**From ambitious bucket lists to adventure-packed itineraries, Canadian Gen Z travellers can’t wait to experience the world**

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*Booking.com releases the most comprehensive global research into the wants and needs of*

*the next generation of travellers - Gen Z*

**TORONTO, 9 July 2019** - With the power to shape the future, Gen Z (aged 16-24) is coming of age and are on their way to discovering the world. Already the subject of much speculation, many have assumed how this generation will behave, but what do they actually have to say for themselves? In an increasingly connected world, with travel more accessible than ever before, Booking.com, the digital travel leader connecting Canadians with the widest choice of unique places to stay, a range of must-do travel experiences and seamless transport options, has conducted [global research to gather insights into the Gen Z traveller](http://destinationgenz.com/)\*, revealing not just their travel plans, but how these link to their wider aspirations for life.

**Ambitious Adventurers**

While many Canadian Gen Zers have only just come of age, they most certainly already know what they want when it comes to their travel plans**:**

* Gen Z have an optimistic outlook on travel, with 55% excited for all the places they’ll travel to in the future
* Over one in three (37%) plan to have visited at least three different continents over the next ten years and 18% intend to have studied or lived in a different country (27% female vs. 13% male)
* Gen Z is a daring bunch with almost half 45% wanting an adventure experience from their travels, such as paragliding or bungee jumping and 47% planning on visiting or trekking to an extreme location
* 48% of Gen Zers reported that travelling in their own country helps them to learn and discover more about themselves

**Ready to go Solo**

Many young people are already stepping out into the world with their family, with over two fifths (45%) of Gen Z travellers indicating that they mainly do it because it allows them to go on trips that they would not otherwise have the funds for. But as Gen Z looks to fly the nest, they’re keen to do it alone.

* Independence is a priority for this generation. Over the next ten years, a third of Gen Z (38%) plan to have travelled on their own at least once (27% women vs. 44% men)
* Gen Z’s passion to ‘fly solo’ is further revealed with over a quarter (27%) saying they prefer to be alone when they travel (more so than all other age demographics) and 14% wanting to take a solo backpacking trip or gap year

**Already Champions of the Bucket List**



Over two thirds (65%) of Gen Z have already compiled a travel bucket list (a list of things to do or see before they die), with this figure equally as likely across both genders. Reasons for having a travel bucket list are varied:

* *Daydreamers*: Almost half (48%) say it’s because they enjoy thinking about all the places that they’re going to travel to in their life
* *A never-ending list*: Over one in ten (14%) say they get satisfaction from travelling to places on their bucket list as soon as possible so they can begin adding more new places. In fact, nearly one quarter (29%) of Gen Z plan to have checked at least five epic trips off their bucket list in the next ten years
* *Keeping on top of great destinations*: Nearly one quarter (24%) say that having a bucket list helps them keep track of amazing places to travel to that they’ve never heard of before
* *Inspired by Insta:* 41% have been inspired to make their own adventures by seeing influencers’ trips online

Having a travel bucket list doesn’t just reveal an intention to travel to new places, it also provides a deeper insight on the generation’s broader travel behaviors. For the 35% of Canadian Gen Z *without* a bucket list, the reasons also vary:

* 23% feel their preferences change too frequently which is bound to affect their travel destinations
* Almost one in five (17%) say it’s because they opt to travel impulsively and don’t plan in advance
* Surprisingly though, Gen Z are the *least* likely of all age demographics to say they don’t have a bucket list because they like to travel impulsively
* In fact, of the 53% of Baby Boomers (those 55+) who don’t have a bucket list, over one in ten say they prefer to travel impulsively (16%) – the same amount as Gen X (those 40-54). However, 22% of Millennials (aged 25-39) travel more impulsively than Gen Z

**Travel vs. Life Goals**

Gen Z have grown up in a world where over the last decade or so, global financial and economic turbulence has become almost the norm, and so understanding their stance on finances (specifically how they plan to spend their money over the next five years), is a useful barometer for their overall outlook on life.

