

An aerial photograph of the Sydney Opera House and the surrounding city skyline, with the harbor water in the foreground. The Opera House is on the left, and the city skyline is on the right. The water is dark blue, and there are several boats in the harbor. The text "AUSTRALIAN MULTI-GENERATIONAL TRAVEL TRENDS" is overlaid in large, bold, yellow capital letters.

AUSTRALIAN MULTI-GENERATIONAL TRAVEL TRENDS

Travel Habits and Behaviors of Generation Z, Millennials,
Generation X, and Baby Boomers

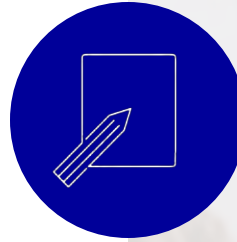
METHODOLOGY

ONLINE SURVEY



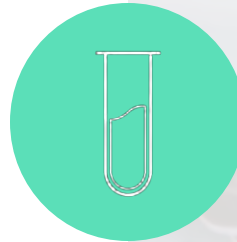
Data Collection Method

Quantitative Survey



Field Work

30 March – 7 April 2017



Sample Size | Total: n=1000

Australian Travellers
Generation Z (n=174)
Millennials (n=276)

Generation X (n=275)
Boomers (n=275)



Generational Ages

Generation Z = 18-23
Millennials = 24-35

Generation X = 36-55
Boomers = 56+



HOW THEY TRAVEL

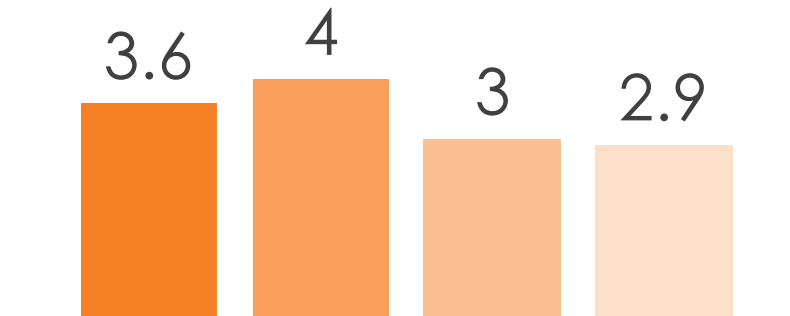


MILLENNIALS TAKE THE MOST TRIPS

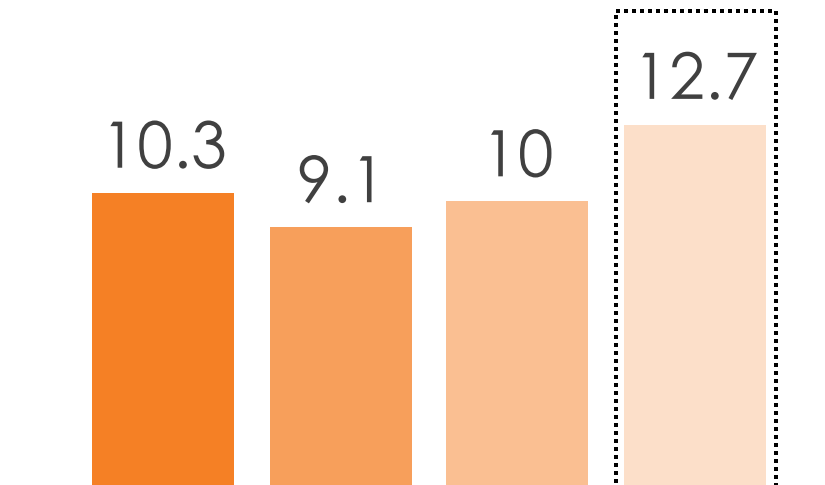


Boomers aren't afraid to take long vacations, as their average trip length is nearly 13 days

