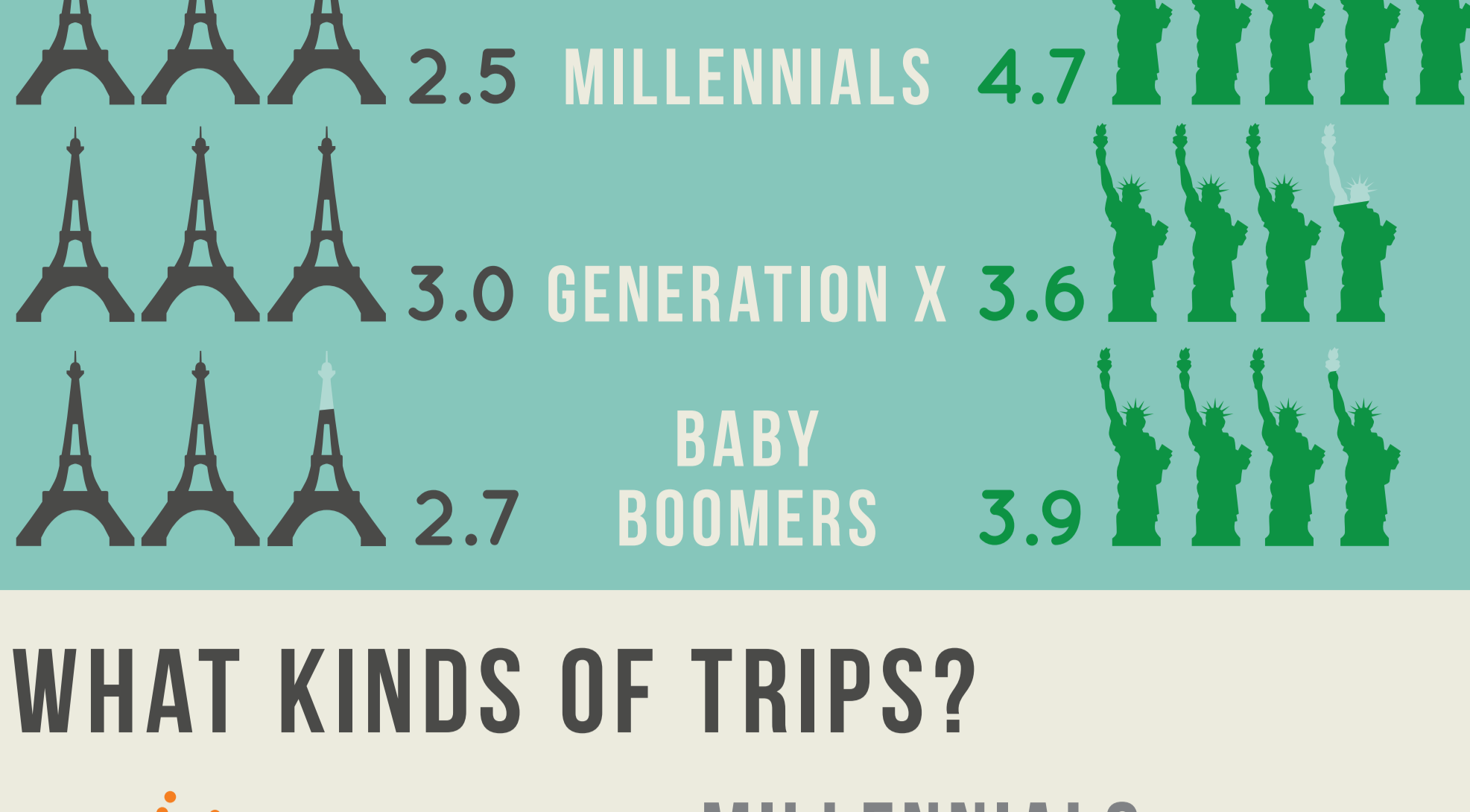


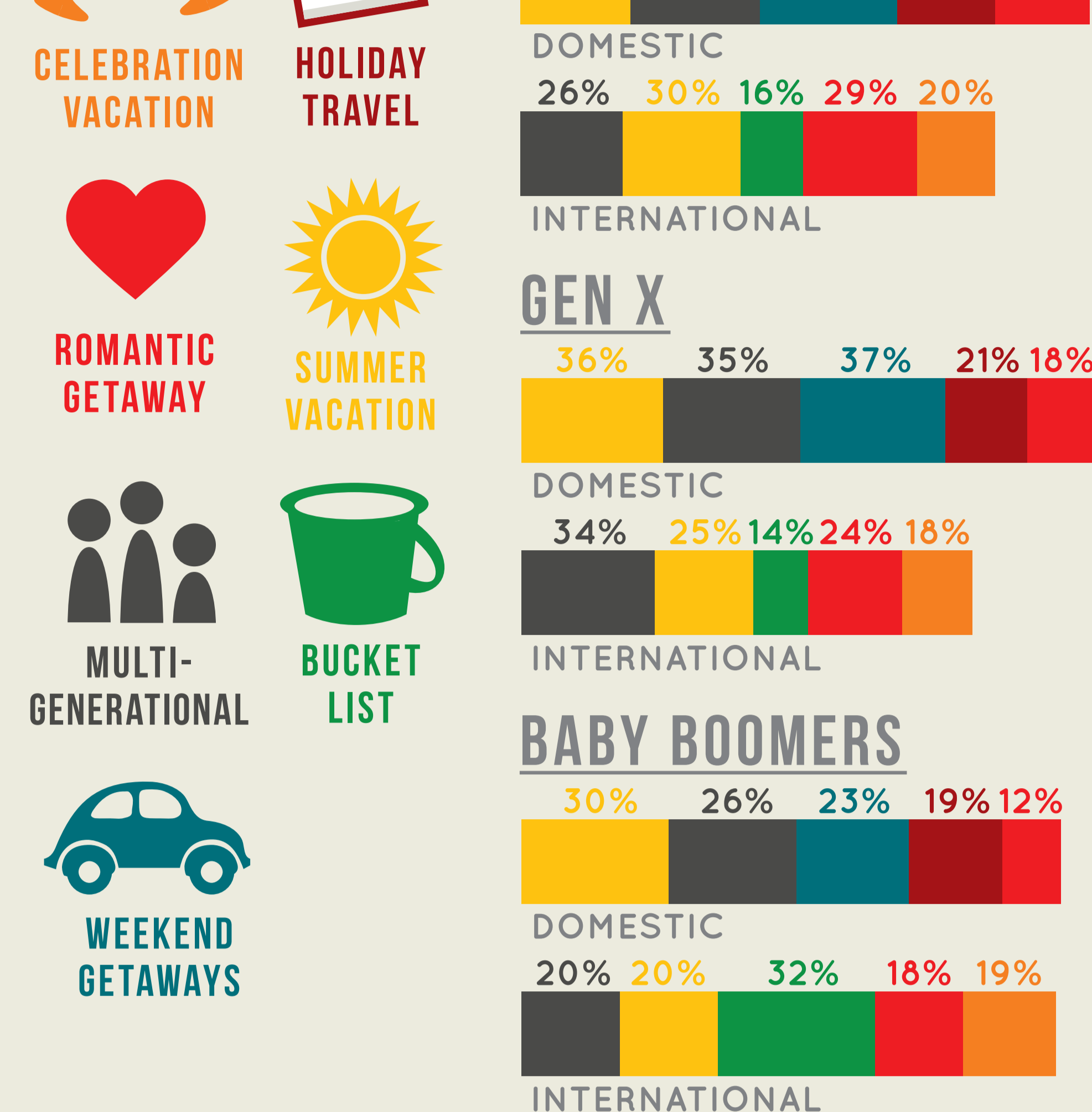
TRAVEL BY GENERATION

EVERYONE IS DOING IT!

