



YAHOO!
TRAVEL

The Role of Content in the Millennial Traveler Journey

PRESENTED BY Melissa Bahadur

Methodology

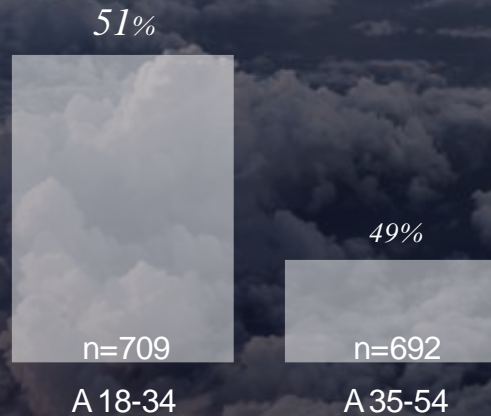
We surveyed 1,401 adult travelers about their leisure travel, activities and the role of online travel content in the planning process. In this study, we focus on Millennial Travelers defined as Adults 18-34 who have taken a trip for leisure in the past 12 months.

Gender (Ages 18-54)



Male, **51%**
Female, **49%**

Ages



Income



64% \$50K+ HHI
40% \$75K+ HHI

Millennials decide where they want to travel to

66%

of Millennials are primary decision-makers for vacation, holiday or leisure travel planning

Source: The Role of Content in the Millennial Traveler Journey / Base: A 18-34 Millennial Travelers (709)

Which of the following statements best describes the role you have regarding the selection of vacation, holiday or leisure travel destinations for your household?
I am the primary decision maker in my household for vacation, holiday or leisure travel planning

Millennials are avid travelers

Thinking about the most recent vacation or trip for leisure you took, where did you travel?

FACT

On average, Millennials have taken 3 domestic trips and 2 international trips in the past 12 months

International, 22%



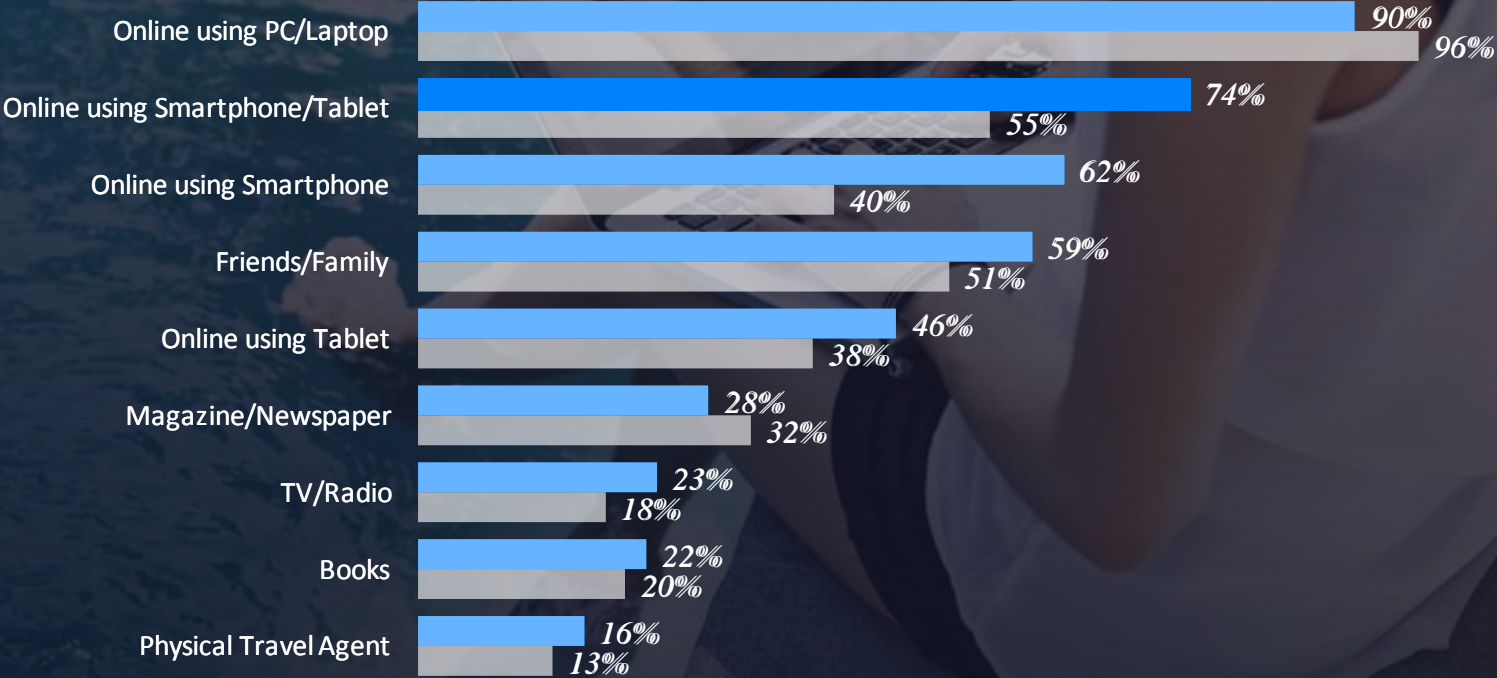
Domestic, 78%



While most Millennials research their travel plans online using PC/laptop, 3 out of 4 are also using mobile devices during the research phase

