Passports
A KEY TO_UNLOCKING THE WORLD?

At Hilton Hotels & Resorts, we believe in the power of travel and that passport stamps are badges of honor. And our guests agree. In our conversations with travelers, it seems that for many, getting their passport is the first step in their journey to unlocking their world.

Despite this belief, only 41 percent of Americans actually hold a valid passport. So, we set out on a mission to help Americans better understand the benefits a passport may bring.

We conducted a study, outlined in detail throughout this report, to answer a few key questions:

1. Is getting a passport a key to happiness?
2. What motivates people to use their passports?
3. Are most passports being used?
4. What does having a passport say about someone’s personality?

What we found supported the conversations we’re having with guests.

We conducted a study among a few key groups to learn more about their behaviors and attitudes towards travel and their passports:

- Passport holders who have traveled both within and outside the U.S. in the past 12 months
- Passport holders who have traveled within the U.S. but not outside the U.S. in the past 12 months
- Non-passport holders who have traveled within the U.S. in the past 12 months

The findings allowed us to clearly categorize travelers into a series of ‘Passport Personalities’ and to create an Index of their behavior. Today’s travelers seem to fall in three mindsets: Globetrotters, Future Explorers and ‘Maybe Later’ International Travelers.

It’s our hope that by highlighting the benefits of having and using a passport, we can get more people on the road to a new adventure. Whether it’s across the ocean, across the border or even across state lines, we want people to experience something new, something different, something unforgettable.

1 https://travel.state.gov/content/passports/en/passports/statistics.html
Our research shows that passports are more than just a tool to travel. For some, passports are a core part of a traveler’s identity. Being a passport holder and putting it to use may have a real, tangible impact on their lives.

Fifty-three percent of passport holders told us they’re content with their lives just as they are, compared to only 34 percent of non-passport holders.

Passports may have this positive effect on people because of what they say passports allow them to do.

Our research respondents said that some of the key benefits of international travel included: enjoying experiences they can’t have back home; trying authentic, local food; gaining insight into how others live; making friends from around the world and, as one out of five people told us they did, maybe even finding romance.

Seventy-five percent of passport holders say they enjoy traveling. And, more than half of passport holders (57%) go so far as to say passport stamps are “a badge of honor.”

Interestingly, one in four people without passports also think passport stamps are a badge of honor, perhaps suggesting that for them international travel is an aspiration they hope to one day fulfill. (Overall, 46 percent of Americans think passport stamps are a badge of honor.)

The good vibes travel produces may spur even more travel – and, in turn, deeper contentment. We learned, for instance, that of those who travel internationally, 44 percent have gone abroad more in the past 12 months than the year prior.
Maybe it was because of a work trip abroad, a one-time family event like a wedding or to have it “just in case,” a significant number of Americans have made the effort to attain a passport, but for a variety of reasons they don’t use it.

In fact, among our group of respondents who have a passport (but haven’t been abroad in the past 12 months), 18 percent have never used their passport. This number is on top of the nearly 60 percent of Americans who do not have a passport at all.

However, none of this means people who don’t have or use their passports aren’t traveling.

They are, and happily, in the U.S. In fact, among all travelers, 52 percent think planning a trip in the U.S. is easier than planning for a trip abroad.

And there’s more: 46 percent think travel in the U.S. offers better or the same quality scenery and sights as abroad, and 44 percent think it offers better or the same quality excursions and adventures.

No reason to go abroad means no reason to have a passport? Think again! By 2020, every air traveler will need a REAL ID-compliant license, or another acceptable form of identification (cue: passport) for even domestic air travel. This new policy will be implemented for states including Maine, South Carolina and Pennsylvania as early as 2018.

REASONS FOR TRAVELING ONLY DOMESTICALLY RUN THE GAMUT

26% No reason to go abroad
21% Just prefer travel in the U.S.
20% Too busy to go abroad
18% Haven’t seen all America has to offer
16% Like to stay closer to home
14% International travel is more stressful
11% Language barrier

SOME HAVE PASSPORTS, BUT FOR OTHER PURPOSES

51% “Just in case”
30% Needed it for a past trip only
24% For ID purposes
The good news is that most Americans are motivated to travel and 27 percent even have plans in place already to use their passport.

