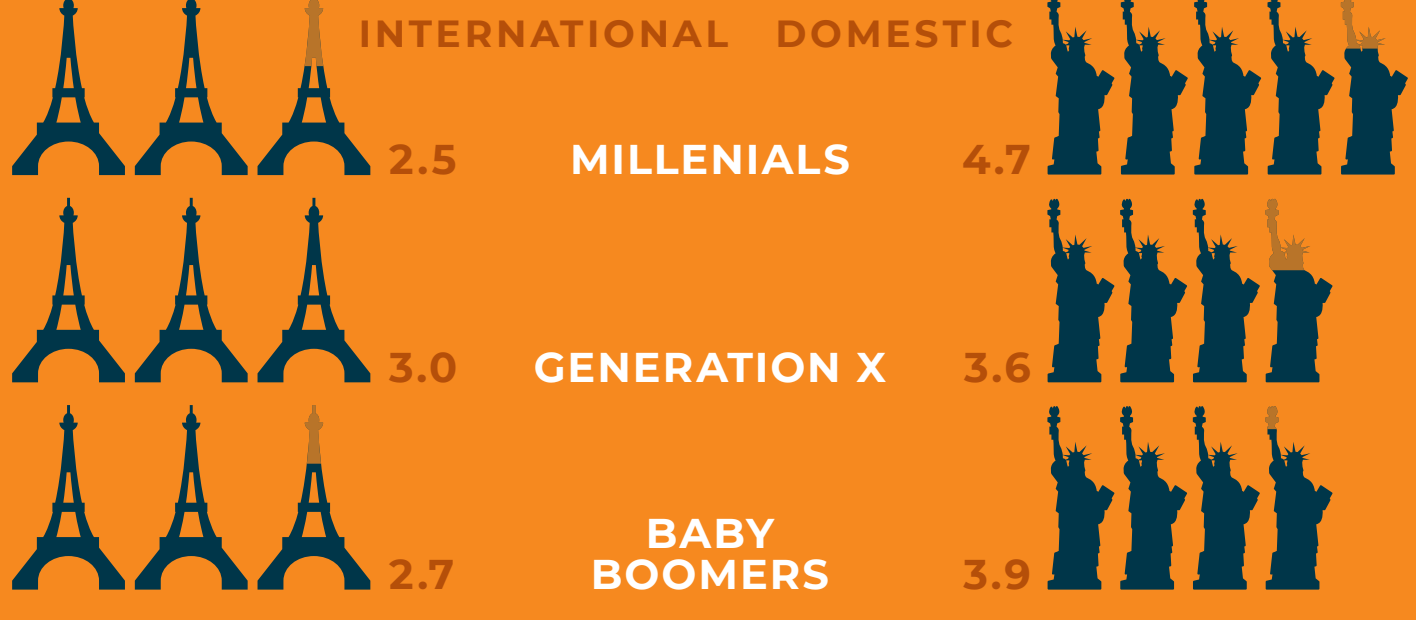


# TRAVEL BY GENERATION

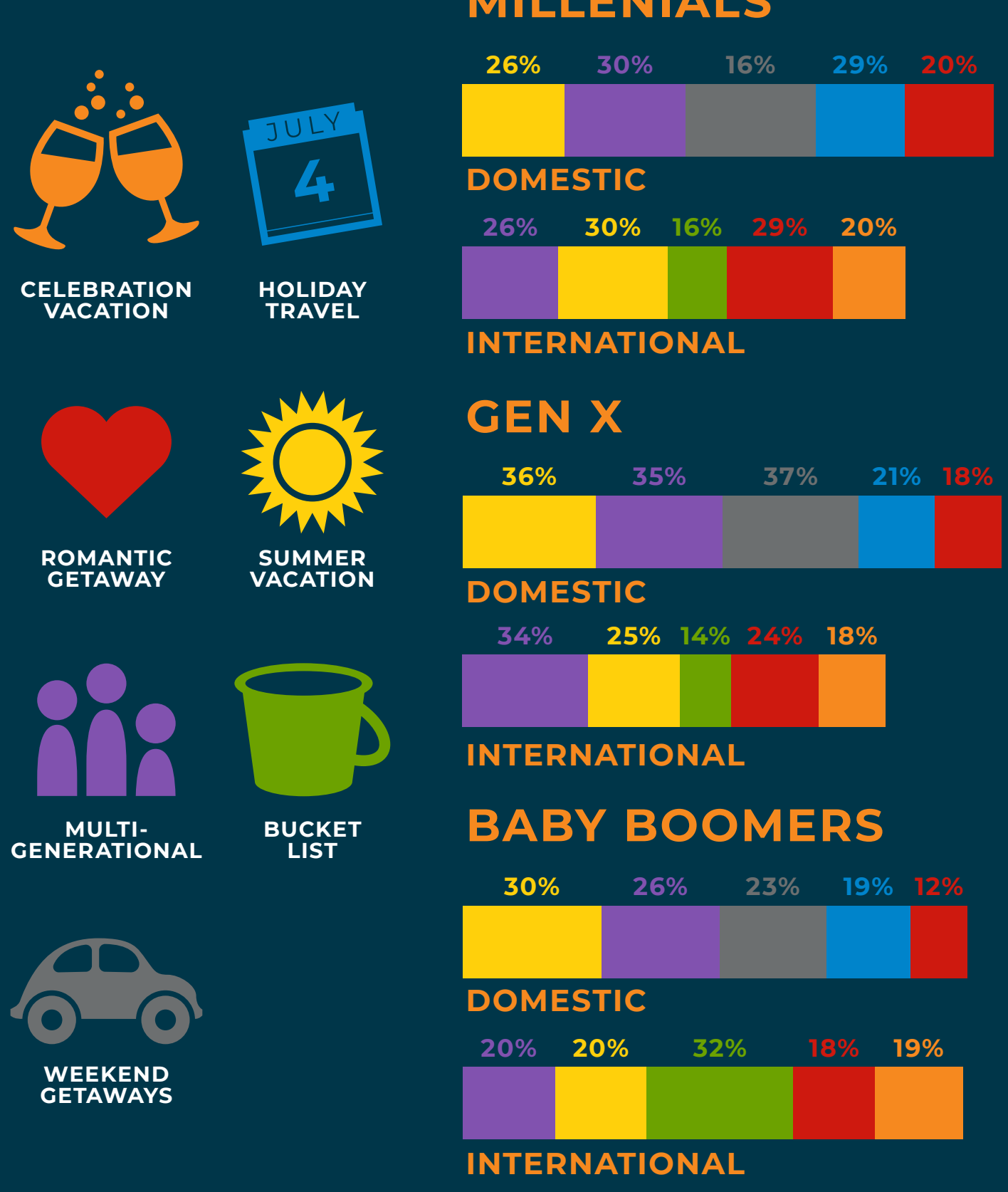
EVERYONE IS DOING IT!

## HOW MANY TRIPS?

The average number of journeys per year varies.

