



Gen Z & Millennials Deep Dive Regions



Aruba Tourism
Authority



Table of Content

PROFILES:

1. Regions Comparison
2. USA Profile
3. Europe Profile
4. Latam Profile

RESEARCH RESULTS PER PROFILE:

1. Type of Traveler
2. Values on Sustainability
3. Heard or Traveler to Aruba
4. Dreaming Phase
5. Planning & Booking Phase
6. Hotel Technology & Online Behavior
7. Experience Phase & Spending
8. Demographics



Region Comparison

NOTEWORTHY INSIGHTS

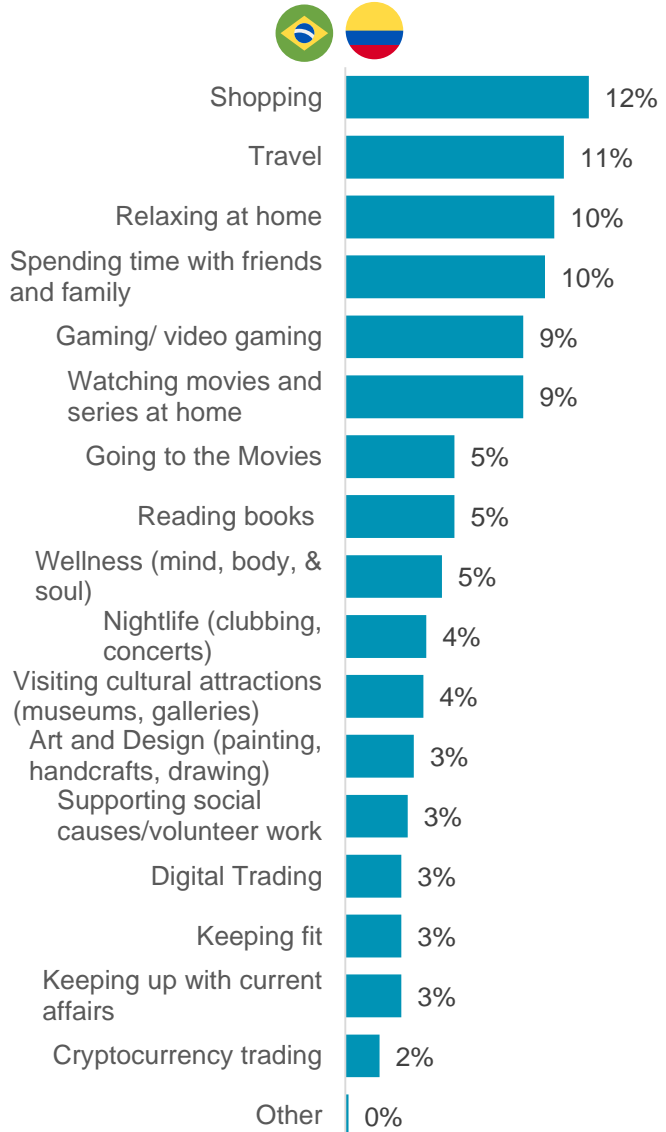
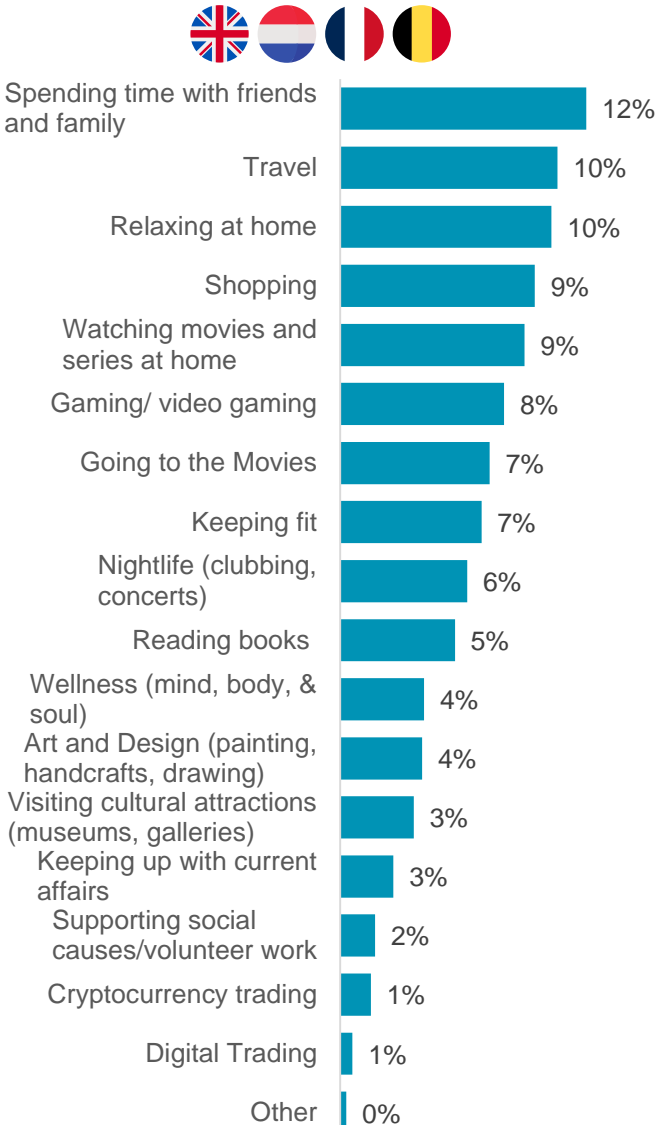
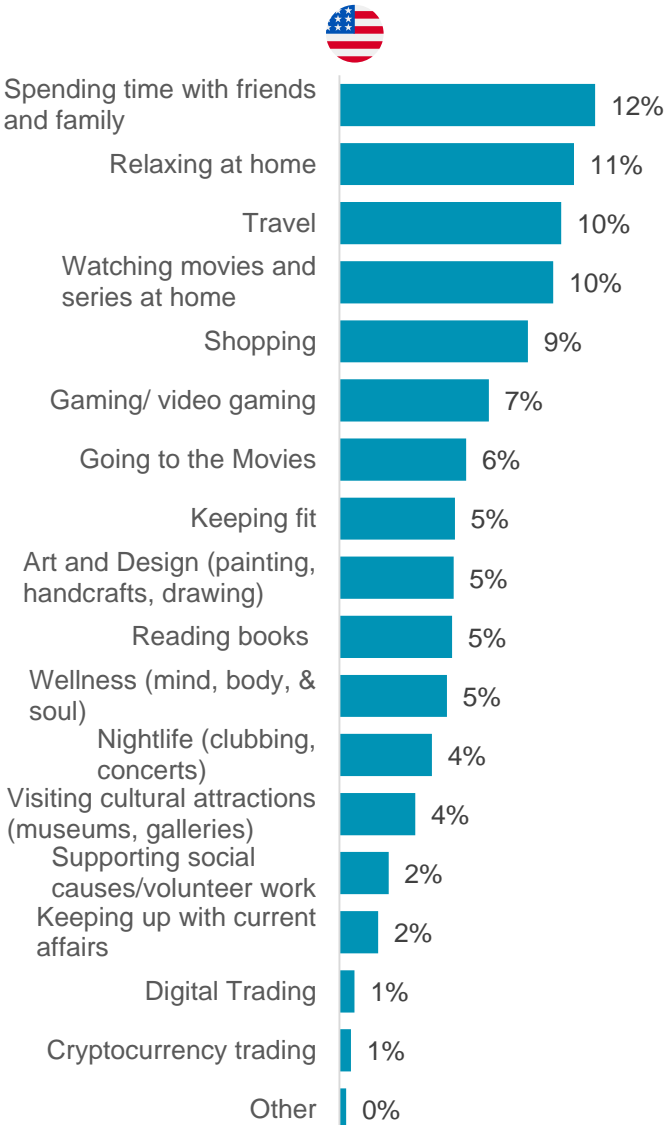
Note: *not all results are compared*



Gen Z

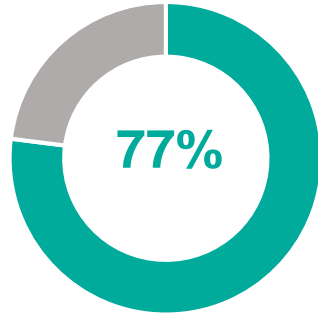
Comparison
of regions...

Hobbies and Interests – Gen Z

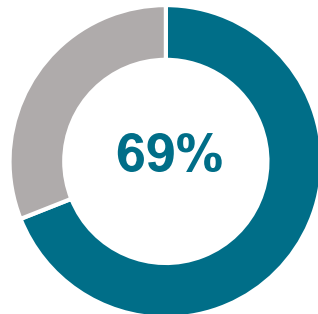


N: 1,083, USA N: 764, Europe N: 174, Latam N: 145
 What are your hobbies and interests? (Select all that apply)

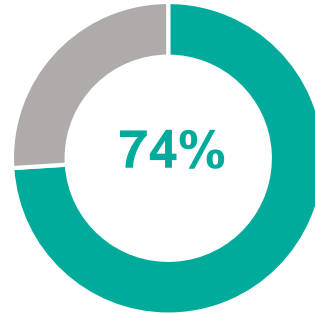
Top 2 Sustainability Values – Gen Z



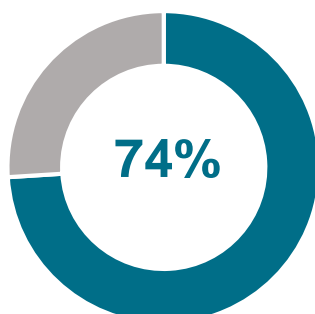
I care about the well-being of the locals in the destination I visit



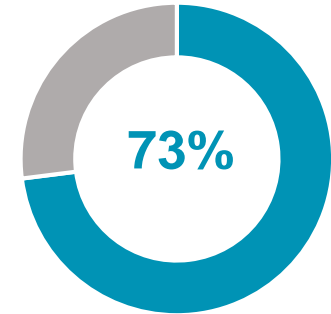
Too many tourists can cause damage to the destination's local communities



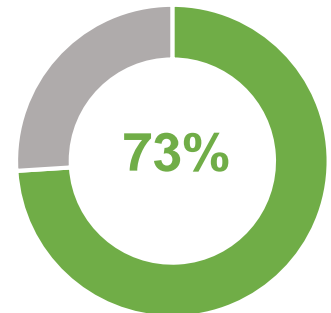
I care about the well-being of the locals in the destination I visit



Too many tourists can cause damage to the destination's local communities

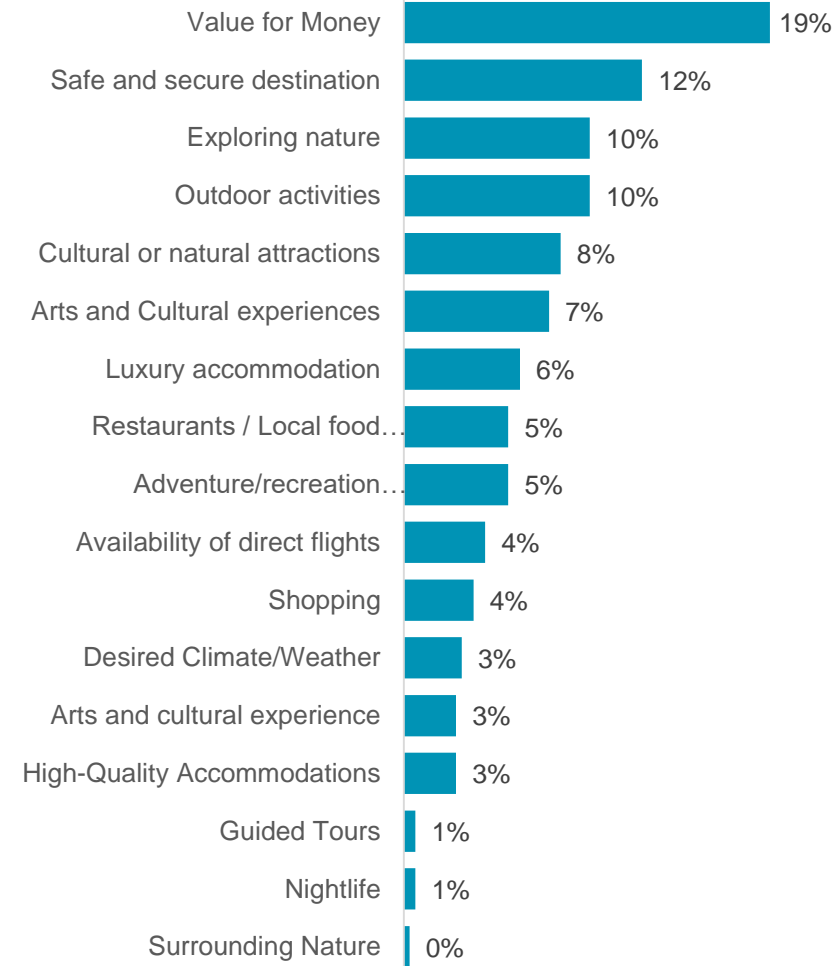
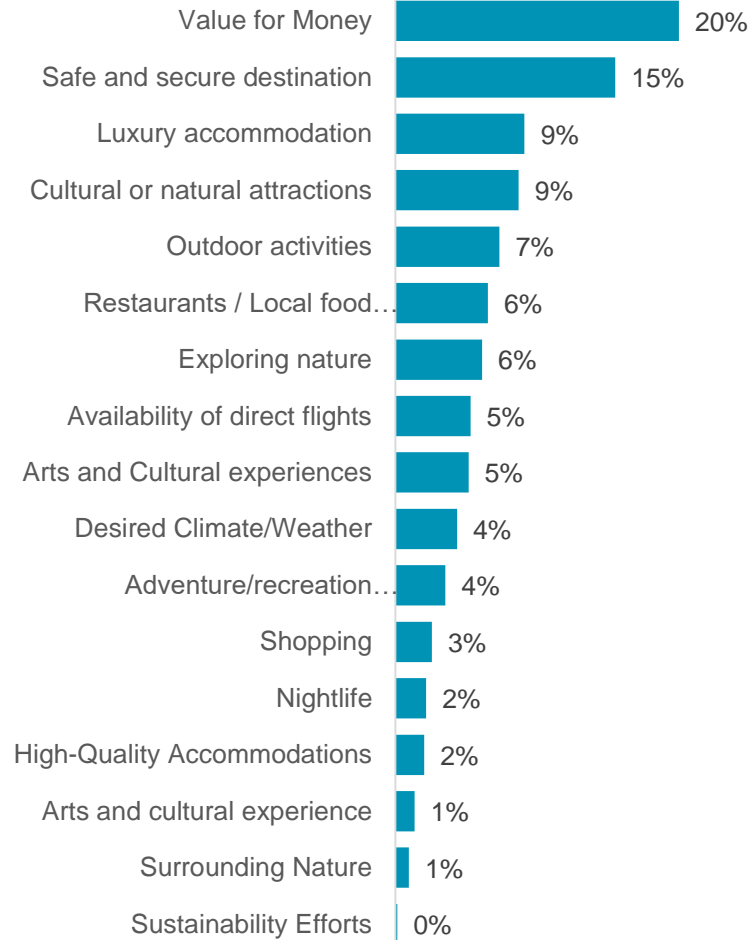


Tourism brings money to the destination's local communities



Traveling to other countries is essential to my personal development

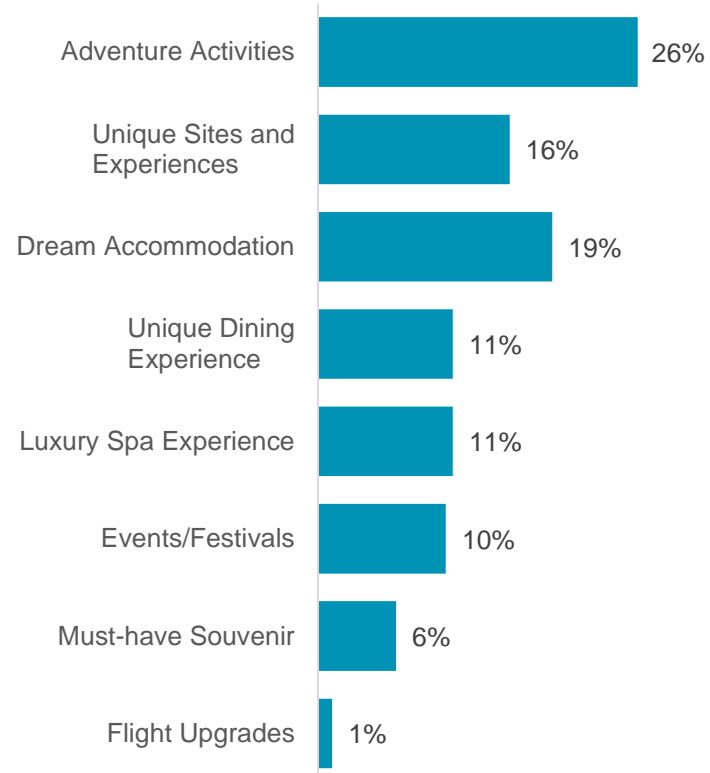
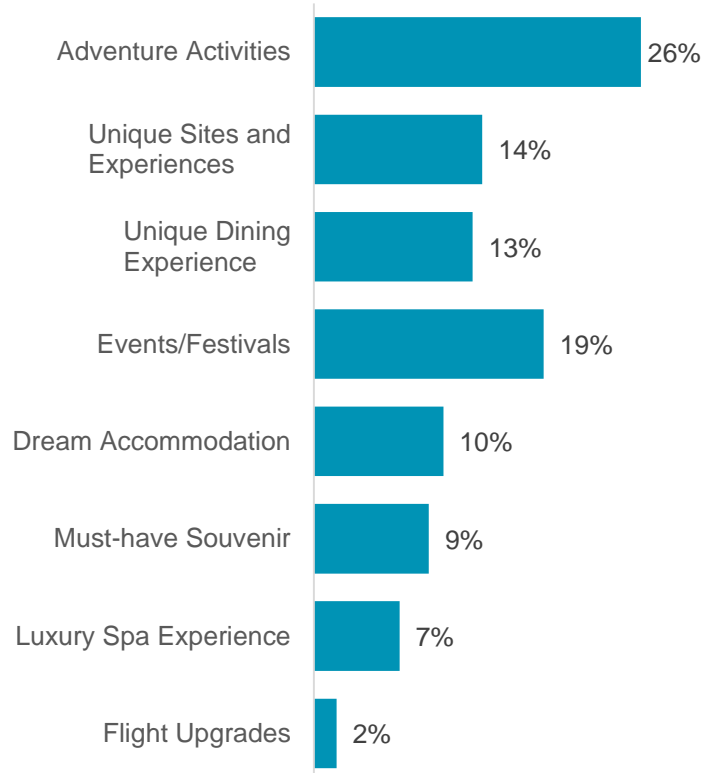
Destination Considerations – Gen Z



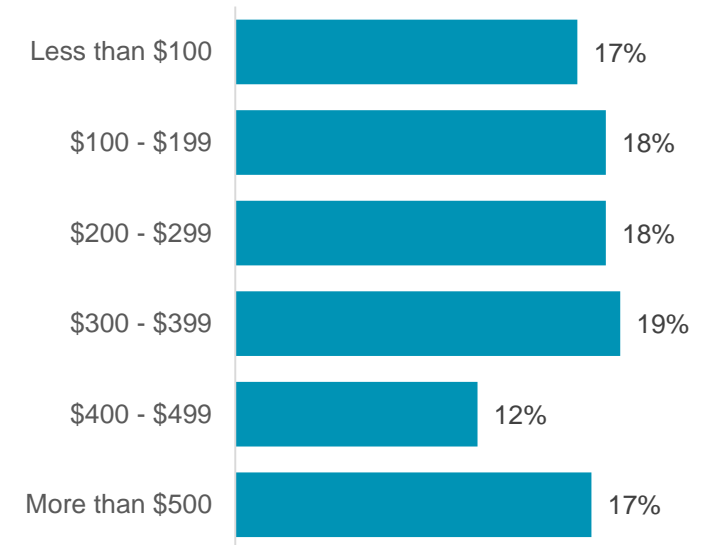
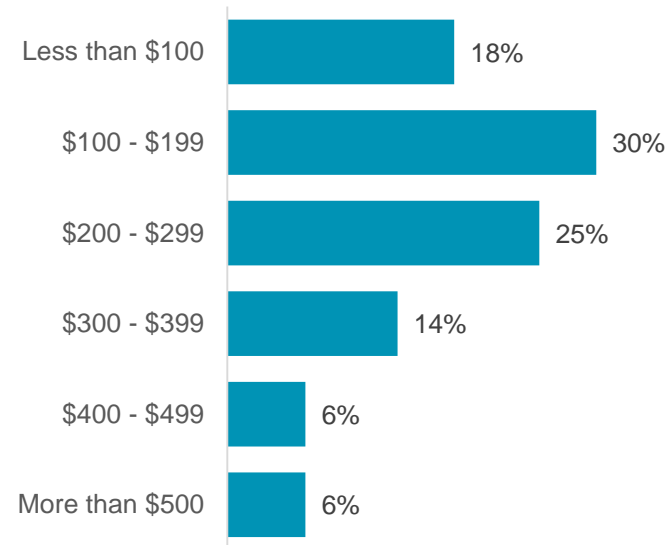
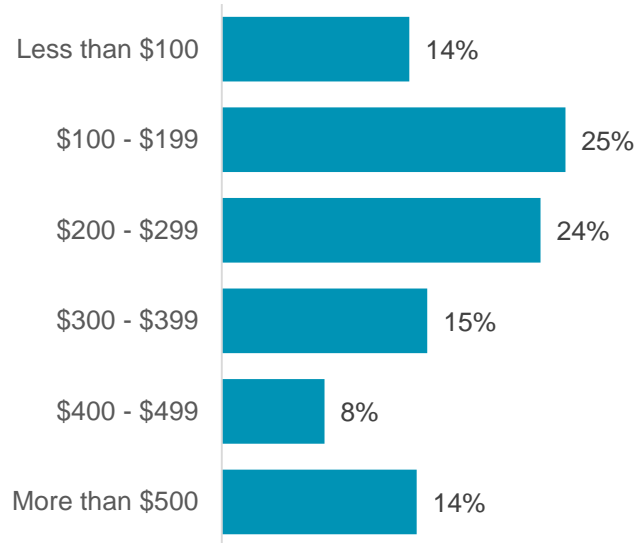
N: 1,083, USA N: 764, Europe N: 174, Latam N: 145

Q: What consideration(s) do you have when choosing a vacation destination? Select your top 3 considerations.

Travel Spend Splurges – Gen Z



Spending Budget Per Day – Gen Z

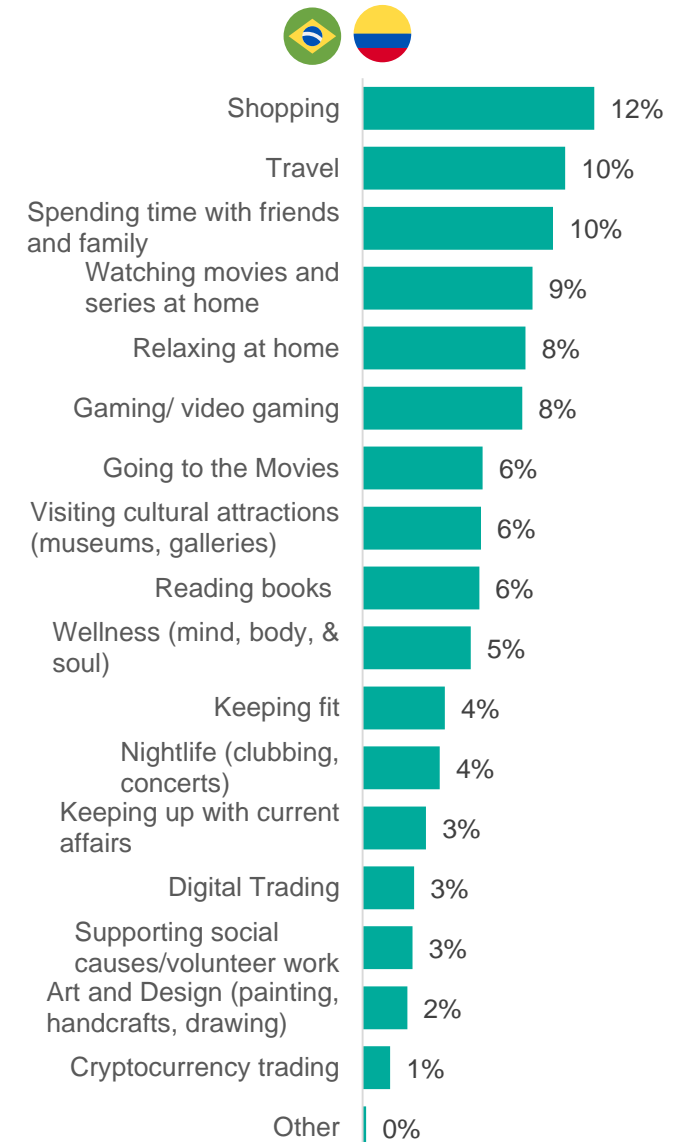
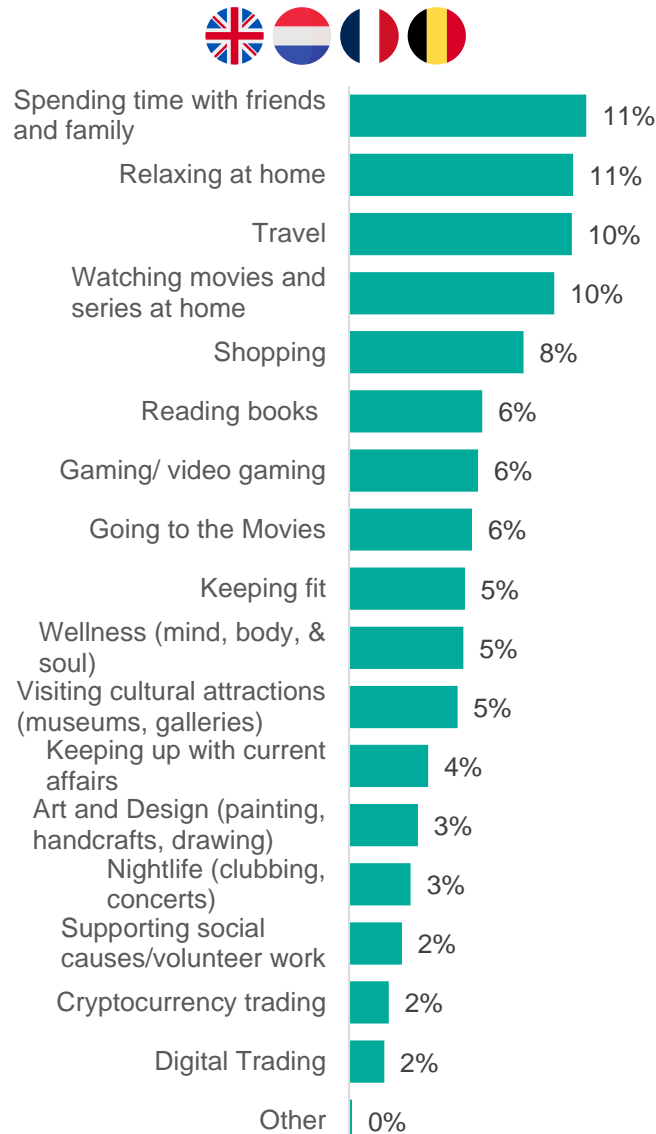
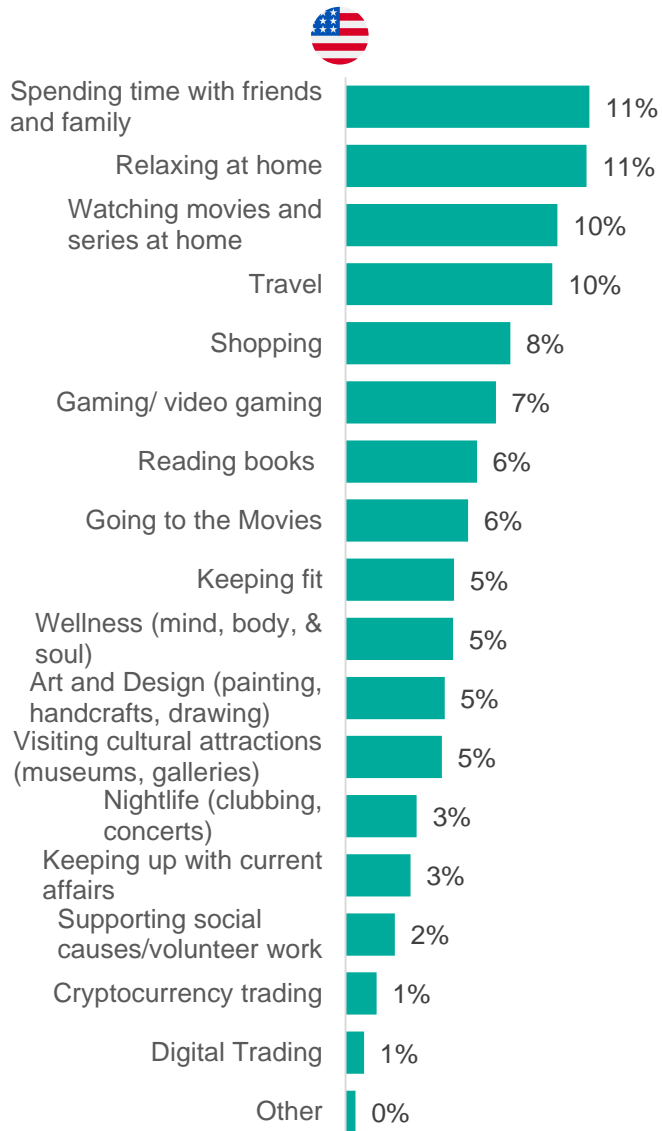


MILLENNIALS

Comparison
of regions...



