

A romantic couple is shown in profile, kissing. The woman has long, wavy brown hair and is wearing a light-colored checkered shirt. The man has dark hair, glasses, and a beard, wearing a blue denim jacket over a checkered shirt. The background is a soft-focus indoor setting with warm lighting.

*SAS*

**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?

NO TRAVELS ABROAD  
IN THE PAST YEAR

AT LEAST 1 TRAVELS  
IN THE PAST YEAR

AT LEAST 2 TRAVELS  
IN THE PAST YEAR

AT LEAST 3 TRAVELS  
IN THE PAST YEAR

AT LEAST 4 TRAVELS  
IN THE PAST YEAR

**35%** → **65%** → **44%** → **27%** → **16%**



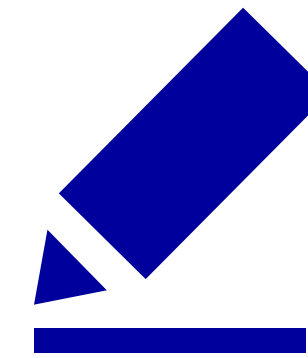
## PROFILE OF A TRAVELER

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.

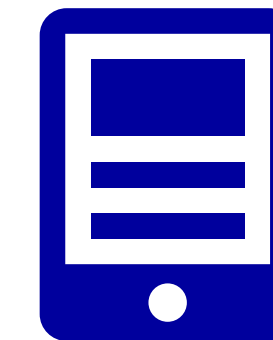
The more travels, the more people wish to bring inspiration from outside Scandinavia back home with them.

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.

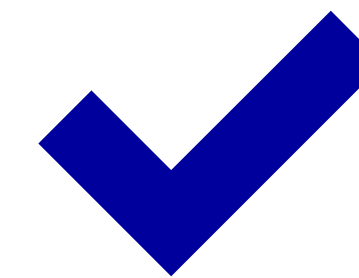
## HEAVY TRAVELERS (4+)



