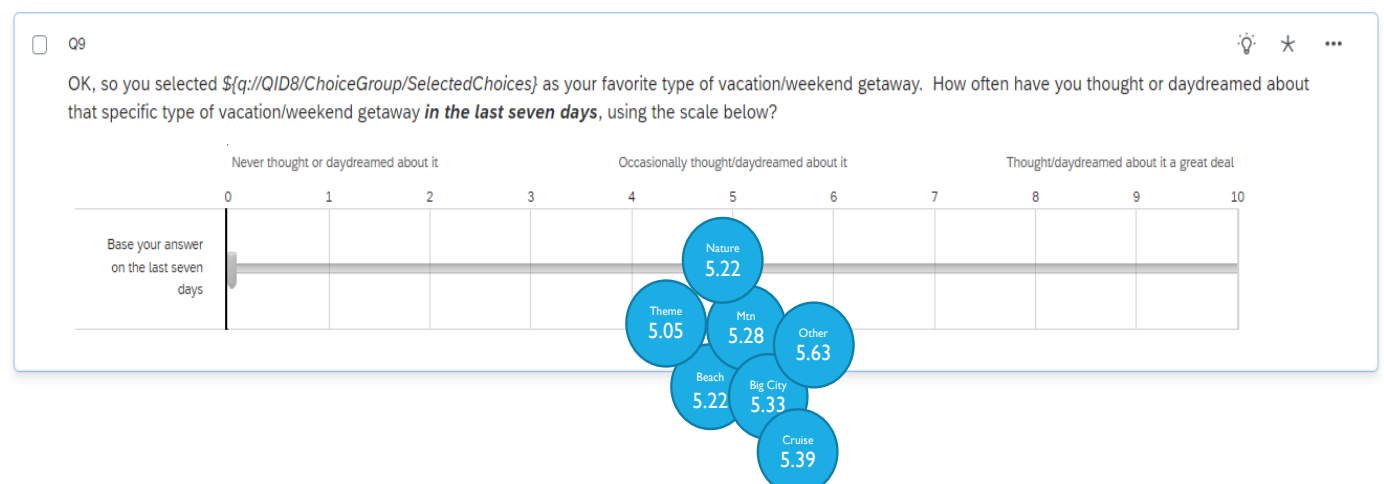
- On average, respondents occasionally thought about their favorite vacation destination in the past seven days



- The more frequently you travel, the more likely you are to think about your favorite vacation destination



- There is not much difference in the frequency of thinking about your favorite destination, based on what your favorite destination is

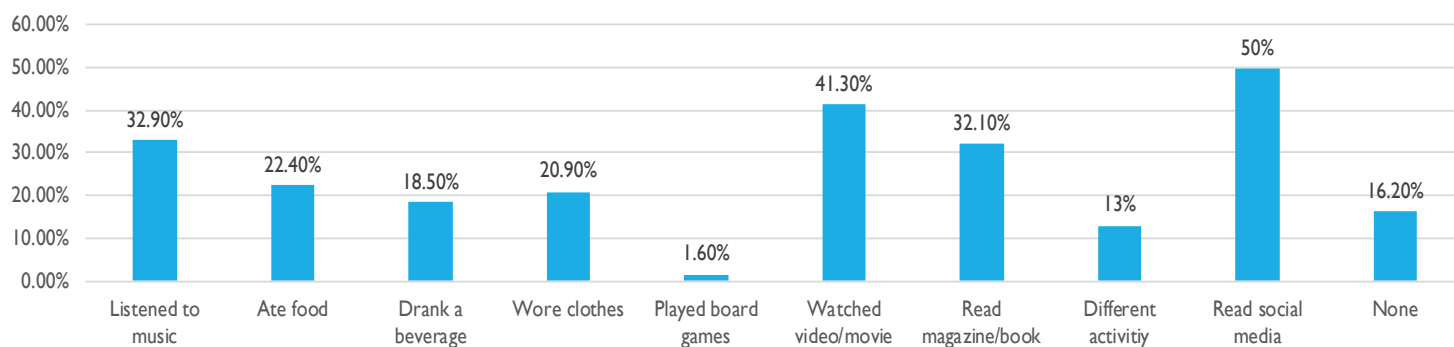


- Between 20% and 25% of respondents thought about their favorite vacation frequently during the past seven days
- Not much difference in the frequency based on favorite vacation type

Vacation Type Taken	Average	% Rarely (0-3)	% Occasionally (4 - 7)	% Frequently (8 - 10)
Overall	5.12	31.4%	45.7%	22.9%
Beach	5.22	30.2%	44.7%	25.1%
Mountain	5.28	27.5%	50.2%	22.3%
Theme Park	5.05	31.7%	45.8%	22.5%
Cruise	5.39	24.0%	50.7%	25.3%
Big City	5.33	28.5%	47.3%	24.3%
Nature	5.22	29.1%	48.0%	22.9%
Other	5.63	32.6%	34.8%	32.6%

Short Term Actions That Remind You of Your Favorite Vacation (Past 7 Days)

- Half of respondents read a social media post that reminded them of their favorite vacation destination
- Watching a video or movie was second (41.6%) and listening to music was third (32.9%)



Short Term Actions That Remind You of Your Favorite Vacation (Past 7 Days), Segmented by Travel Frequency

- In general, the more you travel, the more you have reminders in your life of your favorite vacation destination
- Social media reminders of your favorite vacation destination is particularly strong with Heavy travelers

Type of Reminder	Overall	Light Travelers	Medium Travelers	Heavy Travelers
Social Media	49.8%	42.0%	55.1%	60.6%
Video/Movie	41.6%	41.2%	42.6%	40.2%
Music	32.9%	34.2%	30.9%	35.0%
Book/Mag/Web	31.9%	26.1%	34.8%	43.1%
Food	22.6%	22.0%	22.8%	24.1%
Clothing	21.1%	19.8%	19.8%	29.9%
Beverage	18.3%	14.8%	19.8%	25.6%
Other	12.8%	10.5%	14.5%	15.3%

Short Term Actions That Remind You of Your Favorite Vacation (Past 7 Days), Segmented by Daydreaming Frequency

- Content such as social media, video and music were more likely to be reminders than physical reminders such as food, clothing and beverages
- The % of respondents using these reminders went up across the board with the frequency of daydreaming about a destination



Type of Reminder	Overall	% Rarely (0-3)	% Occasionally (4 – 7)	% Frequently (8 – 10)
Social Media	49.8%	34.3%	53.5%	63.6%
Video/Movie	41.6%	29.5%	43.4%	55.0%
Music	32.9%	16.3%	35.1%	51.7%
Book/Mag/Web	31.9%	21.1%	34.0%	42.6%
Food	22.6%	11.8%	24.7%	33.5%
Clothing	21.1%	10.8%	23.0%	31.4%
Beverage	18.3%	11.1%	20.1%	24.4%
Other	12.8%	8.4%	15.4%	13.6%

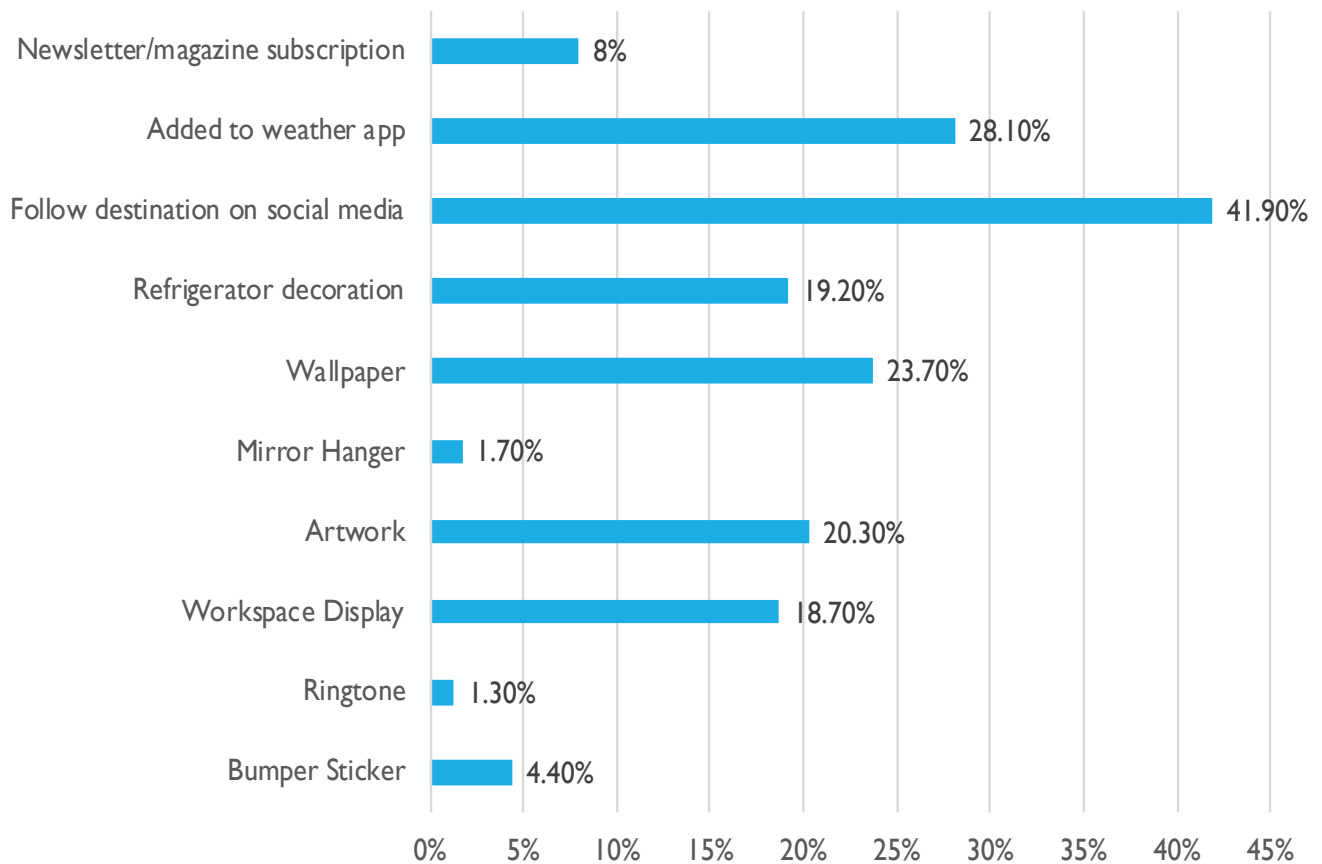
Short Term Actions That Remind You of Your Favorite Vacation (Past 7 Days), Segmented by Favorite Vacation

- Across most vacation types, the types of reminders were very similar
- Beach vacations had the highest % of reminders for beverages

Type of Reminder	Overall	Beach	Mountain	Theme	Cruise	Big City	Nature	Other
Social Media	49.8%	51.5%	46.3%	59.9%	49.3%	47.3%	48.0%	47.8%
Video/Movie	41.6%	40.6%	37.6%	53.5%	32.0%	46.9%	38.6%	37.0%
Music	32.9%	32.5%	35.5%	35.2%	26.7%	33.5%	35.4%	45.7%
Book/Mag/Web	31.9%	27.4%	32.8%	33.8%	38.7%	33.9%	31.4%	32.6%
Food	22.6%	25.1%	16.7%	23.9%	24.0%	28.9%	23.3%	32.6%
Clothing	21.1%	18.8%	27.5%	27.5%	22.7%	16.7%	25.1%	15.2%
Beverage	18.3%	22.3%	15.7%	14.8%	16.0%	17.2%	13.9%	17.4%
Other	12.8%	10.2%	14.6%	9.2%	12.0%	8.4%	18.4%	15.2%

Longer Term Actions to Remind You of Your Favorite Vacation

- 42% of respondents follow their favorite vacation destination on social media, the most of any option offered in the survey
- Adding a destination to their weather app or having destination wallpaper on their phone or computer were second (28.6%) and third (23.5%)



Longer Term Actions That Remind You of Your Favorite Vacation, Segmented By Travel Frequency

- As with the short-term actions, in general, the more you travel, the more you have reminders in your life of your favorite vacation destination
- Heavy travelers do more of these actions across the board



Type of Reminder	Overall	Light Travelers	Medium Travelers	Heavy Travelers
Follow on Social	42.0%	38.3%	45.0%	45.3%
Weather App	28.6%	23.1%	31.9%	38.0%
Wallpaper	23.5%	17.5%	25.9%	37.2%
Artwork	20.6%	16.3%	24.3%	24.8%
Refrigerator	19.3%	14.6%	22.4%	26.3%
Display in Workspace	18.8%	13.4%	22.2%	27.0%
Subscribe to Newsletter	8.1%	6.2%	9.2%	11.7%
Other	9.9%	8.9%	9.2%	15.3%