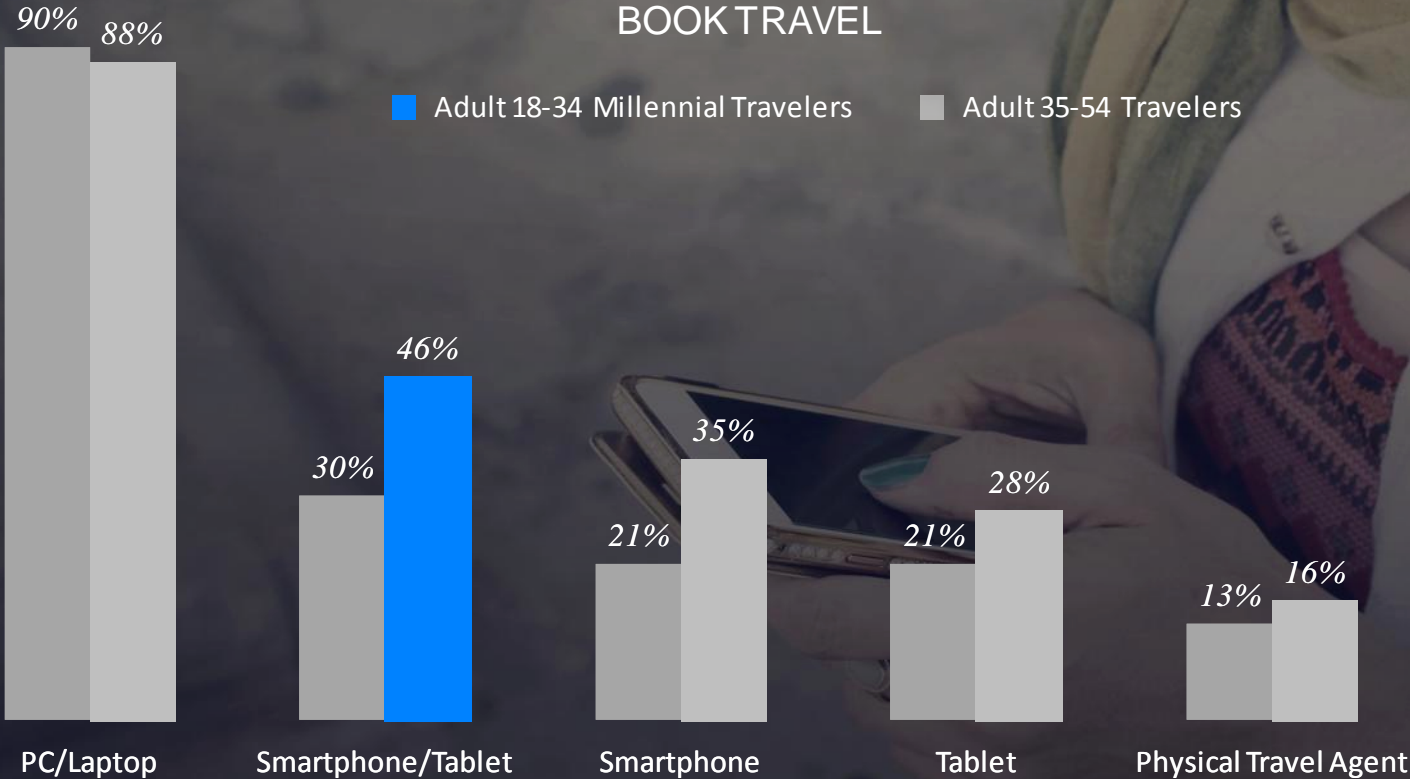
RESEARCHING TRAVEL

■ Adult 18-34 Millennial Travelers ■ Adult 35-54 Travelers



Source: The Role of Content in the Millennial Traveler Journey / Base: A 18-34 Millennial Travelers (709), A 35-54 Travelers (692) / In the past year, which of the following sources have you used to research information about travel? Think about destinations, accommodations (e.g. hotels), flights, car rental, cruises, or any other element of travel. Select all that apply.

Even though most Millennials still book travel on PC or laptop, 1 out of 2 now book their travel on mobile devices



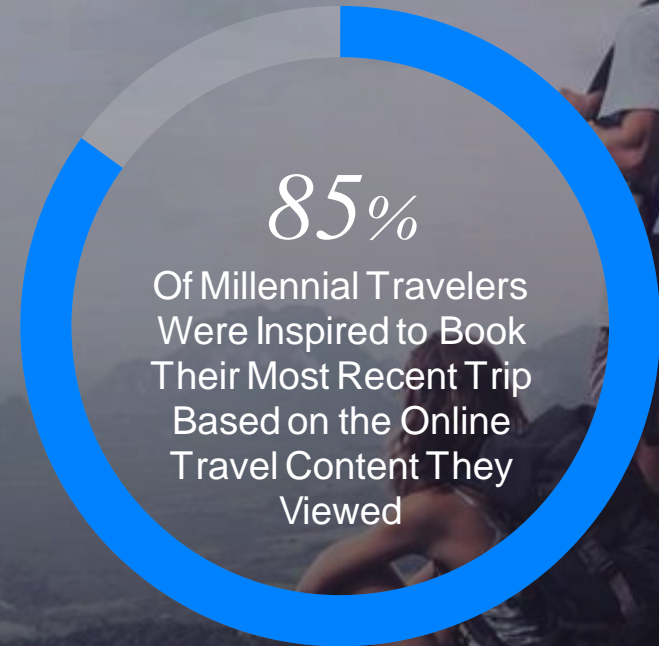
Source: The Role of Content in the Millennial Traveler Journey / Base: A 18-34 Millennial Travelers (709), A 35-54 Travelers (692) / In the past year, which of the following sources have you used to book travel? Think about destinations, accommodations (e.g. hotels), flights, car rental, cruises, or any other element of travel. Select all that apply.