**CREATIVE  
AND INNOVATIVE**



**POLITICALLY  
INTERESTED**



**CONTRIBUTING  
TO SOCIETY**

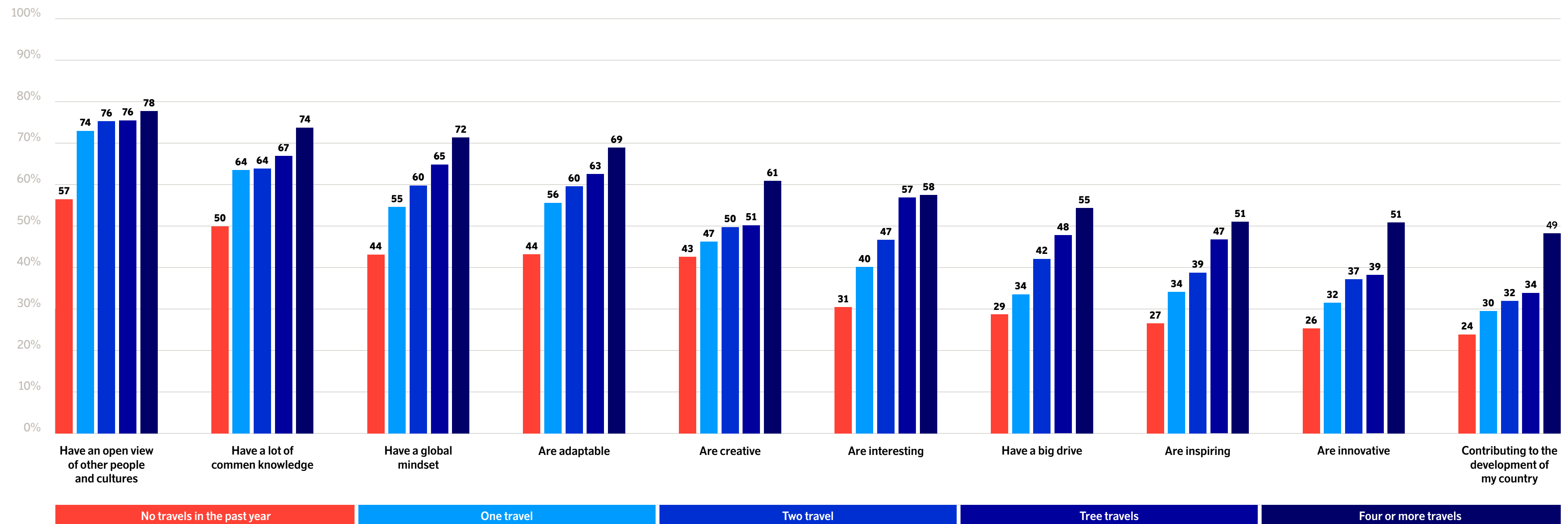


A photograph of a woman in a light blue shirt kneeling on one knee in an airport terminal, kissing a young girl on the cheek. The girl is wearing a denim jacket and dark pants. They are standing next to a luggage cart with a blue suitcase. The cart has the SAS logo on it. Other people are visible in the background, some with luggage. The floor has a blue and white striped pattern.

