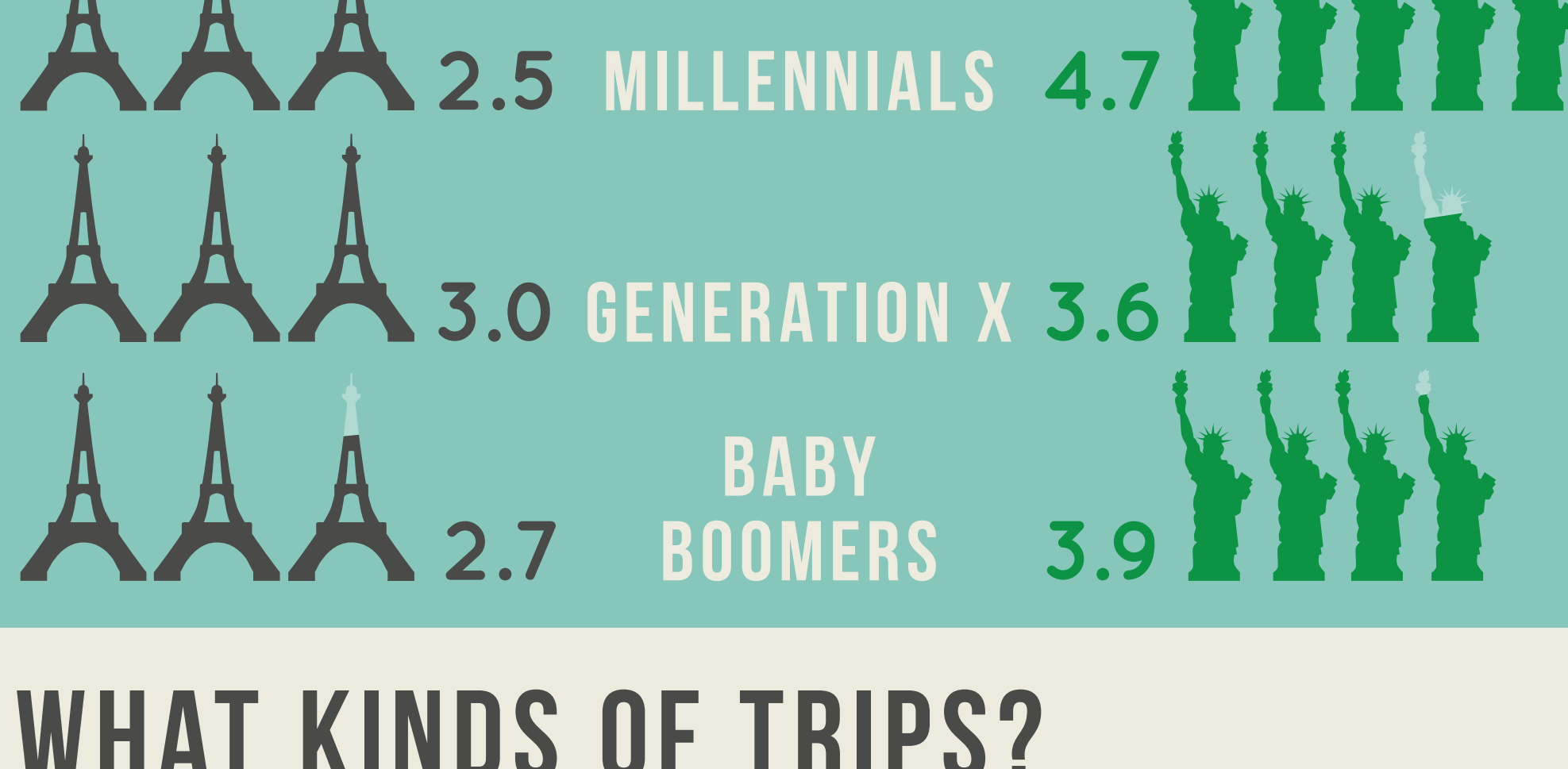


TRAVEL BY GENERATION

EVERYONE IS DOING IT!

