



IPSOS AFFLUENT INTELLIGENCE

**THE NEW
EXPERIENTIAL
TRAVELER**



INTRODUCTION

At Ipsos Affluent Intelligence, we're focused on helping companies understand Affluent influencers (Affluencers)—the most influential consumers in every category. Affluencers are category enthusiasts, early adopters, experimenters, and heavy spenders. Most importantly, they're the people other consumers turn to for advice and recommendations—one-on-one and via social media.

In the ever-evolving travel category, IAI is interested in understanding who these consumers are, what their travel needs and desires may be, and how they differ by behaviors, experiences and expectations. Our goal is to help brands create products and content that resonate with these influencers—and develop activations to engage them.

Michael Baer, SVP, Team Lead, Ipsos Affluent Intelligence

EXPERIENTIAL TRAVEL

American affluents' demand for more authentic, unique and immersive travel continues to grow. In recent years, the focus has shifted from “going places” to “collecting experiences”. Today the travel category exists in a state of constant evolution driven by generational change, disruptive technologies, competition and social media. As in other categories, affluent influencers—particularly Millennials and Gen-Xers—continue to lead the way.

As a companion piece to this white paper, IAI has produced a guide to six of the most appealing travel experiences for affluent audiences that introduces the Wellness Seekers, Active Challengers, Sightseers, Cruisers, Historians and Gourmands <http://bit.ly/SixKeyTravelerTypes>.

Now let's take a close look at affluent travelers themselves.

AGE WON'T TELL YOU MUCH ABOUT A TRAVELER. **AGE, GENDER AND LIFE-STAGE WILL.**

An analysis of travel preferences by generation doesn't provide many surprises. Millennials, on average, are more open to experiencing the new and exotic. Boomers and Seniors tend to prefer the comfortable and familiar. The behavior of each generation often appears to confirm the most stereotypical views of them.

However, when other factors are considered along with age, a much more interesting story emerges. Within each generation, travel preferences often vary widely depending on gender and life-stage. As it turns out, Millennial women and Millennial men have different needs and desires. Gen-Xers with kids behave differently from Gen-Xers without. Even Boomer and Senior men and women differ in their attitudes and desires.

Effective brand communications efforts may require customized products, services and messages designed to speak to different genders and life stages. Even married couples may not be on the same page.

6 KEY TRAVEL ATTITUDES AND 13 TRAVEL DESIRES

When studying affluent travelers, there are six key travel attitudes that help define them. Do they yearn to be the first to discover a new destination? Are they willing to pay more for comfort and amenities? These and four additional attitudes indicate what kinds of trips appeal to affluents most—and which destinations and accommodations will draw them.

01.

PIONEERING

I want to be the first of my network to go to a destination or try a new type of vacation or accommodation

02.

TRANSFORMING

A vacation should change you and your perspective in some way

03.

LEARNING

A vacation is for learning and experiencing new things

04.

PAMPERING

I'm willing to pay a premium to be pampered

05.

INDULGING

I love food and drink so much that on vacation I want to focus on them

06.

CHALLENGING

On vacation I want to engage physically and be challenged

In addition, there are 13 Travel Desires that define what kinds of activities and experiences affluent travelers of all ages, genders and life-stages would like to have once they arrive at their destinations. Few travel with one specific desire in mind. Every vacation should offer a range of different experiences.

13

TRAVEL
DESIRES

RELAXATION



ADVENTURE



CULTURE



ROMANCE



NEW
EXPERIENCES



MEETING
NEW
PEOPLE



LEARNING
ABOUT OTHER
CULTURES



LEARNING
ABOUT
MYSELF



EATING
GREAT
FOOD



PHYSICAL
ACTIVITY



LEARNING
NEW
THINGS



PERSONAL
GROWTH



CONNECTING
WITH
FAMILY



AFFLUENT MILLENNIAL TRAVELERS: NOVELTY-SEEKING LUXURY LOVERS

There are things most Millennials share in common. For the majority, seeing the world is their passion. **61% of affluent Millennials tell us they “live to travel.”** When they set out, they want to go somewhere different and stay somewhere new. **90% of Millennials agree that a vacation is for learning and experiencing new things.**

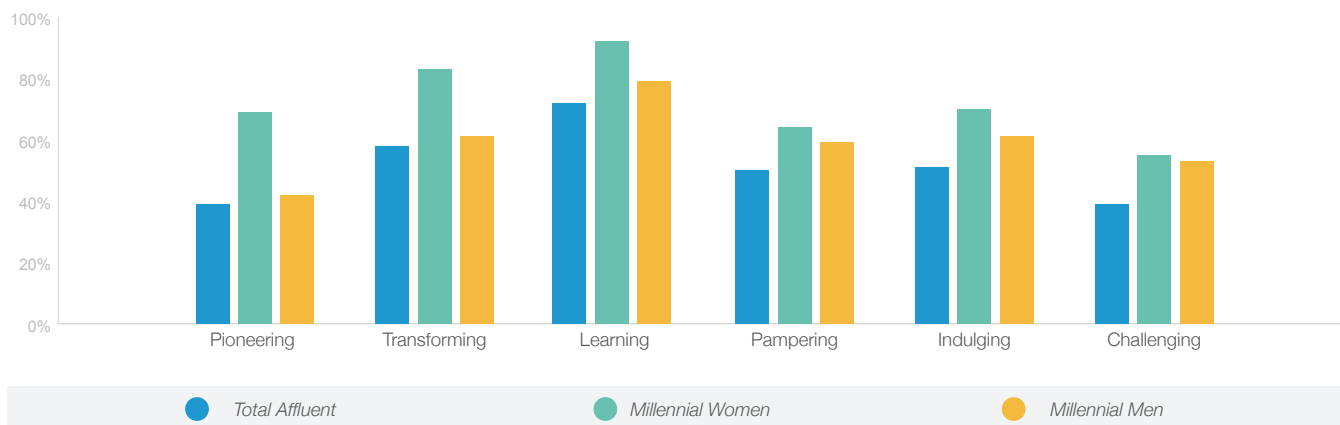
However, while nearly 60% of Millennials say their tastes lean towards the exotic, that doesn't mean they want to rough it. **This generation doesn't see comfort and pampering as extras. Instead, they're essentials—and great food is by far the most important.** 91% of Millennial women and 70% of Millennial men say top quality food is extremely/very important to them—so much so that many plan their entire vacations around it.