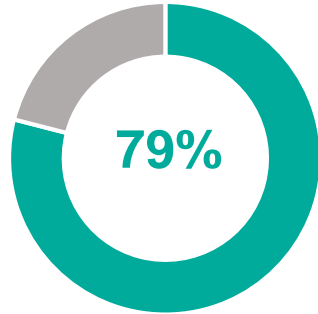
Hobbies and Interests – Millennials



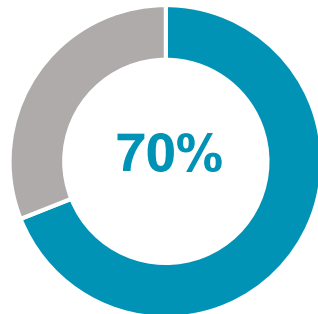
N: 1,432, USA N: 996, Europe N: 204, Latam N: 232

Q: What are your hobbies and interests? (Select all that apply)

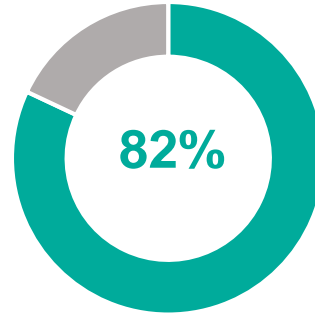
Top 2 Sustainability Values– Millennials



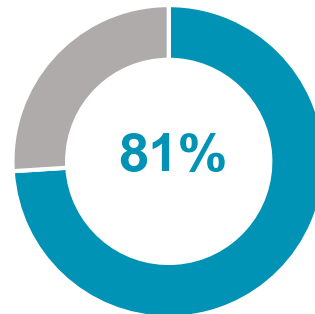
I care about the well-being of the locals in the destination I visit



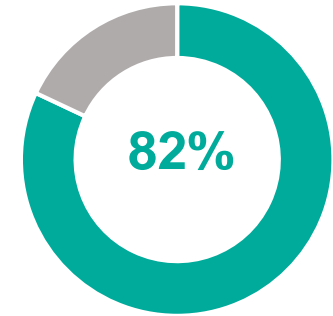
Tourism brings money to the destination's local communities



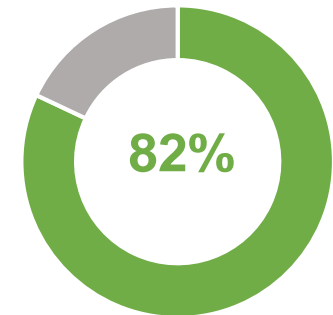
I care about the well-being of the locals in the destination I visit



Tourism brings money to the destination's local communities

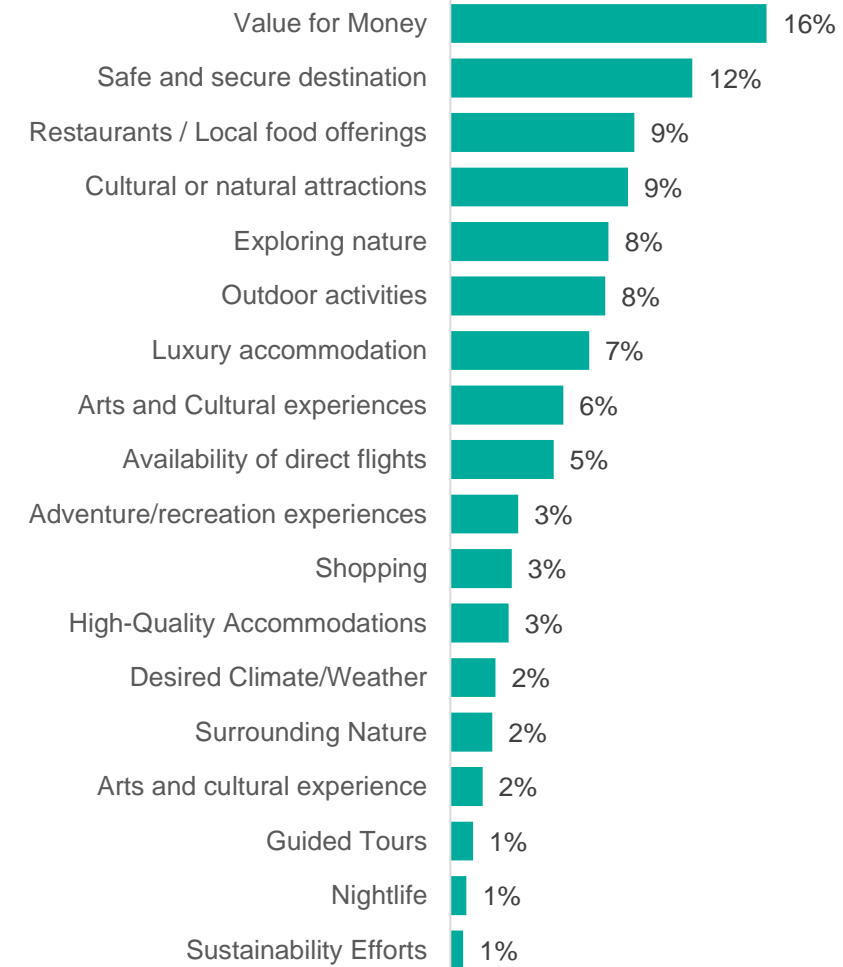
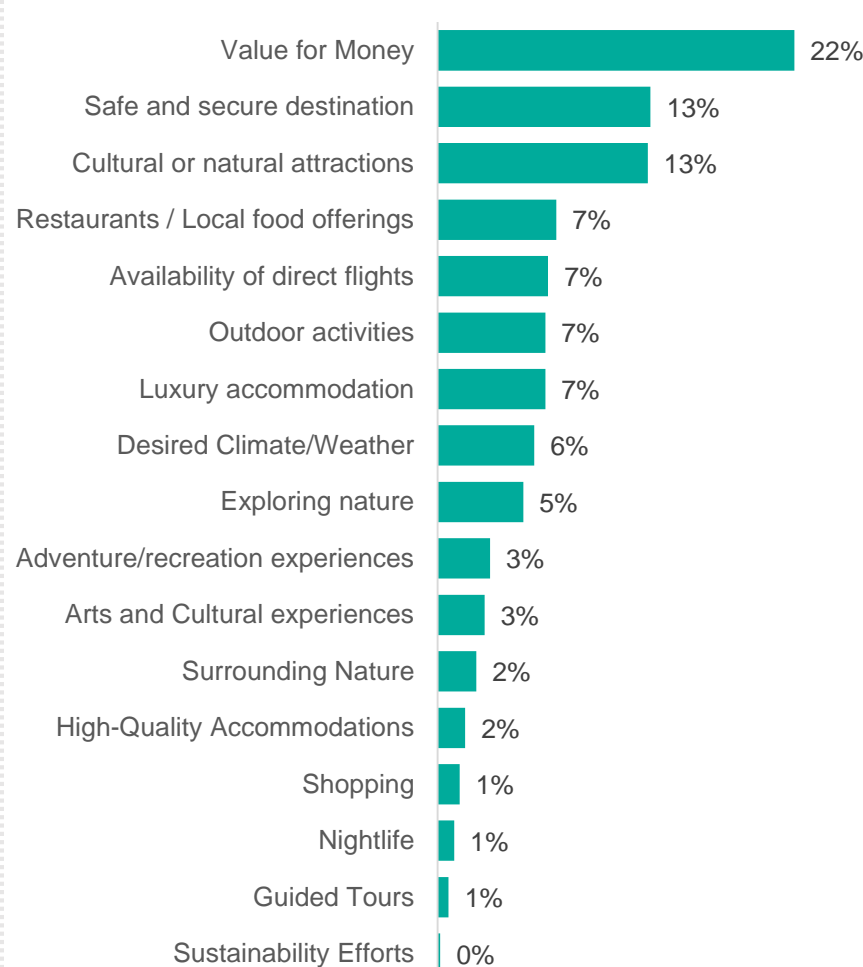


I care about the well-being of the locals in the destination I visit



Traveling to other countries is essential to my personal development

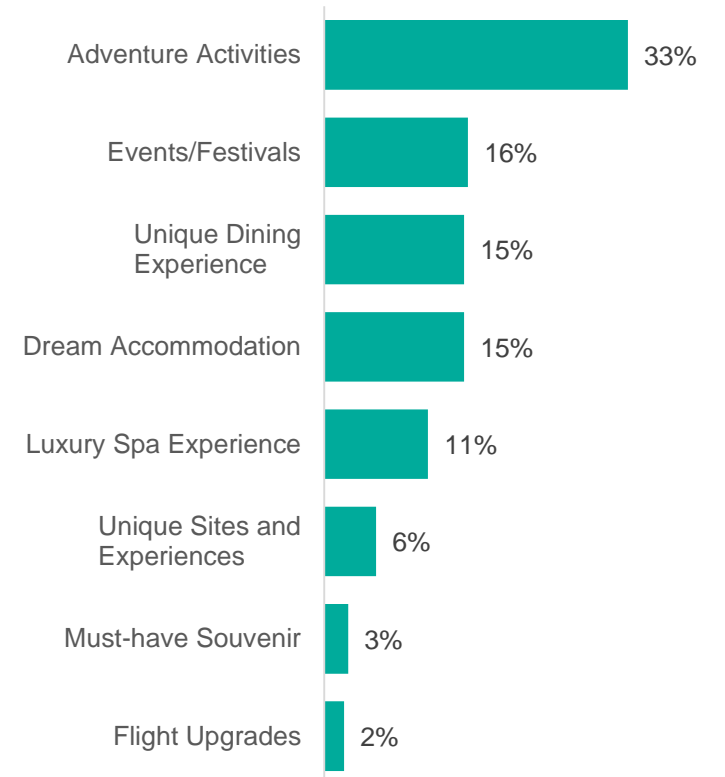
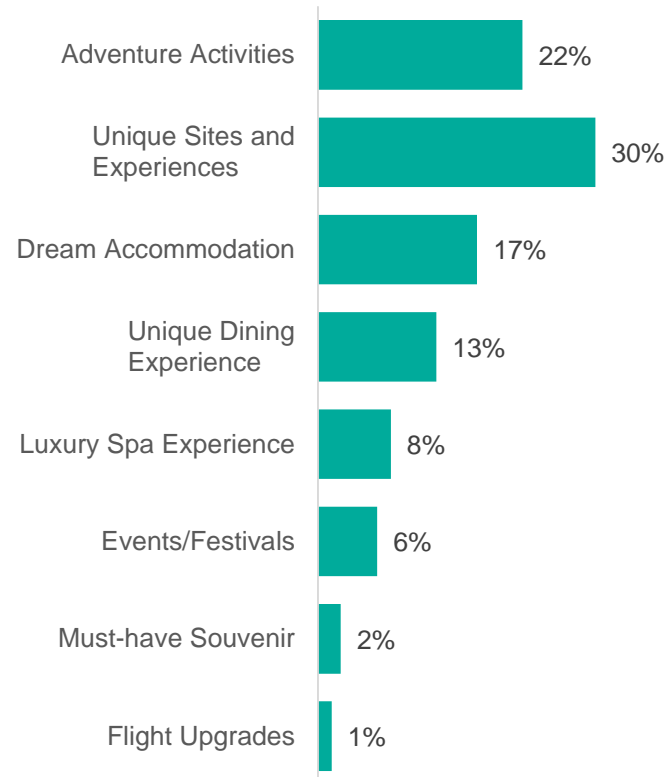
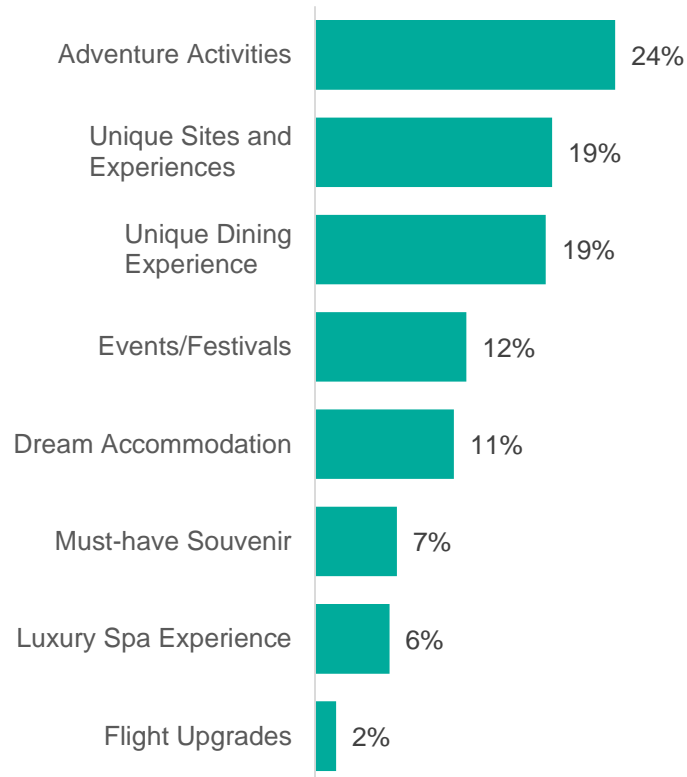
Destination Considerations – Millennials



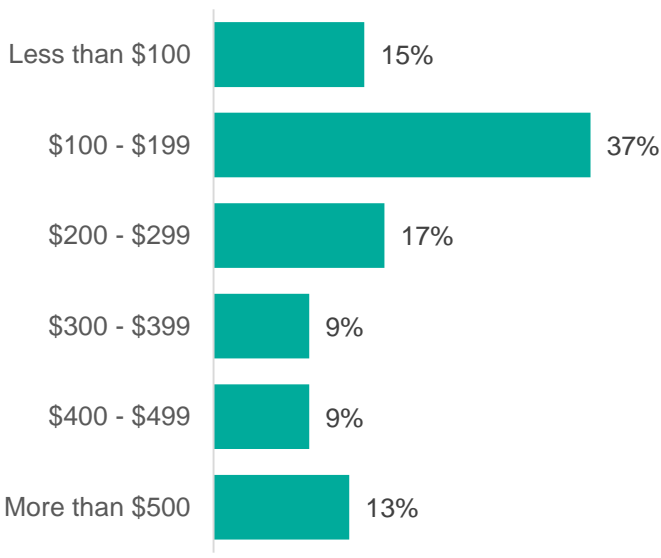
N: 1,432, USA N: 996, Europe N: 204, Latam N: 232

Q: What consideration(s) do you have when choosing a vacation destination? Select your top 3 considerations.

Travel Spend Splurges – Millennials



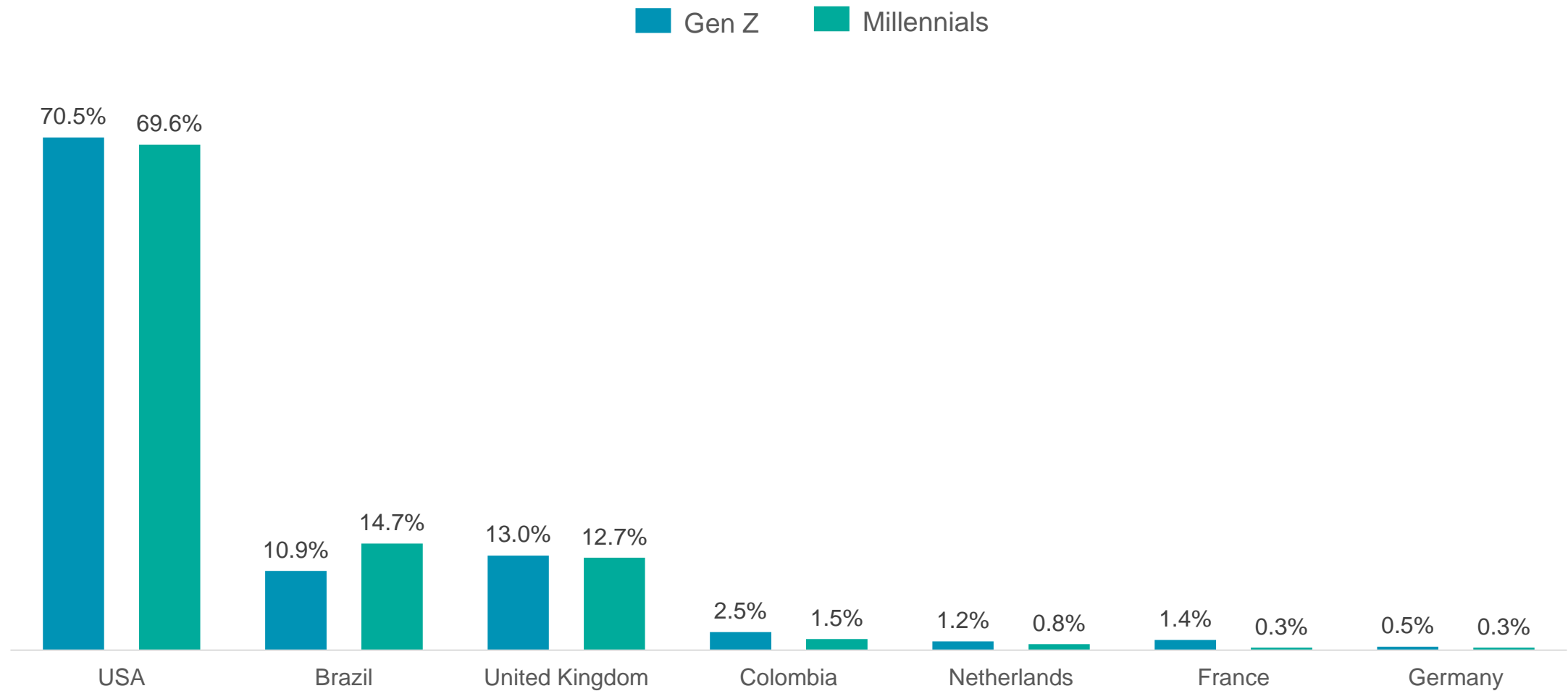
Spending Budget Per Day – Millennials



USA PROFILE



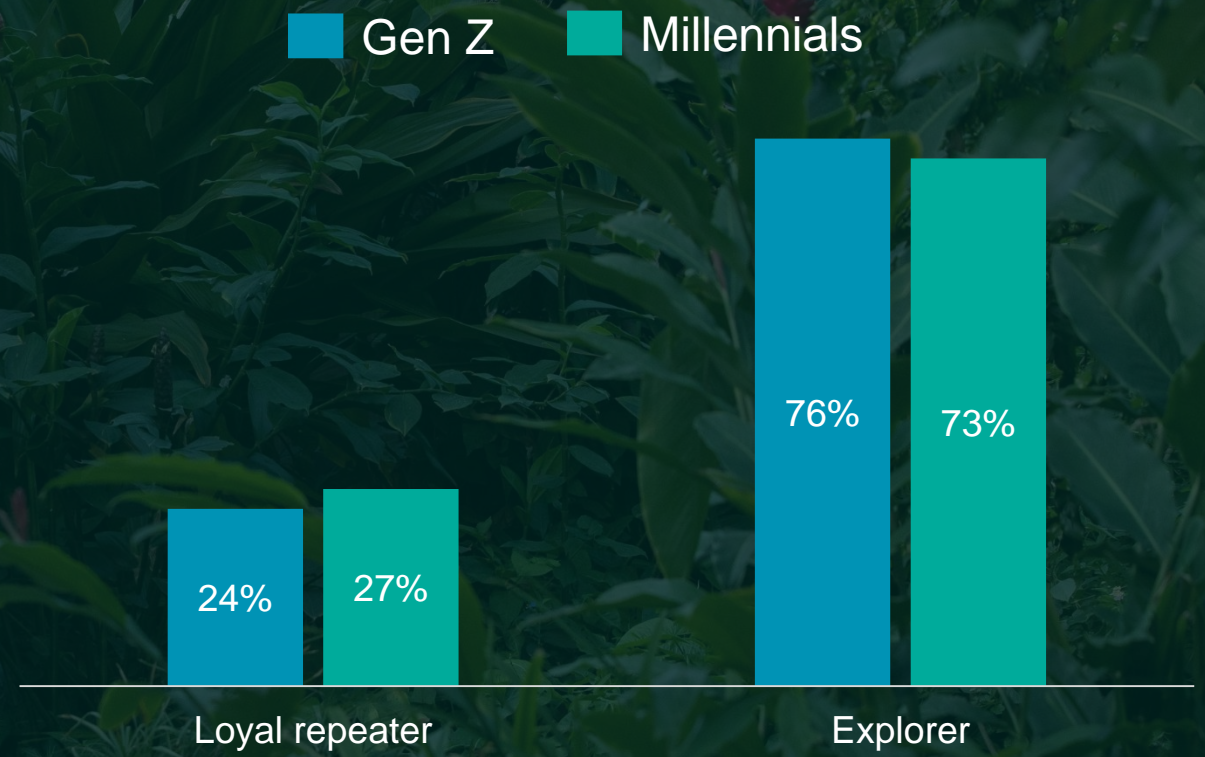
Country of Residents





Type of Traveler

Destination repeater scored slightly higher by Millennials 27% compared to Gen Z (24%). However, both generations are more likely to want to explore new destinations.



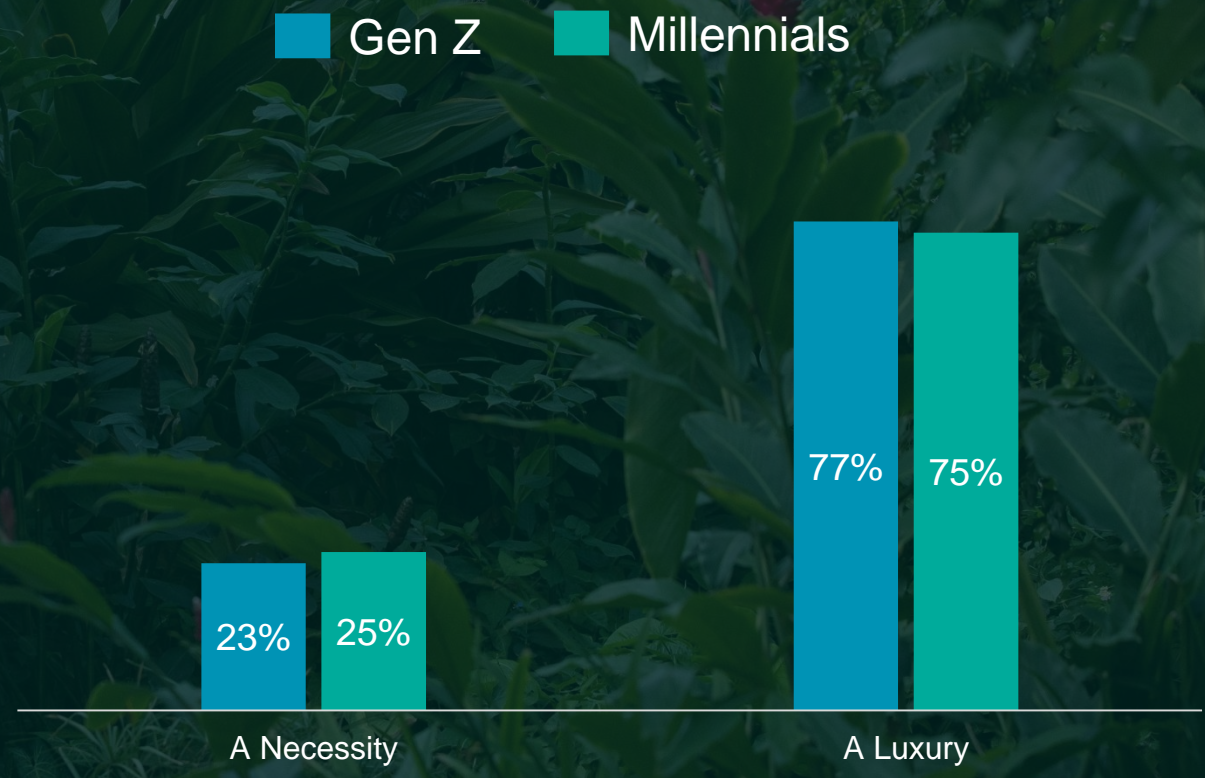
N: 1,760, Gen Z N: 764, Millennials N: 996

Q: Which if the following best describes you as a traveler? I like to revisit a destination I have already been to - I like to explore new destinations on each vacation



Luxury or a Necessity

Both Generations consider traveling as a luxury rather than a necessity.



N: 1,760, Gen Z N: 764, Millennials N: 996
Q: Do you consider traveling to be a luxury or a necessity?

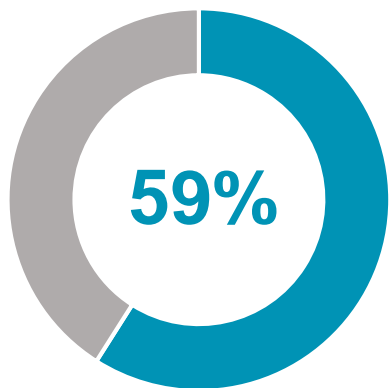


Values on Sustainability

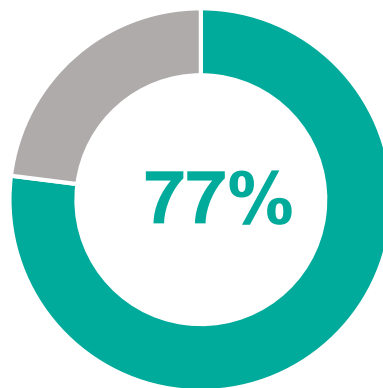




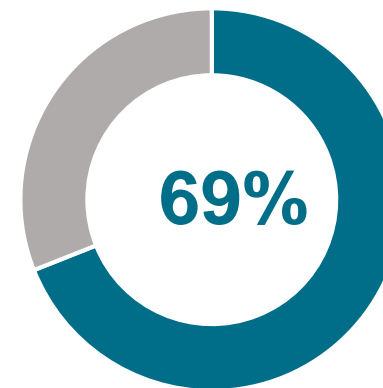
View on Tourism Impact – Gen Z



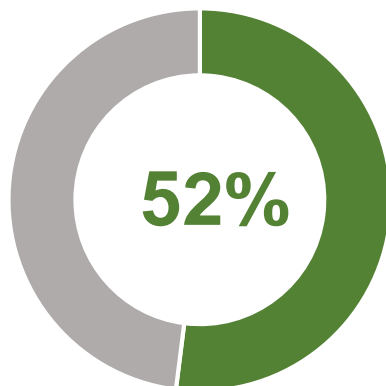
Tourism brings money to the destination's local communities



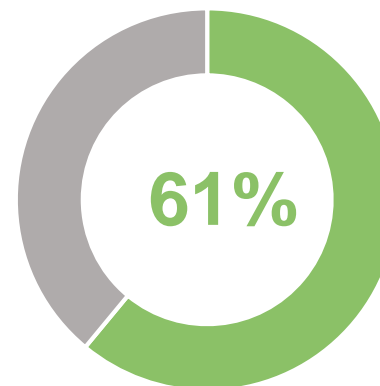
I care about the well-being of the locals in the destination I visit



Too many tourists can cause damage to the destination's local communities



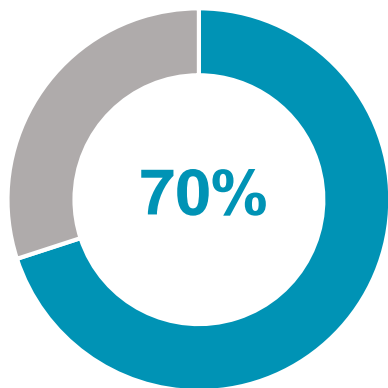
I try to avoid destinations that seem too popular



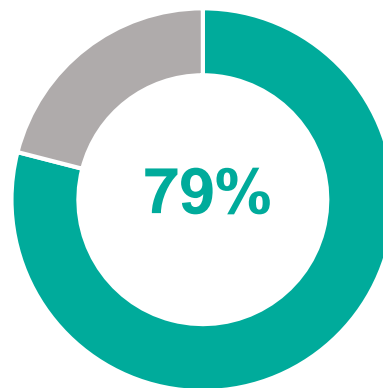
Traveling to other countries is essential to my personal development



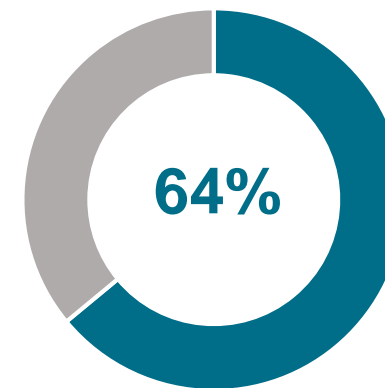
View on Tourism Impact – Millennials



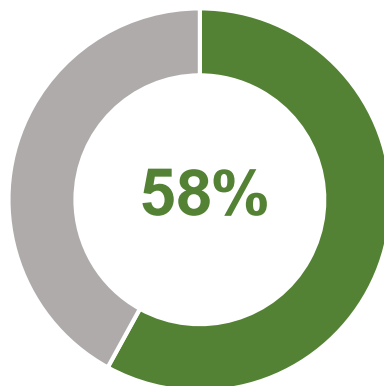
Tourism brings money to the destination's local communities



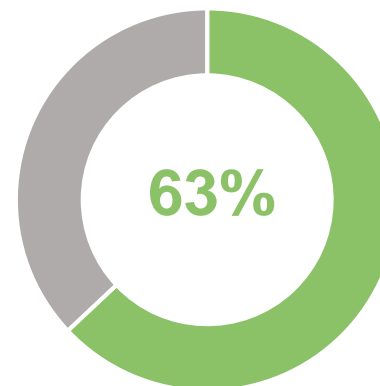
I care about the well-being of the locals in the destination I visit



Too many tourists can cause damage to the destination's local communities



I try to avoid destinations that seem too popular



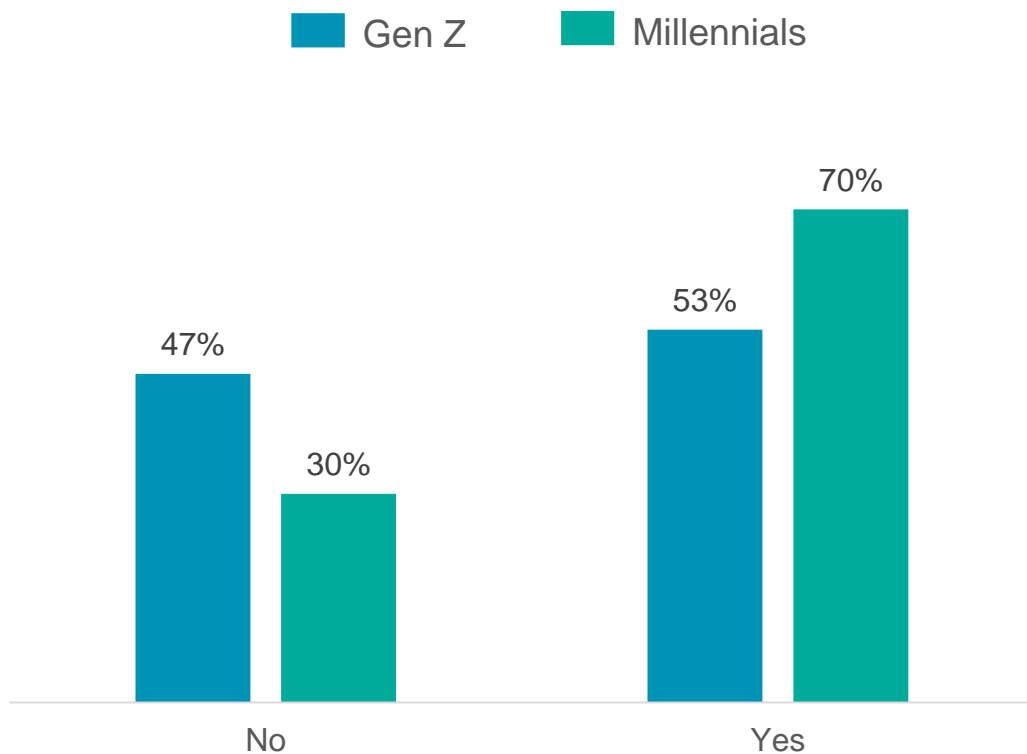
Traveling to other countries is essential to my personal development



Aruba

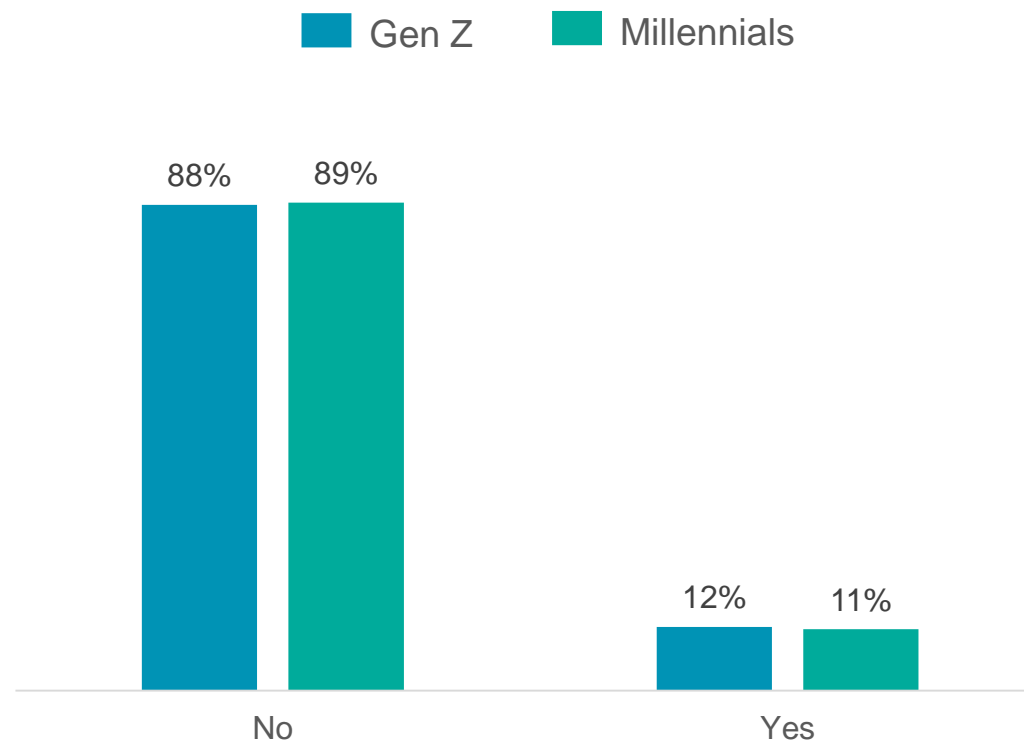


Heard about Aruba



N: 1,760, Gen Z N: 764, Millennials N: 996
Q: Have you heard about Aruba before?

