

TRAVEL HABITS OF THE BAY AREA MILLENNIAL

It's no surprise San Francisco International Airport is one of the busiest airports in the world since the Bay Area is home to some of the most prolific travelers in the United States.

The average Bay Area household has a disposable income of \$102,435, 55% higher than the nation's average of \$65,929, and much of that disposable income is spent adding another pin to the "Places I've Been" map.

San Francisco Bay Area residents spend a whopping \$6.6 billion on travel annually - including \$2.2 billion on air fares, \$1.8 billion on lodging, \$1.6 billion on food and beverages, \$620 million on out-of-town entertainment, and \$100 million on local transportation on out-of-town trips. That amount equates to the highest average per household among the nation's 210 metro areas.

For this white paper, we'll examine the travel habits of Bay Area Millennials (ages 21 to 34) with household incomes of \$100,000 or more. More than 593,000 adults, 39% of all Bay Area Millennials, fall into this category.

Three out of four Millennials in the Bay Area have college degrees, and two-thirds work in management or professional occupations, contributing to their ability to travel frequently. Fifty-one percent of these upscale Millennials have taken at least one trip outside the continental U.S. in the past year, and 19% of those foreign travelers have taken three or more trips.

Seventy-nine percent have taken a domestic air trip in the past year, with 1 in 4 making five or more round trips.

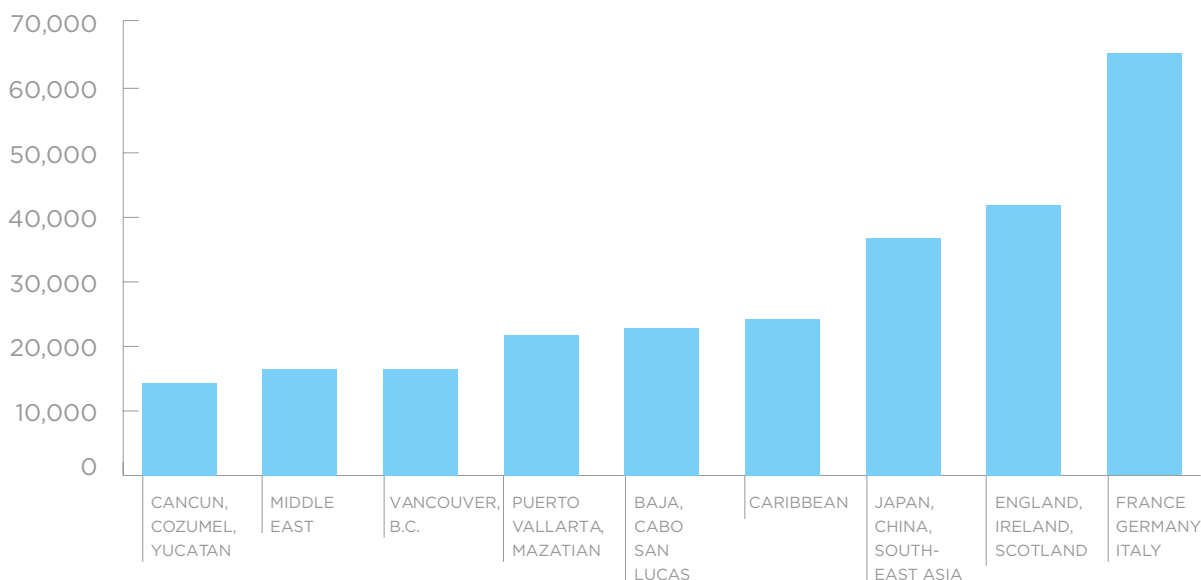
Compared to all Bay Area adults, upscale Millennials index high for domestic and foreign travel.

Domestic and Foreign Travel Index for Bay Area Adults

	All Adults	Upscale Millennials	Index
Any foreign trip	32.5%	51.0%	157
3+ foreign trips	7.1%	9.6%	135
Any domestic air trip	55.9%	79.3%	142
5+ domestic air trips	12.3%	28.1%	228

