Hyper-Informed Traveler
The complex, fragmented & expanding media use of US leisure travelers 2008 - 2022

A summary of research
The State of the American Traveler
Destination Analysts 2008 – 2022
The Hyper-Informed Traveler

2014-2022: Shifts in Media Usage

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.

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

Use Official Destination Websites
From a CVB or other DMO

Use Official Visitor Guides: City, Regional or State Vacation Publications
From a CVB or other DMO

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.

Generational Differences in 2022
Use of media by different generations of U.S. travelers

**RATINGS & USER-GENERATED CONTENT**

- **Millennials/Gen Y**: 67%
- **Generation X**: 48%
- **Baby Boomers**: 39%

**SOCIAL MEDIA**

- **Millennials/Gen Y**: 64%
- **Generation X**: 29%
- **Baby Boomers**: 15%

**MOBILE**

- **Millennials/Gen Y**: 78%
- **Generation X**: 49%
- **Baby Boomers**: 31%

**PRINT**

- **Millennials/Gen Y**: 47%
- **Generation X**: 35%
- **Baby Boomers**: 28%
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 - 2022, Destination Analysts
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.