

How Generation Z Is Changing Travel

With big plans, a sense of adventure and a focus on sustainability, Gen Z is well on its way to changing the future of travel.

Forget millennials, the new generation (those aged 16-24) is less social media obsessive and seemingly more responsible, shows a new survey by booking.com

Gen Z Kiwis have grown up in a world where global financial and economic turbulence has become almost the norm, and this has resulted in travel as a second financial priority, with saving to buy a house in top spot, shows the poll.

When it came to spending money, for Kiwi Gen Zs, travel ranked above eating out, furniture, clothes and tech. Travel also came in second place in the new generation's list of priorities; with getting a job ranked as the most important life experience—though worth noting for the travel industry is that 54% of Gen Z say the opportunity to travel for work is important when selecting a job and 57% say a job where they get to experience other cultures is attractive to them.

... Social Sceptics

Unlike their millennial counterparts, Gen Z isn't so easily influenced. Globally, only 45% trust the recommendations of celebrities and influencers, and only 40% use Instagram as a source of destination inspiration. Also

surprising, is that 50% believe too much emphasis is spent on social media while travelling.

... Green Please

Following the climate change marches, it should come as no surprise that Gen Z is being labelled as the generation that gives back. Some 60% look to use more environmentally-friendly means of transport at their destinations; 54% say that the environmental impact travelling has on? destinations is an important factor when deciding to travel and 56% prefer green or eco-friendly accommodation. The survey also found that a majority will visit lesser-known destinations over popular ones if it means having less of an impact on the environment.

... Big Plans

It appears Gen Z has ambitious travel plans; globally, 52% plan to visit or trek to an extreme location and 56% want an adventure experience from their travels—think paragliding and bungee jumping! They're also keen to go at it alone, with 33% preferring to travel solo.

Looking long term, 69% have a bucket list, and 32% have plans to check off at least five experiences from that list over the next 10 years.

The survey included 21,807 people from 29 markets, including New Zealand, Australia and America.