

VACATION TRAVELERS: MILLENNIALS

improve their targeting to consumers.

THE FRUGAL FUN-SEEKER (AGE 18-23)



21% spent less than \$1,500 on their last foreign travel trip



visited Travelocity.com® in the last 30 days



49% own camping tents

vacation this year

on vacation

like to do water sports



said music is an important part of their life

THE ACTIVITY-PACKED TOURIST (AGE 24-28)



39% are interested in other cultures



14%

visited Expedia.com® in the last 30 days



59%

during vacations

like to go to the beach



like to gamble during vacation



more likely than the average U.S. household to have visited Six Flags® 1-2 times in the last 12 months

RELAXED ESCAPER (AGE 29-34)



15% plan to take a cruise in the next 12 months



in the past year

took a domestic vacation



vacation

like to shop while on



like to go fishing while on



times in the past year

went to a comedy club 1-2

THE MILLENNIAL PARENT*

Age aside, how does the addition of children change traveler preferences?



visited a theme park in the past year



Disney® theme park

on vacation

went specifically to a



33%

like to go camping and

like to indulge their kids

like to go to fancy dinners



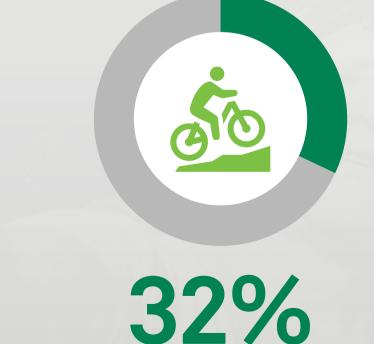
hiking on their vacation

with little extras



BABY BOOMERS

VACATION TRAVELERS:



like to do outdoor activities



in the past year



25% like visiting museums

visited a casino 3-5 times



17% like to go fishing during vacations



42% are willing to volunteer their time to a good cause

while on vacation

1. American Express: http://about.americanexpress.com/news/pr/2015/summer-travelers-extend-vacations.aspx

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*Average age of Millennials with children is 30

SOURCES