

# Redefining the Female Traveler

WITH GENERATIONAL INSIGHTS





EatingWell



MidwestLiving



meredith  
travel marketing



SHAPE



Parents  
Latin



MARTHA STEWART  
weddings



Rachael Ray  
every day



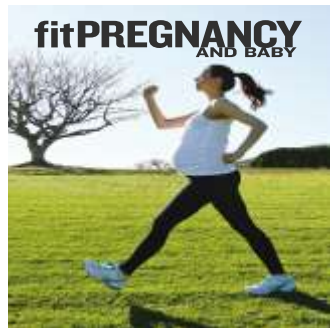
FamilyFun



PSYCHIC  
MUSER



FamilyCircle



fitPREGNANCY  
AND BABY



SEÑOR  
Padres



MARTHA STEWART  
Living



TRADITIONAL  
HOME



allrecipes



Parents



mywedding

# 100 million women and counting...

Source: 2015 Comscore Multi-platform/GPK MRI Fusion (12-15/S15);  
Publisher's Estimate for non-measured titles



**72% of**  
millennial women

**2 in 3**  
hispanic women



**69% of**  
moms



**75% of**  
affluent HHs \$100K+



A woman with long blonde hair, wearing a black long-sleeved shirt and black pants, is sitting on a large, grey, textured rock. She is holding a tablet computer with both hands, looking at the screen. The background is a vast landscape at sunset or sunrise. The sun is low on the horizon, casting a warm, golden glow over the scene. The sky is filled with dramatic, dark clouds. The landscape below the cliff is covered in dense, green and yellow trees, suggesting an autumn setting. The overall mood is peaceful and scenic.

# *Key travel consumers*

**Meredith Women account for:**

- Half of all domestic vacations
- \$1 out of every \$2 spent on vacations (\$61 Billion)
- Half of all nights spent at hotel/motels

Source: GfK MRI Spring 2015; Base: Women 18+, past 12 months

# METHODOLOGY

+ Meredith once again commissioned Research Solutions, Inc. to conduct the proprietary survey.

+ Sample of 12,963 women from the "Meredith Knows Women" Online Panel, Age 18-64 who take vacations.



**MILLENNIALS**

**39%**

BORN 1977-1994 | AGE 21-38

**GEN X**

**20%**

BORN 1965-1976 | AGE 39-50

**BOOMERS**

**41%**

BORN 1946-1964 | AGE 51-69

Tabs were also provided for the Mom and Hispanic markets.

# Respondent Profile

	Total Women	Millennials	Gen X	Boomers	Moms	Hispanic Women
<b>FEMALE</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>MARRIED/LIVING</b> in a partnered relationship	<b>63%</b>	<b>61%</b>	<b>66%</b>	<b>63%</b>	<b>82%</b>	<b>70%</b>
<b>MEDIAN AGE</b>	<b>46</b>	<b>33</b>	<b>45</b>	<b>59</b>	<b>38</b>	<b>37</b>
<b>MILLENNIALS</b> (Born 1977-1994, age 21-38)	<b>39%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	<b>53%</b>	<b>57%</b>
<b>GEN X</b> (Born 1965-1976, age 39-50)	<b>20%</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>	<b>30%</b>	<b>22%</b>
<b>BOOMERS</b> (Born 1946-1964, age 51-69)	<b>41%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>16%</b>	<b>21%</b>
<b>MEDIAN HHI</b>	<b>\$72,720</b>	<b>\$62,330</b>	<b>\$82,800</b>	<b>\$81,350</b>	<b>\$74,130</b>	<b>\$62,460</b>

# Women are CVPs—CHIEF VACATION PLANNERS

## Household Vacation Planning Responsibilities— Any Personal Involvement

	Total Women
Packing for myself before leaving for a trip	99%
Unpacking for myself after returning from a trip	99%
Make the final decision of where to go on a trip (i.e., destination, accommodation)	96%
Doing the laundry when I/we return from a trip	95%
Plan the agenda for when I/we arrive at my/our destination (e.g., what to do, where to eat, etc.)	94%
Research potential vacation destinations	94%
Discover new travel destinations	94%
Book a trip (e.g., on a booking agent website such as Expedia, through a travel agent, etc.)	84%
Unpacking for my significant other and/or child(ren) after returning from a trip	71%
Packing for my significant other and/or child(ren) before leaving for a trip	68%



# FIVE FEMALE VACATION PERSONALITIES



CAREFREE TRAVELER

41%

- + Love vacations that are laid-back
- + No specific plan or agenda
- + Prefer to play things by ear on vacation
- + Relaxation is what it's all about



CULTURAL ENTHUSIAST

35%

- + Love sightseeing in historic towns/cities
- + Learning about the culture
- + Participating in local events
- + Spending time with people who live in the area



ADVENTURIST

16%

- + Visit a different place every time I vacation
- + Spend time outdoors doing exciting activities rather than lounge around and relax



DEAL SEEKER

8%

- + Go wherever there's a good deal offered, whether I have been there before or not



TRADITIONALIST

8%

- + Love consistency
- + Prefer to vacation at the same place
- + If I travel somewhere new, I must have a plan or I'll be stressed out

# Carefree Traveler

## 41%

- + Love vacations that are laid-back
- + No specific plan or agenda
- + Prefer to play things by ear on vacation
- + Relaxation is what it's all about



GEN X



# Cultural Enthusiast

## 35%

- + Love sightseeing in historic towns/cities
- + Excited to learn about the culture
- + Participate in local events
- + Spend time with people who live in the area



**BOOMERS**



# Adventurist

## 16%

- + Visit a different place every time I vacation
- + Spend time outdoors doing exciting activities rather than lounge around and relax



MILLENNIALS



# Deal Seeker

## 8%

- + Go wherever there's a good deal offered, whether I have been there before or not
- + Shared economy



# MILLENNIALS



# Traditionalist

## 8%

- + Love consistency
- + Prefer to vacation at the same place
- + If I travel somewhere new, I must have a plan or I'll be stressed out



**MILLENNIALS +**

**GEN X**





## The Vacation Planning Process For Women Is Ongoing

**For quick getaways** (less than 4 days), women start planning 1.4 months in advance

<b>14%</b>	less than 1 week
<b>30%</b>	1 week to less than 4 weeks
<b>27%</b>	1 month

**When planning for longer vacations** (4 days or more) women begin 4.8 months in advance

<b>30%</b>	2-3 months
<b>31%</b>	4-6 months
<b>22%</b>	6+ months

**+ Women take an average of 2 quick getaways and 1 longer vacation every year**

# VACATION SHAMING

A sense of shame or guilt from co-workers for taking a vacation—has become prevalent in the American workplace, especially among millennials, according to new research from Alamo Rent A Car.