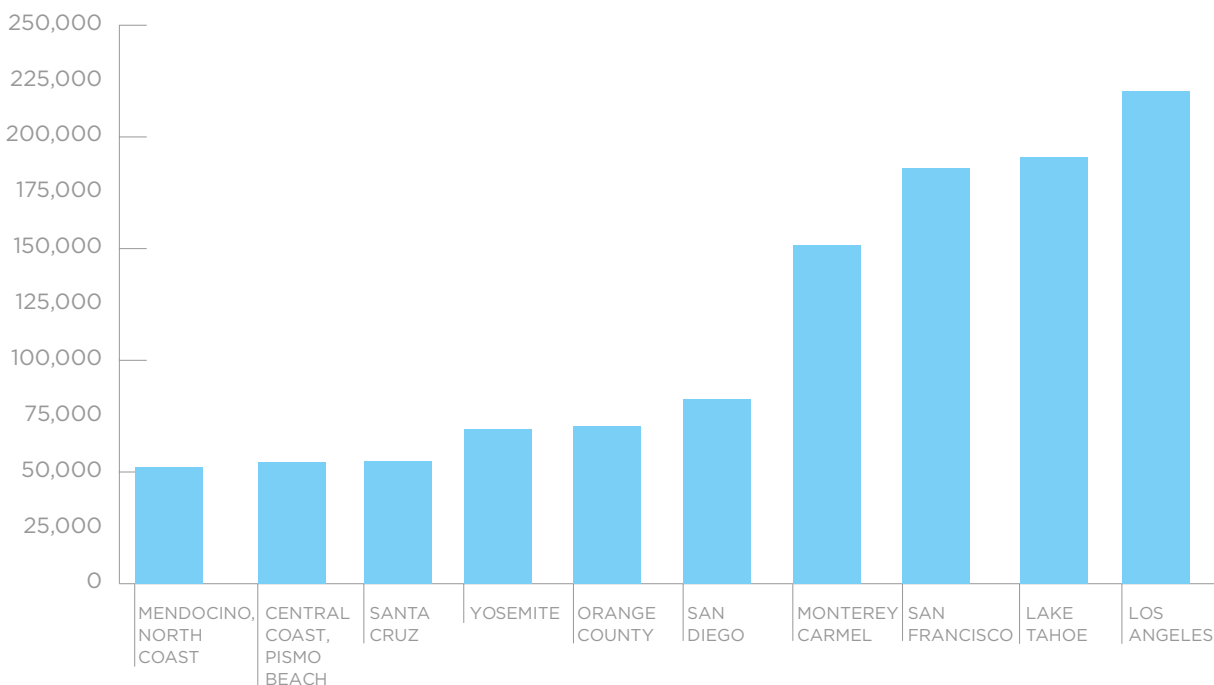
For those jet-setters who enjoy vacationing internationally, favorite destinations include Europe, Mexico, Asia, and Canada. France, Germany, and Italy were the most popular countries of choice in the past 12 months.

Out-of-Country Locations Bay Area Millennials Visited in the Past 12 Months



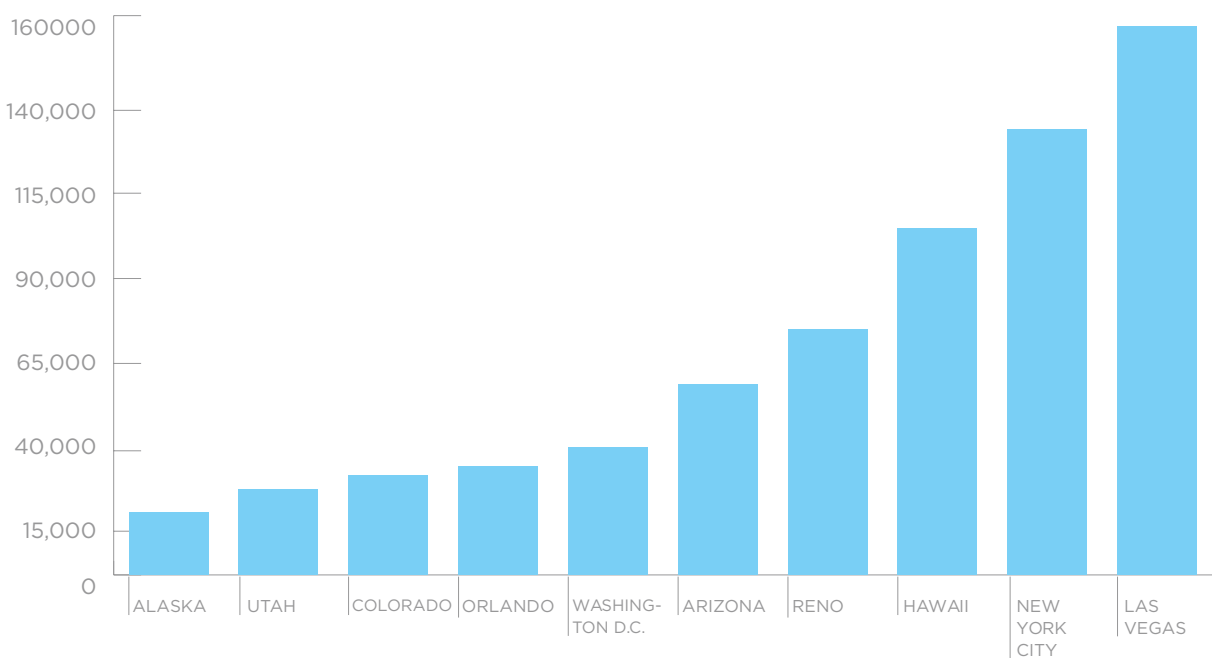
For those who like to stay local, favorite California destinations for an overnight visit include Los Angeles, Lake Tahoe, San Francisco, Monterey-Carmel, and San Diego.