Longer Term Actions That Remind You of Your Favorite Vacation, Segmented by Daydreaming Frequency

- 41.6% of respondents who rarely think of their favorite vacation destination have done anything to remind them of the destination

Type of Reminder	Overall	% Rarely (0-3)	% Occasionally (4 – 7)	% Frequently (8 – 10)
Follow on Social	42.0%	28.3%	43.2%	58.3%
Weather App	28.6%	19.0%	28.5%	41.7%
Wallpaper	23.5%	13.9%	23.5%	36.8%
Artwork	20.6%	13.0%	22.0%	28.5%
Refrigerator	19.3%	13.9%	22.0%	21.5%
Display in Workspace	18.8%	10.0%	20.6%	27.3%
Subscribe to Newsletter	8.1%	4.5%	8.1%	13.2%
Other	9.9%	7.8%	9.8%	12.8%

Longer Term Actions That Remind You of Your Favorite Vacation, Segmented by Favorite Vacation

- Those who list Theme Park or Cruise as their favorite vacation type are far more likely to subscribe to a newsletter or magazine about the destination
- This is perhaps due to the importance these types of destination put on inviting consumers to subscribe to their direct marketing efforts

Type of Reminder	Overall	Beach	Mountain	Theme	Cruise	Big City	Nature	Other
Follow on Social	42.0%	40.8%	40.1%	48.9%	42.7%	42.7%	45.7%	43.5%
Weather App	28.6%	33.2%	26.1%	28.4%	20.0%	33.9%	25.6%	26.1%
Wallpaper	23.5%	23.2%	27.9%	19.9%	16.0%	22.2%	23.8%	21.7%
Artwork	20.6%	18.3%	23.0%	21.3%	12.0%	20.9%	16.6%	26.1%
Refrigerator	19.3%	22.0%	17.4%	22.7%	21.3%	17.2%	16.1%	13.0%
Display in Workspace	18.8%	18.6%	17.4%	25.5%	18.7%	14.2%	17.0%	17.4%
Subscribe to Newsletter	8.1%	5.3%	5.2%	16.3%	14.7%	7.1%	8.1%	6.5%
Other	9.9%	8.8%	11.5%	12.8%	6.7%	7.5%	8.5%	13.0%

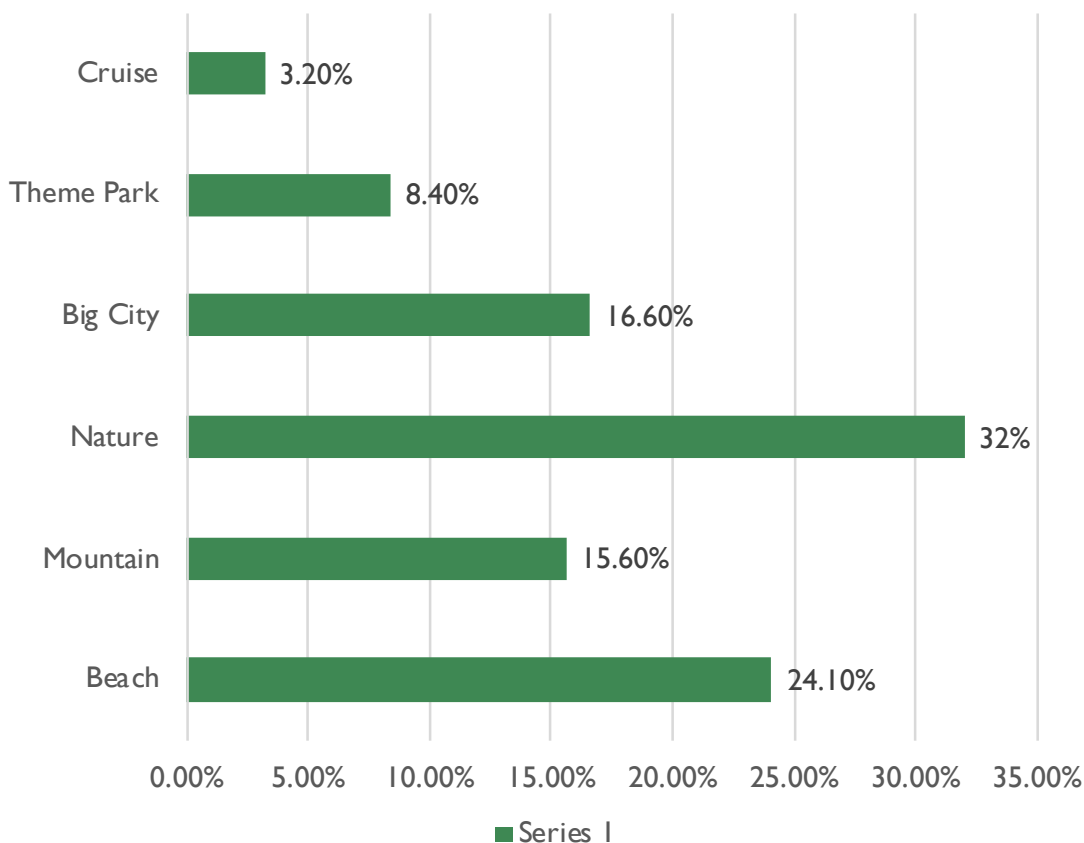
Some Preliminary Observations

- Frequency of travel seems to have the biggest impact on the use of reminders, with Heavy travelers, in general, doing/owning more of the reminder actions than Light or Medium travelers.
- Reminder activity does not seem appreciably different for respondents listing different kinds of favorite vacations.

Vacation Self-Identification

Self-Identification by Vacation Type

- Respondents most often selected “I’m a nature person” to describe themselves from the choices presented (32%)
- Beach was the second choice, with 24.1% of respondents selecting that self-identification.
- Note that green will be used to note references to self-identification, vs. blue for favorite vacation type



Alignment Between Self-Identification by Vacation Type Versus Favorite Vacation Type

- Beach people have the strongest alignment between self-identification and favorite vacation type
- To read this chart – 65.6% of those who describe themselves as a beach person say that a beach vacation is their favorite kind of vacation

Favorite Vacation	Beach	Mountain	Theme Park	Cruise	Big City	Nature	None
Beach	65.6%	13.5%	14.2%	20.8%	18.3%	23.0%	24.6%
Mountain	6.0%	55.3%	6.6%	0.0%	8.6%	26.4%	17.4%
Theme Park	6.7%	3.9%	63.2%	6.3%	5.8%	4.7%	10.1%
Cruise	5.1%	4.3%	3.8%	52.1%	3.5%	2.5%	1.5%
Big City	8.8%	8.7%	7.6%	10.4%	51.4%	7.4%	18.8%
Nature	7.6%	11.5%	2.8%	6.3%	9.0%	32.8%	11.6%
Other	0.3%	2.9%	1.9%	4.2%	3.5%	3.2%	15.9%

Alignment Between Self-Identification by Vacation Type Plus Favorite Vacation Type Plus Visited the Destination

- “Travel-aligned personality” means respondents who (1) identified as a X person (2) said X kind of vacation was their favorite kind and (3) took X kind of vacation pre-pandemic

Aligned	All Persons	Person + Favorite	Person + Favorite + Travel	% Travel - Aligned of All
Beach	22.3%	19.8%	17.1%	76.7%
Mountain	14.4%	10.5%	8.2%	57.1%
Theme Park	7.7%	6.1%	4.7%	60.5%
Cruise	3.0%	2.3%	1.3%	42.7%
Big City	18.3%	12.1%	10.3%	56.4%
Nature	29.2%	12.2%	8.3%	28.5%
None	5.3%	1.0%	0.8%	15.5%

Frequency of Thinking of Your Favorite Vacation in the Past 7 Days, (Travel-Aligned Personalities)

- Those respondents who had travel-aligned personalities thought about their favorite destination slightly more often than those who had simply identified it as their favorite type of vacation

Favorite Type of Vacation	Average Respondent	Travel-Aligned Respondent
Overall	5.12	5.45
Beach	5.22	5.48
Mountain	5.28	5.87
Theme Park	5.05	5.73
Cruise	5.39	6.36
Big City	5.33	5.75
Nature	5.22	5.77
Other	5.63	3.22

Short Term Actions That Remind You of Your Favorite Vacation (Past 7 Days), Segmented by Travel-Aligned

- Niche vacations – theme park and cruises – had high levels of short-term reminder activities
- Beach vacations were strong with social media, video/movie, food and beverage reminders

Type of Reminder	Overall	Beach	Mountain	Theme	Cruise	Big City	Nature	None
Social Media	49.8%	56.7%	48.9%	80.4%	71.4%	54.8%	49.5%	30.9%
Video/Movie	41.6%	44.9%	40.0%	64.7%	35.7%	48.7%	44.0%	29.1%
Music	32.9%	39.6%	42.2%	37.3%	21.4%	35.4%	39.6%	21.8%
Book/Mag/Web	31.9%	24.6%	40.0%	41.2%	50.0%	35.4%	34.1%	21.8%
Food	22.6%	28.9%	18.9%	17.7%	28.6%	30.1%	24.2%	10.9%
Clothing	21.1%	21.4%	31.1%	33.3%	14.3%	18.6%	28.6%	7.3%
Beverage	18.3%	29.4%	18.9%	15.7%	35.7%	21.2%	9.9%	9.1%
Other	12.8%	9.1%	18.9%	11.8%	14.3%	8.0%	19.8%	9.1%

Longer Term Actions That Remind You of Your Favorite Vacation, Segmented by Travel-Aligned

- Theme park travelers had high levels of longer-term reminder activities
- Cruise and Theme parks were strong with newsletter subscriptions
- Beach vacation travelers were low on artwork and newsletter subscriptions

Type of Reminder	Overall	Beach	Mountain	Theme	Cruise	Big City	Nature	None
Follow on Social	42.0%	45.5%	40.0%	56.9%	42.9%	46.0%	52.8%	21.8%
Weather App	28.6%	32.6%	30.0%	31.4%	21.4%	39.8%	25.3%	23.6%
Wallpaper	23.5%	23.5%	36.7%	19.6%	14.3%	28.3%	22.0%	18.2%
Artwork	20.6%	10.8%	37.8%	35.3%	28.6%	23.0%	16.5%	14.6%
Refrigerator	19.3%	23.5%	22.2%	39.2%	28.6%	19.5%	18.7%	10.9%
Display on Workspace	18.8%	25.7%	22.2%	39.2%	28.6%	19.5%	17.6%	10.9%
Subscribe to Newsletter	8.1%	6.4%	4.4%	33.3%	42.9%	7.1%	11.0%	9.1%
Other	9.9%	8.6%	14.4%	17.7%	7.1%	6.2%	11.0%	16.4%

Effect/Effectiveness of Vacation Reminders

Actions That Make You Feel Like You are Traveling Back to a Time at Your Favorite Vacation, Travel-Aligned

- Theme park and Cruise travelers had higher levels of having actions making them feel like they are traveling back
- Theme parks association with other strongly branded cultural assets, such as movies and music, could be helping them score more strongly here

Type of action	Overall	Beach	Mountain	Theme	Cruise	Big City	Nature	None
A social media post	53.71	56.58	54.06	69.27	57.57	54.64	50.97	34.40
Watching video/movie	51.96	49.38	52.54	69.88	55.57	57.71	50.96	38.64
Eating food	46.28	51.84	42.44	51.94	56.43	59.03	43.56	29.98
Listening to music	43.54	49.16	44.90	57.59	44.50	47.46	40.27	31.49
Reading book/mag	43.06	38.35	49.40	48.14	48.86	45.73	44.56	30.11
Drinking beverage	39.90	47.90	37.47	40.10	59.14	49.87	34.99	24.53
Wearing clothing	36.53	39.05	43.24	53.64	42.79	35.65	34.16	22.20
Other	32.46	35.21	38.18	39.74	41.00	29.93	30.91	24.44
AVERAGE	43.43	45.93	45.28	53.79	50.73	47.50	41.30	29.47

Actions That Make You Feel Like You are Traveling Forward to a Time at Your Favorite Vacation, Travel-Aligned

- Overall, “looking-forward” numbers are lower than “looking-back” across the board
- The ranking of reminders is generally consistent with the “looking-back”
- As before, Theme Park and Cruise had slightly stronger overall looking forward scores

Type of action	Overall	Beach	Mountain	Theme	Cruise	Big City	Nature	None
A social media post	49.47	50.61	50.20	65.06	59.42	51.87	50.68	35.85
Watching video/movie	45.76	45.89	46.62	58.94	57.29	52.35	47.18	29.51
Eating food	34.27	40.14	25.82	37.30	46.71	46.29	31.73	23.25
Listening to music	33.85	39.45	34.74	49.75	41.14	35.77	30.18	24.49
Reading book/mag	35.02	31.83	41.71	38.25	39.14	36.24	40.34	28.80
Drinking beverage	30.35	38.63	26.34	30.64	47.50	37.39	25.45	18.40
Wearing clothing	31.41	34.47	33.47	48.90	36.43	29.20	26.76	18.02
Other	27.67	32.85	32.94	31.93	32.83	22.87	23.14	20.47
AVERAGE	35.98	39.23	36.48	45.10	45.06	39.00	34.43	24.85

