THE NEW AMERICAN ROAD TRIP(PERS)

HOW “DIGITAL NOMADS” AND TECHNOLOGY BLUR WORK AND PLAY
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digital nomads

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individuals who leverage technology from anywhere in the world to perform their job; a growing population the New York Times recently termed a “new breed of Millennial wanderer”

The American concepts of “work” and “play” – and the clear boundaries between them – are slowly dissolving and being replaced by a different set of behaviors and expectations.

New technologies are helping “digital nomads” radically re-imagine how they define business and pleasure and the traditional limits imposed by time and place.

In this year’s travel trends report, Ford explores the changing attitudes toward work and leisure travel and how technology is blurring the lines between these formerly separate states of place and mind, especially in the context of the great American road trip.

As more people discover their digital nomadic potential, brands like Ford are adapting to account for these cultural shifts. From new in-dashboard tech integrations to flexible passenger-car silhouettes with better fuel economy, these trends are playing out in Ford’s quest to design smarter vehicles for a smarter world and bring freedom of mobility to everyone.

And in the spirit of summer fun, you will find a few sections at the end that explore popular travel hashtags, best road trip destinations for 2018 and new definitions of the modern roadtripper.
How would you define the “digital nomad” mindset?

“How is becoming more transient. With the rise of remote work, location independence is now culturally and professionally accepted. Employers who don’t embrace this fact will be forced to settle for intermediate talent, as top talent will have too many alternative options that allow for a more enjoyable, flexible lifestyle.

If you can work from home anyway, what does it matter if it’s from your apartment in New York, a co-living/co-working space in London or Tokyo, or from the road? The younger, more adventurous type first chose to live this way, but now with technology, it’s an option for a much broader public.

Moving was traditionally seen as a challenge, but ‘Roamers’ have adapted their mindset to see the transition from home to home as a standard process, with limited personal belongings and fully furnished accommodations to make it frictionless and simple.

They have moved beyond the idea that ‘home’ needs to be a solitary geographic location, and instead define ‘home’ as wherever they are living at the moment.”

Dane Andrews
Co-founder & Head of Growth, Roam

Roam is an international network of unique, inspiring, and community-based living spaces combining work, travel, and life adventure. Why have an apartment in one city, when you can have a home all over the world.
Generations of yesteryear may have tacked on a day or two to a business trip for pleasure. But today, millennials are building in fun before, after and during these trips with the help of the new “mobile office.”
60% of Americans indicated a need to be productive during a road trip.

**Desired Tools for Productivity?**

- **Power/USB Outlets**: 32%
- **Uninterrupted Cell Service**: 28%
- **Uninterrupted WiFi or Internet**: 26%

**Vacation Work-Xpectations**

- **66%**
  - of Americans today report working when they take vacation. 41% work to avoid falling behind and 33% are curious what goes on while they’re gone.

- **29%**
  - have been contacted by a co-worker on vacation and one in four have heard from a boss.

- **37%**
  - of workers prefer to “completely unplug” from work while on a family vacation in 2018 vs. 53% in 2017.
WIFI EVERYWHERE
4G LTE WiFi hotspot allows easy login for up to 10 devices as far as 50 feet away from the vehicle.

FULL-TIME FULL CHARGE
Enjoy USB charging for multiple devices and, in some models like the 2018 Ford Expedition, wireless charging.*

LIVE ENTERTAINMENT
Stream live cable or satellite television via SlingPlayer* and enjoy from the dual-headrest rear seat entertainment system.

HANDS-FREE CALLS AND TEXTING
Use Apple CarPlay and Android Auto to join a call or text a colleague using audio commands.

TRAVEL ASSISTANT ON BOARD
Amazon Alexa, available through Ford SYNC3, gives instant weather reports, travel info and traffic updates.

* Not available in the 2018 EcoSport
Digital nomads are finding new ways to plug in to work in order to physically check out of the office.

By always being digitally present, they are redefining the old “either-or” mindset of work vs. play. Rather than be bound to their desks, Americans are now able to instantaneously connect and disconnect through technology during vacation. In other words, they’re able to check in and out of day-to-day contact and responsibilities ultimately awarding themselves more time to enjoy their trip.

69% of Americans want the option to stay connected with their day to day lives during vacation. 55% use technology to check and send emails.

1/3 have picked vacation destinations based on their ability to stay connected with their day to day lives, yet 2/3 try to disconnect at some point of their trip, too.

Top Ways Americans Use Technology to Disconnect on Vacation

- Browse the Internet: 41%
- Listen to music: 47%
- Take pictures and videos of their trips: 48%
Americans said in a Ford survey this year that they would give up vices like **happy hour (27%)**, **a gym membership (24%)**, **caffeine (18%)** and **chocolate (23%)** for a month, and in some cases an entire year, if it meant no spotty cell service on the road.