Total Number of Trips Taken Per Year



Last Vacation Duration in Days

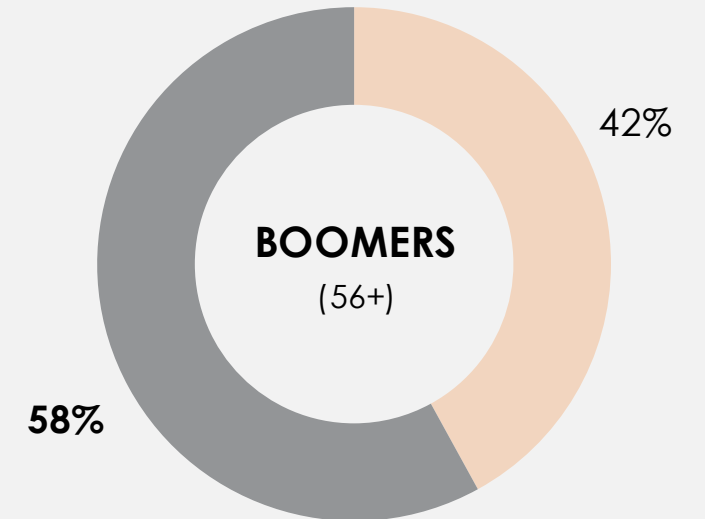
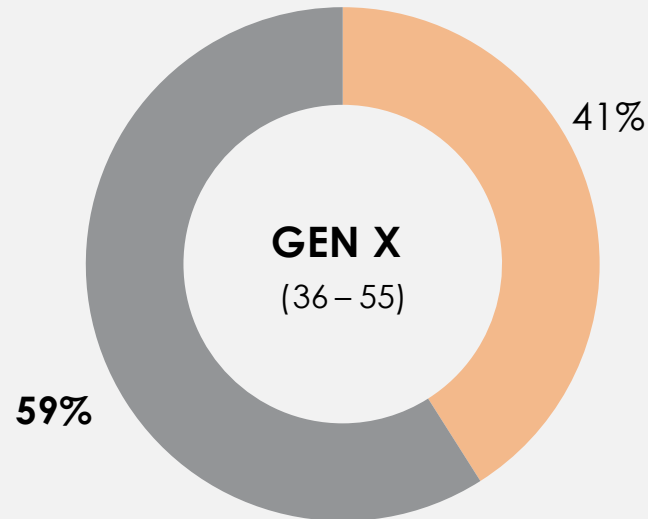
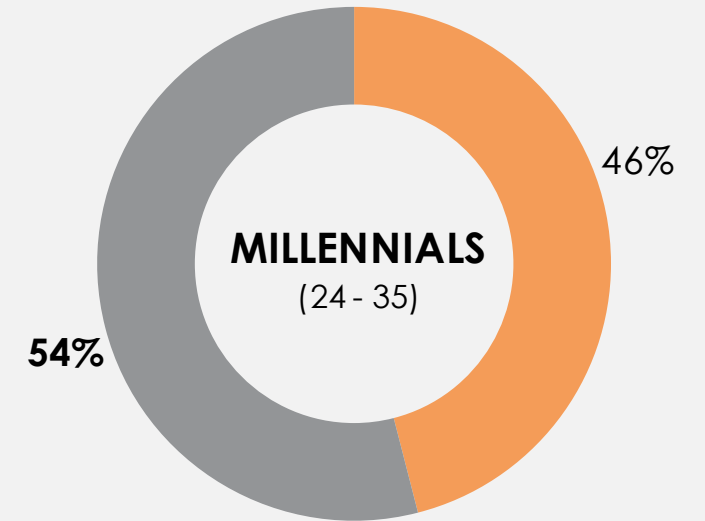
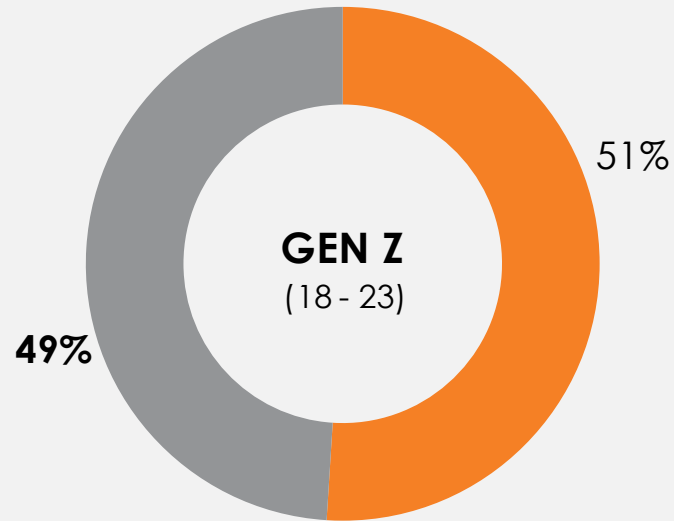



Gen Z (18 - 23) Millennials (24 - 35) Gen X (36 - 55) Boomers (56+)

Notable Generational Difference

GEN Z TRAVELLERS SLIGHTLY PREFER INTERNATIONAL DESTINATIONS

Millennials, Gen X, and Boomers are
fonder of domestic vacations

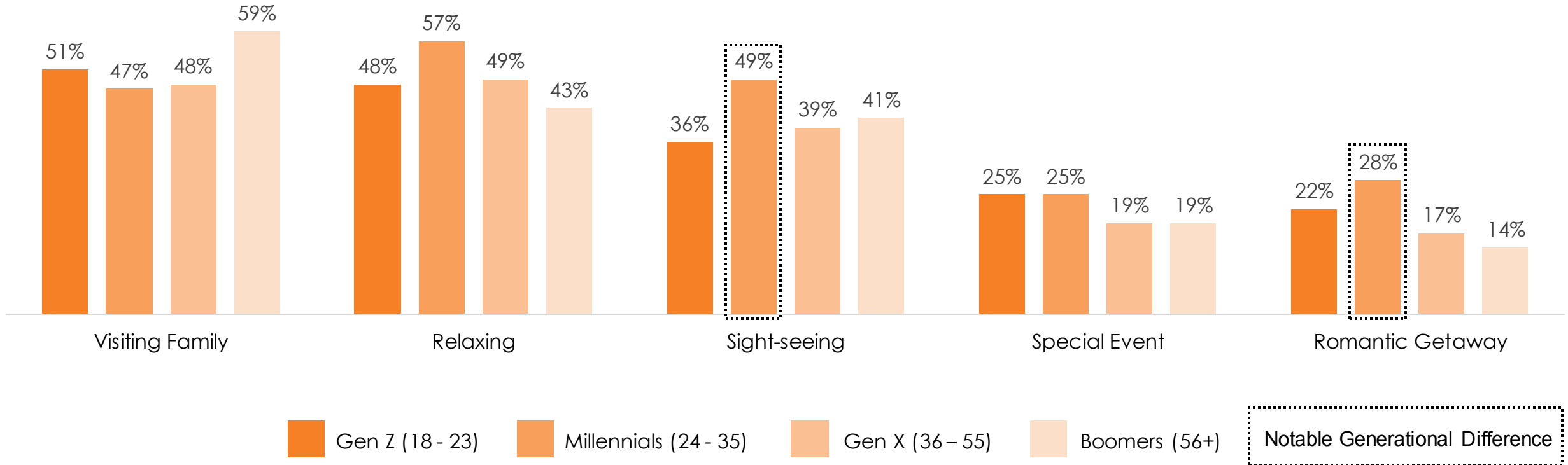


 In my country

Q14. Was the trip....?

