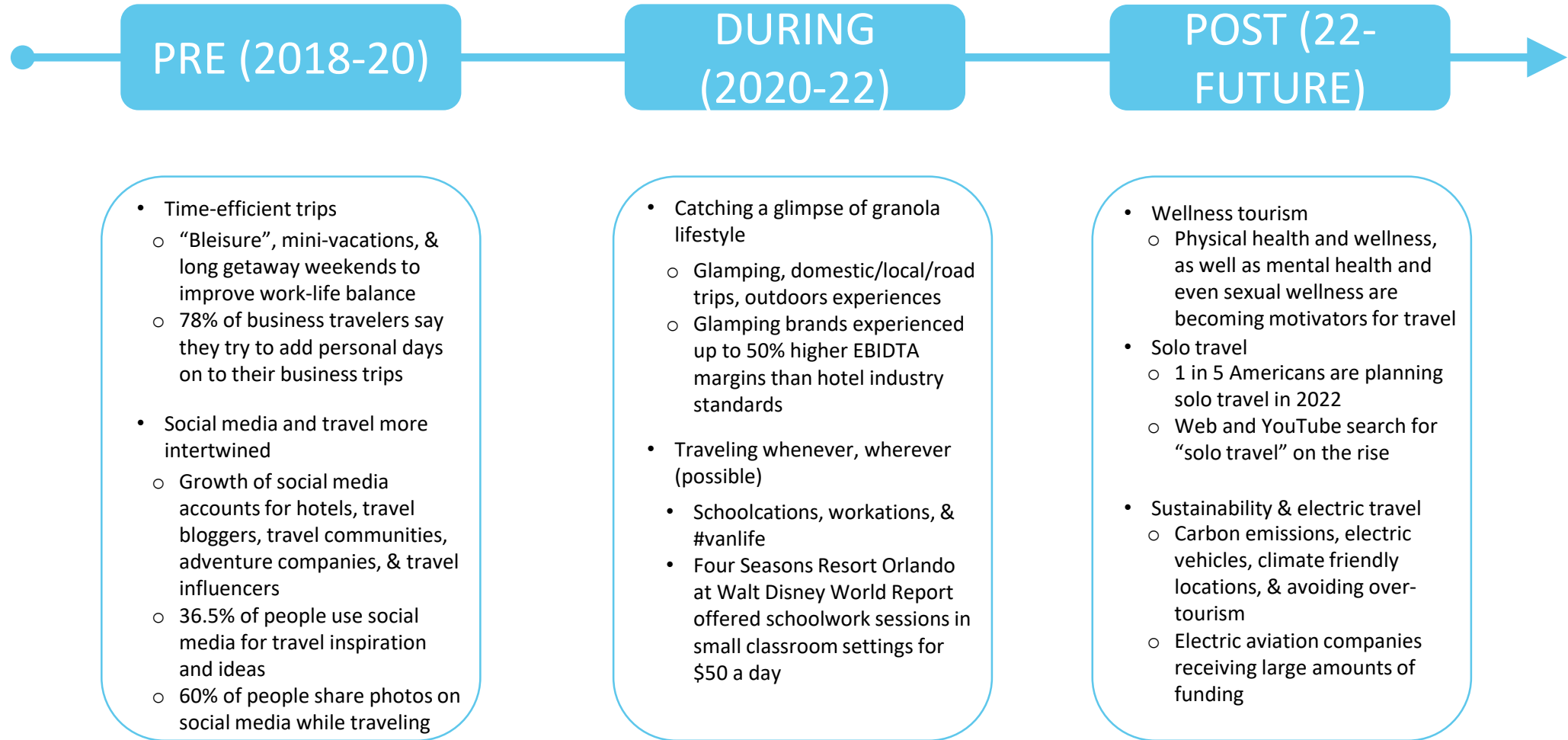
