WYSE TRAVEL CONFEDERATION

Working for global youth travel

EXECUTIVE SUMMARY

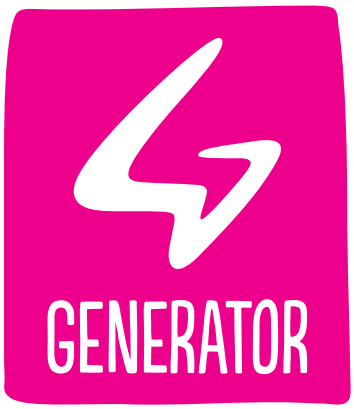
Millennial Traveller

An insight into the general travel behaviours and attitudes of millennial travellers

www.wysetc.org/research

If you have any questions about this report, email us at research@wysetc.org.

THANK YOU TO OUR RESEARCH SPONSORS



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WYSTC IS THE ANNUAL EVENT OF WYSE TRAVEL CONFEDERATION

ABOUT THE MILLENNIAL TRAVELLER REPORT SERIES

WYSE Travel Confederation is committed to understanding the ever changing characteristics, motivations and needs of young travellers through gathering, analysing and sharing important research data and market intelligence with its members, academics, corporate and government decision-makers, and the general travelling public.

WYSE Travel Confederation designed and conducted its Millennial Traveller survey in June 2014 in order to capture a snapshot of the behaviours, experiences and attitudes of the millennial traveller, a young, yet influential demographic group of travellers born between the early 1980s and the early 2000s.

The Millennial Traveller series presents an analysis of responses regarding destinations, travel services, travel motivations, trip characteristics, use of the internet and mobile technology, plus attitudes towards current political and socio-economic issues through a number of short reports.

Each report is focused on a specific topic or sector of the youth travel industry and highlights issues of importance for the millennial traveller, as well as opportunities for interacting with and serving millennials.

This Millennial Traveller report - the first in the series - covers the general travel behaviours and attitudes of the millennial traveller.

To download the full version of this report, please visit **www.wysetc.org/research**.

BACKGROUND

Youth, student and educational travel is an increasingly important sector of the international tourism market. Young people are travelling more, travelling further and looking for even more inspiring experiences. The generation now driving youth travel demand is the 'millennials', the demographic cohort born from the early 1980s to the early 2000s.

This generation is characterised by its familiarity with new technologies, having grown up with PCs, mobile phones and the internet. The millennial generation is therefore a highly connected generation that interacts with people and information in ways that are very different from their parents.

Millennial travellers are growing up in a world where travel is easier and relatively cheaper than for previous generations and they are taking full advantage of this to travel the globe in search of new experiences.

METHODOLOGY

Data for this report was collected via a web-based survey conducted in English. WYSE Travel Confederation members across the world distributed the survey to young travellers via email, social media, newsletters and website postings. An incentive of an iPad prize draw was used to increase response rates.

More than 6,000 responses were collected from over 100 countries. Respondents were asked to answer questions relating to their experiences with different types of travel products. Respondents were also asked about their behaviour while travelling and for their opinions on general issues.

ABOUT WYSE TRAVEL CONFEDERATION

The World Youth Student and Educational (WYSE) Travel Confederation is a global not-for-profit membership organisation dedicated to promoting and developing opportunities for the youth, student and educational travel industry.

Providing international travel experiences to over 30 million youth and student travellers each year, WYSE Travel Confederation's global community of over 800 members covers more than 120 countries and a diverse range of sectors.

WYSE Travel Confederation is endorsed by UNESCO and is a strategic partner and long-standing affiliate member of the United Nations World Tourism Organization (UNWTO).

ACKNOWLEDGEMENTS

Thank you to our members who distributed the survey and to the millennial travellers who took part in it.

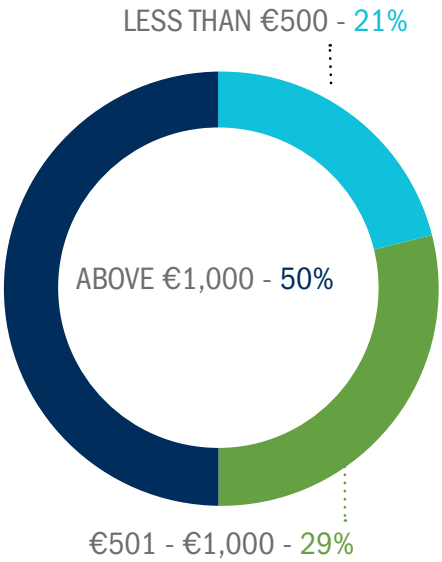
EXECUTIVE SUMMARY

Despite their socio-economic concerns, millennials have a strong desire to deepen their knowledge of the 'authentic' and 'real life' outside of their own cultural borders. Young travellers (and their parents) perhaps see such travel experiences as worthwhile investments that not only expand one's cultural knowledge, but improve one's future socio-economic mobility.