**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.



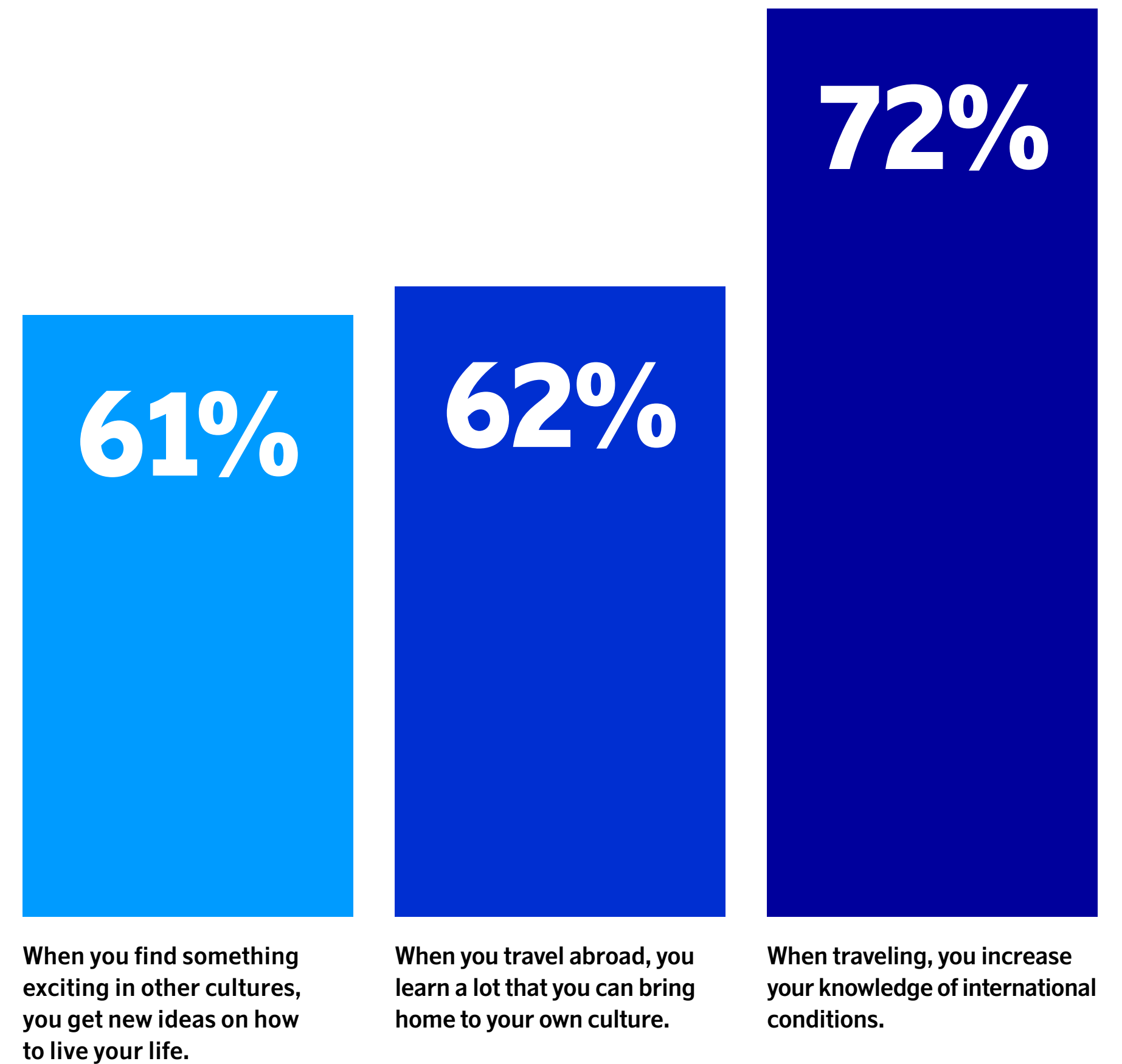


A photograph capturing a moment of emotional connection. A woman with dark hair, wearing a dark grey jacket, is hugging another woman from behind. The woman being hugged has blonde hair and is wearing a blue jacket. She is holding two small flags on sticks: a Danish flag (red with a white cross) and an American flag (stars and stripes). She is also holding a brown smartphone. The background is blurred, showing other people in a public setting. The text "MOST TIMES THE WORLD CHANGES US" is overlaid in white, bold, sans-serif font across the center of the image.