Traveled to Aruba before



N: 1,106, Gen Z N: 406, Millennials N: 700
Q: Have you traveled to Aruba before?

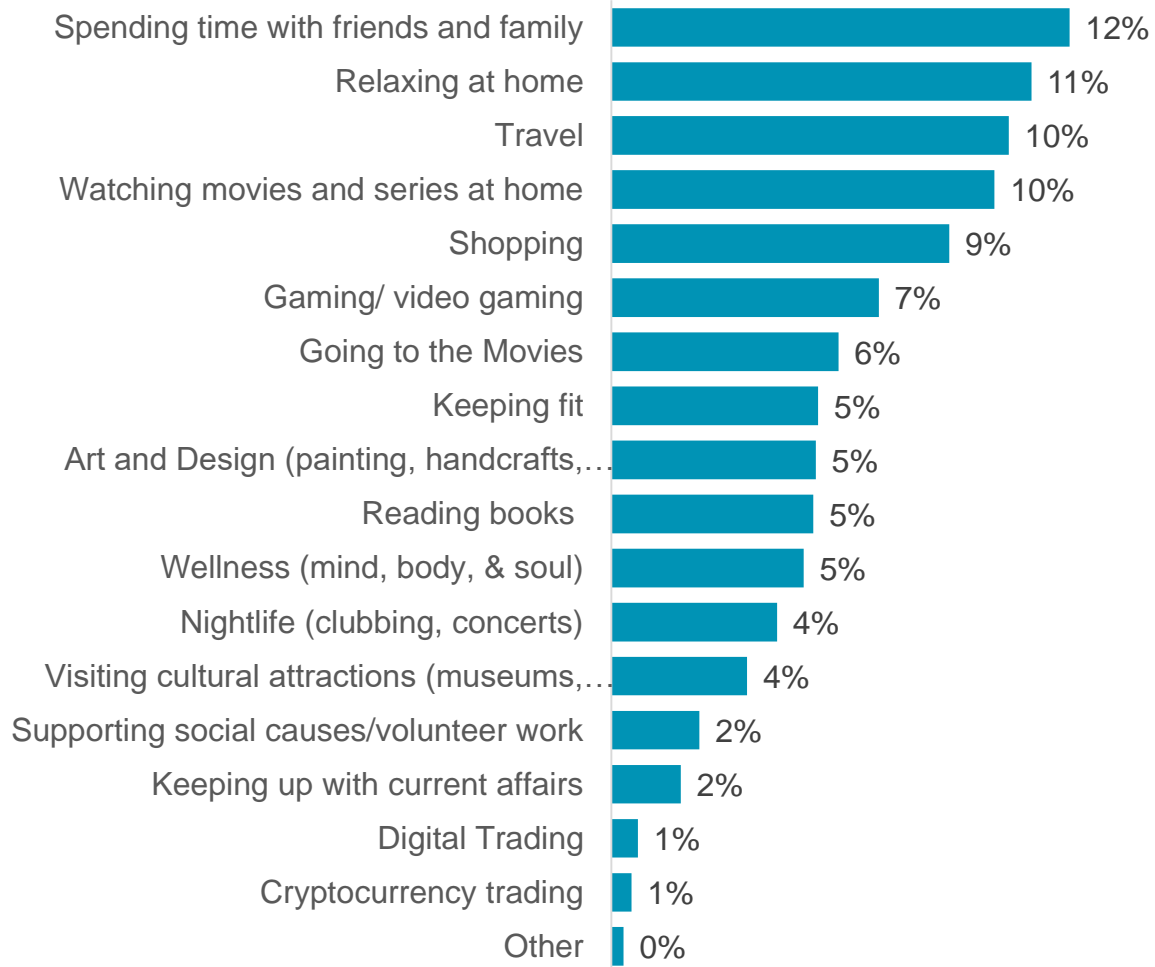


Dreaming Phase

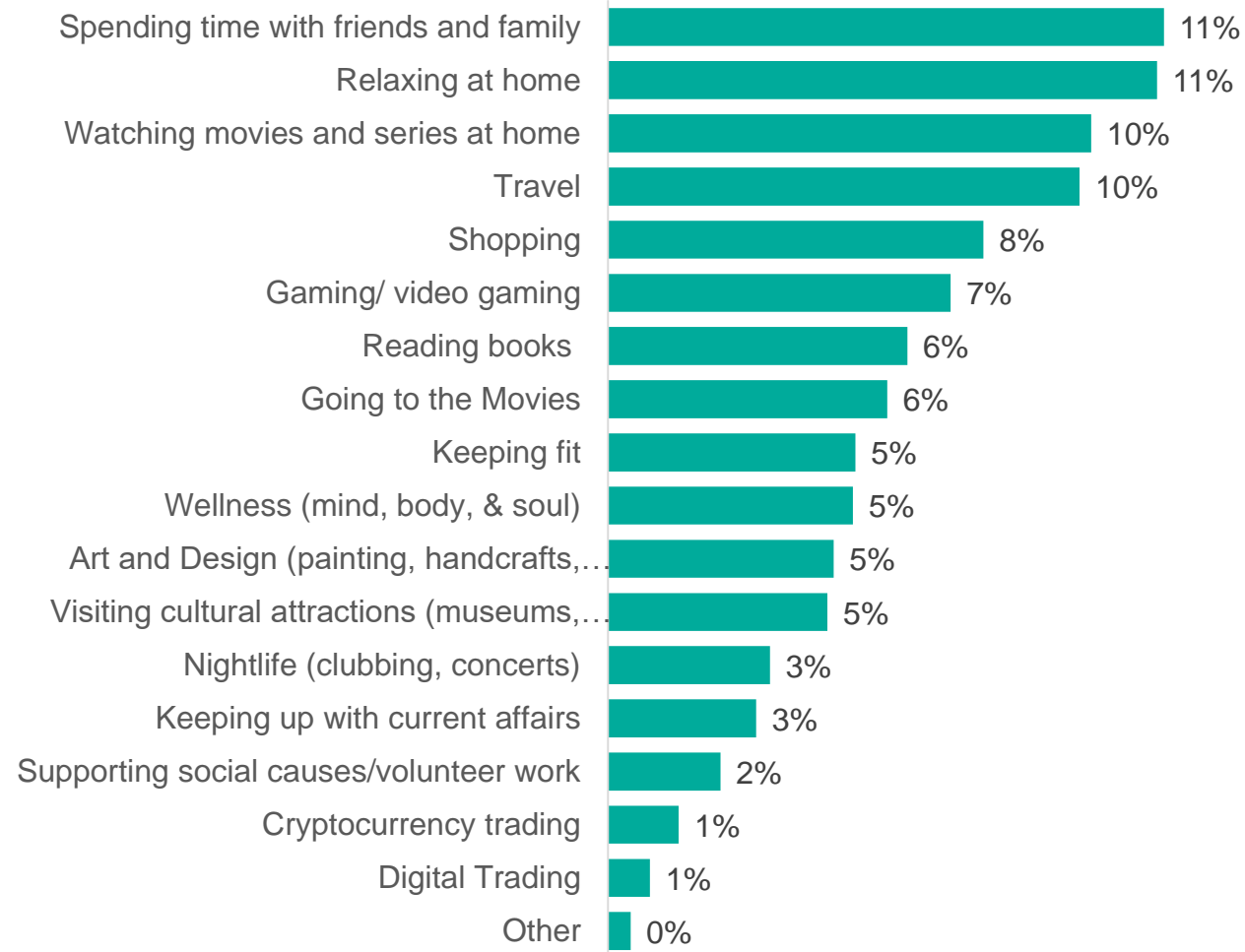
Hobbies and Interests



Gen Z



Millennials





Destination Bucket List Criteria



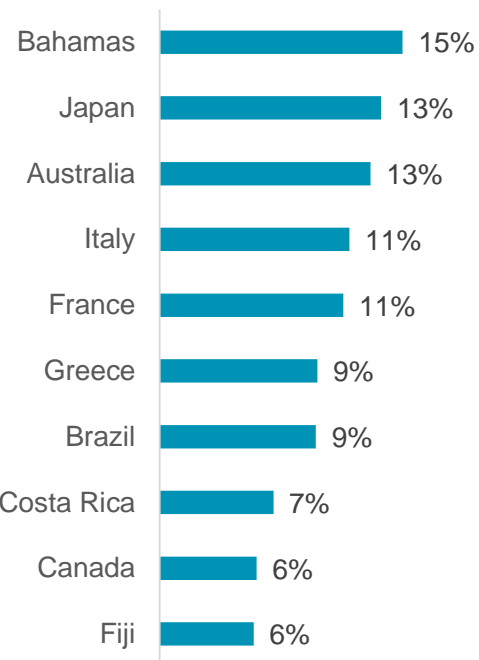


Top Bucket List Destinations

Bahamas is the top bucket destination for Gen Z and Millennials Americans, while Japan is second for Gen Z and Australia is the second for Millennials.

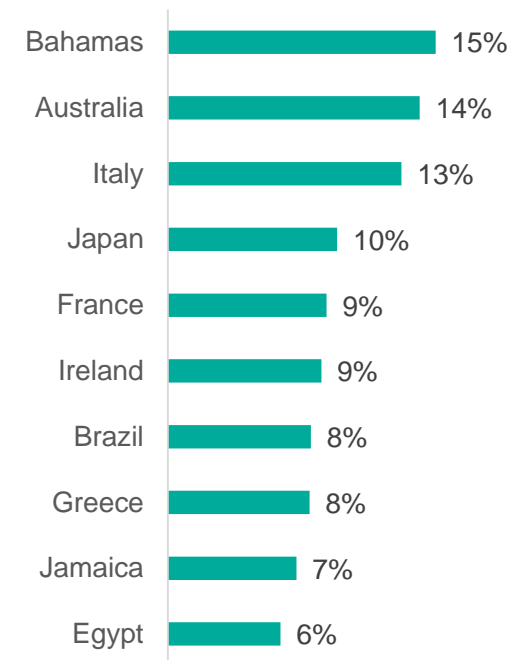
Gen Z

Millennials



1. Bahamas
2. Japan
3. Australia
4. Italy
5. France

1. Bahamas
2. Australia
3. Italy
4. Japan
5. France



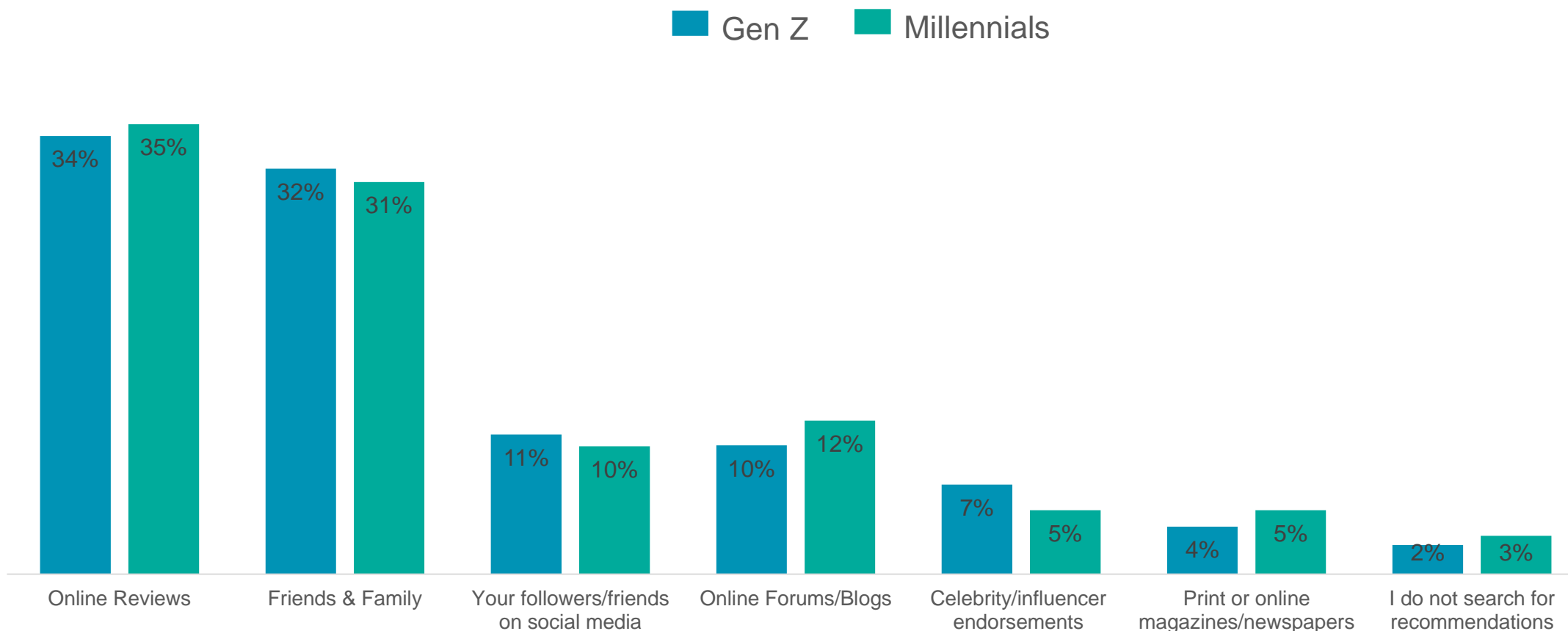


Travel Inspiration Source



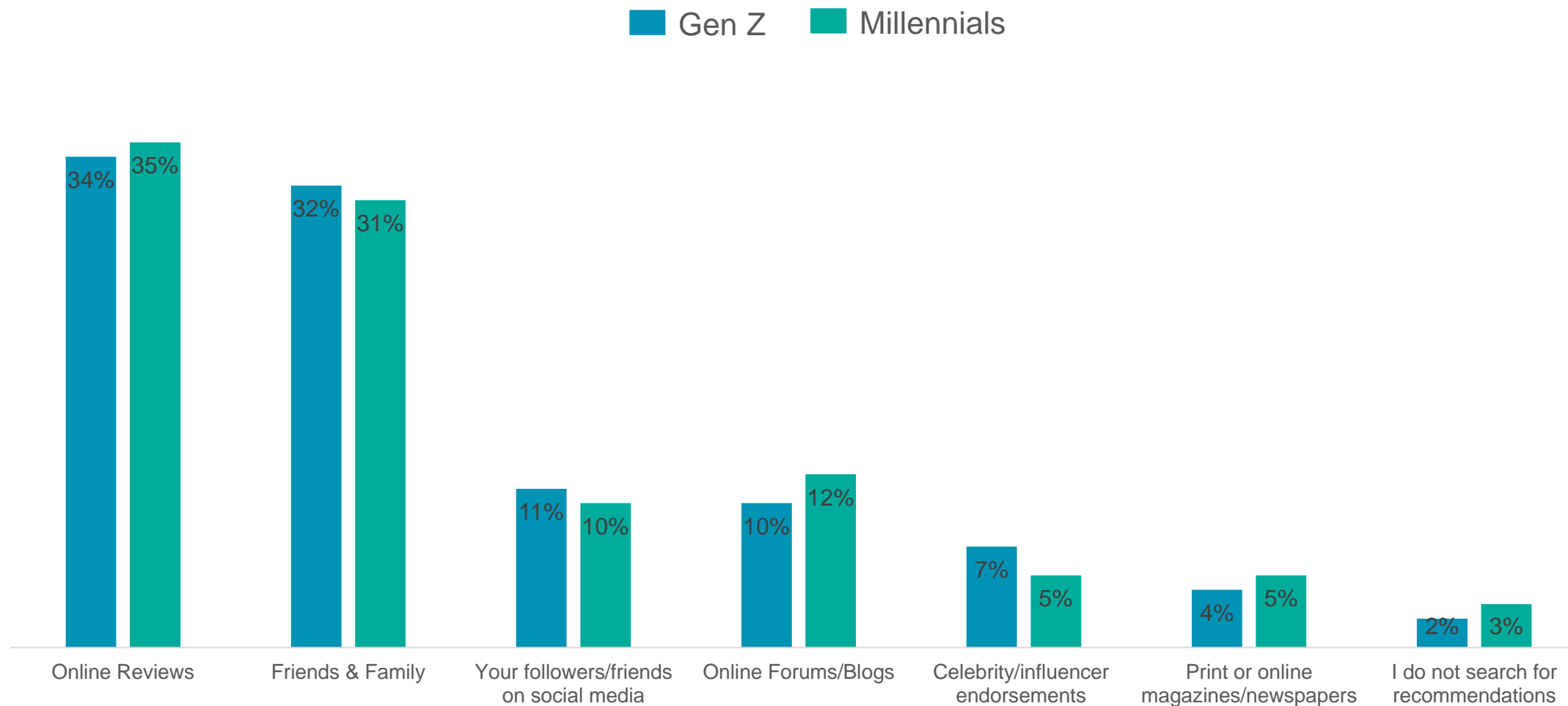


Most Used Method of Product/Service Recommendation





Most Used Method of Product/Service Recommendation





Social Media Apps used for Travel Inspiration

Gen Z

40% TikTok

32% Instagram

8% Pinterest

6% Facebook

6% None

4% Twitter

3% Snapchat



Millennials

32% Instagram

30% Facebook

14% TikTok

10% None

5% Pinterest

4% Twitter

2% Snapchat

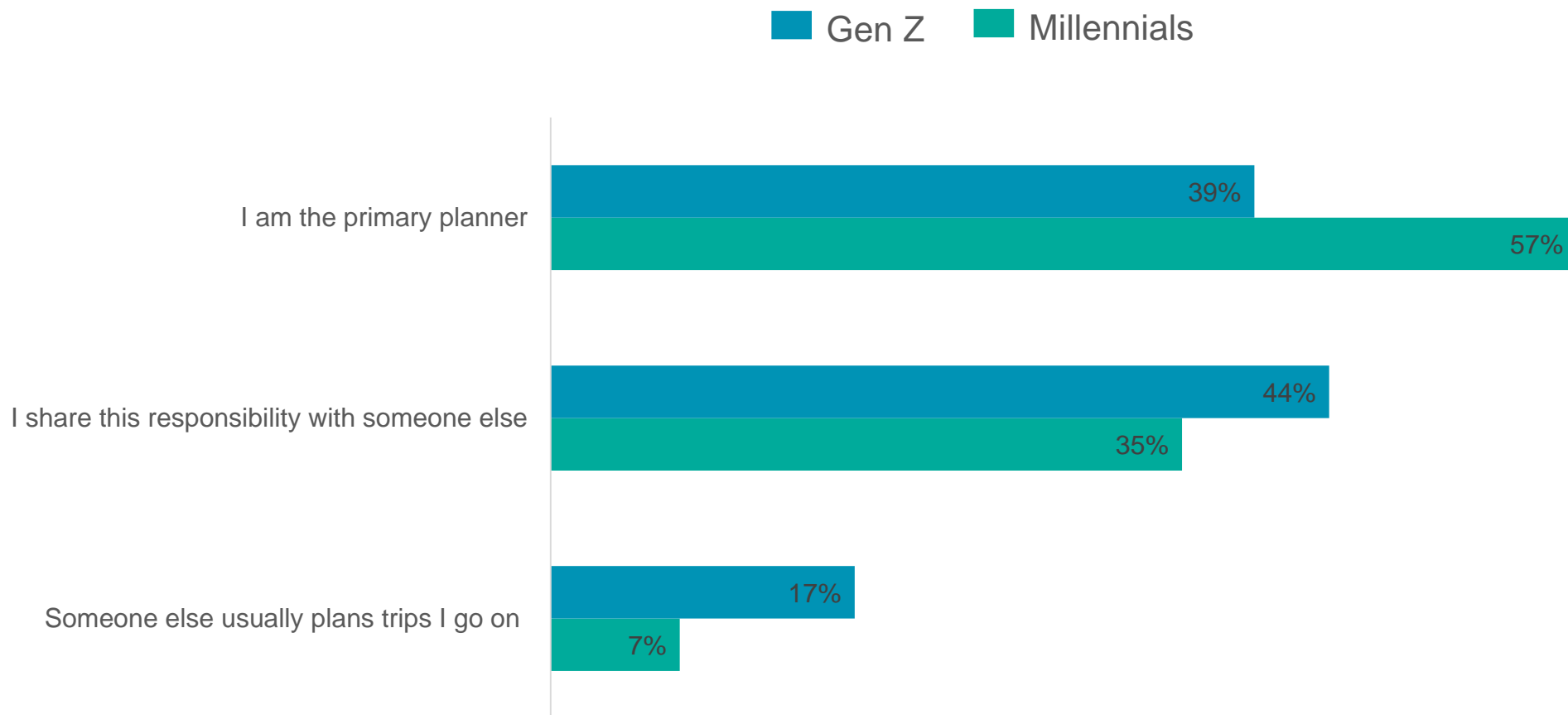


The background is a collage of images. On the left, a wooden post has the word 'Beach' written vertically in blue. In the center, a dark semi-transparent rectangle contains the text 'Planning & Booking Phase' in white. To the right, there are two potted cacti on a wooden shelf. Below the shelf, a pink wicker chair with a brown cushion is visible. The overall theme is a beachside workspace.

