

EXECUTIVE SUMMARY

TRAVEL STRENGTHENS RELATIONSHIPS AND IGNITES ROMANCE

Couples who travel together have healthier, happier relationships compared to those who do not, according to a survey from the U.S. Travel Association. Couples in a romantic relationship report traveling together makes them significantly more likely to be satisfied in their relationships, communicate well with their partners, enjoy more romance, have a better sex life, spend quality time together and share common goals and desires.

The U.S. Travel survey was conducted to understand if, and to what extent, leisure travel strengthened relationships between romantic partners. Edge Research conducted performed the probability, Random Digit Dialing (RDD) telephone survey in December 2012. The RDD survey ensured a census representative sample of adults in relationships, with quotas on gender, age, and region.

THREE KEY FINDINGS EMERGED FROM THE SURVEY

1. Travel has long-term benefits for couples
2. Travel helps build and maintain relationships
3. Travel ignites romance and intimacy

TRAVEL HAS LONG-TERM BENEFITS FOR COUPLES

The survey found that couples who travel together are significantly more satisfied with their relationship than couples who do not.

Couples who travel together report higher levels of satisfaction with their relationships. The survey asked couples to rate their relationships based on a number of different factors. Couples who travel together rated their relationship higher on every single factor.

- 86% of respondents who travel as a couple believe that the romance is still alive in their relationship, compared to 73% of respondents who do not travel together.
- 94% of respondents who travel as a couple reported that they feel very close to one another, compared to only 86% of respondents who do not.
- 84% of respondents who travel as a couple believe that they spend quality time together, compared to only 70% of respondents who do not.
- Additionally, couples who travel together are more likely to say that they share similar goals and desires; that they have a good balance of time together and apart; that they have shared hobbies and interests; that they agree on how to spend money; that they laugh and have fun together; that they handle differences well; that their partner is patient; and that they are best friends.



Travel helps couples communicate better, and vacations are seen as an opportunity for “alone time” to improve lines of communication:

- More than seven in ten couples who travel together (71%) say talking and reconnecting is an important reason to spend time alone together while on vacation.
- Couples who travel together report that they are more likely to communicate well with their partners than those who do not travel together (84% versus 73%).
- Couples who travel together are less likely to say they wish their partner would do a better job sharing his or her feelings (23% versus 31%).

Relationships last longer among couples who travel together, and divorce rates are higher among couples who do not travel together.

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Couples who do not travel alone together are more likely to say that their relationship suffers from negative qualities, like too little leisure time spent together and an inability to solve problems:

- 21% of respondents who do not travel together say that their differences never seem to get resolved, compared to 13% of respondents who do travel together.
- 30% of respondents who do not travel together say that they wish their partner had more time and energy for leisure time, compared to 23% of respondents who do travel together.

TRAVEL HELPS BUILD AND MAINTAIN RELATIONSHIPS

The survey reveals that travel has positive effects on both new and long-term relationships.

Couples who travel together believe that travel positively impacts their relationship in a number of different ways, from increasing their intimacy to increasing their chances of staying together for the long-run.

- Two-thirds (67%) of respondents believe that at least one key aspect of their relationship is improved after traveling as a couple.
Eight in ten (79%) couples believe that traveling together has a positive impact on their relationship.
- Traveling together inspires romance, according to 72% of couples.
- Among couples that travel together, 68% say that leisure travel is a necessary component of maintaining a healthy relationship.
- Almost two-thirds (63%) of couples believe that travel helps couples stay together longer.

Travel helps build new relationships, because it enables couples to do new and interesting things together.

Among non-married couples:

- 79% say that sharing new experiences is an important reason to travel together.
78% say that relaxing and taking a break from the day-to-day is an important reason to travel together.
- 76% say that being adventurous is an important reason to travel together.
- Only 29% of non-married respondents say that catching up on sleep is an important reason to travel together.

Travel helps maintain long-term relationships because it enables couples time that they can spend together to reconnect and be intimate and romantic.

- 87% say that relaxing and taking a break from the day-to-day is an important reason to vacation.
- 72% of married respondents say that talking and reconnecting is an important reason to vacation together.
- 64% of married respondents say that being romantic is an important reason to vacation together.
- 58% of married respondents say that being intimate is an important reason to vacation together.
- Only 47% of married respondents say that being lazy is an important reason to vacation together.
- Only 32% of married respondents say that catching up on sleep is an important reason to vacation together.

TRAVEL IGNITES ROMANCE AND DEEPENS INTIMACY

The survey reveals that travel has positive effects on romance and intimacy.

Couples believe that travel together is a more effective way to spark romance in their relationship than giving gifts, big or small.

- Nearly twice as many respondents believe that travel is a better way to improve the spark of romance in a relationship than getting small gifts; and over four-times as many believe travel sparks romance better than giving big gifts.
- 63% of respondents rate a vacation or weekend getaway as important in sparking romance; only 36% of respondents rate small gifts as important in sparking romance, and only 15% rate big gifts as important in sparking romance.

Couples who answered that they are highly satisfied with their relationships also rate leisure trips as important ways to improve romance and their sex lives.

- The survey reveals a positive correlation between high relationship satisfaction and using travel to improve romance: 65% of those who are very satisfied with their relationships believe that a vacation or weekend getaway is an important way to spark romance.
- Roughly four in ten (38%) respondents say that the romance in their relationships is improved after the typical vacation.
- Three-quarters (77%) of respondents who travel together as a couple say that they have a good sex life, compared to 63% of couples who do not travel together.