Findings from the 2016 Alamo Family Vacation Survey show more employed millennials (59%) reported feeling a sense of shame for taking or planning a vacation compared to those 35 or older (41%).



- + 41% of respondents who received paid vacation are still leaving some of these days on the table
- + Of those who reported having unused paid vacation days, two-fifths (40%) said they left five or more vacation days unused in 2015.



# PROJECT:TIME OFF

[www.ProjectTimeOff.com](http://www.ProjectTimeOff.com)

Missing Memories Video

# What All Women Want on a Dream Vacation

GENERATIONAL INSIGHTS





**39%**

BORN 1977-1994  
AGE 21-38

# MILLENNIALS

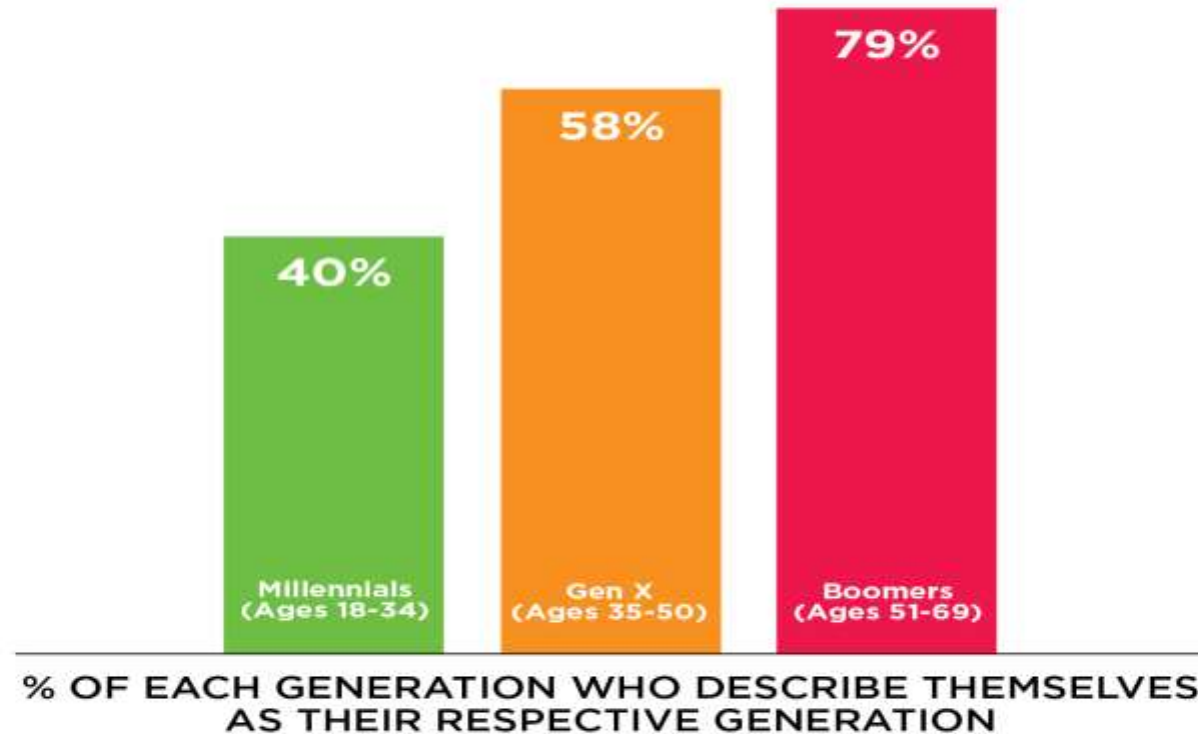
**78 million Americans born between 1977-1994 who value AUTHENTICITY, CREATIVITY and UTILITY in their content, products and advertising.**

**Millennials understand the value and benefits of a work life balance, and they want to tie travel into their balanced life.**

**By 2020 millennials will make up the bulk of the work force and will be the largest consumer group.**

# Don't Call Me A Millennial

**Millennials less likely than Boomers, Gen X  
to embrace generational label**



# More quick getaways and trips WITH EXTENDED FAMILY

## Preferred Types of Vacation— Past 2 Years

Took more quick getaways  
(less than 4 days)

Total Women

Millennials

64%

69%

## Vacation Travel Companions— Past 2 Years

Parents/grandparents

30%

48%

Siblings

25%

32%



# Girlfriend getaways and **MAKING TIME TO PLAY!**

## Vacation Attitudes

“Girlfriend getaways” give me the chance to get away from everyday stressors with my close girlfriends

Total Women

**67%**

Millennials

**71%**

Download travel app(s) to help with vacation planning

**41%**

**51%**

Post reviews on travel websites

**41%**

**48%**

## Vacation Essentials

Outdoor activities/sports

**37%**

**45%**

All-inclusive accommodations

**32%**

**38%**

Active nightlife

**16%**

**21%**



# As digital natives, Millennials are most likely to **STAY CONNECTED WHILE ON VACATION**

## Mobile Device Uses After Arriving at Vacation Destinations

	Total Women	Millennials
Take pictures/videos	81%	87%
Check the local weather	78%	82%
Text/check email/make phone calls	76%	82%
Research places to see/things to do while I'm there	69%	76%
Navigate using the GPS/map system	68%	76%
Post updates/pictures/videos on social media	50%	65%
Keep myself entertained	44%	53%
Read online reviews	42%	53%
Book restaurant reservations	33%	36%
Write to-do lists	22%	29%
Video chat	14%	22%
Blog about my trip in real-time	4%	



