

Hyper-Informed Traveler

The complex, fragmented & expanding media use of
US leisure travelers 2008 - 2019



A summary of research

The State of the American Traveler
Destination Analysts 2008 – 2019

The Hyper-Informed Traveler

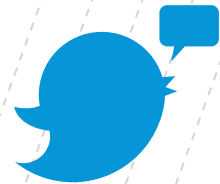
2014-2018: Shifts in Media Usage



49% 53%

Use Print Publications:
Visitor Guides,
Brochures, Magazines

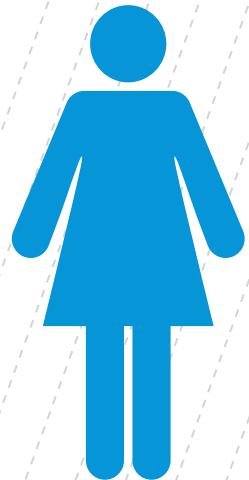
This percentage has actually increased since 2007



40% 57%

Use Social Media in
Trip Planning

Most travelers use social media to see or share trip photos; encourage your guests to share their experience through services like free Wi-Fi



60%

of Travel Decision Makers
Are Female



21% 21%

Use Official Visitor Guides:
City, Regional or State
Vacation Publications

From a CVB or other DMO

31% 33%

Use Official Destination
Websites

From a CVB or other DMO



41% 57%

Seek Out Reviews, Ratings and User-
Generated Content for Ideas and to Validate
Their Selection

Recent research from Cornell's School of Hospitality (2014) highlights that properties with better reviews are able to command a higher ADR - against properties of similar location and facilities

41% 62%

Use Smartphones To
Access Travel Information*

**Including over 70% of generation Y travelers*



28% 36%

Use Tablets To Access
Travel Information*

**Travelers use them almost equally both before and during travel*

Generational Differences in 2018

Use of media by different generations of US travelers

★ RATINGS & USER-GENERATED CONTENT

Millennials Gen Y	73%
Generation X	60%
Baby Boomers	46%

🗨️ SOCIAL MEDIA

Millennials Gen Y	76%
Generation X	60%
Baby Boomers	32%

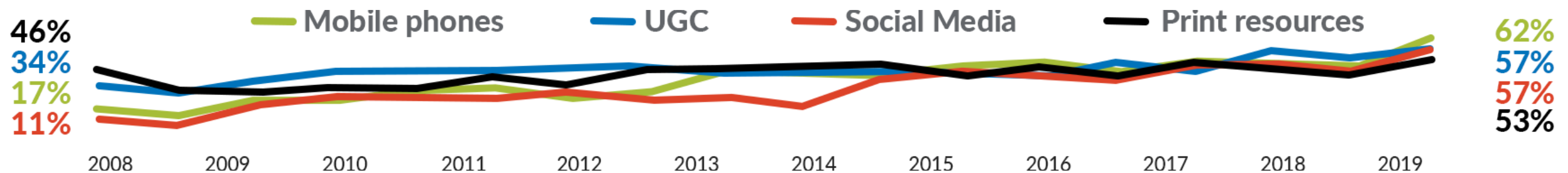
📱 MOBILE

Millennials Gen Y	86%
Generation X	65%
Baby Boomers	31%

📖 PRINT

Millennials Gen Y	53%
Generation X	53%
Baby Boomers	41%

Rising Media Use by Travelers 2008 - 2019



hyper-informed traveler marketing tips:



Consider using these four fundamental marketing strategies to support marketing efforts directed at today's hyper-informed traveler:



Targeting and Personalization

Now more important than ever, content delivered to the hyper-informed traveler should be optimized, relevant and specific to their individual interests and needs.



Multimedia

Messages, content and campaigns to the hyper-informed traveler need to be delivered across a complex range of media and online and offline. Work with advertising and distribution partners who can assist with this as well as agencies with the skills to plan and manage multimedia campaigns.



Integrated & Complementary Campaigns

In this multimedia environment, creative, content and campaigns need to be planned from the start to be effective across different media and channels. Content should utilize the unique characteristics of each platform to add to the overall success of a campaign.



Quality vs. Quantity

Focus on metrics that matter. Measuring which channels, media and creative drive real engagement, interest and active travel planning has never been more important. Create precise goals (called Signals of Intent to Travel or SITs) against which to measure success.

Read more about

“The Rise of the Hyper-Informed Traveler” at

www.milespartnership.com/blog/rise-hyper-informed-traveler

Sources:

1. The State of the American Traveler, 2009 - 2018, Destination Analysts
2. Value of Print White Paper, 2017, Miles Partnership
3. The Path to Purchase for American, British and Canadian Travelers, 2016, Expedia Media Solutions
4. Micro-Moments: Your Guide to Winning the Shift to Mobile, 2015, Think with Google

For the latest research, white papers, webinar recordings and blog posts, visit www.milespartnership.com/how-we-think.