

## Tourism for Tomorrow: Travel Trends across Generations: From Baby Boomers to Millennials

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### Abstract

This is human nature to travel and tend to explore. This is not a new phenomenon in any of the societies across globe. We, Indians are family oriented and have strong roots of generations, a widely known concept. Family travel has always been a part of every Indian family, though primarily for wedding celebrations or pilgrimage. Whether nuclear or joint family, this concept of travel always existed, but trend has been gradually changing from family commitment travel to fun travel. Will it remain in future too, with the global population ageing, this is a big question. Travel trends have always been changing at a fast pace. There is an increase in average income in every stratum of society and resulted in growing middle class. This middle class population is expected to increase upto 4.9 billion by 2030, where most of the growth is expected from Asia (Tourism Megatrends, Horwath HTL). It is not only because of the sole interest of the tourists but also the emergence of new destinations all over the globe. This paper attempts to study the changing trends in travelling with different generations, to explore the forthcoming trends in travel interest of the people. The paper examines the travel trends from Baby Boomers, Generation X, Millennials to Generation Z also known as iGen.

**Keywords:** *Ethnic, Family travel, Generation X, Millennials and Generation Z.*

### Introduction

Over the past 20 years, tourism has become one of the most dynamic elements of the global economy. Tourism accounted for over 9% of global GDP and almost 3% of employment in 2009. International tourism has grown by an average of 4-5% a year over the past decade, outstripping most other major economic sectors.

Travel markets are relationship markets. We travel to meet families and friends, to encounter new personalities, to have casual meetings to develop friendly relations or because we are secretly hoping for the love of our lives. The search for a new partner is proving increasingly difficult for a growing number of singles. Under the new circumstances in which we live, conventional ways of finding a partner are outdated and inadequate. One of the main reasons why online dating services are becoming popular and started doing so well, is ,that there are no “on-land” alternatives for older people. There is no place here that people in the mature age groups can go to meet a new partner or lover in an easy and uncomplicated way. (Gottlieb Duttweiler Institute (2006) report).

Tourism is ever changing and growing phenomenon. WTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020. Of these

worldwide arrivals in 2020, 1.18 billion will be intraregional and 0.38 billion will be long-haul travelers.

The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and Americas (282 million), followed by Africa, the Middle East and South Asia.

East Asia and the Pacific, South Asia, the Middle East and Africa are forecasted to record growth at rates of over 5 percent per year, compared to the world average of 4.1 per cent. The more mature regions Europe and America are anticipated to show lower than average growth rates.

With a view of growth of tourism worldwide, there have been frequent changes in travel trends also. Tourist behavior in today's scenario is a complicated thing, as needs and desire are taking all new directions. Marketers and stakeholders strive hard to keep up the expectations and demand of new generation tourists. The paper attempts to study the travel trends through different generations and examine the forthcoming and emerging travel trends for tourism tomorrow. This paper also highlights the challenges or issues that may arise due to the forthcoming travel trends by year 2020 and to anticipate the future travel trends in year 2030.

## **Tourism in Past and Present:**

### **1. Health & Wellness Tourism**

India is promoting the high-tech healing provided by its private health care sector as a tourist attraction. This budding trade in medical tourism, selling foreigners the idea of travelling to India for world-class medical treatment at lowest cost, has really got attention in the overseas market. In Israel, places like Dead Sea, which is globally known to have earth containing mud of medicinal qualities, face-packs with lots of fun associated with sea having such density of water which allows tourists to lie-down and read-books.

### **2. Incentive tourism**

Incentive travel has emerged as a popular means of rewarding the employees' achievements & contributions, by several business houses especially multinational companies, Insurance Companies, Banks, Pharmaceuticals Firms, etc. Employees are given free tickets or holidays packages to select destinations all paid by company. These are given as added perks to keep up the interest of the executives who are the high performers of the company. Incentive tours market has become fast growing sector within the tourism industry.