Millennials are far more likely than other generations to **enjoy traveling with big groups of friends** (44% of Millennials vs. 27% of Gen-X), which may help explain their attraction to renting homes via AirBnB, VRBO and other home sharing services. 24% of Millennials say they actually **prefer home sharing to hotels** while vacationing.

MILLENNIAL WOMEN ARE THE MOST TRAILBLAZING DEMO

Yet while they share much in common, Millennial men and women differ in surprising ways. The perception of Millennials as fearless pioneers who expect to be challenged and transformed by their travel is not equally true of both genders. Female Millennials are the true trailblazers. It's their preferences and behaviors that drive the biggest differences between Millennials and the older generations. Looking at the Six Key Travel Attitudes, it's clear that Millennial women are the pioneers, transformers and learners.

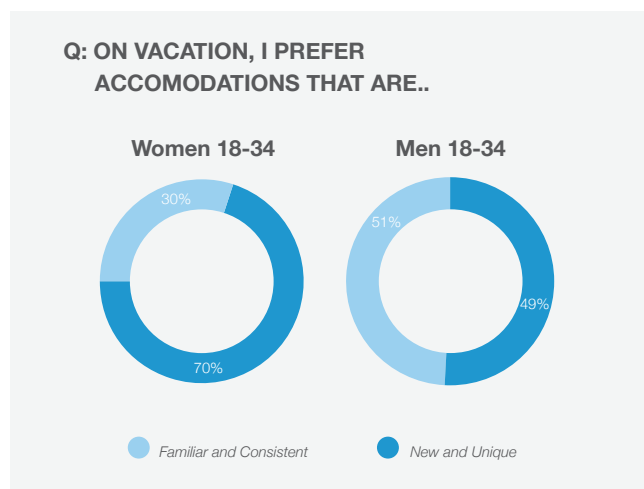
MILLENNIALS: SIX KEY TRAVEL ATTITUDES



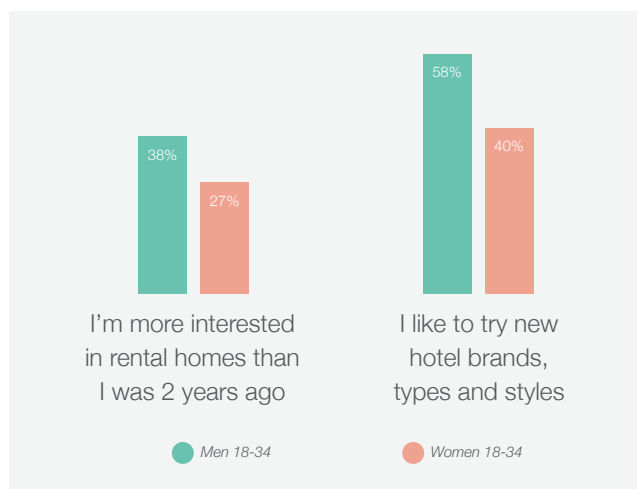
Millennial women are eager collectors of new experiences. 63% say “checking things off my travel list” is extremely/very important when on vacation. This attitude drives their desire for the new and novel. When given the choice, of a vacation at a destination they know or a destination they haven’t been to before, 84% of Millennial women will choose the unfamiliar option versus the tried and true (compared to 62% of Millennial men). The majority of Millennial women (63%) prefer structured itineraries on vacation, which allow them to fit in as many new things as possible, while men the same age would rather enjoy unstructured time (60%).

The Millennial woman’s desire to check off new destinations and experiences is so strong that it can appear competitive in nature. 69% of Millennial women say they want to be the first person in their network to visit new destinations—and over half make sure to share updates on social media while they’re traveling.

The Millennial woman’s hunger for new experiences extends to her taste in accommodations as well. She’s more adventurous when it comes to hotels—and her already high interest in house sharing services has been growing.

