

Anatomy of the Millennial Traveler



Introduction

52% of millennials look up online reviews, blogs & forums when researching a destination

Millennials take an average of 4.2 trips per year, compared to 2.9 trips for older generations

30% of millennials use travel agents for booking



Experience Over Cost

78%

Prefer to spend money on experiences



55%

Millennials spend more on events and live experiences

Get Social

97% Millennials share travel posts on social media

73% Post at least once a day on social media while on vacation

36% Millennials check-in with their location



Millennials Are Now the Most Frequent Business Travelers

74% Travel to attend a conference

77% Travel to attend a meeting with people from another company

58% Travel to meet with coworkers who work in a different location