**MOST TIMES THE WORLD  
CHANGES US**

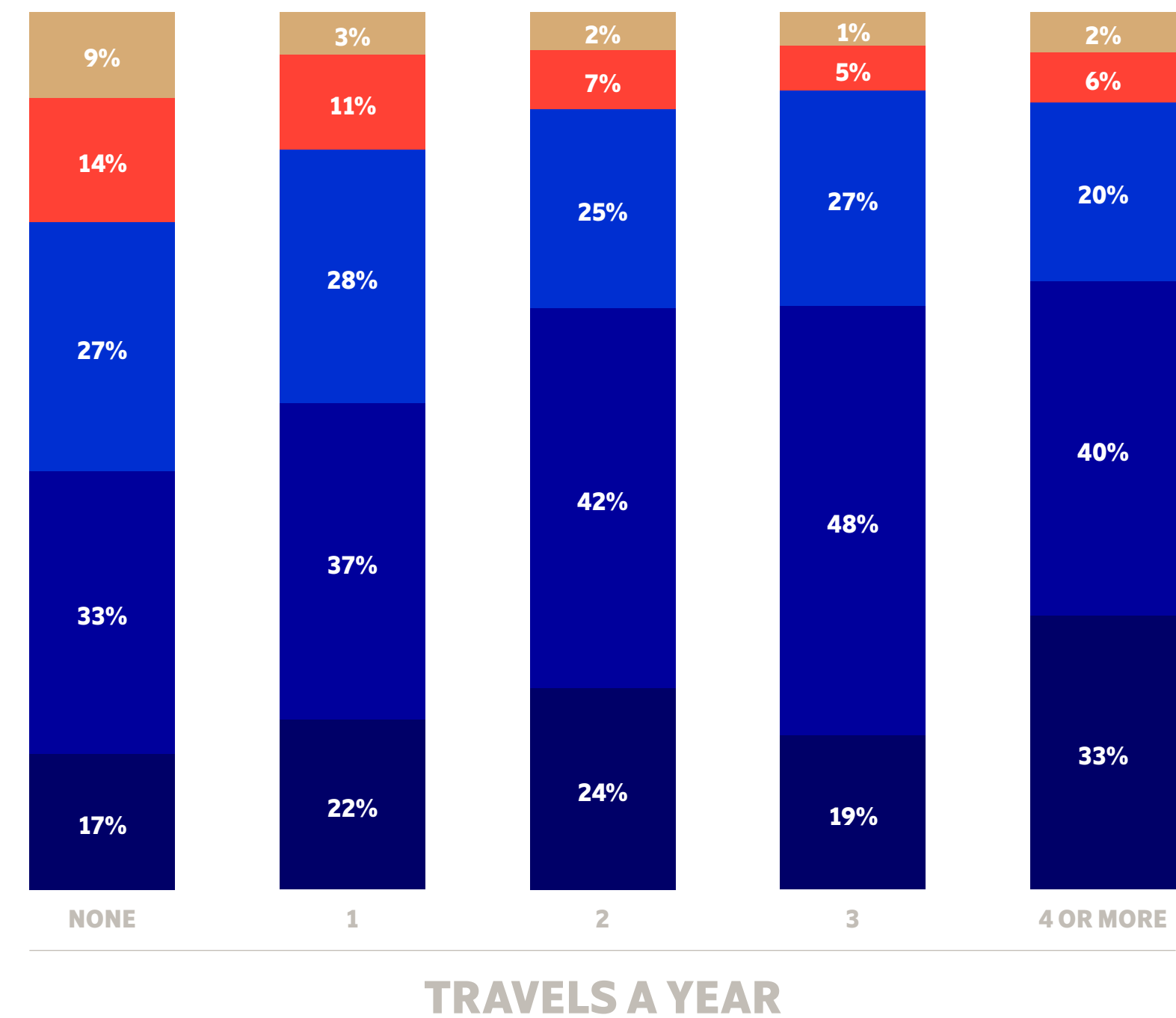


# TRAVELERS WANT TO KEEP LEARNING

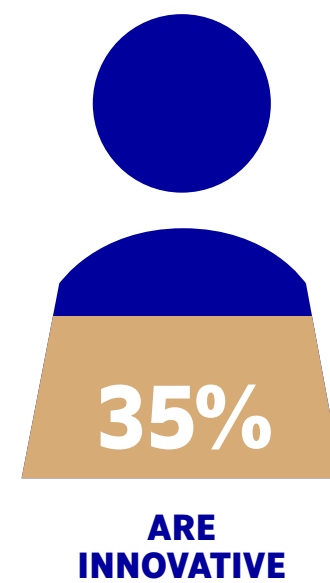
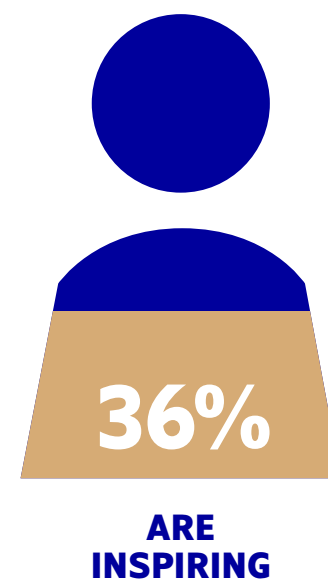
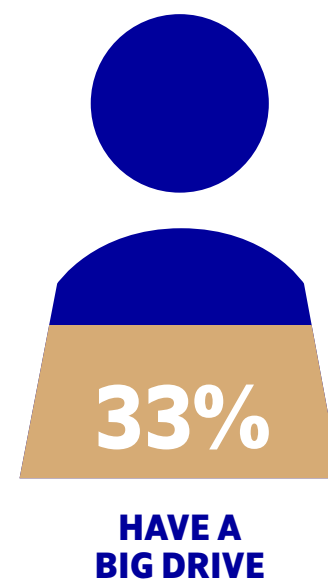
