



# A 2023 Survey on the Deeper Reasons for Why People Travel

Over the past several months, The Travel Coach Network community has actively participated in an informal survey, sharing their deeper and more personal motivations for traveling. There was no list of options to choose from. Participants shared an authentic response of their own which was then placed into the following categories. A total of 402 respondents took part in this survey and 114 of those people provided two answers. Read on to get a glimpse into just a handful of the many deeper reasons that people turn to travel!

## Survey Results

**Visiting & Learning About New Places (8.14%):** Almost a tenth of respondents said they travel to explore and discover new destinations, immersing themselves in different cultures and learning about unfamiliar places.

**Experiencing New Cultures & Foods (16.86%):** Many travelers stated that they seek to enrich their experiences by indulging in and learning about diverse cuisines, traditions, and customs of various cultures.

**To Feel Alive & Be Happy (6.88%):** Some respondents see travel as a means to experience life to the fullest, find joy, find what happiness means to them, feel alive again, and embrace the present moment.

**Education & Curiosity (13.18%):** Quite a few travelers see travel as a means of gaining knowledge and satisfying their curiosity of history, expanding their world-view, gaining new perspectives, and learning about the planet.

**Human Connection (10.85%):** For a significant number of travelers, the primary motivation is human connection. Whether that is to meet new people, forge new relationships, spend quality time with family and loved ones, or strengthen their bonds with their partner, family, friends, or children.

**Personal Development & Transformation (17.44%):** Many respondents view travel as an opportunity for personal growth, self-discovery, and transformation. They signified that travel is a source of fulfillment, being their authentic self, transformation, boosting their confidence, empowerment, reaching their goals, challenging themselves, getting out of comfort zone, enriching their life, self-love, and going on a spiritual journey.

**Rest & Relaxation (2.91%):** A small percentage of travelers prioritize rest and relaxation, using travel as a way to unwind, reset, and rejuvenate.

**Explore & Discover (2.71%):** A fraction of respondents specifically emphasized the desire to explore and discover new places.

**Create Life-Long Memories (1.36%):** A small percentage of travelers embark on their journeys with the intention of creating cherished and enduring memories. For them, travel is a vessel to capture moments that will be treasured for a lifetime.

**Sense of Freedom (1.94%):** Some respondents associate travel with a sense of freedom, liberation from routine and familial and societal pressures, and an opportunity to break away from daily constraints.

**Soul Healing & Inner Peace (4.26%):** A noteworthy portion of travelers seek solace, inner peace, and healing through their journeys with a common response for this category being "travel saved me".

**To Seek Adventure & New Experiences (5.43%):** For some respondents, travel represents an avenue to pursue thrilling adventures and encounter new, exciting experiences.

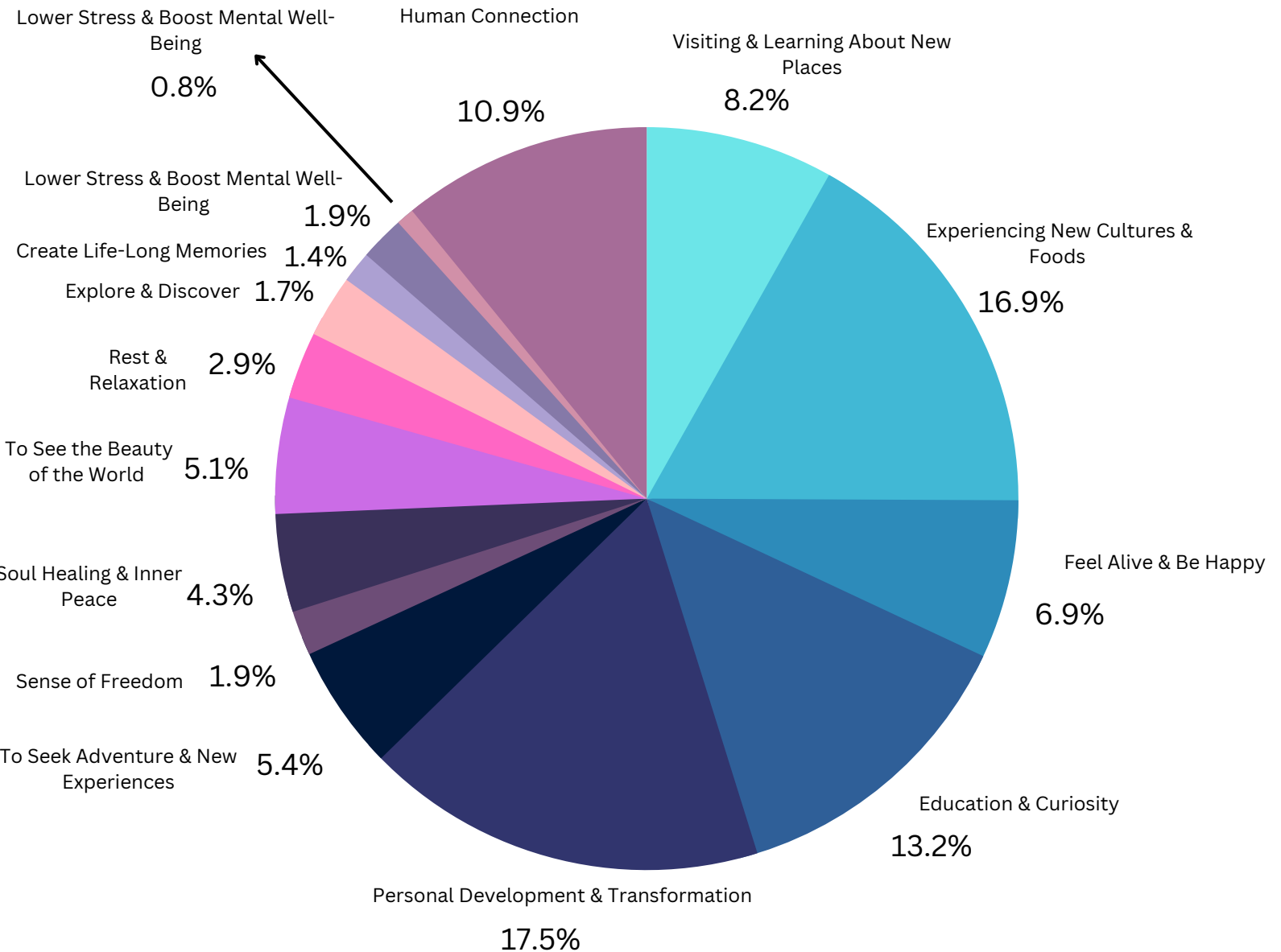
**To See the Beauty of the World (5.04%):** These travelers are motivated by a desire to witness and appreciate the natural beauty that the world has to offer.

**Lower Stress & Boost Mental Well-Being (1.94%):** Some respondents acknowledged travel as a means to reduce stress and enhance their overall mental well-being. They view travel as a restorative escape from the pressures of daily life and disconnect from their workload.

**To Make an Impact & Give Back (0.78%):** A few respondents expressed their aspiration to use travel as a platform to make a positive impact on communities and contribute back to society.

### Findings Assessment:

Overall, the survey findings demonstrate the multifaceted nature of travel, with respondents having a diverse range of motivations for their journeys, each indicating a need for growth, healing, or connection. Understanding these deeper motivations can aid the shift of catering to the unique needs of travelers and enhancing their overall travel experience starting at the planning phase. This study indicates that people have deeper and more personal reasons for why they choose to go on a trip. Travel Coaching embraces these responses to help people use travel as a means to achieve the transformation, goal, or outcome that they desire.



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