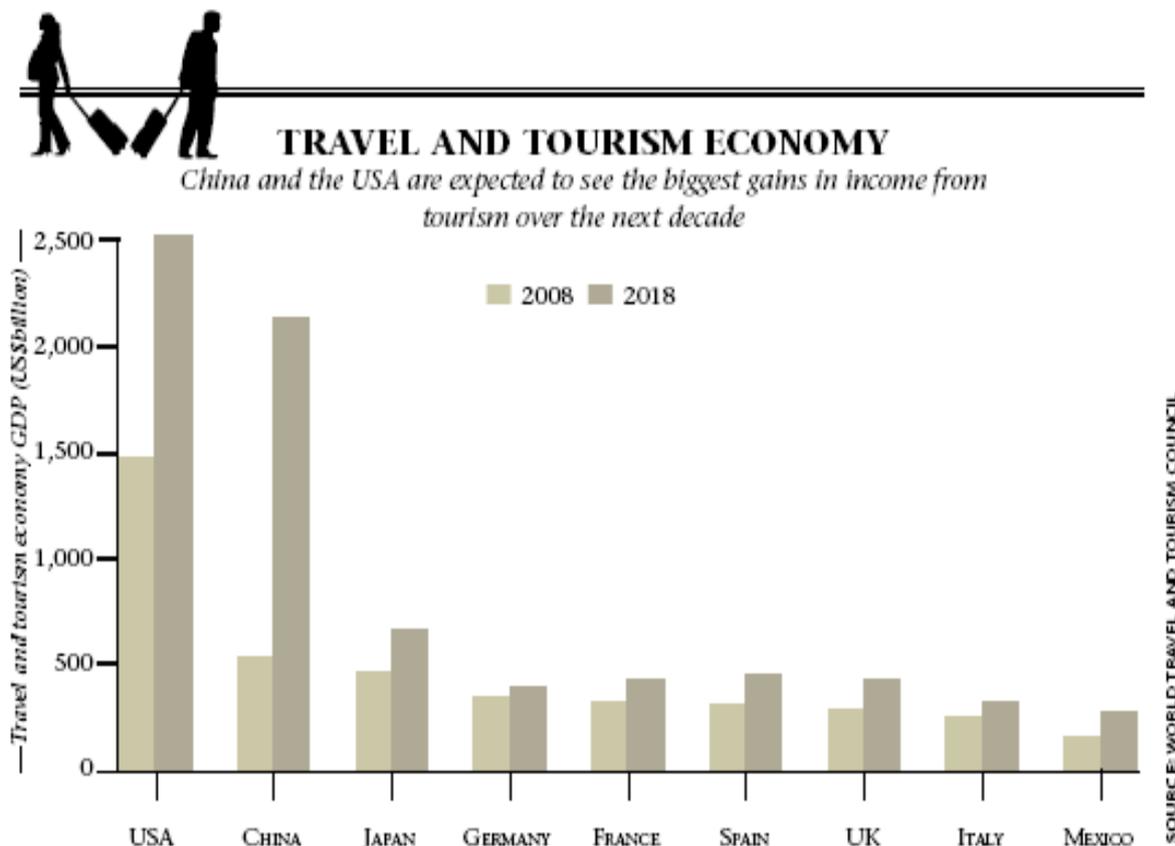
### **3. Adventure Tourism**

Youth tourism has been identified as one of the largest segments of global & domestic tourism. The young travelers are primarily experience seekers, collecting, enquiring unique experiences. Adventure & risk have a special role to play in the behaviour & attitudes of young travelers. The growing number of young travelers is being fueled by a number of factors such as increased participation in higher education, falling level of youth unemployment, increased travel budget through parental contribution, search for an even more exciting & unique experience & cheaper long distance travel. Youth & adventure tourism appears to have considerable growth potential. The rising income in some major potential source markets such as the Central & Eastern Europe, Asia & Latin America, combined with the lower travel cost, growing student populations around the world particularly in developing countries, has fueled the demand.

### **4. India: A heaven for adventure tourism**

India has been an attraction for travelers from all over the world. Though in the field of international tourism, the segment of adventure tourism in India is getting only a fraction of such traffic but the trend has been showing an increased movement year after year with the development of facilities & greater awareness about adventure tourism options. Indian tourism offers both international & domestic adventurers a wide choice.

**Fig. 1 : Travel & Tourism Economy**



(Source: WTTC)

### 5. Wildlife Tourism

Wildlife tourism, one of the fastest segments of tourism, involves travel to different locations to experience wild life in natural settings. Due to its varied topography and distinctive climatic conditions, India is endowed with various forms of flora and fauna and it has numerous species of birds, mammals, reptiles, amphibians and plants and animals.

To tap the potential of wildlife tourism, the government has launched some wildlife packages for travelers. Wildlife Tourism in India includes wildlife photography, bird watching, jungle safari, elephant safari, jeep safari, jungle camping, ecotourism etc.