Sometimes, people just need a little push to cross time zones and, for many, check things off their must-see list. In fact, our research shows a wide variety of factors can spur the people who say they are “motivated” to travel internationally (6 out of 10 Americans) – as well as those who say they aren’t – to actually get up and go.

For some, the drive to travel lies in their personal interests or hobbies, for others it’s about career advancement. Sometimes it’s related to family and friends – friends they already have but also the desire to meet new people from around the world. Personal fulfillment derived from new experiences, new insights and becoming more “worldly” are also relevant.

However, whatever the motivation, underlying them all is one key data point: **85 percent of people without a passport think they’re missing out by not traveling abroad.**

This suggests that people want to travel abroad, but they just may need a catalyst, some concrete reason to get out their passports – or get a passport in the first place – and use them.

Even among those who say they are unmotivated to travel, the data indicates they may not be as unmotivated as they think. In fact, 24 percent of them say they are “always” planning their next trip.

### INSPIRATION TO TRAVEL INTERNATIONALLY CAN COME FROM SOURCES YOU’D EXPECT

- **67%** Sightseeing
- **52%** Interest in other cultures
- **39%** Better weather
- **32%** Desire to spend time with family and friends
- **15%** Career advancement

### … AND FROM SOME YOU MIGHT NOT

- **39%** Trying authentic food
- **35%** Experiences outside one’s comfort zone
- **35%** Opportunity to deepen relationship with travel companion
- **19%** Life milestone like an engagement or promotion
- **17%** Pop culture - faraway places featured in TV shows or movies I watch

### HERE’S WHAT THEY STAND TO GAIN

- **25%** Learning about other cultures
- **19%** Developing a global perspective
- **19%** Unique sights and scenery
- **10%** Detachment from everyday routine
- **9%** Meeting new people
Our research included looking at passport holders and non-passport holders. It provided not only a lot of information and data, but insights into travelers’ lives and what motivates them to hop on a plane or train to take a trip.

Using the research data and insights, we created the Passport Personality Index to help us better understand the mindsets of today’s travelers. The Index illustrates three distinct traveler types and explores both the similarities and differences among these travelers.

We were especially interested to see how these three groups compared.

We discovered some similarities. Across the board, for example, the data shows they all like to travel, though it is interesting to note that a greater number of Future Explorers – those without passports – say they enjoy traveling (82%) more than even the passport-holding Globetrotters (77%).

But there were some significant differences, too. While 61 percent of Globetrotters share information about themselves and their whereabouts on social media, only 28 percent of the “Maybe Later” International Travelers do, with Future Explorers somewhere in the middle (55%).

Simply put, people who are putting their passports to use say they are “content with my life exactly as it is” more than other travelers.

Our research shows there is one key data point that we believe can be hugely motivating to all three of these personalities: People who travel internationally – at the top of which are Globetrotters – say they are content with their lives exactly as they are more than other travelers. For them, loving to travel and traveling overseas motivates them to travel more.

For Future Explorers and “Maybe Later” International Travelers, knowing that more passport holders are content with their lives might just be the tipping point and what motivates them to finally get their own blue book (or put it to use) and visit London or Bali or Shanghai.

**Passport Personality Index**

1. **Globetrotters**: They have passports and are motivated to travel abroad

2. **Future Explorers**: They don’t yet have passports but are motivated to travel abroad

3. **“Maybe Later” International Travelers**: They travel within the U.S. but are not motivated to travel abroad (even if they have before)
## Passport Personality Index