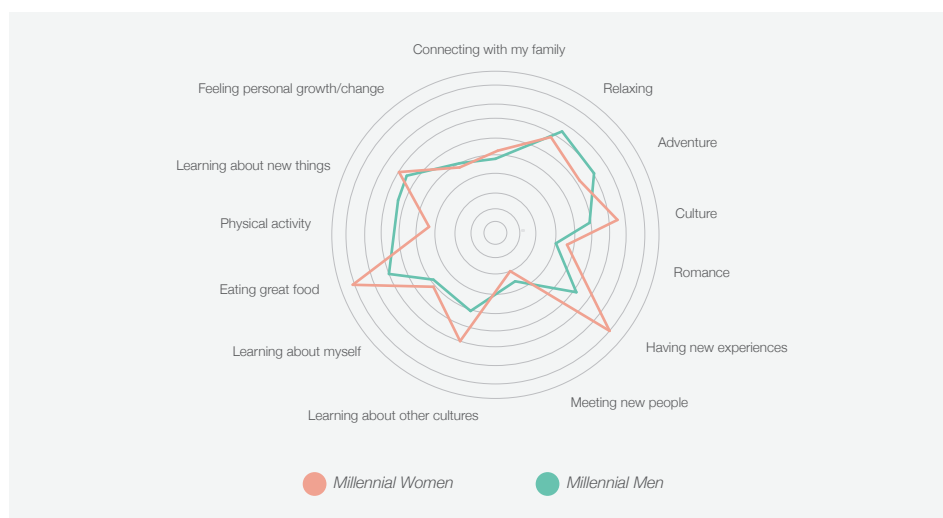


Source: IAI Q2 2018 Barometer; Psychographics: Two Two Box Agreement



THE 13 DESIRES

When it comes to the 13 key travel desires, Millennial men stand out for their desire for adventure, relaxing and physical activity. Millennial women are far more interested in new experiences, culture, learning—and eating great food.



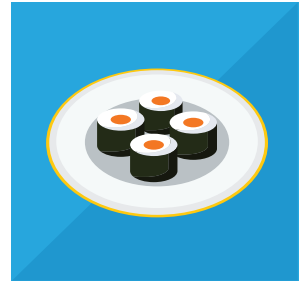
Source: IAI Q2 2018 Barometer; When you travel for vacation, how important are the following kinds of experiences? Extremely/Very Important

TIPS FOR APPEALING TO MILLENNIALS: LURE THEM WITH FOOD

- Food is not an extra—it's often the focal point of Millennial vacations
- Millennial women want to be first—so speak to their pioneering spirit
- Pampering is essential—even when they're going off the beaten track
- They may be bringing friends along—so make it easier for them to travel in groups
- Facilitate and amplify social sharing—it serves as a key source of inspiration

The types of vacation experiences that appeal to Millennials place a premium on sensory pleasures and physical activity

- Millennial Women over-index (161) for Wellness Seekers—chic, sophisticated spa goers and patrons of spiritual retreats.
- Millennial Men represent the largest demo of Active Challengers, who want to stay physically active and push their bodies to the limit wherever they go.
- The Gourmand experience appeals to Millennials of both sexes who want to indulge their appetites while experiencing new cultures through food.



GENERATION-X: LOOKING FOR THE GREAT ESCAPE

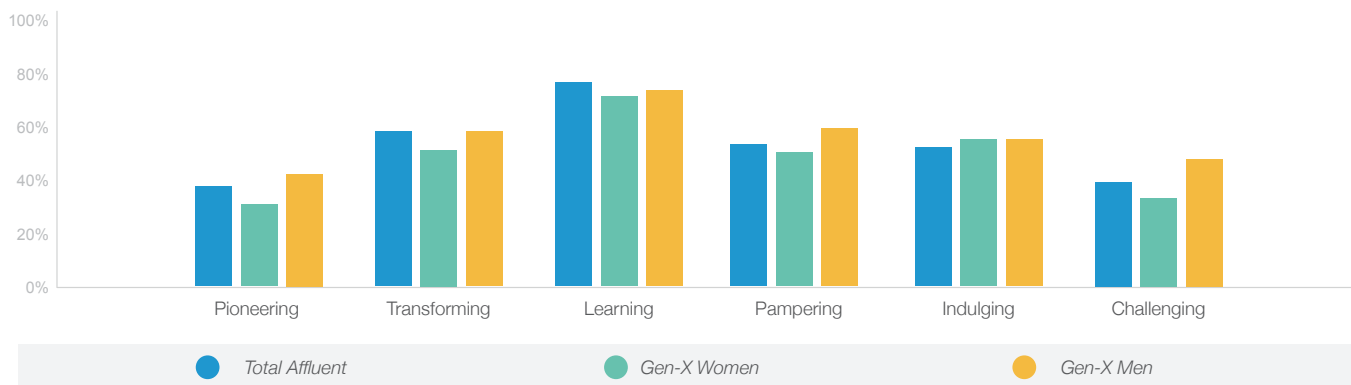
Gen-Xers are even more likely than Millennials (63% vs. 61%) to say that they “live to travel”. However, they expect much less from their vacations than younger affluents. **Far fewer Gen-Xers say they're willing to pay a premium to be pampered** (53% vs. 64% of Millennials). Food and technology aren't as motivating, either. **Whereas 68% of Millennials say they “love food and wine so much that on vacation I want to focus on them,” only 54% of Gen-Xers agree.**

When choosing accommodations, the Gen-X generation is evenly split between novelty seekers and those who prefer the familiar and comfortable. However, perhaps because most have children with whom they travel, they are almost as open to home sharing services as affluent Millennials.

GEN-X WOMEN ARE DESPERATE TO GET AWAY FROM IT ALL

Attitudinal differences between the genders don't appear as stark as they are for Millennials. However, Gen-X women fall well below average across all six key travel attitudes. They're simply less interested in charting new territory or challenging themselves than other affluents—particularly Gen-X men, who represent the second most adventurous demo, after Millennial women.

