

# Travel Through >>>

# The Generations

## *Report*





# Foreword

Growing up, we fondly remember the holidays we had as children. Whether a short car journey to the coast, a short flight for a weekend away or a week's long haul trip to a far-flung destination – these are memories that we will cherish forever.

The opportunity to explore the world through travel is greater than ever before, so it is no surprise that our children not only holiday more, but have been to destinations our parents and grandparents perhaps would not have considered. As the world continues to open up; largely due to the increasing accessibility of travel and technological advances, we can now book a holiday at the click of a button.

eDreams is proud to provide travellers with the inspiration and the means to discover the world, making travel easier, cheaper, more accessible and more convenient. Today, more people are flying than ever before and we have seen, first hand, how online booking has revolutionised the way individuals book both their flights and holidays.

In this global report, we have delved into travel habits and trends to create the eDreams **Travel Through the Generations** report, spanning eight different countries - the USA, the United Kingdom, France, Germany, Sweden, Spain, Italy and Portugal - and looking specifically at travel today in comparison to fifty years ago. From our children to our grandparents, everyone has had a unique experience which they've shared and we have collated in our findings.

It's been immensely interesting to see the emerging themes and trends in travel, from the boom in long haul destinations to the difference in age at which we first embark on international travel, through to the way booking methods have developed over the years.

The growth and success of the sector depends on recognising these trends, as they will dictate the travel habits and consumer expectations of the future.

As technology continues to develop and our appetite to explore the world continues to grow, we look forward to enabling people to discover new destinations and share in new experiences. The future of travel is exciting and it will be interesting to see where our children and our children's children might visit. We strive to create plans tailored to our customers' needs, helping them to create their dream holidays and embark on their own adventure around the world at the best price and the greatest convenience.

Dana Dunne,  
*CEO of eDreams*

## | Introduction

The Travel Through the Generations report has been created by eDreams in conjunction with data from market research company One Poll, which conducted a consumer survey globally. The statistics within the report are a collective of 13,000 adult respondents, half are parents, across eight countries – 2,000 people each from the UK, US, Spain, France and Germany, and 1,000 people each from Sweden, Portugal and Italy. The report looks into different travel habits within each market as well as globally. For clarification and consistency regarding terminology throughout, where 'children' are referenced, answers were given by respondents who currently have children aged 0-19-years-old. Where 'Millennials' are referenced, this refers to 18-29-year-olds. Where 'Baby Boomers' are referenced, this refers to the age group 50+.

# 1 The Generation Shift

## International travel becoming the norm

Given the ease with which travellers can now book holidays to far-flung destinations, it's easy to forget that it wasn't always so simple to get out and see the world. The number of international arrivals sat at 25 million in 1950 but rose to an estimated 763 million in 2004, according to the World Tourism Organization<sup>(1)</sup>.

The average traveller of the 'Baby Boomer' generation was aged 19 and was therefore already an adult by the time they went on their first international holiday. For them, international travel was the exception rather than the norm; one in five (20%) had still not ventured beyond their own country by the age of 30.

Compare this to the travel habits of children today and it's clear how much travel has opened up. The average child now embarks on their first international holiday by the time they are five years old, meaning they are three times more likely to travel internationally by this age than their grandparents were. Many children today boast an impressive travel portfolio while still only a toddler, with just over a quarter (27%) travelling beyond their own country by the age of two.

Millennials track in between this curve, having embarked on their first international holiday by the average age of nine, and having experienced an average of four international holidays by the time they reached the age of twelve.

Children today are

**3x**

more likely to have travelled internationally by the age of 5 than their grandparents

The average age

an adult went on their first international holiday was

**13**

**1 in 5**

**Millennials**

went on their first international holiday before they were 2 years old

Among children today

this has dropped to age

**5**

<sup>(1)</sup> UNWTO: The Travel & Tourism Competitiveness Report 2007

## | Global comparisons

While the overall trend is towards an increase in international travel at a progressively younger age, there are disparities in the travel habits of people from different countries revealing that some nations venture beyond their own borders significantly earlier than others.

As a general rule, European travellers tend to embark on international travel at a much earlier stage in their childhood than those in the US. While the average global age at which children experience their first international holiday is 13, Germans mark this milestone first, at just nine years of age. The French and Swedes also fall below the average age, embarking on international travel aged only 11 and 12. Close to half (46%) of Swedish children today take their first non-domestic holiday by the time they are just two years old. By age five, they are overtaken by Portuguese children, who are the most likely to have travelled internationally by this age.

