



Prepared for New Hampshire
Division of Travel of Tourism
Development

Travel days per year by generation:



Most Americans are seeking travel deals, but there are differences by generation

Across all generations, research has found that while most American travelers (90 percent) look for values and deals, their ultimate priority is activities and experiences over discounts when making their travel plans.

That's according to a new report which teases out travel habits among Baby Boomers, Generations X and Z.

Conducted by Northstar Research Partners for Expedia Media Solutions, the report found a few commonalities and differences when it comes to the way different generations approach their travel plans.

Here's a snapshot of each group:

Generation Z

Despite their young age, they seek out bucket-list trip ideas. More than a third travel for concerts, festivals and sporting events. The biggest expenditure for this generation is the flight, which takes up a quarter of their budget. They're more likely to skimp on hotels and are more likely to consider alternative accommodations. Predictably, 90 percent of Gen Z travelers said their decisions are driven by social media, with Facebook and Instagram the most influential platforms.

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Potential social media attention is driving destination choices

The choice of a vacation destination is being influenced by how much reaction travelers expect to receive on social media, a new University of Georgia study has found.

The research on "social return," or the number of likes, shares, comments and overall positive feedback travelers expect they'll get from their travel posts, shows what

destination marketers already know, said Bynum Boley, an assistant professor in UGA's Warnell School of Forestry and Natural Resources.

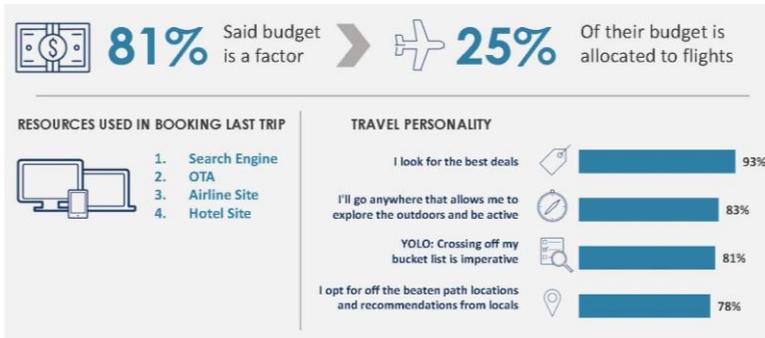
The research team developed and used the "Social Return Scale" to predict whether 758 U.S. travelers intend to visit Cuba over the next year, next five years, and then



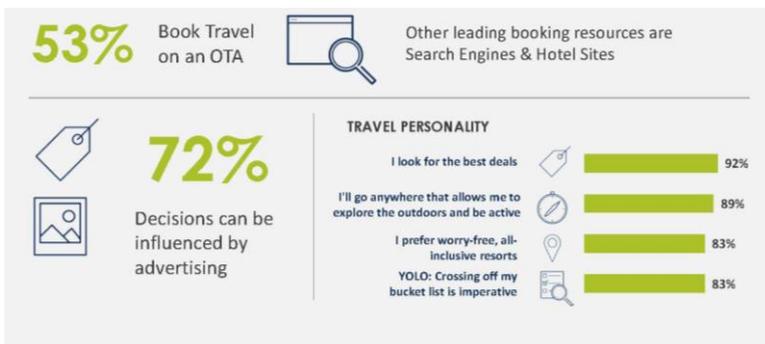
next 10 years based upon the anticipated positive social media

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GENERATION Z:



MILLENNIALS:



GENERATION X:



BABY BOOMERS:



Millennials prefer all-inclusive trips

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Millennials

While they share Gen Z travelers' #YOLO (You Only Live Once) philosophy, they prefer all-inclusive, worry-free beach vacations and spa treatments. More than any other generation, 70 percent of Millennials also stayed in a hotel on their last trip.

Generation X

The majority of travelers in this age group travel domestically. They're also deal hunters who are more likely to read reviews before making a decision. Their travel preferences: relaxation, sight-seeing vacations and family visits.

Baby Boomers

More than 67 percent of Boomers are traveling to visit family. Other travel priorities include relaxing and sightseeing vacations, with itineraries filled with museums, historical sites, arts and culture.

Source: Northstar Research Partners for Expedia Media Solutions via Inquirer.net

Can travel ease the permanent anxiety that seems to permeate our current world?

With wildfires in California sweeping through wine country, hurricanes in popular vacation destinations and the recent mass shoot on the Las Vegas strip, it's possible consumers need destination marketing to reassure them travel is safe.

The latest issue of Skift Magazine focuses on what editors have coined as permanxiety, a near-constant state of anxiety that exists now around the world.

Skift says "travelers endure a barrage of worries about terrorism, security, neo-isolationism, racial tension, Trumpism, technology and its adverse role, the widening economic gap, culture wars, climate change, and other geopolitical and local issues. The state of Permanxiety is exacerbated by hyper-connected citizens using social platforms to create a state of permanent frenzy on all of the above issues.

Travel is where all the Permanxieties show up in a concentrated form. From the security gauntlet at airports, the cattle-prod state of U.S. airlines, the Trump Muslim travel ban, the laptop ban on select airlines, the high-profile terrorist attacks at tourism landmarks in Western countries, extreme weather disruptions, and more, travel has become the global crucible for these Permanxieties.

As Michel Dugas, a psychologist at the University of Quebec said in a recent New York Times essay, "[F]eelings of anxiety are closely connected to an inability to handle uncertainty. What might make human beings less anxious, it seems, is having a firmer sense of what in the world is happening and what's likely to happen next."

Travel's promise is an antidote to anxiety and that's how it's marketed to consumers. But is that it?

The magazine looks in depth at how flying makes consumers anxious, social media heightens worry and travel apps designed to avoid risk. The magazine is available for download at <https://skift.com/2017/10/03/travel-in-an-age-of-permanxiety-download-the-new-magazine/>



Social media 'likes' are influencing vacation choices

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feedback of posting their travel experiences.

Cuba was chosen as the destination of interest because the recent loosening of travel restrictions under the Obama administration resulted in a rush to see the country before increased U.S. tourism changed the nature of the experience.

Results show that across all three time frames (next year, next five years and next 10 years), the anticipated social return of traveling to Cuba was a good predictor of whether someone intended to visit the country.

These results have significant implications for tourism marketers, Boley said. They now have to take into account what travelers find social media worthy about a destination to craft their marketing materials. It's not just about whether someone can afford the trip or if they'll have an enjoyable time while there, he said.

"This is especially important as narcissism becomes more normalized and the posting of travel experiences on social media becomes a more prominent primary motivation for travel," he said.

Source: UGA News Service