Differences Between Traveling Back and Traveling Forward to Your Favorite Vacation, Travel-Aligned

- Almost all actions scored stronger on “looking-back” than “looking-forward”, some actions
- Food, beverages and music had a much stronger “looking-back” scores than “looking-forward”

Type of action	Overall	Beach	Mountain	Theme	Cruise	Big City	Nature	None
A social media post	4.24	5.97	3.86	4.21	-1.85	2.77	0.29	-1.45
Watching video/movie	6.20	3.49	5.92	10.94	-1.72	5.36	3.78	9.13
Eating food	12.01	11.70	16.62	14.64	9.72	12.74	11.83	6.73
Listening to music	9.69	9.71	10.16	7.84	3.36	11.69	10.09	7.00
Reading book/mag	8.04	6.52	7.69	9.89	9.72	9.49	4.22	1.31
Drinking beverage	9.55	9.27	11.13	9.46	11.64	12.48	9.54	6.13
Wearing clothing	5.12	4.58	9.77	4.74	6.36	6.45	7.40	4.18
Other	4.79	2.36	5.24	7.81	8.17	7.06	7.77	3.97
AVERAGE	7.46	6.70	8.80	8.69	5.67	8.50	6.87	4.62



Report #3: Basic Travel and Happiness Study

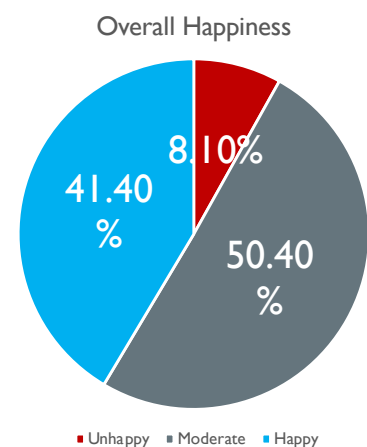
This is a descriptive report of happiness, and how that varies based on demographic variations, on the frequency of past travel, and the plans for future travel. A simple correlation between happiness and travel plans can be explored.

- What is the overall happiness of respondents?
- Did happiness vary by any specific demographic variable?
- Report happiness scores by age, income, education, race and kids?
- Can money buy happiness?
- Did happiness vary by the amount of travel, either past or future?
- Can money buy happiness if you spend it on travel?

Overall, People are Generally Happy

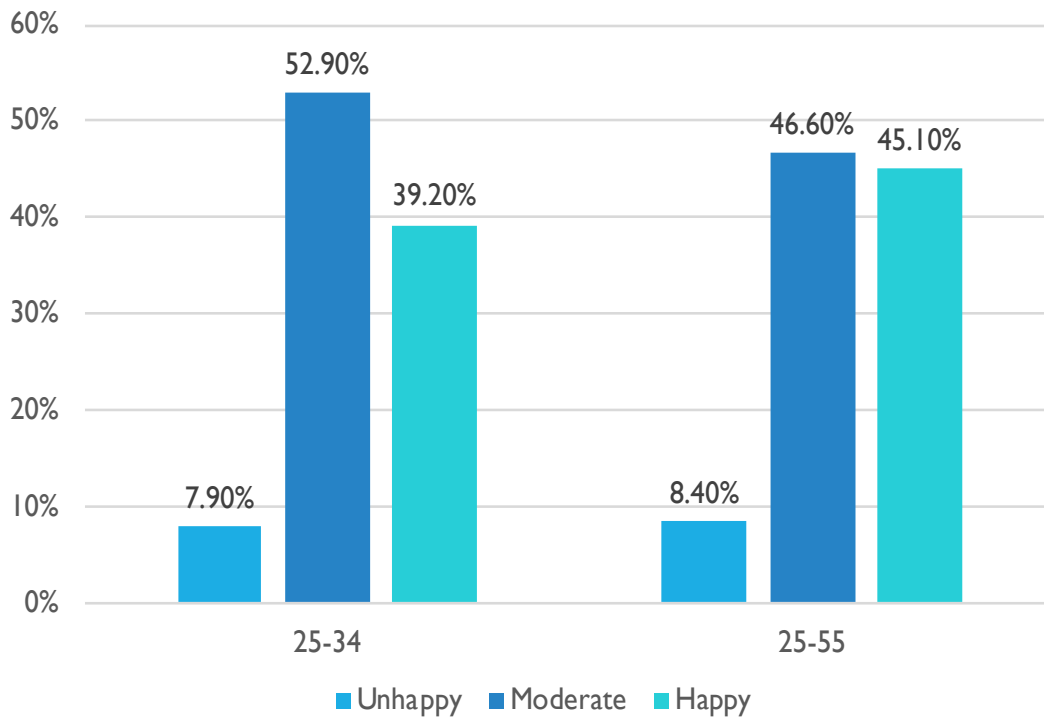
Overall Traveler Happiness

*Reserve coded for consistency

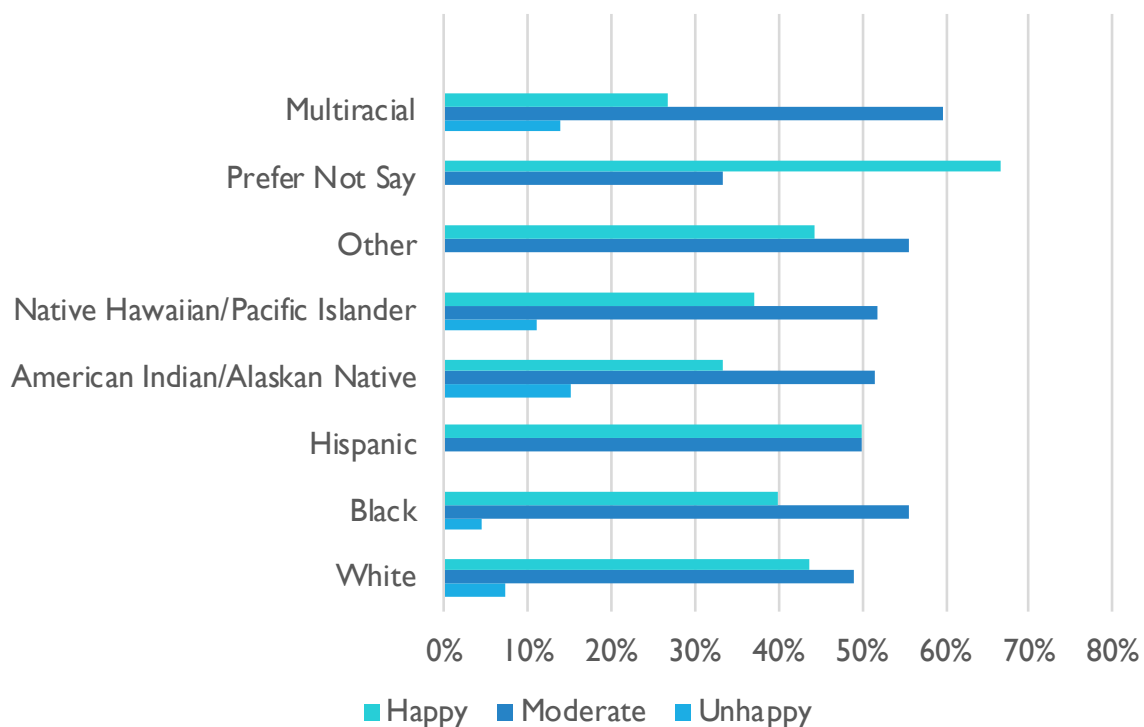


Happiness Does Not Differ by Age or Race

Age & Level of Happiness

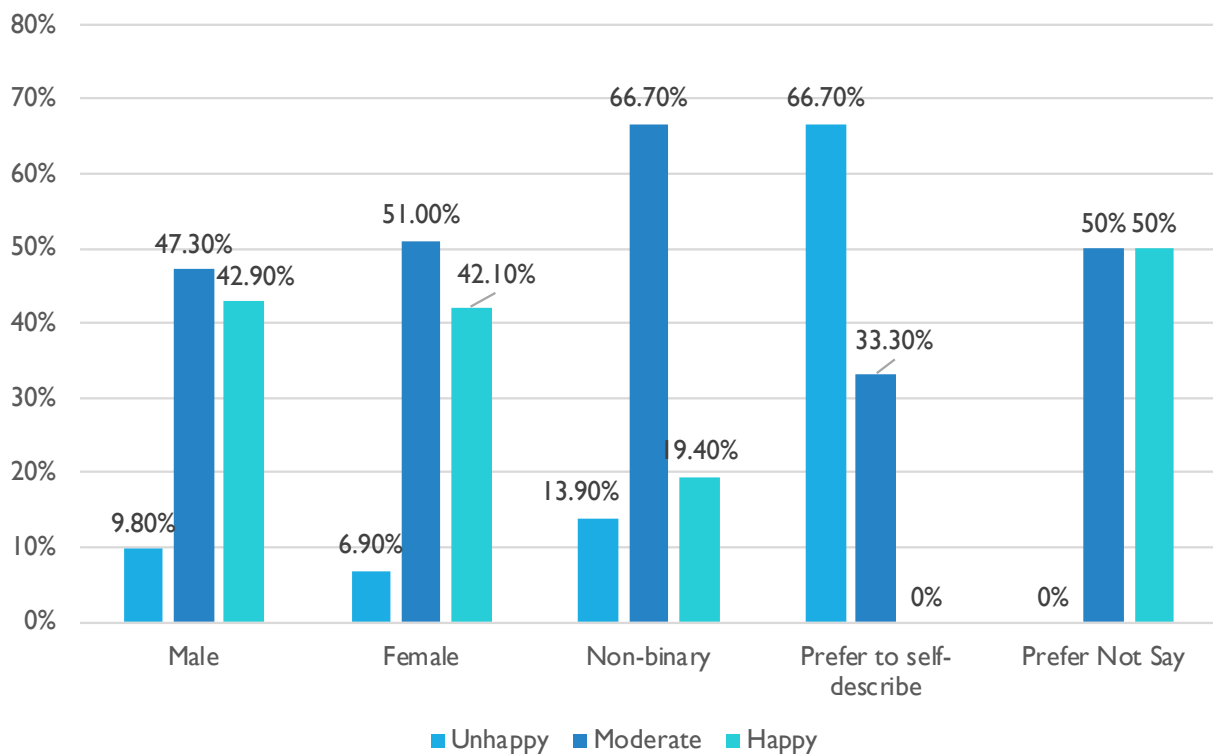


Race & Level of Happiness



Travelers Identifying as Non-binary or Who Prefer to Self-Describe are Less Happy Than Males or Females

