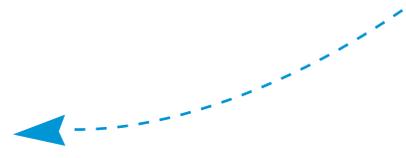


Hyper-Informed **Traveler**



The complex, fragmented & expanding media use of
US leisure travelers 2008 - 2020



A summary of research

The State of the American Traveler
Destination Analysts 2008 – 2020

The Hyper-Informed Traveler

2014-2020: Shifts in Media Usage



49% **37%***

**Use Print Publications:
Visitor Guides,
Brochures, Magazines**

Print use rose to 47% in 2018 and then dropped in 2020 due to the impact of COVID-19.

**This is likely a short-term drop due to less travel to locations where many travelers pick up print pieces.*

41% **60%**

**Use Smartphones To
Access Travel Information***

More than 90% of Generation Y and Z travelers use smartphones in trip planning including a higher use of social media. Younger travelers are more likely to be unaware that DMOs exist and offer valuable content; a critical marketing challenge for DMOs.



31% **35%**

**Use Official Destination
Websites**

From a CVB or other DMO



21% **20%**

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

From a CVB or other DMO



10%

**Use an Email Newsletter To
Access Travel Information**

Email was identified as the media type that most U.S. travelers preferred to hear from their DMO according to sentiment research from December 2020.



41% **53%**

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

Reviews and ratings remain important especially for around 40% of travelers who heavily rely on them for decisions on where to stay, dine or do activities. Google is now the single most important platform for businesses to review and manage reviews.

40% **46%**

**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



Generational Differences in 2020

Use of media by different generations of U.S. travelers

★ RATINGS & USER-GENERATED CONTENT

Millennials/Gen Y	67%
Generation X	53%
Baby Boomers	45%

🗨️ SOCIAL MEDIA

Millennials/Gen Y	69%
Generation X	49%
Baby Boomers	28%

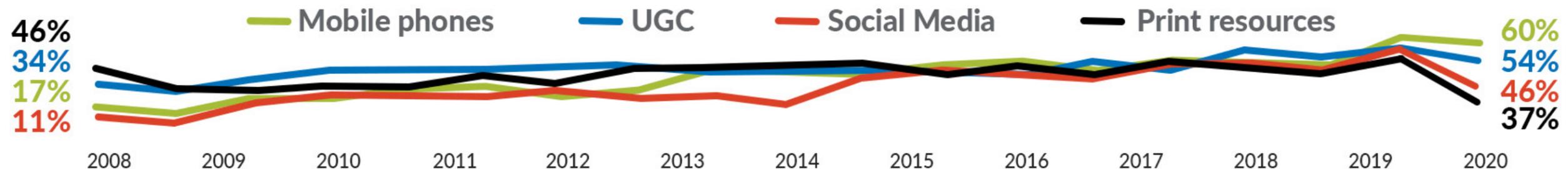
📱 MOBILE

Millennials/Gen Y	72%
Generation X	65%
Baby Boomers	46%

📖 PRINT

Millennials/Gen Y	45%
Generation X	36%
Baby Boomers	32%

Rising Media Use by Travelers 2008 - 2020



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.

Research & Resources

1. [Miles Partnership's COVID-19 Resource Center: Research, Webinars and Case Studies](#)
2. [The State of the American Traveler, 2009 - 2020, Destination Analysts](#)
3. [Value of Print White Paper, 2017, Miles Partnership](#)
4. [The Path to Purchase for American, British and Canadian Travelers, 2016-2019, Expedia Media Solutions](#)
5. ["How to Prove Media Impact During Business Recovery" and Additional Resources, Think with Google](#)

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