Half (49%) of Canadian Gen Zers think that travel is always worth investing in. And when it comes to prioritization, “travel and seeing the world” ranked as most important to this generation when thinking about how they spend their money (65%). Saving for ‘life’s biggest investment’ (property) came a close second and more material possessions ranked lowest.

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| What Gen Z plans to spend their money over the next 5 years | % of global Gen Z travellers  |  % of Canadian Gen Z travellers |
| Saving for a down payment on a house / property | 60% | 56% |
| Investing in higher education / professional training | 60% | 55% |
| Travelling and seeing the world | 65% | 52% |
| Saving for retirement | 51% | 48% |
| Spending money on experiences or products that are environmentally friendly | 46% | 43% |
| Saving for wedding/civil partnership | 42% | 35% |
| Buying new tech | 33% | 31% |
| Buying designer clothes/shoes/accessories | 33% | 30% |

**Unpacking Gen Z priorities**



When questioned about *how* they’d prioritize spending their money, travel came out top in five out of seven choices for Gen Z, especially when compared to material possessions or more fleeting experiences. Travel ranked above the likes of furniture and homewares, clothes and fashion, tech and gadgets, eating at restaurants and spa and beauty treatments.

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| When thinking about how Canada’s Gen Z would like to spend their money, this is how they would prioritize: |
| Travel (79%) | vs. | Spa / beauty treatments (21%) |
| Travel (63%) | vs. | Eating out at restaurants (37%) |
| Travel (62%) | vs. | Furniture / homewares (37%) |
| Travel (59%) | vs. | Clothes / fashion/shoes (41%) |
| Travel (55%) | vs. | Tech / gadgets (45%) |

**Out of office: on**

Whether still contemplating their future vocation, or have just ventured into the workforce, the notion of a career is still pretty fresh, so its unsurprising that Gen Z rank getting a job as their most important life experience (83%). But with travel being such a passion point for this generation, prospective employers should take note, as 54% of Canadian Gen Zers say the opportunity to travel for work is important when selecting a job and over half (51%) say a job where they get to experience other cultures is attractive to them.

“As the first generation of digital natives comes of age, it’s exciting to see this research reveal that Gen Z travellers are a determined generation whose excitement to explore means that they have mapped out many of their future travel plans already,” said Ram Papatla, Vice President of Global Experiences at Booking.com. “Their affinity and comfort with technology dovetails perfectly with our ambition to learn and deliver an even more seamless, connected trip experience. We want to empower people of all ages to make the most out of every adventure, with their device as a powerful resource instead of a dependency - something Gen Z truly appreciates.”

To delve deeper into Booking.com’s insights of the Gen Z traveller, visit <http://destinationgenz.com/>*.*

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**NOTE TO EDITORS**

\*Research commissioned by Booking.com and independently conducted among a sample size of 21,807 respondents aged 16 or over (25% of whom were aged 16-24) in 29 markets (including 1,000 each from Australia, Germany, France, Spain, Italy, China, Japan, Brazil, India, US, UK; and 600 each from Russia, Indonesia, Colombia, South Korea, New Zealand, Thailand, Argentina, Belgium, Canada, Denmark, Hong Kong, Croatia, Taiwan, Mexico, Netherlands, Sweden, Singapore and Israel). Fieldwork was undertaken between 1 and 16 May 2019. The survey was carried out online. All research and recruitment, unless otherwise stated, was carried out by Vitreous World, with analysis by Ketchum Analytics.

**About Booking.com**

Established in 1996 in Amsterdam, Booking.com B.V. has grown from a small Dutch start-up to one of the largest travel e-commerce companies in the world. Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com now employs more than 17,500 employees in 198 offices in 70 countries worldwide.

With a mission to empower people to experience the world, Booking.com invests in digital technology that helps take the friction out of travel. At Booking.com, we connect travellers with the world’s largest selection of incredible places to stay, including everything from apartments, vacation homes, and family-run B&Bs to 5-star luxury resorts, tree houses and even igloos. The Booking.com website and mobile apps are available in 43 languages, offer over 28 million total reported listings, including more than 5.9 million listings of homes, apartments and other unique places to stay, and covers more than 150,000 destinations in 227 countries and territories worldwide.

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