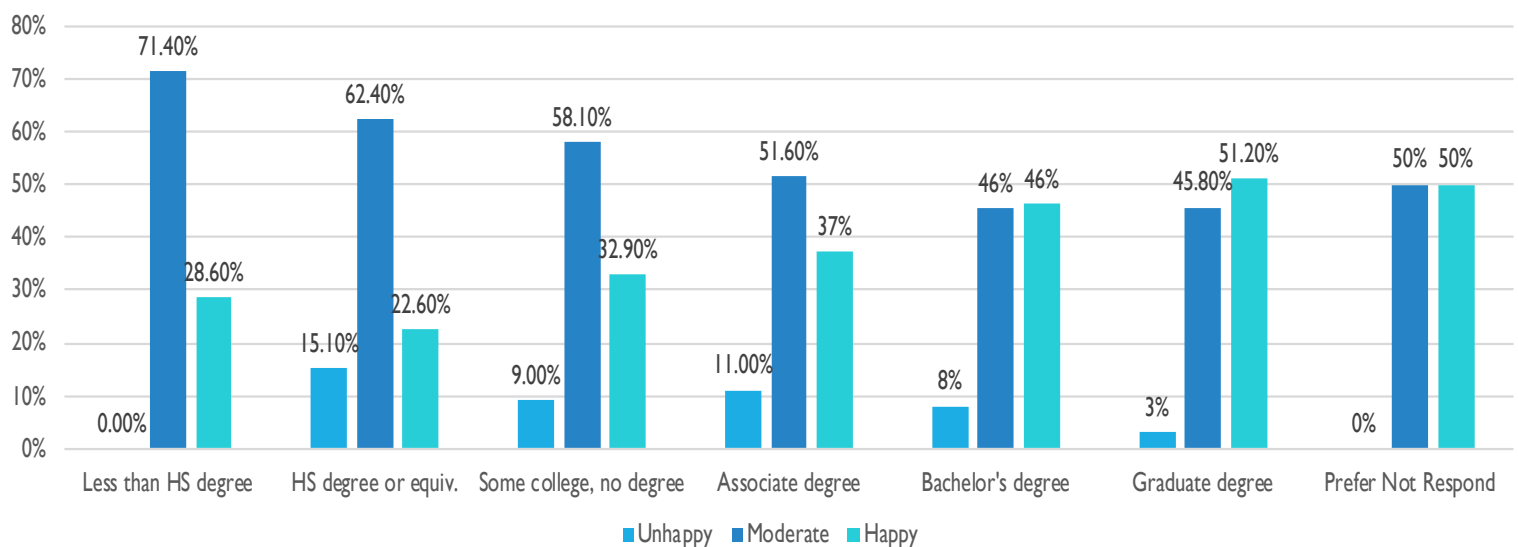
Gender & Level of Happiness



More Educated Travelers Report Higher Levels of Happiness

- Higher level of education corresponds to higher levels of happiness

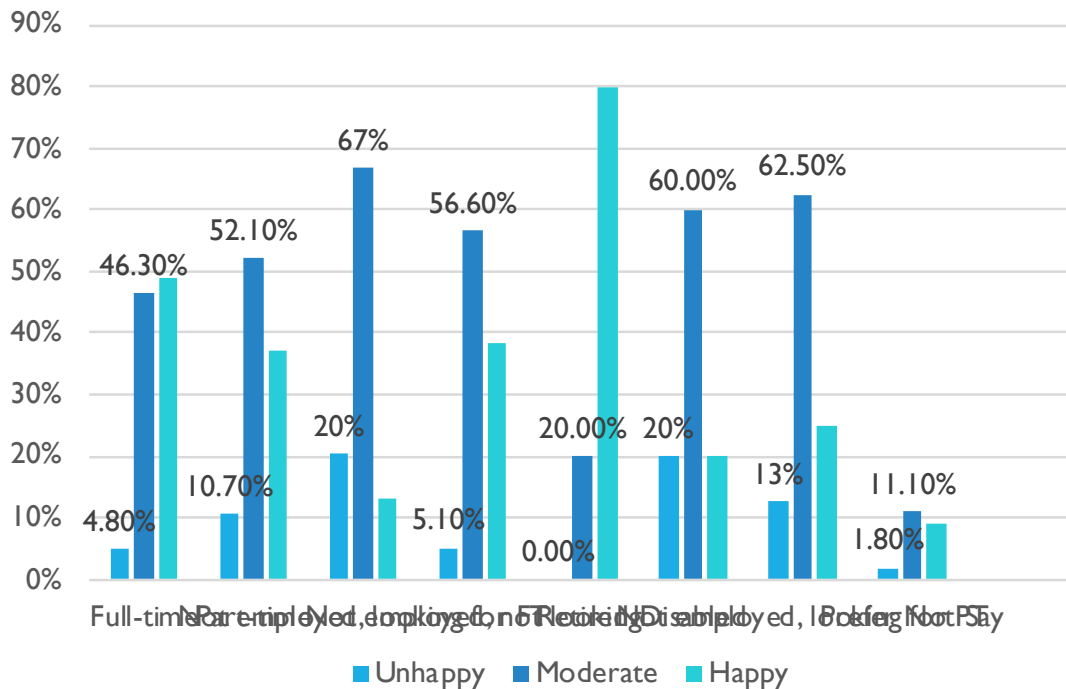
Education & Level of Happiness



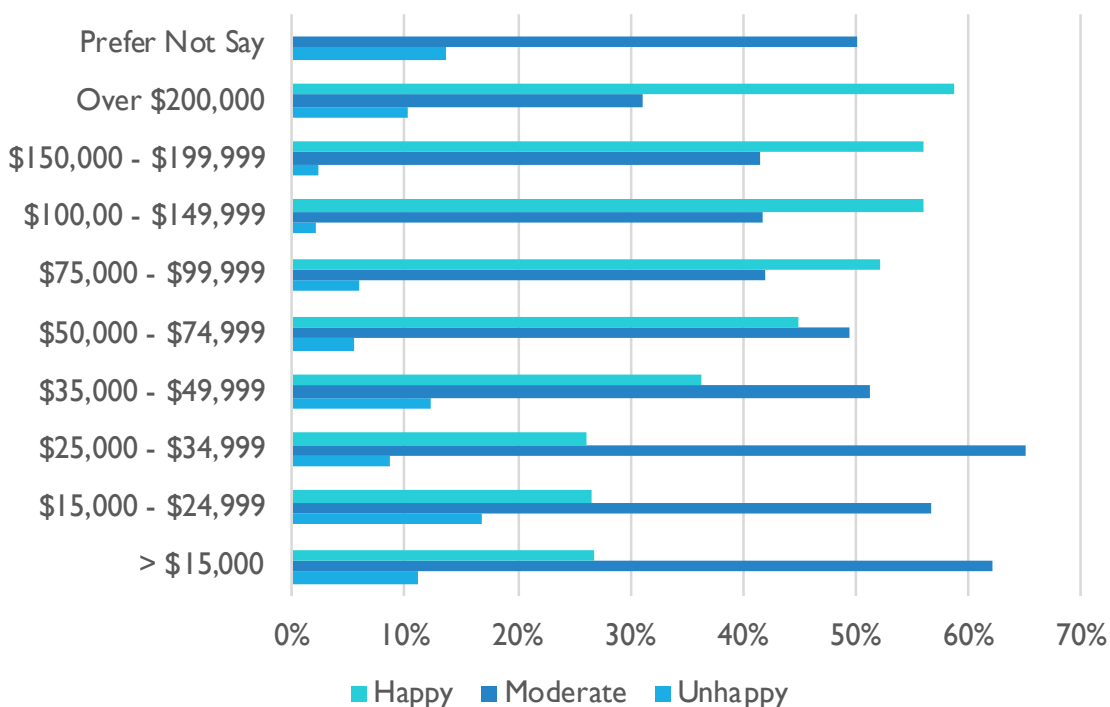
More Employed & Higher Paid Travelers are Happier