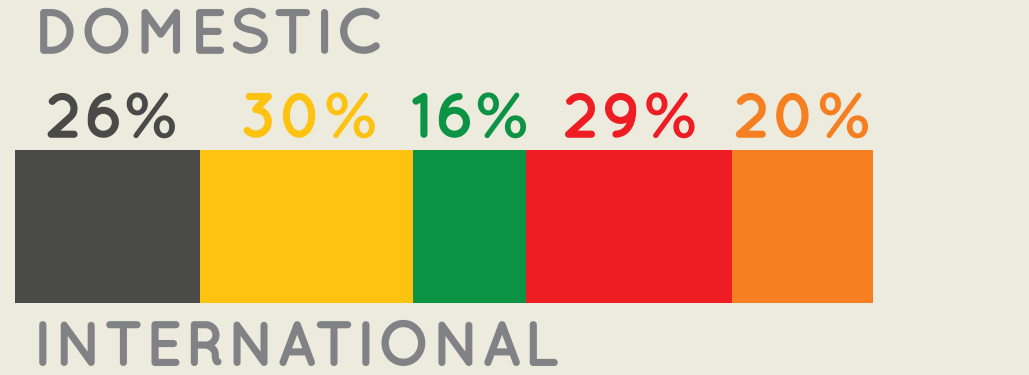
HOW MANY TRIPS? The average number of journeys per year varies.



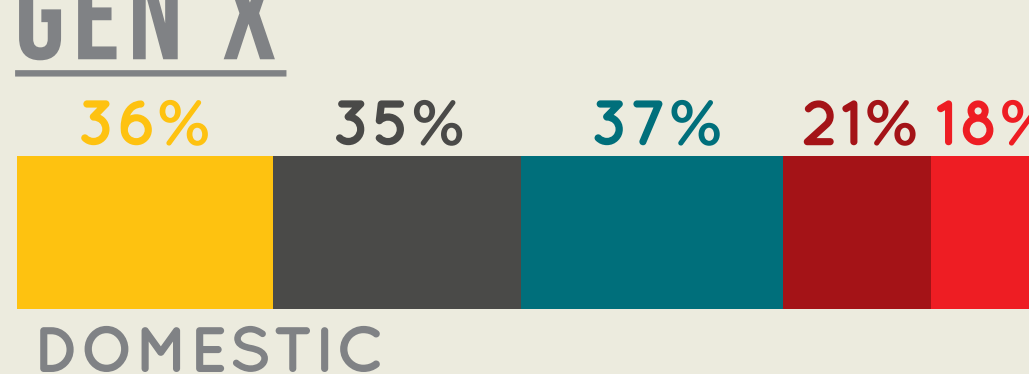
WHAT KINDS OF TRIPS?