Planning & Booking Phase

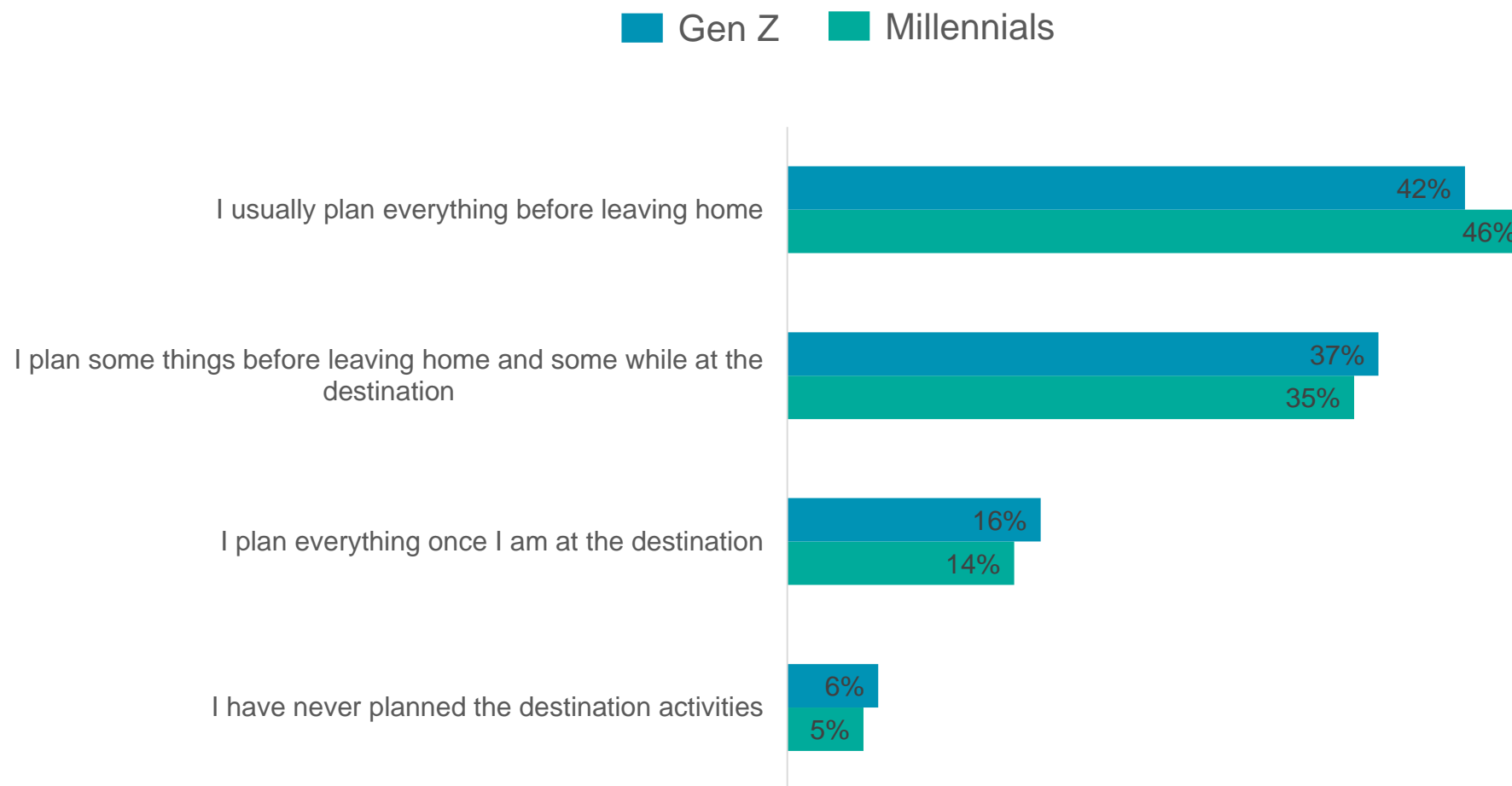


Planning Responsibility



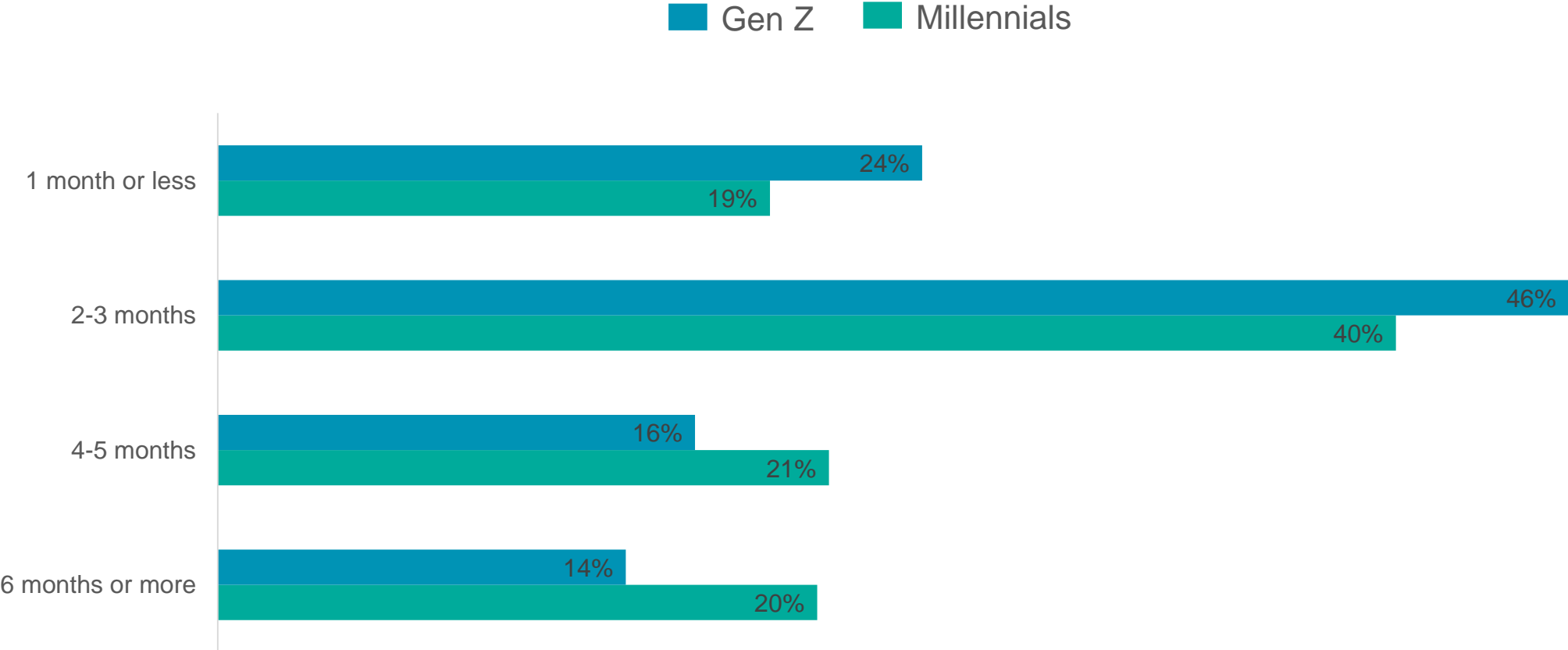


Destination Activities Planning Timing



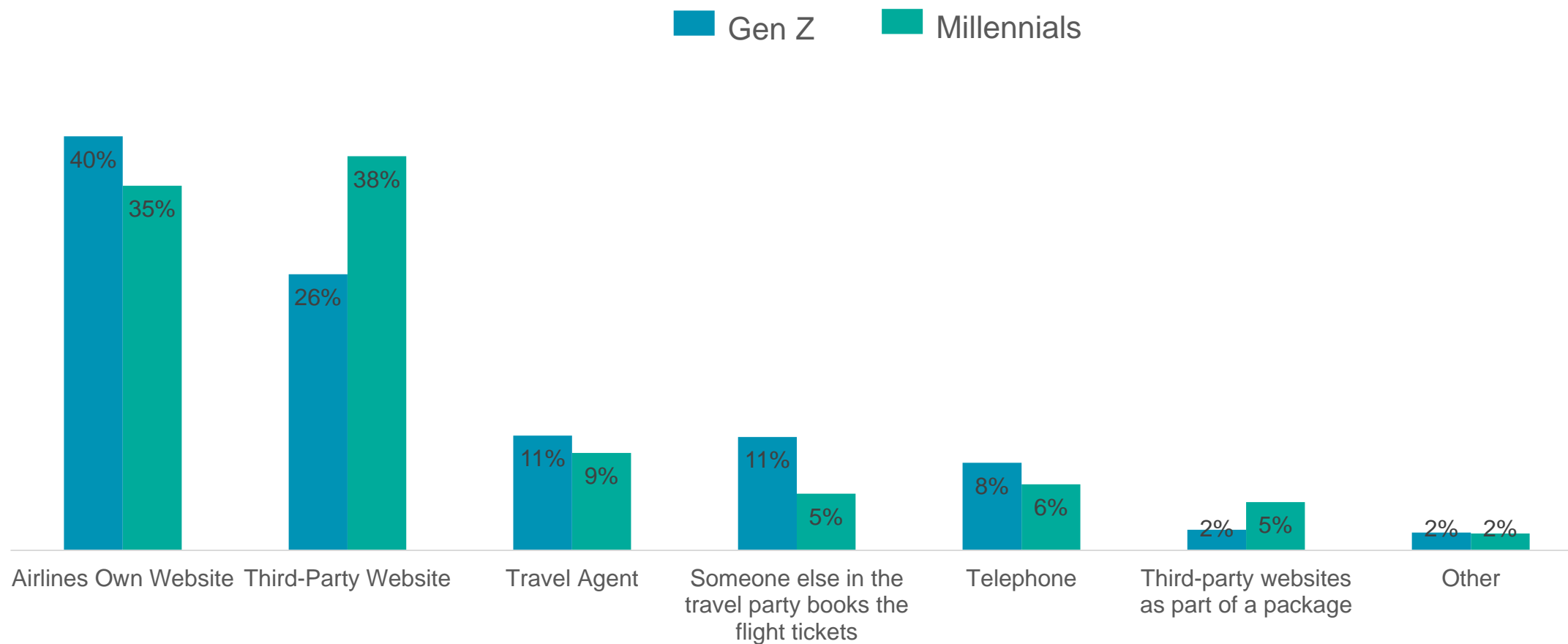


Flight Ticket Purchase Timing



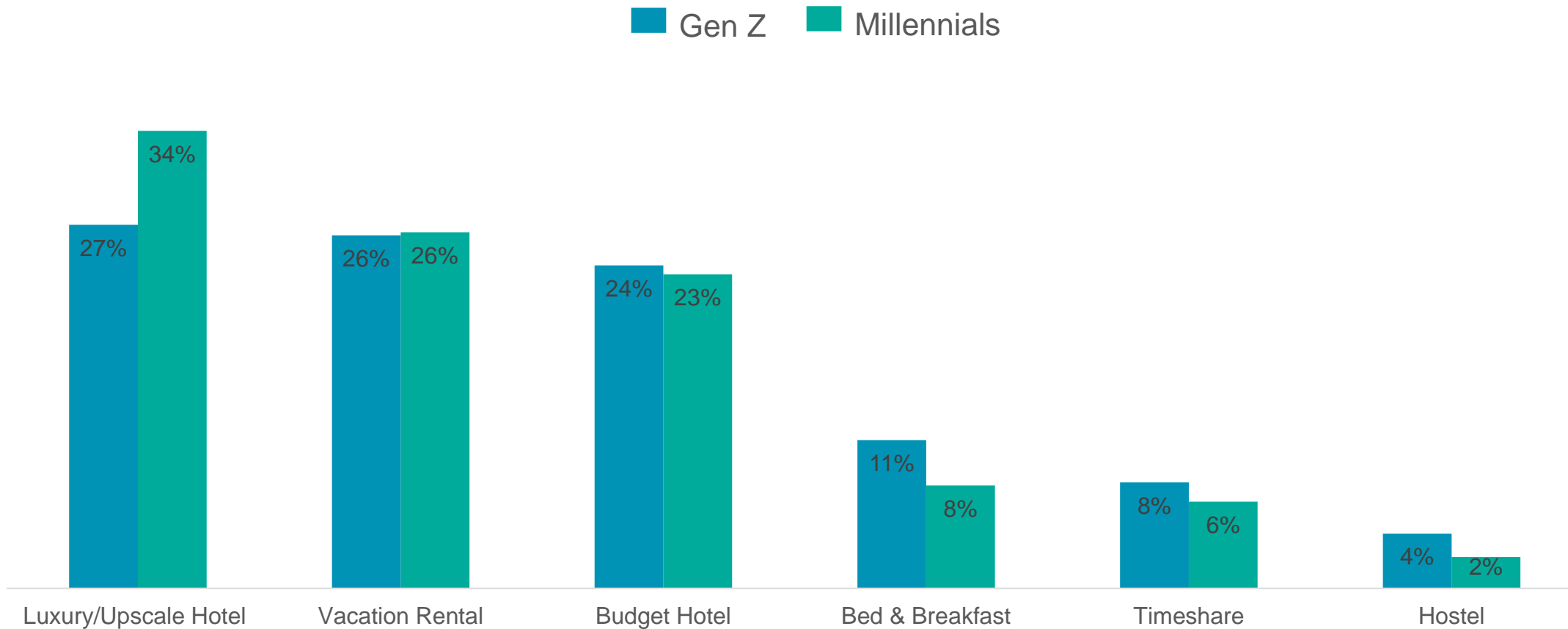


Preferred Flight Booking Platform



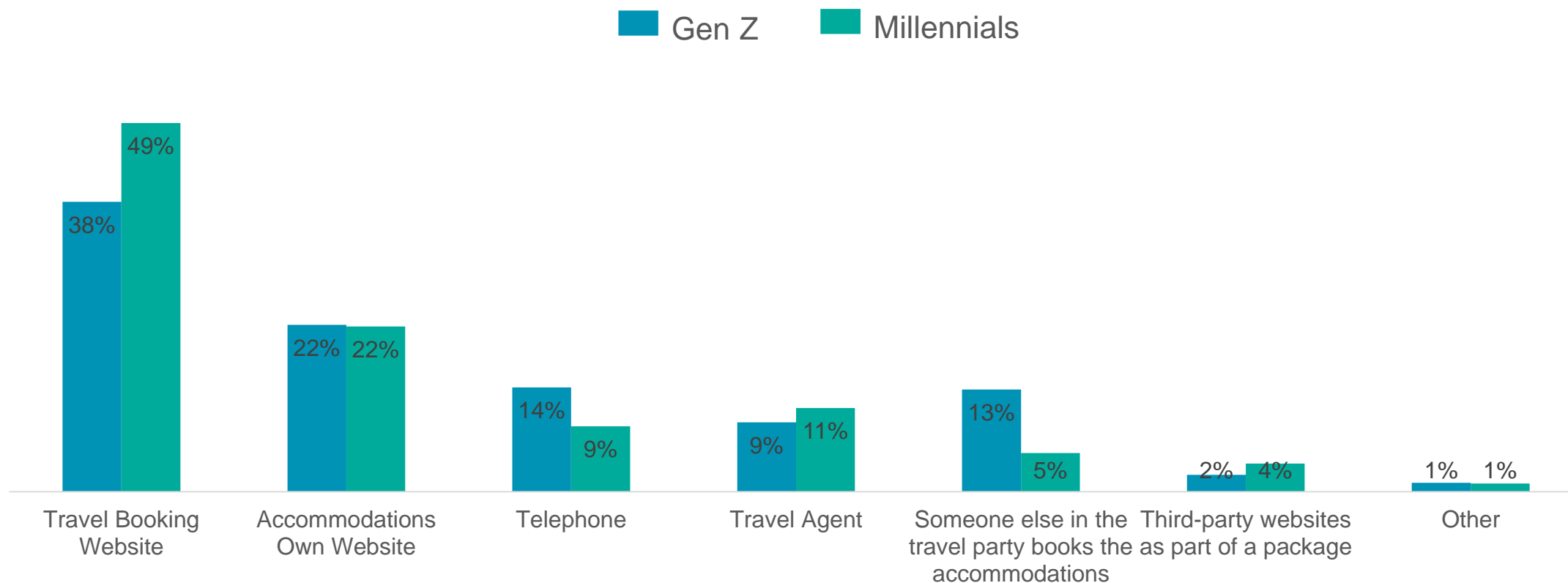


Preferred Type of Accommodation





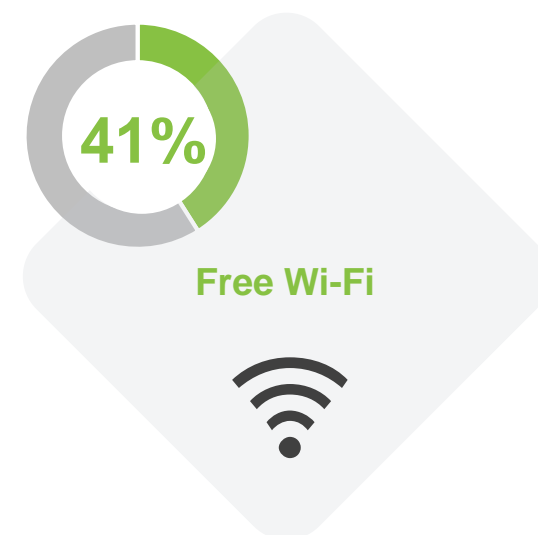
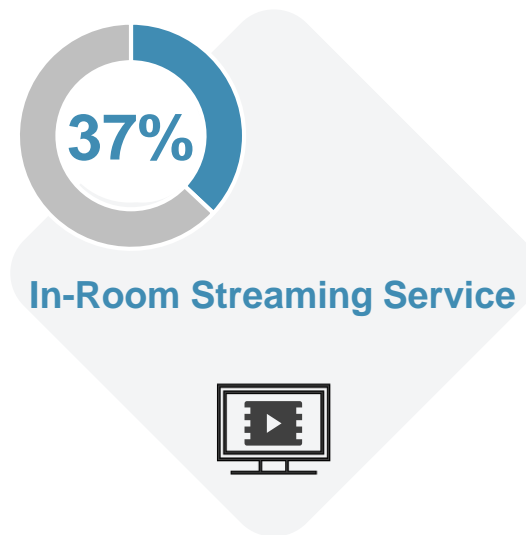
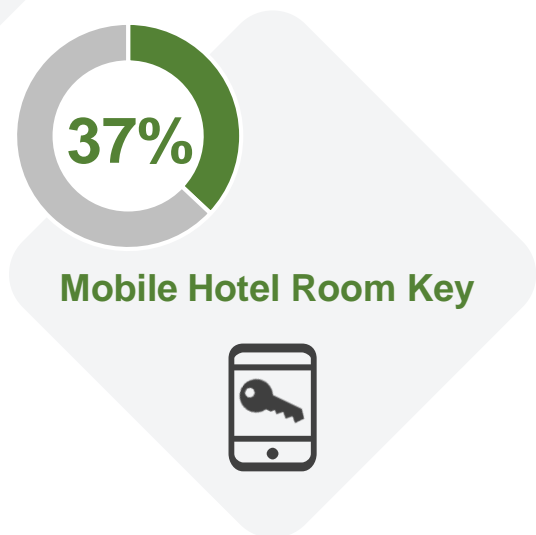
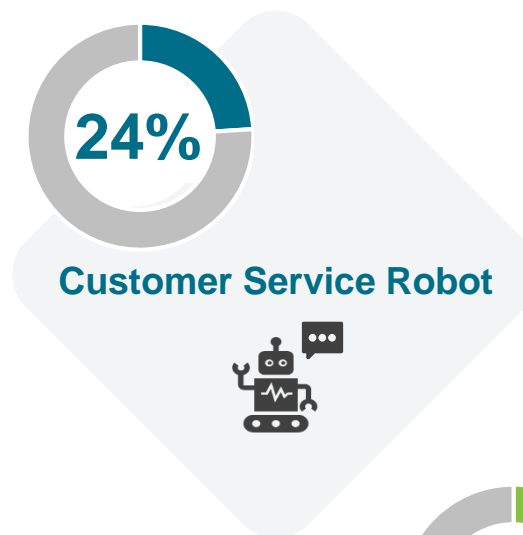
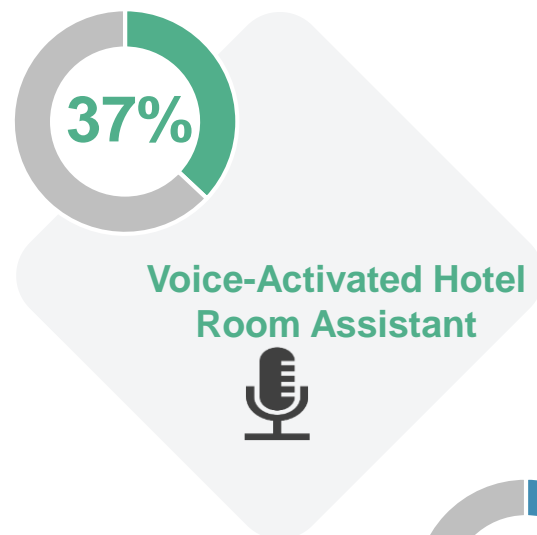
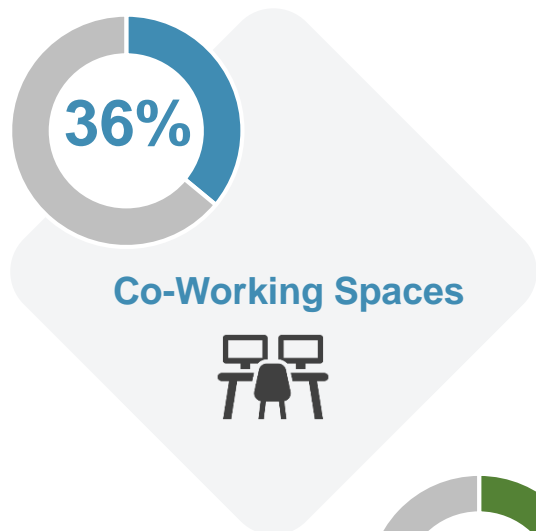
Preferred Accommodation Booking Platform



Technology and Travel

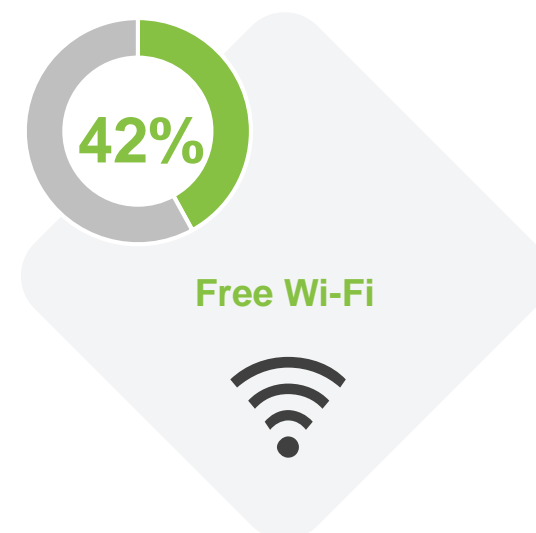
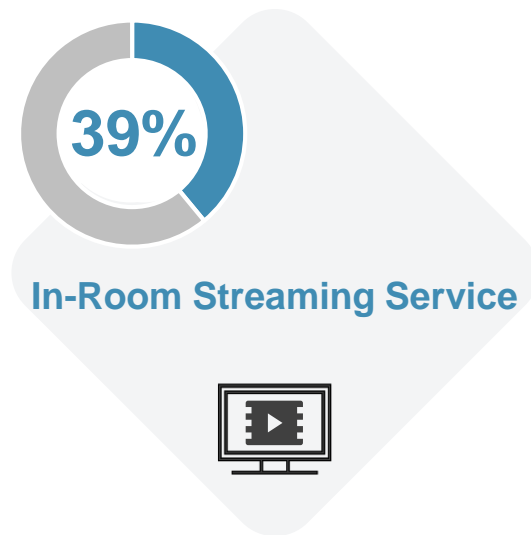
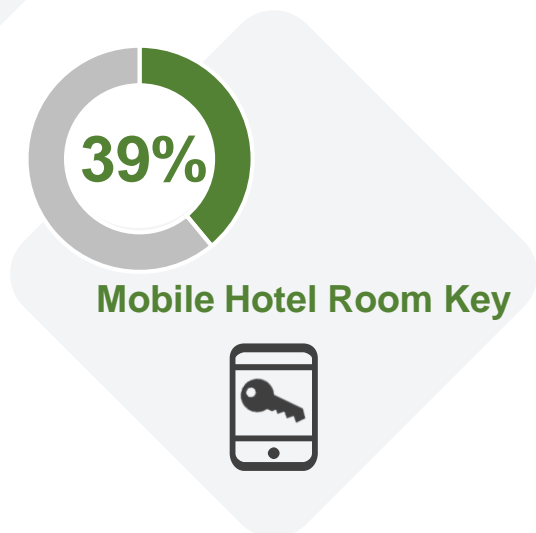
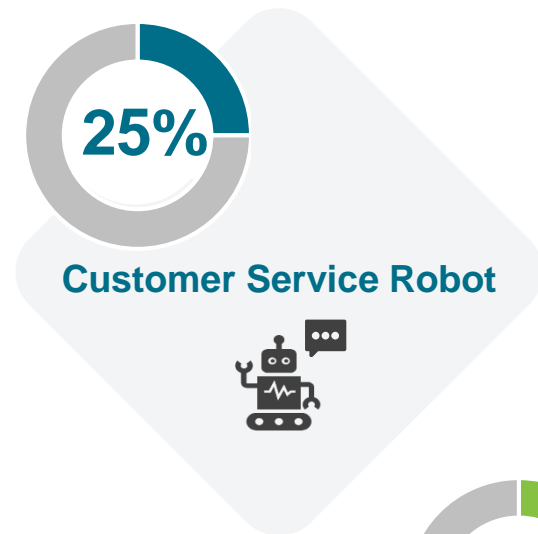
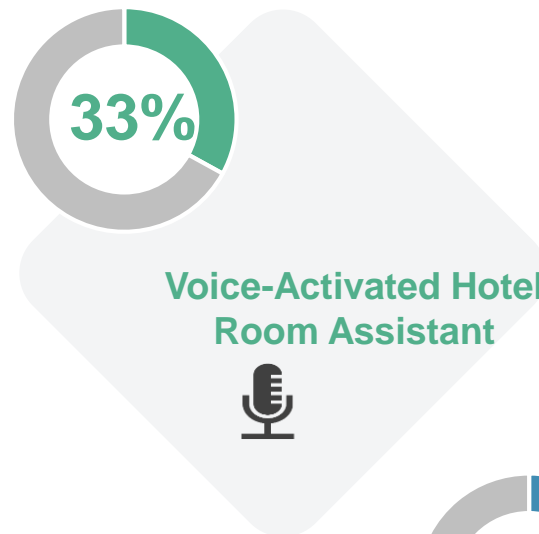
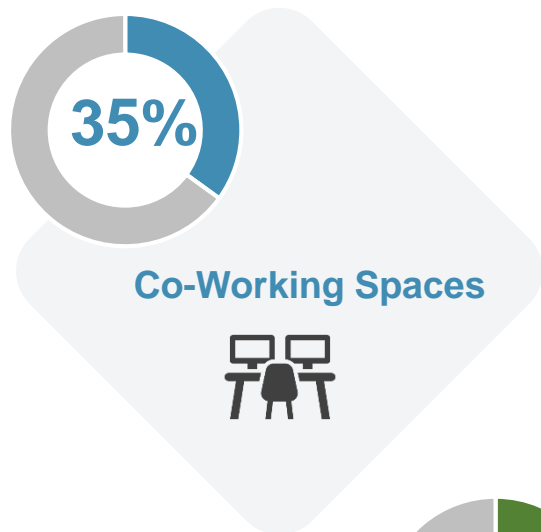