Millennials consume online travel content before booking a trip



78% Of Millennial Travelers Looked at Online Travel Content Prior to Booking Their Most Recent Vacation

Online travel content inspires Millennials to book



Source: The Role of Content in the Millennial Traveler Journey / Base: A 18-34 Millennial Travelers Who Viewed Online Travel Content Prior to Their Most Recent Trip (553)
Now think about that online travel content (such as articles, photos, videos, reviews, etc.) you read, watched or looked at before going on your trip. Overall, how much did you like this content?
And how much did this content inspire you to book that trip?

Millennials continue to consume online travel content after booking their most recent trip and are inspired to plan travel activities



72%

Of Millennial travelers looked at online travel content after booking their most recent vacation



89%

Of Millennial travelers who looked at online travel content after booking their most recent vacation were inspired to plan travel activities

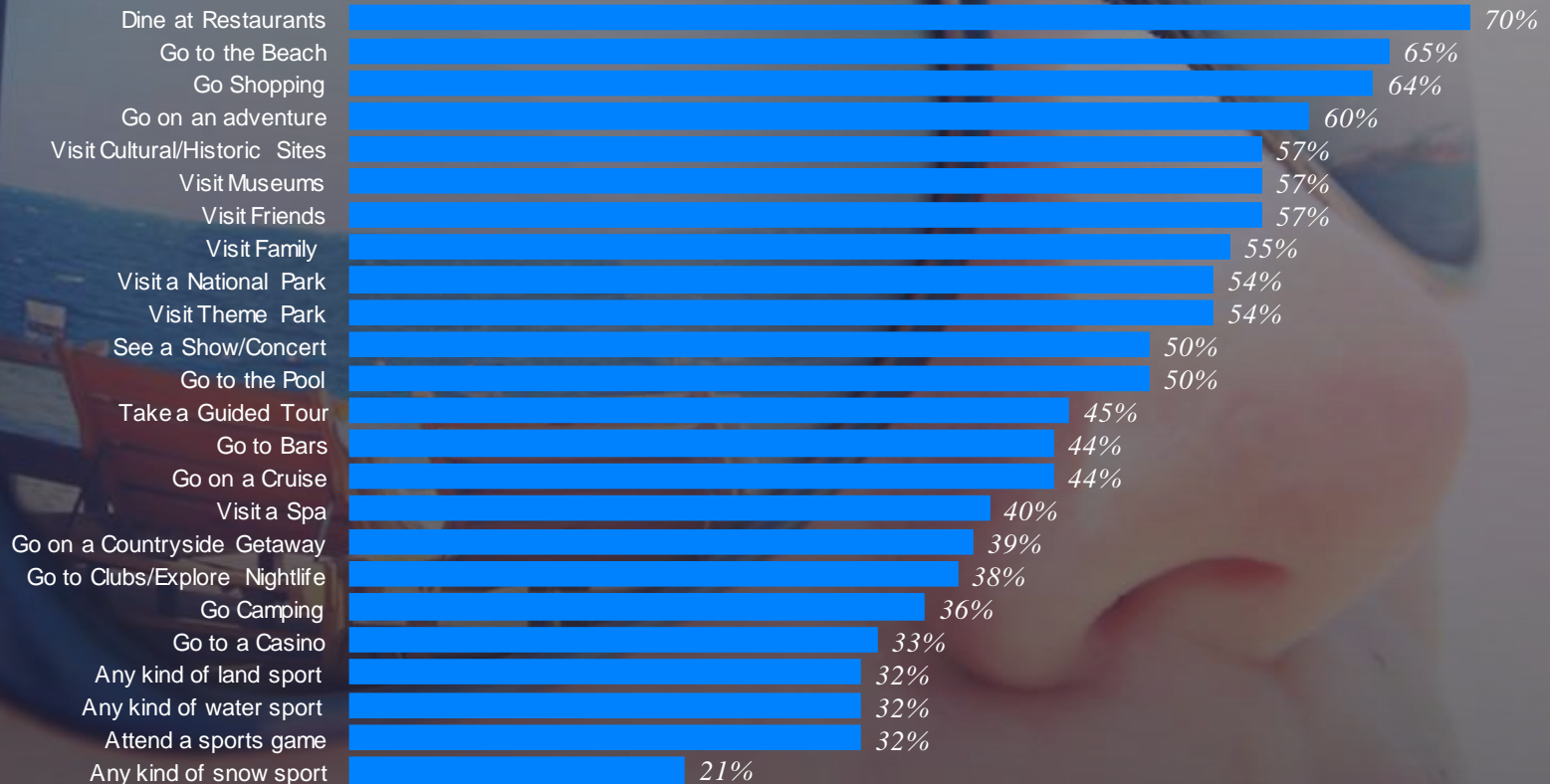
Source: The Role of Content in the Millennial Traveler Journey

After you booked your most recent trip, did you read, watch or look at any online travel content (such as articles, photos, videos, reviews, etc.)? Base: A 18-34 Millennial Travelers (709)

Thinking about the travel content you read, watched or looked at after booking your most recent trip, how much did this content inspire you to plan any activities for that trip once it had been booked?

