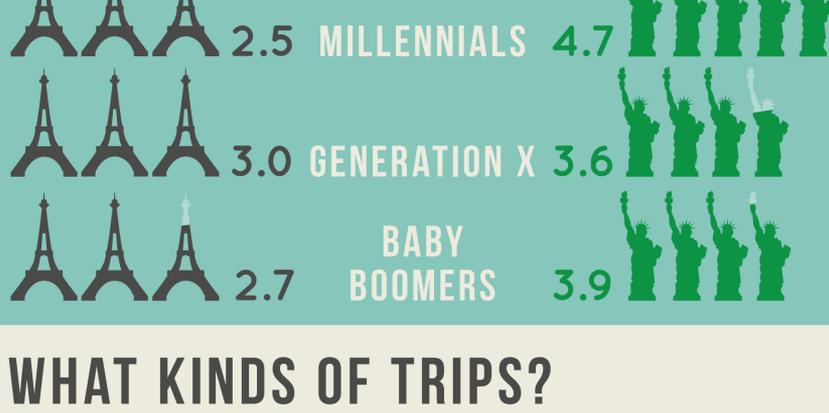


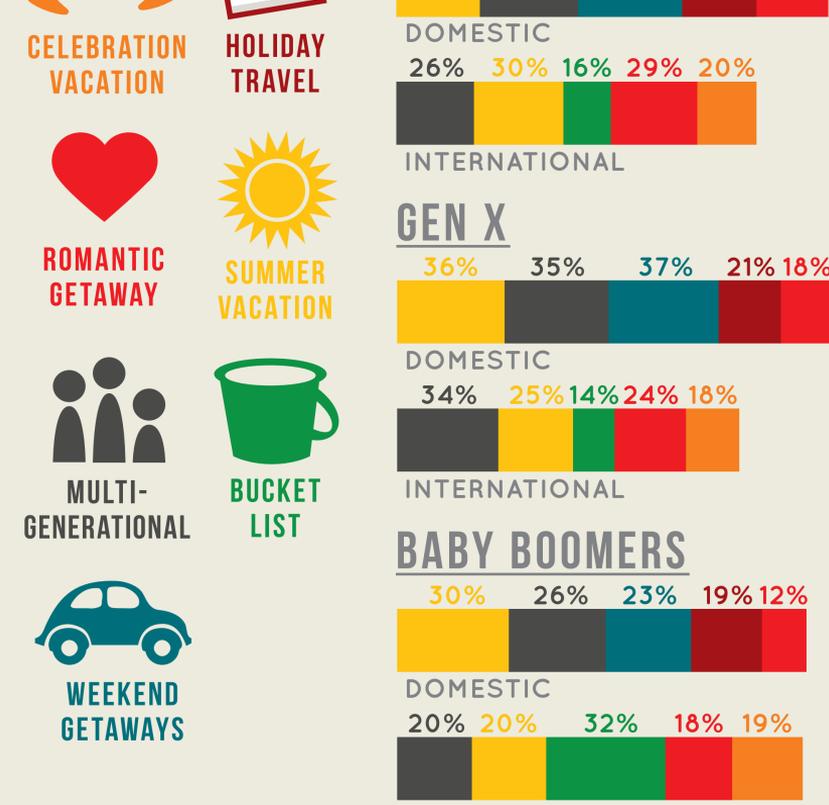
TRAVEL BY GENERATION

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'S STOPPING THEM? Some barriers to booking.



WHAT ARE THEY LOOKING FOR?

Across generations, people travel for the same top reasons.



HOW DO THEY PLAN?

TOP PLANNING RESOURCES (% will use)	MILLENNIALS	GEN X	BOOMERS
HOTEL/AIR/CAR WEBSITES	85%	79%	71%
REVIEW WEBSITES	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.

Generation	Percentage
MILLENNIALS	59%
GEN X	53%
BOOMERS	58%



SNAPSHOTS BY GENERATION

MILLENNIALS

- 79% ARE INFLUENCED BY ONLINE TRAVEL REVIEWS
- 23% MORE LIKELY TO SET A BUDGET THAN BOOMERS
- 90% BOOK TRAVEL ONLINE

GENERATION X

- MOST LIKELY TO WORK WHILE ON VACATION 36%
- MORE LIKELY TO STAY WITH FAMILY AND DRIVE A PERSONAL CAR
- 59% PLAN 6+ MONTHS AHEAD

BABY BOOMERS

- LESS LIKELY TO POST TO SOCIAL MEDIA DURING VACATION
- CONSIDER FREE WI-FI AND COMPLIMENTARY BREAKFAST MUST-HAVES
- ON AVERAGE, U.S. BOOMERS PLAN TO SPEND \$8,736 ON TRAVEL IN 2016, ALMOST 3X AS MUCH AS MILLENNIALS (\$2,915)



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