VISITING FAMILY AND RELAXING VACATIONS ARE MOST POPULAR

Millennials also enjoy sightseeing



TRANSPORTATION IS FAIRLY SIMILAR ACROSS GENERATIONS

Gen X isn't afraid to hit the road when taking a trip



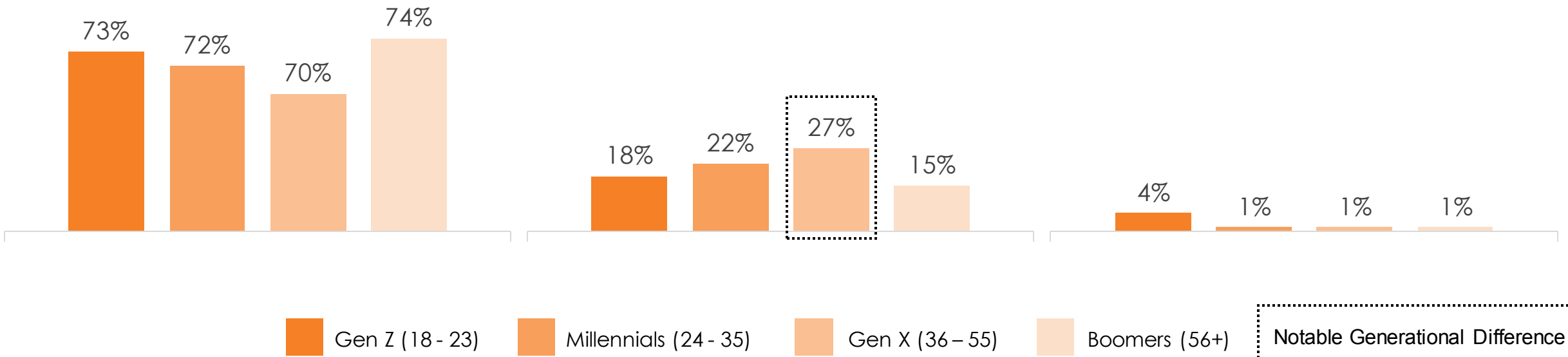
Plane



Car Ride



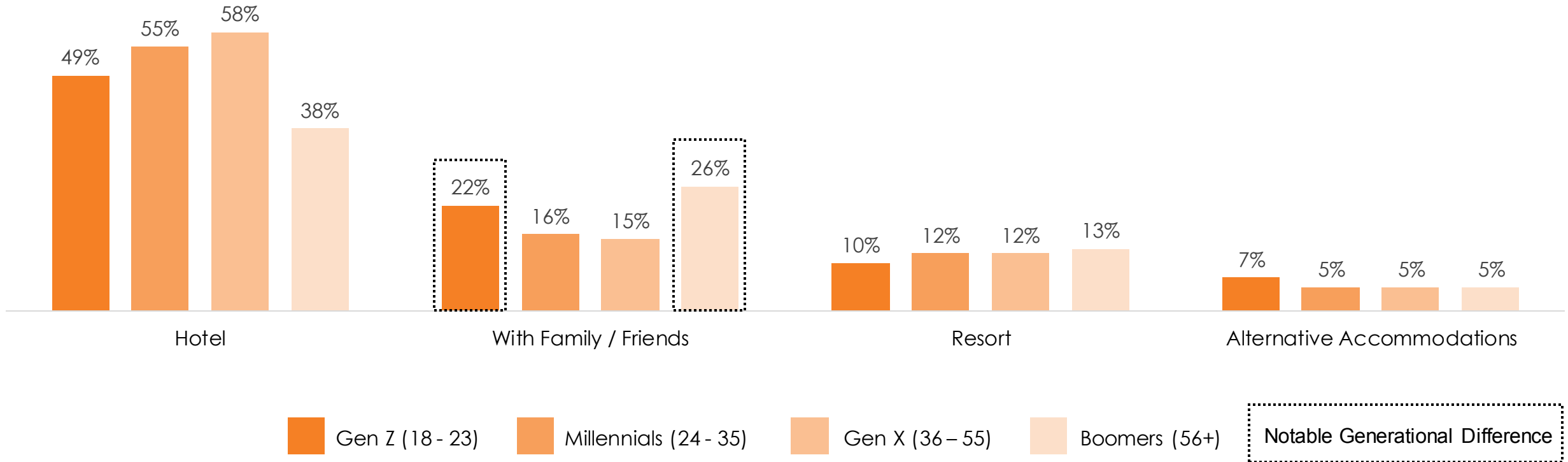
Train



ALL GENERATIONS PREFER HOTEL STAYS



Boomers and Gen Z show a slight preference over other generations for staying with family and friends

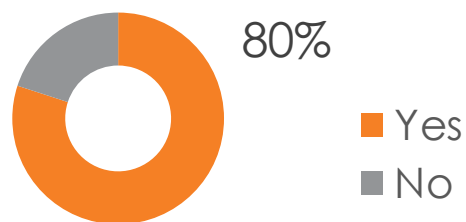


YOUNGER TRAVELLERS MORE APT TO BUDGET

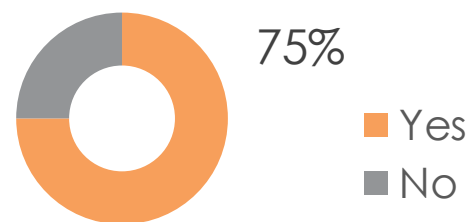


All generations allocate nearly half of their budget to flight and hotel

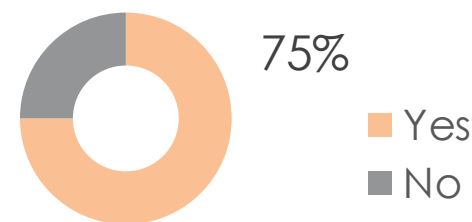
Budget a Primary Factor?



