GOING PLACES TAKES US PLACES

A survey conducted by Epinion in Sweden, Denmark and Norway examines how travel changes us.

WE ARE TRAVELERS
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EXECUTIVE SUMMARY

In October 2018 SAS carried out a survey to learn how travel changes us. The study was conducted by research company Epinion, and included 3,090 people across Sweden, Denmark and Norway.

The survey shows that travelers are more open to new people and other cultures, and are more curious to learn new things.

These findings correlate with the general perception of travelers as inspiring and adaptable. Generally speaking, traveling is seen as being an important part of a satisfying life in Scandinavia, with even frequent travelers often wishing they could travel more.

Travel also makes us reflect on our loved ones and our private life. As well as becoming more aware of everything the world has to offer, at the same time we also become more aware of all the good things we have back home.
METHOD

The study is based on a quantitative questionnaire survey with a total of 3,090 web interviews. 1,024 were conducted in Denmark, 1,052 in Sweden and 1,014 in Norway. The survey was conducted from September 21st to October 5th 2018.

The study was conducted among a representative sample of Danes, Swedes and Norwegians aged 18+. The sample was composed in such a way as to ensure representativeness in the following variables within each country: gender, age and region. After the data collection, a so-called weighing (post-stratification) of the aggregated data material took place, ensuring that the weight of the respondents’ composition in the sample reflected the composition within each country according to gender, age and region.

The report presents the results for all interviewed and sub-groups (number of travels). Comments regarding differences in sub-groups are based on a statistical t/z-test within a 95% confidence level. When commenting on numbers of travel having an impact on another variable, this is also tested in a linear regression model.
HOW MUCH DO WE TRAVEL?

35% ➔ 65% ➔ 44% ➔ 27% ➔ 16%
PROFILE OF A TRAVELER

Travelers (minimum two trips abroad per year) are perceived as being open-minded towards other people and cultures. This also correlates with the general perception of them.

The more travels, the more people wish to bring inspiration from outside Scandinavia back home with them.

Traveling abroad gives people time to learn about themselves and society in general. When traveling, they increase their knowledge of international relations and cultural differences, and also take time to revise their own life. Travelers are also more interested in political issues and wish to improve the country they live in.

HEAVY TRAVELERS (4+)

CREATIVE AND INNOVATIVE

POLITICALLY INTERESTED

CONTRIBUTING TO SOCIETY
SOMETIMES WE
CHANGE THE WORLD
TRAVELING AFFECTS HOW PEOPLE SEE THEMSELVES. IT PARTICULARLY MAKES THEM FEEL CREATIVE, MORE INNOVATIVE, AND THAT THEY WANT TO CONTRIBUTE TO SOCIETY.
MOST TIMES THE WORLD CHANGES US
TRAVELERS WANT TO KEEP LEARNING

When traveling, you increase your knowledge of international conditions. When you travel abroad, you learn a lot that you can bring home to your own culture. When traveling, you increase your knowledge of international conditions.

- 61% When you find something exciting in other cultures, you get new ideas on how to live your life.
- 62% When you travel abroad, you learn a lot that you can bring home to your own culture.
- 72% When traveling, you increase your knowledge of international conditions.
FREQUENT TRAVELERS ARE MORE INTERESTED IN POLITICAL ISSUES AND WANT TO USE LEARNINGS FROM THEIR TRAVELS TO IMPROVE THE SOCIETY THEY LIVE IN.
Travelers are perceived as being open-minded, inspiring, and interesting.

- 48% have an open view of other people and cultures.
- 26% have a lot of common knowledge.
- 30% have a global mindset.
- 29% are adaptable.
- 38% are interesting.
- 33% have a big drive.
- 36% are inspiring.
- 35% are innovative.
TRAVELING MAKES US CONSIDER THE IMPORTANT THINGS IN LIFE, AND ESPECIALLY REFLECT ON OUR LOVED ONES.
WE COME BACK WITH NEW PRIORITIES
WE TRAVEL ABROAD TO EXPERIENCE LOCAL CULTURES.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Large part</th>
<th>Small part</th>
<th>No part</th>
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<tr>
<td>Local experiences (eg local people, local culture and atmosphere, local markets)</td>
<td>46%</td>
<td>46%</td>
<td>8%</td>
</tr>
<tr>
<td>Food experiences (eg gastronomy, street food, restaurant visits)</td>
<td>45%</td>
<td>45%</td>
<td>10%</td>
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<tr>
<td>Nature experiences (eg national parks, boat trips, the beach, the forest)</td>
<td>37%</td>
<td>44%</td>
<td>19%</td>
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<tr>
<td>Art and cultural experiences (eg museums, exhibitions, concerts)</td>
<td>21%</td>
<td>42%</td>
<td>37%</td>
</tr>
<tr>
<td>Physical activities (eg hiking, cycling, running, surfing, skiing, golf)</td>
<td>20%</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>Shopping</td>
<td>18%</td>
<td>57%</td>
<td>25%</td>
</tr>
<tr>
<td>Family attractions (eg theme parks, zoos)</td>
<td>12%</td>
<td>28%</td>
<td>60%</td>
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WE BRING HOME JOY
CULTURAL LEARNINGS BRING US A LOT OF JOY

THINGS THAT BRING JOY WHILE TRAVELING:

- **60%**
  - To get insight into new cultures

- **60%**
  - To get renewed energy

- **36%**
  - Meet new people

- **30%**
  - To get experiences that you can tell others about

- **17%**
  - Get a better relationship

- **16%**
  - Become wiser on myself
THE MOST COMMON FEELINGS OF A TRAVELER RETURNING HOME

- Joy: 67%
- Longing: 29%
- Love: 21%
- Expectations: 21%
- Excitement: 16%
WE ARE TRAVELERS