Of course, international travel at an early age is made relatively easy for these countries, especially those on the European mainland, as many are landlocked by other nations, allowing for easier travel across borders. This is especially pertinent for the 26 nations currently part of the Schengen visa scheme, which allows free movement within their mutual borders.

For US travellers, the step to travelling beyond their borders comes much later in their childhood. The average American took their first international holiday by the much older age of 17. Considering the much greater land mass of the United States and the huge breadth of holiday destinations on offer within a single country, it's only natural that fewer Americans would choose to go abroad on holiday than their European counterparts.

However, this is a trend that continues throughout Americans' adult life; almost a third (31%) of American Baby Boomers reached the age of 50 without venturing outside of the United States.



**Almost half of Swedish children** have been on an international holiday by the time **they are 2**



**Germans embark** on international travel the earliest, at an average **age of 9**



**Portuguese children** are most likely to have travelled internationally **by age 5**



**Over half of Americans** had not been on an international holiday **by the age of 18**

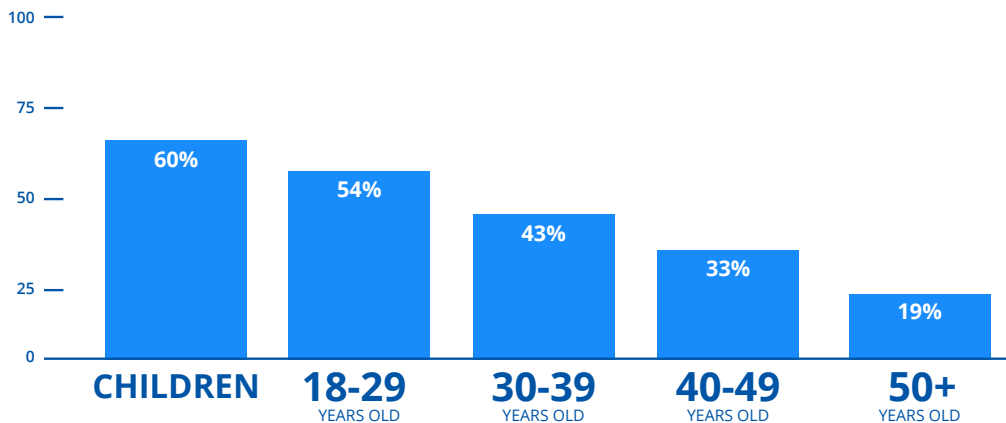
### The most well travelled **Baby Boomers** are:

