



THE POWER OF PURPOSEFUL TRAVEL

BY CAPITAL ONE®



Americans are increasingly reshaping the role travel plays in their lives. Inspired by consumers' increased desire to find reason and purpose in their travel experiences, Capital One is launching the Purpose ProjectSM, a conversation to showcase how people are rethinking the power of travel to change us.

TRAVELING IS AN OPPORTUNITY FOR
SELF-DISCOVERY

 **3 in 4**

travel to **discover something** new about themselves or the place they're visiting.

TRAVELERS WANT TO FEEL:

- fulfilled
- a sense of discovery
- the trip was meaningful
- a purposeful experience

TRAVEL GOALS INCLUDE:

- having time to myself
- exploring my passions and interests



RELAXING IS ONLY ONE DIMENSION OF TRAVEL

EXPERIENCING LOCAL CULTURE:

8 of 10 of those who have traveled recently to **experience local culture** plan on taking similar trips in the near future

Travel goals include:

- Exploring culture through foods
- Becoming a more culturally aware global citizen
- Learning a new language

CONNECTING WITH **FRIENDS AND FAMILY:**



3 in 4 have taken a trip within the last five years to **reconnect** and **spend quality time** with family and friends.

PLANNING TRAVEL WITH A PURPOSE



TRAVEL TIP #1:

Ask others to brainstorm travel ideas. Get **recommendations** from family, friends and locals over social media and guidebooks.

TRAVEL TIP #2:

Plan some things, but leave room for **spontaneity**. Most who travel to experience local culture prefer to plan aspects beforehand, while figuring out the rest during their trip.



CLICK HERE

to learn more about the Purpose Project and to find travel tips, tricks and hacks

Capital One launched the Purpose Project to ignite a conversation about the power of purposeful travel. Join the conversation with #MeaningfulMoments and visit thePOINTsguy.com/purposeproject to learn more and inspire your next travel.