

# TRAVEL INSIGHTS



OCTOBER 2022

# YOUNG GEN- ERATIONS' PRIORITIES & TRAVEL SOLUTIONS

Gen Z and Gen Y (millennials) have been the attention-grabbing young generations that are now becoming adults and remain critical to understand. Millennials are in their late 20s to early 40s and make up 24% of the U.S. population with strong spending power of \$5.7 trillion (taking over the previously dominate baby boomers who are now 21% of the U.S. population, with \$5.0 trillion spending power). Their younger counterparts, Gen Z, are not only teenagers but also young professionals ranging from 12-25 years old and making up 18% of the U.S. population, with a notable \$473 billion in spending power.

Both groups are more diverse than their predecessors and have shared priorities of health, finances, the environment, career balance, and EDI, but with unique nuances. With core values such as self-actualization for millennials and progress for Gen Z, travel organizations have opportunities to provide solutions that align with the priorities of these value-driven audiences.

1. Priority: Health
2. Priority: Finances
3. Priority: Environment
4. Priority: Career Balance
5. Priority: EDI

# PRIORITY: HEALTH

Maintaining good health is a top concern for many, including the youngest generations. Millennials and Gen Z prioritize their health and wellbeing in nuanced ways but with equal emphasis. As millennials seek a well-rounded life of wellness and Gen Z focuses on mental health, travel can offer solutions to improve their overall wellbeing.

## MILLENNIALS - HOLISTIC WELLNESS LIFESTYLE

**67%** of millennials say it is important that others see them as a person who lives a healthy lifestyle.

- KANTAR U.S. MONITOR

**73%** of millennials rated “eating a healthy diet” in their top two box for importance to their overall wellbeing (vs. only **69%** of Gen Z).

- KANTAR U.S. MONITOR

## GEN Z - MENTAL HEALTH FOCUS

# 19%

Nearly half of Gen Z say they feel stressed all or most of the time and **19%** cite the “mental health of my generation” as a top concern.

- DELOITTE

# 91%

**91%** of Gen Z report physical or psychological problems due to stress, and they are more likely than any other cohort to have gone to therapy.

- FITT INSIDER

## TRAVEL - ESCAPE FOR WELLBEING

120 minutes per week in nature is associated with good health and wellbeing.

- NATURE BRIEFING

A study by the Global Commission on Aging and Transamerica Center for Retirement Studies, in partnership with the US Travel Association, found that both women and men who vacationed at least twice a year were at significantly lower risk of heart issues later in life.

- DAILY HIVE





# PRIORITY: FINANCES

As the cost of living dominates public conversations, the youngest generations express finances as one of their top concerns. Millennials are now facing the demands of greater life expenses, while Gen Z tries to cover their increasingly costly daily needs on entry level incomes. However, both audiences express travel as a top priority and seek creative offerings that allow them to continue planning trips despite rising prices.

## MILLENNIALS - GREATER LIFE EXPENSES

# 23%

**23%** of millennial homeowners bought a new home since the start of the pandemic (compared to 5% of the rest of homeowners).

- KANTAR U.S. MONITOR

**47%** of millennials live paycheck to paycheck and worry they won't be able to cover their expenses.

- DELOITTE

## GEN Z - LIMITED INCOME

# 45% VS. 54%

**45%** of Gen Z vs. **54%** of the rest of the population feel they have completely / a lot of control over their financial situation.

- KANTAR U.S. MONITOR

**45%** of Gen Z report being very concerned over affording their living expenses.

- THE HARRIS POLL

## TRAVEL - AFFORDABLE AND REWARDING

Among Gen Z, the top two reasons for choosing a travel destination are value for money (**47%**) and availability of cheap flights (**45%**).

- TRAVEL AGENT CENTRAL

**85%** of millennials will check multiple travel sites for information about the best possible deal.

- STRATOS



# PRIORITY: ENVIRONMENT

The environment is a top concern for the youngest generations with sustainability a key part of their lifestyles and purchase behaviors. Both millennials and members of Gen Z think about how climate change will impact the future and try to act accordingly by looking for ways to travel sustainably.

