



Millennials in Travel

To understand the preferred travel experiences of the millennial generation



Hiking is a #1 activity for millennials when travelling

20%

of the global travel spending market was contributed to by millennials

#2 What are they Doing?

- Meeting locals and drinking locally are top activities
- The outdoors are highly sought after
- Culinary experiences are seeing an increase
- Long experiential vacations (the gap year)
- Preference is for experiences over tangible goods

#3 How do we reach them?

- A web presence is essential
- Word-of-mouth is that fastest method
- Reviews are the backbone for travel decisions, “electronic word-of-mouth”
- Due to technology information is wanted in the moment and fast

75% are tech-savvy

#1 Who are they?

- Born between 1980-1999
- 3x the size of their predecessors
- Have the most money at their disposal then any other generation
- Most racially diverse generation
- Travel is prioritized over buying a car or paying off debt

50%

see travel as a core value