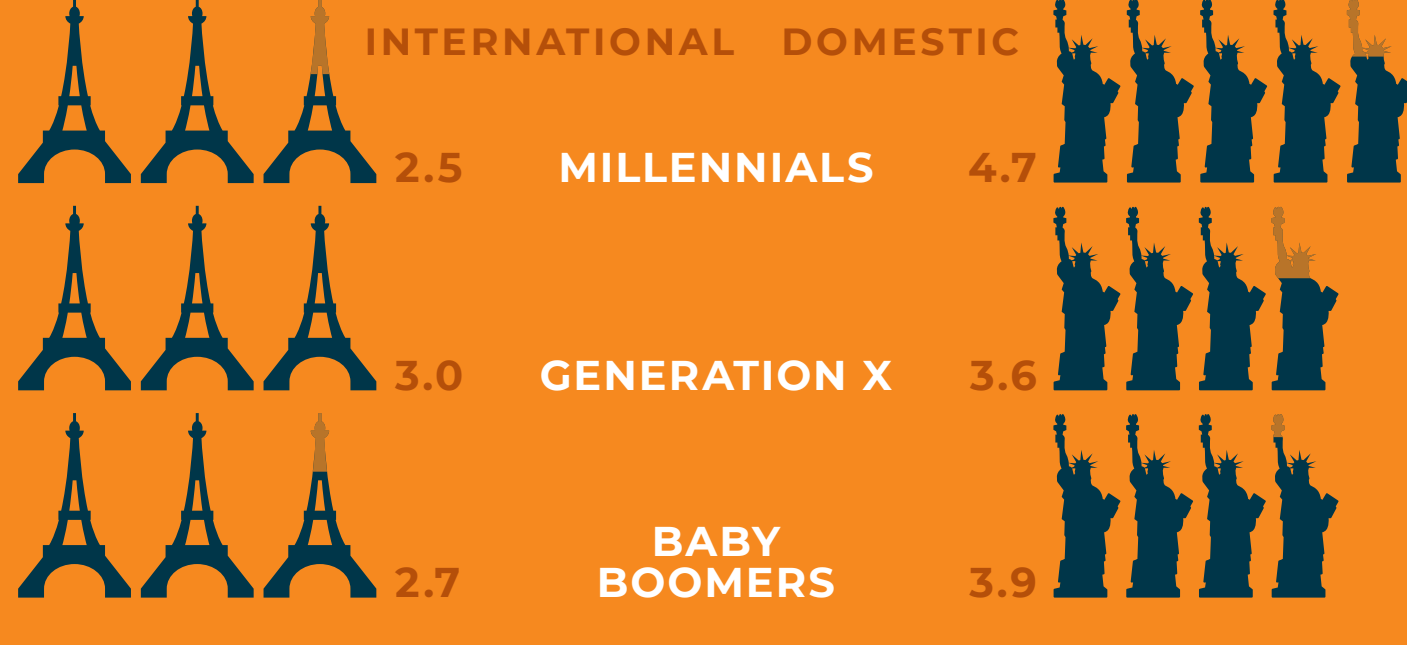


TRAVEL BY GENERATION

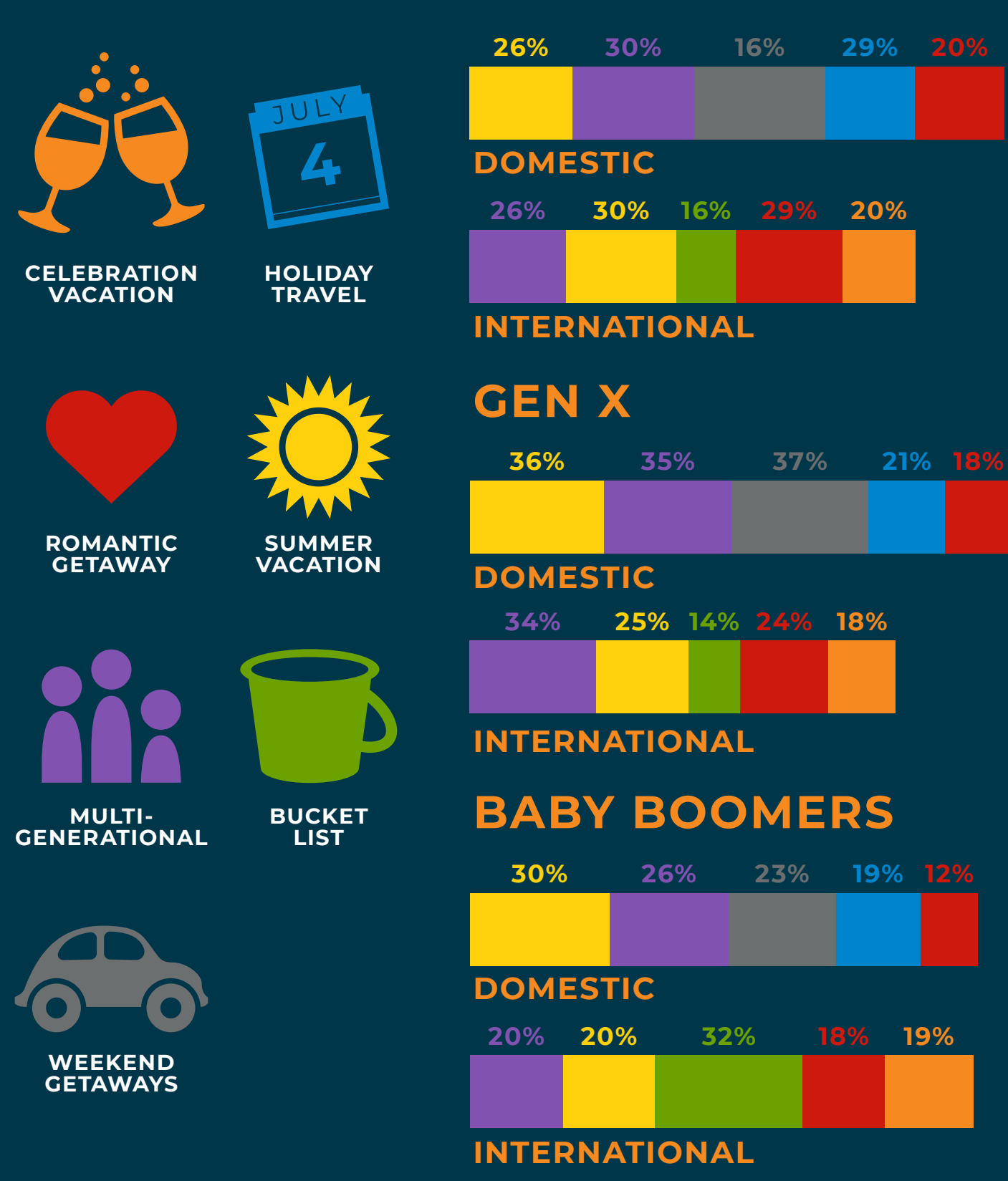
EVERYONE IS DOING IT!

HOW MANY TRIPS?

The average number of journeys per year varies.