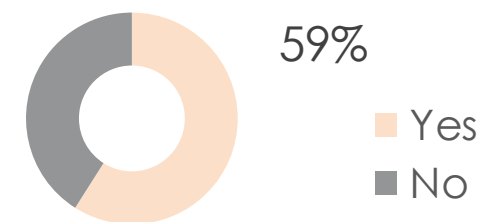
Proportion Spent On	
Flight	26%
Hotel	20%
Food	16%
Shopping	11%
Attractions	10%
Transportation	10%
Home sharing	4%
Other	4%



Proportion Spent On	
Flight	25%
Hotel	24%
Food	15%
Attractions	10%
Transportation	10%
Shopping	9%
Home sharing	4%
Other	4%



Proportion Spent on	
Hotel	26%
Flight	23%
Food	17%
Transportation	9%
Shopping	9%
Attractions	8%
Home sharing	5%
Other	3%



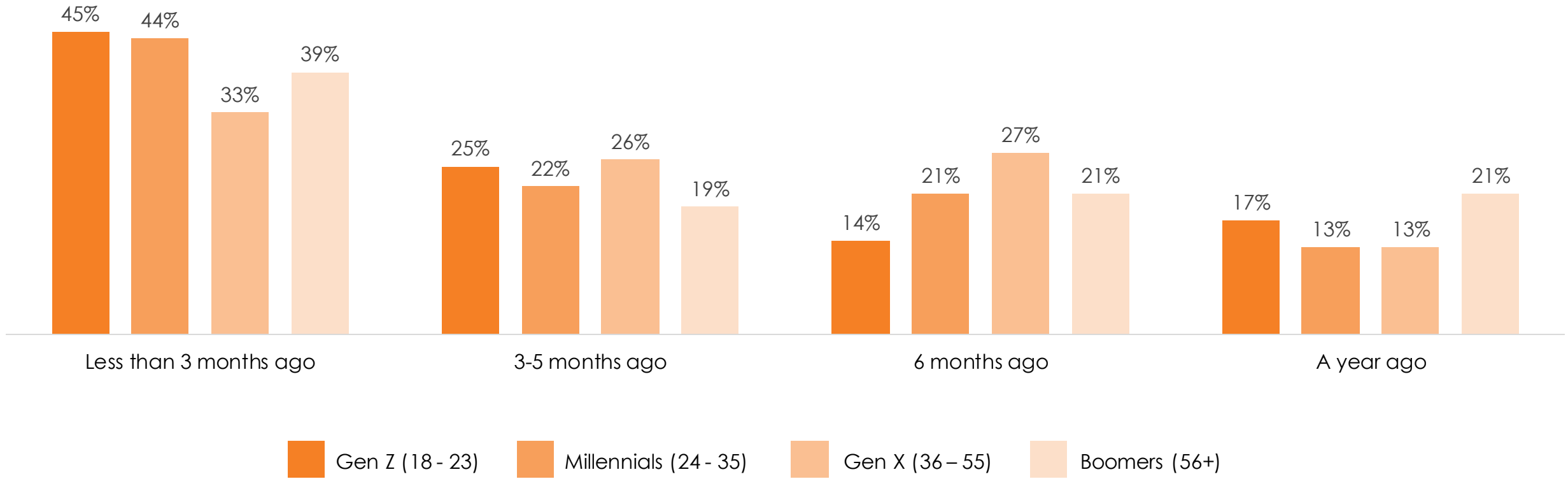
Proportion Spent on	
Flight	27%
Hotel	21%
Food	17%
Transportation	9%
Shopping	8%
Other	8%
Attractions	7%
Home sharing	3%

Gen Z (18 - 23)
 Millennials (24 - 35)
 Gen X (36 - 55)
 Boomers (56+)

