TRAVEL BY GENERATION
EVERYONE IS DOING IT!

HOW MANY TRIPS?
The average number of journeys per year varies.

INTERNATIONAL   DOMESTIC
MILLENNIALS 2.5 3.0 3.7
GENERATION X 2.5 3.0 3.7
BABY BOOMERS 2.7 3.6 3.9

WHAT KINDS OF TRIPS?

WEEKEND GETAWAYS
MULTI-GENERATIONAL BUCKET LIST
ROMANTIC GETAWAY
SUMMER VACATION
CELEBRATION VACATION
HOLIDAY TRAVEL

MILLENNIALS
DOMESTIC 26% 30% 16% 29% 20%
INTERNATIONAL 34% 39% 39% 31% 36% 42%

GEN X
DOMESTIC 36% 35% 37% 21% 18%
INTERNATIONAL 30% 26% 23% 19% 12%

BABY BOOMERS
DOMESTIC 20% 20% 32% 18% 19%
INTERNATIONAL 51% 30% 16% 20%

WHY DO THEY TRAVEL?

Time with family 51% 48% 54%
Get away from the everyday 23% 23% 23%
Relax/rejuvenate 22% 18% 16%
Visit dream destination 31% 36% 42%

WHAT ARE THEY LOOKING FOR?
Across generations, people travel for the same top reasons

EXPLORATION 69% 71% 73%
BARGAINS 69% 70% 70%
CULTURE 72% 70% 65%
AUTHENTICITY 66% 66% 65%
FOOD 69% 68% 62%
NATURE 58% 61% 65%

HOW DO THEY PLAN?

TOP PLANNING RESOURCES

MILLENNIALS
HOTEL/AIR/CAR WEBSITES 85%
REVIEW WEBSITE 79%
TRAVEL BOOKING WEBSITES 77%
MOBILE APPS 65%

GEN X
HOTEL/AIR/CAR WEBSITES 79%
REVIEW WEBSITE 76%
TRAVEL BOOKING WEBSITES 75%
MOBILE APPS 68%

BABY BOOMERS
HOTEL/AIR/CAR WEBSITES 74%
REVIEW WEBSITE 70%
TRAVEL BOOKING WEBSITES 72%
MOBILE APPS 65%

TREND SPOTTING

MILLENNIALS 59%
GEN X 53%
BABY BOOMERS 58%