

DIVERSE PREFERENCES OF VACATION TRAVELERS

85% of Americans plan to take a summer vacation this year.¹ But the ideal vacation varies widely from one demographic group to the next. Every year, marketers and advertisers face substantial challenges in capturing the attention of travelers. In fact, a study soon to be released by Neustar and the e-tailing group revealed that a mere 7% of consumers gave retailers an "A" for the relevance of their ads. With a better understanding of the preferences and behaviors of their audiences, marketers can dramatically improve their targeting to consumers.



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VACATION TRAVELERS: MILLENNIALS

THE FRUGAL FUN-SEEKER (AGE 18-23)



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

11% visited Travelocity.com® in the last 30 days

18% like to do water sports on vacation

49% own camping tents

69% 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% like to go to the beach during vacations

20% like to gamble during vacation

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

THE RELAXED ESCAPER (AGE 29-34)



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

39% took a domestic vacation in the past year

57% like to shop while on vacation

17% like to go fishing while on vacation

14% went to a comedy club 1-2 times in the past year

THE MILLENNIAL PARENT*

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



36%
visited a theme park in the past year

6% went specifically to a Disney® theme park

33% like to go to fancy dinners on vacation

28% like to go camping and hiking on their vacation

36% like to indulge their kids with little extras

VACATION TRAVELERS: BABY BOOMERS



32%
like to do outdoor activities while on vacation

10% visited a casino 3-5 times in the past year

25% like visiting museums

17% like to go fishing during vacations

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

SOURCES

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

*Average age of Millennials with children is 30

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