



Demographics

WHO ARE THEY?



YOUNG ADULTS WITHOUT CHILDREN

Ages 20-30, married and single, no children

Young adults are just starting to find their footing in the travel industry. Most of them want to experience new places and explore those perfect destinations they see on the Internet.

Different than other generations, Millennials seem to be less fearful of international travel, traveling with strangers, and exploring new places.

You won't find this demographic involved with large group travel as much as traveling with a small group of friends, a single friend, or sometimes alone. Don't neglect these young adults without kids, because millennials, as a whole, made up the largest cruising demographic in 2017.



Once again, this demographic is just starting to find their footing in the travel industry. However, these young adults now have to think about traveling with their children. Most of them want to experience new places and explore those perfect destinations they see on the Internet, but are unable to travel there because of their children. Even though Millennials are less fearful, having children causes them to think about life differently, and are more focused on family. Again, don't neglect this group of people, because as they develop professionally and gain more disposable income. they will turn into experience driven travelers and their children will come with them.

YOUNG ADULTS WITH CHILDREN

Ages 20-30, married and single,
with children

FAMILIES

Ages 30-45, married with children

Families cover two separate "traditional" demographics. They have the earliest millennials and the latest of Generation X or Xennials. These families have had time to develop their own culture, professional lives, and have money to spend. Even though the young adult millennials love experiences much more than these family millennials,

this demographic still wants to experience life more than they want to purchase items. They are looking for perfect trips made for their families. This is the largest demographic for theme park destinations like Disney and Universal, but also tend to cruise as well. Not only did this group make up the largest demographic of cruisers in 2017, but they are trending for the same results in the next five years.





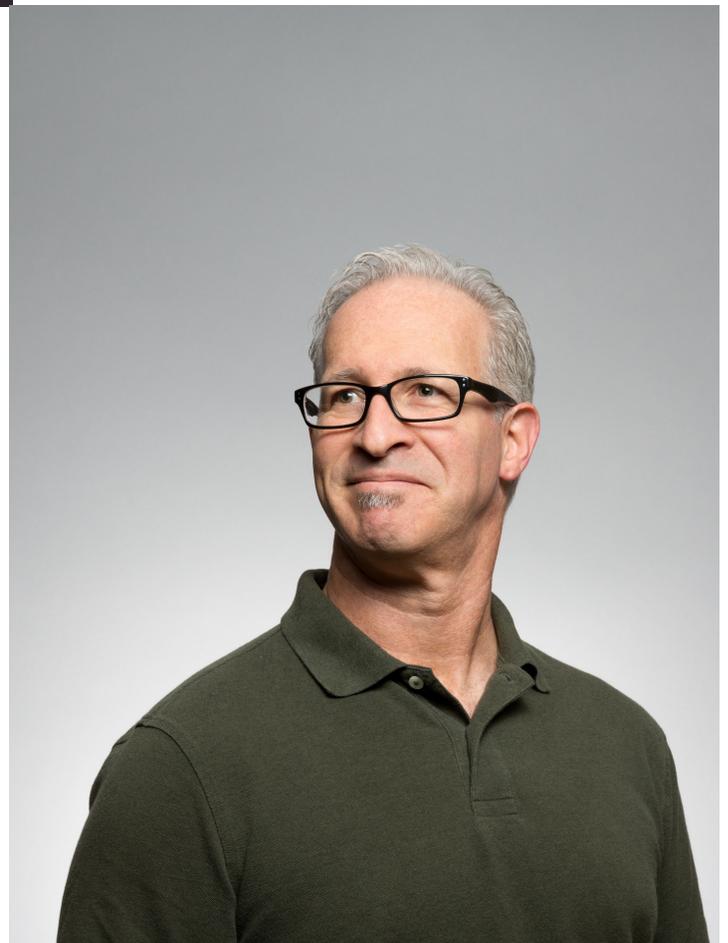
ADULTS

**Ages 40-55, married or single
with or without children**

The wide age range and lack of small children defining them, puts this group into the next echelon. This demographic can travel freely and they have the money to do it. If they have kids, they are in, almost out, or finished with school. They are able to travel with or without their children.

This opens a variety of travel options for this group, so it's even more important not to jump to conclusions and be sure to qualify this demographic before suggesting a certain type of travel.

This demographic has worked hard, experienced much of their life already, and may be ready for new exploratory experiences, or the same traditional vacation with a small variation. The older side of this demographic carries traditional values and looks forward to relaxation when they travel, while the rest of them may look for adventure.





Seniors

AGE 55 OR OLDER, WITH OR WITHOUT CHILDREN OR GRANDCHILDREN

Nothing will stop these baby boomers from having fun. They may feel "younger at heart" than most adults! This generation in particular loves to travel, but they don't like to do anything out of the ordinary. If they go somewhere new, it's because other friends or family have traveled there and recommended the destination or vacation.

Cruising and all-inclusives top the list for this group when traveling alone. However, don't be surprised if they want to spend a little more and bring their whole family. They love spending more money to bring grandchildren along to see them experience new things. It brings them joy.

Even though this group knows what they want, it doesn't mean they aren't looking for someone to help them in this ever changing vacation world.



Travel Culture

WITH DEMOGRAPHICS

In closing, this article's purpose was to give you a glance at the typical person within the chosen demographic. Not all people fit this mold, but we prefer you prepare for the majority of thinkers and be ready for the anomaly if they find their way to your business.

Use this information as you take the next steps into your marketing and aim for one, two, or a variety of these key demographics, depending on what you sell, when you implement your marketing plans.

After reading this article, the next steps will be to choose the marketing plan that fits your business and niche. At this point, you've already chosen your niche. Now, you need to learn about the suppliers that sell your travel niche, and focus on the demographics that love to travel to the places you sell.