

Generation Z Travellers

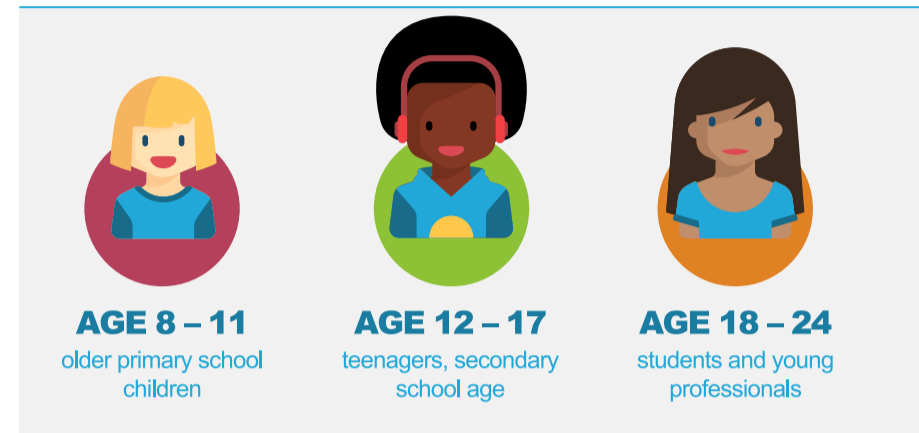


Gen Zers were born between 1996 and 2012.

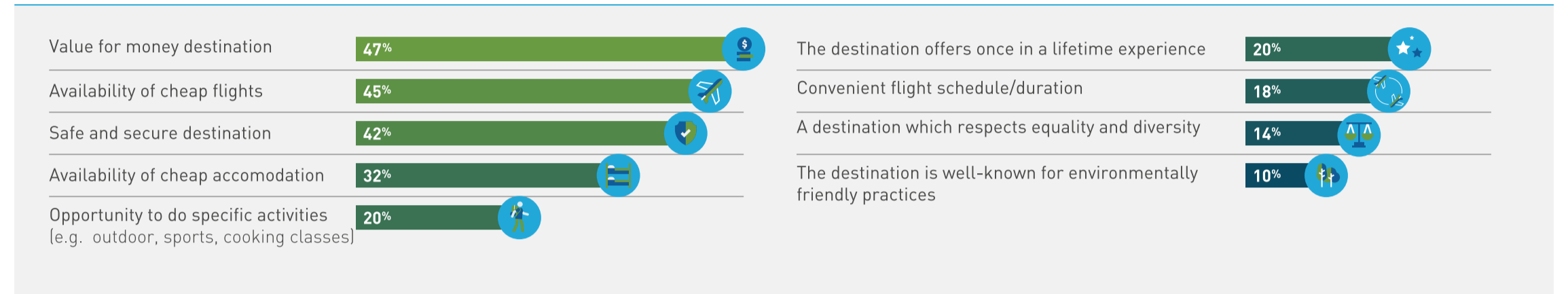
A hyper-connected generation, Gen Z grew up in an era of unprecedented awareness about human behaviour, personal health, technology and humankind's impact on the environment. This is shaping their global outlook, as well as their interest in travelling to and around Europe. Nearly 1 in 3 people in the world is a Gen Zer¹.

[1] Source: UN DESA (2020)

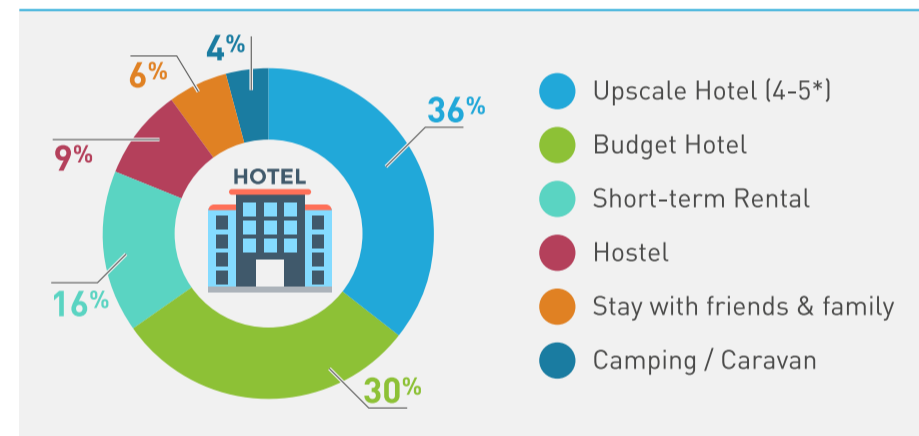
GEN ZERS CAN BE DIVIDED INTO THREE BROAD CONSUMER GROUPS:



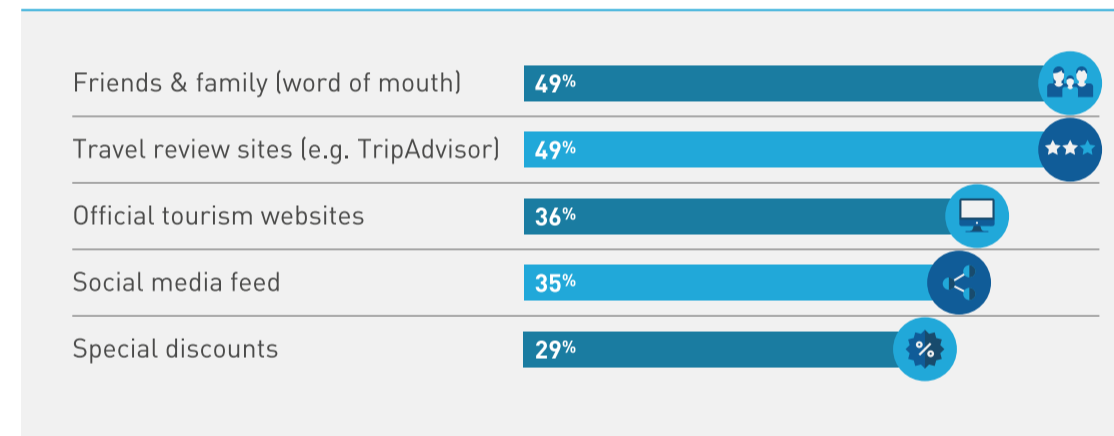
WHEN CHOOSING A EUROPEAN DESTINATION, GEN ZERS LOOK FOR:



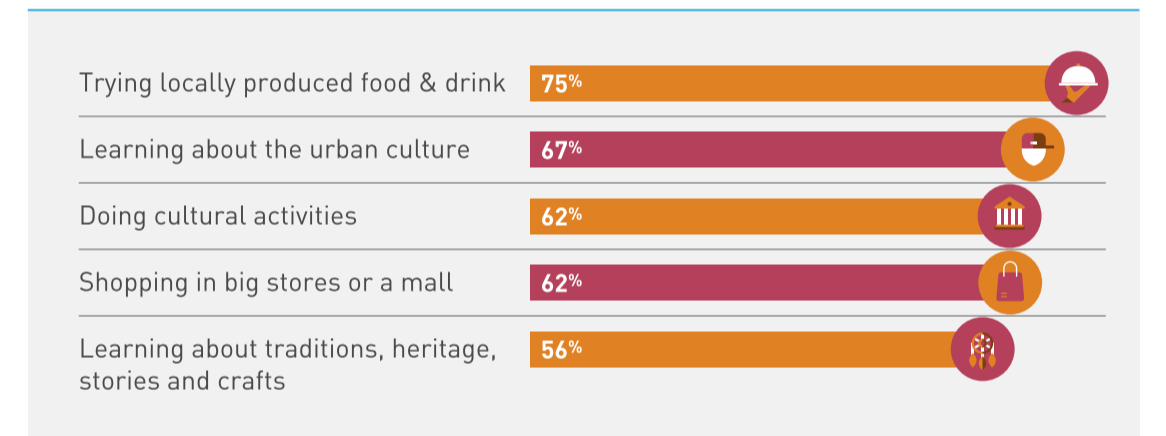
WHEN CHOOSING ACCOMMODATION FOR THEIR EUROPEAN TRIP, GEN ZERS ARE LIKELY TO CHOOSE