“The beauty of today’s American road trip is that you have the freedom to set the rules. The car can be your telecommunications hub just as easily as it can be a refuge from all the outside noise. You are not confined to a flight schedule; you have the flexibility to chart your own path; and you can live nomadically while still staying connected to the world.”

**SHERYL CONNELLY**
Corporate Futurist, Ford Motor Company
SEEKERS OF SPONTANEITY

Spontaneity is the ultimate pursuit of today’s digital nomads. The freedom to move, discover and bypass structure and convention is the desired path. Today, getting lost and having no plan is the plan, just as long as technology connects these nomads back to the real world.

Nearly Half

50% of Americans say their smartphones make them more spontaneous when traveling.

52%
of U.S. travelers say they enjoy getting lost and spontaneously discovering hidden restaurants, shops and bakeries to create their own memories.

50%
of Americans find road trips more appealing than other forms of travel, like airplanes, cruises and trains, due to the ability to be more spontaneous.

Women, more than men, appreciate the ability to make unplanned stops (54% vs. 45%) and sightseeing along the journey (61% vs. 48%).

Gen X (50%) and Baby Boomers (57%) are more likely than 18 to 34 year olds (40%) to report that the ability to be more spontaneous makes road trips more appealing than other types of vacations.
WHY AMERICANS PREFER ROAD TRIPS TO OTHER FORMS OF TRAVEL:

- 55% Ability to explore along the way
- 54% The comfort of their own cars
- 42% Ability to have their own rules
- 38% More budget-friendly destination options
- 35% Avoiding airport hassles

ROAD TRIP (NON-) AGENDA

HOW AMERICANS TAKE SPONTANEITY TO THE ROAD:

- 54% Take the scenic route
- 54% Explore local shops & cafes
- 32% Choose lodging on the fly
- 20% Use a printed map
- 18% Create an itinerary on the go
- 10% Turn off GPS altogether, even if it means they could get lost

Get lost...but only when you want to.

Ford is the first and only automaker to offer in-dashboard support for Waze, the world’s largest community-based traffic and navigation app, now available globally.
AS MORE AMERICANS SEEK A FLEXIBLE LIFESTYLE, FORD IS MODELING ITS BUSINESS TO SUPPORT THIS FREEDOM OF MOVEMENT.

The old-school family road trip (79%) remains one of the most popular types of vacations for families planning to travel.

According to IHS Markit, the most loyal car owners in the U.S. are behind the wheel of SUVs and crossovers.

Americans consider the practicality of their vehicle when taking a road trip. 41% would choose the all-wheel drive capabilities of an SUV for cruising through the woods or mountains.

After putting off becoming homeowners, millennials are now having kids, becoming suburban homeowners and buying vehicles that can accommodate family and belongings.

“We have Boomers to thank for creating the car culture in the 1960s and ‘70s. Years later, they were quick to adopt the go-anywhere-do-anything promise of SUVs throughout the ‘80s and ‘90s.

Today, this enthusiasm for SUVs is being adopted by other generations. Millennials are leaning towards SUVs just like their Baby Boomer parents. They want more interior space and higher ride heights without a fuel economy penalty so they can pack the family up and give their kids the road trip experience they remember from childhood.

These trends help inform Ford as a company and drive our decisions to offer more diverse vehicle silhouettes and focus on electric and hybrid models that are as fuel-efficient as traditional cars. While there’s no way to predict the future, I’m certain about one thing: the American pastime of family road tripping is here to stay — just in new ways.”

SHERYL CONNELLY
Corporate Futurist, Ford Motor Company
What is it about today’s traveler that makes Pack Up + Go so successful?

“In the modern world, we have all the information we could ever want at our fingertips. We’ve grown so accustomed to planning and organizing every aspect of our lives. We have to be aware of everything that’s going on, we have to book as early as possible, and we have to know all the details.

But when was the last time we had the chance to be genuinely surprised? How often do we get to do something truly spontaneous and take a real leap of faith?

Pack Up + Go is thriving in 2018 because we give people the opportunity to get a dose of authentic excitement and adventure. At one point or another we’ve all dreamed about packing up our car and letting cruise control take us somewhere near or far. With Pack Up + Go, our travelers can live that dream.

Where will you explore next?”

Lillian Rafson, Founder and CEO, Pack Up + Go

Pack Up + Go is a surprise travel agency that plans mystery weekend getaways to encourage the pursuit of wonder, spontaneity and exploration in each of its travelers.
ARCHETYPES OF THE NEW ROAD TRIPPERS

FORD HAS IDENTIFIED THREE NEW TRAVEL ARCHETYPES.

Female Solo Trippers:
Women traveling by themselves, once rare, is now commonplace. Communities like She Roams Solo have cropped up, connecting women with one another to assuage fear, share tips and discuss their upcoming solo trips.