Hotel Technology – Gen Z



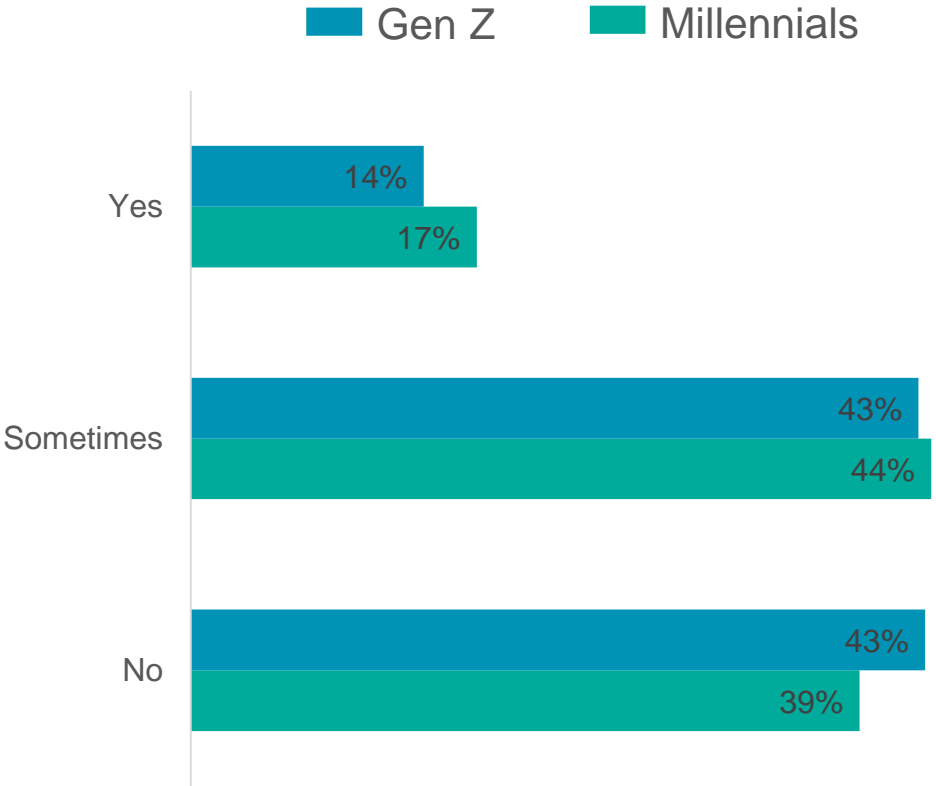


Hotel Technology – Millennials

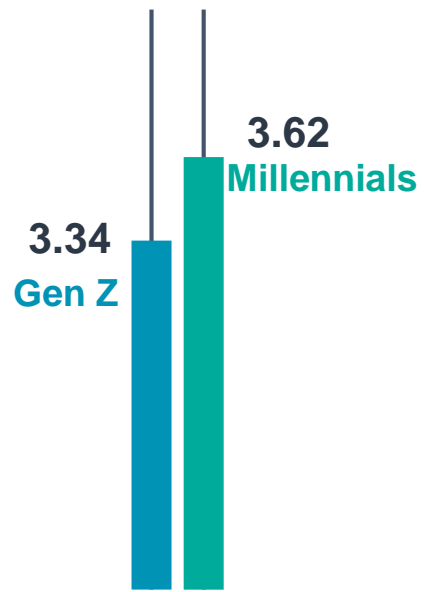




Internet Ad Blocker

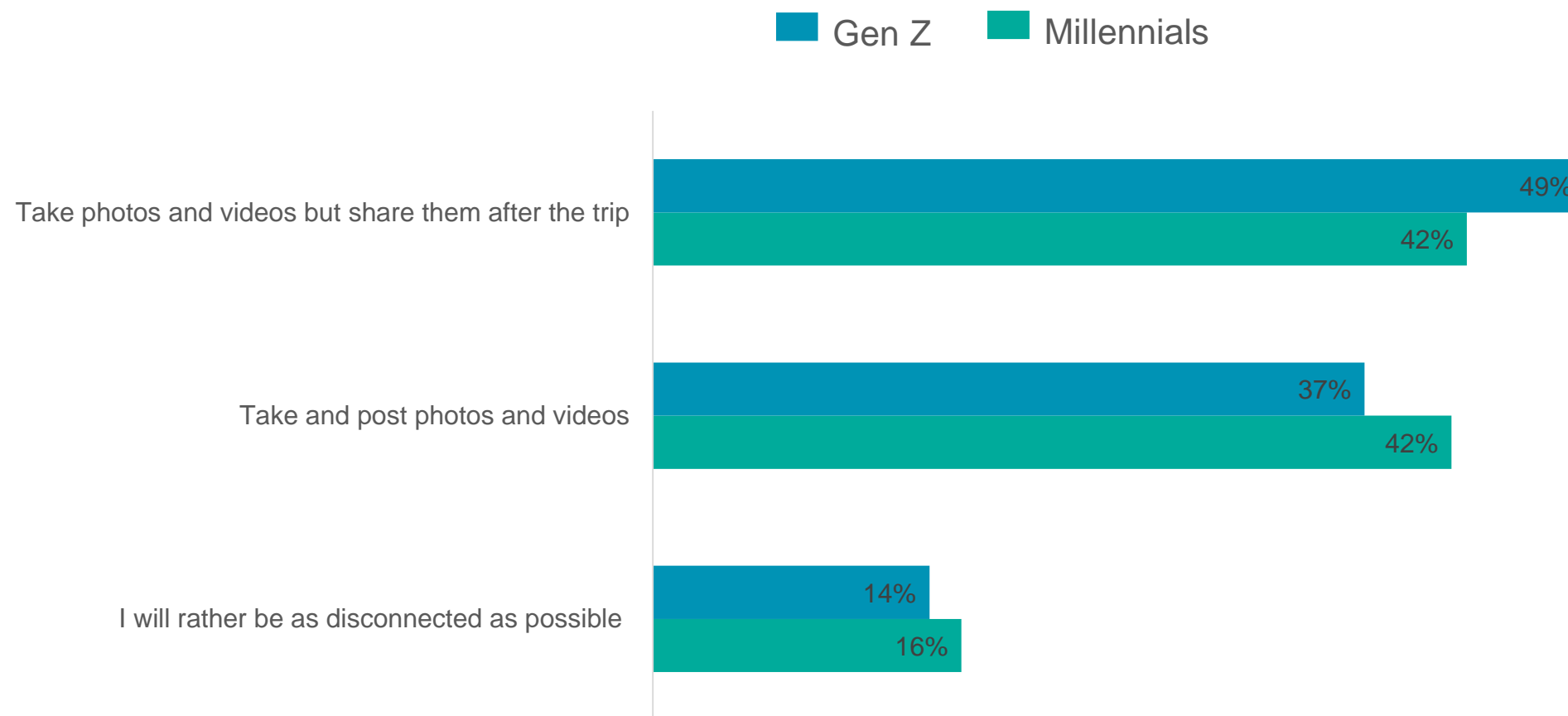


Online Reviews





Social Media Travel Behavior



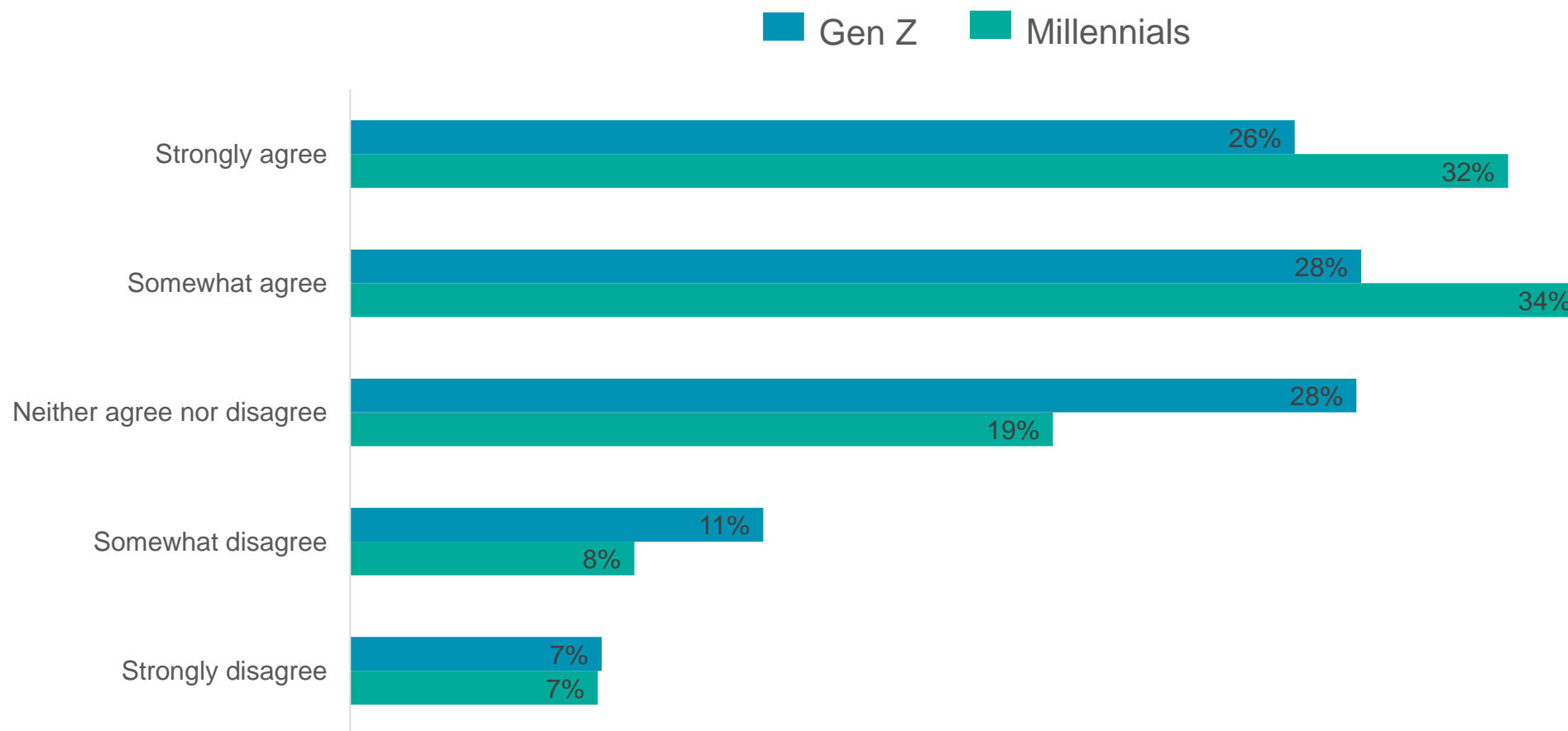


Experiencing Phase & Spending



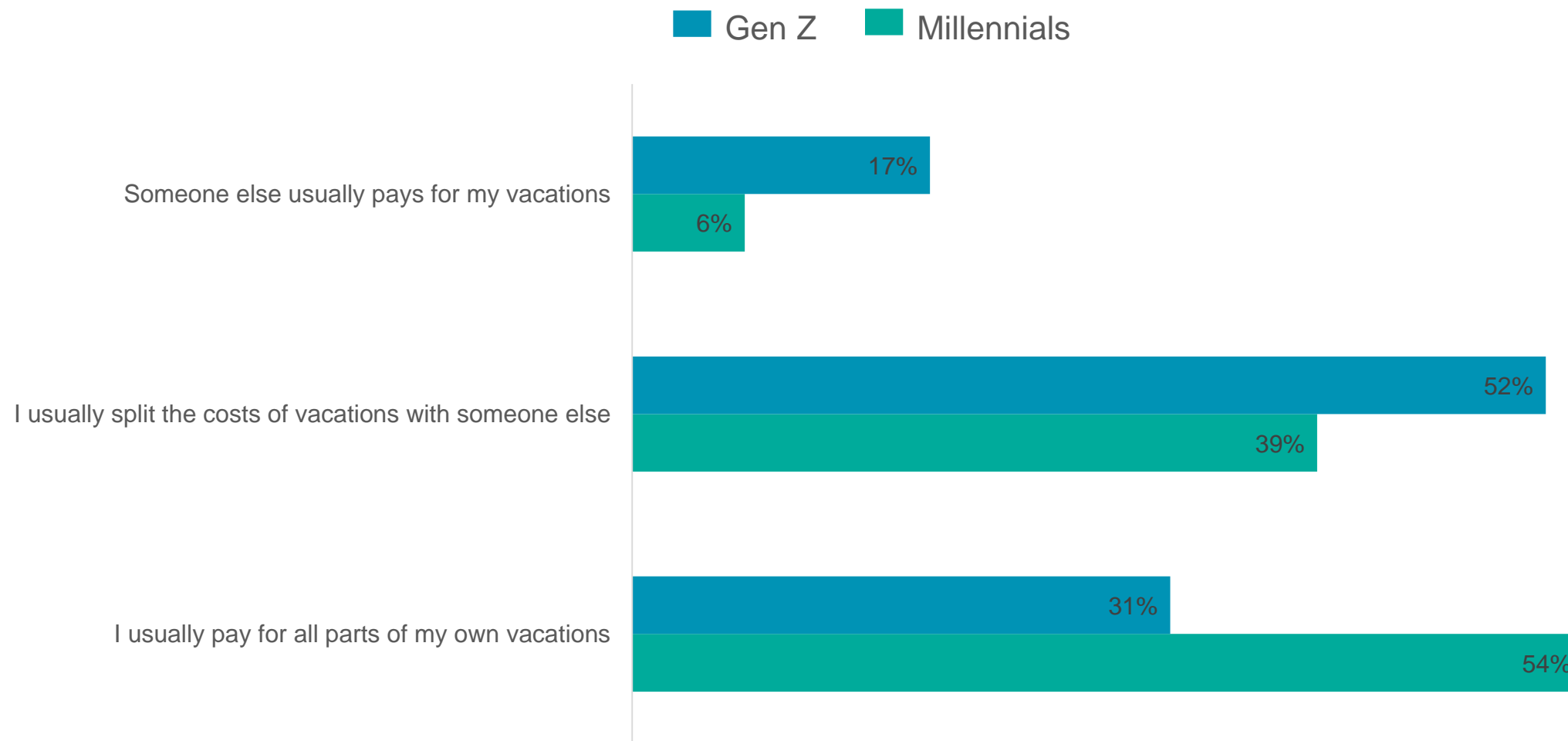
Spending Priority

"I rather spend money on experiences than physical goods while traveling."



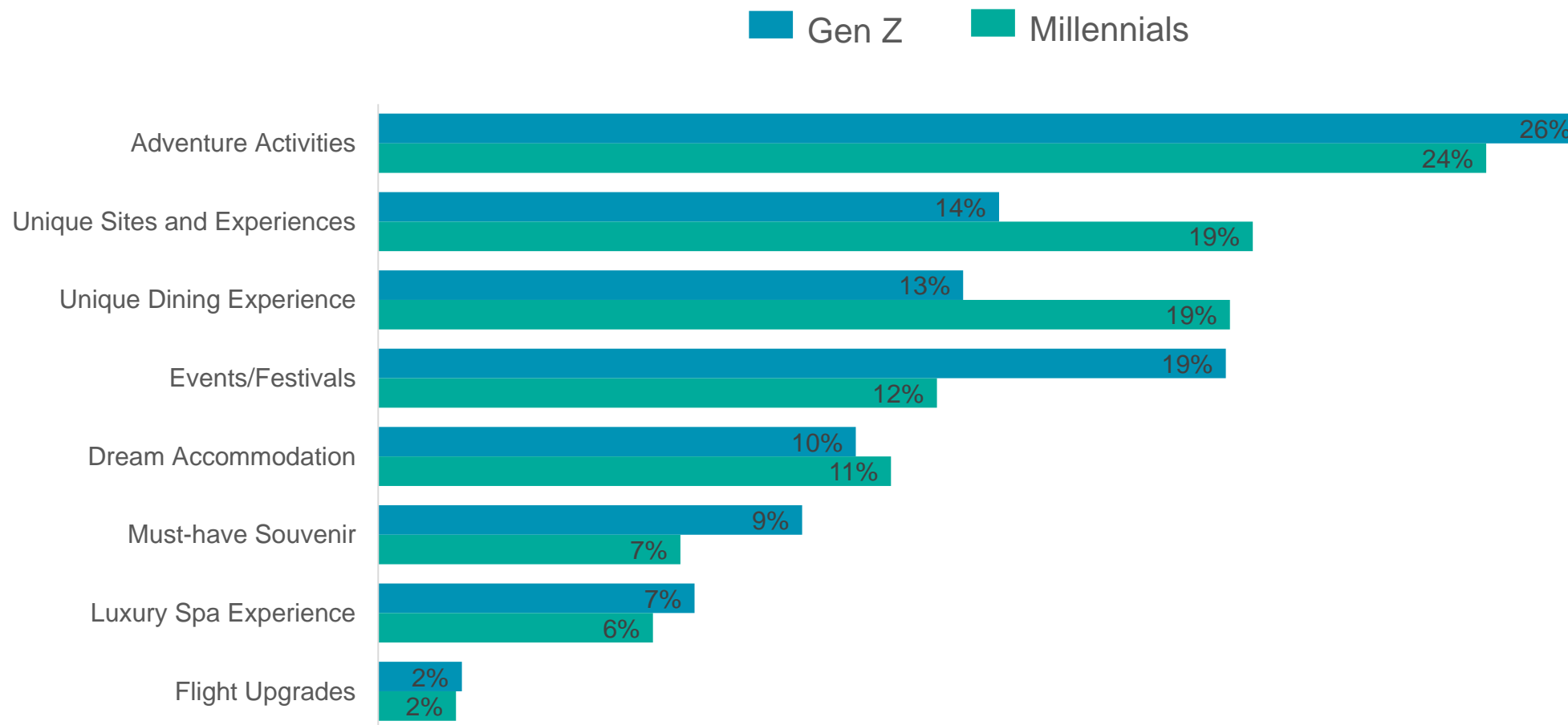


Spending Responsibility



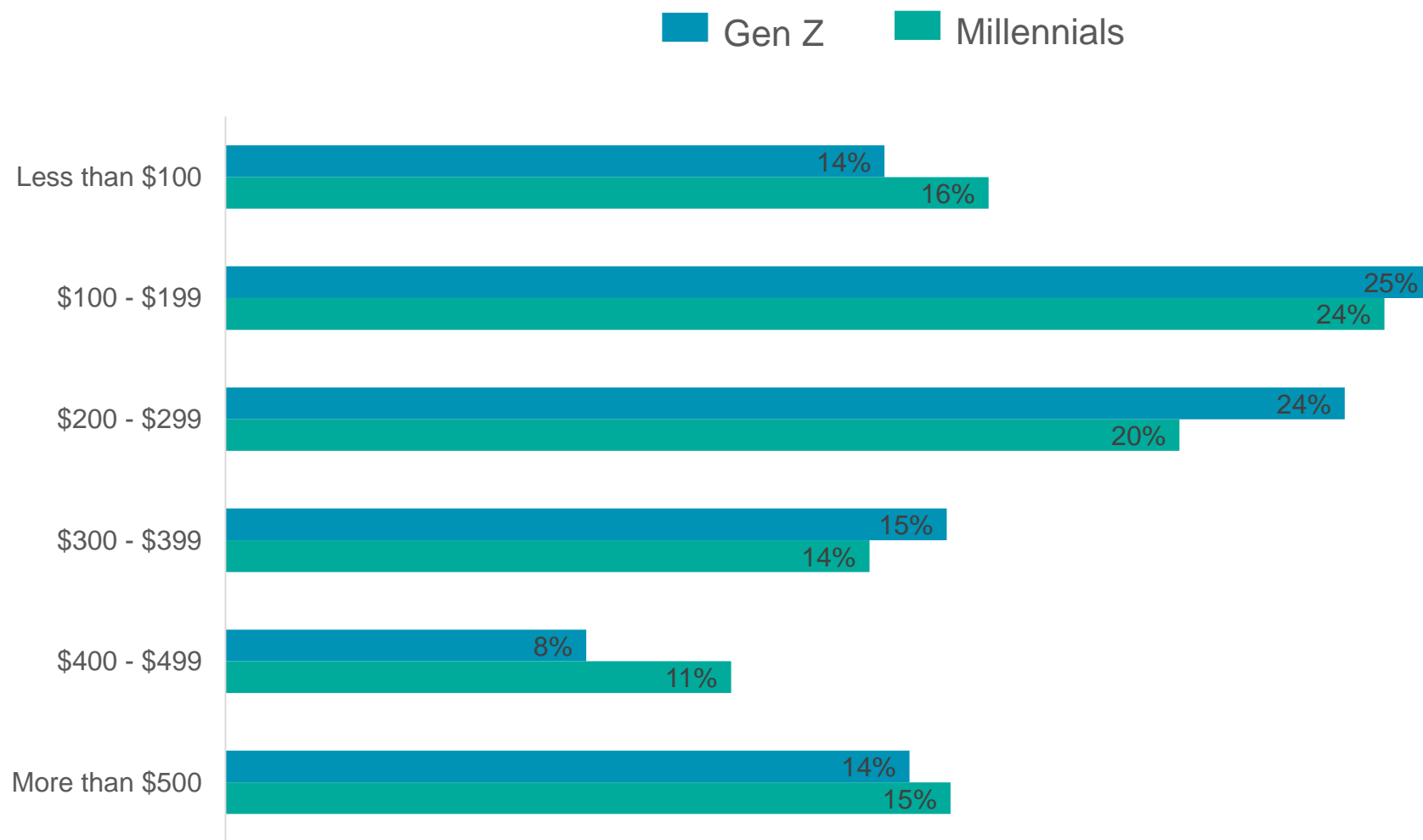


Travel Spend Splurges





Spending Budget Per Day

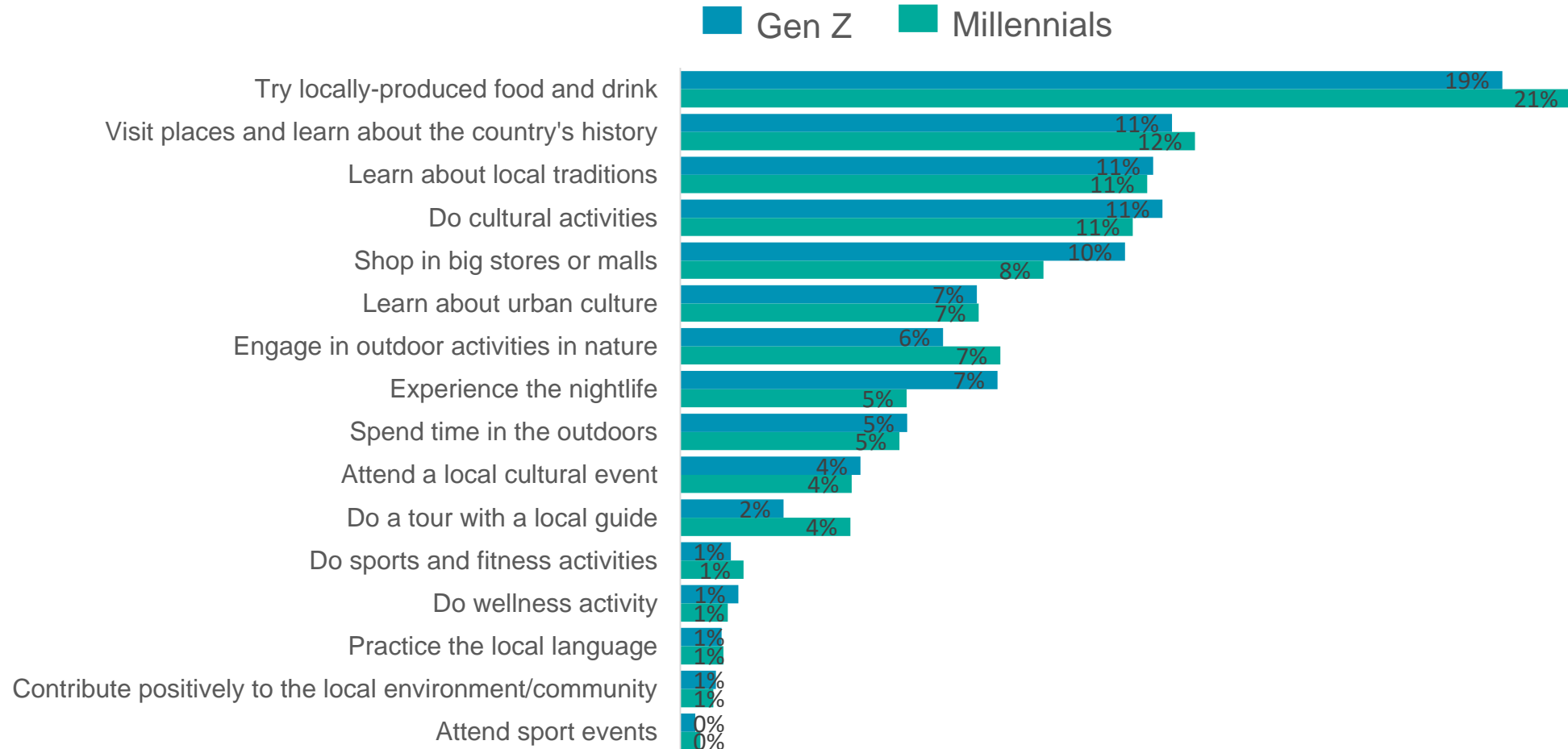


Destination Activities



Gen Z Top 3: Try Local F&B – Visit and Learn about the Country’s history – Do Cultural Activities – Learn about Local Tradition

Millennials Top 3: Try Local F&B – Visit and Learn about the Country’s history – Learn about Local Traditions