YOUNGER GENERATIONS BOOKED VACATION MOST RECENTLY



Last Time Booked Travel





TRAVELLER ATTITUDES AND INFLUENCES

YOUNGER GENERATIONS ARE MORE DESTINATION INDECISIVE

Boomers are the most likely to have a destination in mind



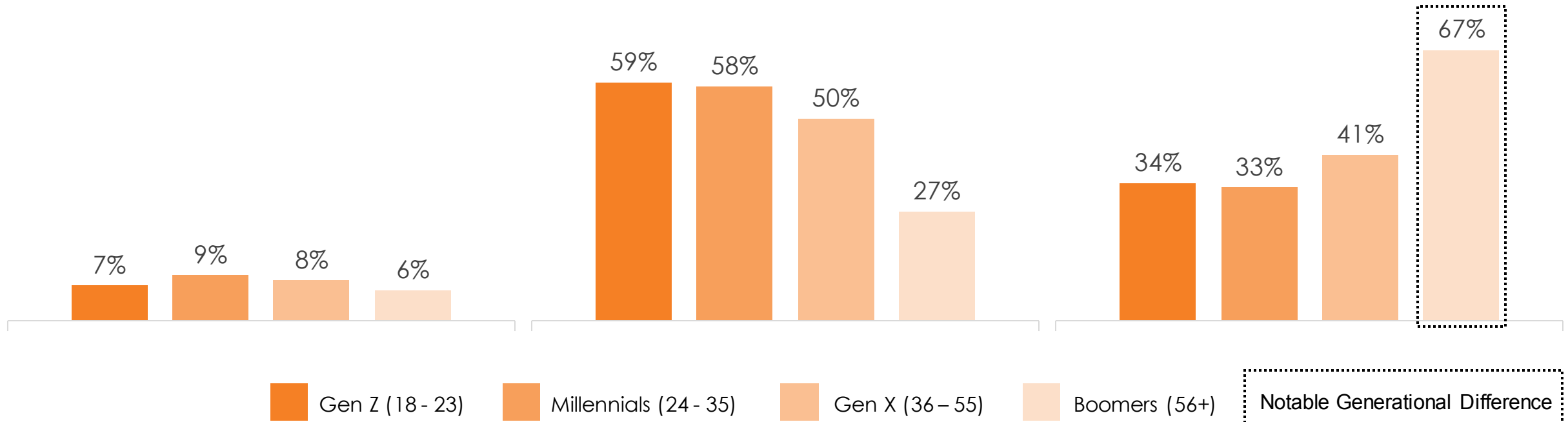
Don't have a destination in mind



Deciding between 2 or more destinations



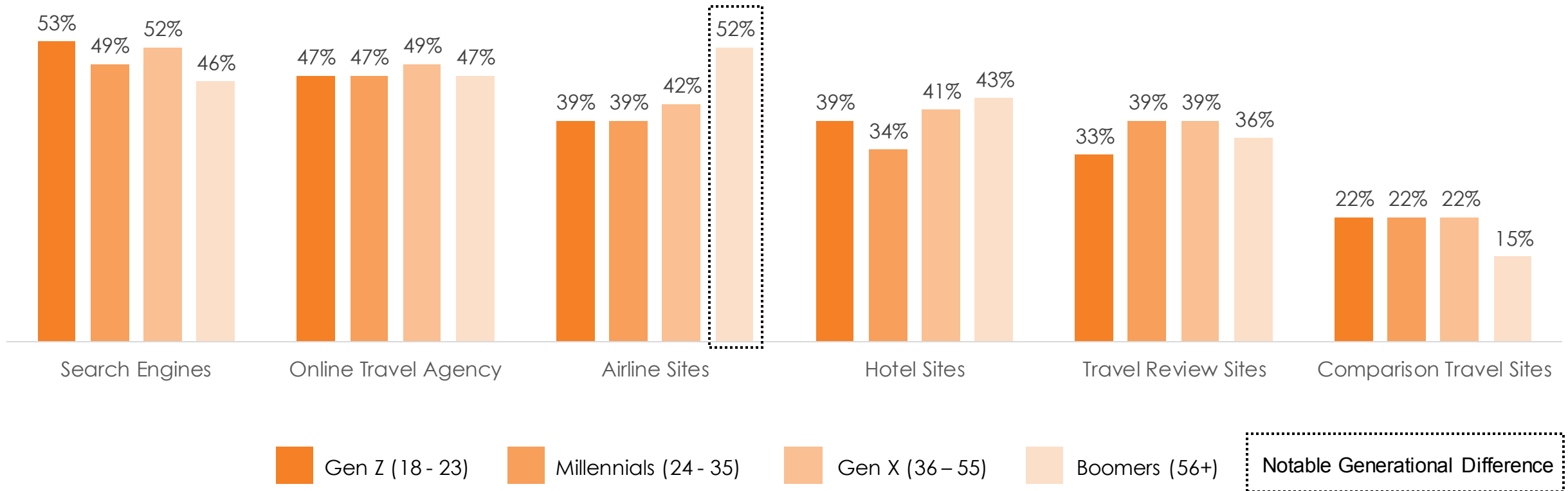
Have already decided on a destination



OTAs AND SEARCH ENGINES ARE LEADING PLANNING RESOURCES

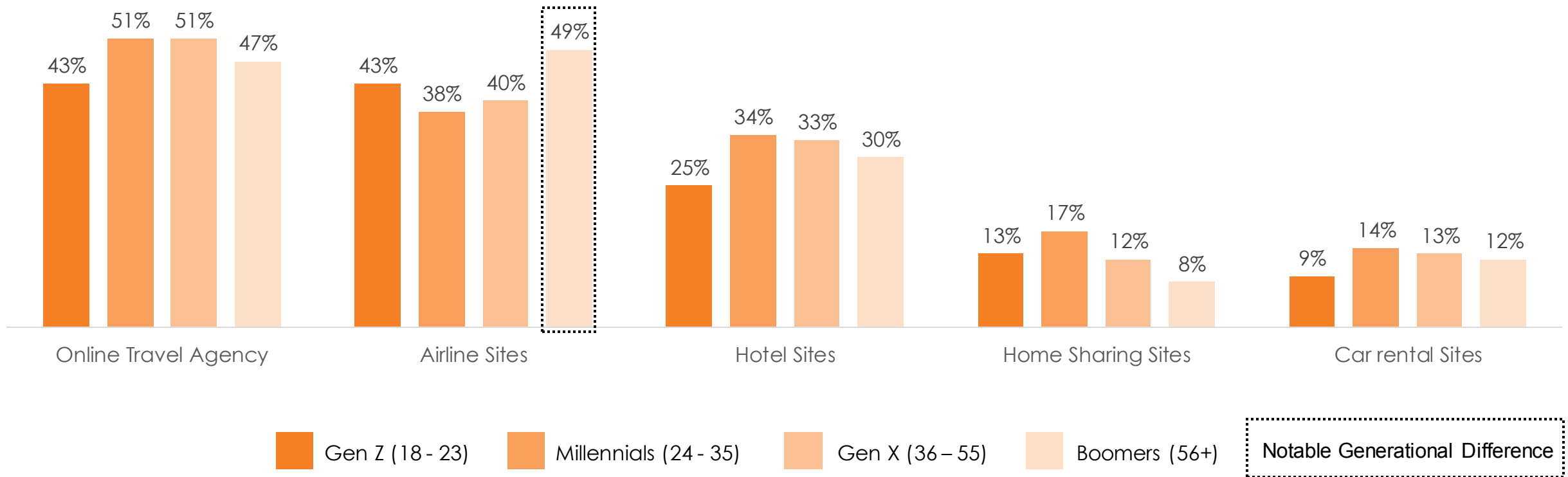


Not surprisingly, Boomers look to airline sites for planning as they prefer to travel by plane more than other generations



OTAs CONVERT THE MOST TRAVELLERS ACROSS GENERATIONS

Again, we see Boomers looking to airline sites, matching their preferred travel method