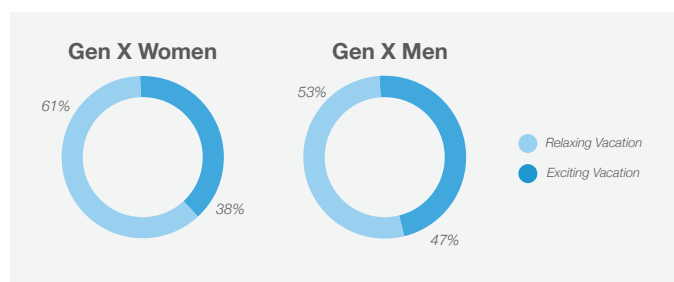
GEN-X: SIX KEY TRAVEL ATTITUDES



Source: IAI Q2 2018 Barometer; Psychographics: Two Two Box Agreement

There's a reason for their lack of interest. Gen-X women are eager to escape and leave the world behind. Relaxation is critical. 78% say they want to get away from all to-do lists and 74% want to cut themselves off from the real world while on a trip. And unlike their female Millennial counterparts, the majority of Gen-X women (64%) prefer unstructured itineraries with little planned in advance.

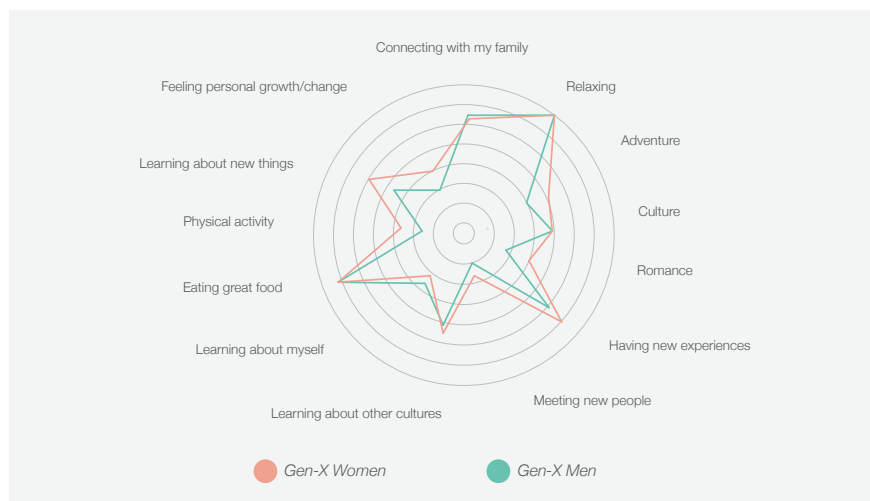
Q: WHEN TRAVELING FOR VACATION, I PREFER



This need for relaxation may put Gen-X women at odds with the Gen-X men with whom they are likely to be traveling. Over half of Gen-X men say their tastes in travel lean towards the more exotic and unique—and they're more likely to have things they'd like to accomplish on their trips.

THE 13 DESIRES

Gen-X women want a vacation that's relaxing and lets them connect with family and eat great food. Gen-X men share those desires, but they're also keen to have adventures, learn new things, and have new experiences—which may not appeal to their significant others.



Source: IAI Q2 2018 Barometer; When you travel for vacation, how important are the following kinds of experiences? Extremely/Very Important

TIPS FOR APPEALING TO GEN-X: OFFER RELAXATION AND ADVENTURE

- Be prepared for Gen-X couples to be looking for two different types of vacation
- Give Gen-X women the opportunity to relax—and do absolutely nothing
- Offer Gen-X men and older kids an adventure that will get them out of mom's hair
- Provide great food—but don't expect it to be the draw that it is for Millennials

Gen-X looks for experiences that offer a wide range of activities that will appeal to different interests.



- Gen-Xers with kids are avid Sightseers and potential Cruisers.
- A significant percentage of Gen-X men are currently planning Active Challenger trips—perhaps with their children in tow.

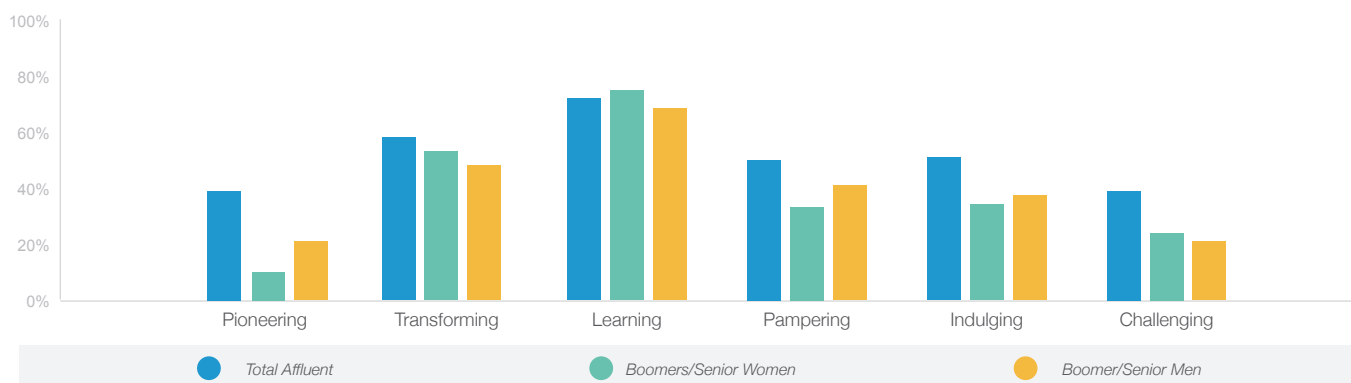
BOOMERS AND SENIORS THEY KNOW WHAT THEY LIKE

Affluent older travelers are not often the center of marketers' attention—but that may be an unfortunate oversight. Boomers and Seniors are not only more likely to have a higher net worth—they tend to have much more time to spend traveling.