# MILLENNIALS

**Millennial travelers want a sense of community even on the road, whether it's common workspaces or coffee shops to gather.**

**Social feedback and recommendations from others is critical for Millennials, who are adept at researching and sharing their travel experiences before, during and after their trips.**

# MILLENIAL'S PRIORITY: TRAVEL

- + **For U.S. respondents, savings and investment funds ranked highest**, followed by travel and purchasing a car, which tied in priority. Traveling was also a higher priority than buying a home.
- + **In the U.K., traveling and savings were almost equal**, and both were more highly prioritized than buying a home.
- + **In China, travel was the highest priority by a wide margin.** Purchasing a car was next, followed by purchasing a home.
- + **Travel was growing in priority across the board:** 55% of respondents in the U.K., 56% in the U.S., and 83% in China are spending more on travel this year than last year.
- + **More than half of respondents in each country said they preferred to stay in local neighborhoods rather than tourist hubs**, despite their distance from popular attractions. That finding is convenient for Airbnb, which promotes “living like a local” as opposed to “tourism.”
- + **Food ranked as the most memorable travel experience across the board**, winning over a destination’s nightlife, history, and tourist attractions.

Source: Airbnb and GfK





**20%**

BORN 1965–1976  
AGE 39–50

## GEN X

**In 2015, the first Generation Xers turned 50 years old. These independent-minded, latchkey kids are now old enough to get their AARP carrying cards.**

**But that's not all—they're poised for great leadership—the average age of an S&P 1500 CEO is 50. And they're already leading the majority of growing companies: 68% of Inc. 500 CEOs are Gen Xers.**

# Gen Xers want to relax: YOUR MOST VOCAL ADVOCATES

## Vacation Essentials

Outdoor activities/sports  
I/we can participate in

Total Women

37%

Gen X

40%

Something the kids will enjoy

29%

41%

Spa onsite

16%

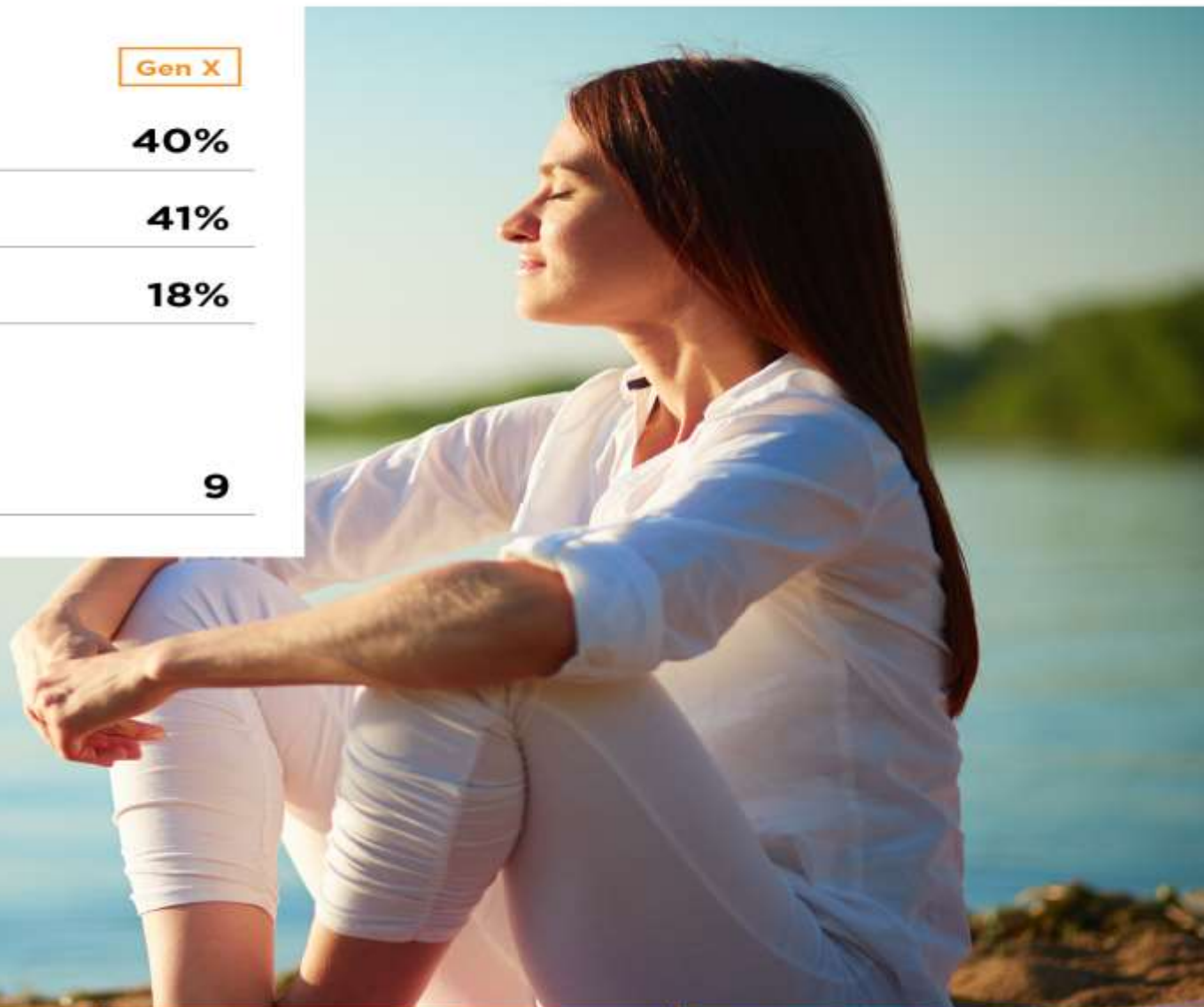
18%

## Most Vocal Travel Advocates Sharing The Vacation Experience

Average # of people recommend  
vacation to

8

9



# GEN Xers are MULTIGENERATIONAL TRAVELERS

	Total Readers	GEN X
Spouse/partner	77%	78%
Children/grandchildren	49%	61%
Parents/grandparents	30%	32%
The family pet(s)	13%	14%
No one/I vacationed alone	4%	4%

