

TRAVEL BY GENERATION

EVERYONE IS DOING IT!

HOW MANY TRIPS?

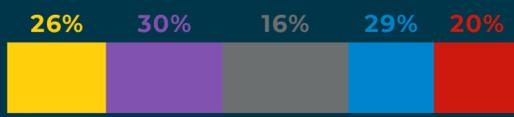
The average number of journeys per year varies.



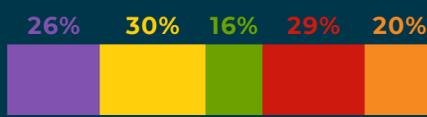
WHAT KINDS OF TRIPS?



MILLENNIALS

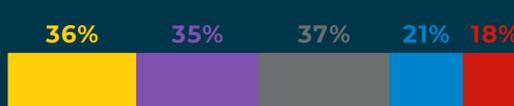


DOMESTIC

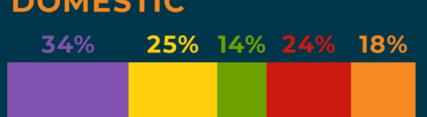


INTERNATIONAL

GEN X



DOMESTIC

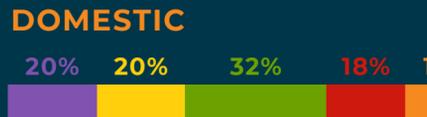


INTERNATIONAL

BABY BOOMERS



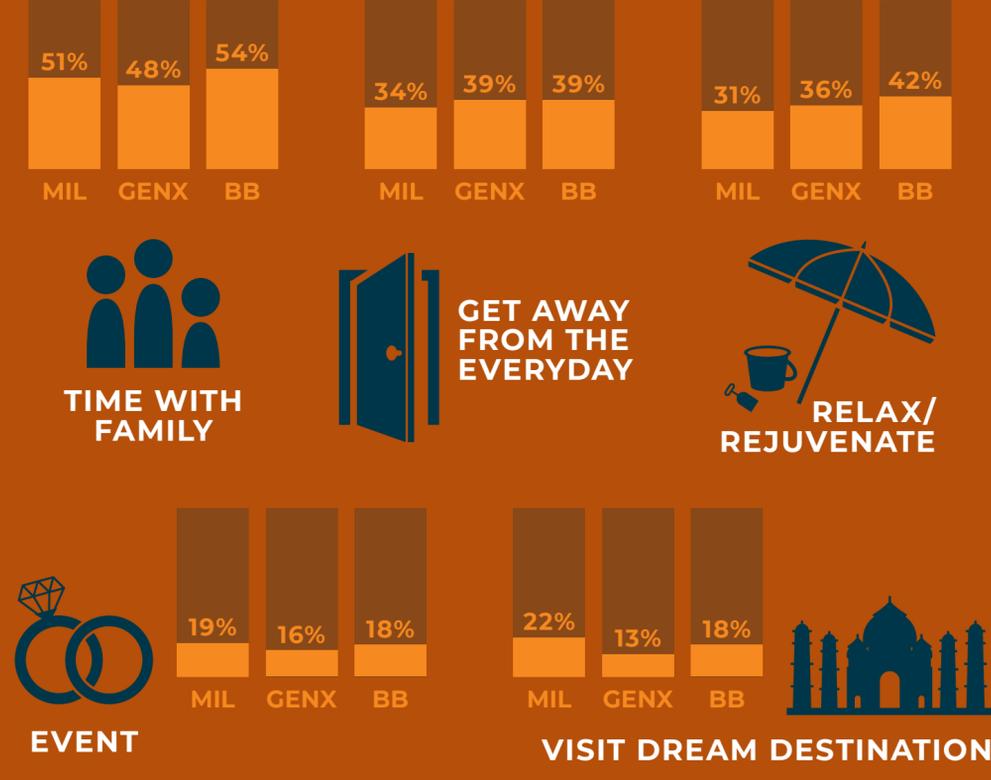
DOMESTIC



INTERNATIONAL

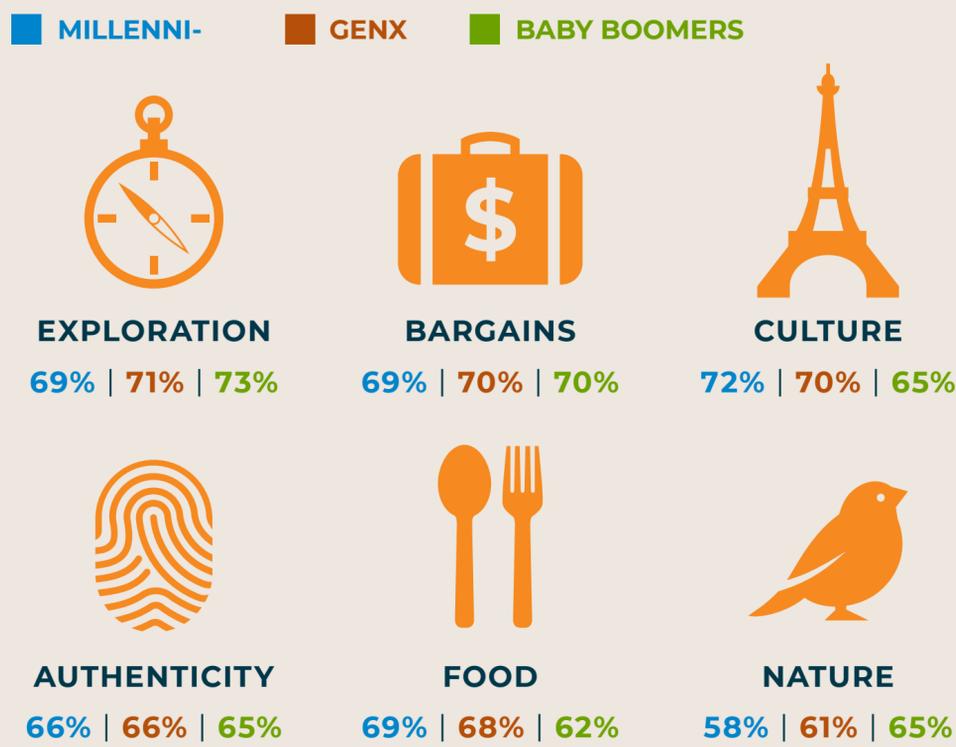
WHY DO THEY TRAVEL?

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.