Their tastes and preferences are often remarkably different from those of younger generations, but they **share the desire to learn and experience new things**. Boomers and Seniors are **exceptionally confident travellers**, who happily explore destinations that no one in their networks have visited. They've seen the big sites, and most (67%) are now **more interested in finding the "hidden gems"** when they travel. However, these two older generations aren't in competition with anyone, and they no longer feel the need to be "first".

When it comes to amenities, Boomers and Seniors tell us they prefer the familiar and comfortable over the new and unique. They also have far less interest in amenities such as food and technology—and are not as likely to pay for pampering.

BOOMER AND SENIOR WOMEN ARE STILL BROADENING THEIR HORIZONS

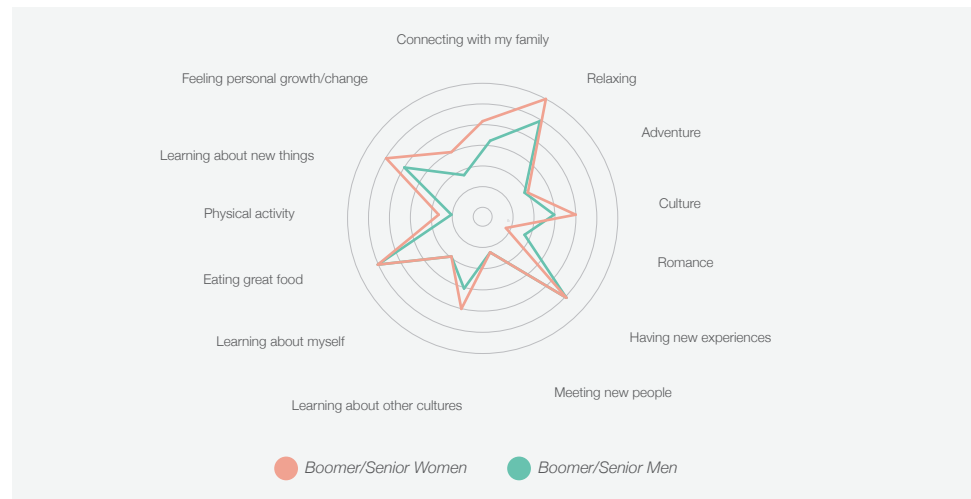


Source: IAI Q2 2018 Barometer; Psychographics: Two Two Box Agreement

While Boomers and Seniors of both genders are less interested in pampering than the average affluent, women over 50 are the least willing to spend extra on it. They are far more focused on learning new things—and they're also far more likely than men their age to feel that their vacations should transform them.

THE 13 DESIRES

Older women want more of everything—from new experiences to culture and great food. Only “romance” is desired by more Boomer and Senior men than women. Older women, it seems, have had enough of that.



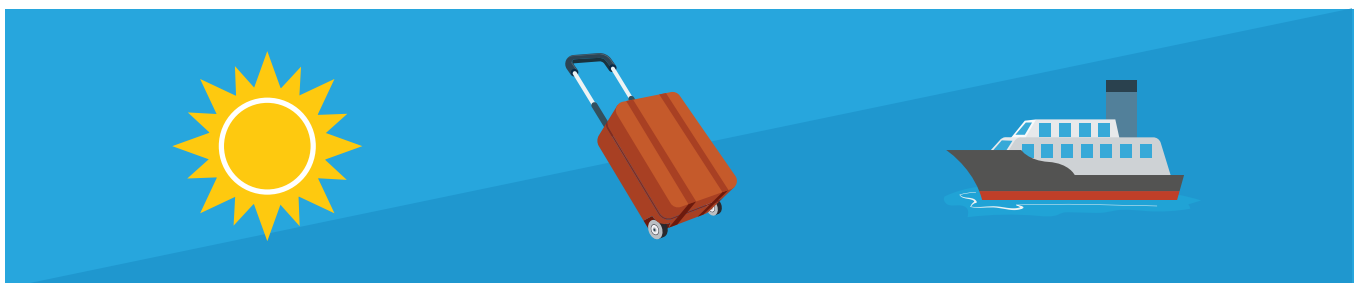
Source: IAI Q2 2018 Barometer; When you travel for vacation, how important are the following kinds of experiences? Extremely/Very Important

TIPS FOR APPEALING TO BOOMERS & SENIOR: MAKE THEM COMFORTABLE

- The new and novel won't tempt them the way it does others. Find out what they like about you—and focus on it
- Don't assume they're interested in relaxation. Women over 50 in particular are keen to get out and experience new things

The desire to learn and see new things comes through clearly in the types of experiences that tend to attract Boomers and Seniors:

- They over-index slightly for Sight Seeing vacations such as road trips and camping.
- They're avid Cruisers. Cruises offer them the experience of discovery without the physical exertion required by other forms of travel.
- Boomers and Seniors also comprise the largest group of Historians—the very affluent and sophisticated travelers who travel to see and experience the wonders of the world.