**42%** of  
**GENERATION X**  
have a financially  
dependent child along  
with a parent  
over 65.  
—AARP





---

# 41%

BORN 1946-1964  
AGE 51-69

## BOOMERS

**How much do baby boomers love to travel?**

**According to industry research, they spend \$157 billion on trips every year and many polls rank travel as their number one leisure activity.**

# Boomers have the disposable income to **SPLURGE ON THE FINER THINGS**

## Vacation Essentials

Getting off the “beaten path”

Total Women

**43%**

Boomers

**46%**

High standard of accommodations  
and facilities

**41%**

**43%**

Great shopping opportunities

**35%**

**39%**

Farmers’ markets

**36%**

**40%**

## Preferred Types of Vacation— Past 2 Years

Took more longer trips (4+ days)

**16%**

**20%**

## Vacation Destination—Past Year

International Destinations beyond Mexico

**14%**

**16%**



# One-fifth of Boomers took a trip after **SEEING A MAGAZINE ARTICLE**

## Actions Taken After Seeing A Magazine Travel Article

	Total Women	Boomers
Used a search engine to look for additional information	50%	
Discussed with family/friends	46%	
Went to website listed/mentioned for more information	41%	44%
Cut out/clipped/flagged article for future reference	27%	32%
Went to my favorite travel website to search for additional information	26%	
Sent for/requested a brochure	24%	30%
Went to the magazine's website for more information	18%	
Went on a trip	17%	21%
Booked a trip	14%	
Went on social media for ideas/inspiration	13%	
Contacted visitor bureau/chamber of commerce	12%	19%



# HOTTEST TRENDS IN BOOMER TRAVEL

+ Ecotourism

+ Adventure

+ Medical Tourism

+ Multigenerational

+ Bucket List

+ Passions

+ Spiritual

Source: Preferred Hotel Group with Harrison Group



# TRENDS: MOMS & HISPANIC WOMEN

	Total Women	Moms	Hispanic Women
<b>FEMALE</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>MARRIED/LIVING</b> in a partnered relationship	<b>63%</b>	<b>82%</b>	<b>70%</b>
<b>MEDIAN AGE</b>	<b>46</b>	<b>38</b>	<b>37</b>
<b>MILLENNIALS</b> (Born 1977-1994, age 21-38)	<b>39%</b>	<b>53%</b>	<b>57%</b>
<b>GEN X</b> (Born 1965-1976, age 39-50)	<b>20%</b>	<b>30%</b>	<b>22%</b>
<b>BOOMERS</b> (Born 1946-1964, age 51-69)	<b>41%</b>	<b>16%</b>	<b>21%</b>
<b>MEDIAN HHI</b>	<b>\$72,720</b>	<b>\$74,130</b>	<b>\$62,460</b>



# **Idaho: 18 Summers Campaign**

<https://visitidaho.org/18summers>





Vacations are **EVERYTHING**

**9 in 10 moms** say family vacations are must-do's. They're something to **LOOK FORWARD** to, they give everyone a chance to **ESCAPE STRESS** and **RECONNECT**, and, of course, they **CREATE NEW FAMILY LEGENDS**

# Moms desire **EASY FAMILY VACATIONS**

## Vacation Attitudes

Vacations that include my immediate and extended family give us the chance to spend quality time together that we normally don't have

Total Women

Moms

86%

91%

A destination wedding offers the perfect chance to travel to a place I wouldn't otherwise go to

59%

63%

I enjoy posting reviews on travel review websites

41%

45%

## Vacation Essentials

Outdoor activities/sports I/we can participate in

37%

42%

All-inclusive accommodations

32%

38%

Something the kids will enjoy

29%

67%



# STAY CONNECTED WHILE ON VACATION

## Mobile Device Uses After Arriving at Vacation Destinations

	Total Women	Moms
Take pictures/videos	81%	86%
Check the local weather	78%	
Text/check email/make phone calls	76%	80%
Research places to see/things to do while I'm there	69%	73%
Navigate using the GPS/map system	68%	
Post updates/pictures/videos on social media	50%	58%
Keep myself entertained	44%	49%
Read online reviews	42%	
Book restaurant reservations	33%	
Write to-do lists	22%	
Video chat	14%	
Blog about my trip in real-time	4%	

# Family Travel Trends for 2017: **FOOD, ADVENTURE AND UNPLUGGING**

+ Multigenerational travel continues to grow

+ An emphasis on experience

+ Digital detox

+ A family of foodies

+ Now is a good time

Source: Seattle Times (Jan 2017)



# Hispanic women love to celebrate **WITH FAMILY AT THE BEACH**

## Vacation Attitudes

Vacations that include my immediate and extended family give us the chance to spend quality time together that we normally don't have

Total Women

86%

Hispanic Women

91%

A destination wedding offers the perfect chance to travel to a place I wouldn't otherwise go to

59%

70%

Download travel app(s) to help with vacation planning

41%

45%

Post reviews on travel websites

41%

53%

## Vacation Essentials

Access to a beach

55%

61%

All-inclusive accommodations

32%

47%

Something the kids will enjoy

29%

45%

Active nightlife

16%

26%



# Hispanic Women tend to take multigenerational trips and **TRAVEL OUTSIDE THE UNITED STATES**

	Total Women	Hispanic Women
Parents/grandparents	30%	56%
<b>Vacation Destinations—Past Year</b>		
Non-U.S. Destinations	25%	32%
Mexico	5%	10%