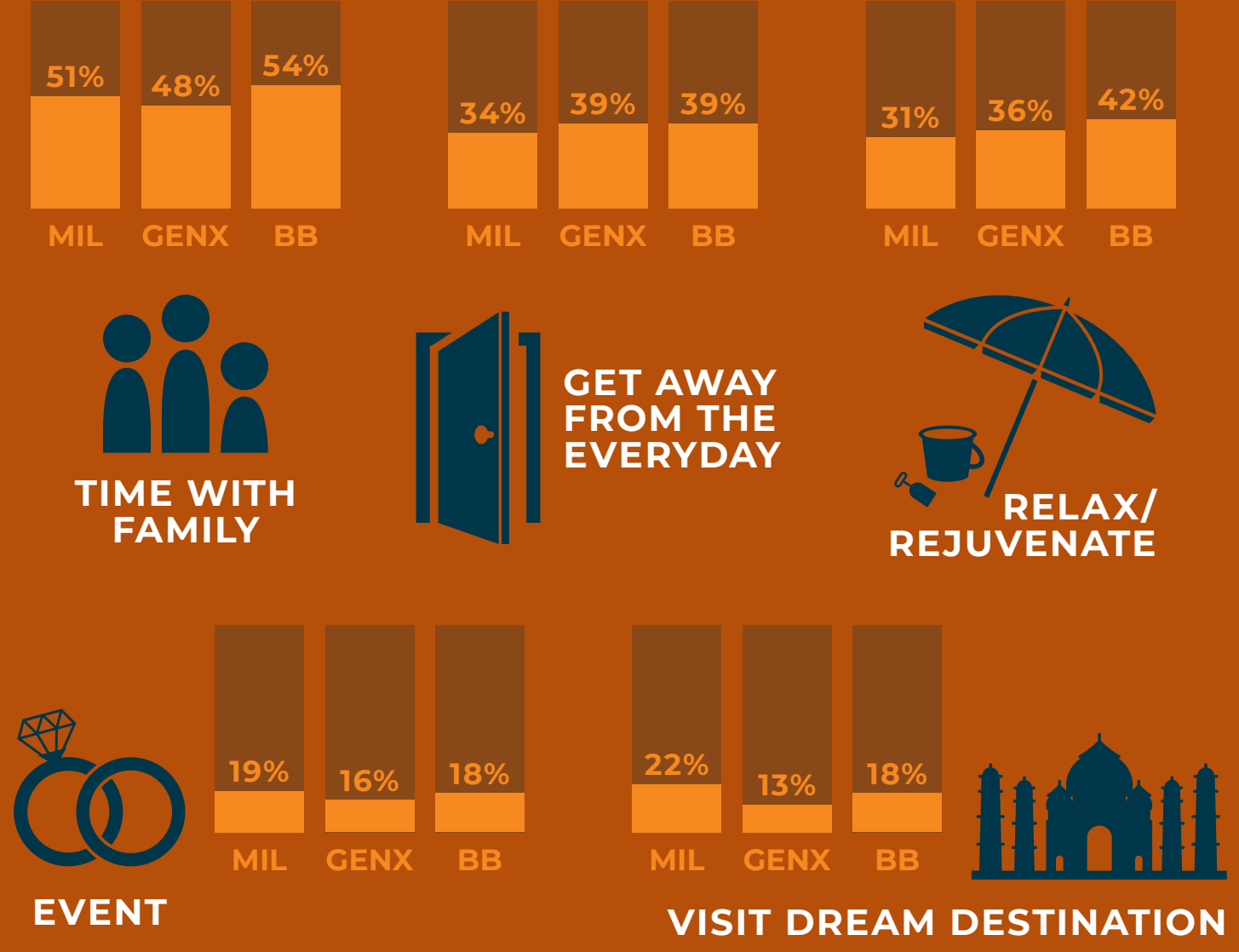


## WHAT KINDS OF TRIPS?



