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Traveling Millennials: "You're a Daredevil!"

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Abstract

Dear millennials, have you ever wondered as to why our grandparents and parents have such a different perspective to the many aspects of life in comparison to us? Millennials, also known as Generation Y, are characterized by their use of technology and the internet, which is an integral part of their lives. Much research has shown that they are different from earlier generations regarding their behaviors and attitudes. This generation is usually referred to individuals who are born between the years 1977 and 1994. As each generation has common traits, values, beliefs and interests, the millennial generation has truly grown up with digital technologies and the Internet so strongly embedded within their behaviors that it undeniably influences their traits. While many researchers encounter contradictions regarding millennials traits, there is certainly one that is consistent: their digital sixth sense, which encourages them to be efficient multitaskers. They are strongly influenced by online and media content, but also by friends and peers. One of the greatest traits that encounters much difference amongst Millennials and Boomers are their habits within travel trends and often influenced by their digital lines. While Boomers are satisfied with pre-planned trips created by traditional travel agencies, millennials are satisfied with planning trips at the spur of the moment through social media apps. Millennials are a generation of international and domestic adventurous travelers who are heavily engaged in traveling habits that are much different from their predecessors, but that are changing the future of travel. In the following sections, I will be discussing the Millennials' traveling trends and habits, followed by the factors that influence these habits, then leading to how Millennials are changing the future of tourism and what this means for marketers.

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