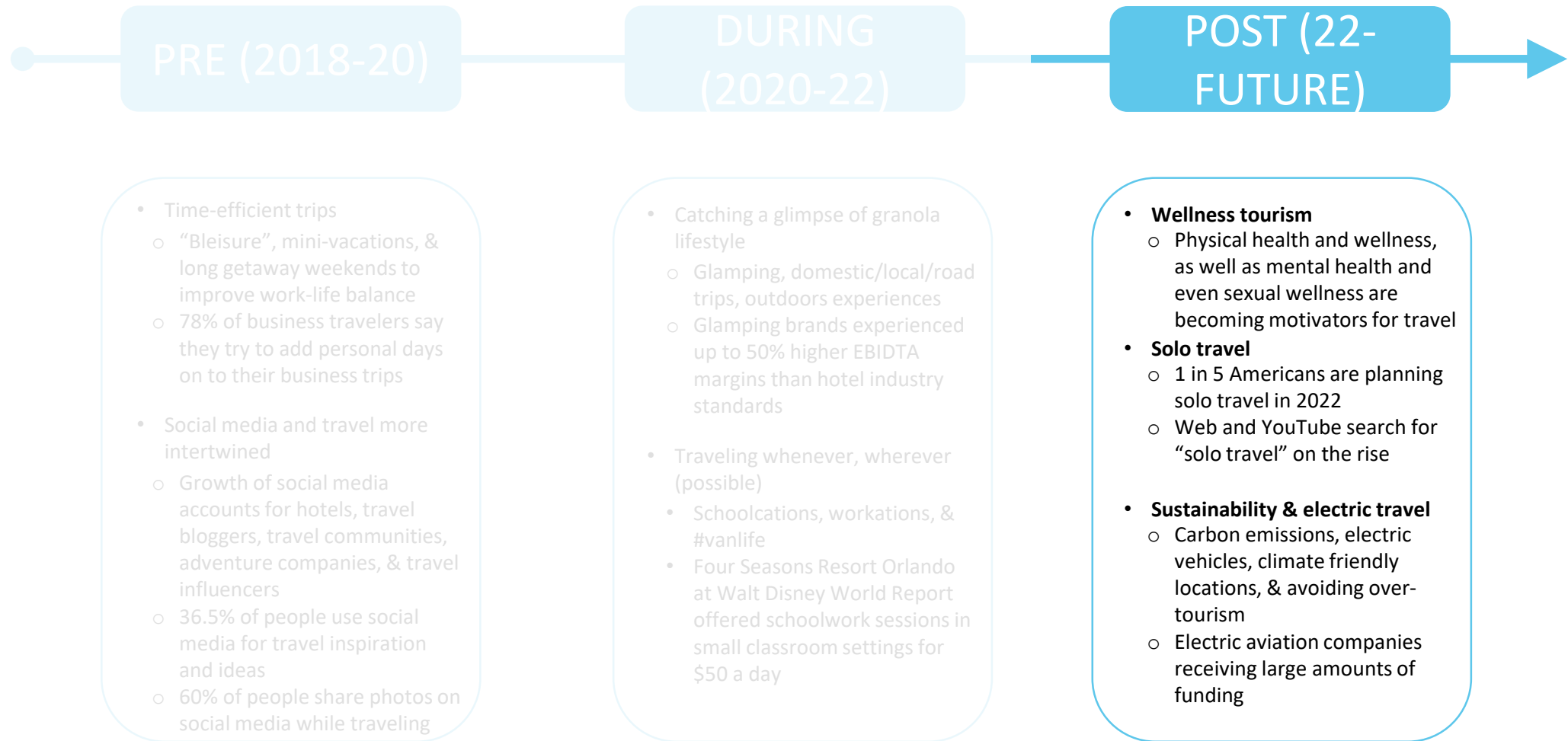


