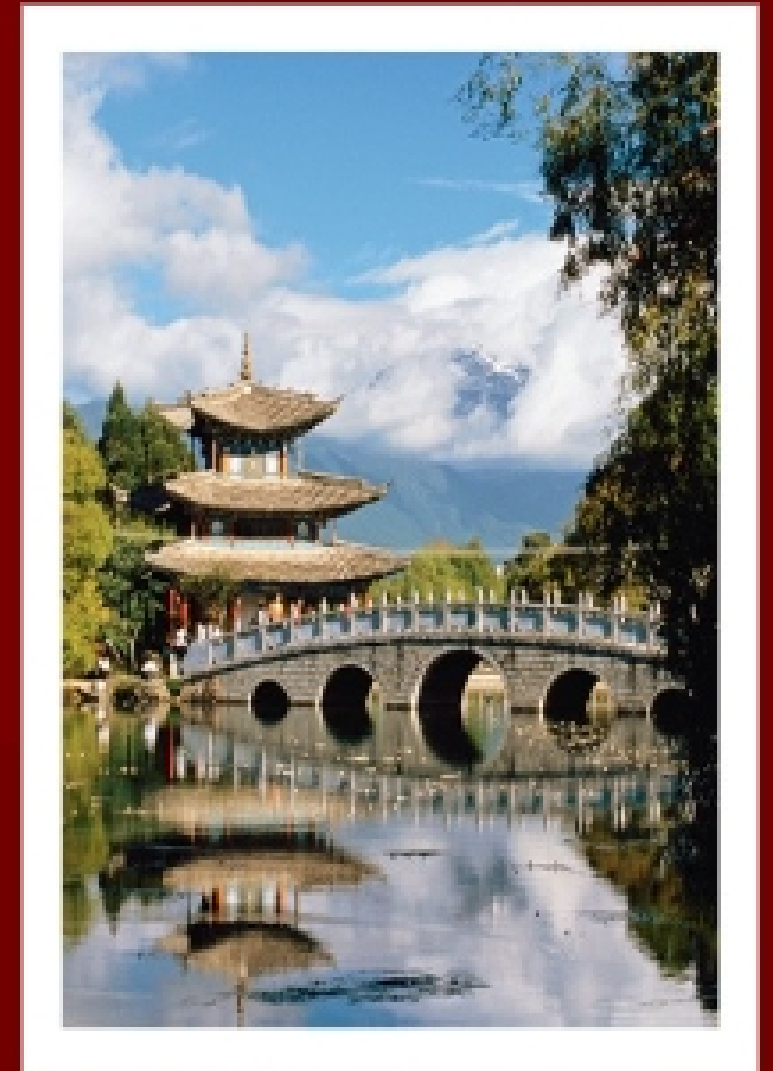


# Why People Travel

## Chapter 3



# Pleasure/Leisure Travel

- Travel tourism is expected to double by 2015.
- Most popular reasons for pleasure travel:
  - To experience new and different surroundings.
  - To experience new cultures and see how others live.
  - Rest and relaxation.
  - To visit friends and family.
  - To view or participate in a sporting event.

# Why Has Pleasure Travel Increased?

- Longer life span.
- Flexible working hours.
- Early retirement.
- Greater ease of travel.
- Shorter and more frequent trips.
- Increased standard of living.