MILLENNIALS



GEN X

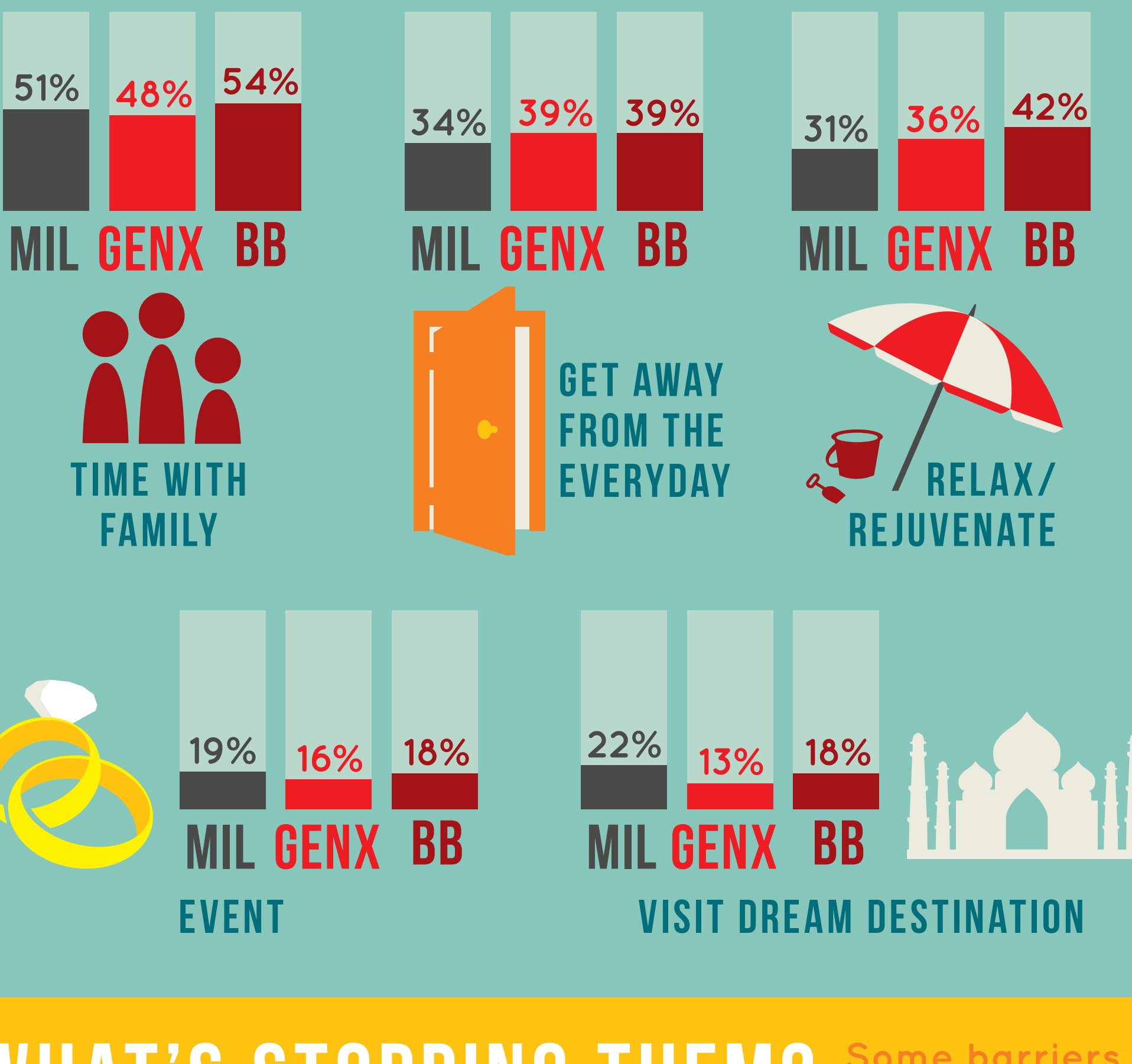


BABY BOOMERS



WHY DO THEY TRAVEL?

There are many reasons to book.



WHAT'S STOPPING THEM?

Some barriers to booking.