**Swedes**  
15 countries by 50 years old

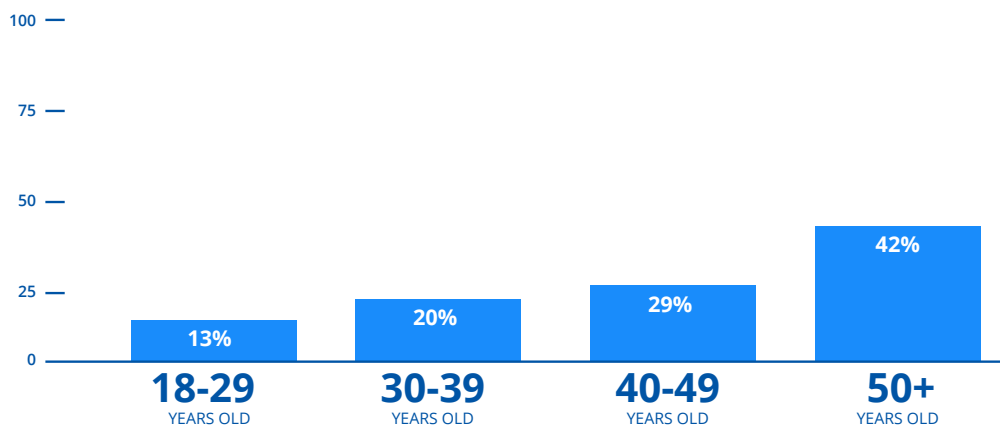


**Brits**  
14 countries by 50 years old

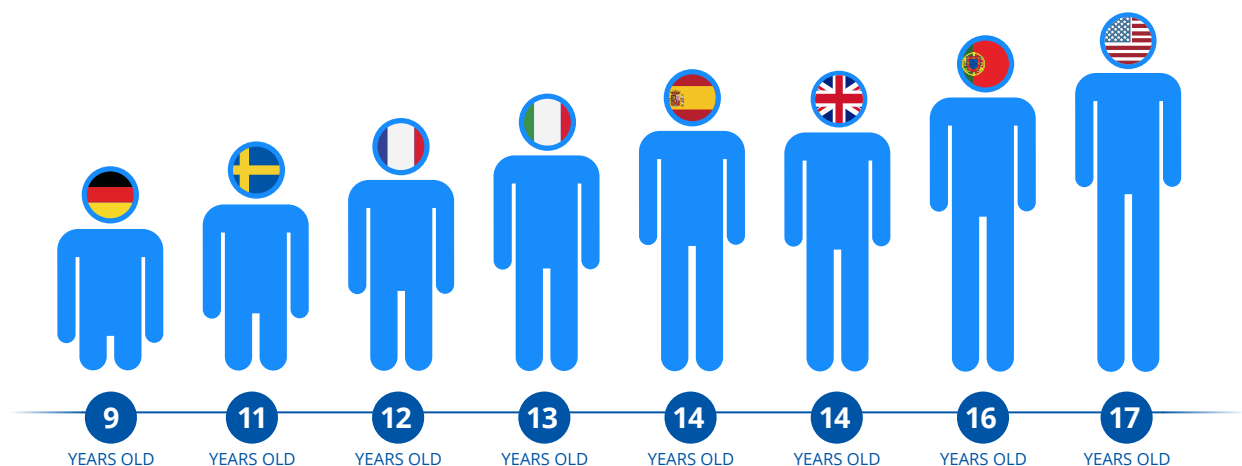
## International travel by the age of 5



## Those who had not travelled internationally by the age of 18



## First international holiday



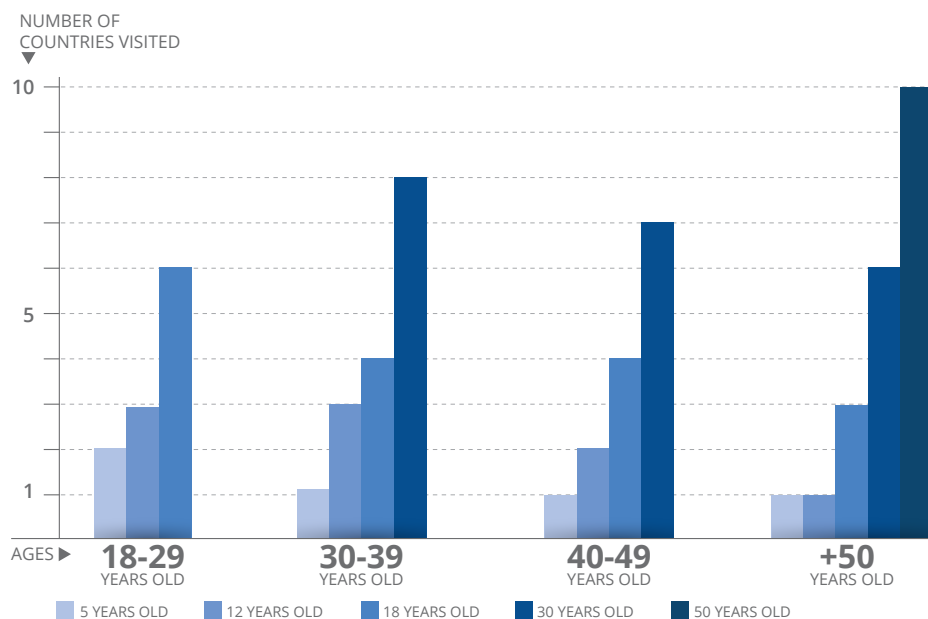
## Ticking off countries

Not only are individuals now travelling internationally at a younger age, the number of different countries people are choosing to visit is also increasing. The average Baby Boomer had visited three different countries by the time they were 18; for Millennials, this figure doubled to six.