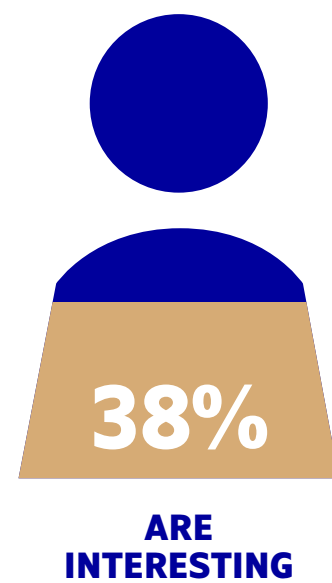
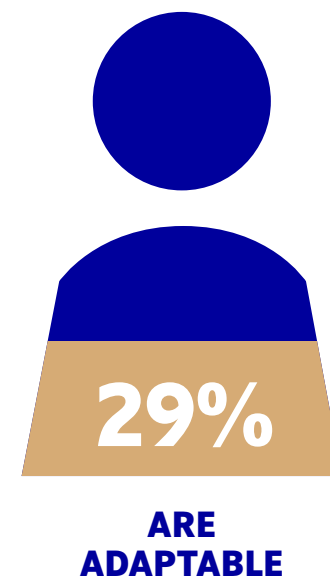
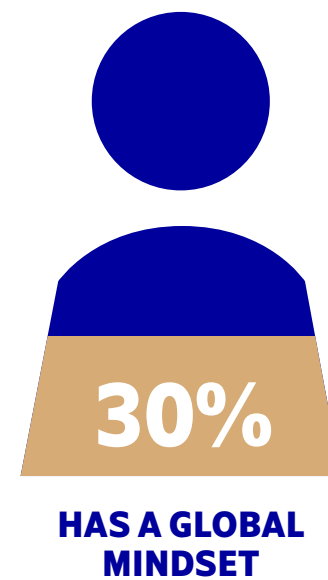
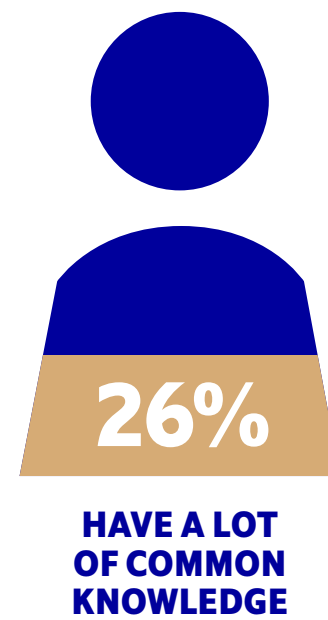
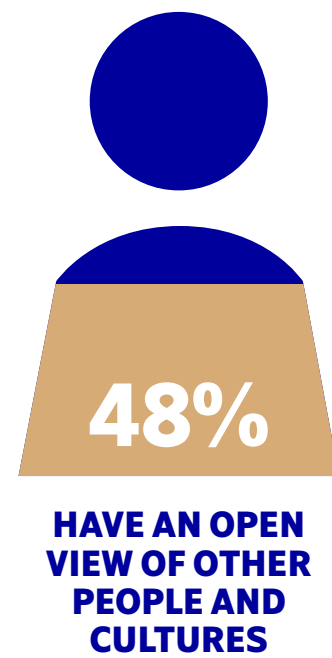