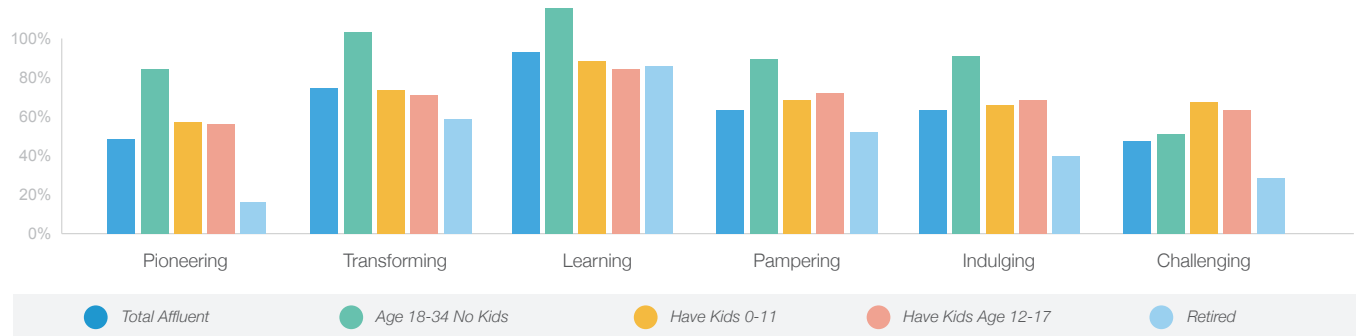


LIFESTYLE CHANGES

IS IT AGE—OR LIFE STAGE

What makes some affluents eager for adventure—and others desperate for relaxation? Is it age that matters—or is it life stage? The answer is a bit of both. The presence of children in the household impacts vacation attitudes and desires. The age of the children matters, as does the age of the parent. Affluents with small children—who happen to be younger themselves—still have a taste for adventure. Those with older children are keen to connect with their kids.

THE SIX TRAVEL ATTITUDES AT EACH LIFE STAGE



Source: IAI Q2 2018 Barometer; Psychographics: Two Two Box Agreement

MILLENNIALS WITHOUT KIDS

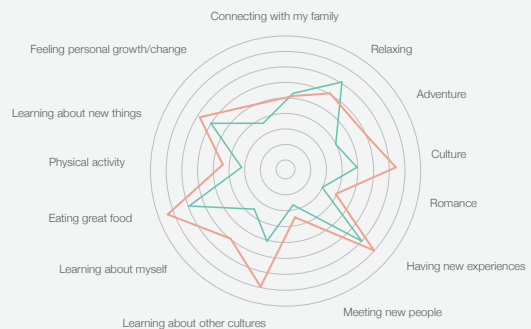
Millennials without kids want everything but relaxation and connecting with family. They are also the group most likely to say that they want to “learn about myself” while on vacation.

AFFLUENTS WITH YOUNGER KIDS

Kids do change things. 64% of affluents with young children say they “live to travel” vs. 53% of total affluents. However, affluents with small kids are less likely to seek out the exotic—and more likely to opt for the familiar. But relaxation isn’t all they’re looking for. They are more interested in adventure and physical activity than other affluents.

13 Travel Desires: Millennials Without Kids

● Millennial No Kids
● Total Affluent



13 Travel Desires: Affluents With Younger Kids

● Kids 0-11
● Total Affluent



Source: IAI Q2 2018 Barometer; When you travel for vacation, how important are the following kinds of experiences? Extremely/Very Important

AFFLUENTS WITH OLDER KIDS

For affluents with children between the ages of 12 and 17, it's all about relaxation and connecting with family. They're less interested in new experiences and more likely than those with small children to pay a premium to be pampered.

13 Travel Desires: Affluents With Older Kids

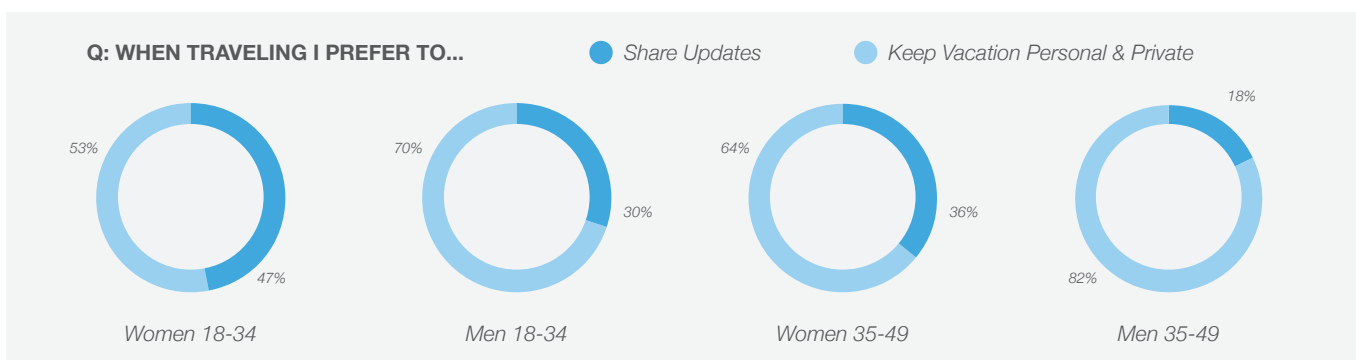
● Kids 12-17
● Total Affluent



Source: IAI Q2 2018 Barometer; When you travel for vacation, how important are the following kinds of experiences? Extremely/Very Important

