

# Untapped

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TRAVEL'S HIDDEN POWER TO SOLVE  
PEOPLE'S DEEPEST PROBLEMS



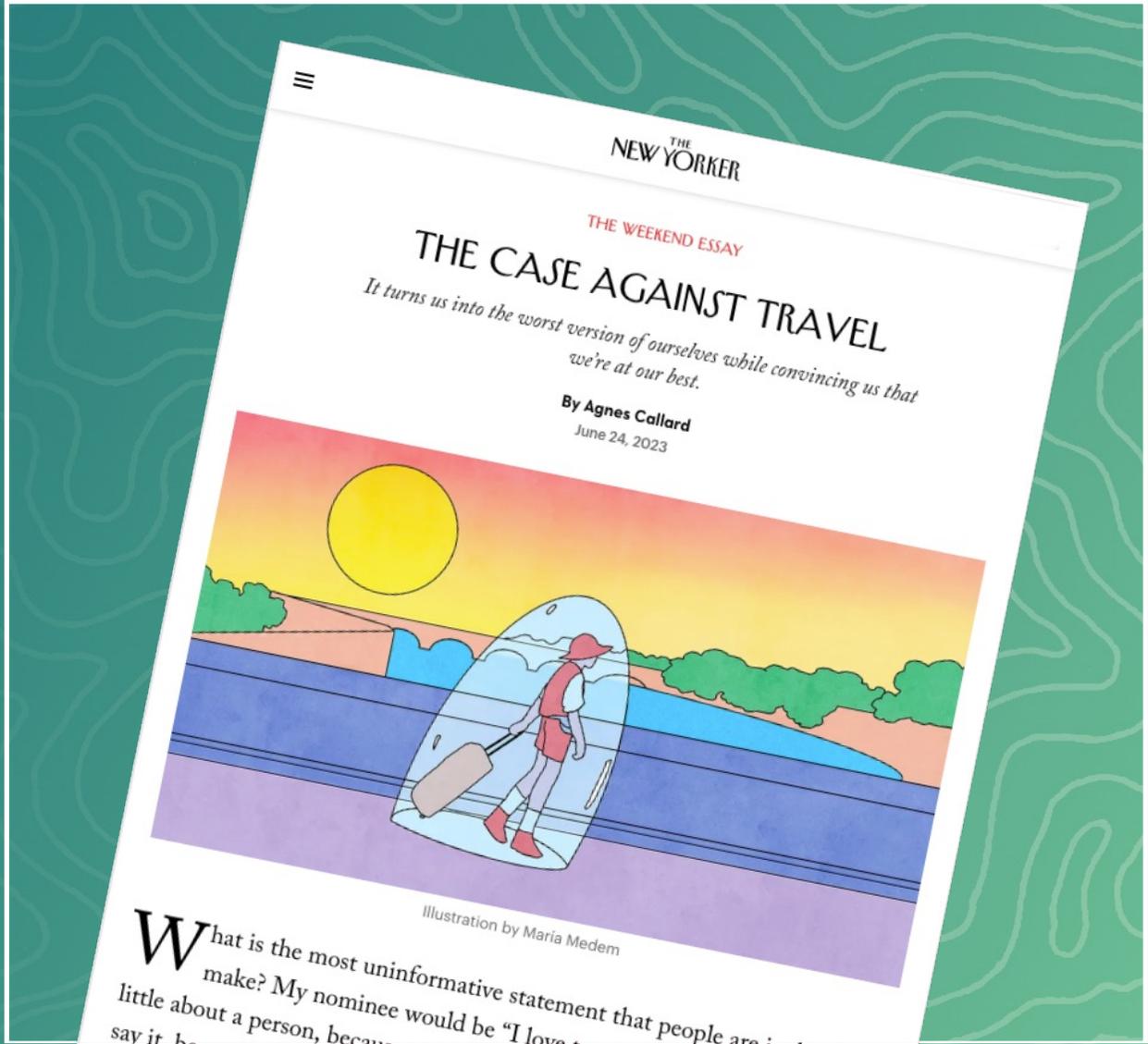
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University of Chicago



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# Why People Travel

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**1%**

**TO MAKE AN  
IMPACT AND GIVE  
BACK**

**2%**

**LOWER STRESS &  
BOOST MENTAL  
WELLBEING**

**4%**

**TO FIND SOUL  
HEALING AND  
INNER PEACE**

**6%**

**TO FEEL  
ALIVE AND  
BE HAPPY**

**11%**

**TO FIND  
HUMAN  
CONNECTION**

**17%**

**PERSONAL  
DEVELOPMENT &  
TRANSFORMATION**

SOURCE: TRAVEL COACH NETWORK

# Why People Travel



SOURCE: TRAVEL COACH NETWORK

*“[People] may speak of their travel as though it were transformative, a ‘once in a lifetime’ experience, but will you be able to notice a difference in their behavior, their beliefs, their moral compass? Will there be any difference at all?”*



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“The Case  
Against Travel”

*“Travel is a boomerang. It drops you right where you started.”*



**AGNES CALLARD**

“The Case  
Against Travel”

**Travel will only reach its full potential when we stop focusing on transactions and start focusing on transformations.**

# Solving **Travelers'** Problems

*Short trips reduce “emotional and social strain, conflict, fatigue and lack of energy” for at least **45 days** after travel.*

*“Participants had to partake in one session of moderate physical activity (Nordic walking, swimming) and one session of active recovery (Yoga or Qui-Gong). Activities were led by a **certified coach** from the hotel.”*

# Solving **Destinations'** Problems

*Tourism growth in major cities coincided with steep drops in unemployment and air pollution, as well as increased pay among women and overall economic growth.*

SOURCE: ECONOMIST IMPACT

*“In North America, a 1% increase in visits is associated with a roughly 0.5% increase in real GDP... But the magnitude of the impact depends on the destination’s ability to minimize economic leakage.”*

SOURCE: ECONOMIST IMPACT

# Solving Society's Problems

*“Simply knowing more about the outgroup does not have a major effect on reducing prejudice... Knowledge and empathy are generally **unrelated.**”*

SOURCE: EUROPEAN JOURNAL OF SOCIAL PSYCHOLOGY

*“Contact eases cross-group anxiety, and this allows a reduction in prejudice. Empathy and perspective taking also yield strong mediational effects.”*

SOURCE: EUROPEAN JOURNAL OF SOCIAL PSYCHOLOGY

**Why does this matter?**



**BRIAN JEWELL**  
VP & Executive Editor  
859-253-0455

[brianj@grouptraveller.com](mailto:brianj@grouptraveller.com)

# THE GROUP TRAVEL LEADER INC.

[grouptraveller.com](http://grouptraveller.com)



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