The strong heritage of wildlife in India comprises more than 70 national parks and about 400 wildlife sanctuaries including bird sanctuaries. However, concrete steps by both the government and the private sector need to be taken to promote wildlife tourism. Taj Hotels & Resorts has a joint venture with Conservation Corporation Africa to provide wildlife enthusiasts, circuit tourists and high-end domestic travelers with fascinating wildlife experiences within India through an ecologically-sustainable model. In a bid to preserve the natural habitat, the Ministry of Tourism has launched an initiative, “Tigers: Our Natural Beauties”.

Due to the ongoing conservation efforts under Project Tiger, India has the maximum number of tigers, along with its source areas, amongst the 13 Tiger Range Countries in the world. The

status of wild tiger across Tiger Range Countries (TRCs) continues to remain endangered. Though there have been some gains in the population build-up in some TRCs like India, Nepal, Bhutan and Russia, the global scenario is a major cause for concern. India has 2, 226 Tigers, which constitutes 70 per cent of the population of Tigers the world over.

## **Mega Trends Emerging in Tourism Across the Globe:**

### **1. Political Tourism**

This entirely new term in tourism has originated only in the recent past, on account of certain social developments in certain areas, which are being exploited by various political leaders and political parties, in view of elections in many Indian States. Once a commotion has been created in masses and some threats spread and conceived by certain sections of the society, these issues obviously become the Talk-Of-The-Town (eventually Country/Regions). Political parties and leaders are always too willing, to encash on such issues and magnify these issues into large public issues which compel to generate greater interest of masses and then people visiting such affected areas in groups. Recent incidents in Kairana village in Western Uttar Pradesh has gained out-of-proportion publicity by masses as well as political parties that it gave rise to the new term in tourism, Political Tourism, which will eventually get popularity in political circles and thus get encashed both by political parties as well as tourism industry. Even young Americans have experienced the greatest changes: driving less, taking transit, biking and walking more, and seeing out places to live in cities and walkable communities where driving is an option, not a necessity. Millennials (those born between 1983 and 2000) are the nation's largest generation, making their transportation needs particularly important. And if future generations of young people follow suit (as the expectation goes), America will have an opportunity to reap the benefits of slower growth in driving.

Tourism System in many ways is such an open system that it is greatly affected by events and forces that are taking place in the world. During a decade of Travel Surveys in Singapore, where-in family members answer detailed questions related to their trips, have provided vital insights about the commuting behaviours of residents there and their evolving travelling patterns.

Travel trends of young Germans and Britons, between the age of 20 to 29 years of age, indicate decreasing car availability, a significant reduction of automobile mileage, increase in other modes of transportation, growing multimodal behavior with men reducing their automobile travel more than women. Though the development is more pronounced in Germany, the similarity of the changes in young people's mobility pattern in the two countries is striking. The similarity suggests that the observed changes are not an idiosyncratic change and development in one country, but indicate a structural change in travel behavior that may be found in many countries.

Solo journeys have become an art of everyone's bucket list. Youngsters do not want to be a part of a herd on their vacation. They don't need another person to decide how to spend their four nights and five days package. They would rather design their vacation from scratch, from modes of transport to places to stay and restaurants to dine in. After-all every bit of required information and details are available on websites. Even quick get-aways, can be turned into memorable affairs with detours, homestays, local food and self-discoveries.

### **2. Age No Bar**

Spiritual sojourns or hosting grandkids are becoming a thing of the past. Senior citizens are getting into exploratory mode trying out really offbeat destinations and activities, while the youngsters in the family are enrolling for adventure camping, hiking, and canoeing, in India and abroad.

### 3. Off –The-Grid – Vacations

Overwhelmed with virtual fatigue on their vacations, a lot of people are deliberately travelling off the grid on their holidays. It could be actually going off the electricity grid and living on the Solar or Hydro Power or simply driving to an unexplored hideout with no screens or Wi-Fi to interfere. In fact, all Eco-resorts are keeping TV, electronic gadgets, even Mobile-phones away from the tourists to give them a total free time with nature and consume only organic products of their self-managed farm-lands. They also organize tours and excursion to nearby local villages to enable the tourists interact with local rural masses and know their living habits and life-styles.