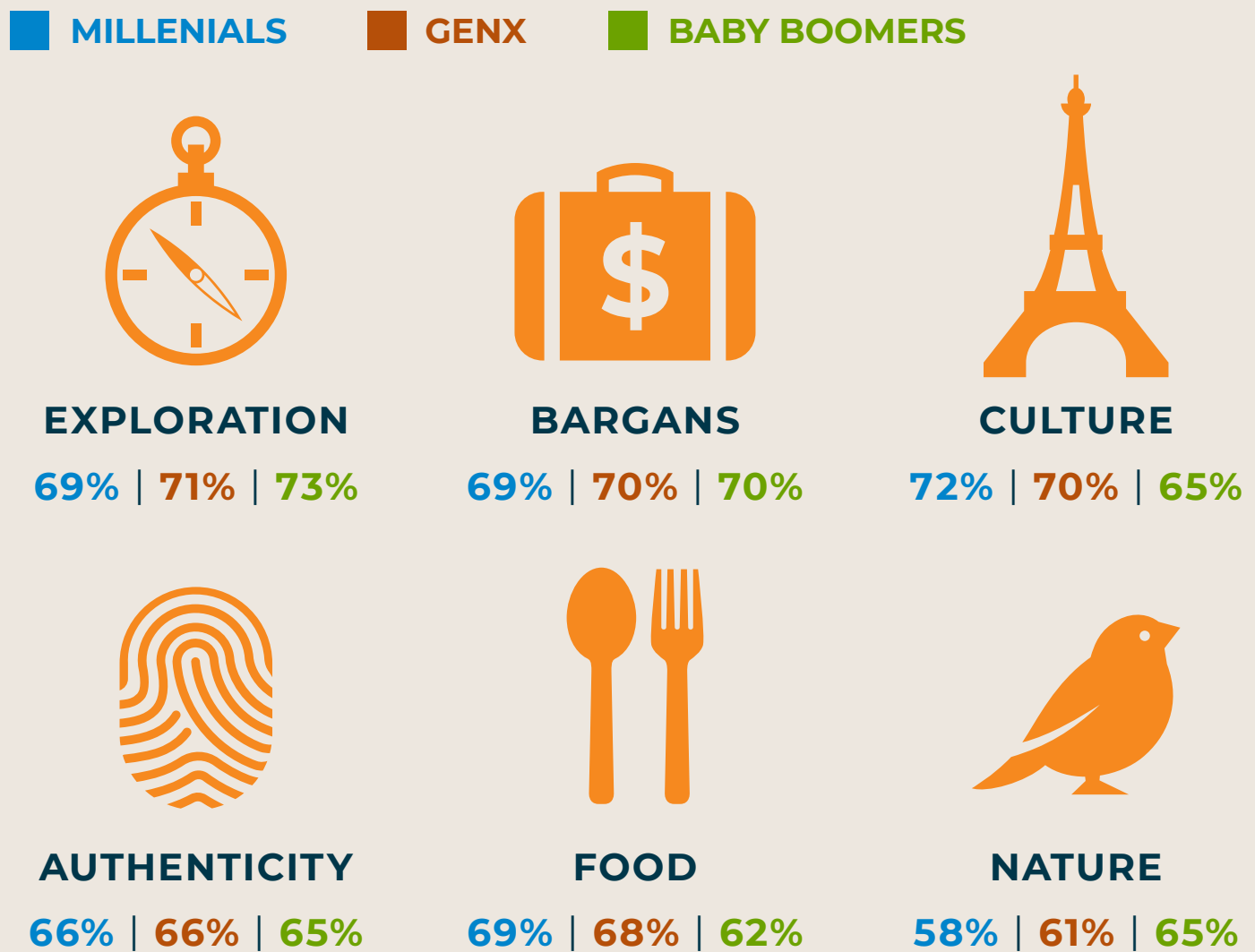
## WHY DO THEY TRAVEL?

