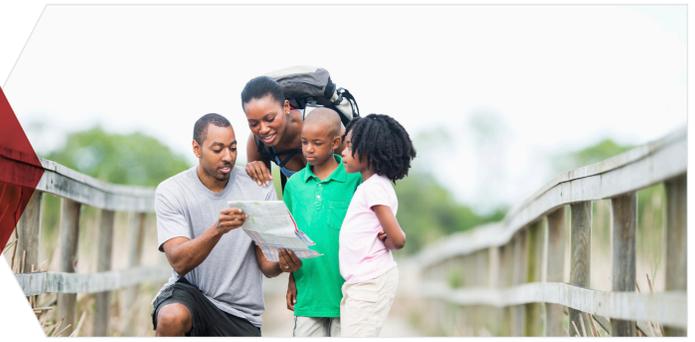


# EXECUTIVE SUMMARY

## TRAVEL IMPROVES EDUCATIONAL ATTAINMENT & FUTURE SUCCESS



New research has found that adults who took educational trips in their youth make 12 percent more per year and were significantly more likely to graduate from college than those that did not take such trips. A new survey, "Travel Improves Educational Attainment & Future Success," explores the impact of learning-focused travel on academic performance and career growth. The findings demonstrate travel's power to transform how students approach learning, deepen their understanding of the world and expand their career possibilities.

The Wagner Group surveyed 400 consumers between the ages of 21-69: 200 who took an educational trip in the USA and 200 who did not. To minimize any unintentional bias, the two groups were sample balanced for gender, age, ethnicity and family income class as a child. An educational trip was defined as any domestic trip taken when the person was between the ages of 12-18 that involved learning about the history or culture of the area visited, either as a school or family trip, and was at least 50 miles from home (one-way) or had an overnight stay regardless of mileage.

### REGARDLESS OF GENDER, ETHNICITY AND SOCIOECONOMIC CLASS, STUDENTS WHO TRAVELED WERE MORE LIKELY TO BE ACADEMICALLY AND FINANCIALLY SUCCESSFUL

Compared to adults who did not take educational trips as children, adults who took an educational trip when they were between 12-18 years old:

- ▶ Were more likely to attain a college degree or do post graduate work (57% vs. 33%); and
- ▶ Earn 12 percent greater personal income annually (\$41,100 vs. \$36,700 per year).

### EDUCATIONAL TRAVEL IMPROVED ACADEMIC PERFORMANCE AND INFLUENCED CAREER CHOICES

Educational trips played a significant role in educational attainment and future career plans. Adults who traveled as children reported that:

- ▶ The trips had a positive impact on their education and/or career (89%).
- ▶ Educational travel made them more interested in what they learned in school (80%).
- ▶ Their career choice was influenced by educational travel (52%).
- ▶ Educational travel helped them achieve better grades (59%).

### CHILDREN WHO TOOK EDUCATIONAL TRIPS ENJOYED SCHOOL MORE AND FELT A GREATER CONNECTION TO THEIR WORLD

A better report card was just one of the benefits of educational travel. Adults who participated in learning-focused trips also believe:

- ▶ Educational travel made them more intellectually curious inside and outside the classroom (86%).
- ▶ The trips were educational, fun, engaging and/or inspiring (90%).
- ▶ Educational travel made them feel more connected to American heritage/history (85%).
- ▶ The local culture they experienced during their trips had a lasting impact (77%).
- ▶ Educational trips were transformative (54%).
- ▶ Travel made them a better person (34%).