- Employed travelers are happier than unemployed
- Married people are happier

Employment & Level of Happiness

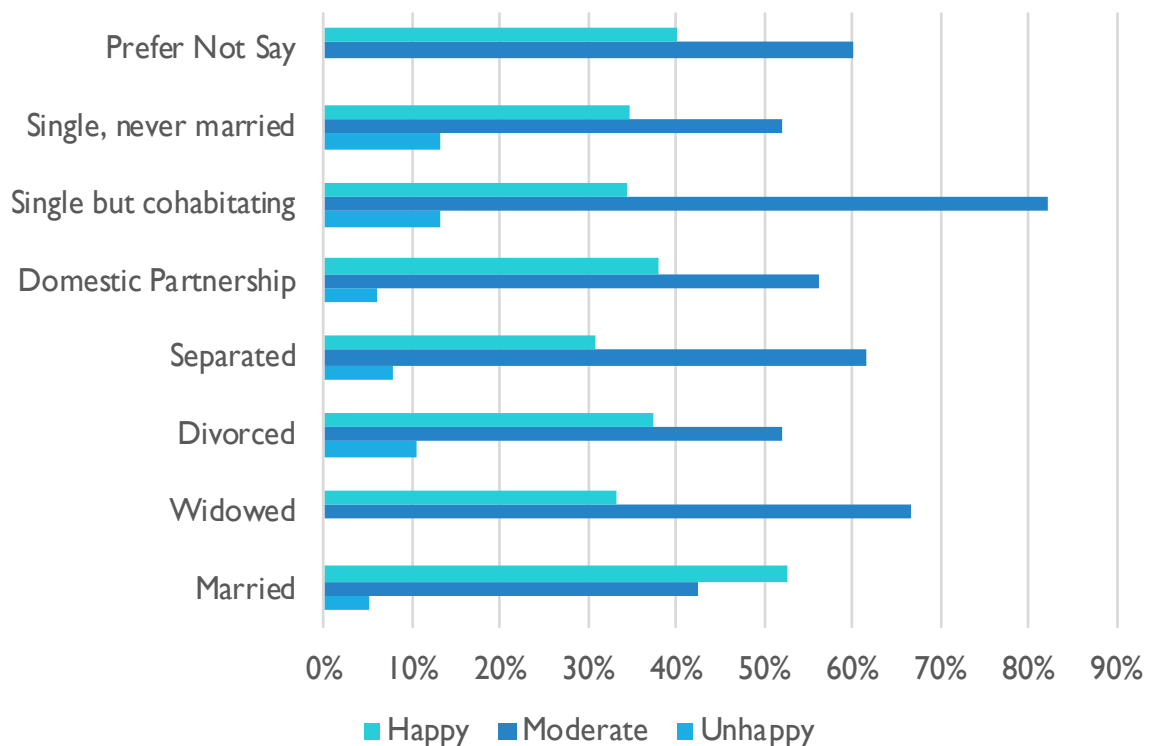


Household Income & Level of Happiness

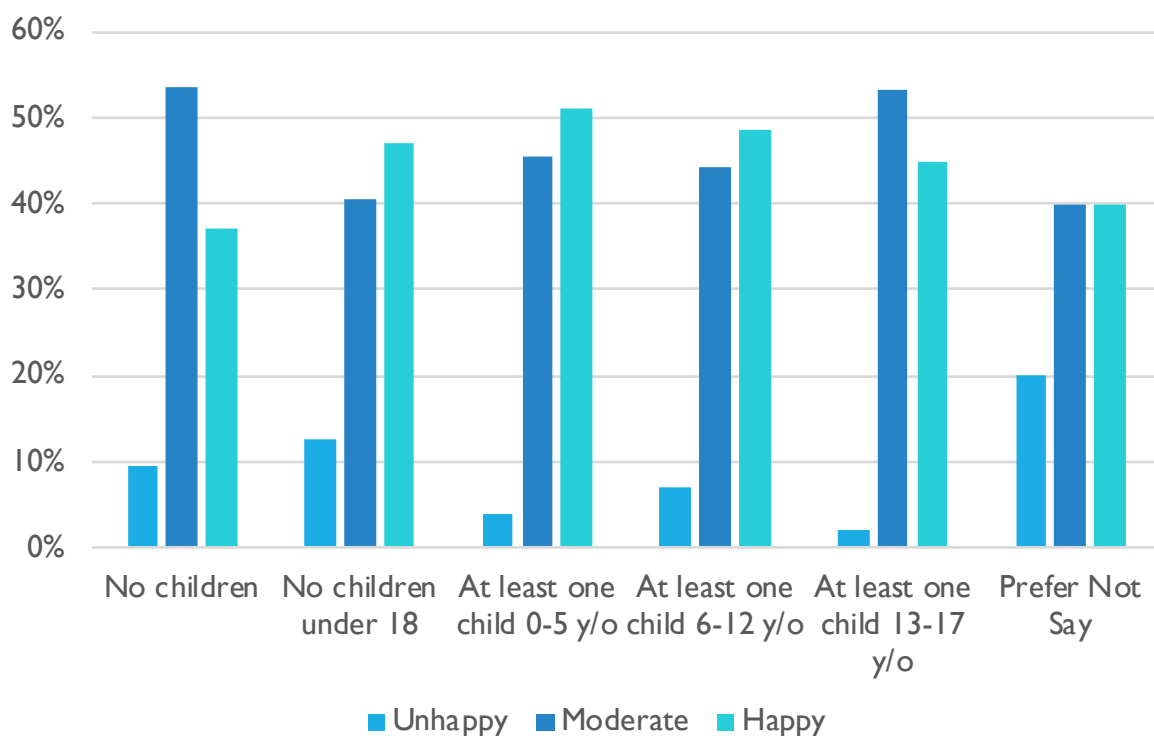


Travelers Who are Married With Children are Happier

Marital Status & Level of Happiness

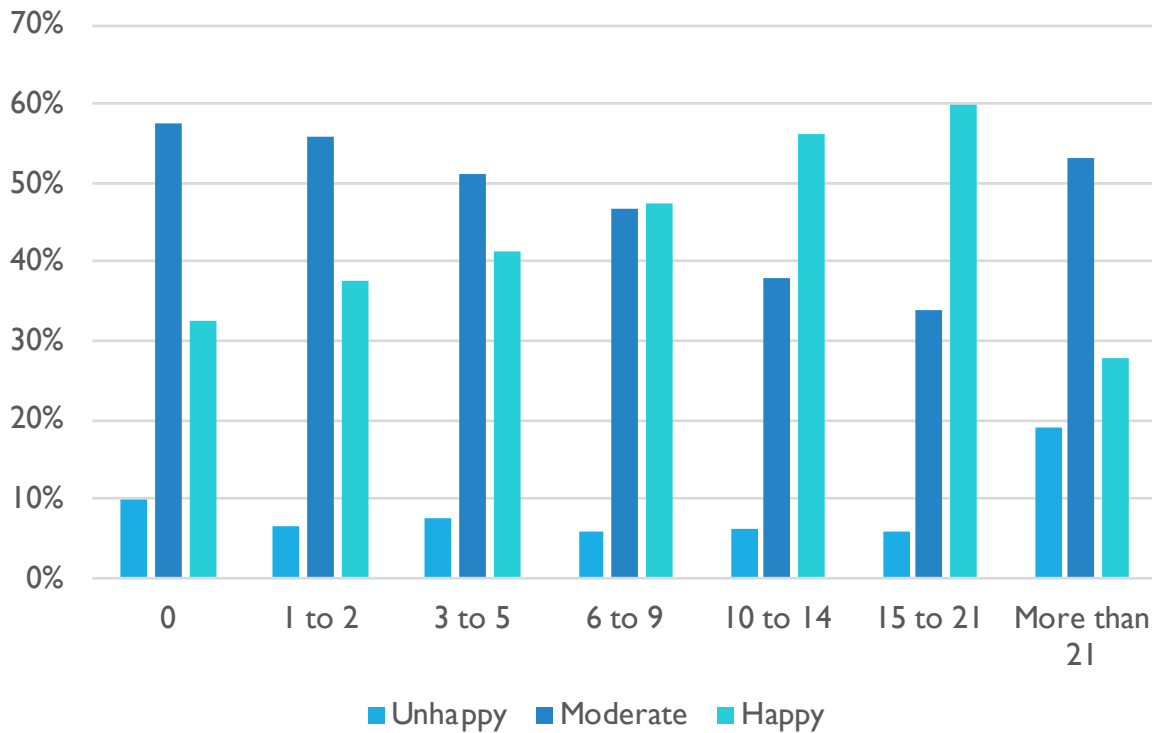


Presence of Children & Level of Happiness

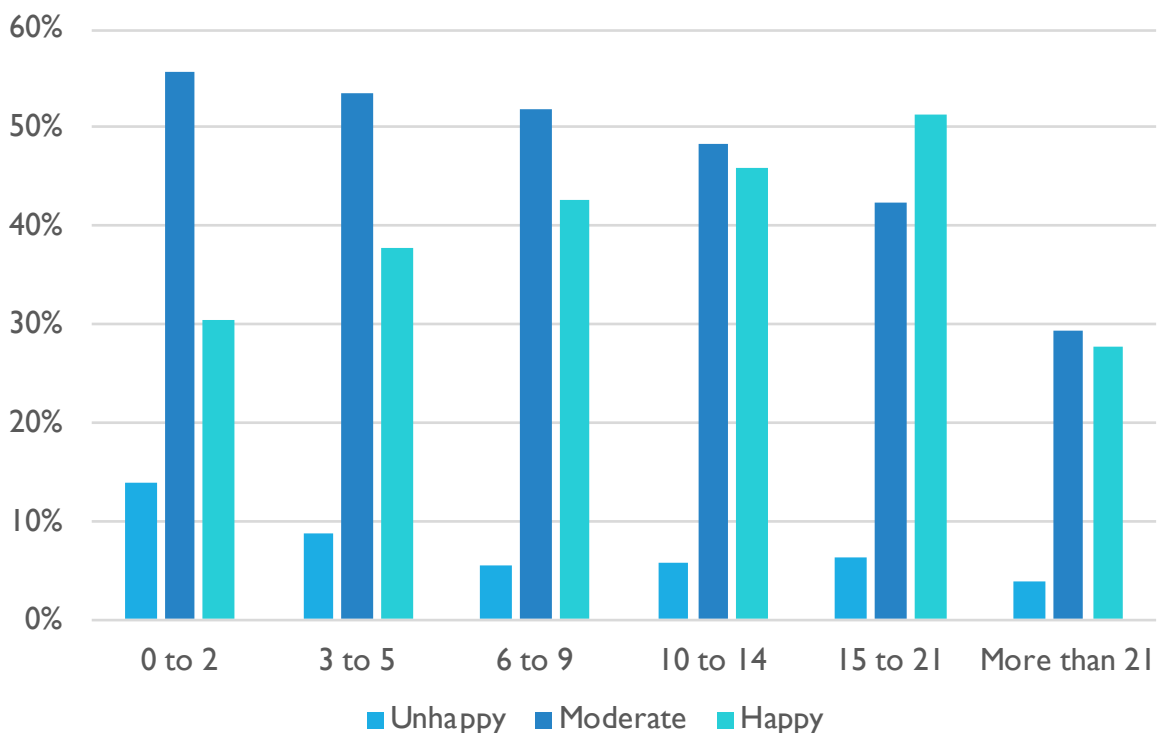


More Past and Future Travel Correlates to Greater Happiness

Past Annual Travel & Level of Happiness



Future Annual Travel & Level of Happiness



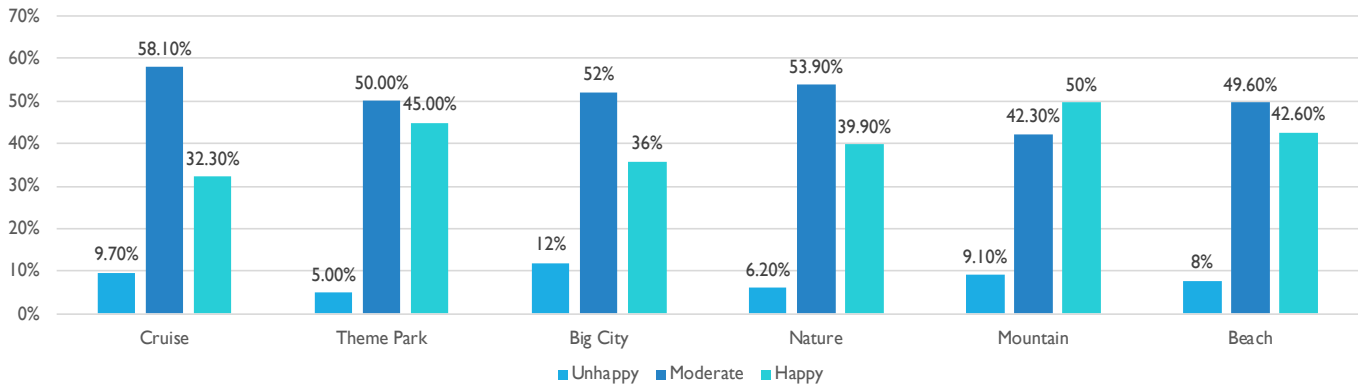
Report #4: Happiness, Vacation Destination Identity, & Mental Time Travel

This is the in-depth survey from the data – does a person's level of happiness vary by the kind of person they self-identify as? Does that level of happiness vary by the amount of mental, emotional or physical activation that a person engages in to be the kind of person they self identify as? There is a difference between saying you are certain kind of person and doing and thinking things that make you that kind of person. Is simply self-identifying as a beach person enough to make you happy? Or is self-identifying as beach person, and then doing something that brings that self-identification to life the path to happiness? We are doing more than reporting results, but looking for statistically significance.

- What is the overall happiness of respondents?
- Is there any significant variation in happiness based simply on vacation destination identity? Example: Respondent says they are a beach person. Are they more or less happy than a mountain person?
- If you add identity activation to the vacation destination identity, does that result in a significant variation in happiness?
- Vacation identity (Q12) +
 1. Favorite Vacation (Q8) alignment ((Beach person who says their favorite vacation is a beach vacation, etc.)
 2. Past vacation to the destination (Q7) (Beach person who took a beach vacation in the last four years)
 3. Favorite Vacation (Q8) + 3+ nights away from home in 2022 (Q6)(Assumption is that favorite is likely to be some/all of those nights)
 4. Daydreamed about favorite destination (Q9, 7+)
 5. Long term action to remind me (Q11) (the total number of things? Above a certain total of things?)* or (individual actions)
 6. Short term action to remind me (Q10) (the total number of things? Above a certain total of things) or (individual actions)
 7. Short term action that makes me travel back to favorite destination (Q23) (total number of things over 70?)
 8. Short term action that makes me travel forward to favorite (Q24) (total number of things over 70?)

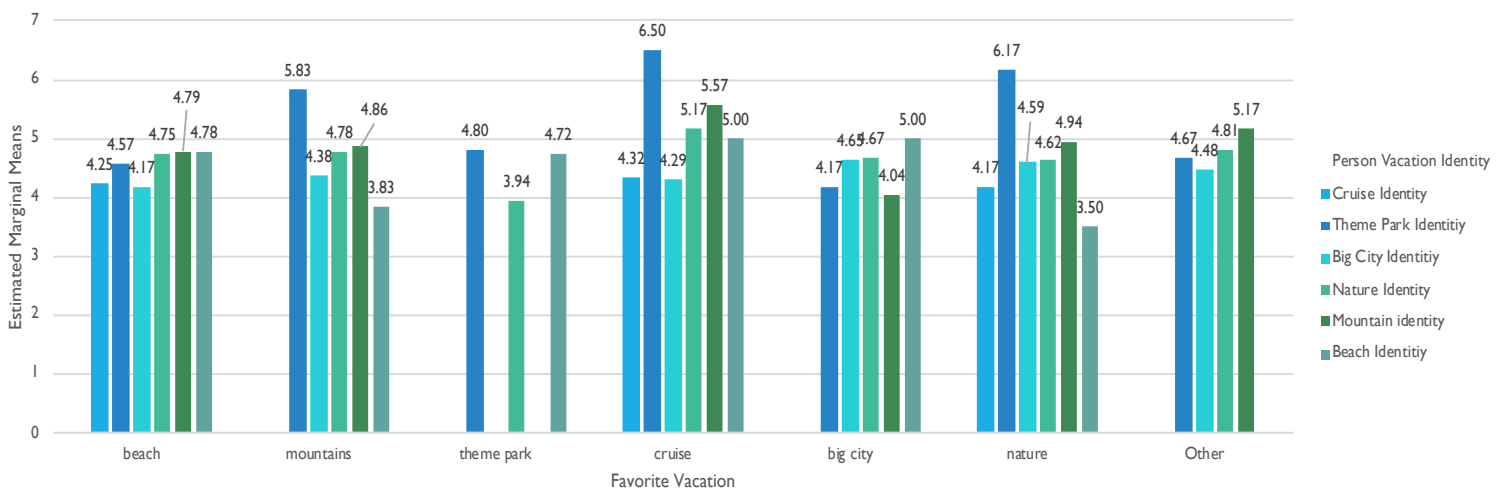
Happiness Does Not Vary by Vacation Destination Identity

Vacation Identity & Level of Happiness



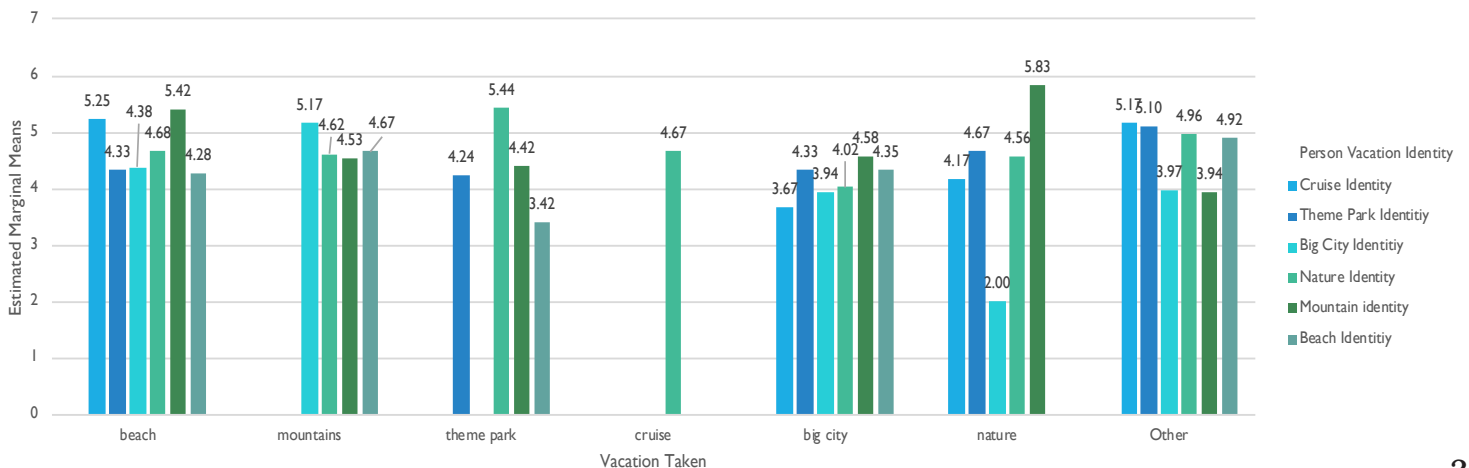
Alignment Between Vacation Identity & Favorite Vacation is Not Necessary for Happiness

