

TRAVEL INSIGHTS

BVH

JUNE 2021

GENERATIONAL OVERVIEW

Gen Z

Ages 11 - 24

Mean disposable income
\$29,478

Words to live by:
"You do you"

Defining value:
Pragmatism

Travel motto:
Trips are best when they are one-of-a-kind.

Millennials

Ages 25 - 42

Mean disposable income
\$75,796

Words to live by:
"You only live once"

Defining value:
Authenticity

Travel motto:
Travel experiences are investments in social currency.

Gen X

Ages 43 - 56

Mean disposable income
\$93,964

Words to live by:
"You're on your own"

Defining value:
Self-Reliance

Travel motto:
Return to travel on your own terms.

Baby Boomers

Ages 57 - 75

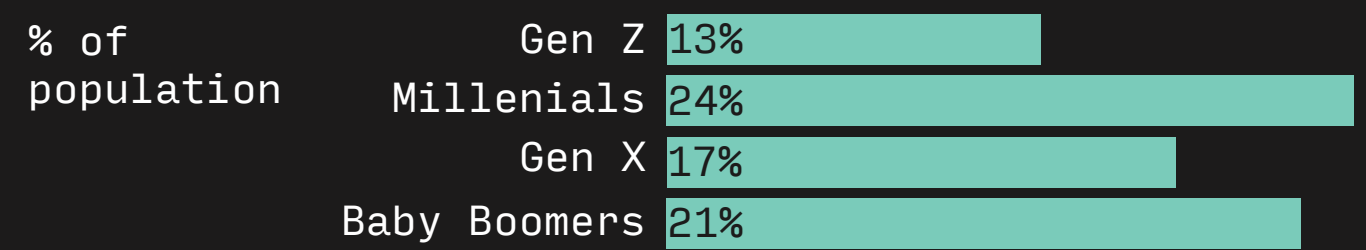
Mean disposable income
\$66,542

Words to live by:
"Forever young"

Defining value:
Individuality

Travel motto:
Vacations with loved ones keep me young.

