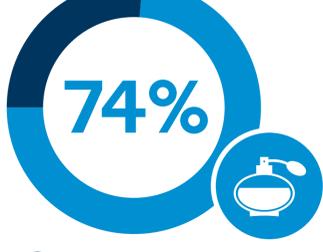


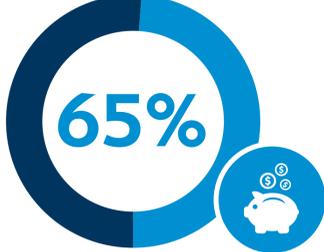
Getting to know Gen Z and Millennial travelers



experiences win over possessions



of Americans prioritize experiences over products or things



of Millennials are currently saving money specifically for travel



younger generations will sacrifice for travel



11%

of Gen Z has postponed a breakup to go on a trip



45%

of Gen Z would stay off the internet for a week to go on a trip



49%

of Millennials and Gen Z would sell their clothes or furniture to travel



71%

of Gen Z would get a part-time job to save up for a leisure trip

when booking travel online, convenience is key

The vast majority of every generation

finds booking all travel and hotel accommodations on one site helpful.



87%

Gen Z



80%

Millennials



81%

Gen X



72%

Boomers

Online Travel Agencies (OTA's)

are the preferred way for Millennials and Gen Z to book

50%

Gen Z

48%

Millennials

Most travelers (70%), regardless of age,

would consider booking entirely through one OTA without comparison shopping. Gen Z is particularly interested in OTAs with 87% saying that booking all travel and accommodations on one site is helpful.



vs.



social media plays a big part in travel decisions



36%

of Gen Z

have chosen a destination because they saw it on social media

1 in 4 Millennials

has posted a potential trip on social media to get the opinion of their friends and family before booking.



...and while traveling, younger generations stay connected

Millennials and Gen Z

feel very obligated to send pre-take off texts to a significant other or family member



81% of Gen Z



68% of Millennials



This infographic is based on research results from a new national study by Expedia (Expedia.com) and The Center for Generational Kinetics (GenHQ.com). The study was conducted online from August 8, 2017 to August 17, 2017 with 1,254 U.S. respondents ages 18-65 including a 250-person oversample of Gen Z ages 18-21. The sample has a margin of error of +/- 3.1% against the U.S. Population.

For more information please contact press@Expedia.com.