Hyper-Informed Traveler
The complex, fragmented & expanding media use of US leisure travelers 2008 - 2018

A summary of research
The State of the American Traveler
Destination Analysts 2008 – 2018
The Hyper-Informed Traveler

2014-2018: Shifts in Media Usage

**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%

**60% Of Travel Decision Makers Are Female**

- **Use Print Publications**: Visitor Guides, Brochures, Magazines
  - **49%**: 2008, **49%**: 2018

- **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 WiFi
  - **40%**: 2008, **55%**: 2018

- **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%**: 2008, **58%**: 2018

- **Use Smartphones To Access Travel Information**: *Including over 70% of generation Y travelers*
  - **41%**: 2008, **59%**: 2018

- **Use Official Visitor Guides: City, Regional or State Vacation Publications From a CVB or other DMO**
  - **21%**: 2008, **23%**: 2018

- **Use Official Destination Websites From a CVB or other DMO**
  - **31%**: 2008, **33%**: 2018

- **Use Tablets To Access Travel Information**: *Travelers use them almost equally both before and during travel*
  - **28%**: 2008, **36%**: 2018

**Rising Media Use by Travelers 2008 - 2018**

- **Mobile phones**: **46%** 2008, **55%** 2018
- **UGC**: **34%** 2008, **58%** 2018
- **Social Media**: **17%** 2008, **59%** 2018
- **Print resources**: **11%** 2008, **49%** 2018
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:
2. Value of Print White Paper, 2017, Miles Partnership
3. The Path to Purchase for American, British and Canadian Travelers, 2016, Expedia Media Solutions

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