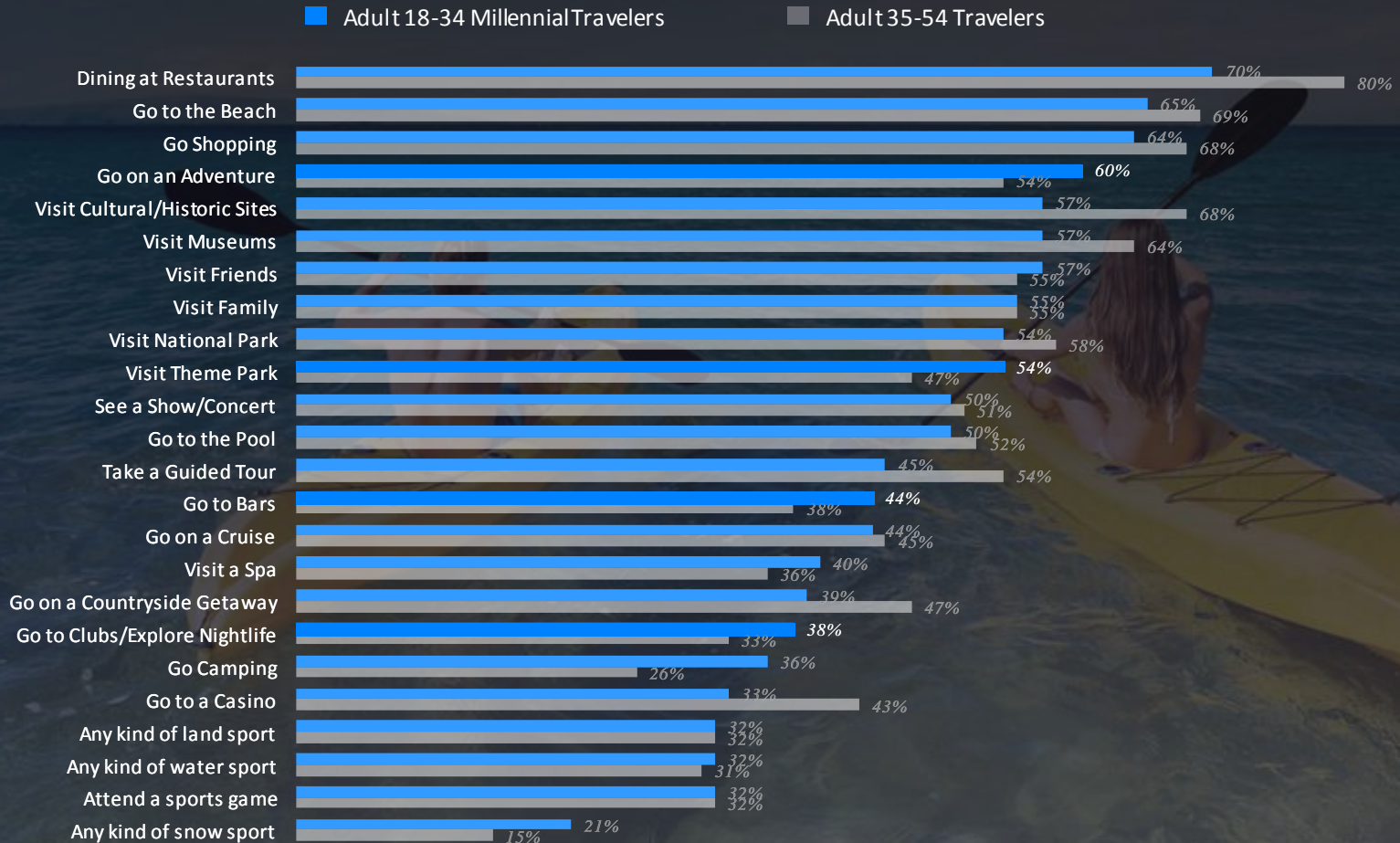
Base: A 18-34 Millennial Travelers Who Viewed Online Travel Content After Booking Their Most Recent Trip (508)