Vacation Identity & Favorite Vacation Alignment Impact on Happiness

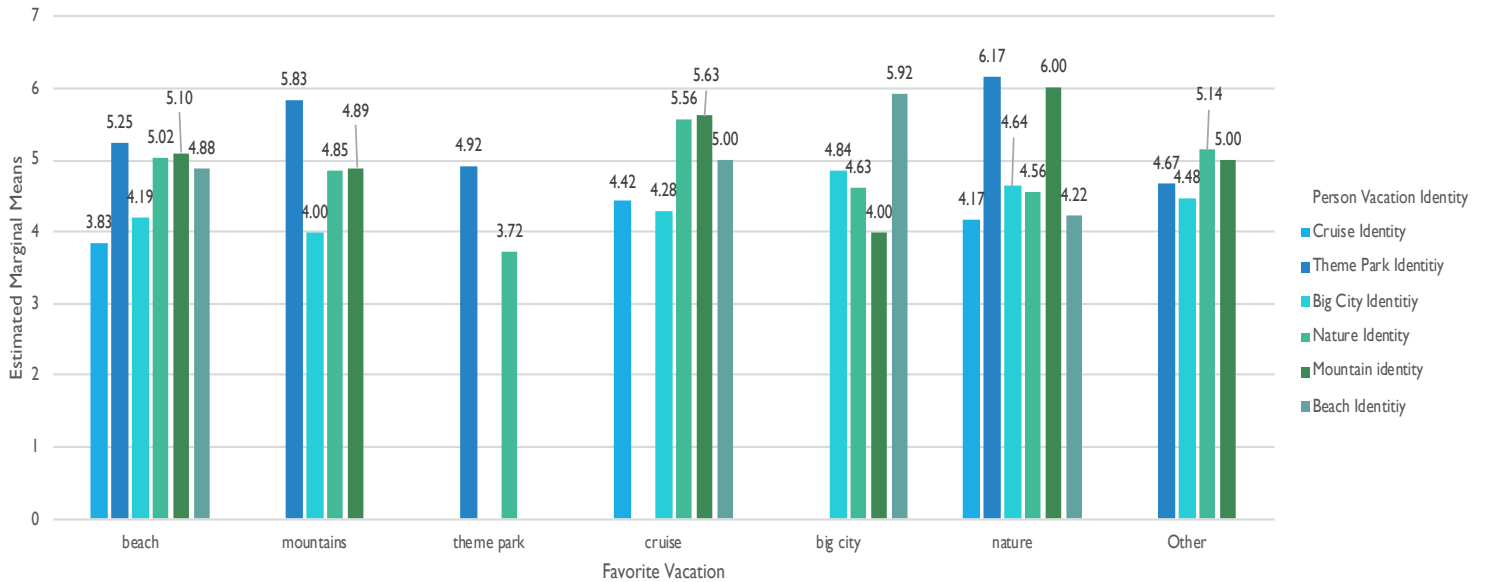


Happiness is Not Dependent Upon Having Recently Experienced the Vacation Destination Identified With

Vacation Identity, Past Vacation Travel, and Happiness

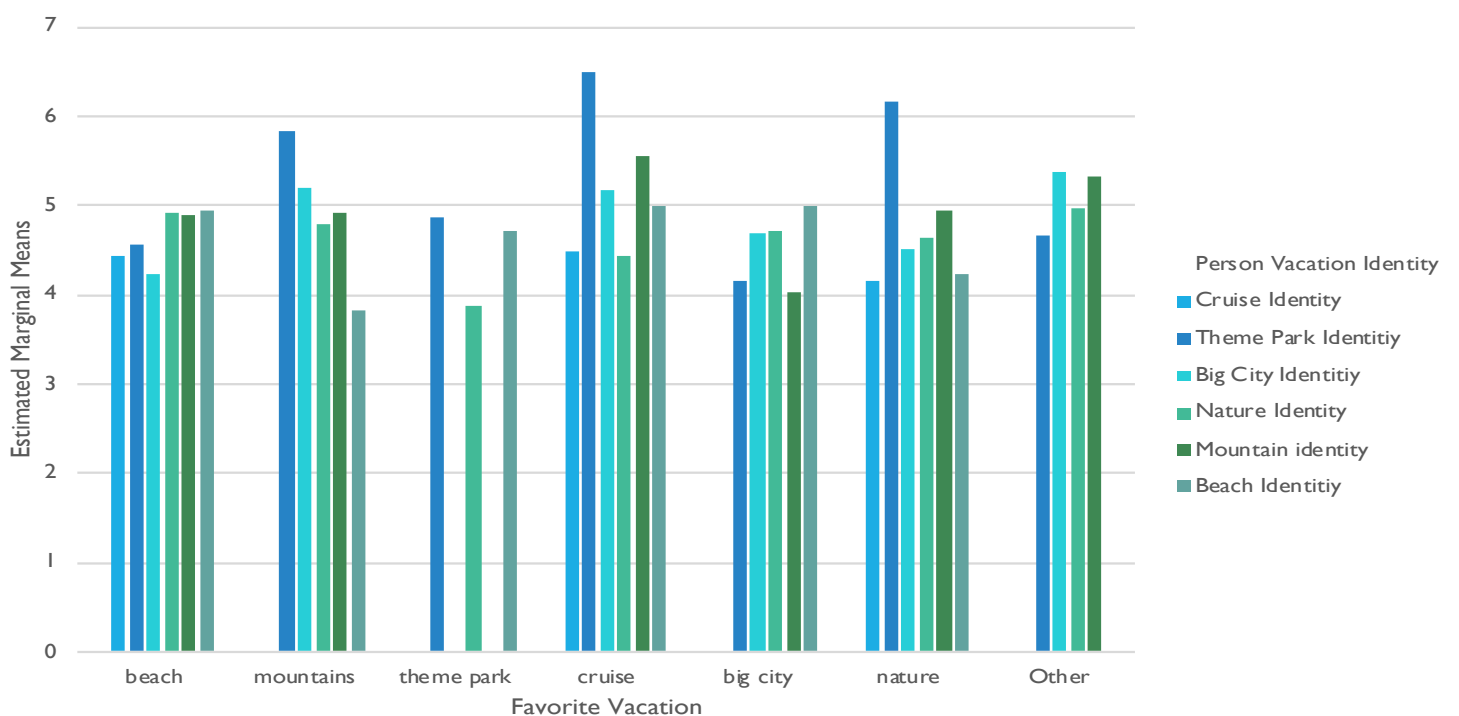


Greater Past Travel Dose Not Influence Vacation Identity & Favorite Vacation's Impact on Happiness

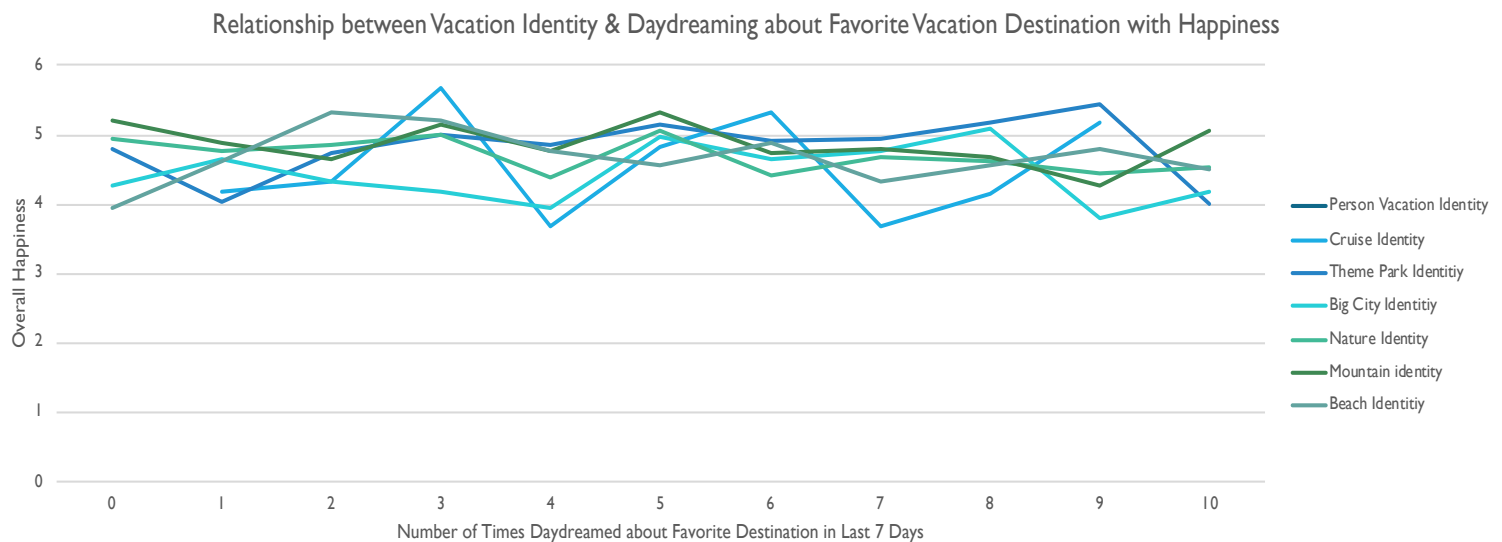


Greater Past Travel Does Not Influence Vacation Identity & Favorite Vacation's Impact on Happiness

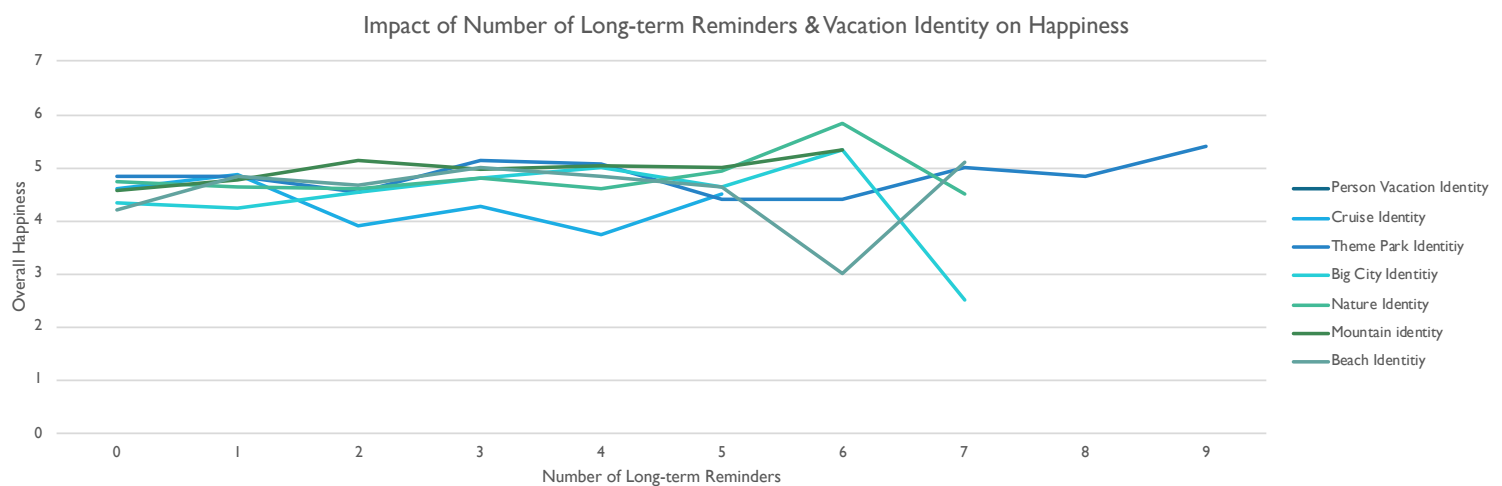
Vacation Identity & Favorite Vacation's Impact for Those Expecting to Travel More Than 3 Days in 2022