The Whirlwind Traveler:
More people today use their vacation time for short getaways (32%) than for one annual trip (22%). The Pinterest 100 Trend Report saw pins for '24-hour travel' increase by 134%.

Families Driving, Not Flying:
64% of families traveling domestically are planning driving, not flying, vacations. Their top destinations: family-favorites like theme parks and national parks.
FIVE BEST SUMMER ROAD TRIP ROUTES

Brought to you by Ford’s Mother of All Road Trips Team (MOART), the engineers who log millions of miles on the road to test and ensure the safety of Ford’s newest vehicles.

1. Hidden Gems in the South | Nashville to Atlanta
   Hattie B’s, Parthenon, Old Car City, Paradise Garden

2. City Lights to Desert Nights | Vegas to Arizona
   Las Vegas Spring Reserves, Tonto National Monument, Wild Burros, Oak Creek Canyon

3. Midwestern City Sights | Kansas City to Des Moines
   Q39 BBQ, Arabia Steamboat Museum, Horizon Line Coffee, Living History Farms

4. Mountain Drives to Monumental Moments | Asheville to D.C.
   Blue Ridge Parkway, Boondocks, Natural Bridge, Monument Night Tour

5. Iron City to a Natural World Wonder | Pittsburgh to Niagara Falls
   Warhol Museum, Allegheny National Forest, Phil’s Burrow, Old Fort Niagara

TOP ROAD TRIP HASHTAGS

#spontaneous #pitstop #summer #optoutside #vanlife #route66 #bleisure #roamtheplanet #travelgram
#letsgosomewhere #greatamericanroadtrip #travel #wanderlust #instatravel #adventure #workfromroad #exploremore
#carpediem #girslwhotravel #roadtrip #crosscountryroadtrip
Rise of the “Bleisure” Class

• 28% of Americans say combining a business trip with a few extra days to be a tourist counts as a vacation. (AP NORC Poll, May 2017)

• Over one-third (37%) of North American business travelers extended a work trip for leisure last year, with Millennials leading the charge (48%). (Mixing Work & Play: New Study Profiles the Bleisure Traveler, June 2017)

• 80% of business travelers feel they deserve to take a break from work and make time for themselves during business trips and a majority (82%) expect support from their bosses to take time for fun. (National Car Rental State of the Business Travel Survey 2018, December 2017)

• Millennial business travelers are significantly more likely than other generations to take time for fun on the road (55% who do so often or always, 80% do so at least sometimes). (National Car Rental State of the Business Travel Survey 2018, December 2017)

• 66% of Americans today report working when they take vacation. (Glassdoor/Harris Survey 2017, May 2017)

• 37% of workers say they prefer to “completely unplug” from work while on a family vacation in 2018 vs. 53% in 2017. (2018 Alamo Family Vacation Survey)

• 29% of Americans said they had been contacted by a co-worker while on vacation, and 25% said that they had been contacted by a boss. (Glassdoor/Harris Survey 2017, May 2017)

The Paradox of Plugging In to Check Out

• Americans said that they would give up vices like happy hour (27%), a gym membership (24%), caffeine (18%) and chocolate (23%) for a month and in some cases an entire year if it meant no spotty cell service on the road. (Ford Life Hack Survey, January 2018)

Seekers of Spontaneity

• Nearly half (45%) of Americans say their smartphones make them more spontaneous when traveling. (Hotels.com Mobile Travel Tracker, June 2016)

• More than half (52%) of U.S. travelers say they enjoy getting lost and spontaneously discovering hidden restaurants, shops and bakeries to create their own memories. (American Express Travel Trends Survey – 2018 Trends, December 2017)

• The old-school family road trip (79%) remains one of the most popular types of vacations for families planning to travel. (AAA Newsroom, February 2017)

• According to brand new analysis by IHS Markit, the most loyal car owners in the U.S. are behind the wheel of SUVs. (Statista, July 2017)

• Americans consider the practicality of their vehicles when taking a summer road trip. 41% would choose the all-wheel drive capabilities of an SUV for cruising through the woods or mountains. (Zipcar)

Archetypes of the New Roadtrippers

• 23% of survey respondents say they prefer to use vacation time for short periods away from work, while only 22% reserve all of their vacation time for one trip. (WEX-Mastercard 2018 Travel Trends, January 2018)

• The Pinterest 100 Trend Report saw pins for ‘24 hour travel’ increase 134%, but it is even shorter stays that look set to become increasingly popular, arriving at the destination in the morning and flying out again the same evening. (Pinterest 100: The top trends to try in 2018, December 2017)

• Nearly two-thirds (64%) of families traveling domestically are planning on packing up their cars and hitting the road. (AAA Newsroom, May 2018)

All other figures are from YouGov Pic, representative online survey of 1,137 adults in May 2018
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