Develop your content based on what Millennials are interested in



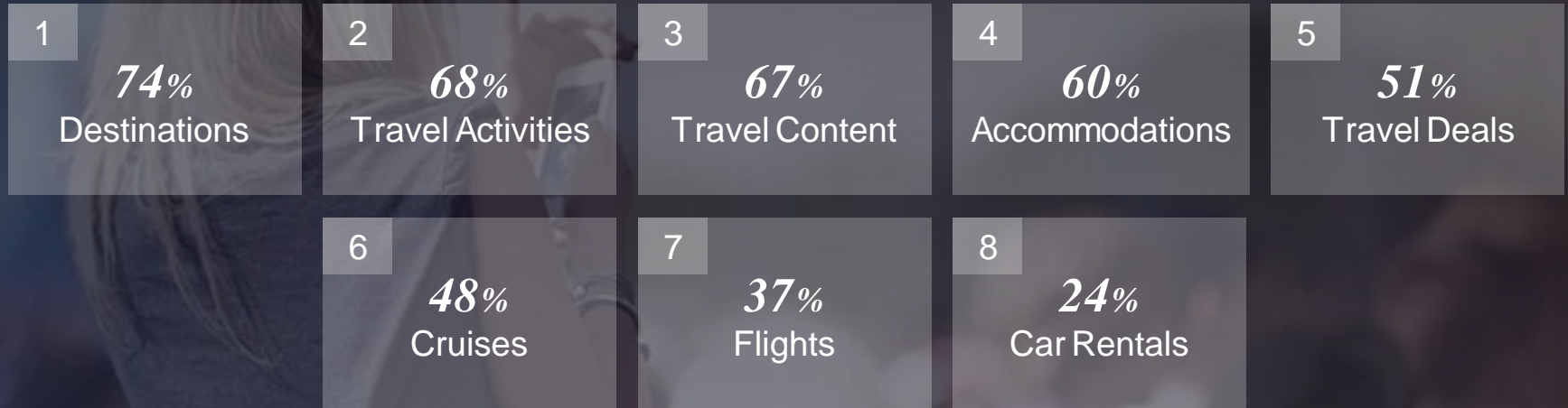
Source: The Role of Content in the Millennial Traveler Journey / Base: A 18-34 Millennial Travelers (709)
What particular activities would you be interested in doing while on a trip for leisure or vacation?

Millennials are more interested in adventure travel, theme parks and nightlife compared to Non-Millennials



Millennials typically like to view online content related to destinations and travel activities

Online content they view...



4 out of 5 Millennials typically look at travel articles and photos online while 2 out 3 are viewing travel video



Source: The Role of Content in the Millennial Traveler Journey / Base: A 18-34 Millennial Travelers (709)
Which, if any, of the following types of online travel content do you typically like to read/watch/look at?

Millennials are also travel enthusiasts and travel influencers



82%

Travel is a keen
interest/hobby of
mine



54%

My friends and family
come to me for travel
advice

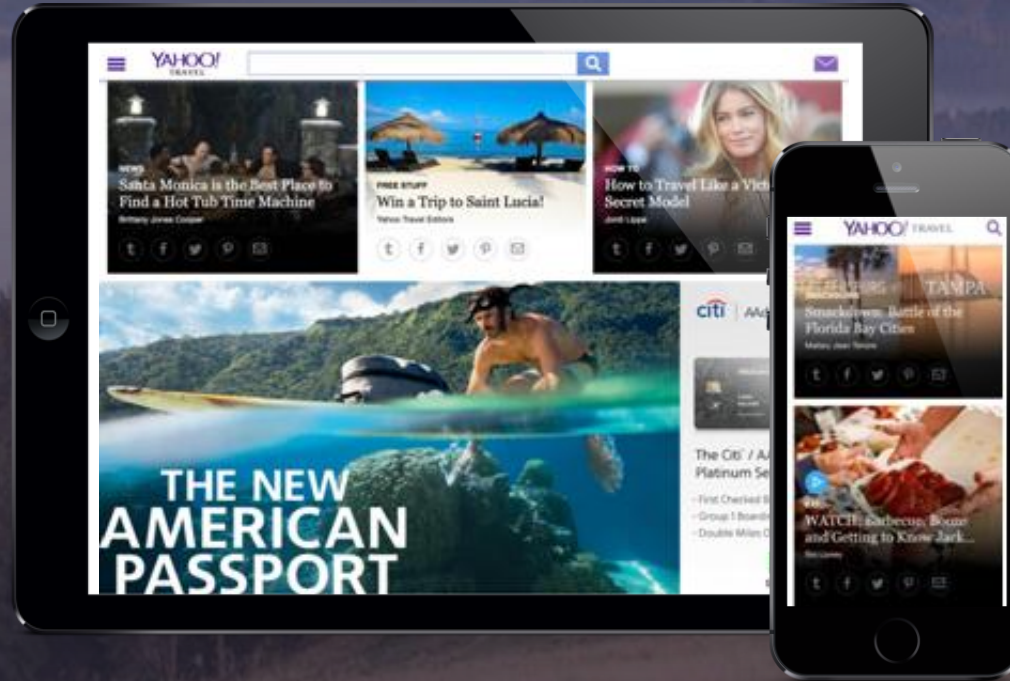
Reach Millennial Travelers on Yahoo



72% Of Millennial Travelers Visit Yahoo Weekly

Source: The Role of Content in the Millennial Traveler Journey / Base: A 18-34 Millennial Travelers (709)
How often, if ever, do you visit any areas or websites of Yahoo, via any device?