**LET'S GET TO KNOW THEM...**

<table>
<thead>
<tr>
<th></th>
<th>Globetrotters</th>
<th>Future Explorers</th>
<th>“Maybe Later” International Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content with their lives exactly as they are</td>
<td>55%</td>
<td>25%</td>
<td>43%</td>
</tr>
<tr>
<td>Think people who travel internationally are different than those who don’t</td>
<td>82%</td>
<td>79%</td>
<td>67%</td>
</tr>
<tr>
<td>Enjoy traveling</td>
<td>77%</td>
<td>82%</td>
<td>63%</td>
</tr>
<tr>
<td>Always planning their next trip</td>
<td>72%</td>
<td>43%</td>
<td>24%</td>
</tr>
<tr>
<td>Share information about their activities &amp; whereabouts on social media</td>
<td>61%</td>
<td>55%</td>
<td>28%</td>
</tr>
<tr>
<td>Like taking risks</td>
<td>43%</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>Already have international travel planned</td>
<td>51%</td>
<td>14%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**WHAT MOTIVATES THEM TO TRAVEL?**

<table>
<thead>
<tr>
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<th>Globetrotters</th>
<th>Future Explorers</th>
<th>“Maybe Later” International Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trying authentic, local food</td>
<td>50%</td>
<td>54%</td>
<td>22%</td>
</tr>
<tr>
<td>Influence of family and friends</td>
<td>33%</td>
<td>35%</td>
<td>20%</td>
</tr>
<tr>
<td>Pop culture – faraway places featured in TV shows and movies</td>
<td>22%</td>
<td>29%</td>
<td>8%</td>
</tr>
<tr>
<td>Career advancement</td>
<td>20%</td>
<td>18%</td>
<td>8%</td>
</tr>
<tr>
<td>Life milestone (engagement, wedding)</td>
<td>26%</td>
<td>17%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Passport stamps are badges of honor. They do carry pride. They do help travelers try new experiences, learn something new and enhance their lives.

However, the fact that nearly 60 percent of Americans don’t have their passport suggests more than just opportunities for the travel industry. Rather, it highlights our responsibility to do more to encourage passport registrations, and as a result drive more travel experiences.

At Hilton, we’re proud to be helping people navigate the passport process and do all we can to serve people who want to get out and unlock their world. For nearly 100 years, we have set the standard for hospitality around the world.

Today, we welcome guests at more than 570 hotels across six continents, and we look forward to welcoming more travelers across the world soon.

For more information on the benefits of a passport, how to apply for one, what we’re doing to increase passport registrations and some destination inspiration, visit news.hilton.com/passportproject.

After all, we know better than most that once a passport is in hand, anything – anywhere – is possible.
Americans & Their Passports: FAST FACTS

76% of Americans think international travelers are different than those who don’t travel internationally

**FAST FACTS**

- **76% of Americans**
  - think international travelers are different than those who don’t travel internationally

<table>
<thead>
<tr>
<th>More Fun</th>
<th>More Creative</th>
<th>Sexier</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td>26%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Ready for your next passport stamp? Visit news.hilton.com/passportproject today**

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**WHAT ELSE DO WE KNOW ABOUT AMERICANS, INTERNATIONAL TRAVEL AND HOW THEY USE THEIR PASSPORTS?**

- **INSTA-POWER**
  - 52% of people who think international travel is up attribute it to people sharing their travel experiences online

- **LOOKING FOR LOVE?**
  - 16% use dating apps abroad; 44% would think twice about dating/marrying someone without a passport

- **FOODIE CULTURE IS HERE TO STAY**
  - 39% want to go abroad to try authentic, local food

- **EXTEND THAT GAP YEAR**
  - 66% think international travel can be as valuable as a college education

- **BATTLE OF THE SEXES**
  - 15% of men have no clue where their passport is at home (compared to 8% of women)

- **NO PARTNER? NO PROBLEM**
  - More than a quarter (28%) of millennials prefer to travel alone

- **IT’S GOOD FOR YOUR MARRIAGE**
  - 34% of married travelers said international travel helped them deepen their relationship

- **KIDS AREN’T AN EXCUSE**
  - 41% of travelers with children already have international travel planned

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Hilton Hotels & Resorts

2017 Hilton Passport Project Blue Paper
Hilton Hotels & Resorts commissioned a 15-minute, online survey among a nationally-representative sample of over 1,000 U.S. adults ages 18+ that have traveled within and/or outside of the U.S. in the past 12 months. The margin of error for this sample is +/- 3.1% at the 95% confidence level. The survey was fielded by Edelman Intelligence between May 30 and June 6, 2017.

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