

# MILLENNIAL TRAVEL TRENDS

THE How - What - Where - When & Why

BORN BETWEEN 1980 - 2000 Millennials Represent the Largest Generation To Date: 79 MILLION

ARE YOU REACHING THEM?

## WHO IS THE MILLENNIAL TRAVELER?



## TRAVEL HABITS HOW DOES THE MILLENNIAL FIND, BOOK & ENJOY?



## WHERE ARE THEY GOING?



## WHAT ARE THEY DOING?



## THE POWER OF LOYALTY



## MILLENNIALS SPEND JUST AS MUCH IF NOT SLIGHTLY LESS ON TRAVEL AS OTHER GENERATIONS



## MARKETING TO MILLENNIALS



ARE YOU EFFECTIVELY REACHING THE LARGEST GENERATION WITH YOUR MESSAGE?

BRAND TO ONE BY INTERNET MARKETING INC.

**SOURCES:**

1. "Millennial Travel Trends" report by Brand to One by Internet Marketing Inc. (2015)

2. "Travel-related search queries grew by 43% since 2013 on mobile" (2015)

3. "86% use mobile devices" (2015)

4. "84% travel with a group" (2015)

5. "69% skip car rentals" (2015)

6. "76% choose an Airbnb over a hotel" (2015)

7. "49% take last-minute vacations" (2015)

8. "78% want to learn something new about a destination" (2015)

9. "20% travel solo" (2015)

10. "87% use Facebook for travel inspiration" (2015)

11. "20% use FOMO" (2015)

12. "82% consider travel a lifestyle choice" (2015)

13. "85% think multiple travel sites make it easier to find the best deal" (2015)

14. "74% search for travel-related information on mobile devices" (2015)

15. "Nearly half book travel on their phones & tablets" (2015)

16. "75% pay for premium services" (2015)

17. "60% pay for on-flight services" (2015)

18. "58% prefer full-service hotels" (2015)

19. "94% use Facebook" (2015)

20. "2/3 post at least once a day" (2015)

21. "75% use loyalty cards" (2015)

22. "41% travel a lot" (2015)

23. "68% use loyalty cards for travel" (2015)

24. "75% who use travel apps" (2015)

25. "47% who like automated check-ins" (2015)

26. "36% who want to travel abroad as much as possible" (2015)

27. "19% who have more weekend trips a year" (2015)

28. "75% who prefer to travel with friends" (2015)

29. "52% who prefer to travel with family" (2015)

30. "69% who prefer to travel with friends" (2015)

31. "13% who prefer to travel with family" (2015)