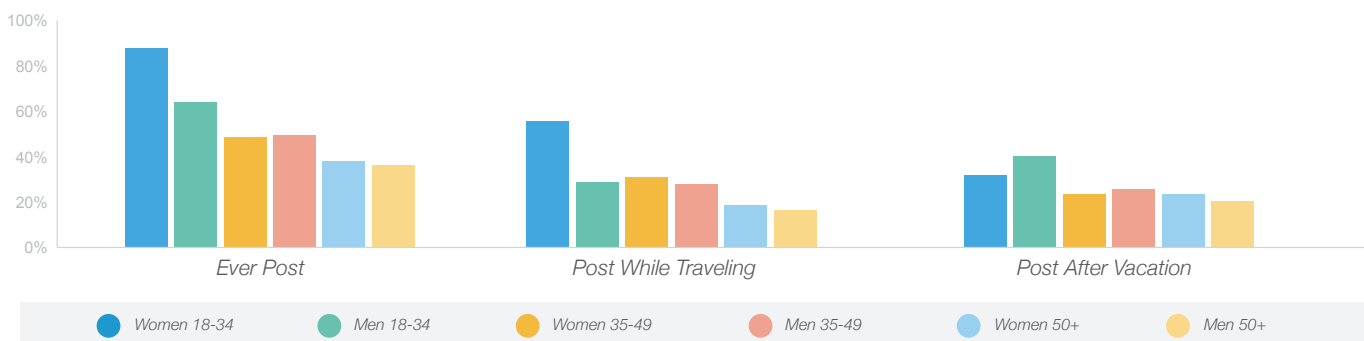
SPREADING THE WORD SOCIAL MEDIA & THE AFFLUENT TRAVELER

Millennial women are avid social readers—and posters. Both Millennial women and Gen-X women are more likely than men their age to say they prefer posting while traveling instead of keeping their vacations private. When Boomers and Seniors share their travel experiences on social media (which isn't often), they tend to do so after they return home from the trip.



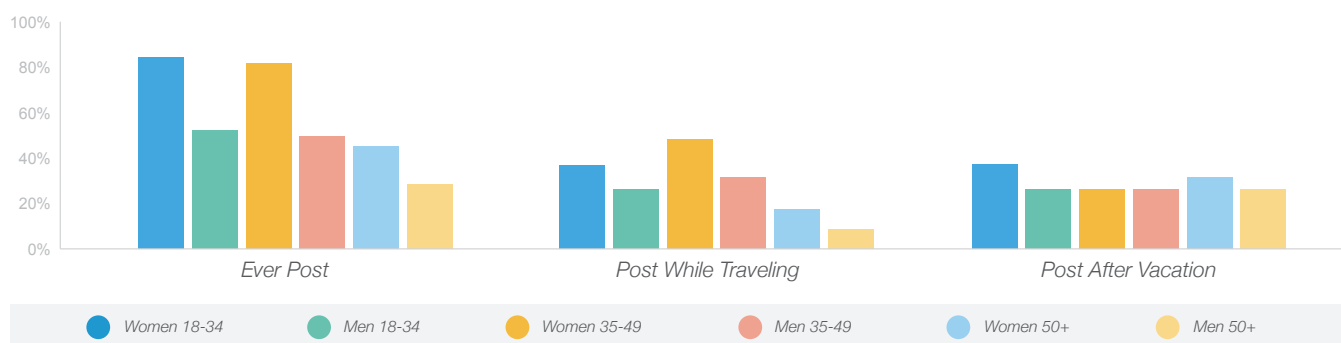
Documenting their travel experiences allows Millennial women an opportunity to indulge their competitive spirit and provide proof that they got there "first". A social media account also allows them to collect memories in a single place, checking experiences off their list.

Q: WHEN ON VACATION HOW DO YOU SHARE UPDATES ABOUT YOUR TRIP? POST PICTURES/UPDATES ON INSTAGRAM



Instagram (above) is the most popular travel-sharing social media platform for Millennials. Gen-X lags significantly behind. While Gen-X women are more likely to post while traveling than Millennial men, they aren't posting on Instagram.

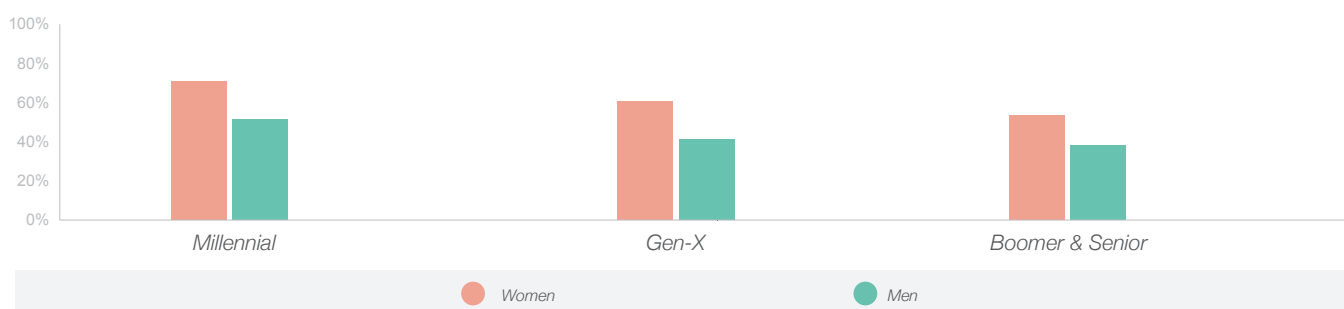
Q: WHEN ON VACATION HOW DO YOU SHARE UPDATES ABOUT YOUR TRIP? POST PICTURES/UPDATES ON FACEBOOK



Gen-X women are more likely to post on Facebook while traveling. Millennial women post about their travel experiences on Facebook as well, but they're far less likely to do so while on a trip.