California Locations Millennials Visited in the Past 12 Months



Favorite out-of-state destinations for an overnight visit include Las Vegas, New York City, Hawaii, and Reno.

Out-of-State Domestic Locations Millennials Visited in the Past 12 Months



Considering the types of vacations Millennials prefer to take along with the activities they're looking to enjoy, the most popular destinations listed in the graphs above should come as no surprise.

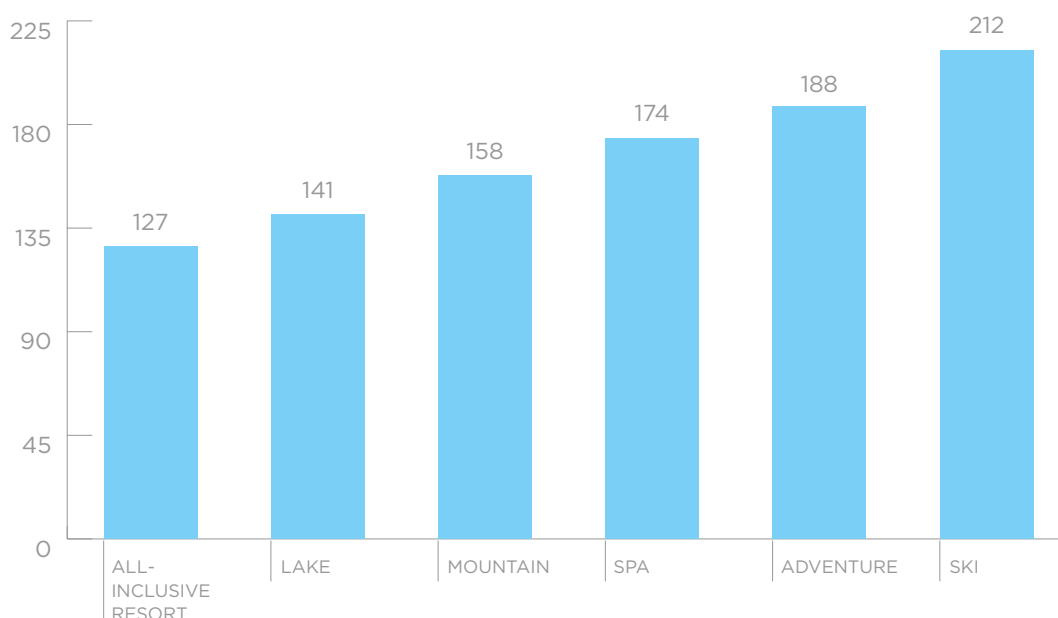
The majority enjoy a certain "joie de vivre" inspiring them to travel to places unknown and step outside their comfort zones. 86% prefer to travel places they've never been before, and 83% prefer to travel alone or with a small group of people.

Travel Attitudes - Percentage of Millennials Who:

Attitude	Percentage
Prefer to travel to places they've never been before	86%
Believe foreign travel is great way to learn about other cultures	84%
Love researching locations before vacationing there	83%
Prefer to travel alone or with small group of people	83%
Say discounts influence where they travel and where they stay	70%
Choose vacations with a wide variety of activities to choose from	65%