- Millennials are big spenders and businesses and destinations would be wise to pay special attention to the unique factors that influence their travel decisions. Fifty percent of the millennials in this study spent more than EUR 1,000 for their whole trip.
- The overall average trip length for millennials in this study was 46 days.
- Visa regulations caused problems for 12.5% of millennial travellers. While this may seem like a small percentage, this potentially represents over 20 million youth trips per year.
- The United States was the most frequently mentioned last destination of millennial travellers.
- Australia, the United States and the United Kingdom are the most popular next destinations for millennial travellers.
- Meeting friendly locals, living like a local and the new memories that result from these experiences were amongst the strongest motivations for millennials travellers.
- Most millennials do not have a particular preference as to whom they hang out with when they travel, but like to hang out with various nationalities.
- Family and friends remain the top source of travel information for millennials.
- Millennial travellers value personal travel experiences and are influenced by reviews; they also write and post reviews quite often.
- Millennials are avid users of mobile phones and social media, making it obvious why packing a smartphone for travelling is a top priority and why mobile bookings are on the rise.
- Millennials trust their parents more than other social relationships and also tend to view their parents as role models.
- The current economic climate, social inequality, and education are of the most concern to millennials.
- Millennials view work experience, having a university degree, and studying hard as the top three factors that are most important for shaping future success.

12.5% FACE VISA PROBLEMS

AVERAGE SPEND



TOP MOTIVATIONS FOR TRAVEL

55% INTERACT WITH LOCALS

46% EXPERIENCE EVERYDAY LIFE

43% INCREASE KNOWLEDGE

ABOUT THE WYSE TRAVEL CONFEDERATION RESEARCH PROGRAMME

The WYSE Travel Confederation research programme provides the youth travel community with the data and market intelligence it needs to develop the policies, services, and products that make international travel and educational experiences exciting, safe, accessible, and affordable for young people. WYSE Travel Confederation's research programme comprises:

1. PRIMARY DATA COLLECTION AND ANALYSIS

WYSE Travel Confederation designs and conducts its own research on the youth travel market through surveys of consumers and suppliers. This provides up-to-date information on business trends across different sectors of the market and provides the basis for benchmarking.

Regularly produced reports include the New Horizons studies, the STAY WYSE Youth Travel Accommodation study and the IAPA Au Pair survey. The Millennial Traveller survey builds on the information collected in these studies and adds more data on specific sectors of the industry.

2. INDUSTRY REVIEW SERIES

The industry review series compiles current data from secondary sources on industry matters that affect WYSE Travel Confederation members' businesses. The series investigates areas such as youth travel market dynamics, mobility, pricing, customer preferences and marketing.

3. RESEARCH ON DEMAND

WYSE Travel Confederation members have the opportunity to commission research specific to their sector and business needs.

For more information on our research programme, visit www.wysetc.org/research.

WYSE TRAVEL CONFEDERATION

Working for global youth travel

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STUDY ABROAD • INTERNSHIPS • AU PAIR • INSURANCE • DISCOUNT CARDS

CHAMPIONING THE YOUTH AND STUDENT TRAVEL INDUSTRY

The World Youth Student and Educational (WYSE) Travel Confederation is the world's largest and most powerful network of youth and student travel operators.

We are the global not-for-profit membership organisation dedicated to supporting this unique market, which generated an estimated US$230 billion in 2013.

Our network of over 800 members in more than 120 countries serves in excess of 30 million travellers each year across all aspects of youth and student travel.

JOIN US TODAY AND BENEFIT

- **Networking and trading –** we can help you connect with organisations to enable you to grow your business
- **Discounts on industry events –** preferential registration rates for major events, including WYSTC and WETM-IAC
- **Industry research –** free, accurate and reliable industry intelligence and market research
- **Education –** free access to WYSE Webinars, interactive workshops and educational sessions on various topics
- **Marketing and sponsorship opportunities –** we offer a wide range of promotional and sponsorship opportunities to help you promote your business to a wider audience
- **A mark of quality –** use the WYSE Travel Confederation logo as a symbol of quality on your organisation's marketing materials
- **Industry updates –** receive regular eNewsletters, news alerts and press releases
- **Policy work and representation –** we work extensively with the UNWTO, European Commission, and on major governments' industry campaigns so can help your voice to be heard.

SECTOR SPECIFIC SUPPORT FOR YOUTH AND STUDENT TRAVEL ORGANISATIONS

As a member of one or more of our sector associations, your organisation can benefit from specific networking and trading opportunities, industry research and market intelligence.

WYSE work & volunteer abroad

STAYwyse

IAPA INTERNATIONAL AU PAIR ASSOCIATION

STUDY WYSE

International Association for Student Insurance Services IASIS

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ISTC

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