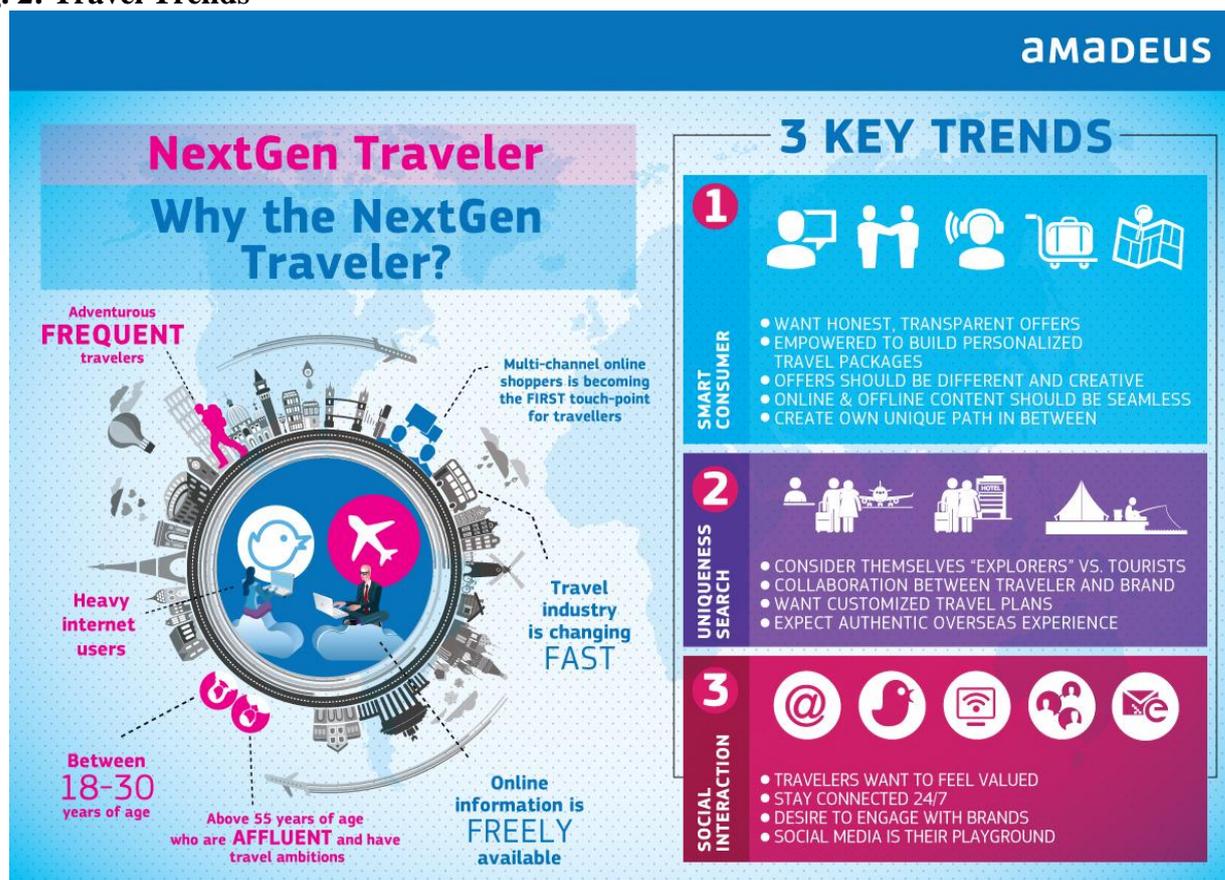
Horwath HTL, in their recent study, have identified the following global trends in tourism, which are expected to influence the mid and long-term tourism development:

1. The global tourist population is divided mainly to two groups, Young Tourists of 20-29 yrs of age, and Ageing Tourists, becoming popular as “Silver-Hair – Tourists” with specific desires and needs in terms of customization, service consumption, security and desired products.
2. Generation Y, also known as Millennials, and Generation Z, also known as iGen, are also appearing as an influence. These groups are Tech-Savvy and Technology Driven, and very different from each other, with specific needs for IT needs, communication, service-consumption and tourism experience.
3. With the increase in average incomes and fall in the levels of absolute poverty, Middle-Class is growing rapidly, and is expected to increase further, up to 4.9 billion by 2030, and most of the growth is emerging from Asia.
4. New Emerging Destinations sought after by above three segments are overtaking developed markets in terms of international arrivals with about 58% share. Among the top 20 global destinations in the last decade, 10 cities are from the Middle East and Asia, and half-of-them experienced double-digit growth between 2009- 2015.
5. Political issues, like Terrorism and civil-riots, are imposing a great threat to tourism in any destination. Tourism in Israel declined to a great extent because of Palestinian Tension and Terrorism. India is also being adversely affected because of Terrorism to a great extent. Many a times, USA and UK have issued Cautionary Notice to their country, and advising their citizens not to visit India during turbulent periods. Such unforeseen and unpredictable threats by Terrorist Groups like ISIS etc, are creating adverse environment for tourism and urgent need to enhance security cover, political, economic and social stability in and around such affected destinations.
6. Technological Revolution is growing rapidly and becoming a game-changer for tourism industry. This provides great attraction to Millennials and iGen, but yet, to keep pace with complexity is a great challenge for tourism industry.
7. Tourism is dominated by digital channels, but growth of So-Mo (Social and Mobile) is bringing a real revolution which is disrupting the entire tourism sector on an ongoing basis. The digitization of tourism has made it clear that new competitors can shake-up a lot of long term business plans.
8. Loyalty programs which were widely prevailing within the tourism industry are on decline. Youngsters hate to fill-up complicated forms in order to collect and redeem points, and no more risks of losing them over time. Physical Loyalty Cards are vanishing now and such programs now have to be integrated with the tourist experience. A dynamic

digital environment allows for the development of new innovative loyalty programs, which are based on price insights through big data and enhance tourist's experience throughout their journey.

9. Health and Healthy Lifestyle is becoming extremely important in tourists decision making. Ageing Tourists, the changing lifestyle of Millennials and igen, an ever growing middle class, and the technological and digital revolution, all contribute to boosting importance of health trends. Therefore health and healthy lifestyles are expected to become progressively more integrated into multiple dimensions of tourism offerings.
10. Global tourism will continue to grow alongside world prosperity and well-being, and, therefore, it is imperative to ensure its sustainability. Economic, Social and Environmental pillars have to be kept balanced to ensure the long-term sustainable growth and development of tourism.

Fig. 2: Travel Trends



(Source: Google Images)

Sustainable tourism development requires the active and continuous participation of all relevant stakeholders as well as strong political leadership. Most of the leading service providers have already changed their business models in order to meet the demands arising out of the identified changing patterns. Hotel and Travel companies, destinations, and all other players along the value chain will have to be constantly remain on their toes, tracking future developments of these trends. Win-win situation will be only for those players who are prepared, those who were not prepared will face the adverse consequences, unless they adopt the changes quickly enough to avoid the forthcoming rough weather.

#### 4. Silver-Haired Tourism

Senior members of the Society who have seen life and have discharged their family and children responsibilities, can often be more financially secure, whether they are still working or retired. This is very much true for all developed countries including India where Pensioners or similar senior citizens have enough purchasing power to indulge in travel. It is a clear fact that as the world population gets older - by 2020, the global population of adults aged 65 and older will have tripled to 700 million - so does the average age of tourists. And this fact gifts the industry a growing tourist segment, different from all the others. According to Amadeus research report "Trending with Seniors: Understanding the Active Senior Consumer Traveler", tourists of this segment look for worthwhile experiences, unlike the new generations who want to experience everything. Seniors value 'sight-doing' versus sightseeing which means being active, learning, discovering, and finding excitement in new experiences versus owning new things.

Compared with younger generations, they also care more about being comfortable, having wellness options around or spending more time in nature. And yes, they are the most demanding tourist group. But the tourism industry is up for the challenge. In addition to the ever-popular cruises, many international operators have started to offer special tours for people above 60. Keeping in mind that these people have already visited a considerable part of the world in the past, mostly exotic destinations are being suggested to them, such as India, Peru or Mongolia. Equipped to cover all the needs, these tours offer relaxed schedules, comfortable transfers, hand-picked hotels, on-trip medical assistance and food in line with special dietary needs.

