

# MILLENNIALS ARE SAVING **BIG** FOR TRAVEL *and* EXPERIENCES



**65%** OF  
**MILLENNIALS**  
are currently saving  
money specifically  
for travel.

SOME  
**75%**  
say they want to travel  
abroad as much as  
possible.



# MILLENNIALS

are looking for convenience when booking travel. Eighty percent of millennials find booking air travel and hotel on a single website, an online travel agency (OTA), to be helpful.



## WHERE

### IS THIS

## GENERATION GOING?

Millennials are nearly as likely to visit a major metropolitan city,

**39 percent**, as

they are to visit a beach resort,

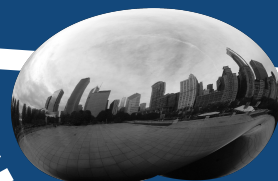
**40 percent**.



**39% METRO CITY**

**40% BEACH RESORT**

# TOP DOMESTIC DESTINATIONS 2018



ORLANDO  
ATLANTA  
LAS VEGAS  
CHICAGO

## TOP INTERNATIONAL DESTINATION 2018 EUROPE



Millennials  
also want input on  
their travel spot before booking.

1 IN 4

MILLENNIALS

HAS POSTED A POTENTIAL TRIP ON SOCIAL MEDIA  
TO GET THE OPINION OF FAMILY AND FRIENDS.



## SOLO TRAVEL IS THE NEW STYLE



A quarter  
of millennials say  
they like traveling  
**alone.**



## BUDGET

is a top concern,  
with many preferring  
low-cost carriers.





**60%** OF MILLENNIALS  
**PAY FOR IN-FLIGHT  
SERVICES.**

## ANCILLARY FEES,

such as in-flight wifi and baggage fees, account for

**10%** of total  
airline revenues.



**The growing number** of millennial travelers, coupled with a rise in non-ticket fees, could be positive for airline carriers. Curious about other global market trends? Sign up for our **FREE Investor Alert newsletter** by clicking here!



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