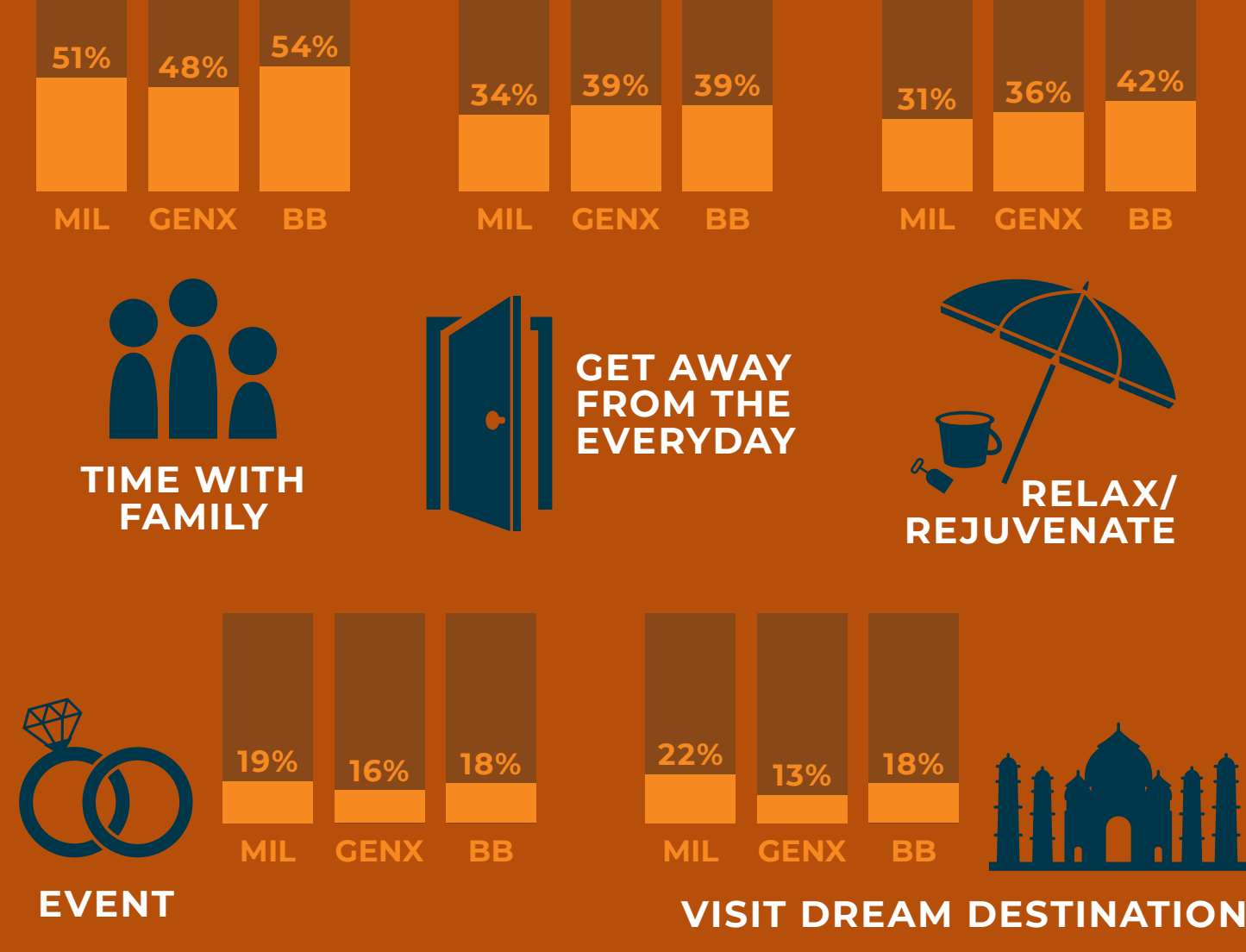


WHAT KINDS OF TRIPS?