Considering the relatively high spending power of seniors, it wouldn't be surprising to see more companies lining up to offer charming experiences to elders in the coming years. But in order to succeed, they must keep Francis Bacon's words in mind: "Travel, in the younger sort, is a part of education; in the elder, a part of experience." Howarth HTL, in their study, have brought out following unique qualities and demands of Silver-Haired Tourists :

- 1 They are active travelers.
2. Highly personalized services.
- 3 Soft-adventure for "feeling -young"
4. Health and Wellness Products
- 5 New Playground for everyone ( like higher travel insurance, 24x7 emergency support, etc)

### **Tourism Trends Generation Y and Z**

As a cohort, Generation Y is more likely to travel than any other. The digital revolution, terrorism and financial uncertainty have had much impact on them and therefore their decision-making, and the implications this can have on worldwide tourism. The detailed research on them covers many areas of tourism, from nature-based tourism to wine tourism to back-packing and couch surfing, and gives insight into GenY, needs and wants by depicting how they prefer to book, how we should target them from a marketing angle, and what kind of service experience they are seeking. Topdeck Travel, a popular provider of group travel for 18-30 somethings, surveyed 31,000 people from 134 different countries: 88 percent of them traveled overseas between one and three times a year; 94 percent were between 18-30; 30 percent traveled solo; and the majority traveled in Europe, North America and Australia/New Zealand.

Interestingly, there are many comparisons made with the Baby Boomers, Generation X and Generation Y, much of it leading to the projected needs and wants of Gen Z. There is a strong sense that although this Gen Y seeks adventure, excitement and novelty, there are factors of

safety and security that need to be addressed in order to accommodate their activities. These details are vital to the success of operators wishing to market to this market as there are clear challenges - the need to be creative yet offer great service and value for money to create loyalty in this cohort. Although many of the contributors are from Australia or America, the messages are pertinent for anyone who is involved in tourism marketing and product development. It is worthwhile to examine these needs which would be a useful resource for educators of tourism, employers, managers and people developers alike. It would not only offer academic research but also practical information on work values and motivators.

The entire value chain would need adjustment to meet the life-style requirements, with a strong focus on empathy and customer connection. The trend is further expected to be boosted by the accelerated implementation of digitalization, as technology is essential for this demographic. The impact of Generation Z on tourism is yet to become apparent. This generation, also called iGen, click n go children or Screenagers, range in age from 6 to 20

(although is not yet precisely defined), and in the US already a quarter of the whole population belongs to generation Z. (USA Census 2010). In India also this segment is growing very fast.

A prediction of their life-style and living environment presents a more radical shift from Generation Y, than was the shift from Gen X to Gen Y. Gen Z is emerging to be totally different from Gen Y in so much as they already have higher access to information, a more dynamic lifestyle, and a higher level of education, an accelerated adoption of change and faster spending.

### **Generation Y Profile**

1. Influenced by peers' travel recommendations.
2. Prefer experiencing new culture ahead of partying and shopping.
3. Keeping fit is a priority.
4. Prefer usage of Apps like Facebook, Instagram, Trip Advisor and Whatsapp.
5. Prefer eating local cuisine and tend to avoid junk food while travelling.

### **Generation Z Profile**

1. 85 % of Gen. Z have smart phone.
2. They spend parent's money faster.
3. High Level of involvement in digital trends-digital Interrogators
4. 17 Jobs in lifetime
5. 15 places of residence in a lifetime.
6. Language changes ( International terms and abbreviations )
7. 50% of Gen Z is University educated

Hotel Companies and all associated operators will have to review their long-term strategies and question whether the services they provide also satisfy the needs and wishes of this generation. Could such needs and wishes be satisfied using the same approach that has worked effectively so far?, is a Big Questions and needs to be carefully tackled. Gen Z expects real time information, short, yet powerful messages mostly sent via pictures, videos, and channels that allows them to interact, co-create and share information. They speak in emoticons, and stickers which are replacing traditional text. Tourism Operators will have to learn their specific language so that they can interact with them. Like extensive usage of messages propagation on smart-phones, and respect their opinion, and constant availability of effective Wi-Fi facilities all around the premises.

### **Future of Tourism**

Tourism will expand greatly in future mainly due to the revolution that is taking place on both the demand & supply side. The changing population structure, improvement in living standard, more disposable income, flexible working hours & long leisure time, better educated people, ageing population & more curious youth in developing the countries, all will fuel the tourism industry growth. The introduction of a large number of customers, better educated & more sophisticated, will compel the tourist industry to launch new products & brands & re-invents traditional markets. The established traditional destinations founded on sun-sea-sand products will have to re-engineer their products. They must diversify & improve the criteria for destinations & qualities of their traditional offers. Alongside beach tourism, the tourism sector will register a steady development of new products based on natural rural business, leisure & art & culture, medical requirements and changing political trends. Thus the study of new markets & emerging markets & necessity of diversified products are the basis of our strategy, which can enhance & sustain, existing & capture new markets. Let us discuss some of the new tourism products.