1 out of 2 Millennial Travelers visit Yahoo on a mobile device while 2 out of 5 visit via tablet



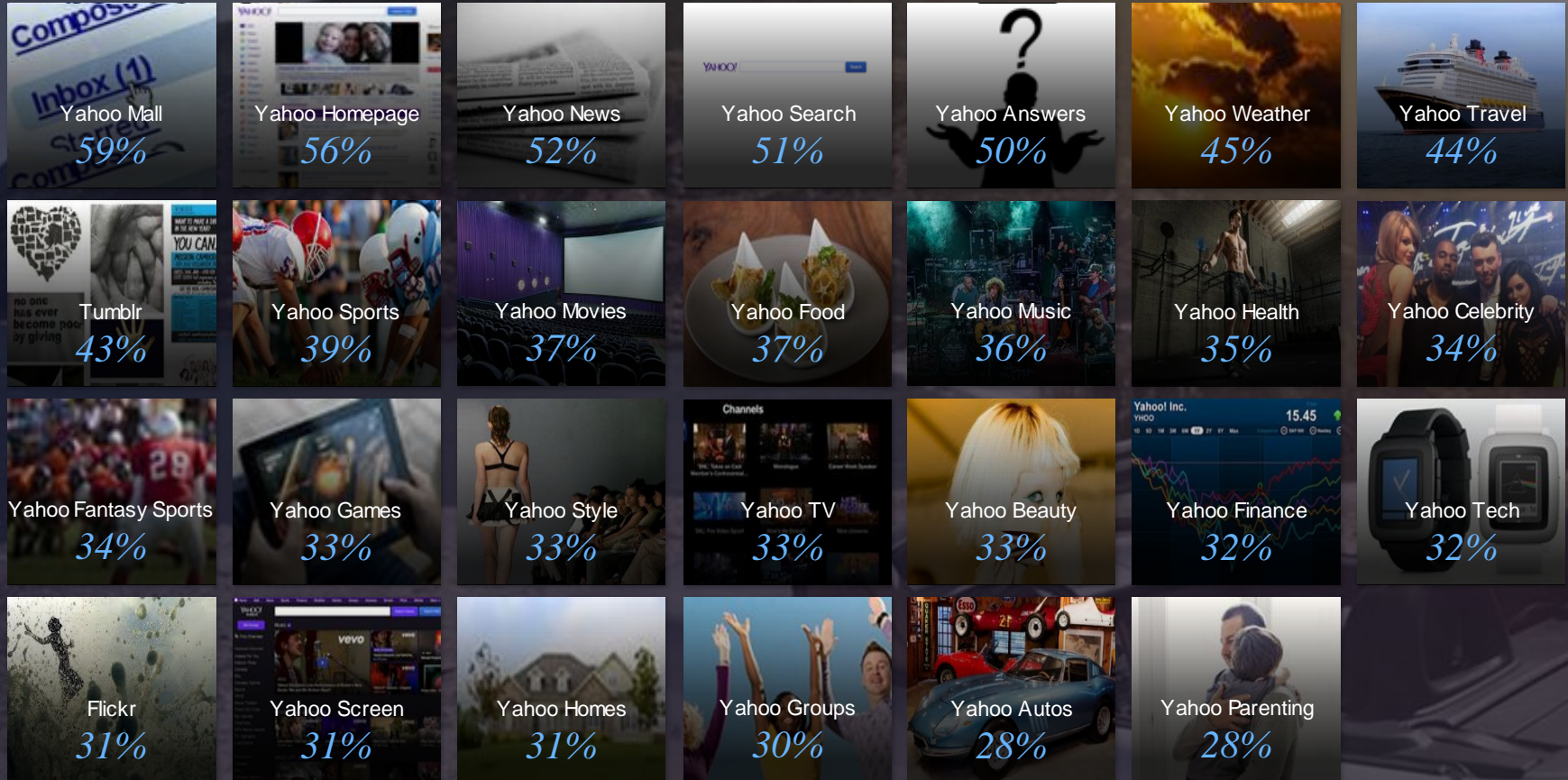
37%

Access Yahoo
on a tablet

48%

Access Yahoo
on a mobile device

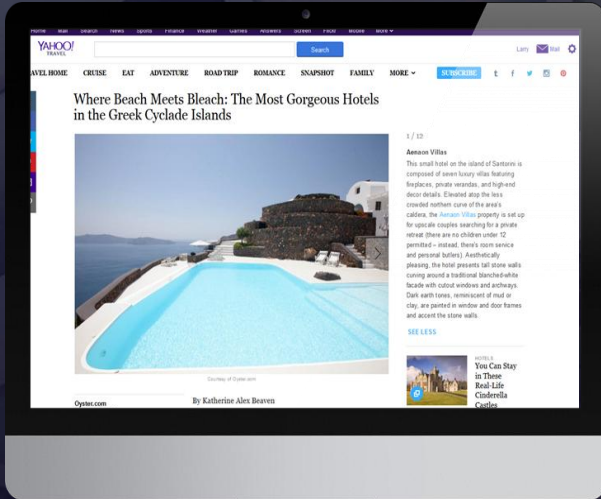
They're consuming content across Yahoo



Source: The Role of Content in the Millennial Traveler Journey / Base: A 18-34 Millennial Travelers (709)
Listed below are specific areas or websites of Yahoo. How often do you visit these Yahoo properties or websites? Weekly

Millennials have a very strong affinity for destinations featured in slideshows followed by articles and video on Yahoo Travel

Liked the Content A Lot



Slideshow B - Where Beach Meets Bleach: The Most Gorgeous Hotels in the Greek Cyclades Islands

Slideshow A - Big and Beautiful: Must See Photos of the Canadian Rockies

Article - Hotels A - Game on: How 3 New Vegas Hotels are Shaking Up the Scene

Article - Food A - Virgin America Ups Their Food Game with New Fall Menu

Video A - Watch: 36 Hours in Copenhagen

Article - Destinations B - The Weekender: The Perfect 3 Day Guide to Hong Kong

Articles - Travel Deals B - 6-Night Road Trip Through Ireland for \$1,100 Per Person - Airfare, Castle, Car Included

Video B - We Go Loco for Pollo!