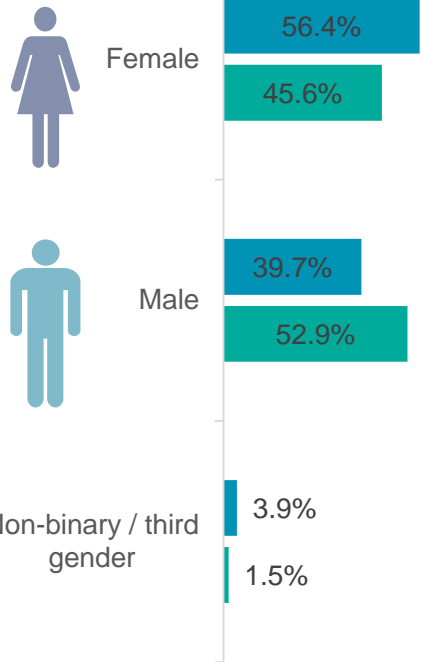
Demographics

Demographics



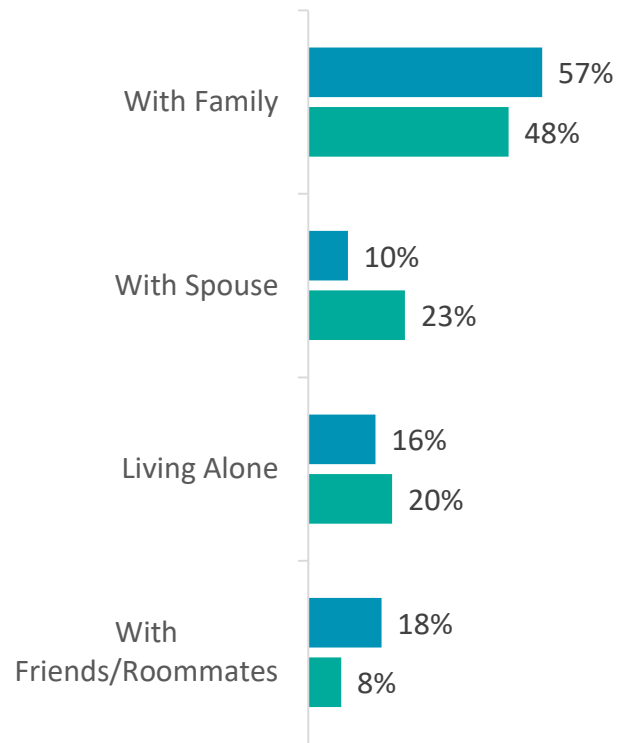
Gender

■ Gen Z ■ Millennials



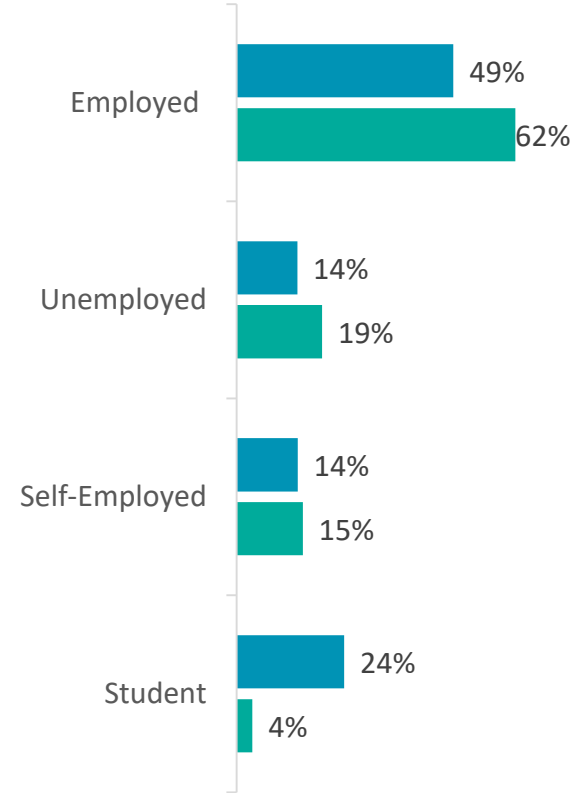
Living Arrangement

■ Gen Z ■ Millennials



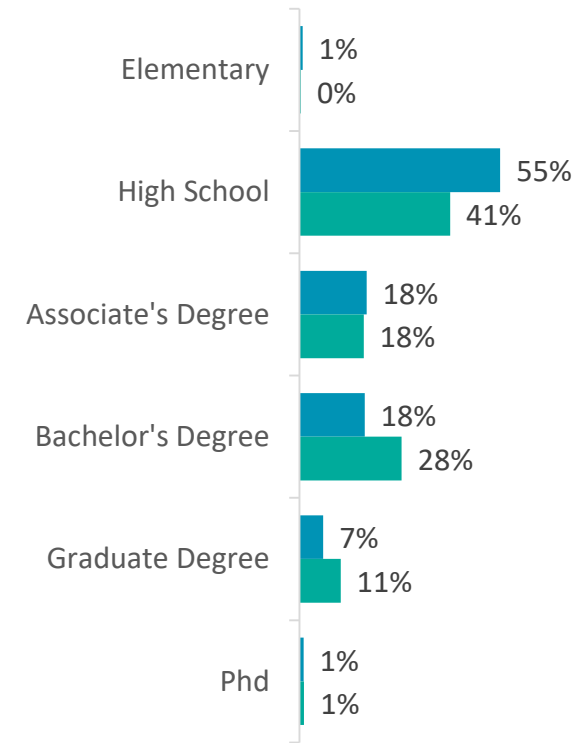
Employment

■ Gen Z ■ Millennials



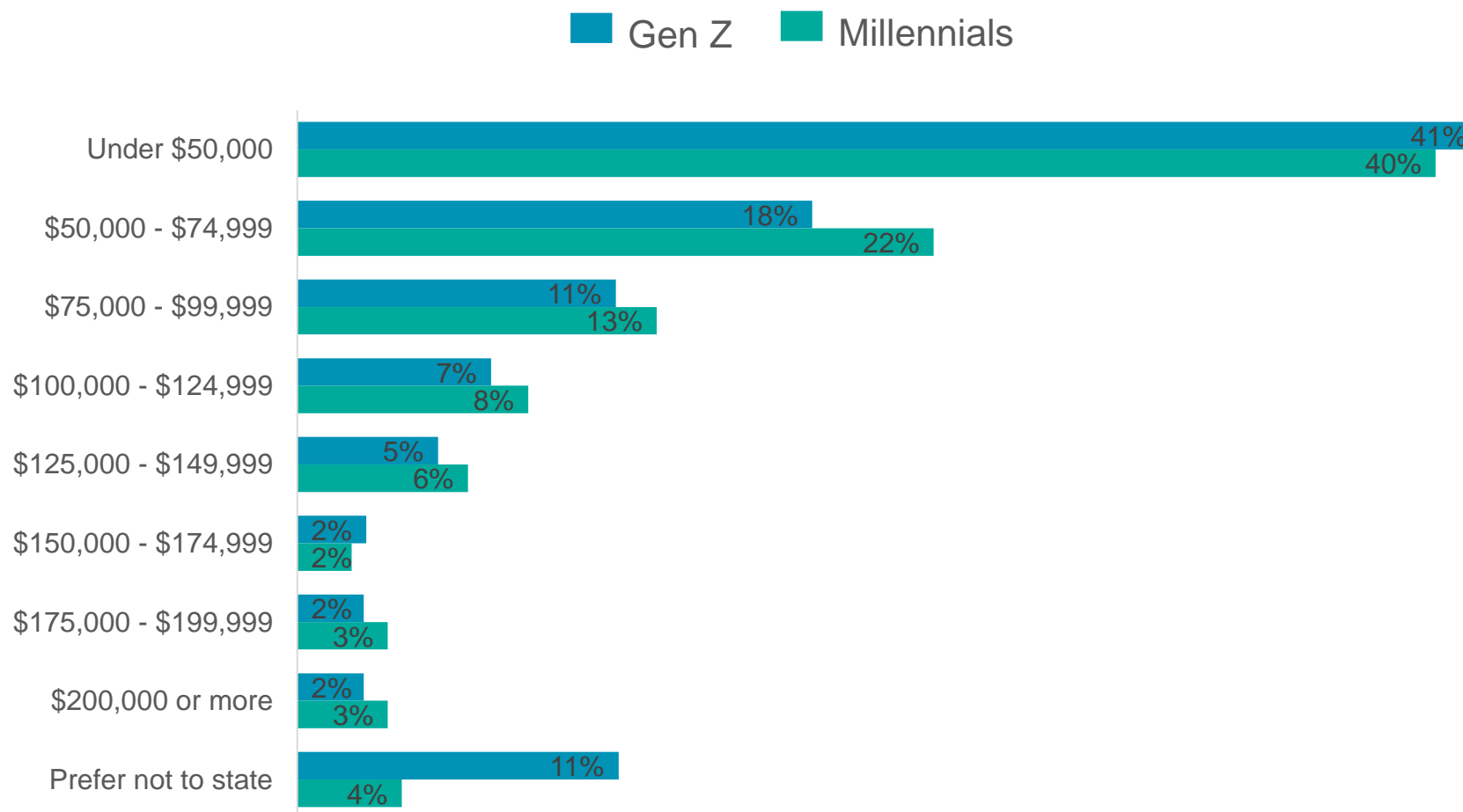
Annual Income

■ Gen Z ■ Millennials





Annual Income in USD



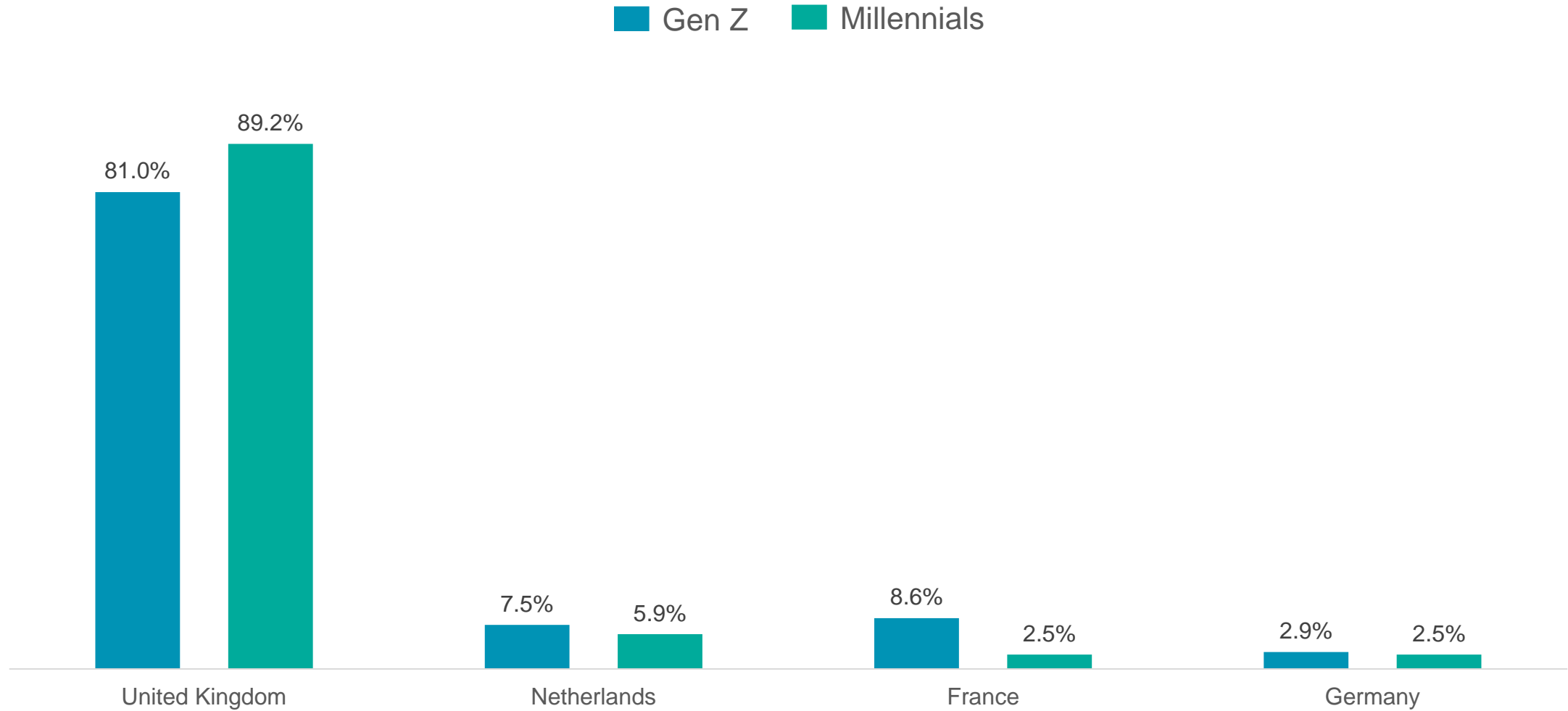
Europe



UK – Netherlands – France – Germany

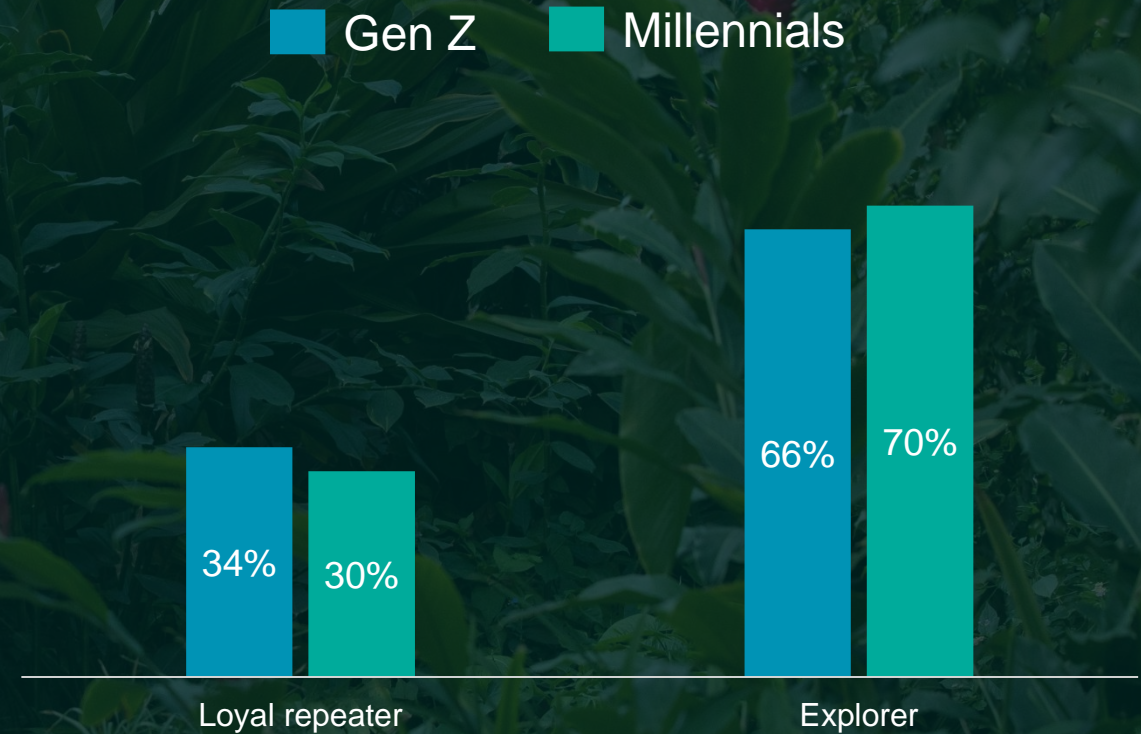


Country



Type of Traveler

Destination repeater scored slightly higher by Gen Z 34% compared to 30% Millennials. However, both generations are more likely to want to explore new destinations.

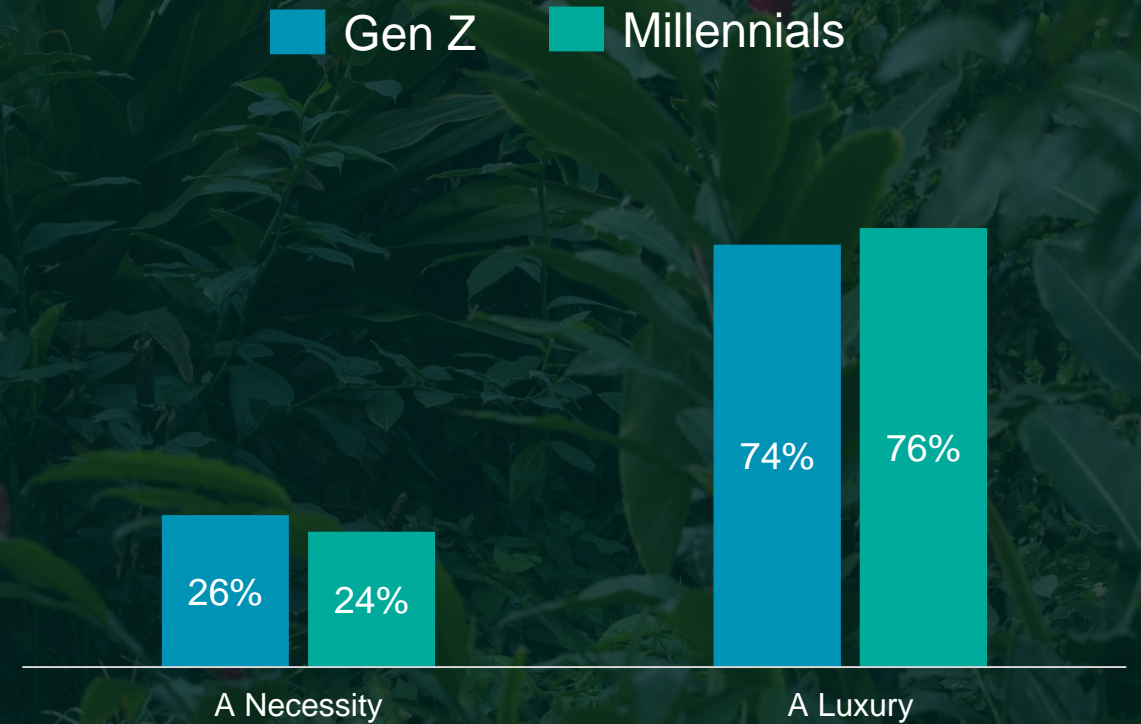


N: 378, Gen Z N: 174, Millennials N: 204

Q: Which if the following best describes you as a traveler? I like to revisit a destination I have already been to - I like to explore new destinations on each vacation

Luxury or a Necessity

Both Generations consider traveling as a luxury rather than a necessity.



N: 378, Gen Z N: 174, Millennials N: 204

Q: Do you consider traveling to be a luxury or a necessity?



Hobbies and Interests

Gen Z



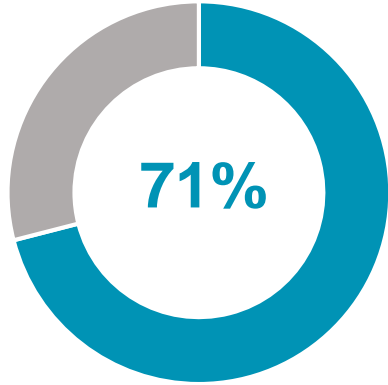
Millennials



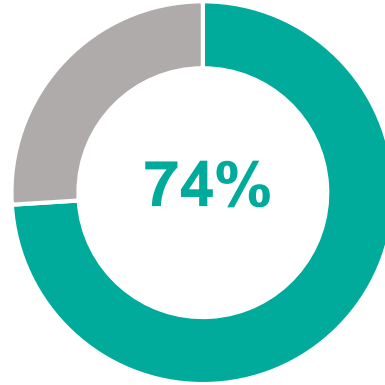


Values on Sustainability

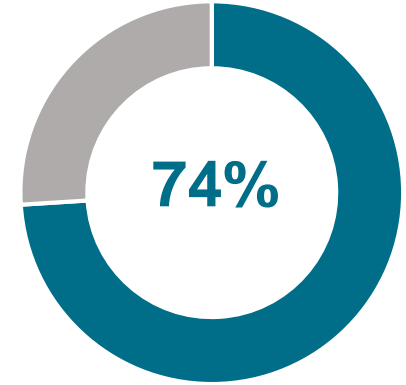
View on Tourism Impact – Gen Z



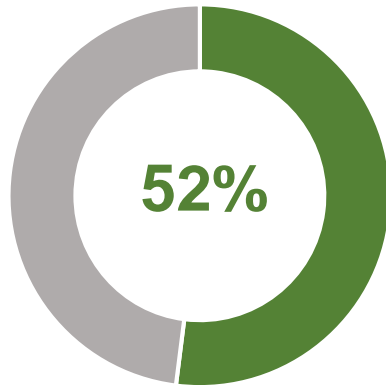
Tourism brings money to the destination's local communities



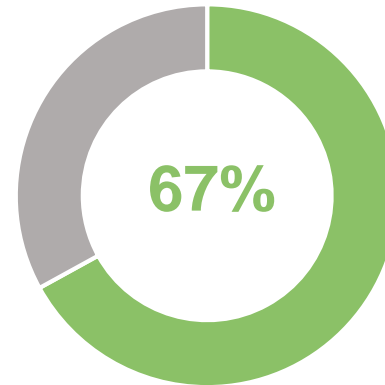
I care about the well-being of the locals in the destination I visit



Too many tourists can cause damage to the destination's local communities

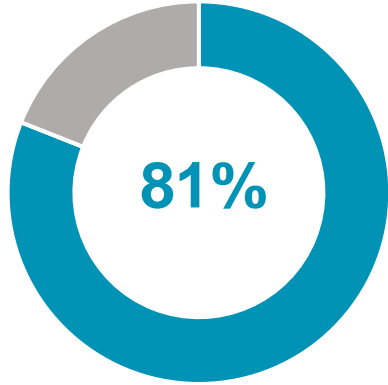


I try to avoid destinations that seem too popular

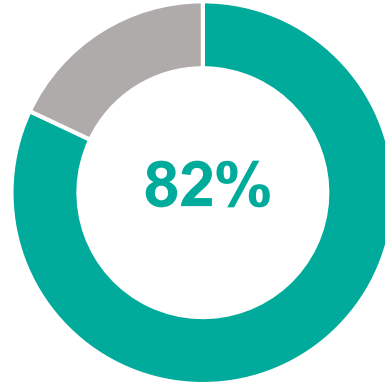


Traveling to other countries is essential to my personal development

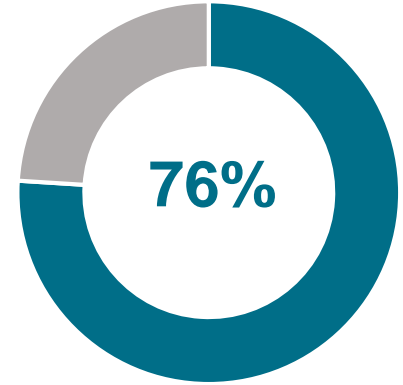
View on tourism Impact – Millennials



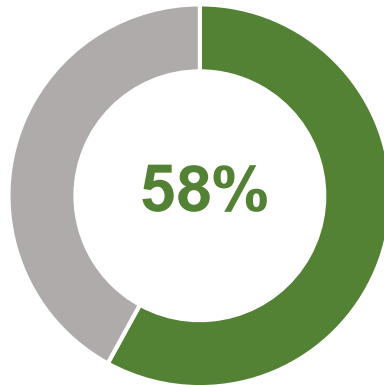
Tourism brings money to the destination's local communities



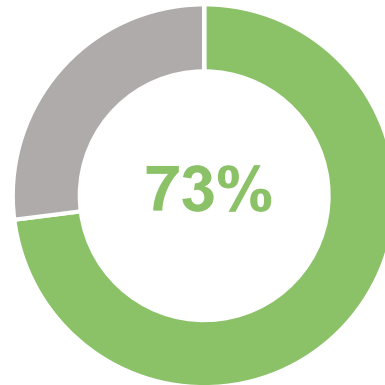
I care about the well-being of the locals in the destination I visit



Too many tourists can cause damage to the destination's local communities



I try to avoid destinations that seem too popular

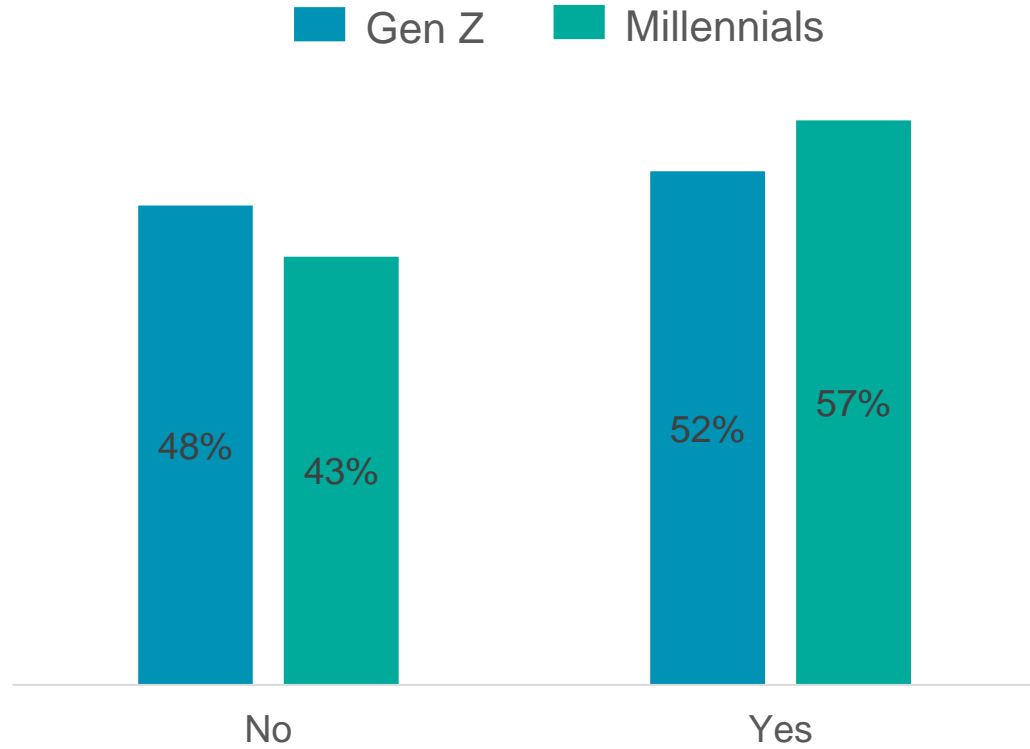


Traveling to other countries is essential to my personal development



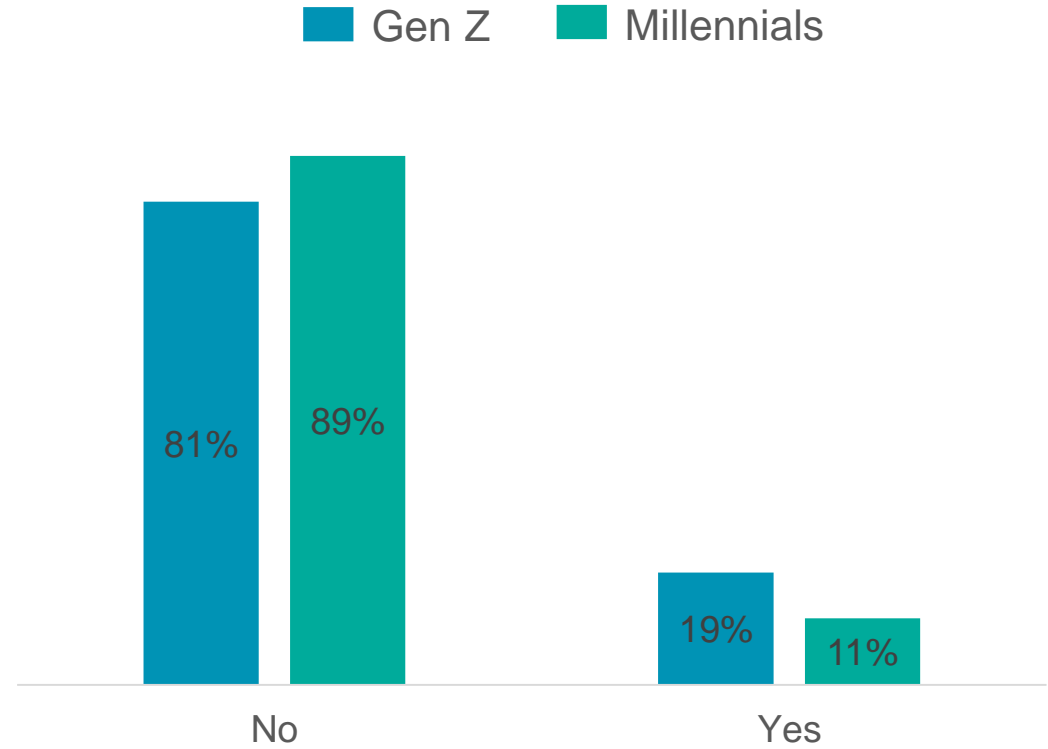
Aruba

Heard about Aruba



N: 378, Gen Z N: 174, Millennials N: 204
Q: Have you heard about Aruba before?

Traveled to Aruba before



N: 206, Gen Z N: 90, Millennials N: 13 (answered "yes" have heard about Aruba before)
Q: Have you traveled to Aruba before?



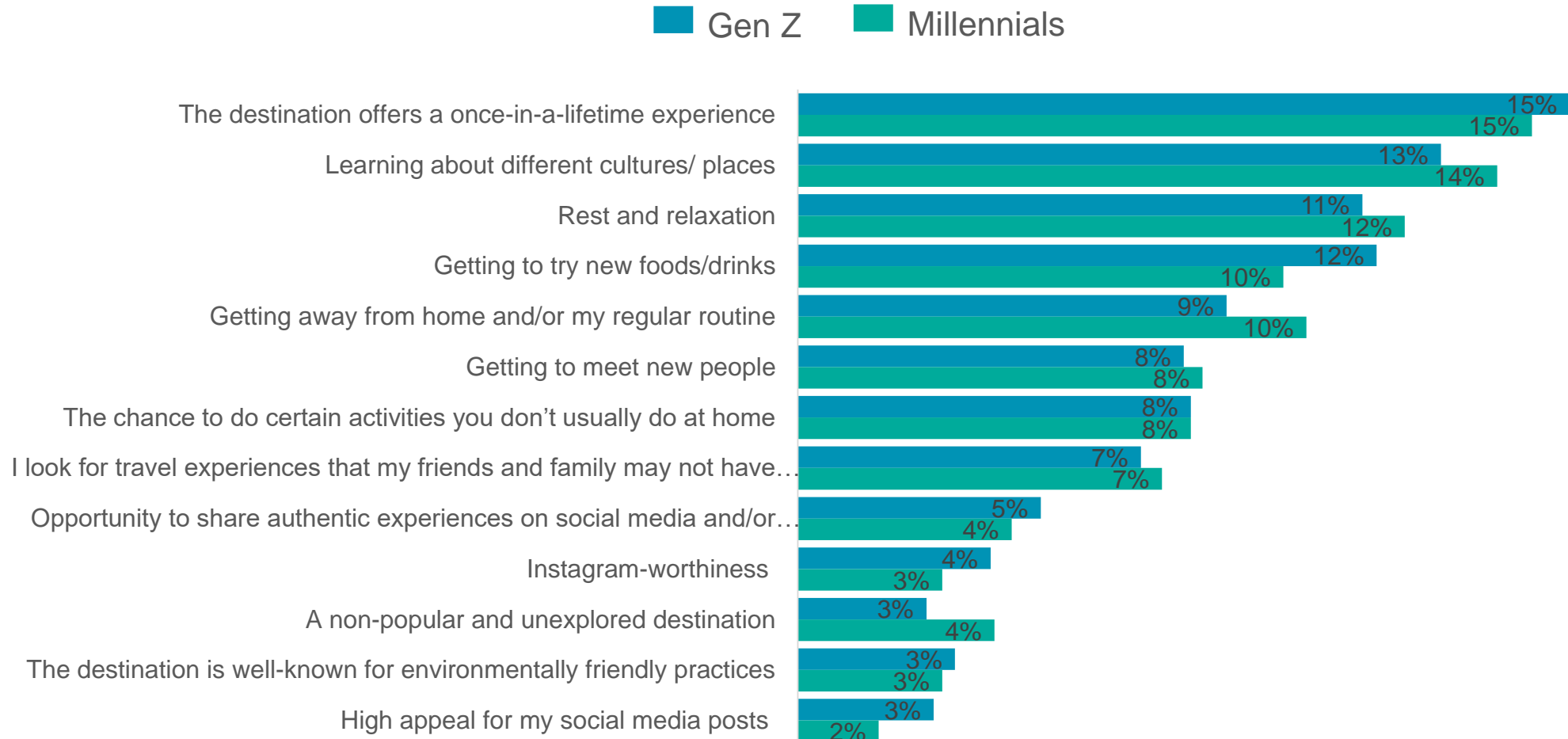
Dreaming Phase



Destination Bucket List Criteria

Gen Z Top 3: *Unique/Unusual experience, learning about different cultures, and trying new food and drinks.*

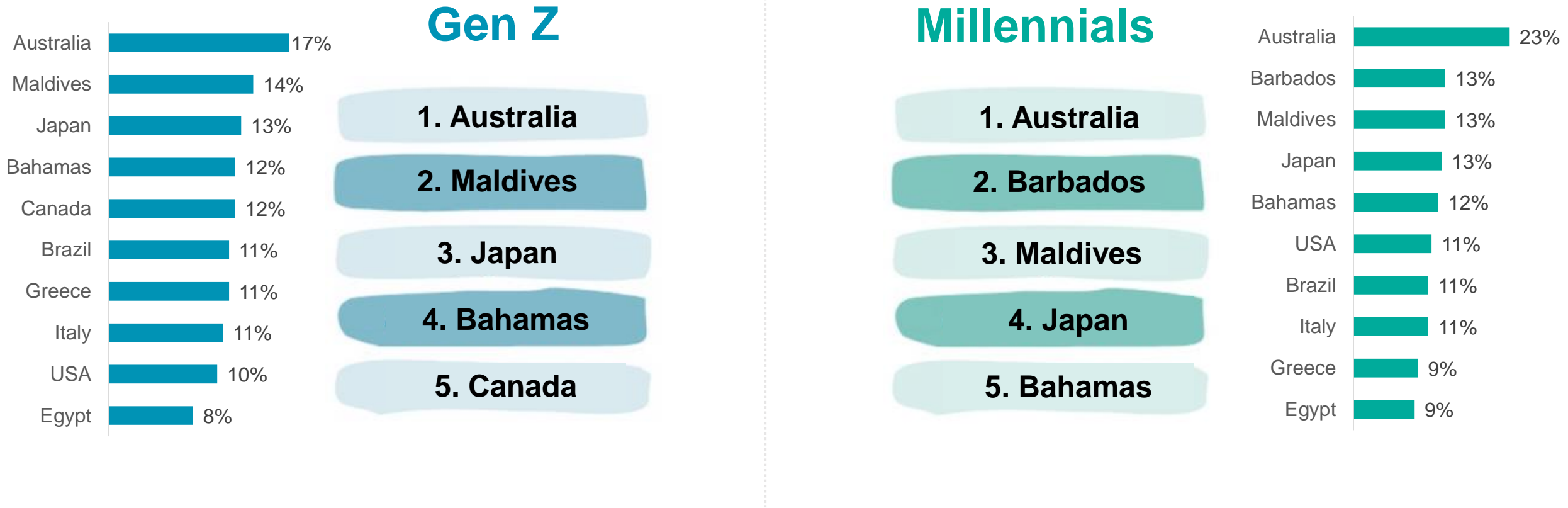
Millennials Top 3: *Unique/Unusual experience, learning about different cultures, and relaxing.*





Top Bucket List Destinations

European Millennials have two Caribbean islands Barbados and Bahamas, within their top 5 bucket list destinations.





Top 3 Destination Considerations

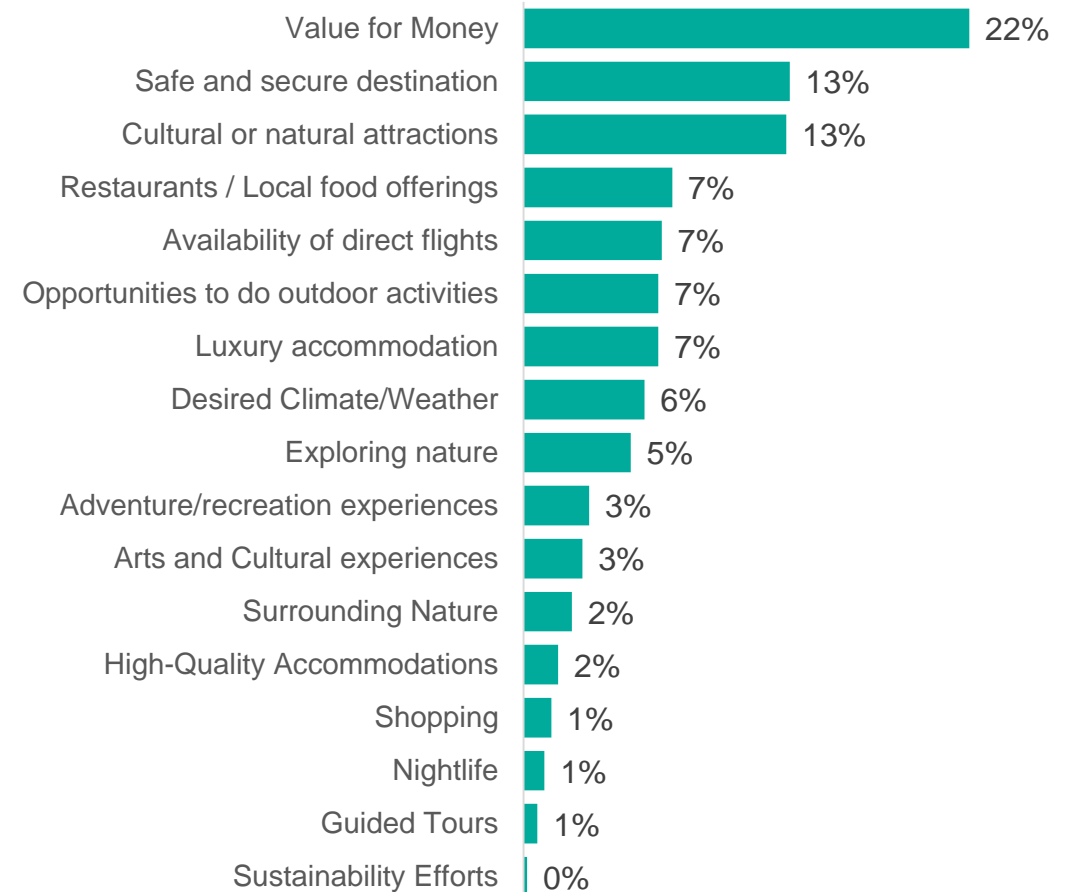
Gen Z Top 3: Value for Money – Safety and Security – Luxury Accommodation – Cultural or Natural Attraction

Millennials Top 3: Value for Money – Safety and Security – Cultural or Natural Attraction