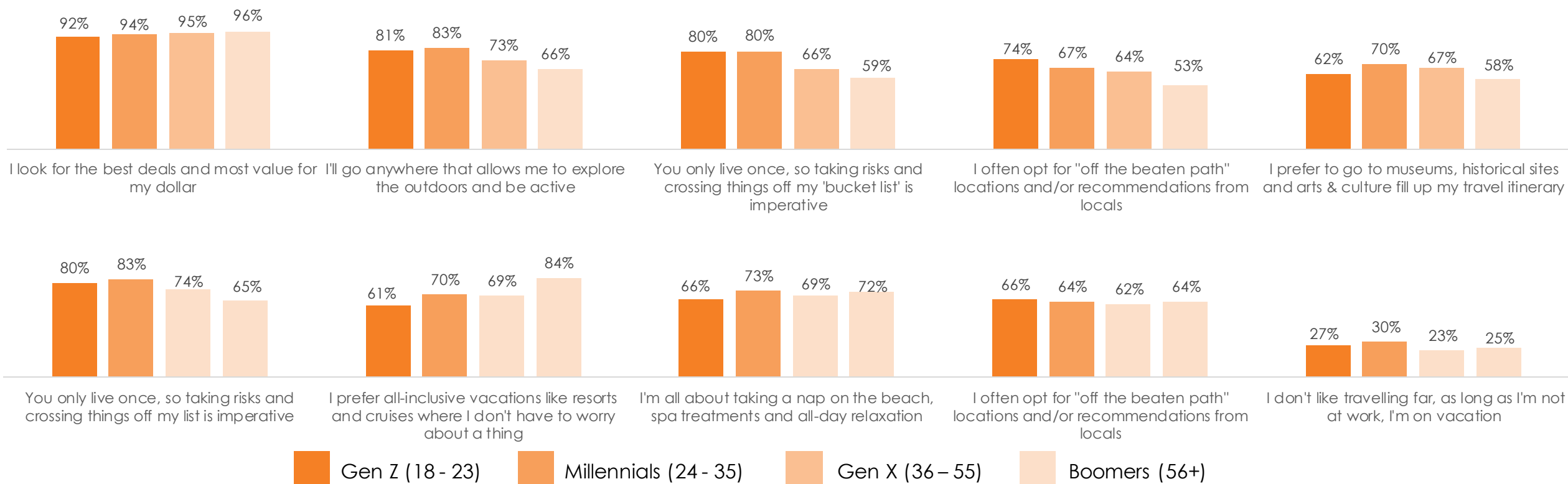


VALUE AND EXPLORATION DRIVE TRAVELLER SENTIMENT

You only live once opportunities rank high especially for younger generations



Percent of Travellers Who Somewhat Agree/Strongly Agree With The Statement

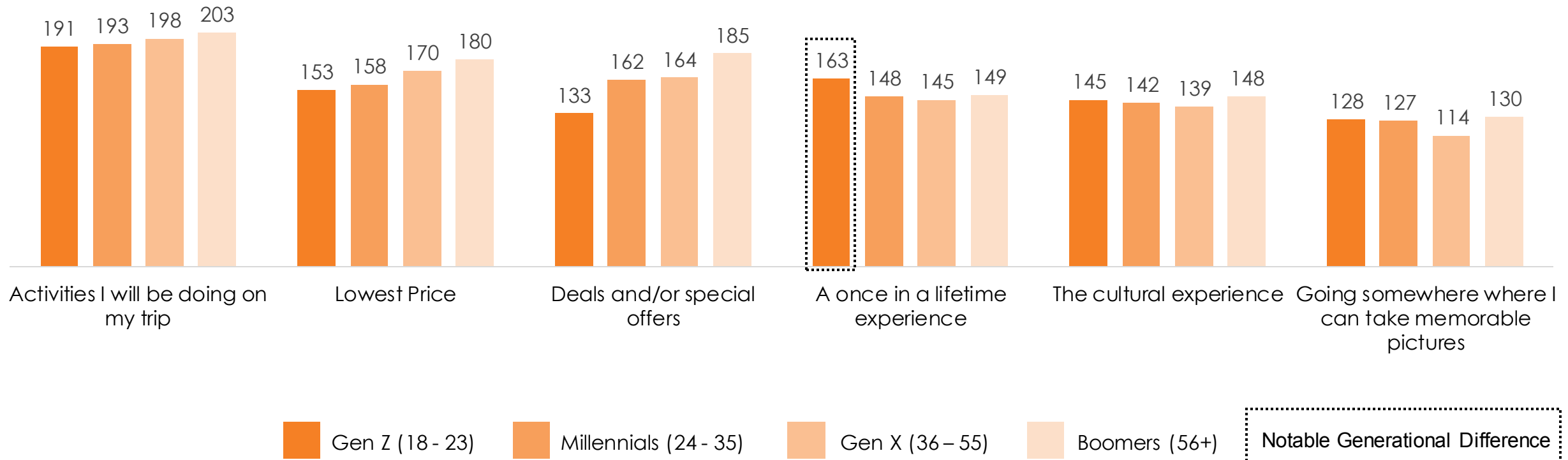


WHEN PRIORITIZING, ACTIVITIES, LOWEST PRICE, AND DEALS DRIVE TRAVEL DECISIONS

Once in a lifetime experience is the second most important consideration for Gen Z