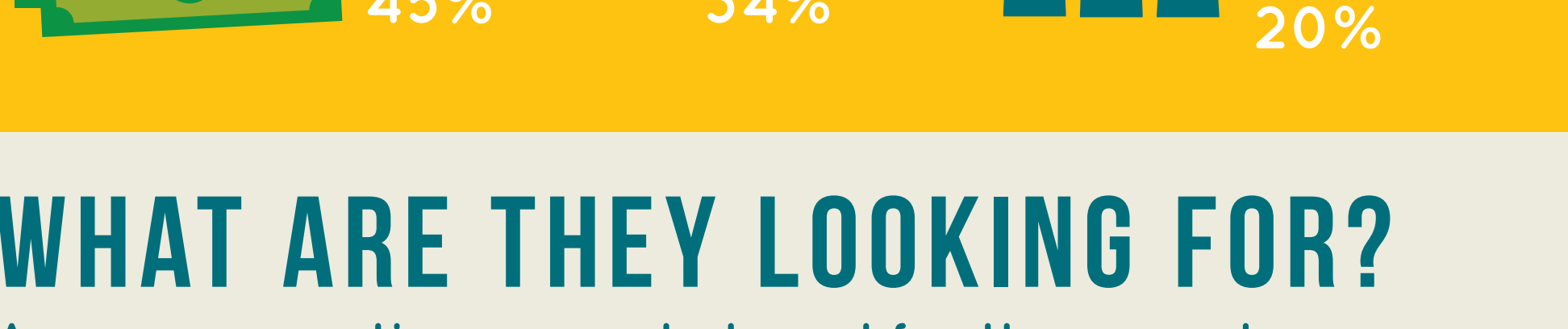
GEN X



MILLENNIALS

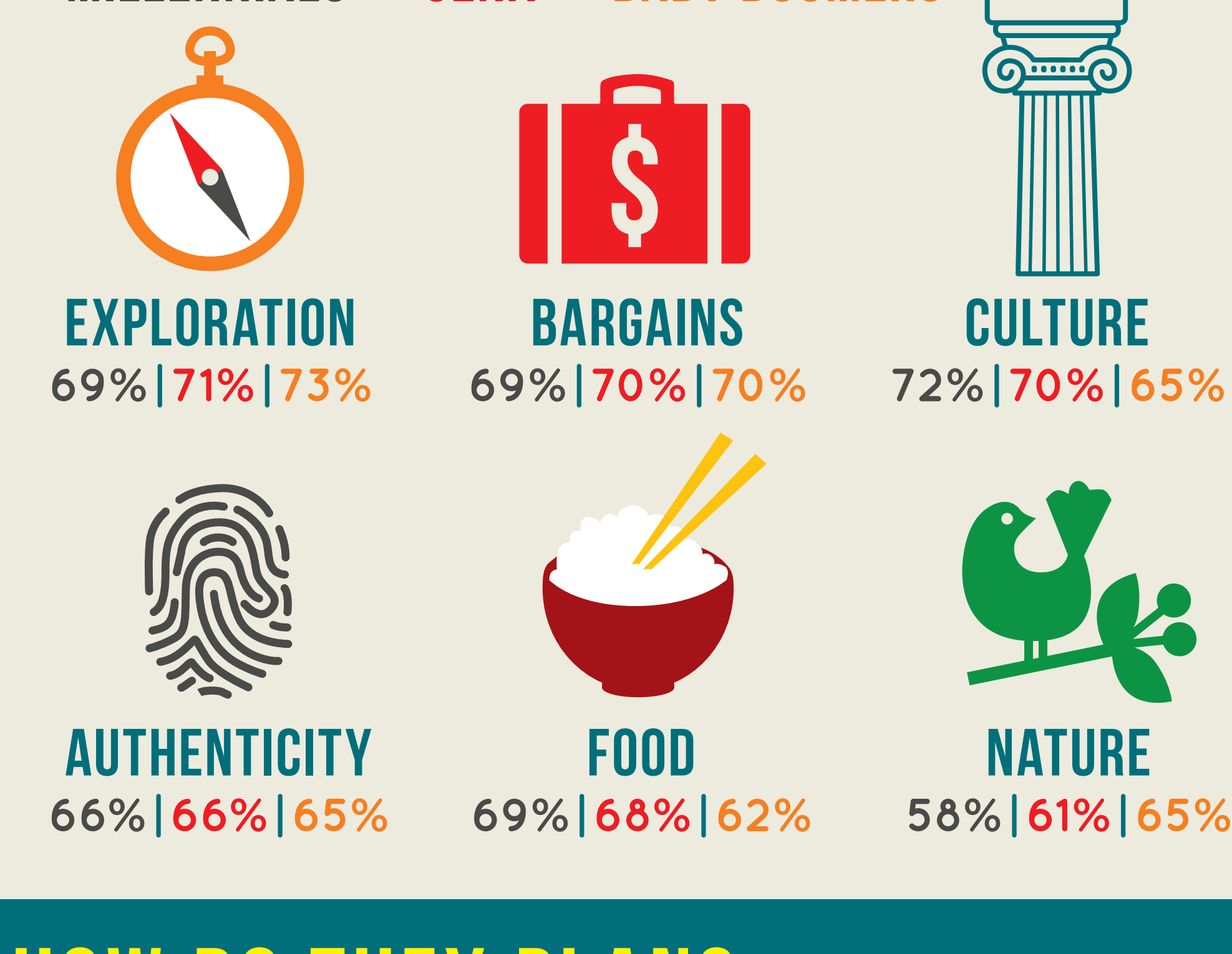