There are many reasons to book.

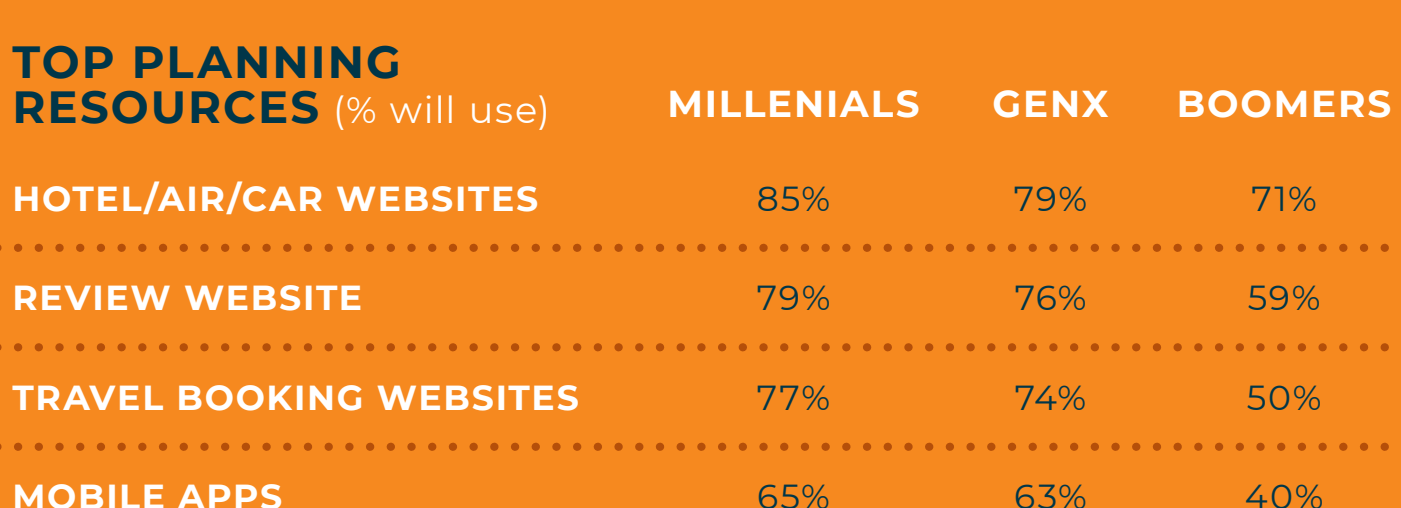


## WHAT ARE THEY LOOKING FOR?

Across generations, people travel for the same top reasons



## HOW DO THEY PLAN?



## TREND SPOTTING

Everyone agrees that the help of a travel advisor makes for a better vacation.