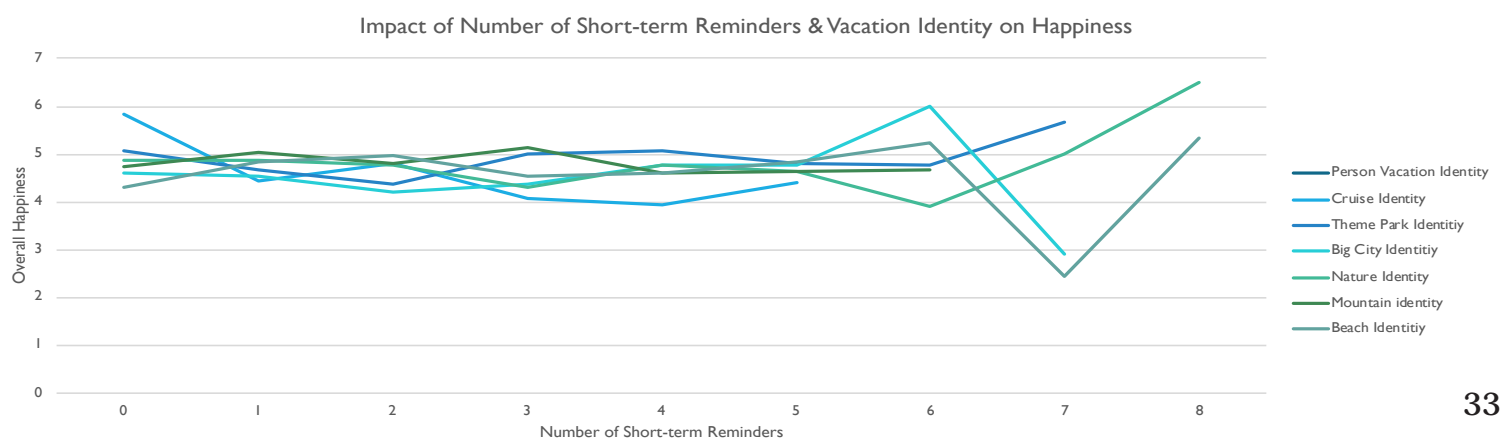
Strength of Vacation Identity & Daydreaming Influence Happiness Regardless of Vacation Identity



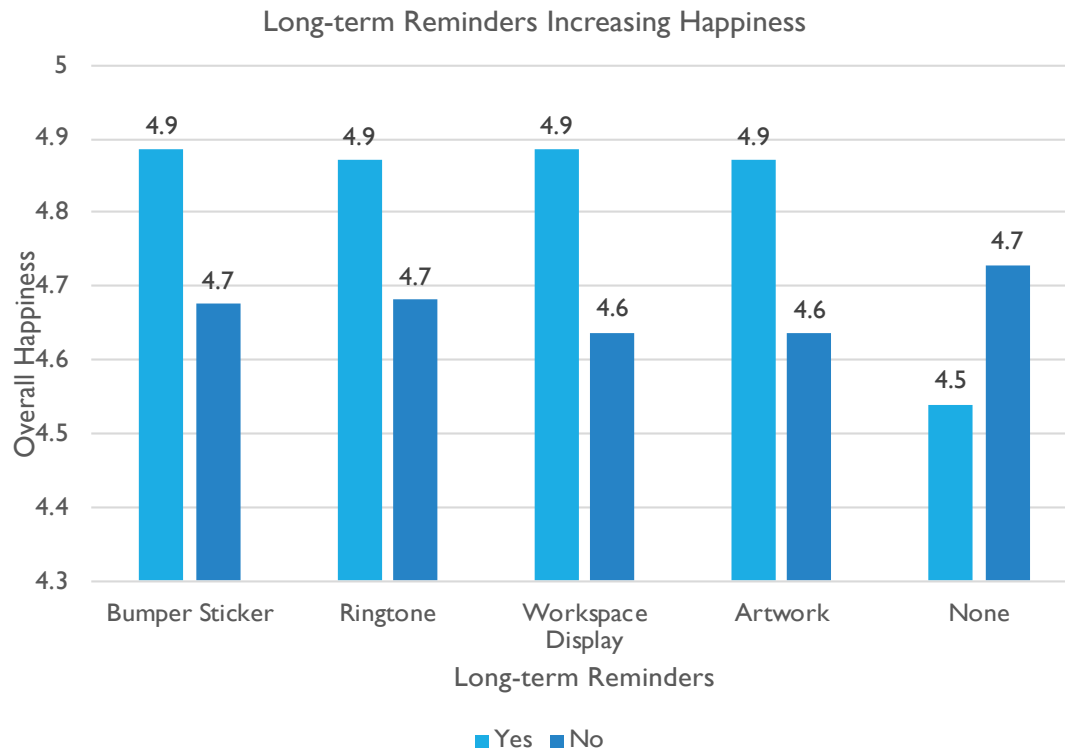
Number of Long-term Reminders Does Not Significantly Impact Happiness Regardless of Vacation Identity



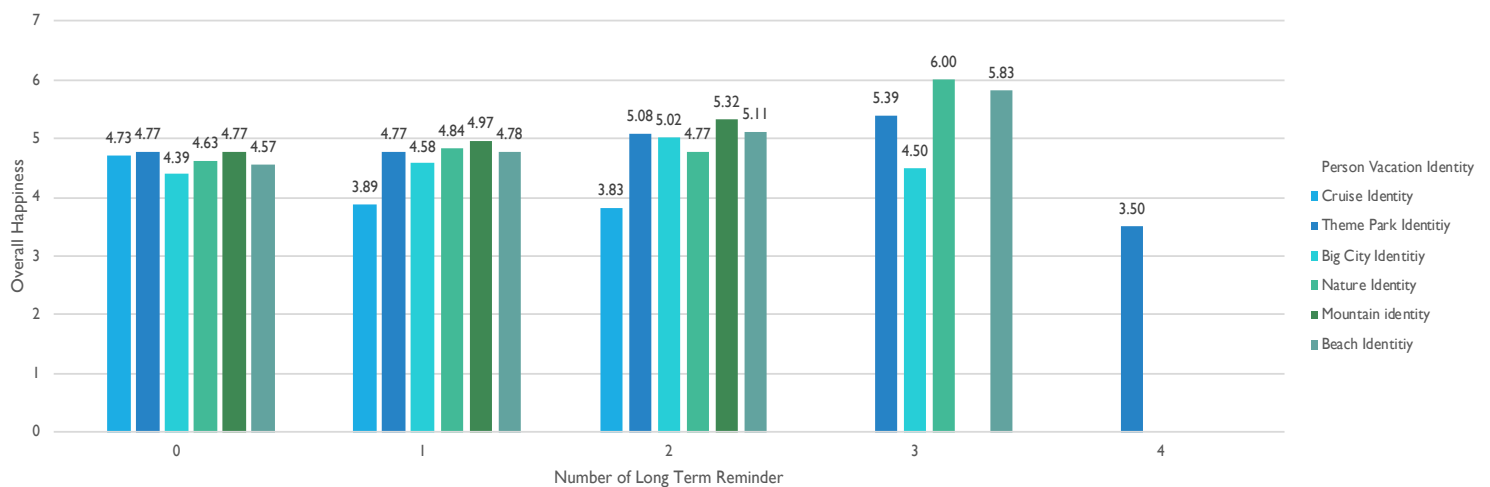
Number of Short-term Reminders Does Not Significantly Impact Happiness Regardless of Vacation Identity



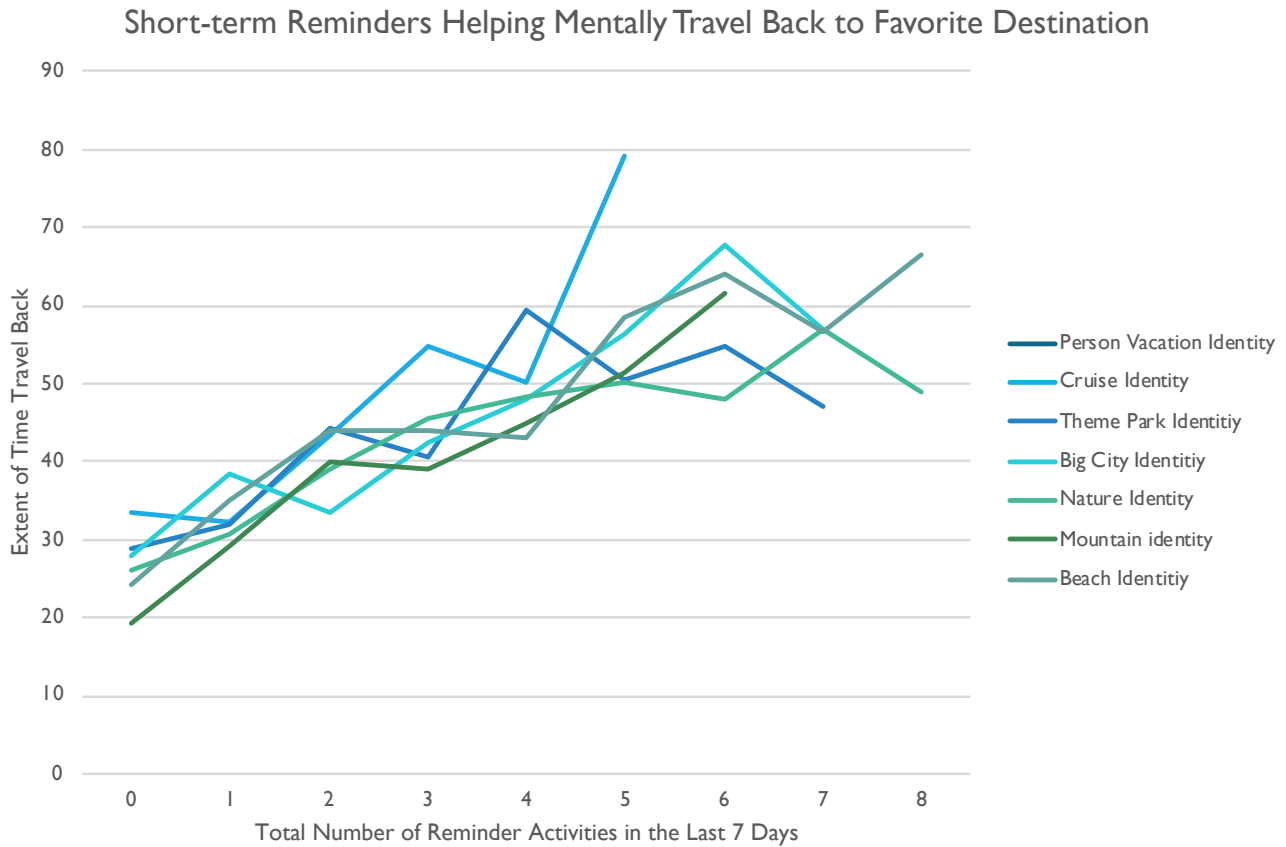
Certain Long-term Reminder Activities Inspire Happiness, Having No Reminders Make Travelers Less Happy



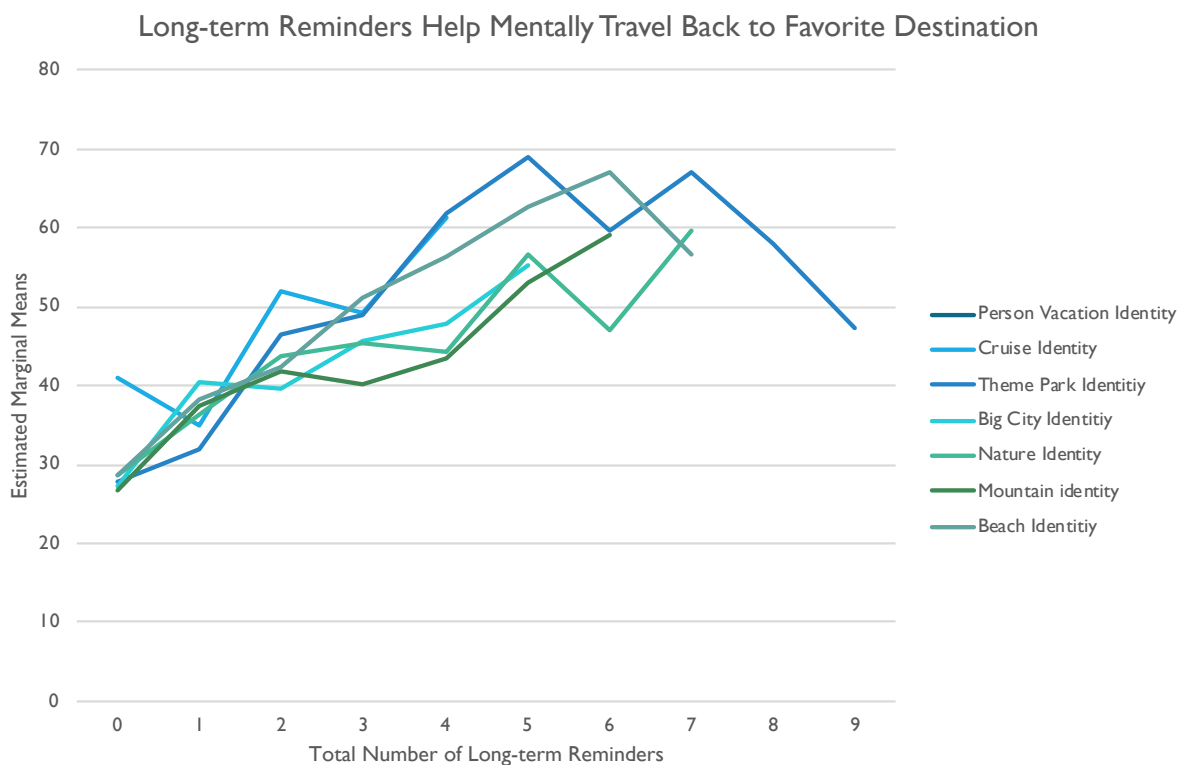
2-3 Long-term Reminders of Favorite Vacation Destinations is Optimal for Happiness



