



HIPMUNK UNCOVERS WHAT MILLENNIAL TRAVELERS REALLY WANT...AND IT'S NOT HOUSEKEEPING

Hipmunk fields second annual millennial travel habits study

SAN FRANCISCO (April 2, 2015) — Better than any other travel company, Hipmunk knows what millennial travelers want. Built by millennials and with 75 percent of its employees in the millennial age range, Hipmunk is in a unique position to understand, identify, and solve millennial travel problems. As part of its second annual millennial travel habits study, Hipmunk surveyed 1,400 individuals to uncover travel preferences that set millennials apart and can help travel companies reach the influential millennial market.

“The millennial travel market is up for grabs,” said Adam Goldstein, CEO and co-founder of Hipmunk. “The companies that tailor their offerings appropriately and capture the attention of millennials now, will benefit from their loyalty for years to come.”

2015 Millennial Travel Outlook

The millennial will out travel other generations in 2015. The hype around this sizable market is indeed warranted.

	Millennials	Generation X
Plan to check something off of bucket list in 2015	74%	60%
Plan to take more trips in 2015 than they did in 2014	63%	56%
Are likely to visit a foreign country in 2015	58%	33%

What Millennials Will Do to Save

Millennials are all about experience, but they want those experiences at a discount. And they’d go to extreme lengths to save a buck.

	Millennials	Generation X
Would forego amenities like maid service or room service for a discount	80%	70%
Would sit next to the restrooms for a discount	66%	51%
Would take a seat with less legroom for a discount	51%	38%
Would stand on a flight for a discount	33% (up from 28% in 2014)	14%

What Millennials Will Spend More For

There are some things that millennials are willing to spend more for and they tend to relate to comfort and convenience.

	Millennials	Generation X
Would pay more for an open bar on a plan	44% (up from 38% in 2014)	24%
Would pay more for a child-free flight	36% (up from 24% in 2014)	29%
Would pay more for a flight if it were guaranteed to be on time	28%	22%

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What Millennials Want from Their Hotel Experience

Hotel brands are racing to upgrade their accommodations with the millennial traveler in mind. When it comes to hotels, in some ways millennials look a lot like generation X travelers. But hotels that focus on technology, free perks, loyalty programs, and outdoor space could have an edge.

	Millennials	Generation X
Want integration of tech throughout hotel	50%	40%
Ranked free, fast wi-fi as their top hotel perk	43%	44%
Ranked free breakfast as their top hotel perk	30%	28%
Want to be able to check in/out with smartphones	38%	32%
Want supplemental opportunities to earn points	34%	36%
Want ample outdoor space	32%	25%

What Millennials Want From Their Flight Experience

While in the air, entertainment is the number one priority for millennials.

	Millennials	Generation X
Want holiday-themed flights	83%	64%
Say the in-flight entertainment system is their top in-flight amenity	37%	31%
Would use "Tinder for Flights" if it existed	18%	9%
Say premium economy seating options are their top in-flight amenity	13%	21%
Say wi-fi is their top in-flight amenity	24%	26%

What Millennials Want from Their Airport Experience

Airports haven't entered the race for the millennial traveler, but those that make a few key upgrades could see millennials spending more time at the gate and potentially more money while there.

	Millennials	Generation X
Want nap rooms	54%	44%
Want board game rooms	33%	19%
Want a whiskey bar	32%	17%
Want an arcade	30%	16%
Want live music	32%	32%
Want a singles lounge	12%	8%

Visit the Hipmunk blog to review the complete [data set](#) and review the [infographic](#). For travel inspiration or to book your next trip, visit [Hipmunk](#) or download the [Hipmunk Flight and Hotel App](#) for free from the App Store and Google Play.

Methodology

*Hipmunk surveyed 1,400 travelers aged 18 and older from February 26 - March 5, 2015 about their travel preferences and upcoming travel plans. Millennials range from 18 – 34 years of age and generation X ranges from 35 – 54 years of age.

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About Hipmunk

Hipmunk is the fastest, easiest way to plan travel. The site and mobile apps help save time and money by comparing top travel sites to show the perfect flight or hotel at the cheapest price. Hipmunk offers the most comprehensive travel search, from commercial flights, trains, and charter flights to hotels and vacation rentals through Airbnb and HomeAway. The unique display makes it easy to visually compare results to choose the best option.

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