BABY BOOMERS



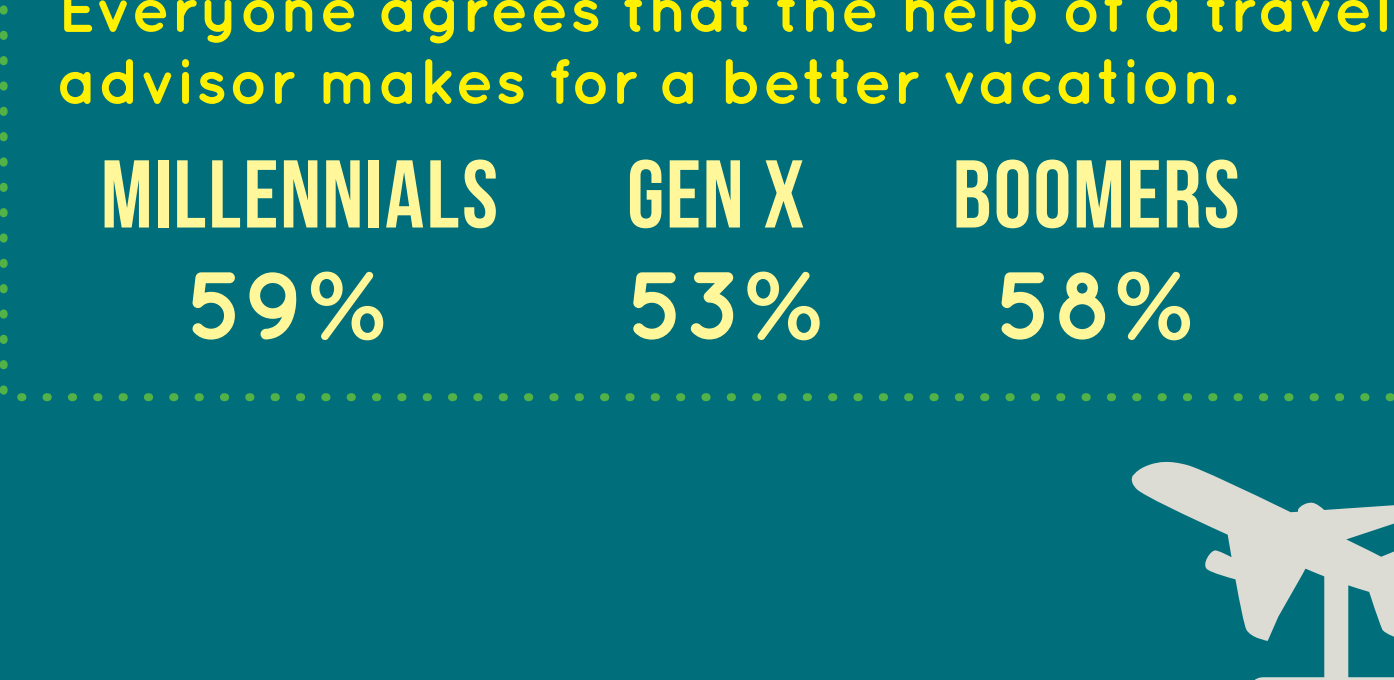
WHAT ARE THEY LOOKING FOR?

