



MILLENNIALS & TRAVEL



- ✓ The Millennial Generation (16-34) is **+23% more interested in traveling abroad** than older generations (*Boston Consulting Group*)
- ✓ **20% of all international tourists** (200 million) are young people who generate over \$180 Billion in tourism revenue, a **+30% increase** since 2007 (*United Nations*)
- ✓ Millennials are the **fastest-growing age segment** in terms of money spent on travel (*American Express*)
- ✓ “...young travelers are **not as interested in ‘...traditional sun, sea and sand holidays’**, as previous generations. They are spending less time in ‘major gateway cities’ and instead **exploring more remote destinations**, staying in hostels instead of hotels, and **choosing long-term** backpacking trips instead of two-week jaunts” (*World Youth Student & Educational Travel Conference Study*)