# Like Moms, Hispanic Women take care of the family packing— **SO THEY'RE READY TO HIT THE SPA!**

## Household Vacation Planning Responsibilities— Any Personal Involvement

Unpacking for my significant other  
and/or child(ren) after returning  
from a trip

**71%**

**83%**

Packing for my significant other  
and/or child(ren) before leaving  
for a trip

**68%**

**80%**

## Vacation Interests Next 12 Months

Go to a spa

**28%**

**38%**



## It's not a vacation without **SAVORING THE LOCAL CUISINE**

When planning their next trip, **over 8-in-10** respondents say they are interested in participating in “foodie activities,” including trying new restaurants, visiting a local vineyard or brewery, shopping at markets, taking a cooking class or touring local farms.

In fact, almost **9-in-10** select specific destinations so they can participate in food-related activities.

Women particularly enjoy experiencing local cuisine and they often cite those experiences as the most memorable part of a trip.

Over **9-in-10** respondents feel that local cuisine is a way to truly understand the people and culture of a particular place.



**Authentic and unique food experiences  
make memorable vacations**

**>> 77%**  
of  
LEISURE TRAVELERS

**CAN BE CLASSIFIED AS  
CULINARY TRAVELERS**

having participated in culinary travel activities such as dining out for a unique or memorable experience, taking cooking classes, or attending food festivals.

—Mandala Research  
“American Culinary Traveler Report” 2013



# Arizona is now serving **YOUR NEXT GREAT MEAL...**

With comparatively inexpensive rents, high-quality restaurateurs and smart entrepreneurs are making their stake in Arizona. Arizona provides fertile ground for innovative startups and creative takes on national food trends.

Arizona is a bit of a melting pot when it comes to what our traditional cuisine looks like. Traditionally, Arizona's cuisine was heavily influenced by its Indigenous and early Mexican settlers.

Some great traditional foods include:

- + Burritos, Chimichangas, Tamales, Margaritas
- + Cheese Crisps
- + Fry Bread
- + Locally crafted beer
- + Menudo
- + Navajo Taco
- + Posole (hominy stew)
- + Shaved Ice / Raspados
- + Sonoran Hot Dogs
- + Sun Tea



*Sierra Vista was the first city to have a McDonald's drive thru window.*



# BEST RESTAURANTS IN ARIZONA



## **COPPA CAFÉ— Flagstaff**

Featuring crave-worthy European flavors; giving customers a casual lunch as well as delicious brunch and sophisticated dinners.



## **CORE KITCHEN & WINE BAR—Marana**

Housed in the Ritz-Carlton, this beautifully decorated restaurant has an atmosphere that is second-to-none and a menu to match.



## **HOUSE OF TRICKS— Tempe**

A charming restaurant located in the middle of the Arizona State University campus featuring French cuisine.



## **ELOTE CAFÉ— Sedona**

Mexican restaurant delivering delicious meals using local and organic ingredients.



## **BINKLEY'S RESTAURANT— Cave Creek**

Luxury dining right outside of Phoenix offering multi-course meals and a fantastic wine menu.



## **EL CHORRO— Paradise Valley**

Featuring an incredible view of Camelback Mountain and an extensive menu with something for everyone.



## **LA STALLA CUCINA RUSTICA— Chandler**

Delicious restaurant full of Italian charm, offering classic dishes like the Pollo Alla Parmigiana.



## **ROMEO'S EURO CAFÉ— Gilbert**

You can find the best Greek food in the state at this East Valley staple. Come for the Roasted Almond Tortellini but stay for the warm and inviting atmosphere.



## **EL GATO AZUL— Prescott**

This quirky restaurant has an inviting atmosphere and an extensive menu featuring Spanish, Mexican and Southwestern dishes, including an enticing tapas list.



## **CAFÉ ROKA— Bisbee**

Nestled in Southern Arizona, this one-of-a-kind restaurant serves dishes inspired by Italian and Mediterranean flavors.



## **COWBOY CIAO— Scottsdale**

Located in downtown Scottsdale for the last 20 years, Cowboy Ciao offers a blend of Italian, Mexican and Southwestern dishes to create a truly outstanding menu.

# Nationally-Acclaimed AWARD-WINNING RESTAURANTS IN ARIZONA

## **COTTAGE PLACE—Flagstaff**

Award of Excellence, Wine Spectator; Top 100 Restaurants, Open Table

## **BRIX RESTAURANT & WINE BAR—Flagstaff**

Top 95 New Restaurants in the World, Condé Nast Traveler

## **TINDERBOX KITCHEN—Flagstaff**

Best Restaurants, Arizona Highways (2010); Award of Excellence, Wine Spectator (1996-2012)

## **THE TURQUOISE ROOM—Winslow**

James Beard Foundation, Best Chef Southwest nominee; Gold List Award, Condé Nast Traveler; (2012)

## **L'AUBERGE RESTAURANT ON OAK CREEK—Sedona**

Top 10 Southwest, Condé Nast Traveler

## **THE ASYLUM—Jerome**

Award of Excellence, Wine Spectator; Award of Excellence, North American Restaurant Associations

## **BECKETT'S TABLE—Phoenix**

Award of Excellence, Wine Spectator

## **BINKLEY'S—Cave Creek**

Hot 50 Restaurant Guide, Bon Appetit; James Beard Foundation, Best Chef Southwest finalist

## **BOURBON STEAK—Scottsdale**

AAA Four Diamond Award; Forbes Four-Star Award; Best of Award of Excellence, Wine Spectator

## **CHRISTOPHER'S & CRUSH LOUNGE—Phoenix**

James Beard Best Chef Southwest

## **CITIZEN PUBLIC HOUSE—Scottsdale**

Best New Restaurants in America, Esquire magazine (2011)