The global travel industry, and the way in which consumers experience it, is changing so dramatically that it requires a fundamental change to the way in which travel is sold and how the traveller is served.” Luis Maroto, Chief Executive Officer and President of Amadeus. Future travel trends are not easy to predict, therefore we are vigilant in using the latest travel research and analysis to formulate a clearer picture of the future of travel. We have worked with top research organizations like Oxford Economics to develop detailed travel industry analysis with an aim to empower our customers to make better business decisions.

### **Destinations: changing climates and future planning**

Climate change is already having a profound impact on tourism and will soon start to change which destinations we feel comfortable about visiting and when. The traditional holiday migration of Northern Europeans to Southern Europe during July and August will be threatened by temperatures that are too hot for many tourists.

Many destinations will also be forced to change their focus. Many lower Alpine ski resorts already have to either close or place the emphasis more on summer walking holidays. Coral bleaching, coastal erosion and a rise in sea level will threaten many traditional diving and beach destinations. Extreme weather events are also likely to become more frequent, reducing the tourist season in many destinations, such as those in the Caribbean.

The consequences of global warming, including crop failures and changes in water availability, will lead to mass migration and increased social and political instability - threatening tourism in some of the countries that are most dependent upon it. (The future of travel by Justin Francis)

### **Home Swap**

There are a lot of expenses involved while travelling to a destination and many people feel hampered by advance costs. This difficulty can be resolved with the concept of house swap. A lot of people are now warming up to the idea of trading homes for vacation. Swapping homes for vacation not only helps one save money, it also provides the traveler an authentic and unique vacation experience. *Home exchange*, also known as *house swapping*, is an alternative means of travel accommodation, through which two parties agree to swap their homes for a set period of time, with no monetary exchange taking place. The concept of non-commercial hospitality deserves attention because it represents the space where negotiated

exchange exists. In contrast, commercial hospitality, with its links to infrastructure, capital owners, and hoteliers, should be understood in sharp contrast with a non-commercial hospitality.

**Fig. 3 : Home swap Vacations**



(Source: Google Images)

“Local authenticity is an attribute widely promoted by home exchange agencies. For instance, the internet leader agency in home swapping HomeExchange.com has placed on the front page of its website the slogan “live like a local, not a tourist”. The fact that home swappers spend their holidays in local homes offers them the opportunity to absorb the local atmosphere and experience local life”.

As has been previously stated, home-swapping is an alternative form of tourism which requires trust, open-mindedness, inventiveness, enthusiasm, and flexibility. While the economic aspect is arguably one of the key driving factors when opting for this type of travelling accommodation, it cannot account for the current popularity of the social phenomenon alone.

In a study on Home Swapping in Italy, the authors have stated that the success of a non-conventional travel option such as home-swapping has been largely due to the recent advances in information technology. In fact, as often highlighted, the development brought about by allowing for the constitution of new forms of social interaction and Web 2.0 has had a strong impact on the current commercial environment (O’Brien 2011) including the tourist sector. Digital platforms make it easier for people (in this case tourists) to self-organize, and are therefore essential to enable new forms of collaboration and exchange. (Garibaldi &Forno, 2015)

According to a recent study, the concept of Home Swap is favoured due to its basic principle of saving the traveler the accommodation costs, which form a major chunk of travel related expenses. People with a second home are more likely to list themselves on Home Swapping websites. (Sharma & Kamboj, 2016)

### **Data Interpretation**

To meet the objectives of our study, an online questionnaire was prepared and circulated through email and social media. The major outcomes of the data collected are :64 male and 34 female responses were recorded. The major contribution came from students in the form of 74 responses. Another major mass was 24 responses from salaried people. The remaining responses were from business persons, retired people and those in search for a job. 79% respondents were below 25 years of age, 13% between 25-35 years and the remaining above 35 years. Majority of respondents, i.e 39% and 29%, work in the field of Travel & Tourism and Hospitality industry respectively. The remaining represent teaching, banking, manufacturing, are home makers and others. When asked about the frequency of their travels, 17.6% respondents travel once in a year, 27.5% travel once in 6 months, 30.4% travel once in 3 months, 26.5% travel once every month and almost 9% travel every 15 days.