Articles - Daydream B - #Daydream: Leaf Peeping in Vermont

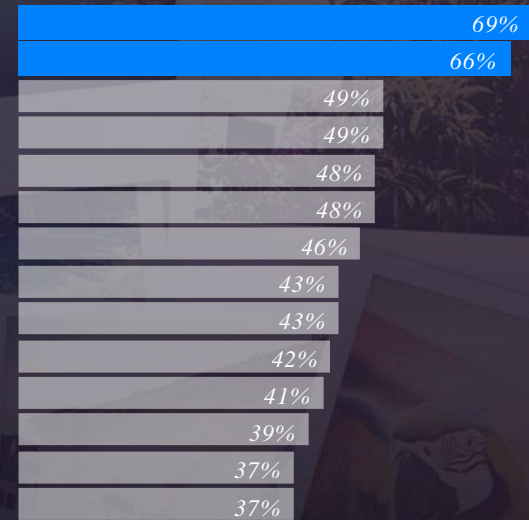
Articles - Hotels B - Experience the Serene Side of Cancun at This Luxury Resort

Articles - Destinations A - Ohrid - The Secret European Gem You've Never Heard Of... Until Now

Articles - Food B - NYC to Canada or Bust! How to Eat and Sightsee Your Way Around Montreal

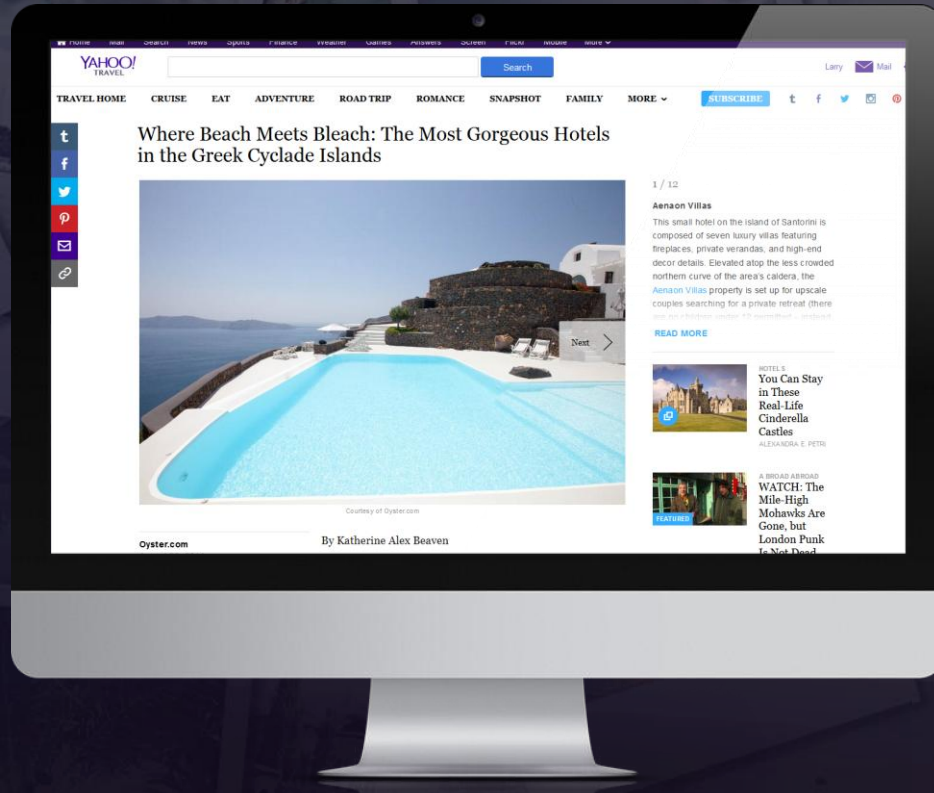
Articles - Daydream A - #Daydream: Krivoklat, Czech Republic

Articles - Travel Deals A - Stay Minutes from Disney World at a Relaxing 4-Star Hotel for \$134 Per Night



They're inspired to travel to destinations featured on Yahoo Travel

The Content Inspired Me _____



90%

Of Millennial Travelers
Exposed to this Photo
Slideshow Are Inspired to
Travel to the Featured
Destination

Millennials also view video, photo slideshows and article content on Yahoo Travel as helpful for trip planning

The Content Is Helpful For Planning a Trip



Source: The Role of Content in the Millennial Traveler Journey / Base: A 18-34 Millennial Travelers Exposed to Content (Floating Base)
 Now imagine that you already booked a trip in line with this content. How helpful would this content be in helping you plan to (take a trip to the featured destination)?

