

# the era OF THE SEEKENDER



Americans are on a quest for adventure with weekend travel topping the list



## THE TRUE MEANING OF *Success*

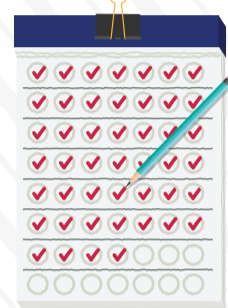
**FORGET CLIMBING** the corporate ladder



67%

of working Americans would rather check off items from their laundry list of life goals than get a big promotion

**MILLENNIALS** listen up!



83%

of boomers feel that completing their life goals will make them feel more accomplished than professional success

## TRAVEL *rules!*

**EXPERIENCE** expectations

Americans are placing value on experiences over material objects more than ever

EXPERIENCES

MATERIAL

58%

39%



**WHY THEY** travel?



54% of Americans travel to connect with family and friends



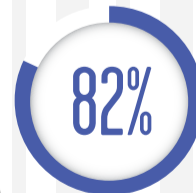
1 in 3 would prefer a trip packed with activities to a trip packed with relaxation time

## FORGET THE *money*

**WHAT YOU DO IN LIFE** makes you happier than what you own



85% of Americans agree that having experiences and personal connections in life are more important than having money



82% of working Americans would travel for a year without pay



Follow the Seekender conversation at [HamptonSeekender.com](http://HamptonSeekender.com) and #WeGoTogether on social media. And for more information about the Seekender survey conducted by Wakefield on behalf of Hampton by Hilton go to: <http://bit.ly/1fpaQek>