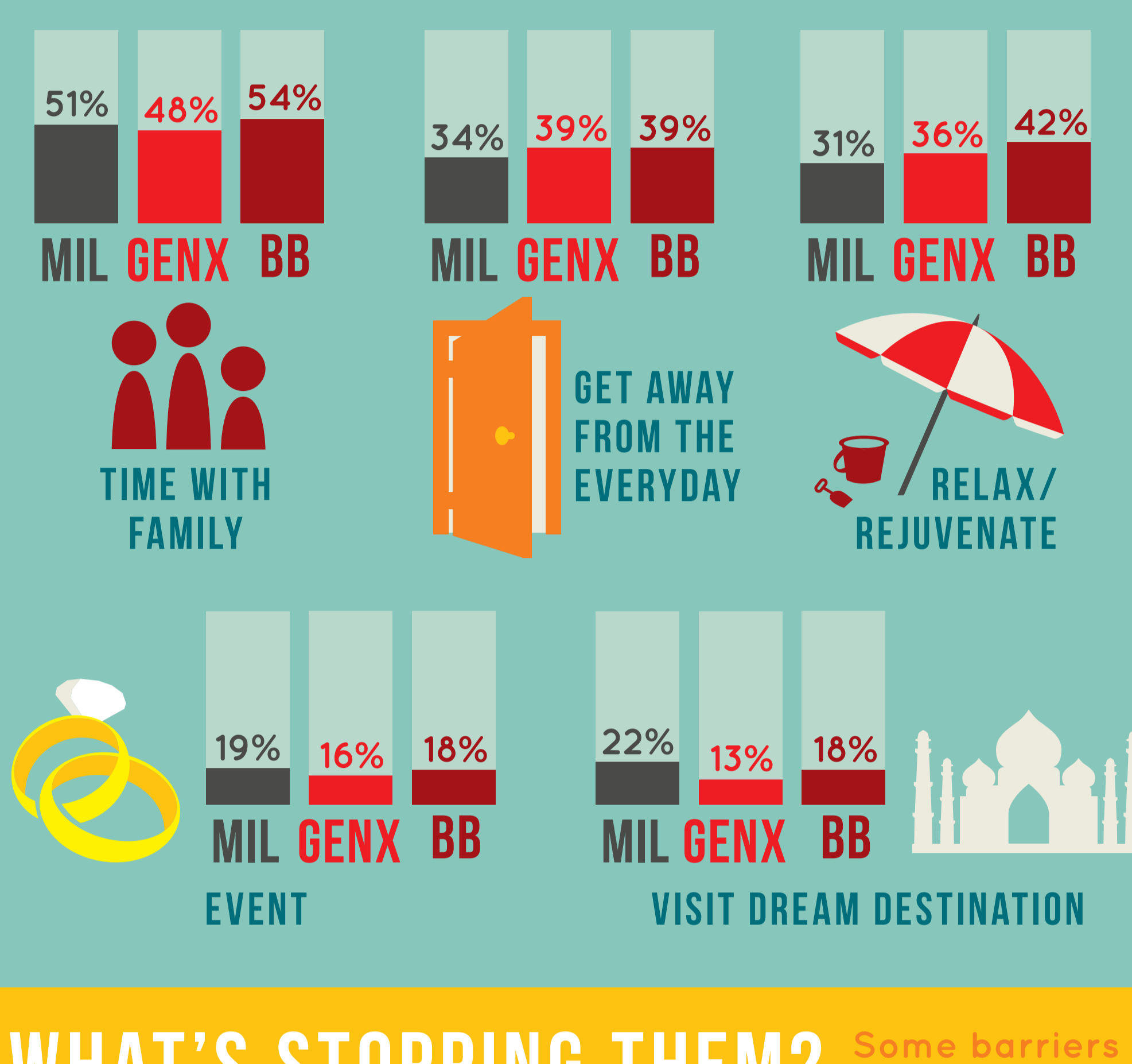
HOW MANY TRIPS? The average number of journeys per year varies.