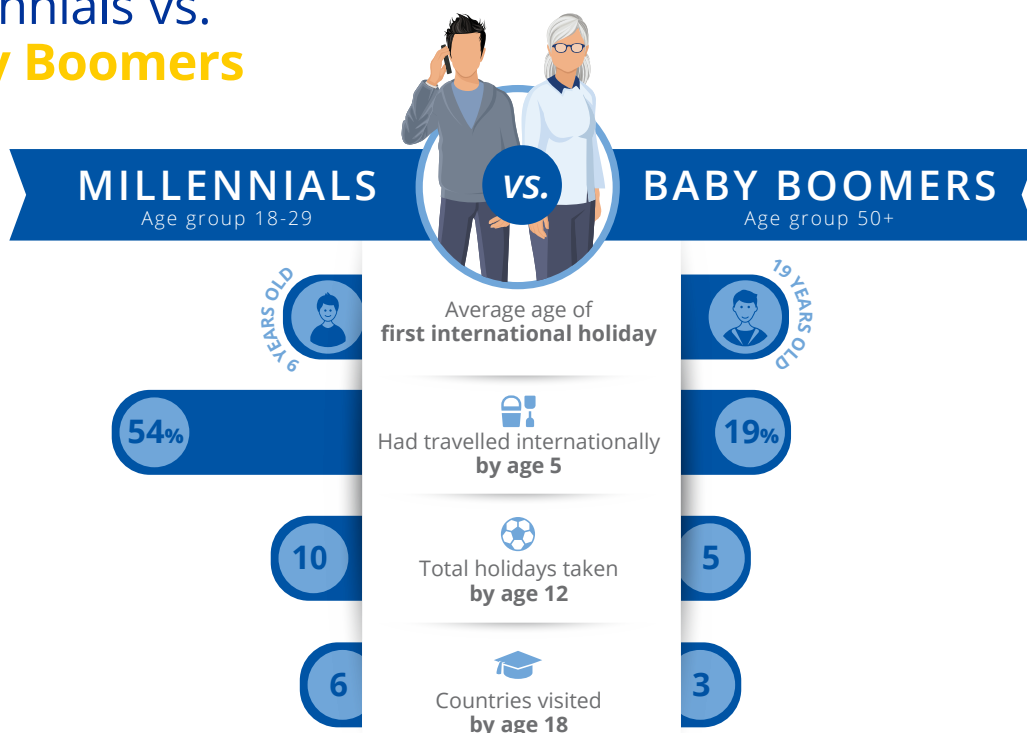
Again, Sweden is ahead of the curve, with Millennials having visited 10 different countries by the age of 18. In the US, the average Millennial had visited just three different countries by this age.

Ticking countries off a checklist has become a matter of pride for some. The Instagram hashtag #30before30 which seeks to challenge travellers to visit 30 different countries before they reach the milestone age has amassed over 37,000 posts. Just 2% have thus far completed the challenge, but as the phenomenon grows it is likely this figure will continue to rise.

## Number of countries visited



## Millennials vs. Baby Boomers



# 2 Destinations: Then and Now

## Where people travelled: as a child vs an adult

The increase in people travelling internationally has gone hand in hand in with the rise in holidays to long haul destinations. Cheaper flights, the rise of budget airlines and the growth of Online Travel Agents such as eDreams have all contributed to make travel more accessible to a wider audience.

Additionally, the destinations people choose to travel to have changed. Today, individuals consider different types of holidays; reduced travel costs have helped make travellers more open to exploring new places, and shifts in international relations have led to fluctuations in the popularity of different countries with some destinations re-emerging onto the tourism scene. In 2016 for example, the first commercial flight in over 50 years flew from the US to Cuba, providing new opportunities to travel to the country.

The following destination analysis looks at the way travel has changed for adults today, compared to when they were children.

## European destination shifts

Long haul travel has seen a particularly steep increase among European travellers, who are now travelling to long haul destinations 55% more than they did as a child.

The USA has consistently been the most popular long haul destination for European travellers, both in their childhood and as an adult. South America, on the other hand, has declined in popularity, dropping out of the top five most popular long haul destinations in favour of South East Asia, a favourite on the traditional backpacker trail and with a growing luxury offering.

The number of Europeans taking short haul holidays within their own continent has also seen a 20% increase, with the top five destinations dominated by typically hot, Western European countries with world-renowned beaches, including Spain, France and Italy.

There has been a dip of 4% in the number of people choosing to frequently holiday within their own country, reflecting the impact of the growth of other destinations. However, it remains an overwhelmingly popular choice, with over two thirds (67%) saying they still enjoy holidaying at home. In countries boasting popular beach resorts this figure is even higher, namely within Portugal (83%) and Spain (82%).