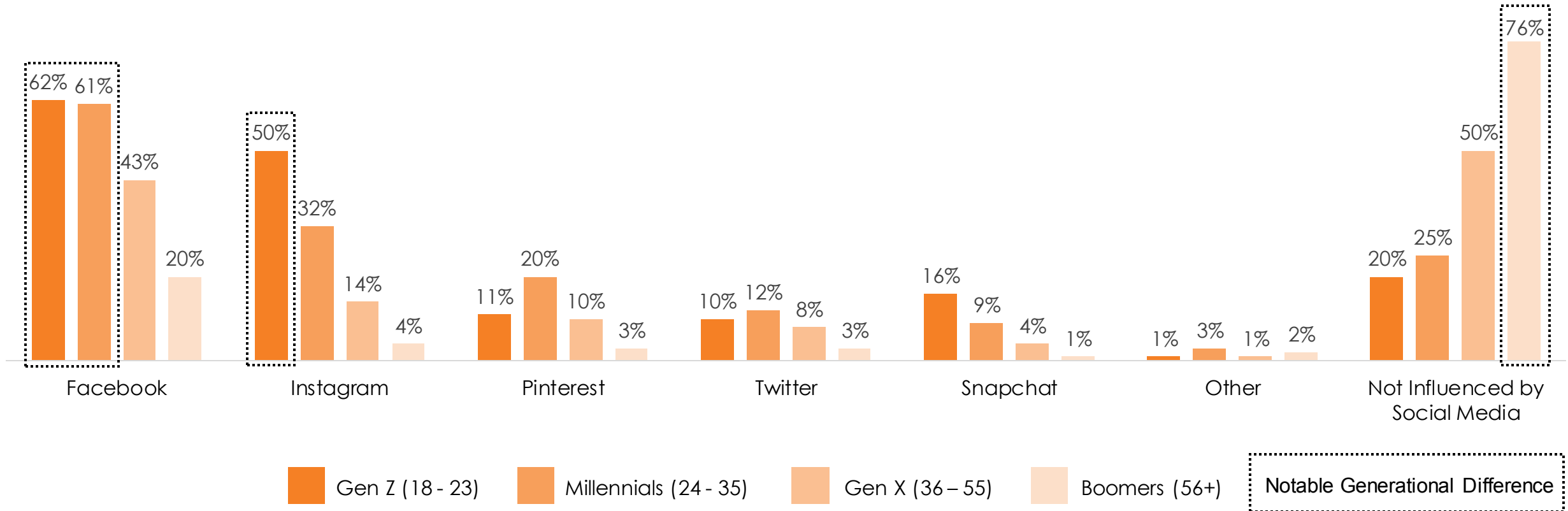


Most Important Considerations



FACEBOOK AND INSTAGRAM ARE INFLUENTIAL IN TRAVEL DECISIONS FOR YOUNGER GENERATIONS

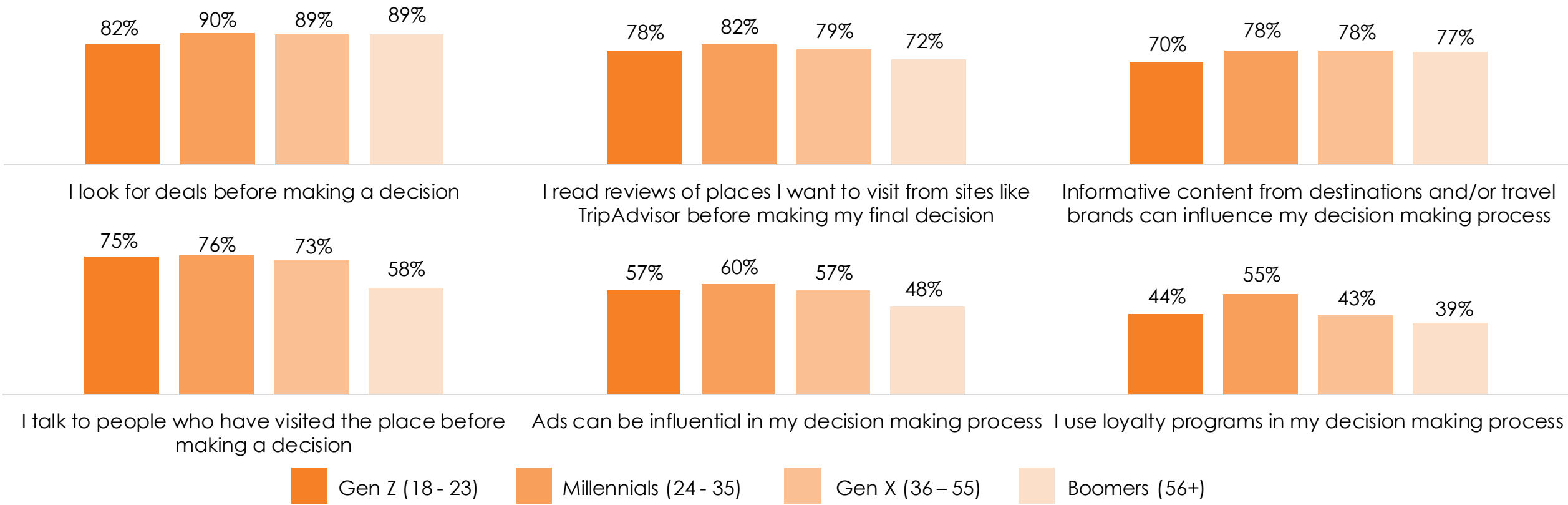
Boomers claim social media has little influence on travel booking decisions



DEALS AND REVIEWS CAN HELP TRAVELLERS CONVERT



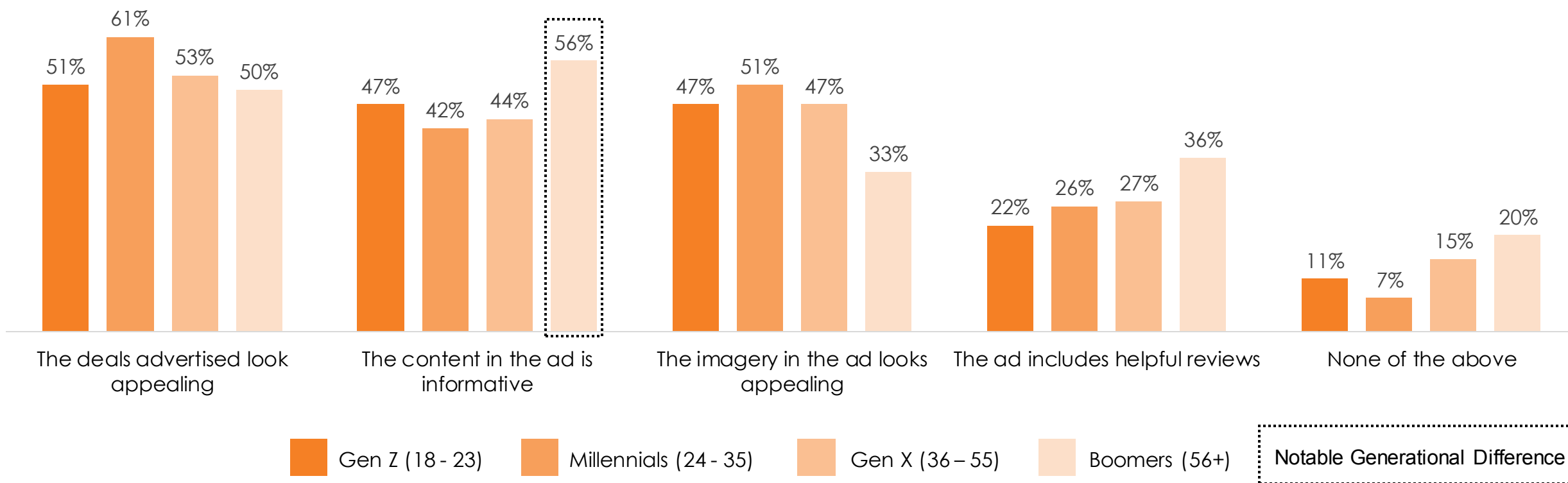
Destination content closely follows in influencing travellers