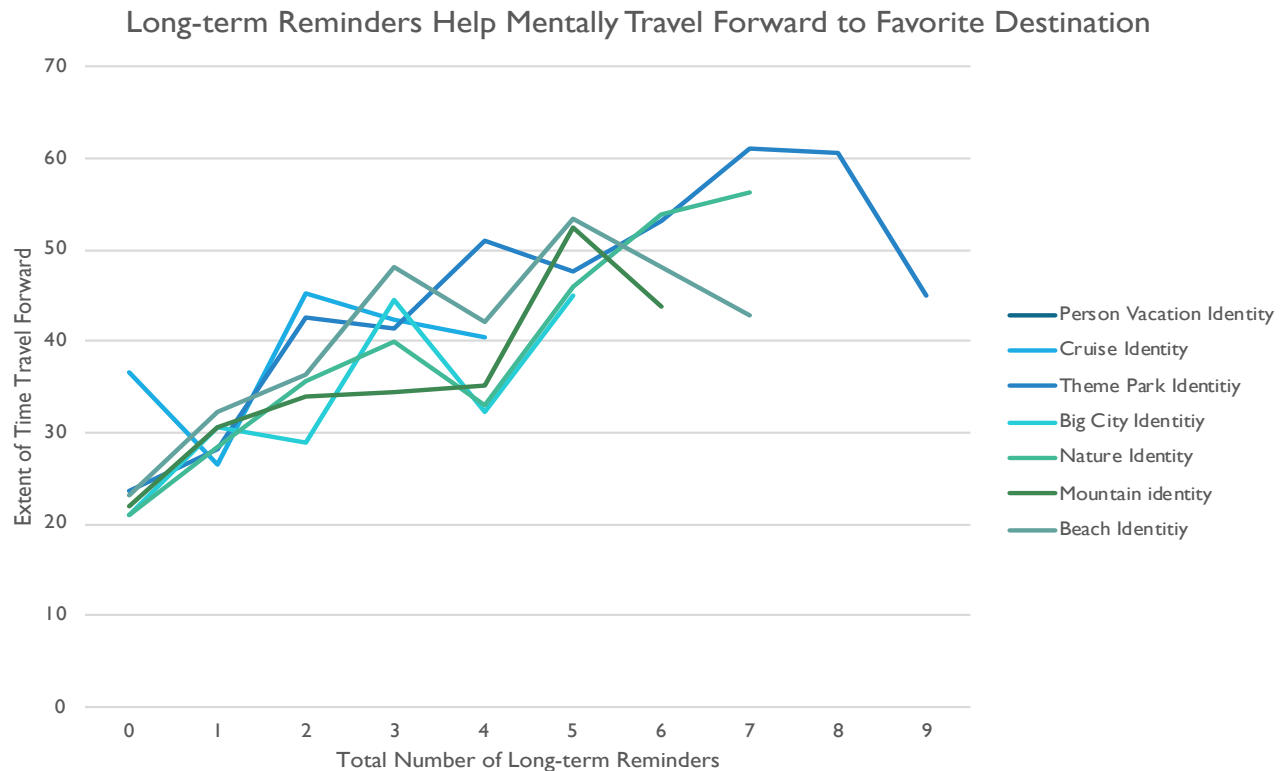
Short-term Reminders Help Travelers Mentally Travel Back to Next Time at Favorite Destination



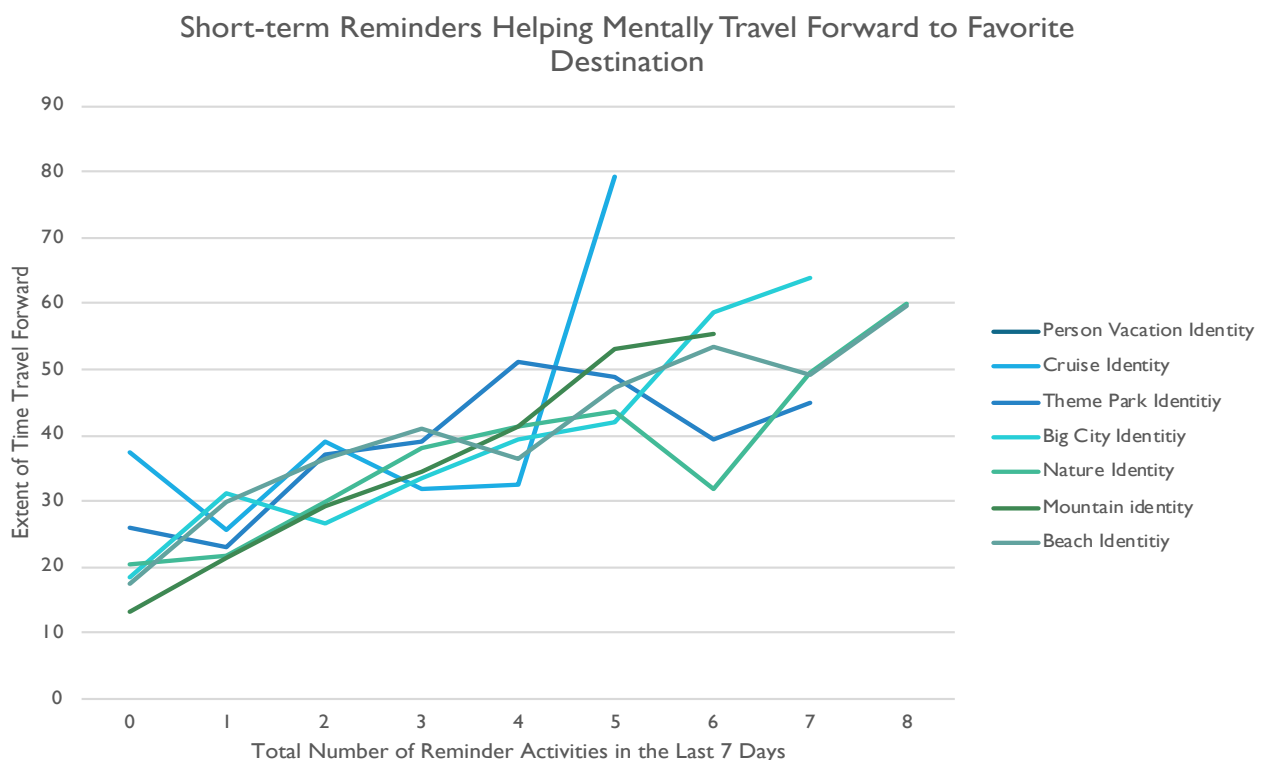
Long-term Reminders Help Travelers Mentally Travel Back to Favorite Destination



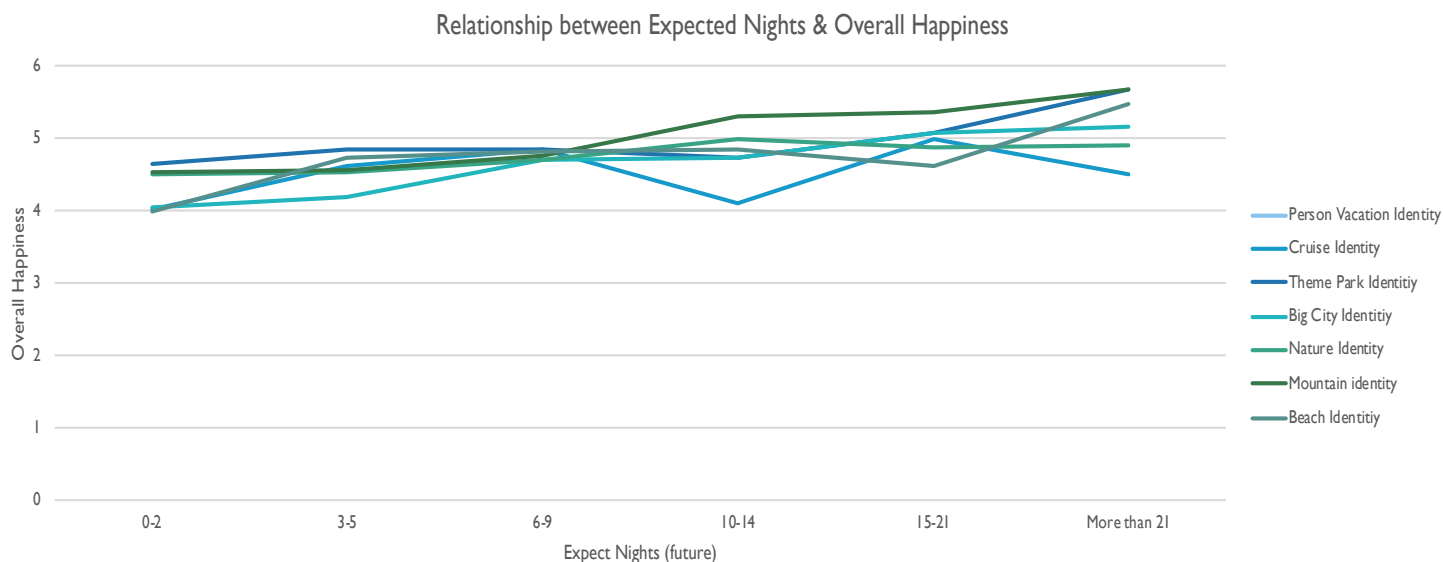
Long-term Reminders Help Travelers Mentally Travel Forward to Next Time at Favorite Destination



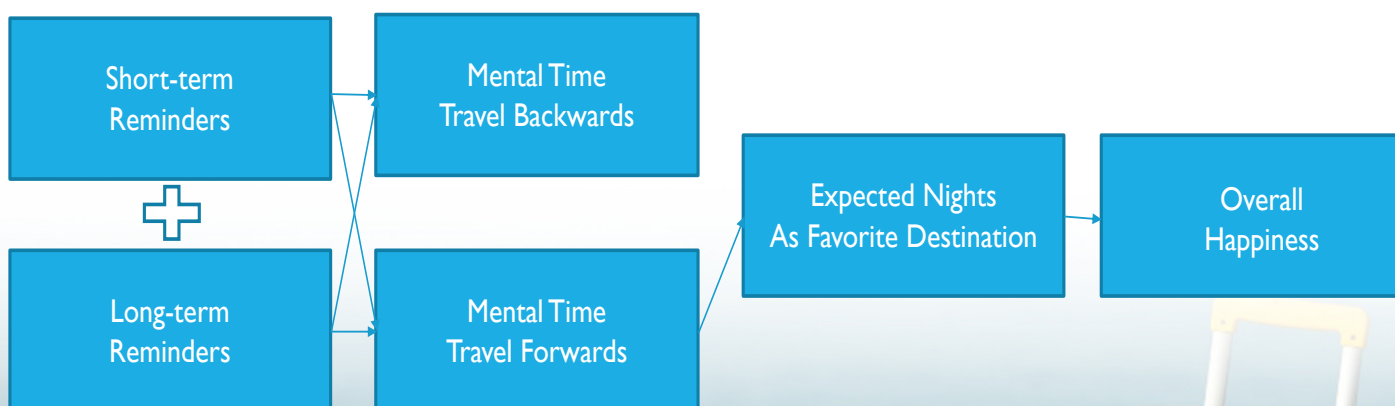
Short-term Reminders Help Travelers Mentally Travel Forward to Next Time at Favorite Destination



Expectation of Spending Time at Favorite Destination Makes Travelers Happier



Reminders Lead to Mental Time Travel, Time Travel Forward Leads to Expectation of Spending Time at Favorite Destination, Expected Time at Favorite Place Makes You Happier



Gone coastal....



Key Takeaways

1. Technology is key to engaging with favorite vacation destination -- following the destination on social media, adding it to their weather app, and having a destination wallpaper on their phone/computer were the most used reminders.
2. 50% of people read social media posts weekly reminding them of their favorite vacation.
3. Having 2 or 3 keepsakes around your work or home also makes you happier. Bumper stickers, ringtones, and workspace displays as reminders correlate to greater happiness
4. Buy mementoes! Reminders help you mental travel backward to your favorite destination and forward to your next visit!
5. Not having mementoes makes you less happy!
6. Mentally time traveling forward spurs booking your next trip!
7. The more you travel the happier you are!
8. To be happier, book a trip! The expectation of trips to your favorite vacation makes you an overall happier person!
9. Go to the beach! Beach vacations are the most popular vacation type regardless of how much you travel.



Appendix: REMINDERS

“

Short-term Reminders

Read a social media post

Watch video or movie

Listen to music

Read a book or magazine

Eat food

Drink a beverage

Wear clothing

Long-term Reminders

Follow destination on social media

Add destination to weather app

Special wallpaper

Artwork

Refrigerator decoration

Display on workspace (home/office)

Subscription to newsletter/magazine

