

HILTON UNCOVERS AMERICA'S TRAVEL MEMORY DEFICIT

Americans treasure travel, planning their trips specifically to make memories that are their most frequently recalled happy moments. 2020 has created a travel memory deficit, and when they are ready to travel again, Americans seem poised to make up for this lost time.



AMERICANS TREASURE TRAVEL MEMORIES

NEARLY
7 IN 10
(69%)

of those who travel—
say travel has given them
lifelong memories



NEARLY
9 IN 10
TRAVELERS

say their travel memories
are some of the **happiest**
of their lives

TRAVEL MEMORIES ARE SOME OF THE
MOST FREQUENTLY RECALLED,
TOPPING EVEN MEMORIES OF SPECIAL
OCCASIONS AND PERSONAL ACHIEVEMENTS

9 IN 10

say travel memories are **MORE IMPORTANT**
to them than other things in their life including:



Their favorite piece of jewelry
(54%)



Their smartphone
(53%)



Winning the lottery
(26%)



A promotion
(17%)

TRAVEL HAS GIVEN AMERICANS:



APPRECIATION
of nature (47%)



IMPROVED RELATIONSHIPS
with friends and family (44%)



FEELING OF GRATITUDE
for what they have in their lives (44%)



THE U.S. IS EXPERIENCING A TRAVEL MEMORY DEFICIT

188 MILLION AMERICANS
believe we are facing a travel memory deficit

95% OF TRAVELERS
are missing travel right now



MORE THAN 8 IN 10

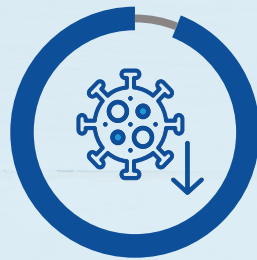
worry the travel memory deficit will have
a lasting impact on their lives such as:

MISSING OUT on
special life moments
with loved ones (50%)

Families experiencing
**HIGHER LEVELS
OF STRESS**
(41%)

Children will lose,
or never gain, an
**APPRECIATION
FOR TRAVEL**
(22%)

BUT THERE IS HOPE!



94% plan to
travel again once
COVID-19 travel
restrictions ease



66% even say that they
will stop putting off their dream
vacation and make it a priority
when they resume traveling

46% WILL DO MORE
TO CAPTURE THEIR
TRAVEL MEMORIES
THAN IN THE PAST



ALMOST 9 IN 10
(89%)
are resolving to travel
in the new year



62% will travel to
someplace they have
NEVER BEEN BEFORE

To learn more about the travel memory deficit
or to combat the deficit by booking a trip,
visit www.hilton.com.

Methodology: Kelton Global fielded the To New Memories survey among 2,030 Americans aged 18+ in the United States. The survey was conducted online during the period of September 7 - 14, 2020 and has a margin of error of +/- 2.2%.

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