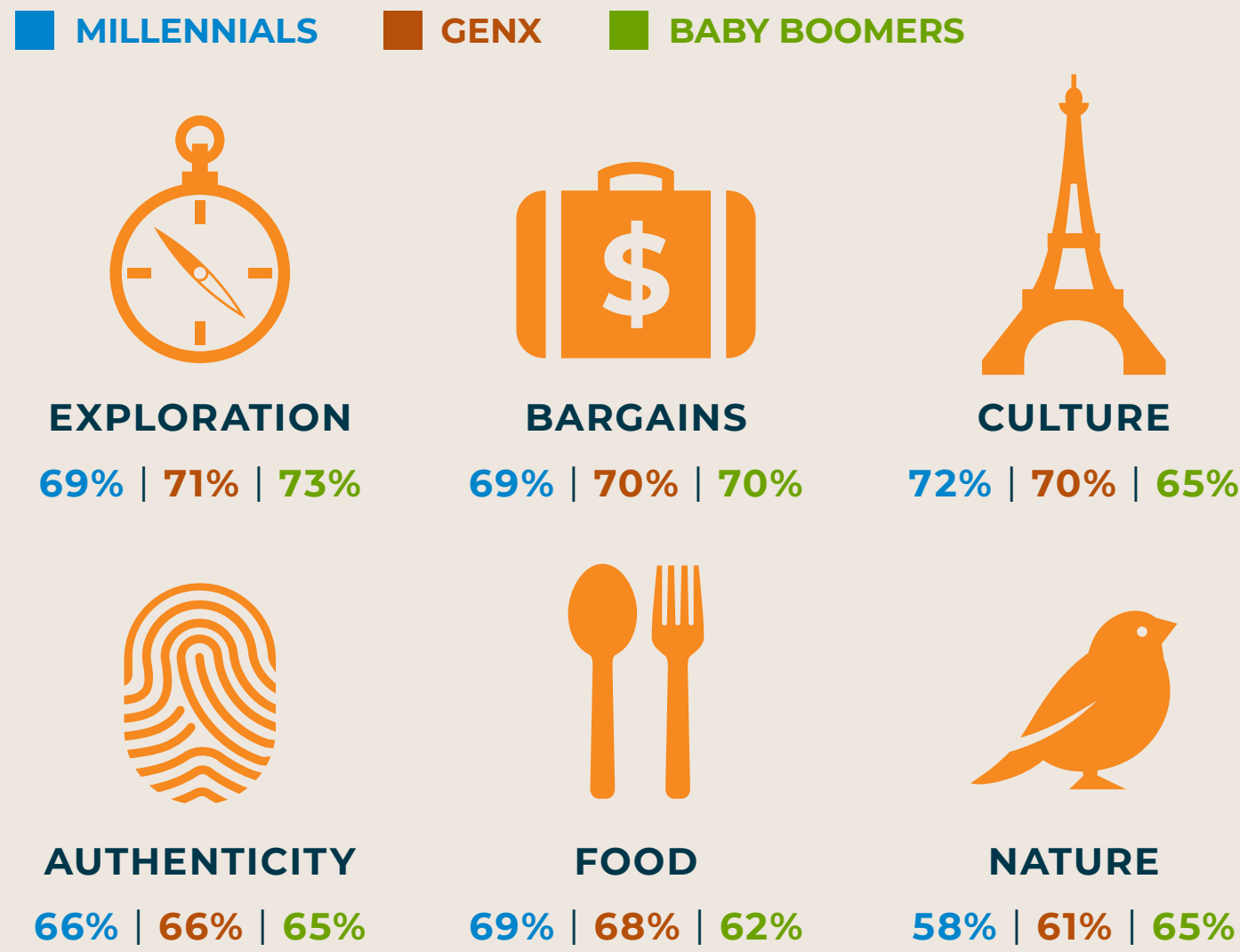
WHY DO THEY TRAVEL?

There are many reasons to book.



WHAT ARE THEY LOOKING FOR?

Across generations, people travel for the same top reasons



HOW DO THEY PLAN?

| TOP PLANNING RESOURCES (% will use) | MILLENNIALS | GENX | BOOMERS |
|-------------------------------------|-------------|------|---------|
| HOTEL/AIR/CAR WEBSITES | 85% | 79% | 71% |
| REVIEW WEBSITE | 79% | 76% | 59% |
| TRAVEL BOOKING WEBSITES | 77% | 74% | 50% |
| MOBILE APPS | 65% | 63% | 40% |

TREND SPOTTING

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