TRAVEL LANDSCAPE ASSESSMENT



FOCUS FOR THIS ASSIGNMENT



APPLYING FUTURE
TRENDS TO GEN Z
(18-24)

HOW DO THE FUTURE TRENDS IMPACT THE GEN-Z TRAVELER?

Gen-Z wants freedom more than ever.

The COVID 19 pandemic limited independence during Gen-Z's most exploratory years, and the impending recession will do the same. Gen-Z will continue to dream of independence as when they see wellness and solo travel trending on Tik Tok, Instagram, and Snapchat. **Those two global factors combined with these travel trends will make the Gen-Z traveler crave freedom.** The Gen-Z traveler will stray away from corporate occupations as they look for better work-life balance and more PTO to satisfy their desire for freedom. The Gen-Z traveler seeking independence will turn travel into lifestyle by taking on more seasonal and abroad occupations.

Sustainability gives Gen-Z a platform in the travel industry

The Gen Z traveler will be the earliest mainstream adopter of sustainable travel, as older generations avoid breaking travel habits for more environmentally friendly options. Being part of a generation that consumes social media at rapid speeds, the Gen-Z traveler will be the **driving voice for sustainable travel**. Gen Z is more educated and understanding of environmental focuses like carbon emissions, renewable energy, and leave-no-trace travel, and they will use their social platforms to share what they know. As a result, Gen-Z travelers will become content creators and develop into sustainable travel influencers.

APPLYING FUTURE
TRENDS TO
MILLENNIALS
(25-39)

HOW DO THE FUTURE TRENDS IMPACT THE MILLENNIAL TRAVELER?

Millennials are reminded they won't be young forever

The Millennial traveler wants to stay young and travelling makes them feel young. Millennials are getting married and having kids much later than previous generations, so those from age 25-32 have more time for personal growth. **The rise of wellness tourism and solo travel will remind Millennials to focus on bettering themselves before moving on to later stages in life.** By starting families later in life, those from 25-32 won't be spending money on significant others and children, and instead will spend significant amounts of money on wellness and solo travel.

Millennials leak "hidden gems"

The Millennial traveler is part of the most populated generation and wants to feel special. Despite posting all over social media, they do not want mainstream. **Good or bad, the Millennial adoption of solo travel will expose "hidden gem" locations.** The Millennial traveler wants to be unique, and thus will lean towards solo trips to find "new" spots. Because Millennials love posting on social media, they will share their photos of their trip, effectively unveiling one of the world's hidden gems.

APPLYING FUTURE
TRENDS TO GEN X
(40-54)

HOW DO THE FUTURE TRENDS IMPACT THE GEN-X TRAVELER?

Gen-X embraces wellness travel through children

Many Gen-X travelers are not hooked on mental health and wellness, but their kids are. Older Gen-X travelers have Gen-Z children who adopt almost any health trend, and younger Gen-X travelers have Gen-Alpha children who are growing up in a less stigmatized society when it comes to mental health. As wellness tourism becomes more popular at younger ages, children will have new versions of dream vacations. Children may be able to afford a wellness trip or two on their own, but more often they will be asking their parents to fund family wellness tours. **Gen-X will begin to accept wellness travel by taking more family trips.**

Imaginations of the Gen-X traveler run wild

The solo travel buzz will reach Gen-X through word of mouth, online articles, and blogs. Younger generations will find their trips on Tik Tok and Instagram, copying nearly the exact travel schedule of an influencer down to the same restaurants, housing, and locations to visit. However, the Gen-X traveler grew up on maps, atlases, and printed out directions. Itineraries and extensive planning will return to fashion for the Gen-X traveler. **The Gen-X traveler will be the one designing their own independent trips without much help from social media.** The rise of solo travel is going to bring out the DIY side of Gen-X.

HOW CAN BRANDS CAPITALIZE ON THE IMPLICATIONS?



WHAT DO GEN-Z BEHAVIORS MEAN FOR TRAVEL BRANDS?

Let the consumer make more decisions by offering variety or more personalization.



WHAT DO MILLENNIAL BEHAVIORS MEAN FOR TRAVEL BRANDS?

Present your brand as unique by being authentic and having an identity.



WHAT DO GEN-X BEHAVIORS MEAN FOR TRAVEL BRANDS?

Make the consumer's travel less stressful by being helpful and easy to use.