## **CRUDO—Phoenix**

Arizona Culinary Hall of Fame

## **FNB—Scottsdale**

10 Best Restaurant Dishes, Food & Wine

## **FRY BREAD HOUSE—Phoenix**

America's Classic, James Beard Foundation

## **KAI—Chandler**

AAA Five Diamond Award (2006-2014); Forbes Five-Star Award; Award of Excellence, Wine Spectator

## **NOBUO AT THE TEETER HOUSE—Phoenix**

Best Chef Southwest, James Beard Foundation; Best New Chef, Food & Wine

## **POSH—Scottsdale**

Award of Excellence, Wine Spectator

## **ROKA AKOR—Scottsdale**

Best Sushi Restaurant in the U.S., Travel & Leisure

## **SHINBAY—Scottsdale**

James Beard Award semifinalist

## **PIZZERIA BIANCO—Phoenix**

Best Chef Southwest, James Beard Foundation; Best Pizza in the U.S., Bon Appetit

## **TARBELL'S—Phoenix**

Food Network's Iron Chef America

## **VINCENT ON CAMELBACK—Phoenix**

Best Chef Southwest, James Beard Foundation

## **VIRTÙ HONEST CRAFT—Scottsdale**

Best New Restaurants in America, Esquire

## **COWBOY CIAO—Scottsdale**

America's 100 Best Wine Restaurants, Wine Enthusiast

## **DOWNTOWN KITCHEN + COCKTAILS—Tucson**

Best Chef: Southwest, James Beard Foundation Award

## **THE GRILL AT HACIENDA DEL SOL—Tucson**

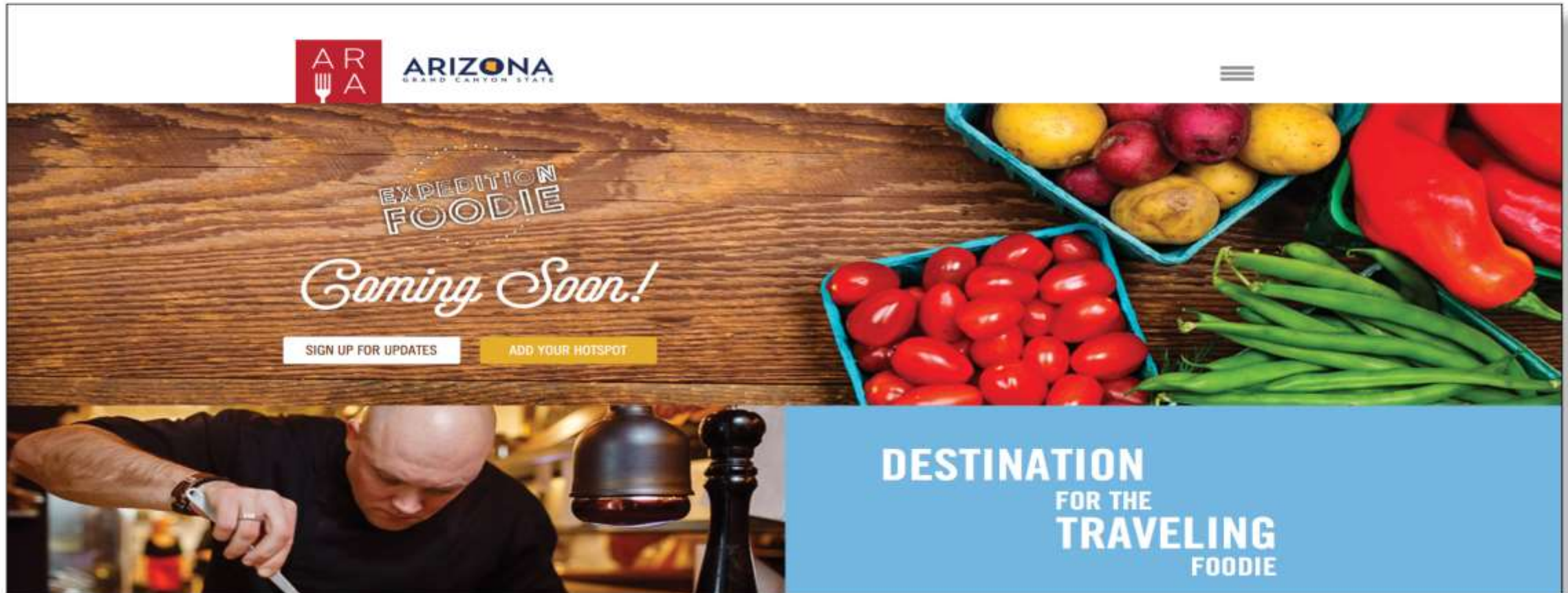
AAA Four Diamond Award

## **MAYNARD'S MARKET & KITCHEN—Tucson**

Best Chefs America; Award of Excellence, Wine Spectator

# ExpeditionFoodieAZ.com

AOT is partnering with the Arizona Restaurant Association (ARA) to develop a new website dedicated to positioning Arizona as a top-tier destination for culinary travelers. The site will include robust listings for “foodie hotspots” across the state, and the ARA is currently seeking submissions.