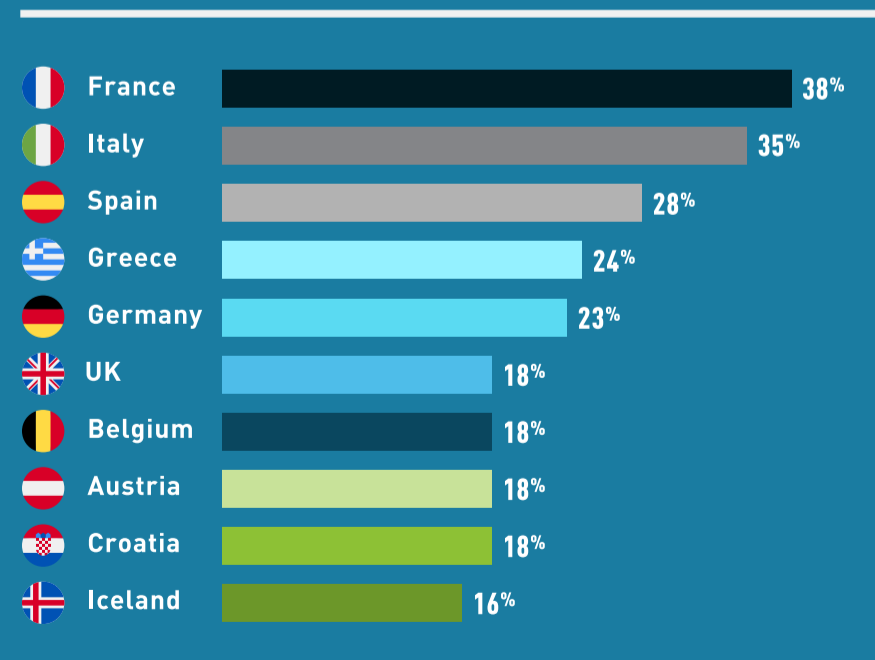
GEN ZERS' TRAVEL DECISIONS ARE INSPIRED BY:



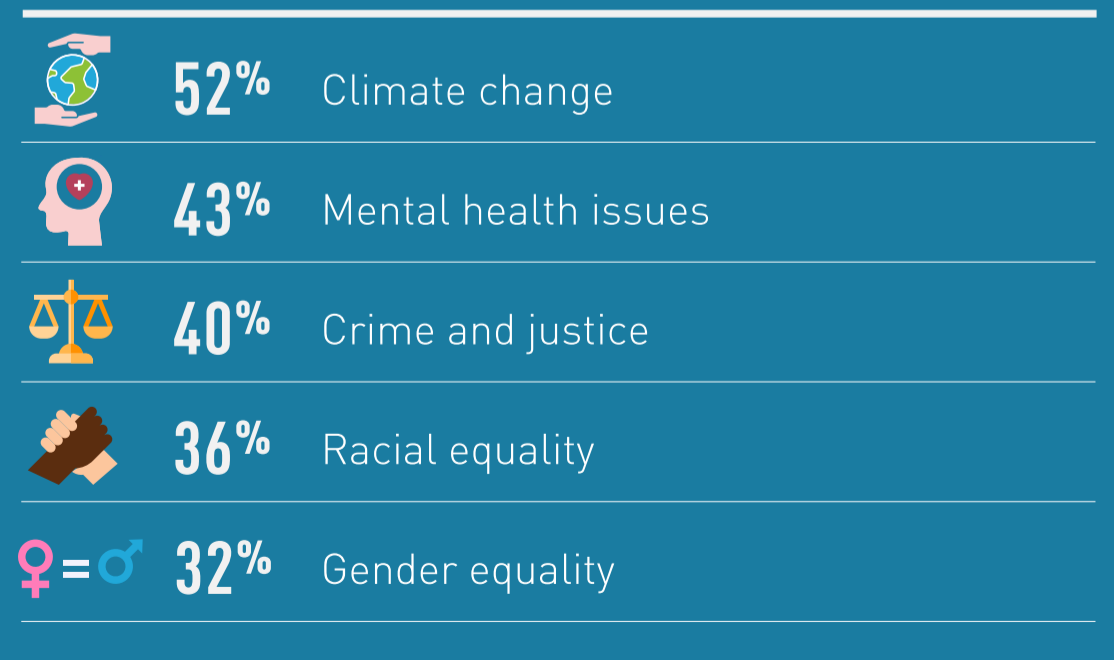
TOP 5 TRAVEL EXPERIENCES GEN ZERS WANT TO TRY IN EUROPE:



TOP 10 EUROPEAN DESTINATIONS GEN ZERS WISH TO VISIT:



THE TOP 5 ISSUES THAT MATTER MOST TO GEN ZERS ARE:



5 Future travel trends driven by Gen Z

- 1 Greener travel by land and sea
- 2 Travel for skills and self-confidence
- 3 Invisible borders online and offline
- 4 Judging destinations by their values
- 5 Sustainability performance in the spotlight