The fact that Millennial and Gen-X women prefer different social media platforms means the two generations may not be seeing each other's posts. This is a significant issue for the travel category overall. Social media posts serve several key functions for readers—particularly female readers. First and foremost, they serve as recommendations from one's network—and recommendations from friends and family drive the travel category.

Q: WHEN CHOOSING ACCOMMODATIONS FOR VACATION, HOW IMPORTANT ARE THE FOLLOWING CONSIDERATIONS? AN IMPORTANT CONSIDERATION: GOOD REVIEWS FROM PRIOR CUSTOMERS



Source: IAI Q2 2018 Barometer; Psychographics: Two Two Box Agreement

Secondly, social media posts function as consumer reviews. For women, reviews from other travelers are of utmost importance. Women of all age groups turn to them when planning a trip. They help ensure not only the quality and value of the experience—but the safety as well.

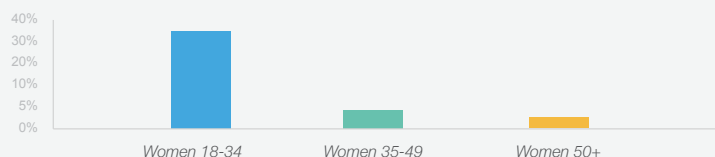
Along with recommendations and reviews, social media is also an important source of inspiration. And right now, the generations and genders may not be inspiring each other.

THE INSPIRATION BUBBLES

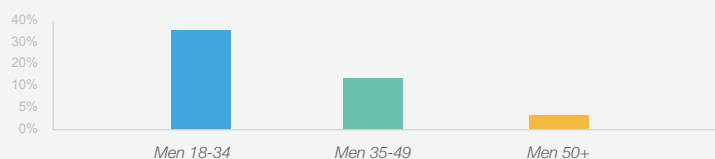
Because different generations and genders turn to different sources and platforms for travel inspiration, they exist in what we've come to call "inspiration bubbles". With social media acting as a key driver in the travel category—and personal recommendations being critical for many travelers—people of all ages should be inspiring each other, but they're clearly not.

Instagram offers a perfect illustration. 35% of Millennial women cite the social media platform as a source of inspiration when it comes to travel—versus 5% of Gen-X women and 4% of Boomer and Senior women.

Q: THINKING ABOUT THAT NEXT VACATION, WHICH OF THE FOLLOWING SOURCES YOU ARE LIKELY TO USE FOR INSPIRATION?
INSTAGRAM



Q: THINKING ABOUT THAT NEXT VACATION, WHICH OF THE FOLLOWING SOURCES YOU ARE LIKELY TO USE FOR INSPIRATION?
FACEBOOK



A similar phenomenon can be seen with men and Facebook.

While these numbers aren't terribly surprising for Boomers and Seniors, whose social media usage is limited, they are not what we expected to see for social media-literate Gen-X, who is posting on these platforms, particularly Facebook, but isn't turning to them for travel inspiration.

Where do the older generations turn for inspiration? Everyone turns to friends and family for recommendations. Otherwise, each demo has its own list of top sources.

Gen-X women get their inspiration from consumer review sites, search engines, travel guides and print articles. Along with the standard search engines, Gen-X men look to articles on the Internet.

Boomers and Seniors are less dependent on the Internet for inspiration and more reliant on print—whether it's articles in magazines or travel guides.

SUMMARY

There's growing interest among affluent travelers in experiential trips. However, different types of "Experience Travel" appeal to different affluent audiences. It's critical to understand the needs and expectations of these diverse groups when seeking to engage with travel prospects. In many cases, those interested in highly specific trip types may have broad (or surprising) expectations and demands.

Millennials are the leading drivers of experiential travel. However, gender differences by generation are what truly shape the category. Millennial women represent the true trailblazers and pioneers. They want to be the first to try new experiences, accommodations and locations.

Their male generational cohorts are far less driven and passionate. With Generation X, the gender preferences nearly flip, with the Gen-X men more driven to do and explore, while Gen-X women more inclined to relax and indulge.

Social media has become a major part of vacations, particularly among Millennial women. It also serves as inspiration for many. But social platform usage differs by generation – potentially limiting the influence of posters to their own generation and gender.

ABOUT IPSOS AFFLUENT SURVEY USA

Ipsos Affluent Intelligence began our Affluent study over 40 years ago because we understood that Affluents are one of the most powerful and influential target audiences across all industries, driving revenue, adoption of new technologies and experiences, and influencing purchases among their peers and network.

Affluents control the lion's share of U.S. household net worth and outspend non-affluents in virtually every category. Consequently, marketers of everything from automobiles to watches, technology to media, and entertainment to travel rely on capturing both the share of wallet and share of mind of this critically important group.

For the purposes of this White Paper, the definition of Affluents is adults aged 18 and over, living in households with at least \$125,000 in annual household income. Data presented here are from the Spring 2018 Ipsos Affluent Survey USA, which consists of online interviews of 24,503 respondents and a Q2 2018 re-contact of 800 IAS respondents.

ABOUT IPSOS CONNECT

Ipsos Affluent Intelligence is housed within Ipsos Connect, the market research specialization within Ipsos built to reach, engage and more actively understand today's digitally-driven consumer in the fast moving media, content and technology space. We work with leading companies in technology, entertainment and all sectors of media—TV, online, print, mobile, outdoor, radio—helping owners and advertisers to better understand different audiences, the content they consume, the channels they use to consume it and the technology they employ to discover, share and access this content.

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