Prefer to travel during: almost 60% respondents travel during vacations, 53% travel during long weekends, followed by travel during festivals (18.6%), weekdays (16.5%) and other days (almost 10%).

Purpose of travel: to travel for leisure were the most favoured, 67.6% respondents choosing this option. This is followed by 36.3% visiting friends and relatives and 27.5% backpackers. Business/work related travel accounted for 13.7% of the total, followed by other reasons to travel (7.8%).

Annual budget for travelling: 50% of the respondents spend less than INR 25000 on their travel in a year. 29.4% spend between INR 25000 to INR 50000. Identical response received for spending between INR 50000 to INR 75000 and for spending more than INR 1 lakh, which was 10.8%. Least number of respondents (6.9%) spent between INR 75000 to INR 1 lakh on travel.

Interesting responses were recorded regarding respondents' opinion on travel trends. 50% of respondents prefer to travel with health and wellness objective. 45% travel to literary festivals, followed by 44% preferring cruises. 37% preferred home swap vacations which is slightly more than 33% who prefer to rent a villa. 34% also showed interest in nature photography. Golf, disaster tourism and political tourism are trends that respondents have remained neutral to with 29% to 38% neither agreeing nor disagreeing about these.

**Table No 1.**

<b>Your responses)</b>	<b>gender(102)</b>
Male :	64
Female :	34

**Table No. 2**

<b>Occupation(102 responses)</b>	
Student :	74
In Service :	24
In Business:	2
Retired:	4

In Search of Job : 2
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**Table No. 3**

<b>Age Group(102 responses)</b>
Below 25 : 81
25 – 35: 14
35 – 45 : 3
45 – 55 : 2
55 and above : 2

**Table No. 4**

<b>Your Job Profile is closely related to(102 responses)</b>
Accounting & Finance : 09
Hospitality Industry : 30
Teaching : 04
Travel & Tourism : 40
Homemaker : 01
Banking : 03
Manufacturing : 01
Any other : 13

**Table No.5**

<b>How often do you travel(102 responses)</b>
Once in fortnight: 09 (8.8%)
Once a month: 27 (26.5%)
Once in three months: 31 (30.4%)
Once in six months: 28 (27.5%)
Once a year: 18 (17.6%)

**Table No.6**

<b>You prefer to travel during (102 responses)</b>
Long Weekends: 54 (52.9%)
Vacations: 57 (55.9%)
Festivals: 19 (18.6%)
Weekdays: 17 (16.5%)
Any other: 10 (9.8%)

**Table No. 7**

<b>You prefer to travel during (102 responses)</b>
Long Weekends: 54 (52.9%)
Vacations : 57 (55.9%)
Festivals : 19 (18.6%)
Weekdays : 17 (16.5%)

Any other : 10 (9.8%)
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**Table No. 8**

<b>How much money do you spend on travelling in a year. (Approx. in Indian Rupees) (102 responses)</b>
Less than 25 K : 51 (50%)
Between 25 K to 50 K : 30 (29.4%)
50 K to 75 K : 11 (10.8%)
75 K to 1 Lakh : 07 (6.9%)
More than 1 Lakh : 11 (10.8%)

**Table No. 9**

<b>How much money do you spend on travelling in a year? (Approx. in Indian Rupees)(102 responses)</b>
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Between 25 K to 50 K : 30 (29.4%)
50 K to 75 K : 11 (10.8%)
75 K to 1 Lakh : 07 (6.9%)
More than 1 Lakh : 11 (10.8%)

**Conclusion:**

The questionnaire has been filled mostly by the people below 25 years of age, which is Gen Y, and forms 79% of the total responses collected. We can imply that the data obtained can be generalized back to this segment largely. The findings indicate that people wish to spend less on their travel with almost 80% respondents saying they prefer to spend less than INR 50000 on travel, although the most preferred purpose of travel is leisure, followed by visiting friends and relatives. Least favored time for travel is **during weekdays and festivals**, and **long weekends and vacations are what the respondents want to utilize for travelling.**

When asked about travel trends, it is the **recreations activities like extreme sports, literary events and nature photography** that attract people. For 50% respondents', indulging in **improving their health and wellness is a major reason to travel.**

All these aspects lead us to believe that Gen Y is keen on travel as and when they get time off on long weekends or vacations. They do not want to spend lavishly while travelling, yet are indulgent enough to spend their time and money on recreational aspects as well as learning and practicing new crafts.

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