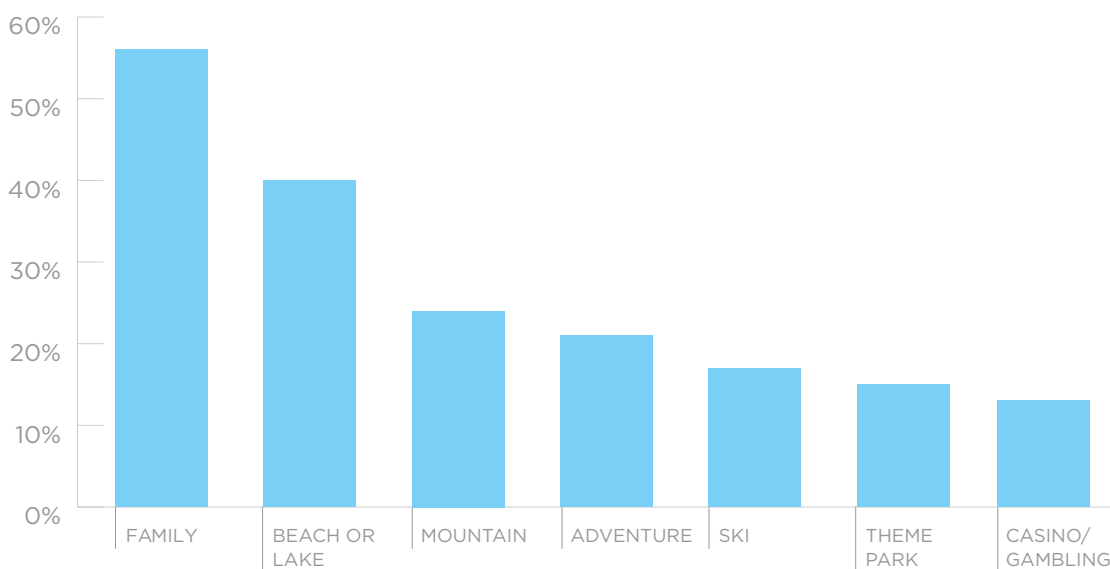
Millennials are much more likely than the average Bay Area adult to take ski, adventure, and spa vacations. Adventure vacations are those that are considered 'off the beaten path' such as summiting one of the world's tallest peaks or camping along the Nile River (aka, not your average all-inclusive resort).

Compared to Bay Area Adults Overall, Millennials Index High For:



In the next 12 months, 56% of Millennials in the Bay Area plan to take a family vacation, about 40% plan to soak up the sun at the beach or lake, and 23.5% plan to head to the mountains for that crisp, clean air. Adventure, ski, theme-park and casino vacations fall close behind.

Types of Vacations Bay Area Millennials Plan to Take in the Next 12 Months



Among the top 20 metro areas in the U.S., the San Francisco DMA is the fifth largest, but it indexes No. 1 for Millennials with household incomes of \$100,000 or more. The San Francisco DMA is 58% more likely to be home to upscale Millennials than any of the other metro areas. In fact, they're 100% more likely to have stayed at an upscale hotel in the past 12 months, and 54% more likely to have treated themselves to a nice dinner in the past 30 days. Refer to the chart below for more fascinating characteristics about this group.

Predominant Characteristics of Bay Area's Upscale Millennials

Characteristic	Index
Age 25-29	394
Age 30-34	513
College graduate	207
Post graduate degree	175
HH income \$100K-\$150K	196
HH income \$150K-\$250K	256
HH income \$250K+	309
Median HH income	\$150,794

Characteristic	Index
Asian	196
Live in San Francisco	173
Live in San Mateo	135
At present address less than year	269
Stayed at upscale hotel in past 12 months	200
Dined at upscale restaurant past 30 days	154
Made travel reservations online in past 30 days	152

When it comes to marketing to Bay Area Millennials, focus your efforts on the internet. Millennials are 41% more likely to consume media via the internet than any other channel including radio, newspapers, and television.

Upscale Millennials' Media Usage Quintiles – Heavy Users

Media Outlet	Index
Internet	141
Radio	75
Newspaper	66
Television	31

Your average Bay Area millennial loves to travel, has a high disposable income, and is 52% more likely to have made a travel reservation online in the past 30 days.

When considering a marketing strategy for your CVB, hotel, resort, etc., keep in mind promoting your brand on the internet is more likely to provide a higher ROI than advertising on television or radio.

Also, this is a generation that is inundated with more information than they can consume in a given day. They've learned to filter out the noise and find brands they trust, which means they do their research. 83% of Bay Area Millennials love researching locations before visiting. So, put your best foot forward!

Here are some tips for marketing to Bay Area Millennials:

- Make sure your website is mobile-friendly
- Tell your story to relate to Millennials on a personal level
- Optimize your website for SEO
- Create an Instagram account and post at least once per day
- Manage your online reputation and respond to negative reviews

For more tips on how to market to and target Bay Area Millennials,

CONTACT OUR EXPERTS TODAY! [Click Here](#) or go to <http://marketing.sfgate.com/contact>

*Sources: Scarborough Research, R1 2017; R2 2016;
Claritas Consumer Buying Power, 2017*