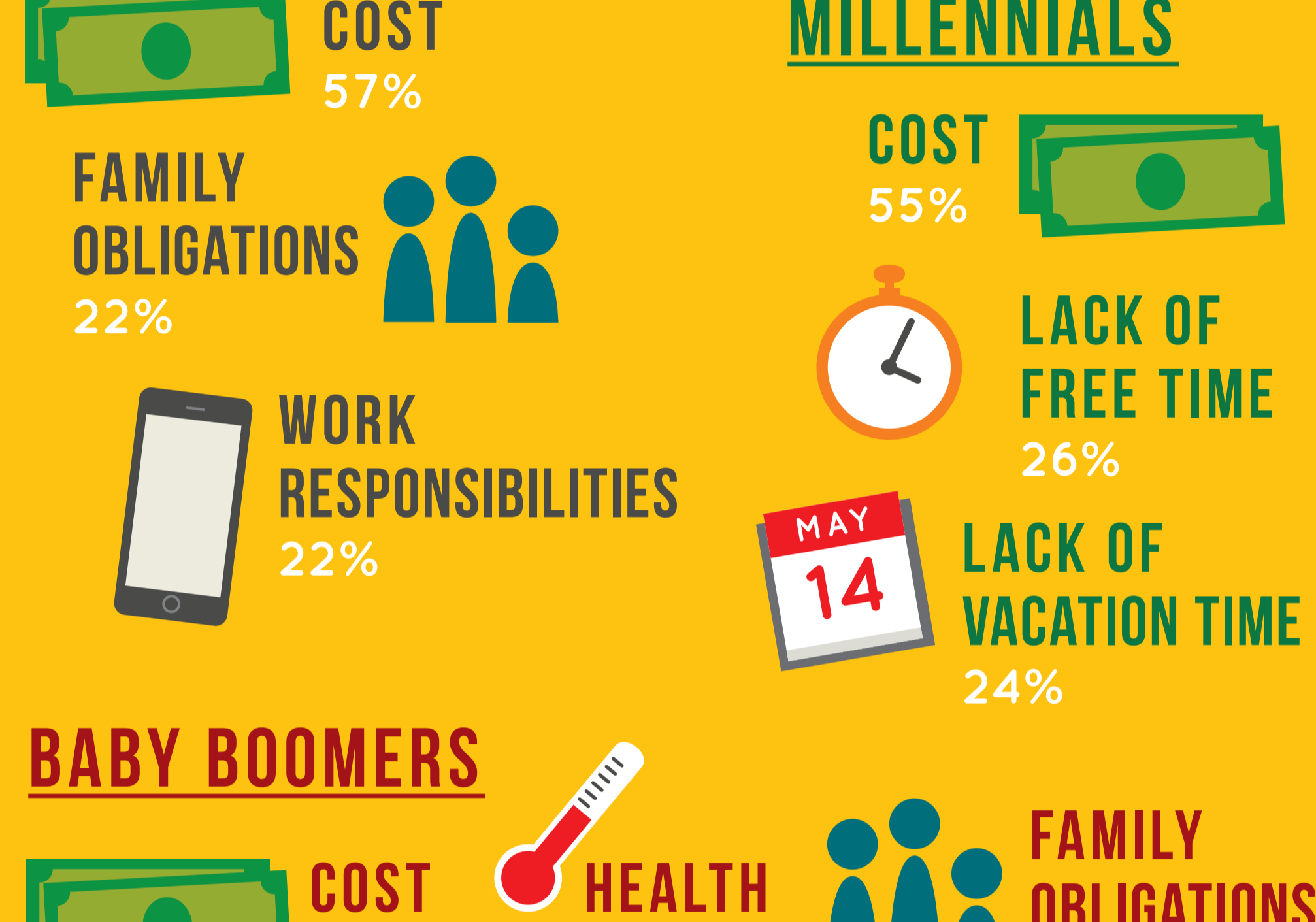
WHAT KINDS OF TRIPS?



WHY DO THEY TRAVEL? There are many reasons to book.



WHAT'S STOPPING THEM? Some barriers to booking.



