

Millennial Travelers - US - April 2016

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"Based on their travel behaviors and attitudes, Millennials are emerging as one of the most valuable population segments for the growing US travel industry. Mintel's consumer research data indicates that not only are they leading in leisure travel and business travel spending, but they are also blurring the lines between leisure and business travel."

Rupa Ghosh, Analyst - Leisure & Travel

This report looks at the following areas:

- Millennials are emerging as the most important travelers
- Millennials want to splurge
- Millennials most interested in sharing economy
- Increase in travel booking competitiveness for foreign markets

Definition

The purpose of this Report is to identify Millennials' travel attitudes and behaviors, and to better understand which factors inspire and influence them.

Millennials

The generation born between 1977 and 1994. In 2016, Millennials are between the ages of 22 and 39.

When split into two groups, Millennials are defined as:

Younger Millennials

Millennials born between 1987 and 1994. In 2016, Younger Millennials are between the ages of 22 and 29.

Older Millennials

Millennials born between 1977 and 1986. In 2016, Older Millennials are between the ages of 30 and 39.

Vacation travel:

Nonbusiness leisure travel that includes at least one overnight stay. This may include visits to family, volunteering, religious events, or other nonbusiness overnight stays.

Business travel:

Client meetings, meetings with co-workers in other offices, attending conferences, presenting at conferences, trade show or convention, taking a professional class or seminar, and teaching a professional class or seminar that includes at least one overnight stay.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Millennials are emerging as the most important travelers

Figure 1: Travel types and attitude, by generation, February 2016

Millennials want to splurge

Figure 2: Splurging categories, by generations, February 2016

Millennials most interested in sharing economy

Increase in travel booking competitiveness for foreign markets

The opportunities

Millennial families with children and key consumers

Socioeconomic diversity and attitudinal preferences for marketing to Millennials

Destinations and activities are key components for marketing travel to Millennials

What it means

The Market – What You Need to Know

Travel market stable and growing, Millennials becoming greatest contributors

Factors point positive for Millennial travelers in 2016

Older Millennials leading the way in travel

Market Size and Forecast

Figure 3: Best- and worst-case forecast value sales of vacations and tourism, at current prices, 2010-20

Figure 4: Total US value sales of vacations and tourism, at current prices, 2010-20

Millennial Snapshot

Millennials account for one quarter of the US population

Figure 5: US population, by generation share, 2016

Figure 6: Projected US population, by generation share, 2016 and 2021

Figure 7: Distribution of Millennials by race and Hispanic origin, 2016

Millennials gaining financial stability

Figure 8: Median household income, by age of householder, 2014

Married older Millennials are important players for the US travel market

Figure 9: Marital status, by age/generation, 2016

Market Factors

Declining gas prices points to increased leisure travel

Figure 10: US gasoline and diesel retail prices, January 2007-December 2015

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Shorter, more frequent vacations appear to be picking up

Strong dollar may prompt US travelers to go abroad

Figure 11: One Euro to one US dollar exchange rate, weekly, not seasonally adjusted, March 2011-16

Figure 12: Foreign travel in the past 12 months, by generation, February 2016

More Americans willing to spend – Particularly Millennials

Figure 13: Perceived change in spend on vacations, January 2013-16

Millennials soon to lead average trip spending

Figure 14: Average trip spending, by age, 2013

Households with children are a key demographic

Figure 15: Households with own children, by generation of householder, 2013

Figure 16: Vacation in the last 12 months and two or more vacations, by parent status, March 2014

Market Perspective

Travel is an important personal goal for Millennials

Figure 17: Personal goals, December 2014

Travelers are motivated by experiences and look to de-stress

Figure 18: Attitudes toward vacation – March 2014

Kids have a strong influence on vacation decisions

Figure 19: Kids' role in vacation decisions, kids' influence on vacation decisions, November 2012-December 2013, February 2014

Quality is the cornerstone to loyalty

Figure 20: Aspects of favorite brands according to Millennials, December 2014

Figure 21: Millennials' interactions with companies and brands, December 2014

Millennial Market Drivers

Older Millennials driving the market

Older Millennials travel for business and take foreign vacations

Figure 22: Travel in the last 12 months – Type and destination, by older and younger Millennials, February 2016

Older Millennials are more likely employed, have higher earnings, families

Figure 23: Employment status, household income, parent status, by older and younger Millennials, February 2016

Millennials with families are a key segment for leisure travel

Key Players – What You Need to Know

Millennials are inspired by and lead trends in multiple travel categories

Activities on vacations key component of travel “experiences”

Short domestic vacations more popular among Millennials

Family travel opportunities for Millennials

What's Working?

Visual imagery inspires travels

Social media influences Millennial travels

Millennials and off-peak travel

Balancing the message, delivery tools, and considering all angles

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Personalizing the experiences

What's Struggling?

Establishing brand loyalty among Millennials

Figure 24: Tru by Hilton Fly Through, January 2016

Figure 25: Welcome #AtTheMoxy, July 2015

Can the tech-savvy Millennials truly disconnect?

Hesitant to take time off, Millennials work while on vacation

Figure 26: Work while on vacation – By season, by generation, March 2014

What's Next?

Solo travel trend taking off

Subscription-based travel set to grow

Curated travel

Food tourism – What's in a name?