Gen Z



Millennials

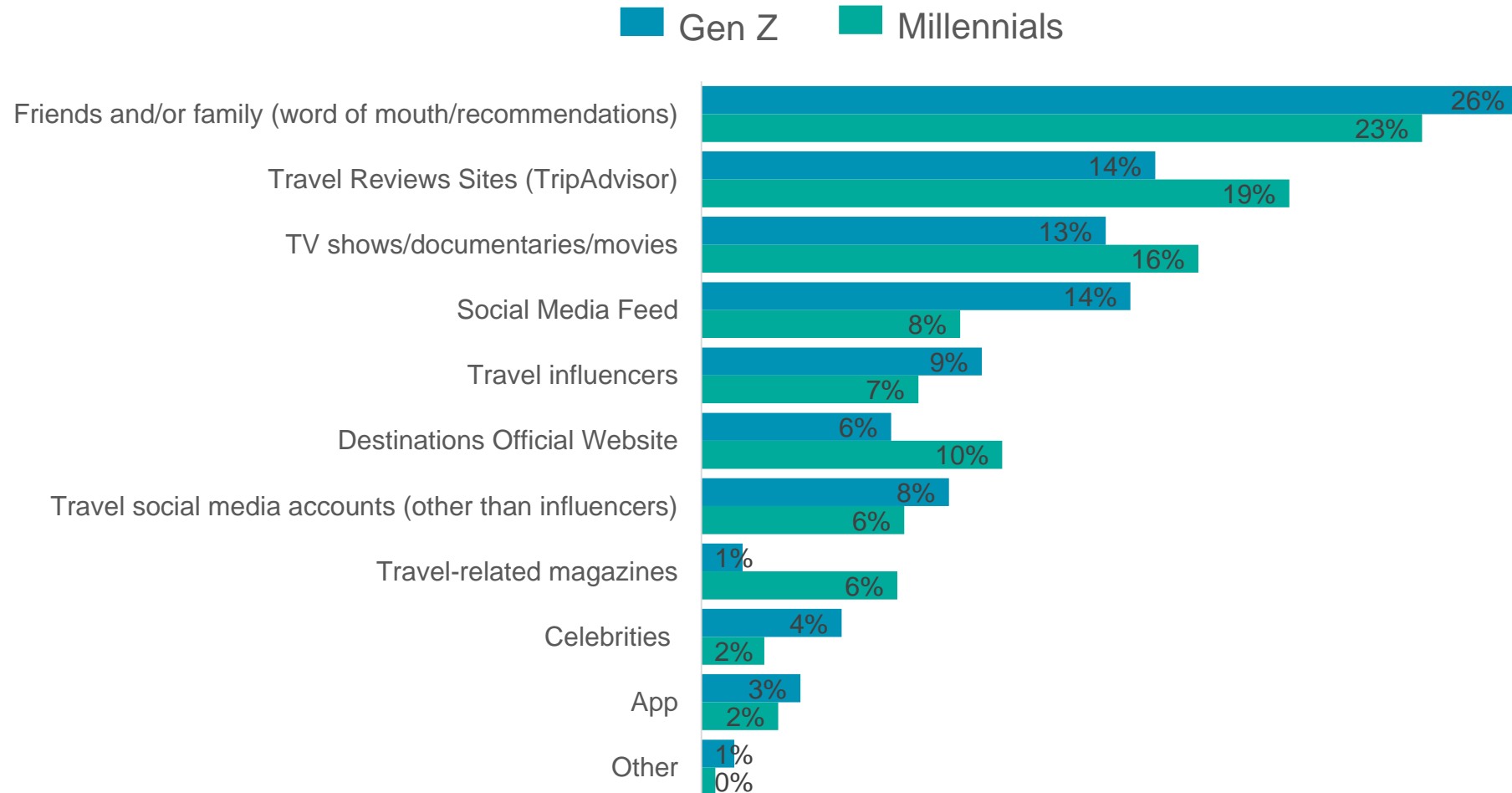




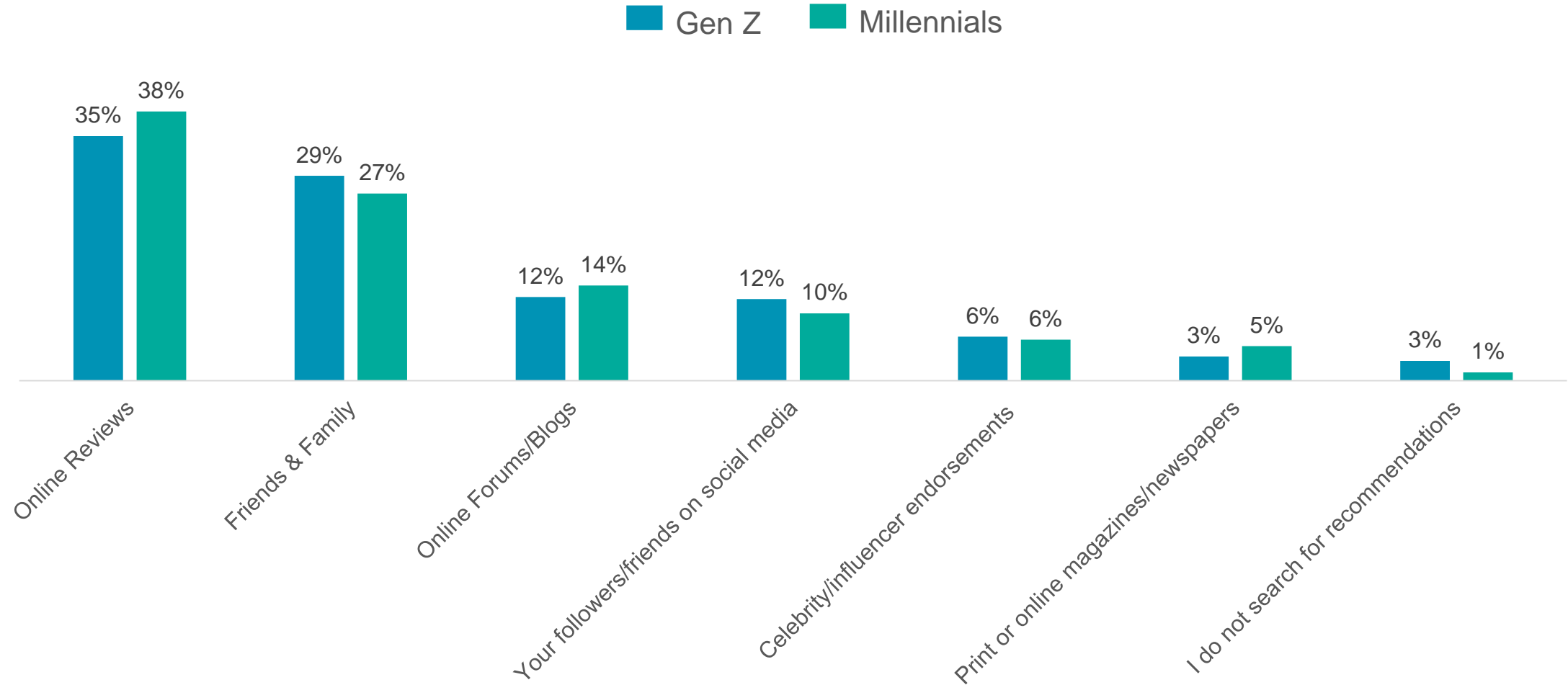
Travel Inspiration Source

Gen Z Top 2: Friends & Family – Travel Review Sites – Social Media Feed

Millennials Top 2: Friends & Family – Travel Review Sites – Tv Shows/Documentaries/Movies



Most Used Method of Product/Service Recommendation



Social Media Apps used for Travel Inspiration

Gen Z

43% TikTok

30% Instagram

7% Twitter

6% Snapchat

4% Facebook

4% Pinterest

3% None



Millennials

41% Instagram

24% Facebook

15% TikTok

8% None

4% Twitter

4% Pinterest

1% Snapchat

Note: 2% Other: Mostly Youtube

N: 378, Gen Z N: 174, Millennials N: 204

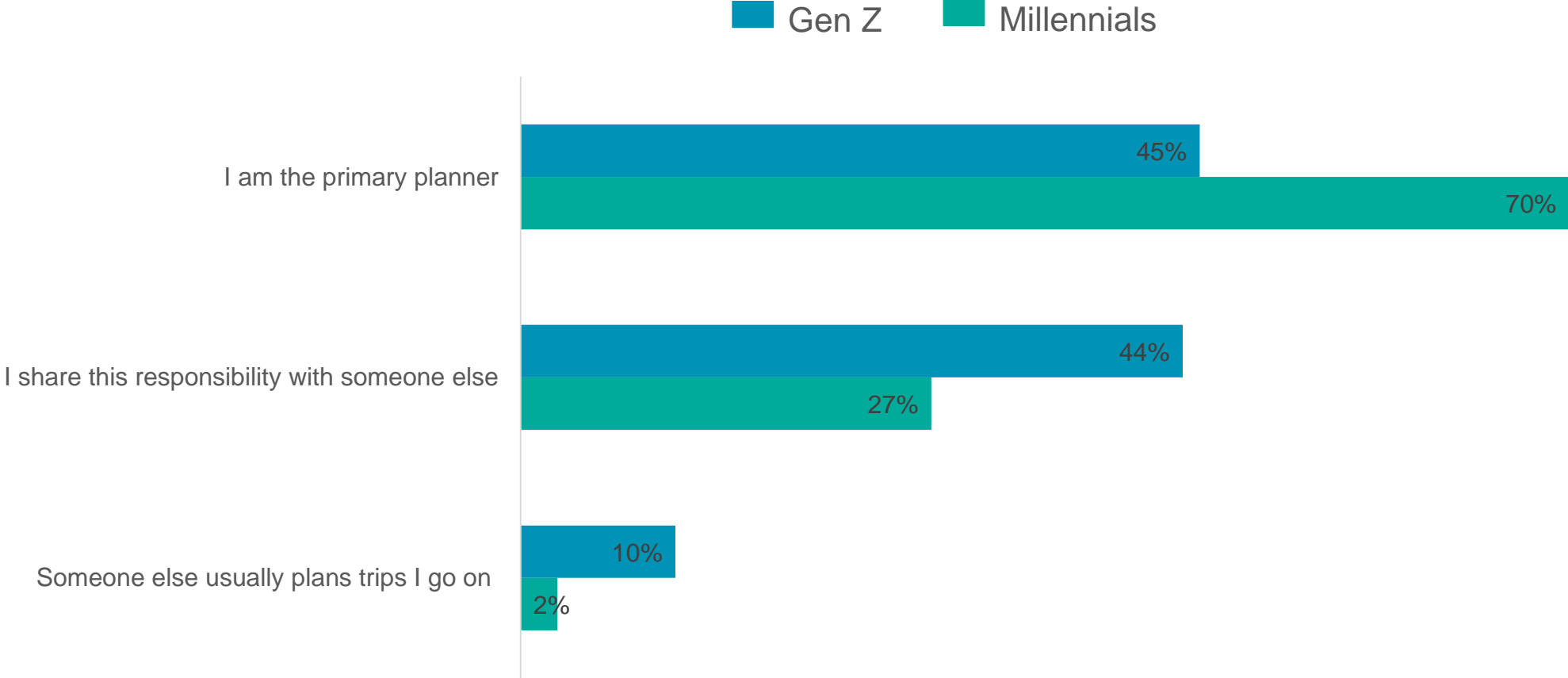
Q: Which Social Media app do you use the most to find travel inspiration?



Planning & Booking Phase

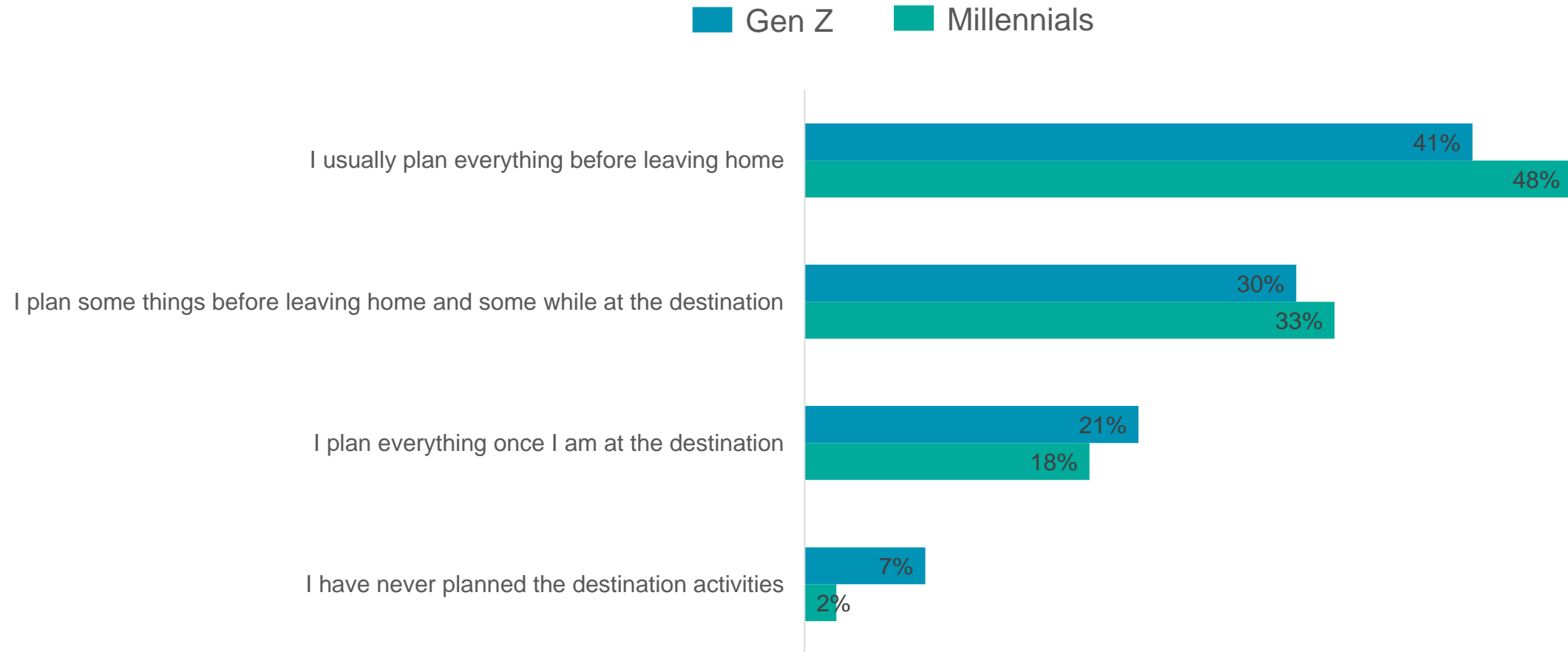


Planning Responsibility



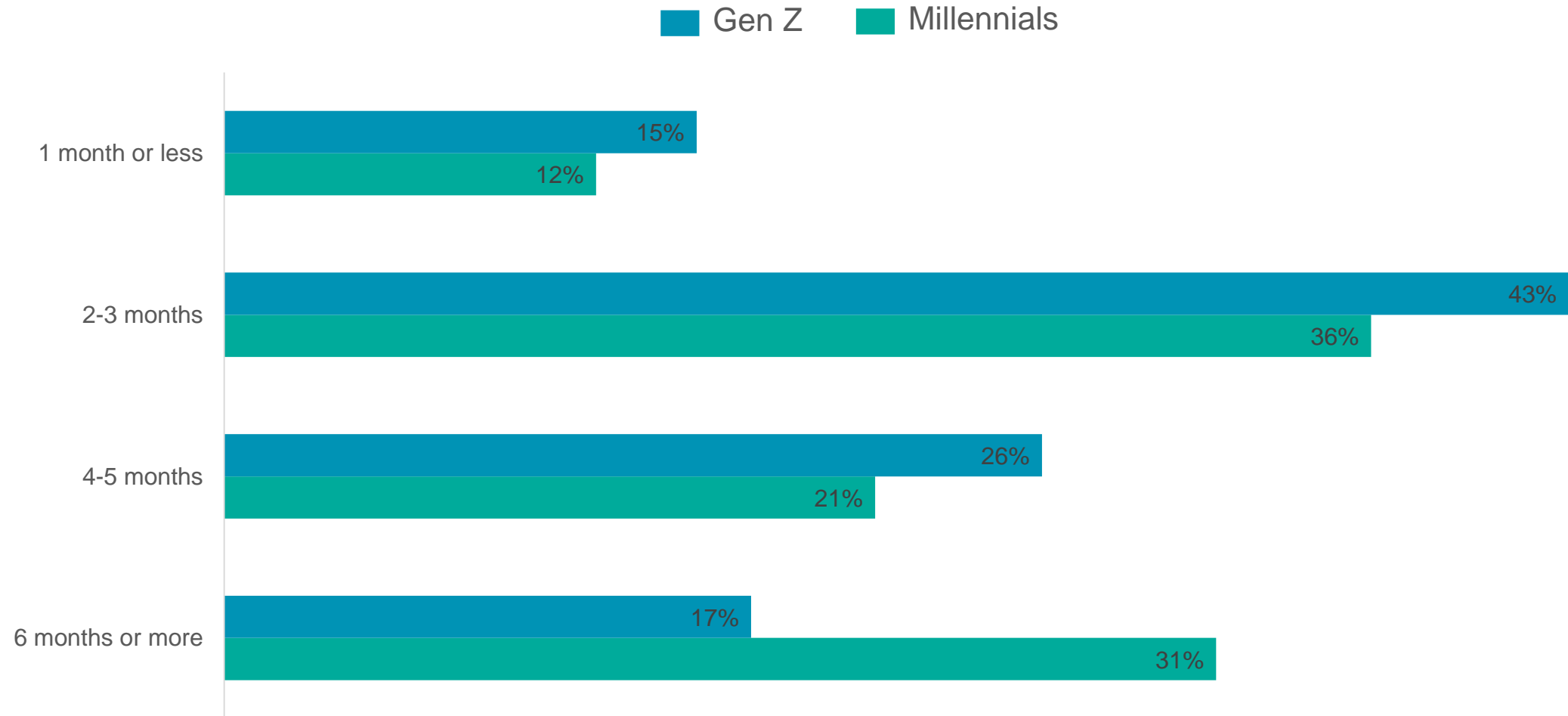


Destination Activities Planning Timing



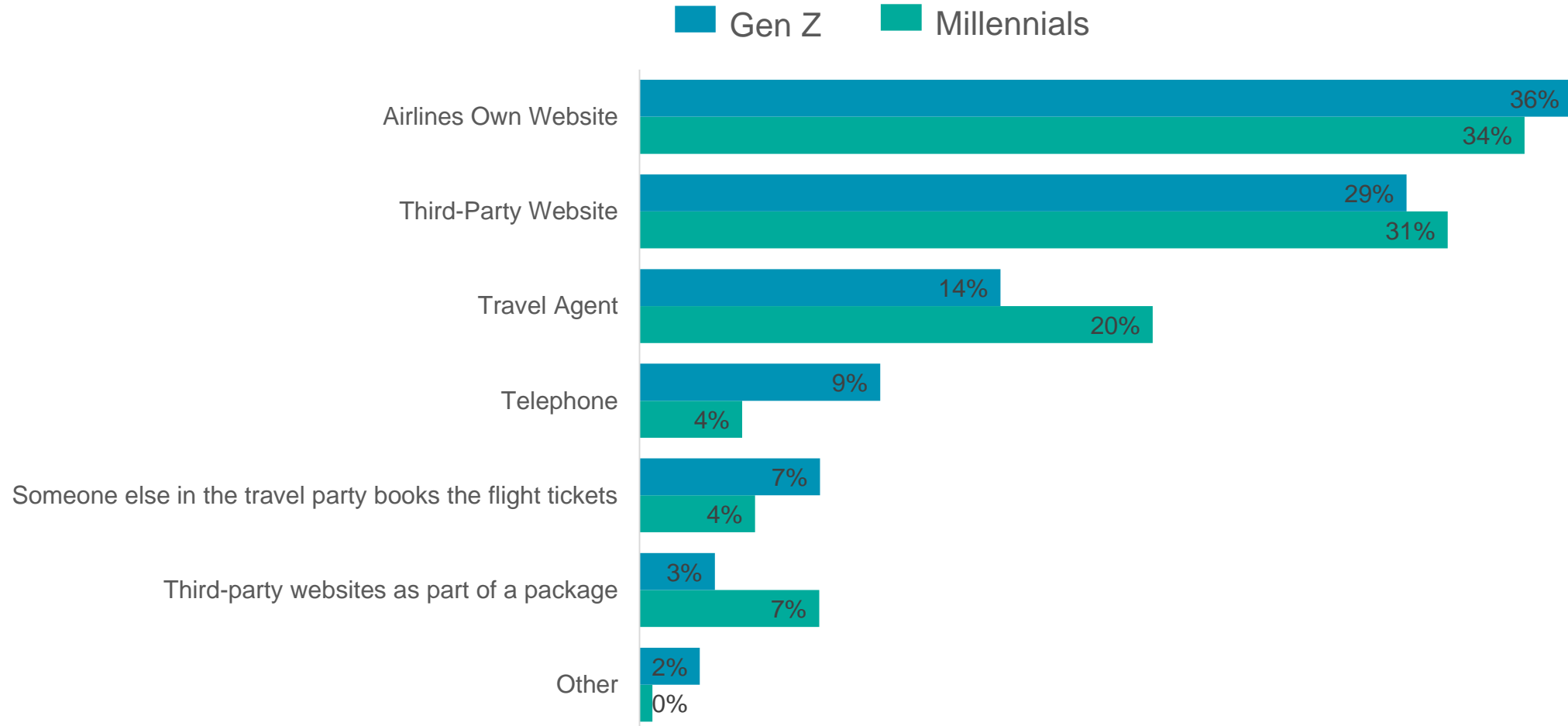


Flight Ticket Purchase Timing



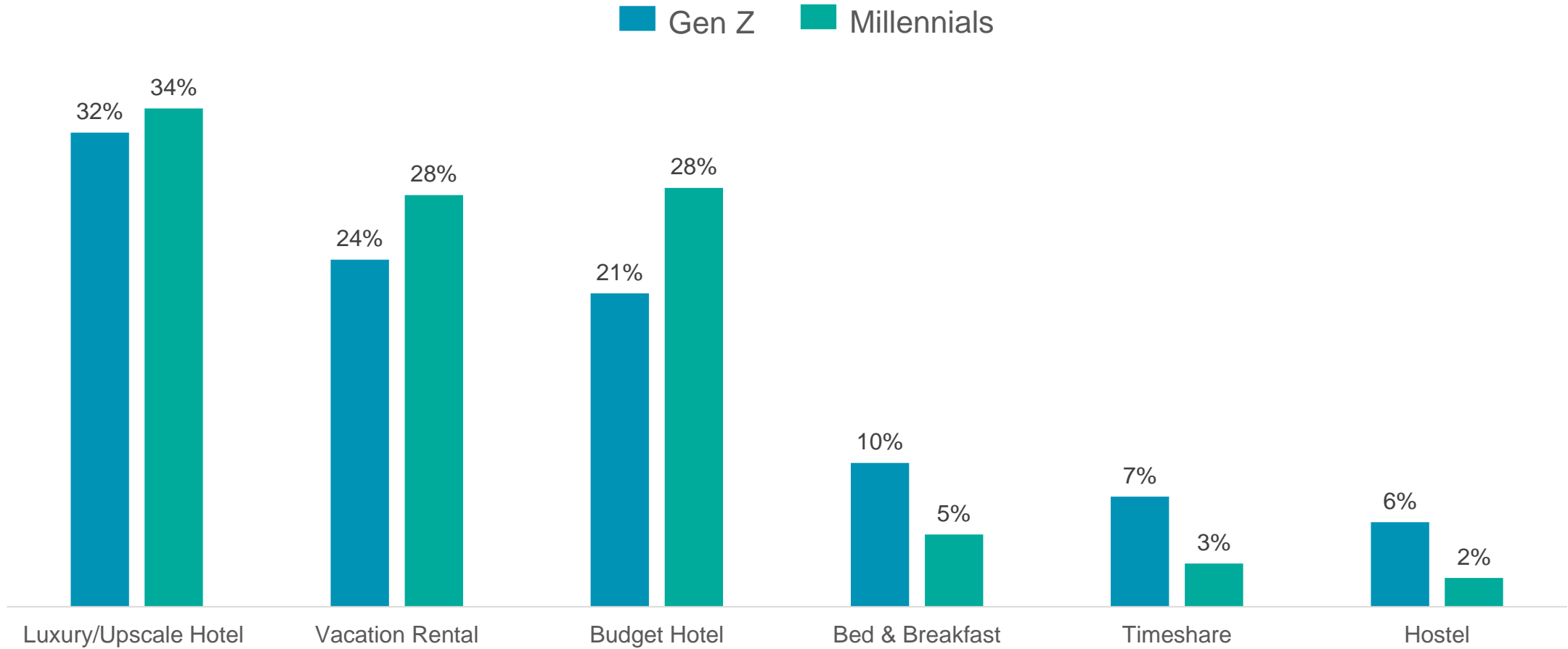


Preferred Flight Booking Platform



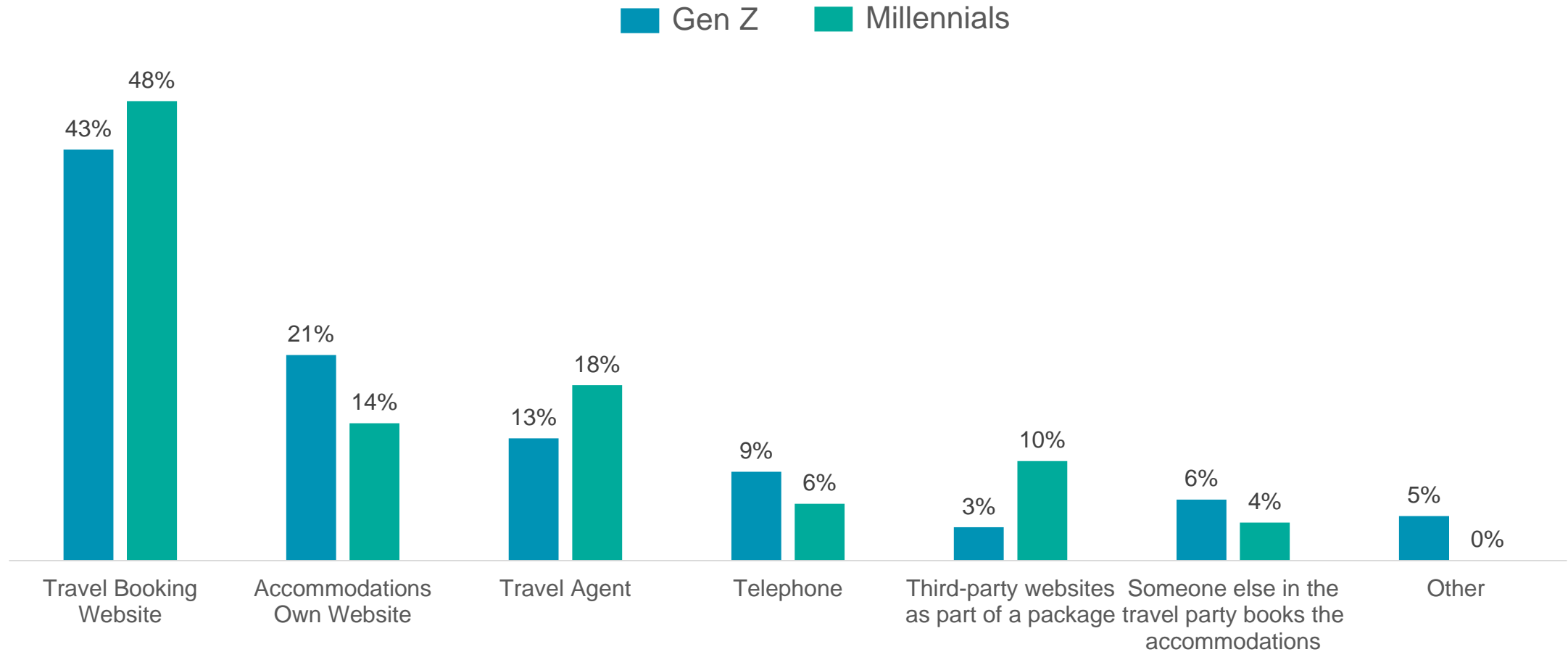


Preferred Type of Accommodation





Preferred Accommodation Booking Platform

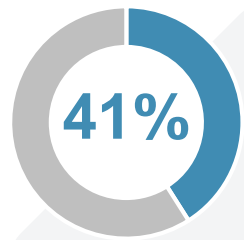




Technology and Travel

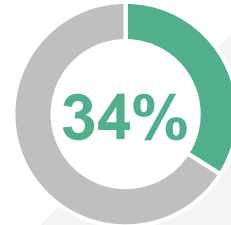


Hotel Technology – Gen Z



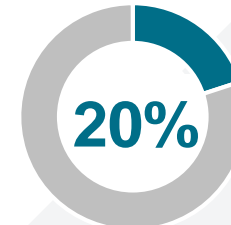
41%

Co-Working Spaces



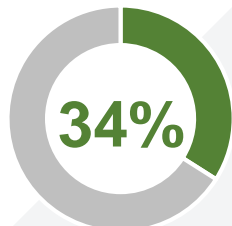
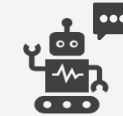
34%

Voice-Activated Hotel Room Assistant



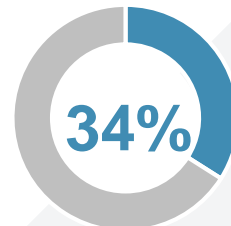
20%

Customer Service Robot



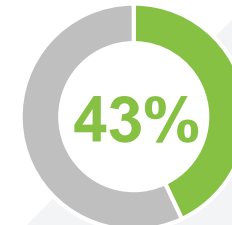
34%

Mobile Hotel Room Key



34%

In-Room Streaming Service

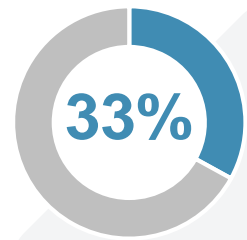


43%

Free Wi-Fi



Hotel Technology – Millennials



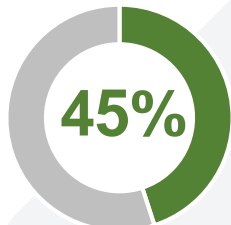
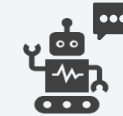
Co-Working Spaces



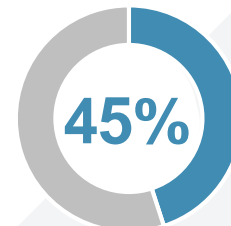
Voice-Activated Hotel Room Assistant



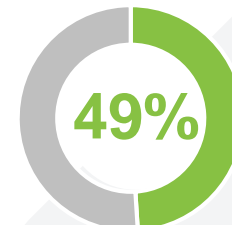
Customer Service Robot



Mobile Hotel Room Key



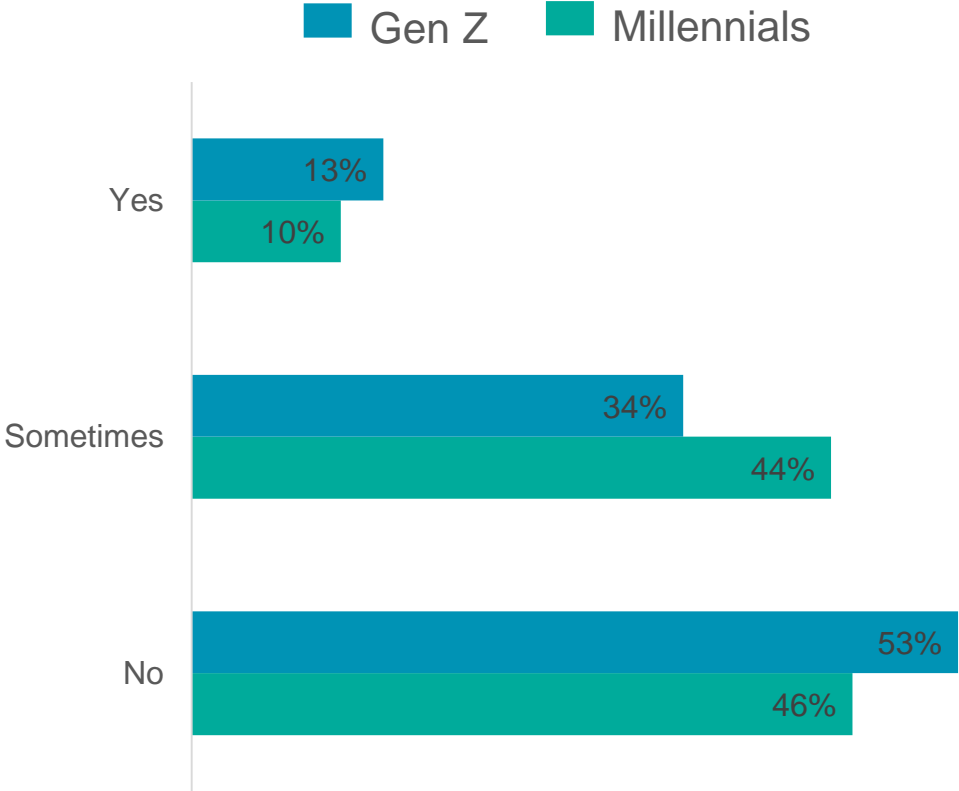
In-Room Streaming Service



Free Wi-Fi

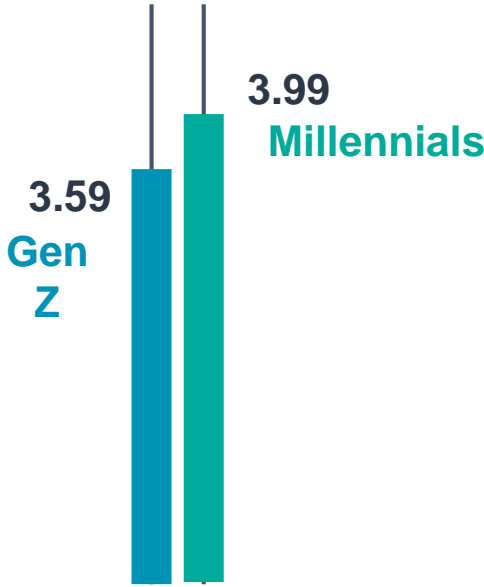


Internet Ad Blocker



Do you use an internet ad blocker?