**55%**

more European travellers now frequently visit long haul destinations compared to in their childhood

Holidaying at home has dropped by

**4%**

among European travellers

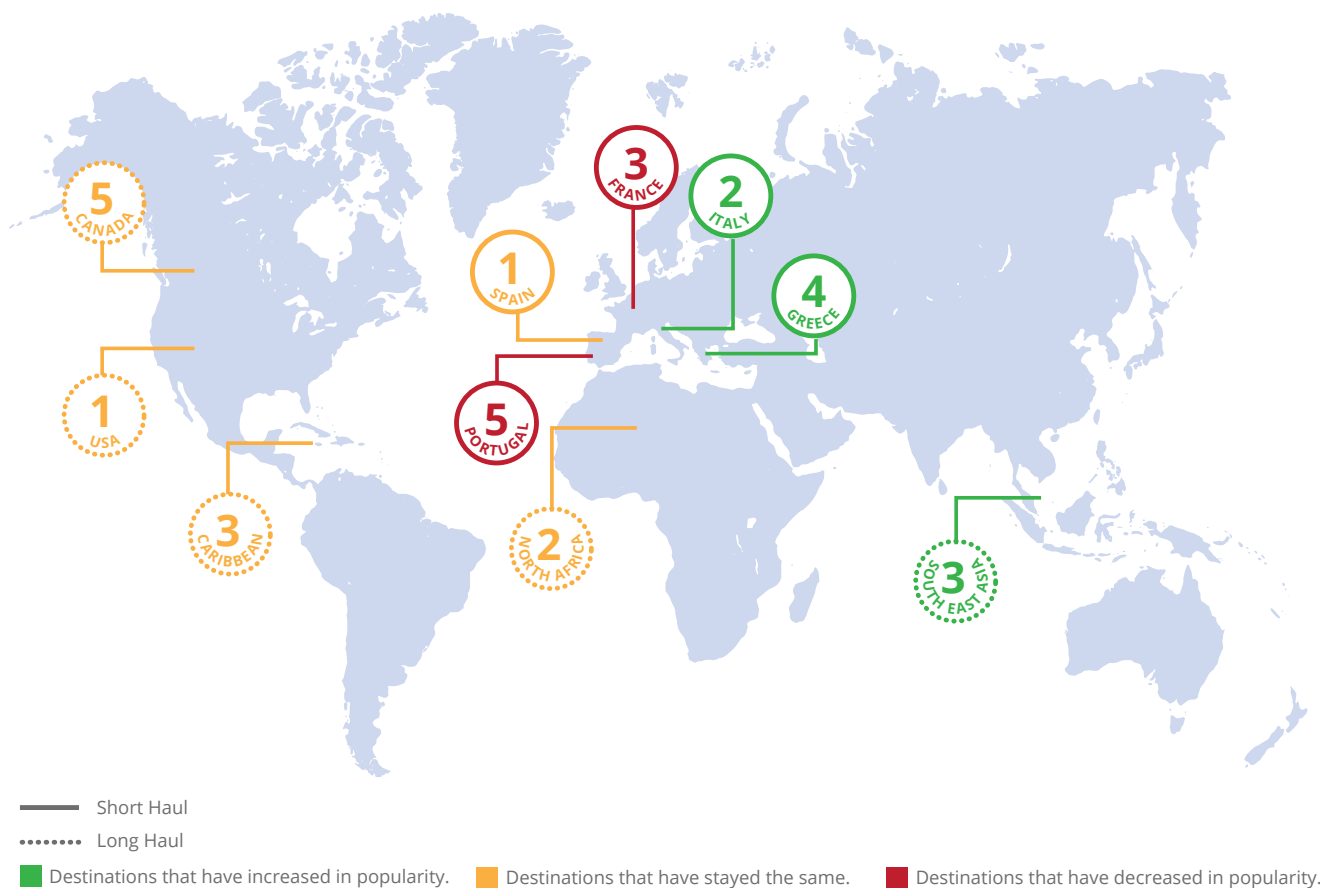
Portuguese are the European nation most likely to holiday in their own country, with

**83%**

choosing to do so frequently



## Most Popular Short/Long Haul Destinations for European Travellers



### MOST POPULAR SHORT HAUL DESTINATIONS

AS A CHILD	NOW
Spain	Spain
France	Italy
Italy	France
Portugal	Greece
Greece	Portugal

### MOST POPULAR LONG HAUL DESTINATIONS

AS A CHILD	NOW
USA	USA
North Africa	North Africa
Caribbean Islands	Caribbean Islands
South America	South East Asia
Canada	Canada