SOURCE: KANTAR



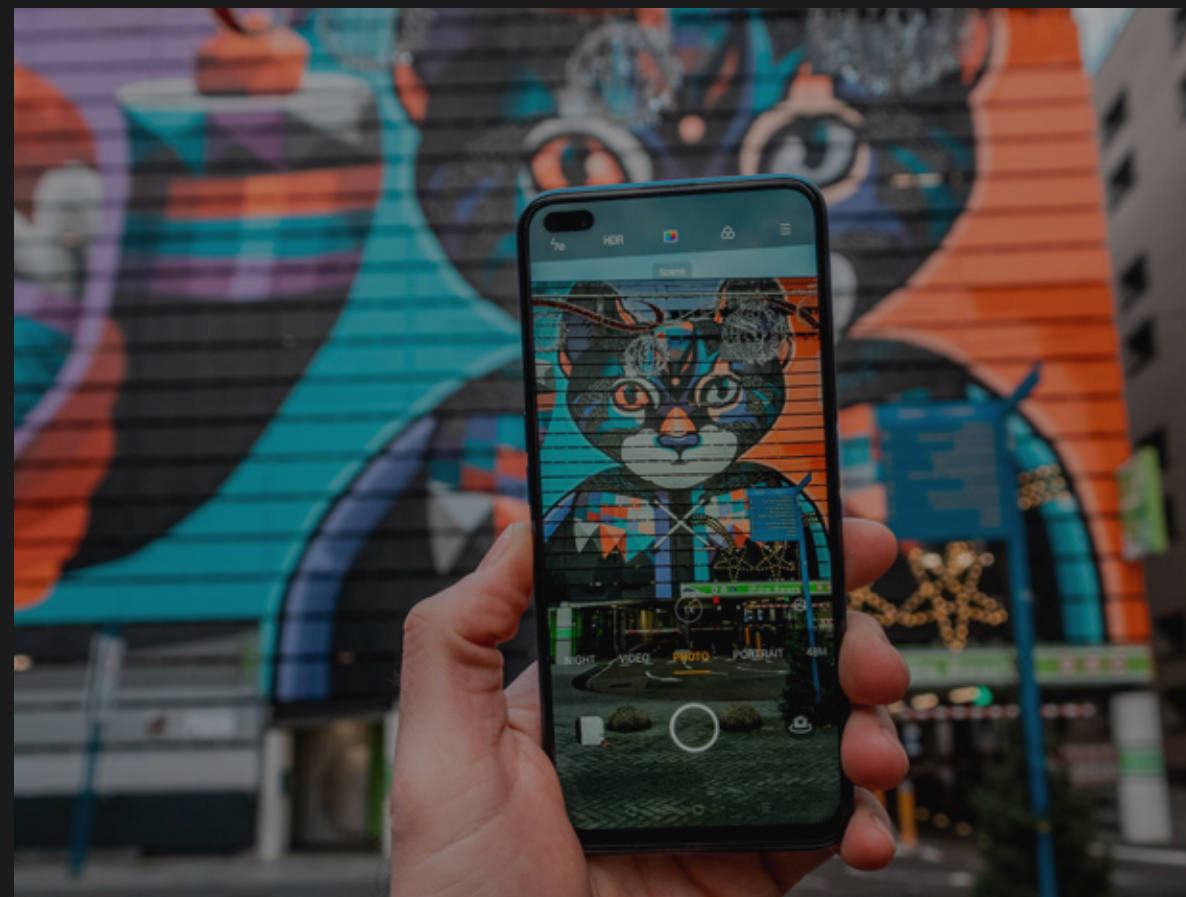
GEN Z

Social media – fueled Gen Z crave unique travels. They seek inspiration from influencers but avoid clichés. Despite being disregarded as the youngest generation with the least spending power, Gen Z is a key segment for travel marketers as they are coming of age as travelers and could soon represent a significant share of travel spending. In the meantime, many are influencing their parents' travel decisions while others are making their own.

37%

of 18 to 25-year-old Americans surveyed said that social media posts with cliché captions such as 'catch flights, not feelings' were their biggest pet peeves and would not appear in their own feeds when they next travel.

– TRAVEL PULSE



Gen Z uses social media to inform them about travel, but they want to avoid cliché posting, seeking to be more unique.

79%

A National Retail Federation survey found that 79% of travel decisions are influenced by Gen Z.

– WTM GLOBAL HUB

34%

of Gen Z disliked the ubiquitously staged tourist poses (like 'leaning' on the Leaning Tower of Pisa), and 29% found snaps of hotel rooms tiresome.

– TRAVEL PULSE

57%

of Gen Zers with summer travel plans said they'll look to social media to help them prep, the same share who said they'll use travel sites.

– MORNING CONSULT

MILLENNIALS

The 'poster child' generation for travel is ready to resume vacationing in a big way, leading the resurgence of travel. Despite being stereotyped as the "broke" generation, high-earning millennials are looking to splurge on luxury trips.



40%

While most groups identified cost as a leading factor when booking their next trip (close to 60% of respondents), only 40% of high-income Millennials listed this as a concern.

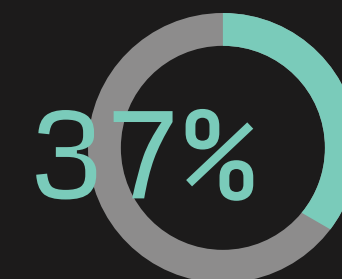
- PR NEWSWIRE



32%

of high-earning Millennials are planning to increase their travel spending in 2021 - almost double the average respondent.

- PR NEWSWIRE



of high-earning Millennials are planning to spend more than \$5,000 on an upcoming luxury trip.

- TRIPADVISOR AND ACCENTURE THE FUTURE OF TRAVEL REPORT

GEN X

The Gen X audience is hesitant to return to travel, but as a group in the height of their parenting and career, they are gradually returning with both business and leisure trips. This is an opportunity segment for travel brands to keep an eye on for the long run.

52%

Gen X are also new empty nesters, an ideal travel opportunity segment. A previous study found that **52%** of over-50s said they've changed the way they approach travel, aligning with the ages of kids leaving home. **67%** of this group says they travel more frequently with **34%** traveling to more exotic destinations.

– NATIONAL GEOGRAPHIC

“IDEAL TRAVEL OPPORTUNITY”



76%

of business travelers said COVID-19 has harmed their ability to maintain relationships with clients and/or business partners and nearly **85%** said they are eager for the pandemic to be over so they can travel again.

– INSURANCE JOURNAL

25%

Gen X is in their prime career age, making up a decent percentage of business travelers. While corporate travel is nowhere near pre-COVID levels, **25%** of those surveyed plan to travel for work in the next six months. Of those corporate travelers, **10%** will make their trip “bleisure” style, blending work and pleasure.

– EXPEDIA GROUP

64%

Gen X is one of the less eager travel groups with **64%** traveling compared to **66%** of Boomers and **69%** of Millennials.

– EXPEDIA GROUP

BABY BOOMERS

Having been one of the first groups fully vaccinated, Baby Boomers are eager and ready to return to travel. They feel invincible and young again, being motivated to re-connect with loved ones after missing out on precious family memories due to the pandemic's restrictions.

For the first time in nearly a year, Seniors are traveling more than younger generations, sixty percent of whom will take a vacation during the summer months.

- EXPEDIA GROUP

56%

More than half (56%) of grandparents said the first trip they're planning to take is to see their grandchildren.

- PR NEWSWIRE



Two in five (42%) U.S. grandparents have had a grandchild born since the beginning of the COVID-19 pandemic.

- PR NEWSWIRE

One-fifth (21%) of grandparents said at least one grandchild lives out of driving distance, although three in five

59%

said they plan to spend more time with their grandchildren in the coming year than ever before.

- PR NEWSWIRE

"THE TOP THREE PLACES THAT GRANDPARENTS ARE MOST LOOKING FORWARD TO VISITING WITH THEIR GRANDKIDS ARE MOUNTAINS, BEACHES AND CAMPGROUNDS."

- PR NEWSWIRE





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