Key Takeaways

1

Content matters

2

Content emotionally engages and influences Millennial travelers

3

Consider content marketing on Yahoo and Tumblr

4

Message to Millennials across screens

Key Findings and Implications

CONTENT MATTERS:

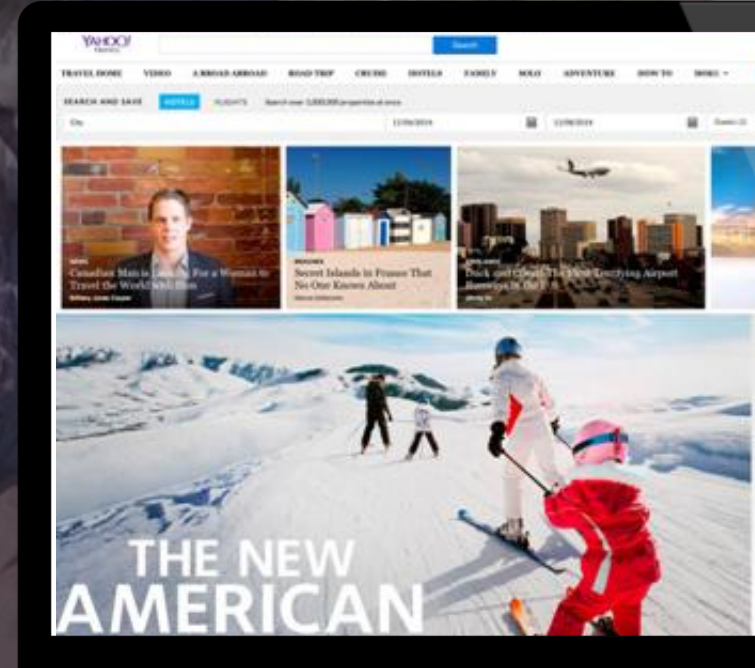
Digital content is key for travel marketers because it represents an enormous opportunity to connect with Millennial Travelers who are researching their travel plans online.

78% of Millennial Travelers have looked at online travel content before booking and 72% view online travel content after booking.

Content informs and influences Millennial travel decisions. 85% of Millennial Travelers were inspired to book their most recent trip based on the online travel content they viewed.

Introducing your brand to Millennial Travelers who are going through their decision-making process has key implications for marketers looking to develop their advertising campaigns.

Educating consumers about places to see and things to do using content such as articles, videos and photos can inspire and influence Millennial travel consumers.



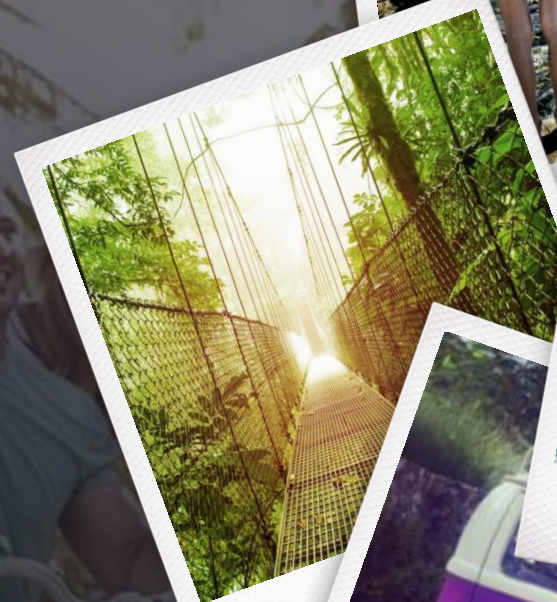
Key Findings and Implications

YAHOO TRAVEL CONTENT EMOTIONALLY ENGAGES AND INFLUENCES MILLENNIAL TRAVELERS :

Millennial Travelers who were exposed to Yahoo Travel content had a strong affinity for photos, articles and video content. On average, 67% of Millennial Travelers who viewed photo slideshows followed by 58% who read articles and 45% who watched videos liked the content a lot.

Furthermore, Millennial Travelers who viewed Yahoo Travel content were inspired to travel to the destinations featured in the content. On average, 87% of Millennial Travelers who were exposed to photo slideshows were inspired to take a trip. 76% who saw Yahoo Travel videos and 74% who watched Yahoo Travel articles were also inspired to travel.

Take advantage of this opportunity by considering content marketing, native advertising and video advertising on Yahoo Travel.



Key Findings and Implications

CONSIDER CONTENT MARKETING ON YAHOO & TUMBLR :

Content marketing helps travel marketers tell their story to consumers in a rich and immersive way by using multiple touch points such as photos, articles and videos to bring their brand to life, build awareness and reinforce their messaging with consumers

Reach Millennial Travelers by developing relevant content that resonates with their travel interests. Millennial Travelers have a variety of interests when they travel such as dining, beach activities, shopping and cultural activities. They're more likely to be interested in adventure travel, bars and nightlife compared to Non-Millennials.

- **74% of Millennial Travelers** like to view content related to destinations, 68% like to look at content related to travel activities and 60% typically view content around accommodations.
- **4 out of 5 Millennial Travelers** like to look at travel articles and photos online while 2 out of 3 watch travel video.
- **7 out of 10 Millennial Travelers** visit Yahoo weekly while 2 out of 5 visit Tumblr



Key Findings and Implications



MESSAGE TO MILLENNIAL TRAVELERS ACROSS SCREENS WITH MOBILE ADVERTISING ON YAHOO :

While most Millennials research their travel plans online using PC/laptop, 3 out of 4 are also using mobile devices during the research phase.

Even though most Millennials still book travel on PC or laptop, half now book their travel on mobile devices

1 out of 2 Millennial Travelers visit Yahoo on a mobile device while 2 out of 5 visit Yahoo via tablet

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Thank you