FREQUENT TRAVELERS  
ARE MORE **INTERESTED**  
**IN POLITICAL ISSUES**  
AND WANT TO USE  
LEARNINGS FROM THEIR  
TRAVELS TO **IMPROVE**  
**THE SOCIETY THEY LIVE IN.**



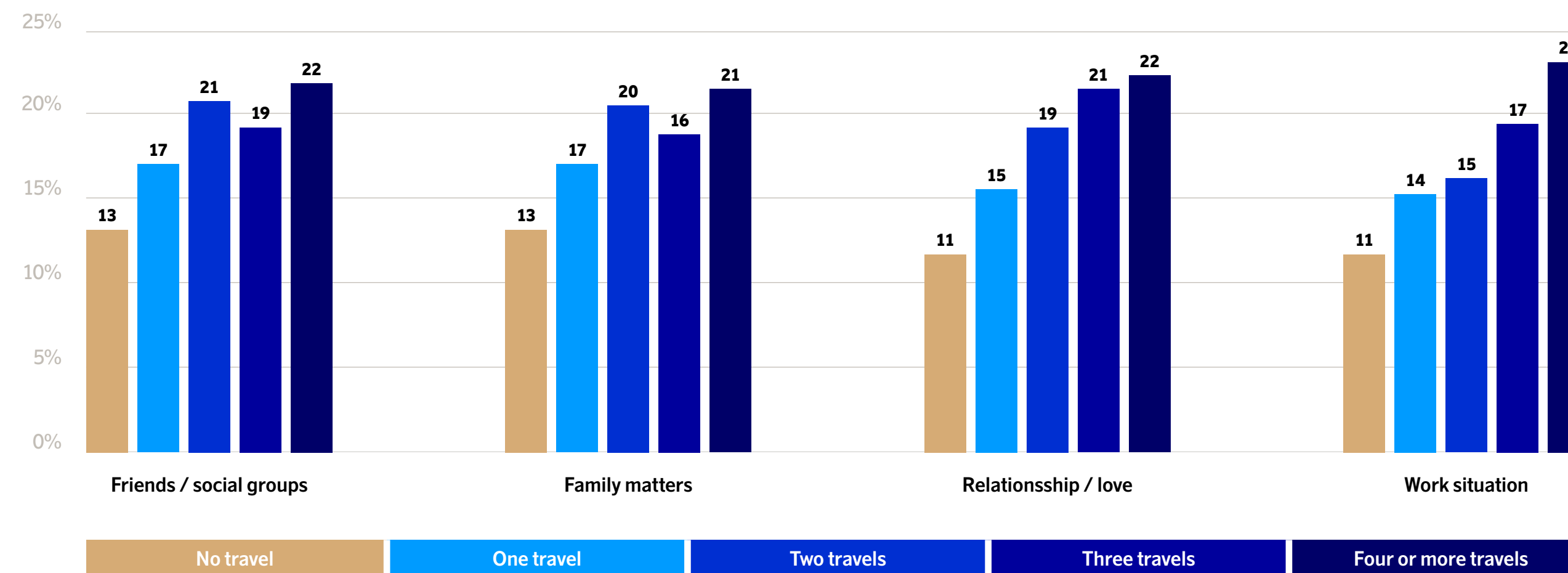




**TRAVELERS ARE  
PERCEIVED  
AS BEING  
OPEN-MINDED,  
INSPIRING AND  
INTERESTING.**



# TRAVELING MAKES US CONSIDER THE IMPORTANT THINGS IN LIFE, AND ESPECIALLY REFLECT ON OUR LOVED ONES.



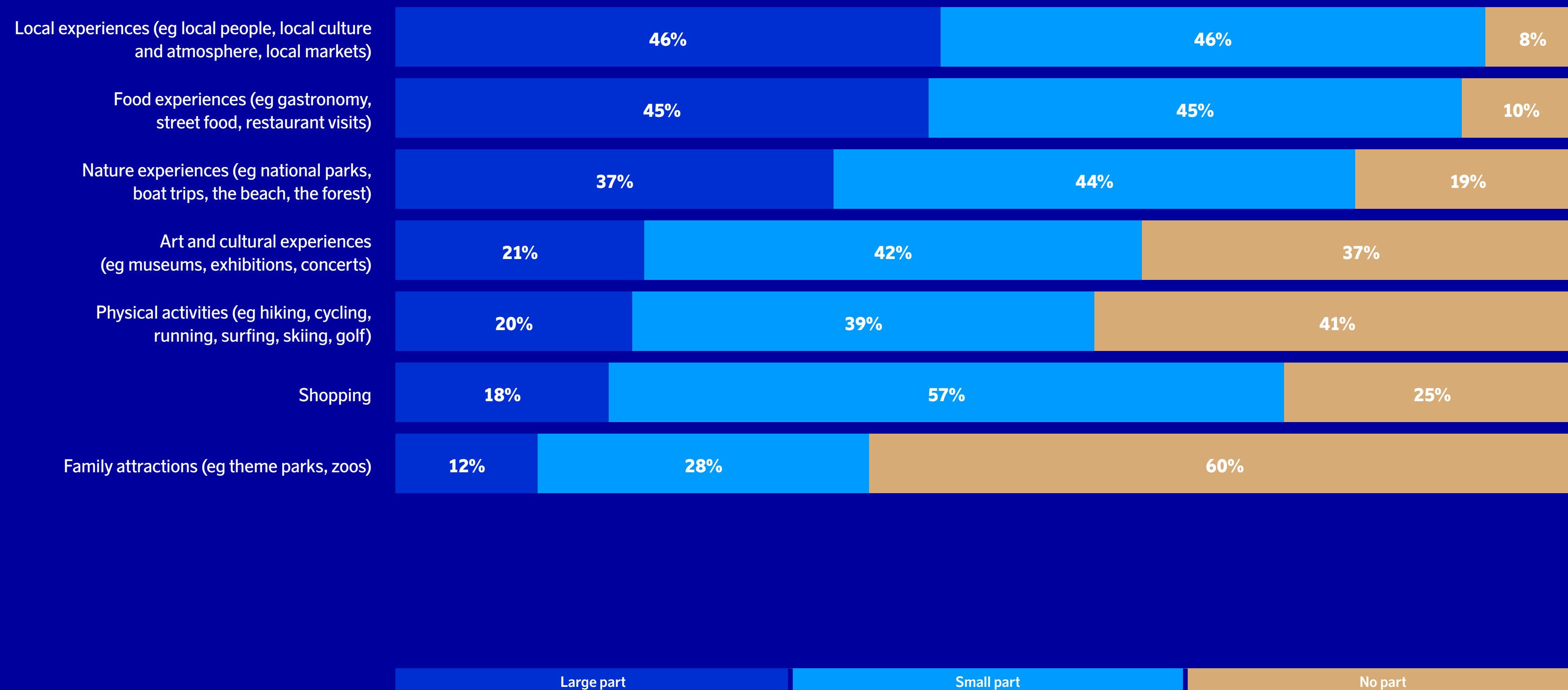


A photograph of two women embracing warmly in a crowded, blurred indoor setting. The woman on the left has her hair in a bun and is wearing a dark jacket and a watch. The woman on the right has short dark hair and is also wearing a dark jacket. The background is filled with out-of-focus people, suggesting a social gathering or event.