Figure 27: Toledo, Spain "Capital Española de la Gastronomía," 2016

The Consumer – What You Need to Know

Millennials don't always know where to go

Domestic travel most preferred, but desire to travel abroad exists

High income, urban Millennials key targets for vacations

Travel is the glue that holds Millennial families together

Splurging means different things to Millennials with children versus those without

Leisure Travel in the Last 12 Months

Short domestic vacations most popular among Millennials

Figure 28: Leisure travel in the last 12 months – Nets, Millennials indexed to all, February 2016

Figure 29: Leisure travel in the last 12 months – Duration/destination, Millennials indexed to all, February 2016

Affluent, urban Millennials aged 25-39 most likely to travel

What motivates Millennials to travel?

Figure 30: Millennials' domestic and foreign leisure travel in the last 12 months, by age, household income, and area, February 2016

Millennial families key contributors to leisure travel

Figure 31: Millennials' leisure travel in the last 12 months – Duration/destination, by gender and parent status, February 2016

Race and Hispanic origin impacts Millennials' travel habits

White Millennials more likely than Blacks to vacation in the US

Figure 32: Millennials' domestic leisure travel in the last 12 months, by race/Hispanic origin, February 2016

Hispanic and other race Millennials travel internationally

Figure 33: Millennials' foreign leisure travel in the last 12 months, by race/Hispanic origin, February 2016

Business Travel in the Last 12 Months

Millennials are traveling for business

Figure 34: Business travel in the last 12 months – Nets, Millennials indexed to all, February 2016

Older Millennials more advanced in their careers, traveling for business

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Figure 35: Millennials' business travel in the last 12 months, by younger and older, February 2016

Most Recent Vacation

Similar to travel overall, most recent vacations are to US destinations

Figure 36: Most recent leisure travel – Duration/destination, Millennials indexed to all, February 2016

One in five Millennial dads most recently vacationed out of the country

Figure 37: Most recent leisure travel, by gender and parent status, February 2016

Domestic vacations make financial sense

Figure 38: Most recent leisure travel – Domestic, by household income, employment status and education, February 2016

Type of Vacation Travel

Millennials more likely to have traveled for all reasons evaluated

Figure 39: Type of vacation travel in the past 12 months – Any, Millennials indexed to all, February 2016

Millennial parents experience a greater variety of vacation types

Figure 40: Millennials' type of vacation travel in the past 12 months – Any, by parent status, February 2016

Hispanic Millennials more likely to enjoy cities, theme parks, cruises

Figure 41: Millennials' type of vacation travel in the past 12 months – Any – Select, by race/Hispanic origin, February 2016

Most Recent Vacation Planning Research

Internet used most widely, Millennials also using other sources

Figure 42: Research for most recent vacation travel – Nets – Millennials indexed to all, February 2016

Millennials aren't commitment shy – But they do seek validation from others

Mobile research lags – For now, traditional methods still relevant

Figure 43: Millennials' research for most recent vacation travel, February 2016

Affluent Millennials seek traditional vacation planning tools

Figure 44: Millennials' research for most recent vacation travel, by household income, February 2016

Parents – Particularly dads – Using a variety of research methods

Figure 45: Millennials' research for most recent vacation travel, by gender and parent status, February 2016

For some activities Millennials seek out traditional planning tools

Figure 46: Research for most recent vacation travel, by most recent travel type, February 2016

Splurging versus Saving

Good news: Millennials more likely to splurge in nearly every area

Figure 47: Saving versus splurging on vacations – Splurge – Millennials indexed to all, February 2016

Millennial men more likely than Millennial women to splurge on vacations

Figure 48: Millennials splurging on vacations, by gender, February 2016

Parents more likely to splurge in all areas – Except for restaurants, meals

Figure 49: Millennials splurging on vacations, by parent status, February 2016

Vacation Interests and Inspiration

Millennials seek immersive travel

Figure 50: Vacation preferences and interests, by all, all vacationers, Millennials, Millennial vacationers, February 2016

Multigenerational trips have a stronger audience among Millennials

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Figure 51: Millennials' interest in multigenerational trips, by gender, parent status, gender, and parent status, February 2016

Hotel alternatives even more attractive to parents

Figure 52: Millennials' interest in lodging alternatives to hotels, by gender and parent status, February 2016

Millennials have varied travel inspirations

Figure 53: Vacation inspiration, by all, all vacationers, Millennials, Millennial vacationers, February 2016

Males, younger Millennials look for technology to inspire their travels

Figure 54: Millennials' interest in technology for making vacation decision, by gender and age, February 2016

Attitudes toward Vacation

The more the better – Millennials on a quest for new experiences

Are Millennials addicted to travel?

Figure 55: Travel attitudes – Destinations, by all, all vacationers and Millennials, Millennial vacationers, February 2016

However, safety concerns may temper travel

Figure 56: Travel attitudes – Concerns, by all, all vacationers, Millennials, Millennial vacationers, February 2016

I travel, therefore I am: Millennials define their identity through travel

Figure 57: Travel attitudes – Importance, by all, all vacationers, Millennials, Millennial vacationers, February 2016

Millennials are budget conscious but willing to splurge

Figure 58: Travel attitudes – Cost, by all, all vacationers, Millennials, Millennial vacationers, February 2016

Consumer Segmentation

Overview

Figure 59: Millennial traveler segments, February 2016

Spendy Experiential Travel Addicts (45%)

Definition and demographics

Characteristics

Opportunities

Enthusiastic Invincible Travel Investors (27%)

Definition and demographics

Characteristics

Opportunities

Budget Conscious Contented Travelers (28%)

Definition and demographics

Characteristics

Opportunities

Figure 60: Attitudes toward vacation, by Millennial traveler segments, February 2016

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Terms

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Appendix – Market

Figure 61: Household income distribution, by age of householder, 2014

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