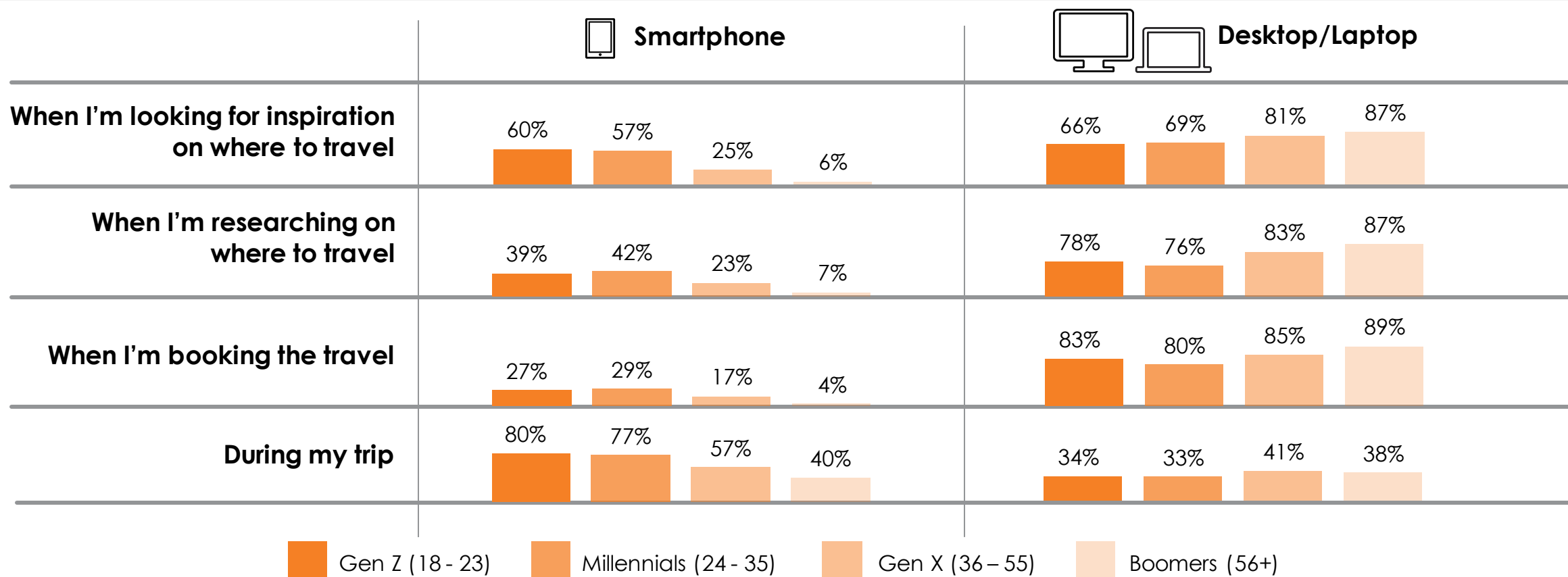
EFFECTIVE ADS FEATURE APPEALING DEALS, INFORMATIVE CONTENT, OR APPEALING IMAGERY



Boomers especially influenced by informative ad content



DESKTOPS DOMINATE THE PATH, SMARTPHONES IN-TRIP



KEY INSIGHTS FOR AUSTRALIAN GENERATIONS

▶ Gen Z

Australian Gen Z travel 37 days a year on average, and are the most likely of all the generations to travel internationally (51 percent).

For vacation types, they opt for "off the beaten path" locations (74 percent) and/or recommendations from locals. They also embrace the 'you only live once' (#YOLO) mentality, take risks, and focus on crossing things off their travel wish list.

▶ Gen X

Gen Xers are travelling almost one full week less than the other generations, and are more likely to travel domestically (59 percent staying in country). Not surprisingly then, they are the most likely generation to travel by car.

Their top trip types including relaxing vacations and visiting family, and over half book their travel on an OTA.

▶ Millennials

Two-thirds of Millennials either do not have a destination in mind when beginning to plan a trip, or are considering two different destinations.

The majority (70 percent) said every vacation is family oriented and they prefer to fill their itinerary with museums, historical sites, and arts and culture. More than half said ads with appealing imagery can influence them, and they consider Facebook the most influential social media platform for travel inspiration.

▶ Boomers

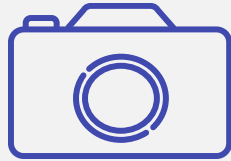
Baby Boomers are the most destination decisive of the generations with 67 percent saying they had already decided on a destination when beginning to shop for travel. And when shopping, they say that budget is not a primary factor.

When prioritizing their budget, however, Boomers allocate most to flight and hotel. While the majority of them (76 percent) said social media does not influence them, more than half said ads with informative content can influence them.

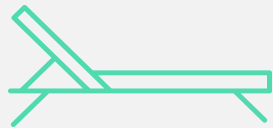
KEY TAKEAWAYS



Gen Z are Open-Minded International Travellers who Enjoy Outdoor Activities, Embrace YOLO



Millennials Embrace YOLO, Outdoor Exploration, and Prefer Relaxing at the Beach and Sightseeing



Deal-Driven Gen X Enjoy Relaxing at the Beach, Visiting Family, and Sightseeing



Baby Boomers are Outdoor Enthusiasts, Destination Decisive, and Confident Travellers, and Not Tied to Budget



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