



Capital One®

#MeaningfulMoments

# 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 Project™, 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

## 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.



**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 [the pointsguy.com/purposeproject](http://the pointsguy.com/purposeproject) to learn more and inspire your next travel.

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**Methodology:** This poll was conducted from September 14-17, 2018 among a national sample of 2,192 Americans. The interviews were conducted online, and the data weighted to approximate a target sample of based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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