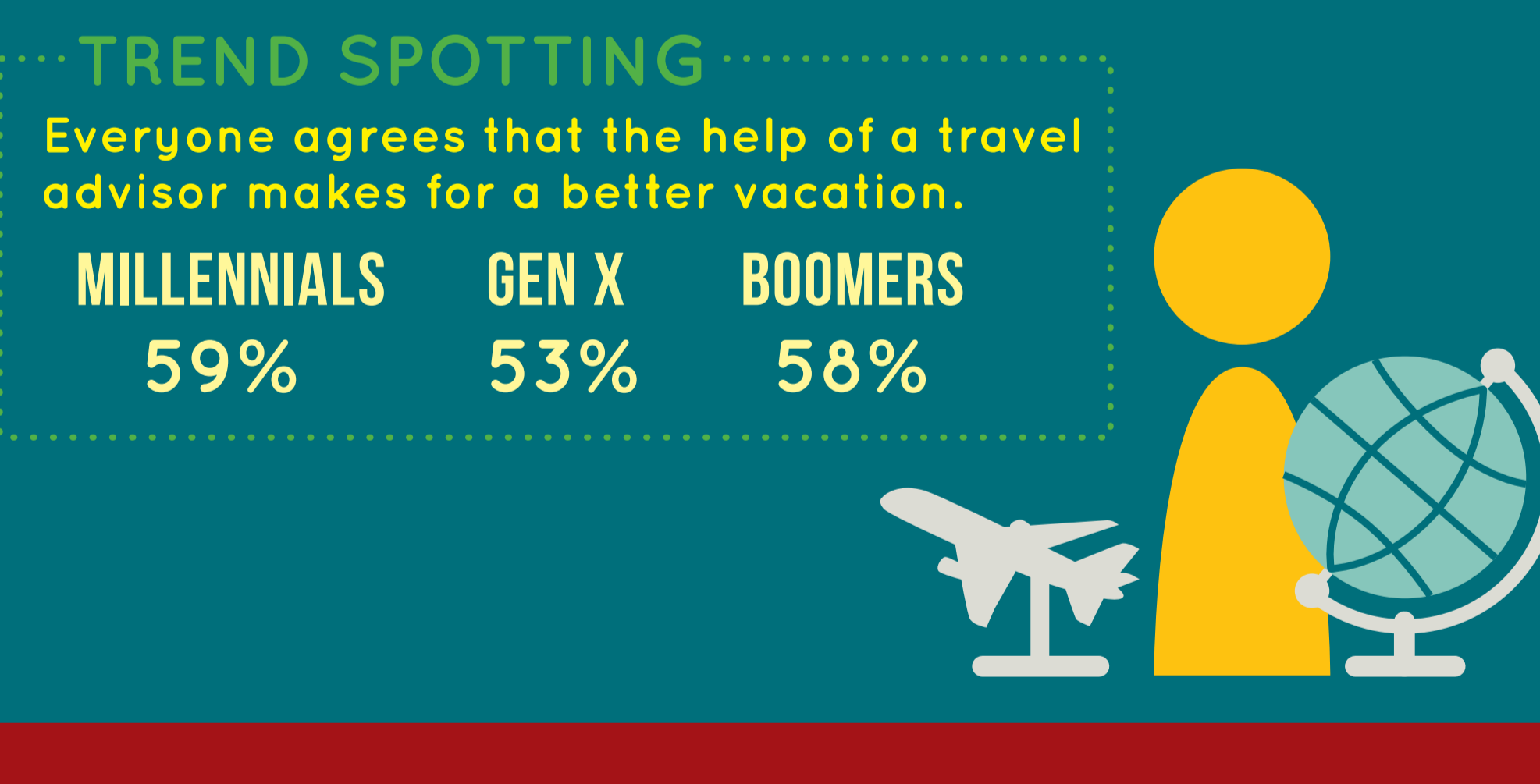
WHAT ARE THEY LOOKING FOR?

Across generations, people travel for the same top reasons.



HOW DO THEY PLAN?

TOP PLANNING RESOURCES (% will use)	MILLENNIALS	GEN X	BOOMERS
HOTEL/AIR/CAR WEBSITES	85%	79%	71%
REVIEW WEBSITES	79%	76%	59%
TRAVEL BOOKING WEBSITES	77%	74%	50%
MOBILE APPS	65%	63%	40%



SNAPSHOTS BY GENERATION

