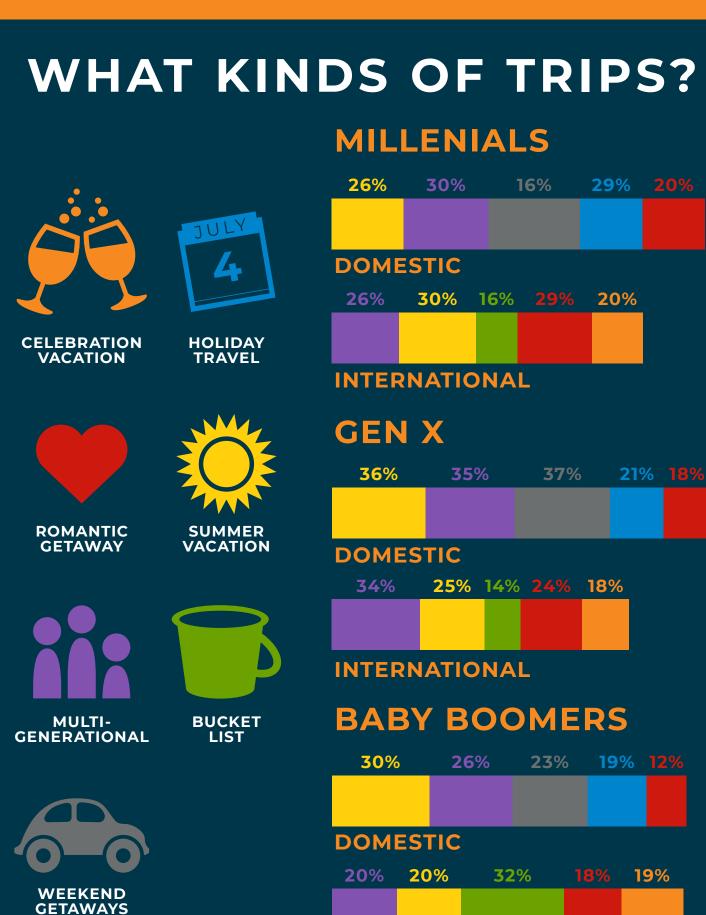
## TRAVEL BY GENERATION

**EVERYONE IS DOING IT!** 

# HOW

The average number of journeys per year varies.









**INTERNATIONAL** 

#### same top reasons MILLENIALS GENX **BABY BOOMERS**

WHAT ARE THEY

LOOKING FOR?

Across generations, people travel for the



#### HOTEL/AIR/CAR WEBSITES 85% 79%

RESOURCES (% will use) MILLENIALS GENX BOOMERS

**TOP PLANNING** 

59%

**REVIEW WEBSITE** 76% TRAVEL BOOKING WEBSITES 74% **MOBILE APPS** 65% 63% 40%

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

**MILLENIALS GENX BOOMERS** 



53%

58%