GLOBAL MILLENNIALS
SUPER TRAVELERS

Millennials are still getting established in their careers, yet, they find the time (and money) to travel extensively.

3 in 4 millennials agree they would prefer to spend money on travel versus other things in their life. In general, they are trying to save money on flights (and to a lesser extent hotel).

However, they are willing to shell out money for dining, drinking and experiences.

"...things that are a once in a lifetime experience. This is where the money goes."
- Aliza, 27

 Millennials are more likely to book online
(Flights Directly, Hotels through OTAs)

"We ended up looking for experiences versus a hotel. In Portland, I’m going to stay in a mini home..."
- Emily, 29

Millennials prioritize spending on experiences
Millennials search further in advance

- Flight Search: Millennials search 13 days in advance vs 9 days for older travelers.
- Hotel Search: Millennials search 9 days in advance vs 7 days for older travelers.
- Hotel Booking: Millennials book 1 day in advance vs 5 days for older travelers.
- Departure/Check-in: Millennials plan 23 days before travel vs 26 days for older travelers.

Somewhat/Very likely to pay for on-board amenities:
- Food: Millennials 67%, Older Travelers 66%
- WiFi: Millennials 39%, Older Travelers 34%
- Bar: Millennials 40%, Older Travelers 37%
- Entertainment: Millennials 38%, Older Travelers 27%
- TV: Millennials 31%, Older Travelers 20%
- Entertainment: Millennials 30%, Older Travelers 22%

Millennials are more likely to purchase on-board amenities. They want the comfort, food & drink and entertainment that they would expect from any travel experience.

How likely is it that a Millennial will sign up for a loyalty program?
- Globally: 52%
- Singapore: 57%
- UK: 49%
- US: 61%

“Beyond YELP and Car2Go..I use Triposa, GoGoBuy, Travelocity, Priceline, Expedia, Airbnb, Orbitz, Hotels.com, TripAdvisor, Booking.com…”
- Joe, 31

Key Findings:
Millennials love to travel and prioritize travel over other expenses. They use more online sources and spend more time researching before booking flights and accommodations. Price is important, but they are willing to spend on upgrades, bespoke accommodations and experiences.

ADARA conducted the research among 3000 Millenial travelers between 18 and 34 years old in the US, UK, France, Australia, Hong Kong and Singapore alongside research partner DBS.