# Culinary Tourism: EDIBLE EXPERIENCES ENRICH A VACATION

## Attitudes About Food & Beverage Vacation Activities—Agree

I like to experience local foods because it tells the story of a destination's history, culture and people

Total Women

93%

It's important that I experience local/authentic foods/beverages while on vacation

88%

I like to experiment with different kinds of regional/global foods while on vacation

87%

It's important that the vacation destination I choose has great restaurants to choose from

85%

I'm adventurous when it comes to food—I like to try things I've never eaten before

78%

I have traveled/would be interested in traveling to a vacation destination specifically to learn about and/or enjoy local foods/beverages

73%

Drinking local wine/craft beer on vacations makes me feel like I'm getting an authentic experience

72%

I like to look at photographs of regional/global dishes other travelers have posted on social media

61%

Photographs of food (e.g., in a magazine, online, etc.) inspire me to travel to a specific destination

61%

I have posted/expect to post photographs of food to social media while on vacation

51%



# “THE INSTAGRAM EFFECT”

## Most impacts Millennials and Hispanic Women who love FOOD PHOTOS ON SOCIAL MEDIA



### Attitudes About Food & Beverage Vacation Activities—Agree

I like to look at photographs of  
regional/global dishes other travelers  
have posted on social media

Total Women

61%

Millennials

67%

I have posted/expect to post photographs  
of food to social media while on vacation

51%

64%

I like to experiment with different kinds of  
regional/global foods while on vacation

Total Women

87%

Hispanic Women

93%

I have traveled/would be interested in  
traveling to a vacation destination  
specifically to learn about and enjoy  
local foods/beverages

73%

80%

I like to look at photographs of regional/  
global dishes other travelers have posted  
on social media

61%

71%

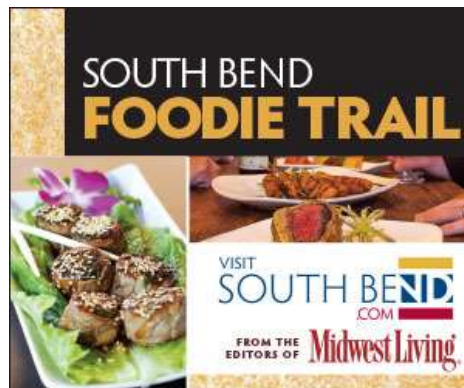
Photographs of food (e.g., in a magazine,  
online, etc.) inspire me to travel to a  
specific destination

61%

66%



# Custom Content Opportunity: CULINARY TOURISM



# Source of inspiration for QUICK GETAWAYS VS. LONGER VACATIONS

	Quick Getaways (less than 4 days)	Longer Vacations (4 days or more)
Friend/family recommendations	60%	54%
Magazine-related sources (net)*	38%	39%
Social Media (Facebook/Instagram/ Pinterest/Blog Posts)	28%	36%
Destination websites	23%	27%
Travel review websites	22%	28%
TV	15%	15%

\*magazine articles, ads, websites



# Magazine ads are best at INFLUENCING TRAVEL DECISIONS

## Attitudes Towards Travel Advertising By Media—Agree

	Total Women
Travel ads in magazines often make me think of a destination I would have never thought of before	83%

Travel ads on television often make me think of a destination I would have never thought of before	74%
--	-----

Travel ads on the internet often make me think of a destination I would have never thought of before	70%
--	-----

I have considered traveling to a vacation destination after seeing a travel ad in a magazine	78%
--	-----

I have considered traveling to a vacation destination after seeing a travel ad on television	68%
--	-----

I have considered traveling to a vacation destination after seeing a travel ad on the internet	63%
--	-----



It's her moment to  
**BE INSPIRED**  
by the information  
she didn't know...  
she didn't know...

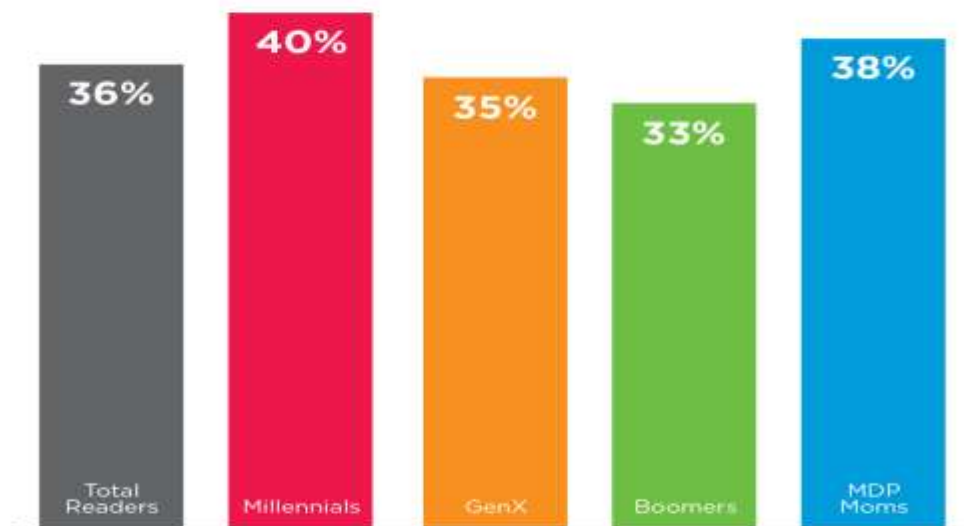
## After seeing a travel ad in a magazine **WOMEN TAKE ACTION**

	2013	2014	2015
Used a search engine to look for more information	44%	48%	58%
Discussed with family and friends	39%	43%	54%
Went to the website listed/mentioned for more information	40%	43%	50%
Sent for/requested a brochure	31%	32%	33%
Went to my favorite travel website to search for additional information	24%	28%	32%
Cut out/clipped/flagged the ad/article for future reference	21%	23%	32%
Contacted visitor bureau/chamber of commerce	16%	18%	16%
Went on a trip	14%	17%	22%
Booked a trip online	12%	15%	18%



## High-performance banner ads **OFFER DEALS AND STRONG VISUALS**

	Total Women
A deal/special offer	61%
Photographs of the landscape	56%
Photographs of accommodations/lodging	45%
A price was featured	38%
A website/link to visit for more information	35%
The content was relevant to my lifestyle	33%
Photographs of the food	24%
The people in the photographs	13%
An inspirational/relatable message	12%
A video	11%
Testimonials from people like me	8%
A call-out/link to visit a social media page(s)	6%



YES HAVE CLICKED ON A  
TRAVEL BANNER ADVERTISEMENT

# Top-performing BANNER ADS

Photos of the landscape



Photos of lodging/accommodations



Price was featured...



