

GENERATION Z

ARE OPEN-MINDED, BUCKET-LIST ORIENTED & LOOKING FOR OFF THE BEATEN PATH LOCATIONS



Travel Days Per Year

TOP VACATIONS TYPES



56%
Visiting Family



51%
Relaxing



45%
Sight-seeing



36%
Special Event



81% Said budget is a factor



25% Of their budget is allocated to flights

90%

Decisions are influenced by social media

RESOURCES USED IN BOOKING LAST TRIP



1. Search Engine
2. OTA
3. Airline Site
4. Hotel Site

TRAVEL PERSONALITY

I look for the best deals



I'll go anywhere that allows me to explore the outdoors and be active



YOLO: Crossing off my bucket list is imperative



I opt for off the beaten path locations and recommendations from locals



MOST INFLUENTIAL PLATFORMS



Snapchat



Instagram



Facebook

Expedia
MediaSolutions

Download the study: bit.ly/american-travel

MILLENNIALS

EMBRACE YOLO, PREFER ALL-INCLUSIVE, RELAXING & ROMANTIC VACATIONS



Travel Days Per Year

TOP VACATIONS TYPES



55%
Relaxing



50%
Visiting Family



45%
Family Play



34%
Romantic Getaway

53%

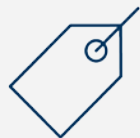
Book Travel on an OTA



Other leading booking resources are Search Engines & Hotel Sites

70%

Stayed in a hotel



72%

Decisions can be influenced by advertising



TRAVEL PERSONALITY

I look for the best deals



92%

I'll go anywhere that allows me to explore the outdoors and be active



89%

I prefer worry-free, all-inclusive resorts



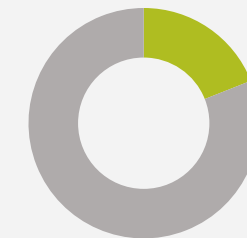
83%

YOLO: Crossing off my bucket list is imperative



83%

Location of Last Vacation



19%

Outside my Country

Inside my Country

Expedia
MediaSolutions

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GENERATION X

ARE VACATION DEPRIVED ROAD TRIP WARRIORS, TRAVELING LESS FREQUENTLY THAN OTHER GENERATIONS



Travel Days Per Year

TOP VACATIONS TYPES



51%
Relaxing



48%
Visiting Family



48%
Sight-Seeing



41%
Family Play

MOST INFLUENTIAL SOCIAL MEDIA PLATFORMS



Facebook



Pinterest

13%



Of their budget is allocated to tours/attractions

43%

Traveled by car



55%



Book Travel on an OTA

Other leading booking resources are Search Engines & Hotel Sites

TRAVEL PERSONALITY

I look for the best deals



I'll go anywhere that allows me to explore the outdoors and be active



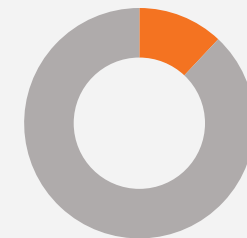
Every vacation is family oriented



I opt for off the beaten path locations and recommendations from locals



Location of Last Vacation



12%

Outside my Country

Inside my Country

Expedia
MediaSolutions

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BABY BOOMERS

ARE DECISIVE & CONFIDENT TRAVELERS, AND NOT TIED TO BUDGET



Travel Days Per Year

TOP VACATIONS TYPES



67%
Visiting Family



48%
Relaxing



44%
Sight-seeing

57%

Said budget is a factor

66%

Influenced by ads with informative content

56%

Have already decided on a destination

RESOURCES USED IN BOOKING LAST TRIP



1. OTA
2. Hotel Site
3. Airline Site

TRAVEL PERSONALITY

I look for the best deals



I'll go anywhere that allows me to explore the outdoors and be active



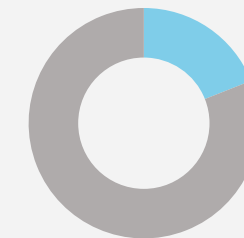
Museums, historical sites, arts & culture



I opt for off the beaten path locations and recommendations from locals



Location of Last Vacation



19%

- Outside my Country
- Inside my Country

Expedia
MediaSolutions

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