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%



SNAPSHOTS BY GENERATION

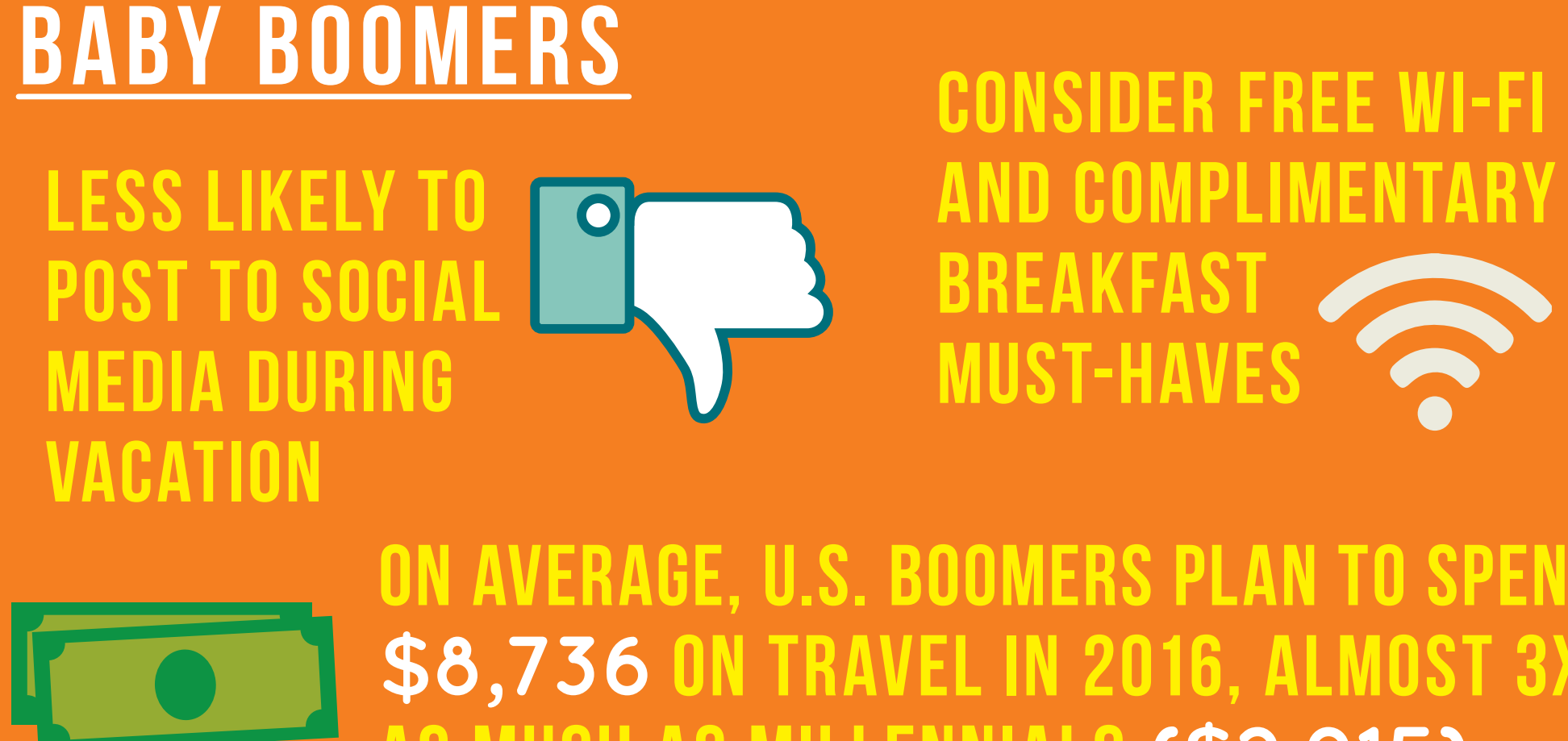
MILLENNIALS



GENERATION X



BABY BOOMERS



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