## American destination shifts

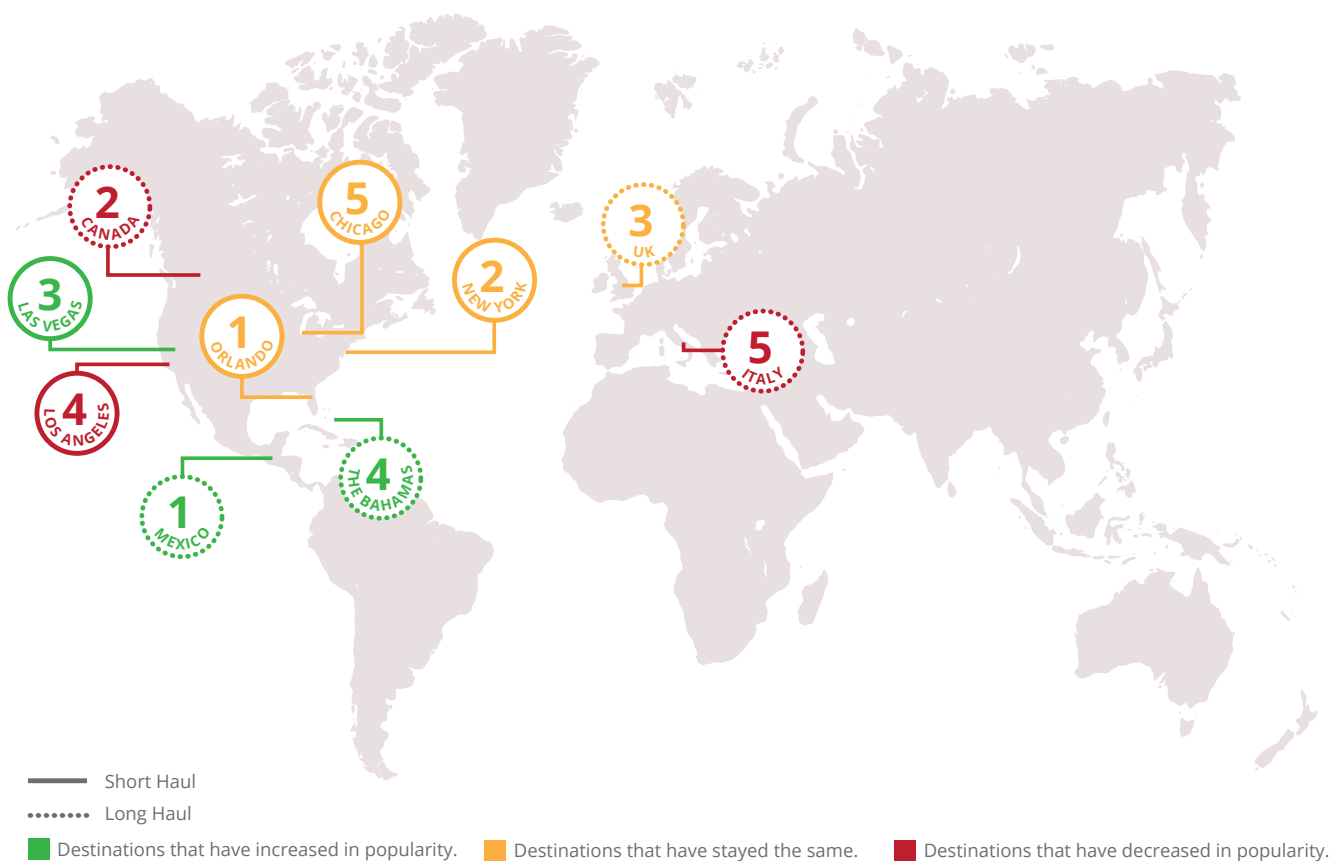
For Americans, domestic tourism has shown growth of 7%, with a huge 94% of US travellers now choosing to holiday within their home nation. Of course, flying from one end of the United States to another can easily eclipse a short haul trip for Europeans, with a coast-to-coast flight from Miami to Seattle, for example, lasting over six hours.

Destinations outside the US have also become increasingly familiar to the Baby Boomer generation, who now visit long haul destinations 78% more frequently than they did as a child, when fewer than one in ten (9%) ventured overseas.

# 94%

of Americans holiday frequently in the US

## Most Popular Short/Long Haul Destinations for US Travellers



### MOST POPULAR DOMESTIC DESTINATIONS

AS A CHILD	NOW
Orlando	Orlando
New York	New York
Los Angeles	Las Vegas
Miami	Los Angeles
Chicago	Chicago

### MOST POPULAR LONG HAUL DESTINATIONS

AS A CHILD	NOW
Canada	Mexico
Mexico	Canada
UK	UK
Italy	The Bahamas
Germany	Italy

## New types of holidays

Not only have the destinations individuals choose to visit changed over the last decade, so too have the types of holidays they choose to embark on. Today, over a quarter of people (29%) are more likely to consider a city break than they were 10 years ago, while one in five (20%) travellers are more inclined to follow their cravings and book a foodie-inspired holiday.

