

Generational Travel Trends for 2016



Almost Everyone Will Travel for Leisure in 2016

Boomers:
Top Domestic Travelers



Millennials:
Top International Travelers



Why Will They Pack Their Bags?



Summer Vacation

Boomers: 35%
GenXers: 42%
Millennials: 36%



Multi-Gen Travel

Boomers: 30%
GenXers: 43%
Millennials: 40%



Weekend Getaway

Boomers: 24%
GenXers: 38%
Millennials: 35%



Romantic Getaway

Boomers: 17%
GenXers: 24%
Millennials: 32%

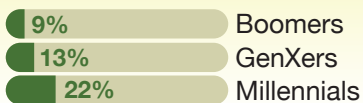


Bucket List Trip

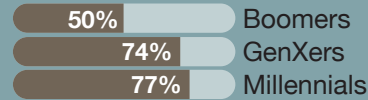
Boomers: 24%
GenXers: 12%
Millennials: 13%



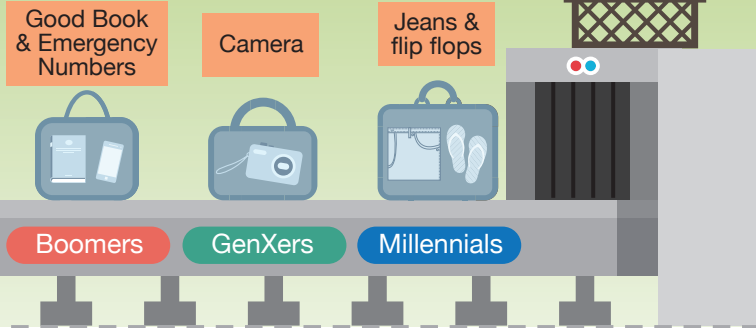
The Sharing Economy is Gaining Popularity, With Many Planning to Stay in Airbnb/VRBO for Accommodations in 2016



Most Use Online Travel Booking Sites, like Expedia and Priceline, But the Younger You Are, the More You Use Them



Bag Checkers are Likely to Find Different 'Must Have' Items in the Suitcase



Many Share Their Vacation Fun on Social Media, but Millennials Post the Most

80% of Millennials are posting to a social media site at least once while only

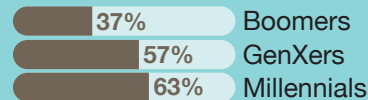
55% of GenXers and just

33% of Boomers post while on vacation



The Older You Are, the Less Budget Impacts the Trip

Impacted by increased airfare



Establish a trip budget

