

## PRIORITY PASS GLOBAL CURRENCY OF EXPERIENCE BAROMETER

A survey of 10,000 participants across 9 countries determined that people around the world place increasing value on experiences that enrich their lives and allow them to share enjoyment and happiness with friends and family. Priority Pass has ranked the experiences that are deemed most valuable by consumers.

### 1 CULTURAL HOLIDAYS OVERSEAS

**\$1,530** is the average spent soaking up culture on holidays abroad – more than any other activity



### 2 HOLIDAYING AT HOME

**46%** regularly take a staycation, rising to **56%** of South Koreans



### 3 WELLNESS & SPA HOLIDAYS ABROAD

**18%** say they enjoy taking a wellness break; up to **38%** of Saudi Arabians particularly enjoy a spa trip



### 4 OVERSEAS CITY BREAKS & WEEKENDS AWAY

**23%** would put a gift worth \$300 towards a short break



### 5 GOING OUT FOR A MEAL

**69%** eat out regularly and **21%** of Americans say going out for a meal is their favourite activity



### 6 SOLO TRAVEL ABROAD

**\$1,310** is the average spent traveling alone



### 7 CATCHING A FILM AT THE CINEMA

**27%** would share a trip to the cinema on social media, increasing to **52%** of Mexicans



### 8 ATTENDING LIVE EVENTS

**30%** enjoy spending time at the theatre, concerts or the opera



### 9 SPORTING HOLIDAYS OVERSEAS

**11%** enjoy going abroad for active holidays



### 10 BUYING LUXURY ITEMS

**\$810** is the average spent on luxury goods