Photographs of the Food...



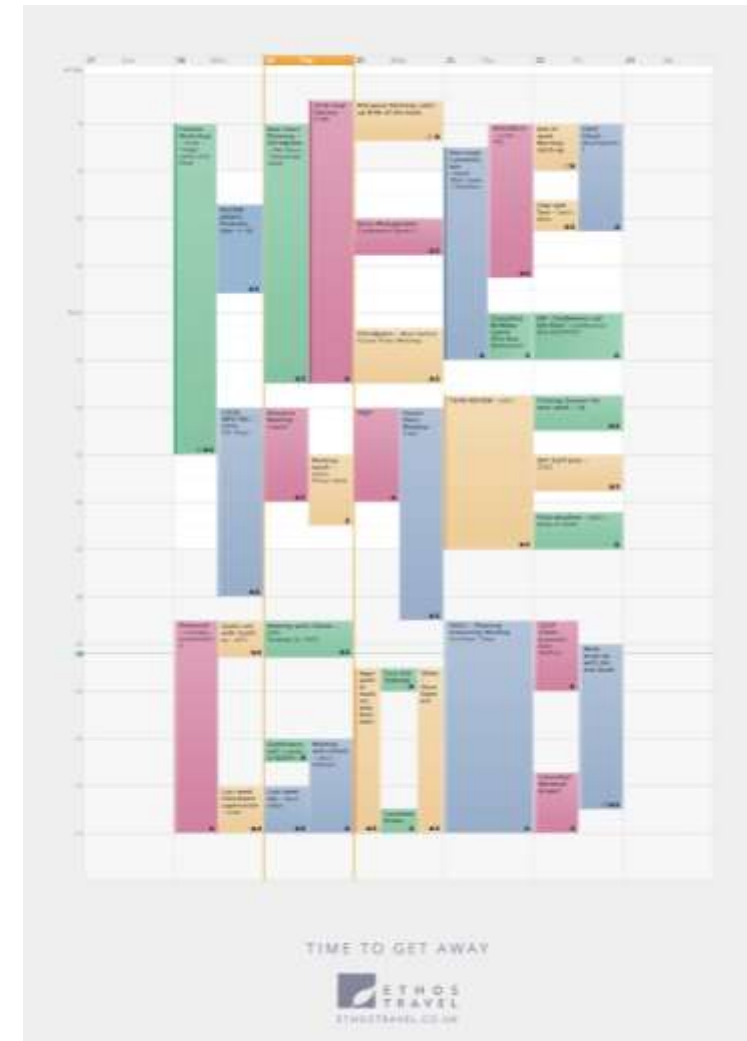
According to AdClarity—U.S. Travel Display Advertising Industry Report

# Top-performing BANNER ADS

Beauty / Scenery



Humor



Sweepstakes / Lead Generating



# Travel for women is a **TOP PRIORITY**

- + Vacations are an important part of living a fulfilling and rich life—91% agree
- + Going on vacation is a higher priority to me now than it was five years ago—68% agree
- + Over the past 5 years, 1/3 of women have taken more or longer vacations

\*Source: Harris Interactive

*“We decided that you have to seize life and do new and different things.”*  
—Anna P.



# QUESTIONS? COMMENTS? FEEDBACK?

**MELISSA LUEBBE**

National Travel Director  
Meredith Travel Marketing

---

Melissa.Luebbe@Meredith.com  
312-580-2554  
MeredithTM.com

## Summary:

# REDEFINING THE FEMALE TRAVELER

- + **Generational Insights:** A deeper understanding of women's vacation preferences; the similarities and differences between Millennials, Gen Xers, Boomers—as well as among Meredith moms and Hispanics.
- + **Women recognize and enjoy the benefits of vacation travel:** Virtually all respondents believe that vacations contribute to a fuller, more enriching life, and the vast majority see them as a way to spend quality time with their family. Most (almost 8-in-10) travel with a spouse or partner and more than 9-in-10 take vacations with family members.
- + **Women make time to take multiple vacations each year**—averaging two short getaways of less than 4 days and one extended vacation of 4 or more days. Overall, 8-in-10 took quick getaways in the past year, and two-thirds took extended trips. Shorter vacations are often viewed as easier to plan and less expensive, while longer trips afford the time to relax and explore new surroundings.
- + **Women take time to plan their trips,** spending about 6 weeks planning for short getaways, and between 4-5 months planning longer trips.

## Summary:

# REDEFINING THE FEMALE TRAVELER

- + **Women are generally responsible for their family vacations:** The majority of women are actively involved in all phases of the decision-making process for their vacations...from deciding where to go (96%), to planning the agenda (94%), to packing and unpacking for themselves (99% and 99%, respectively) and their family (68% and 71%, respectively).
- + **Culinary Tourism: It's not a vacation without savoring the local cuisine.** When planning their next trip, over 8-in-10 readers say they are interested in participating in "foodie activities," including trying new restaurants, visiting a local vineyard or brewery, shopping at markets, taking a cooking class or touring local farms. In fact, almost 9-in-10 select specific destinations so they can participate in food-related activities.
- + **Respondents particularly enjoy experiencing local cuisine** and they often cite those experiences as the most memorable part of a trip. In fact, over 9-in-10 Meredith readers feel that local cuisine is a way to truly understand the people and culture of a particular place.
- + **Nearly all travelers use their mobile devices while on vacation,** most often to take pictures and videos. In fact, half share their experience via social media while still on vacation!
- + **After taking a great trip, virtually all tourists (97%) return to share** their experiences. 8-in-10 (84%) share their experiences and photos in-person and 83% share online. They are particularly likely to discuss their experiences with others in-person (72%), but are also actively posting photos and videos on social media (64%).

**MAKE YOUR CONNECTION**



**meredith**  
travel marketing