The recent focus on healthy living has further influenced holiday habits, with 13% of travellers willing to consider a yoga retreat or meditation-based trip.

Over a quarter of Millennials (27%) are now more likely to book an adventure or sporting holiday than they were in 2007, and 16% would consider a volunteering holiday to donate their leisure time to a specific cause. Baby Boomers are significantly less likely to opt for a beach holiday than their younger counterparts.

City breaks are up

**29%**

in popularity compared  
to 10 years ago

**1 in 5**

would now consider going on  
food inspired holidays and one in  
four on culture-inspired holidays

# 3 Travel Habits

## The accessibility of travel

The increase in international travel and countries visited plus the shift towards more adventurous trips all stem from the fact that exploring the world is easier than ever. Over half (51%) of people travel more now than they did 10 years ago, with under half (48%) attributing this to travel being more accessible now than it was previously.

## At the click of a button

The birth of the Internet heralded the opportunity to research and book holidays much quicker online, which has been no small factor in contributing to the growth in the accessibility of travel.

Holidaymakers have become their own travel agent, with access to destinations all over the world at their fingertips and even on the go via mobile apps. "eDreams' customers can now book a flight on their mobile app in just one and a half minutes, less than half the time it takes through a traditional airline or metasearch engine.

People are now three quarters (75%) more likely to book their holiday using an Online Travel Agent (OTA) than they were 10 years ago; for seven in ten (70%) travellers this is now their preferred method of booking a holiday. Spain, Italy and Portugal are now all twice as likely to book their holiday via an OTA.

A quarter (25%) even believe this increased ability to book holidays online has directly impacted the frequency of their travel, encouraging them to go away more often, and for less money.

Online travel bookings have now significantly eclipsed bookings made through a high street travel agent, which have decreased from 41% to just 19% in the last 10 years.

People are

**75%**

more likely to book using an OTA now compared to 10 years ago

Seven in ten travellers now book their holidays via an OTA , and

**83%**

of tech savvy Swedes

## | Investing in travel

The ability to travel more is also directly linked to the amount of their annual earnings people are willing to spend on travel. Holidaymakers now invest 5% more of their annual income in travel experiences than they did 10 years ago, dedicating a total 16% of their earnings to exploring the world. When considering that the remaining 84% needs to cover all other expenses - accommodation, transport, bills, food, other leisure pursuits and so on - it becomes clear that people believe in the importance of travel and are willing to dedicate a significant portion of their income to meeting these needs.

Italians invest the greatest proportion of their pay packet on holidays, setting aside a fifth (20%) of their earnings for travel. Swedes invest the least, at a significantly lower 12%, though this has in no way curtailed their travel experiences if the number of different countries they visit is anything to go by.

With cheaper airfares offered by airlines and online travel agents giving people the ability to find the cheapest flight combinations, travellers can now also make their money go further. Many also choose their holiday destination carefully for this reason, picking destinations where their currency is strongest to maximise the value of their money abroad.

Global travellers spend

**16%**

of their annual earnings on holidays, representing a

**5%**

growth in travel spend in the last 10 years

## | Finding inspiration

Travel horizons have expanded in a metaphorical sense, as well as literally. Today, travellers embrace a sense of adventure and willingness to explore which has spurred them on to discover new and interesting destinations. Over one fifth (21%) of individuals believe they are more adventurous with their holiday choices than before. Americans have experienced the biggest boost to their adventurous spirit, followed by those from the UK.

The channels through which people find inspiration for travel have diversified over recent decades. The modern day equivalent to name-dropping an unfamiliar holiday destination at a dinner party is posting a series of pictures which document your holiday on social media, a method which is more instant, visual and has a much greater reach. Interestingly, 18% of travellers feel more inspired to travel than they used to be, and travel more as a consequence.

## | Getting there

The world feels much smaller now than it did several decades ago thanks to advances in methods of travel. Today travellers are far better connected thanks to an increase in the number of flight paths, private car ownership and a much improved road infrastructure across the globe.