**WE COME BACK WITH  
NEW PRIORITIES**



# WE TRAVEL ABROAD TO EXPERIENCE LOCAL CULTURES.







**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%**

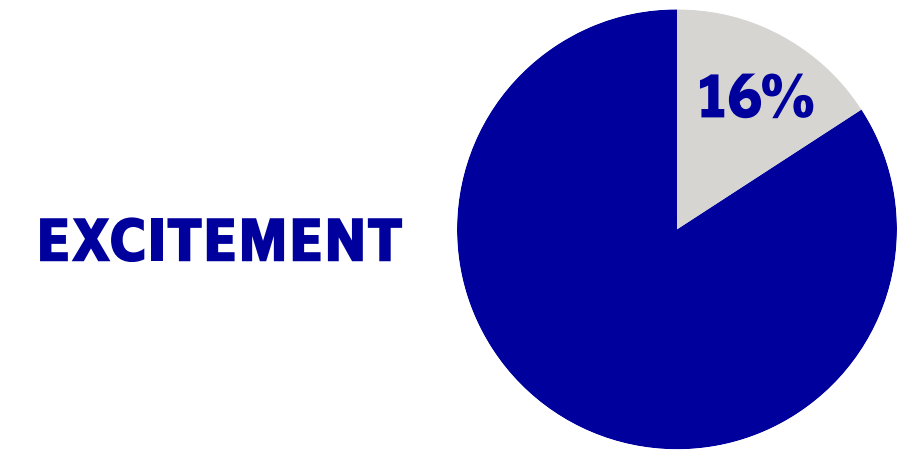
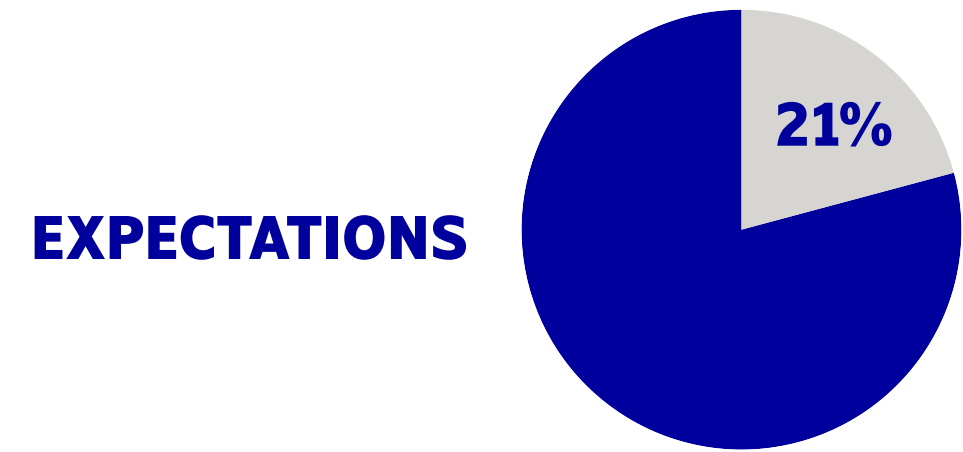
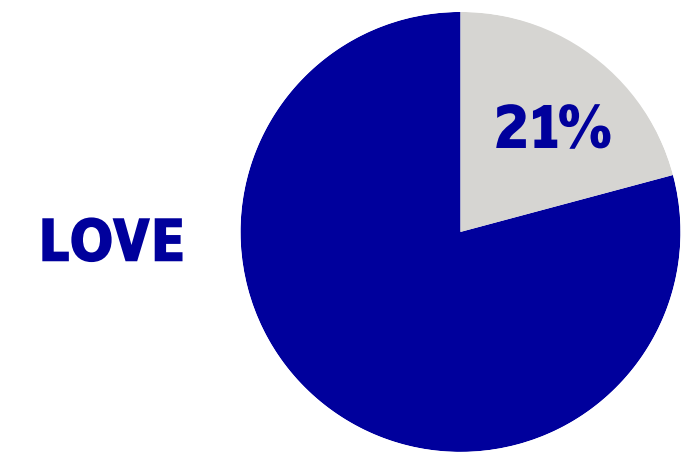
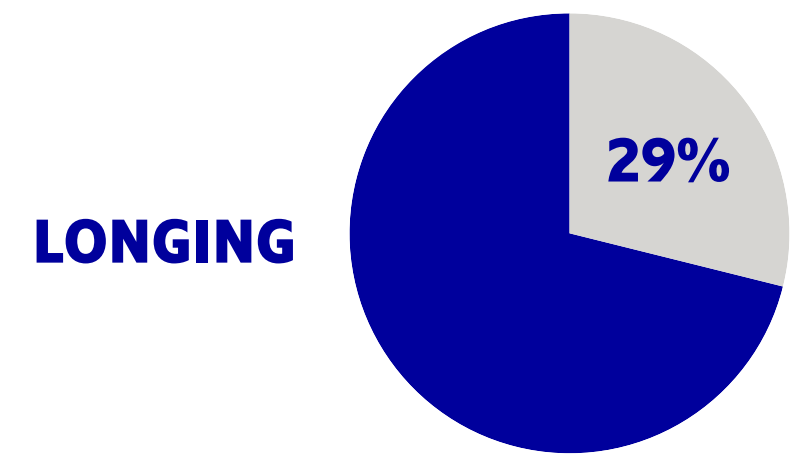
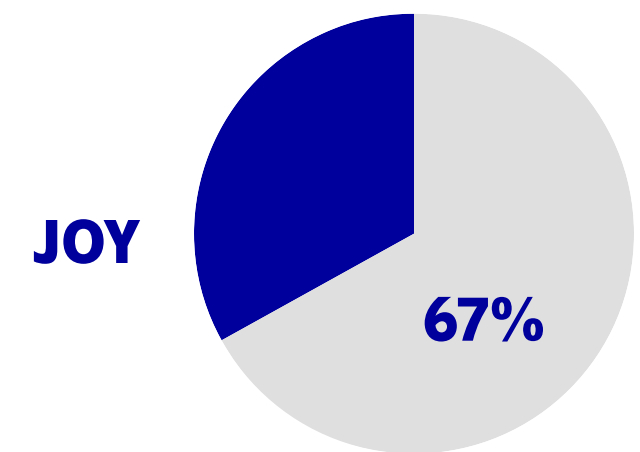
**GET A BETTER RELATIONSHIP**

**16%**

**BECOME WISER ON MYSELF**



# THE MOST COMMON FEELINGS OF A TRAVELER RETURNING HOME





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**WE ARE TRAVELERS**