## MILLENNIALS - CLIMATE CHANGE'S FUTURE EFFECTS

# 73%

**73%** of millennials agree that the world is at a tipping point in responding to climate change and the future can go either way.

- DELOITTE

# 50%

**50%** of millennials say, "buying sustainable products or choosing environmentally and socially conscious services shows others who I am and what I believe in" (vs. **39%** rest of pop).

- KANTAR U.S. MONITOR

## GEN Z - CLIMATE CHANGE'S PERSONAL EFFECTS

# 82%

**82%** of teenagers expect climate change and other environmental forces to affect big decisions like where they live and whether to have children.

- THE HARRIS POLL

# 52%

**52%** of Gen Z adults say they have stopped buying certain products / services because of their impact on the environment or society (vs. **37%** rest of pop).

- KANTAR U.S. MONITOR

## TRAVEL – SUSTAINABLE TRAVEL

**22%** of Gen Z look for ways to offset their carbon footprint, and **21%** prioritize flights with lower CO2 emissions.

- YOUNGOV SURVEY IN TRAVEL PULSE

**86%** of 18- to 29-year-olds consider it important when booking a trip for a company to offer sustainable travel options.

- TRAVEL AGENT CENTRAL



# PRIORITY: CAREER BALANCE

As the youngest members of the workforce, both millennials and Gen Z are either re-evaluating their careers or re-framing what career norms are. Both groups look to leverage remote work flexibility to increase or extend their travel experiences.

## MILLENNIALS - RE-EVALUATING THEIR CAREERS

47%

47% of millennials age 33 - 40 wish they had chosen a different career path when they started out.

- THE HARRIS POLL WITH CNBC

79%

79% of millennials are currently working remotely at least some of the time (vs. 60% rest of pop).

- KANTAR U.S. MONITOR

## GEN Z - DEFINING THEIR CAREERS

56%

56% of Gen Z is in the labor force.

- CPS

68%

68% of Gen Z say work is "something I have to do and not the most important thing in my life."

- INSTAGRAM TREND REPORT

## TRAVEL - WORKATIONS & BLEISURE

59%

59% of Gen Z workers are more inclined to work for a company that offers frequent travel opportunities or flexible blended travel opportunities.

- CROWNE PLAZA HOTELS & RESORTS

For remote workers looking for a change of scenery, the "Work From Hyatt" getaway package available at Park Hyatt St. Kitts offers the perfect setting for an extended stay bleisure trip.

- FORBES





# PRIORITY: EDI

As two of the most diverse generations, millennials paved the way with conversations around diversity and Gen Z has grown up with expectations of inclusion and equity. These young generations are keeping their standards high when it comes to EDI and look for travel brands that align.

## MILLENNIALS – DEMAND DIVERSITY

# 83%

**83%** of millennials agree “My life has been made better by the things I’ve learned from people whose race or ethnicity differs from my own.”

- KANTAR U.S. MONITOR

# 56%

**56%** of millennials see systemic racism as very or fairly widespread in general society.

- DELOITTE

## GEN Z – EXPECT INCLUSION

Gen Z was more likely to rank “DEI” as an important purpose for consumer purchase decisions vs. the audience average.

- MCKINSEY & CO

# 79%

**79%** of Gen Z agree “it’s important to me that I buy from companies that actively promote diversity and inclusion as a whole.”

- KANTAR U.S. MONITOR

## TRAVEL – REPRESENTATIVE TRAVEL OFFERINGS

Visit Florida’s President and CEO expressed “In our advertising and storytelling, we strive to welcome every visitor, from travelers of color to travelers with special needs, to travelers that identify as LGBTQ+ and more.”

- TRAVEL PULSE

Two out of three Gen Z Americans are looking for the company through which they book travel to value diversity and inclusion.

- EXPEDIA GROUP





If you found these insights valuable, or would like to discuss them further, we'd welcome the opportunity to speak with you. Feel free to reach out to [matt.stiker@bvk.com](mailto:matt.stiker@bvk.com) or [victoria.simmons@bvk.com](mailto:victoria.simmons@bvk.com)

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