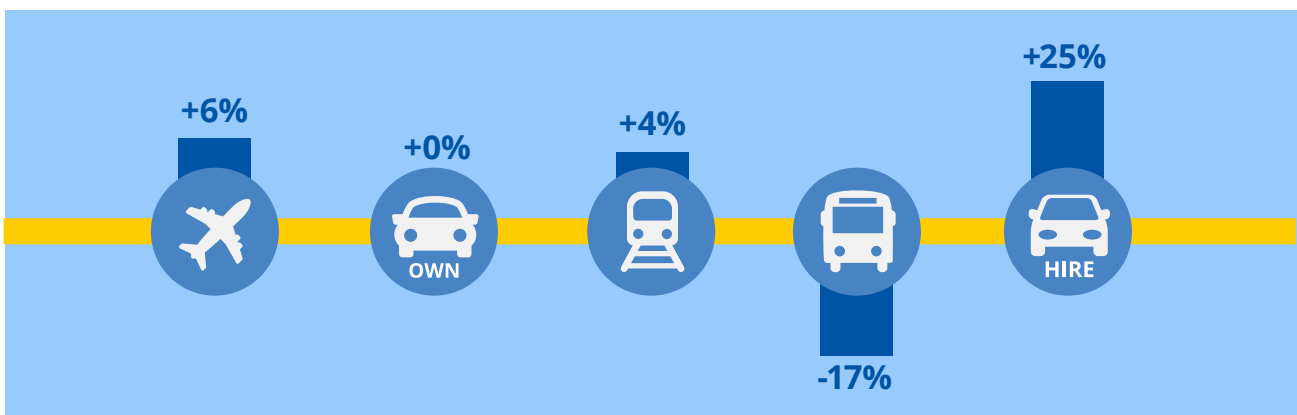
Plane travel as a method of going on holiday has increased by 6% in the last 10 years and remains the most popular mode of transport by a significant margin. Many travellers choose to drive to their holiday destination, using their own car or one hired specifically for the purpose. The use of hired cars has risen by a quarter in the last 10 years, with growing opportunities among online travel agents to offer travellers the opportunity book this service as part of their wider holiday package.

Travel by bus has taken the biggest hit in the past decade, having decreased by 17%. Train travel has risen by 4% and is significantly most popular in Spain, Italy and France, which are three of the most commonly visited countries by those with an Interrail pass.

Travellers do not shy away from long journeys, spending on average seven hours reaching their holiday destination. While the length of time has not shown any drastic change over the last 10 years, developments in modes of transport used by travellers means individuals can now travel further in a shorter period of time.

## | Planes, trains and automobiles

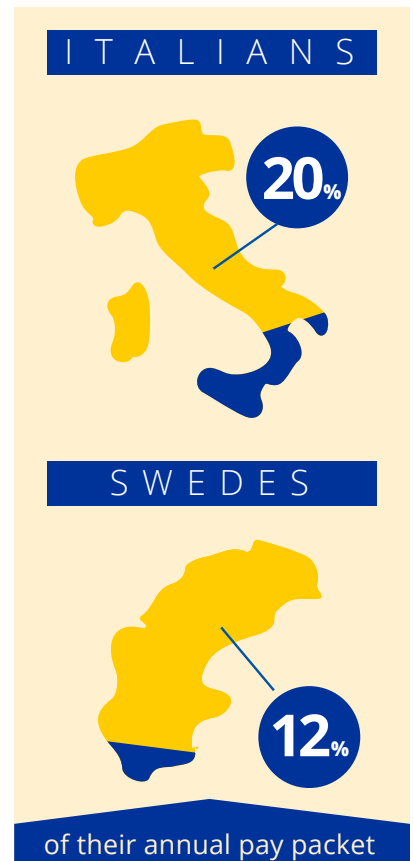
The most popular modes of transport to go on holiday and how this has changed compared to 10 years ago.



## | How Has Travel Changed

Travellers' thoughts on holidays now compared to 10 years ago.







# Conclusion

When looking into different generations and their attitudes towards travel, it is evident that not only are people travelling more and more each year, but that there is a clear appetite to explore new destinations that were previously not on travellers' wish lists.

Cheaper airfares, destinations becoming more accessible and the ease of booking travel online has revolutionised the way people seek new holiday experiences.

The world is opening up to all travellers, of all ages, with more than one in four of today's toddlers travelling internationally by the age of two. The 'Travel Through The Generations' report truly shows the continuous growth of global travel.

## | About eDreams

eDreams is one of the world's leading online travel agencies, with a presence in 33 countries and the widest product mix available on the market, offering consumers over 155,000 flight-routes from more than 450 airlines and over 1,100,000 hotels in 40,000 destinations. The company develops and uses cutting edge tools to search millions of flight and hotel combinations, ensuring customers get the best price and greatest convenience.