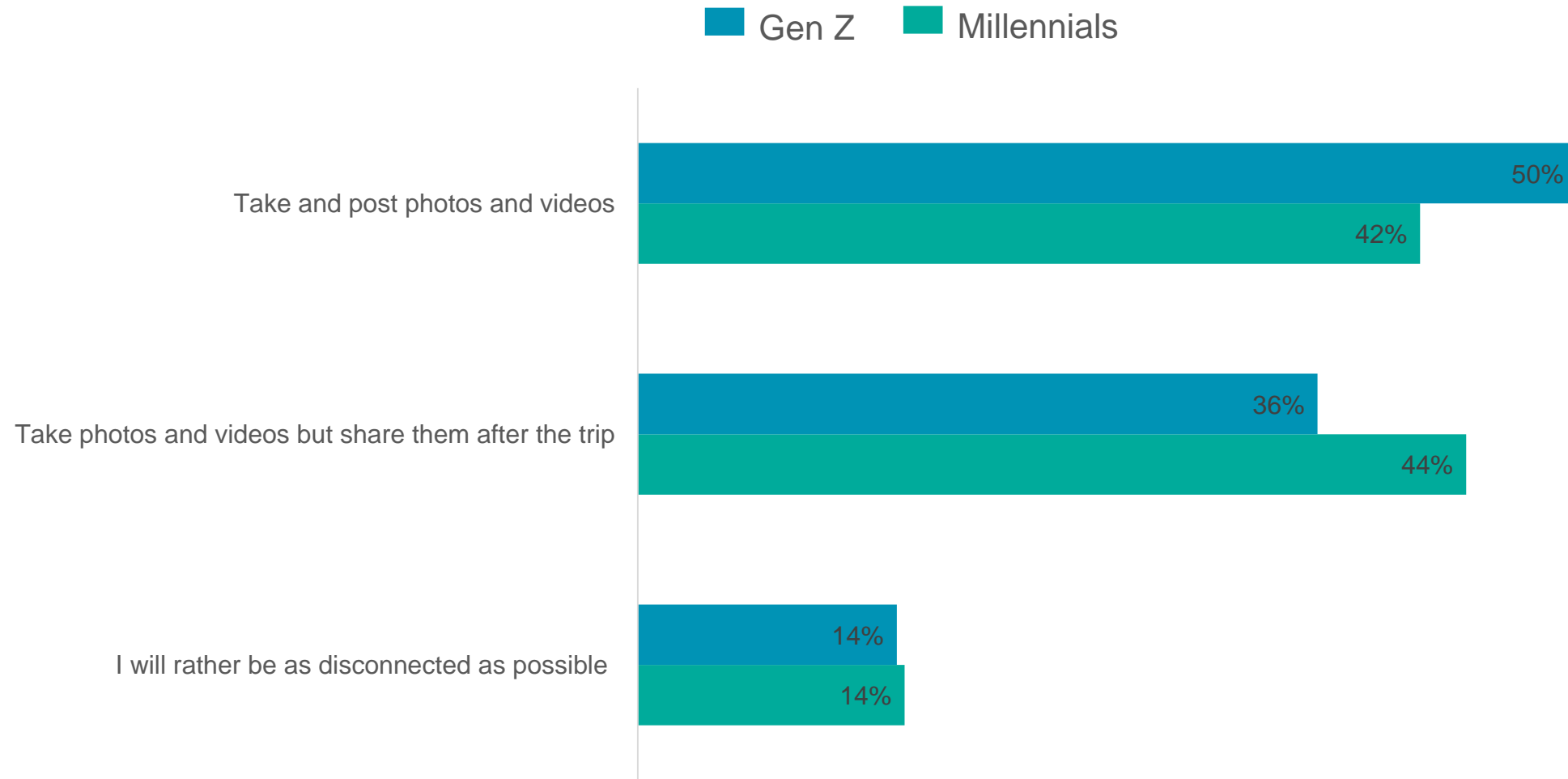
Online Reviews



How likely are you to leave an online review for a product or service?



Social Media Travel Behavior



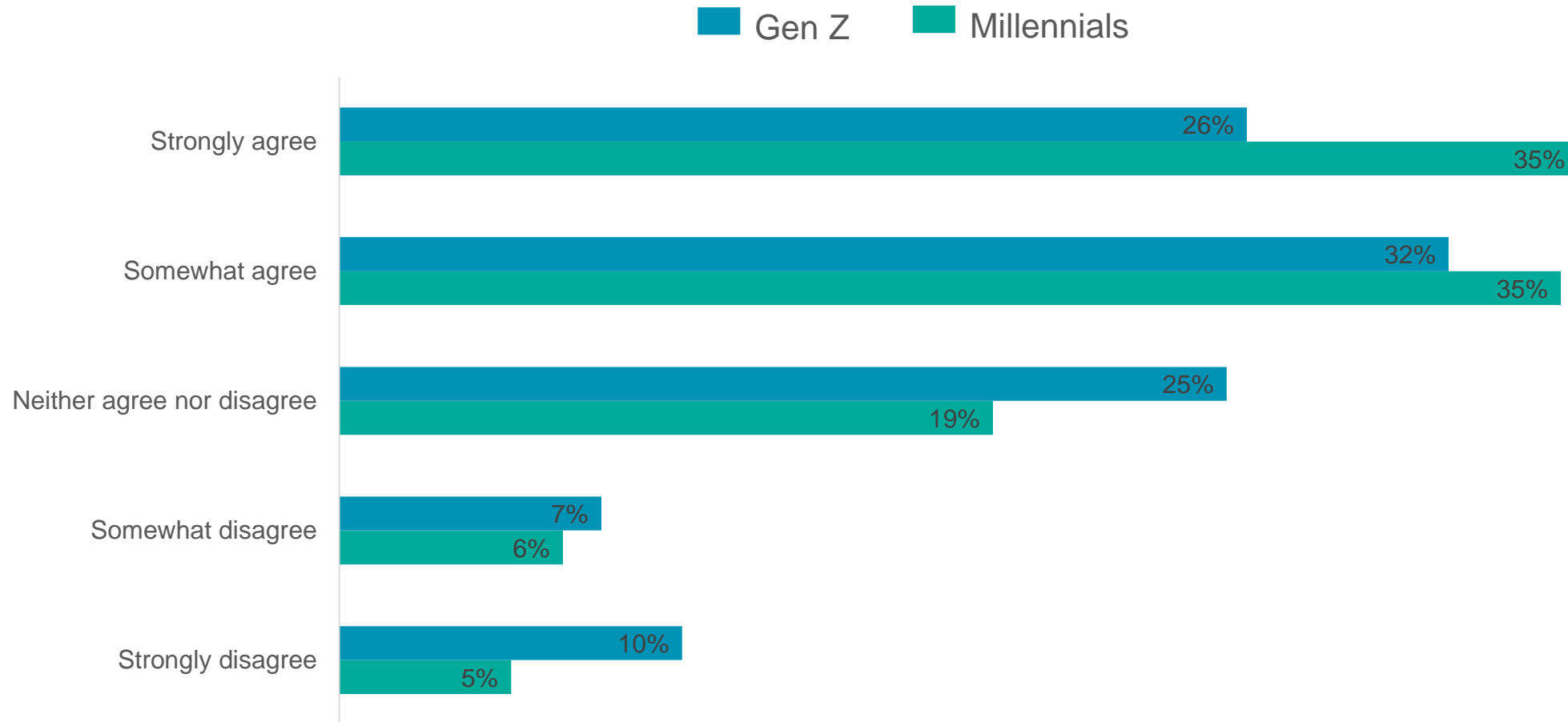


Experiencing Phase & Spending



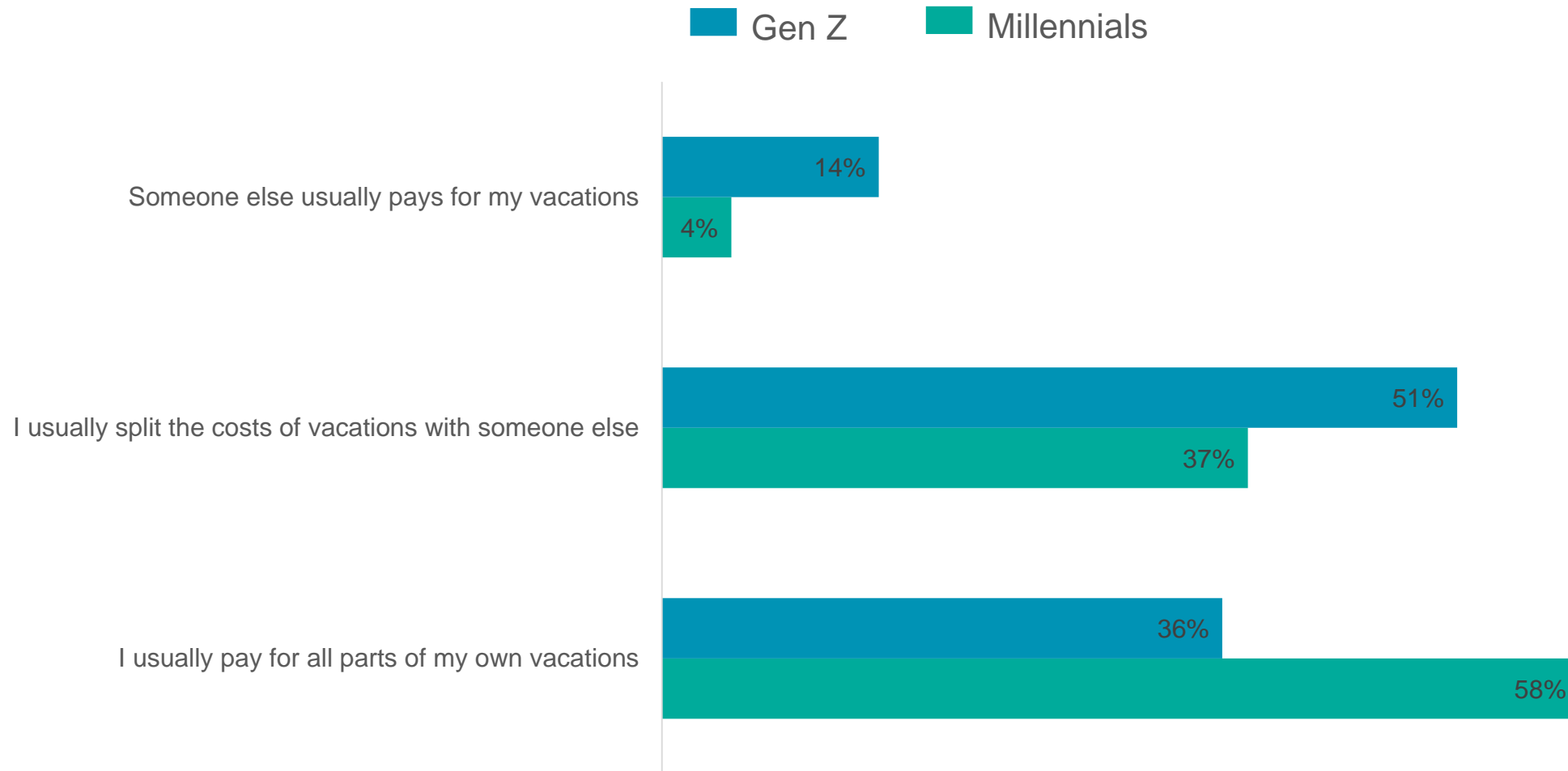
Spending Priority

"I rather spend money on experiences than physical goods while traveling."



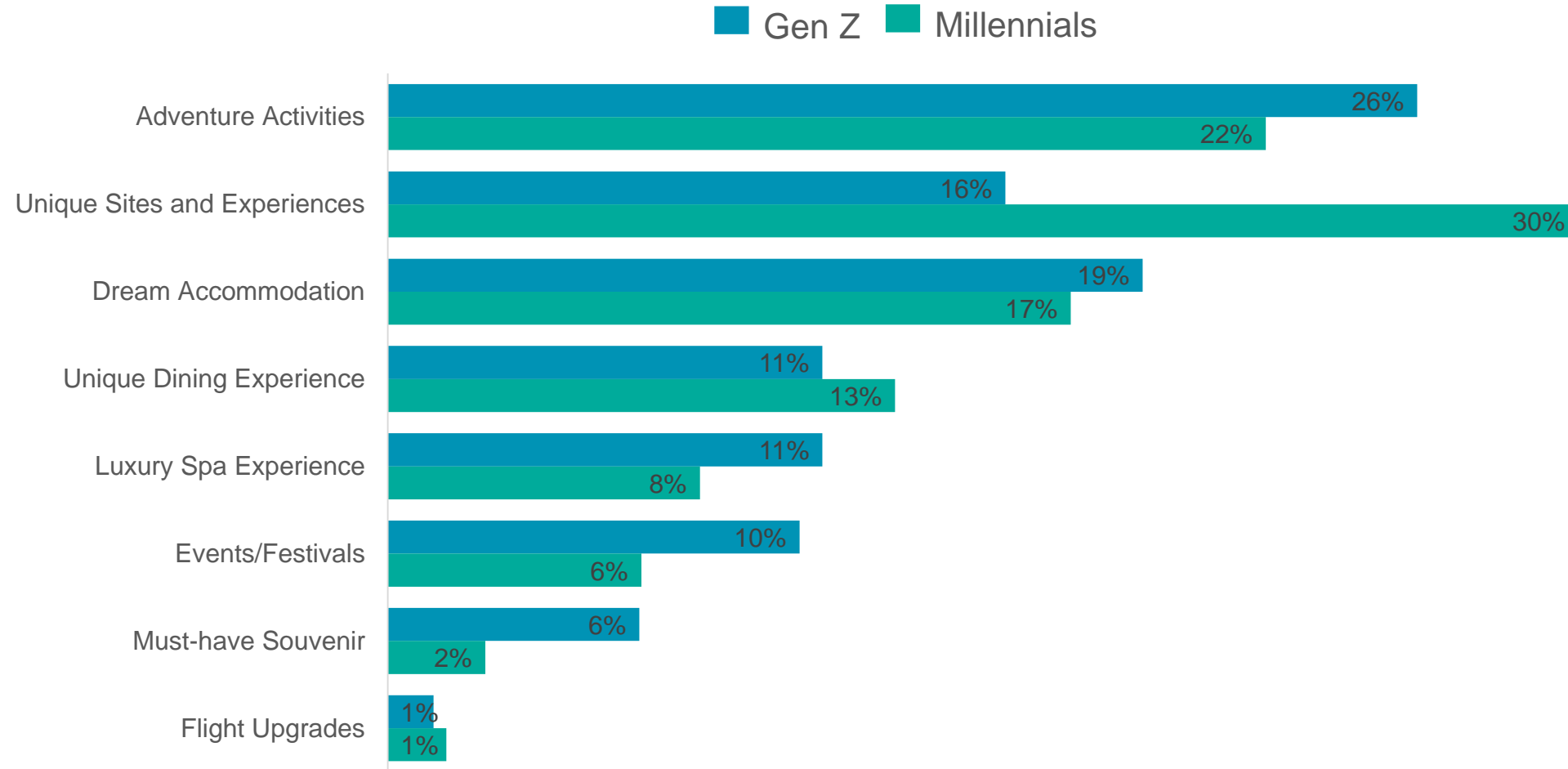


Spending Responsibility



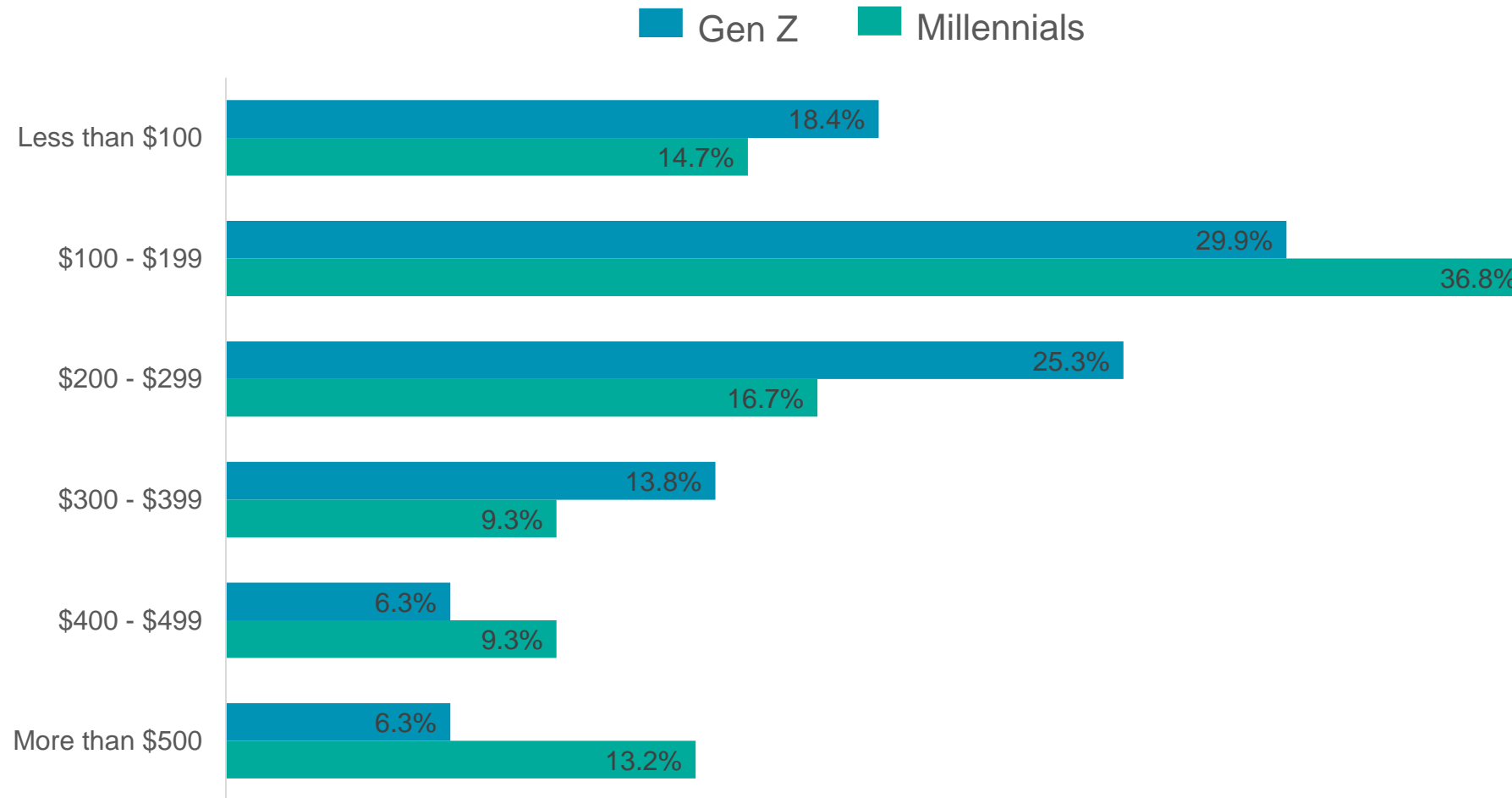


Travel Spend Splurges





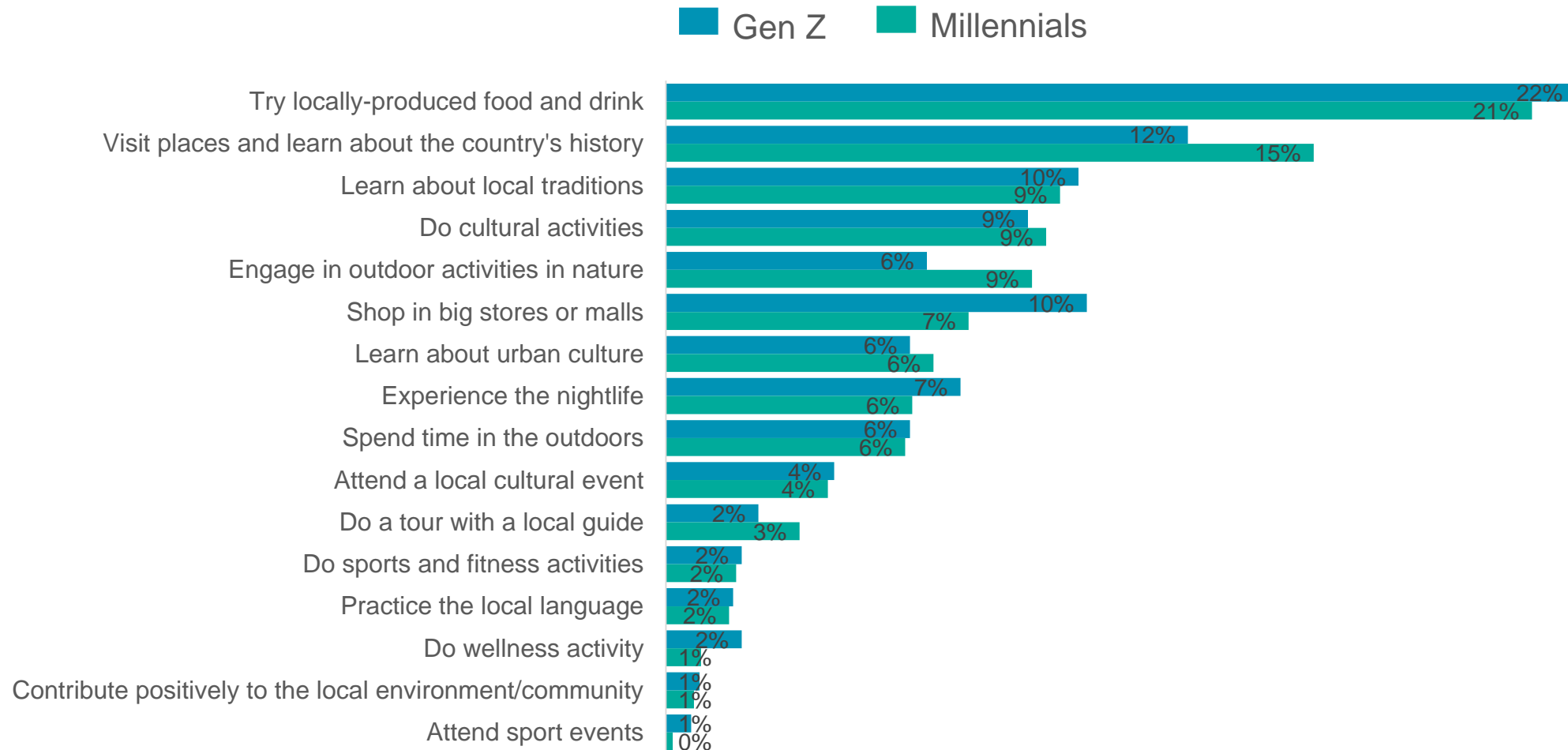
Spending Budget Per Day





Destination Activities

Gen Z Top 3: Try Local F&B – Visit and Learn about Country’s history – Learn about Local Traditions – Shopping
Millennials Top 3: Try Local F&B – Visit and Learn about Country’s history – Learn about Local Traditions

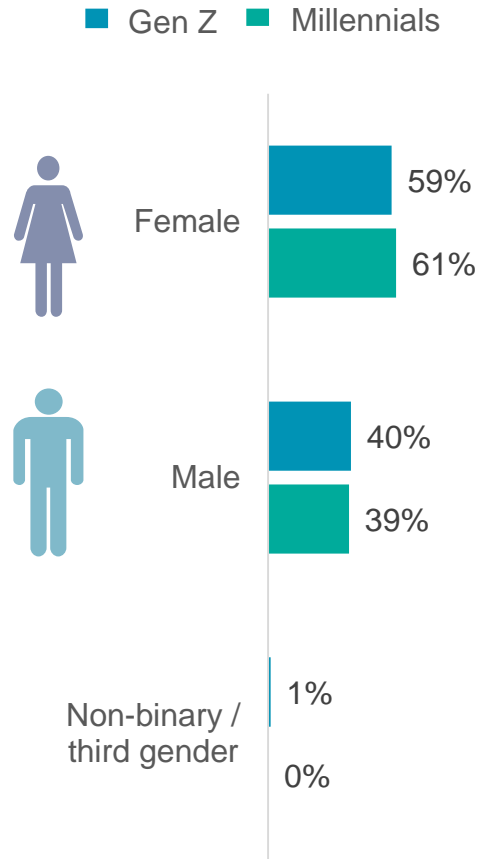




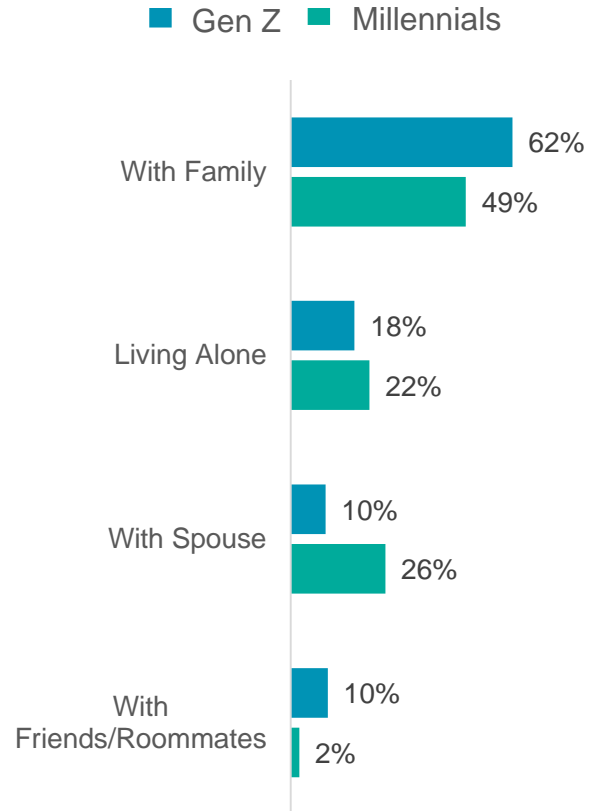
Demographics

Demographics

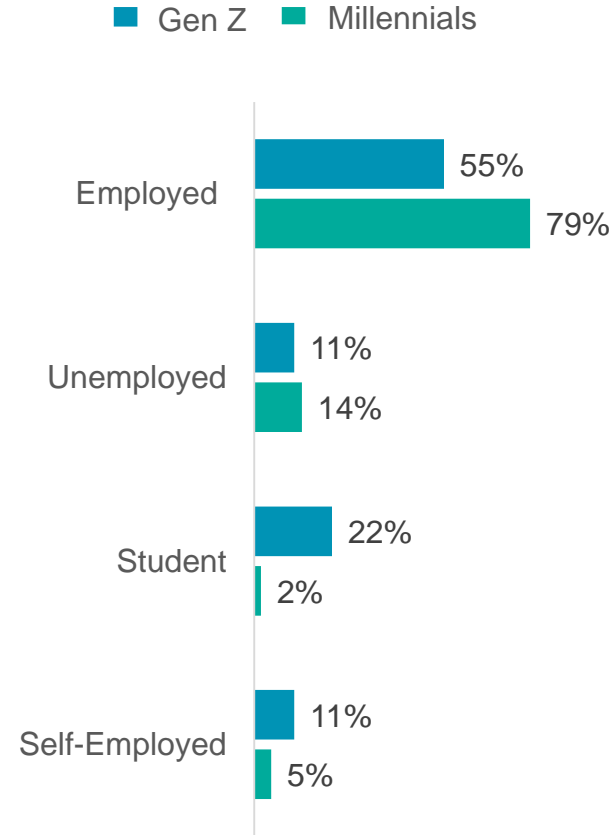
Gender



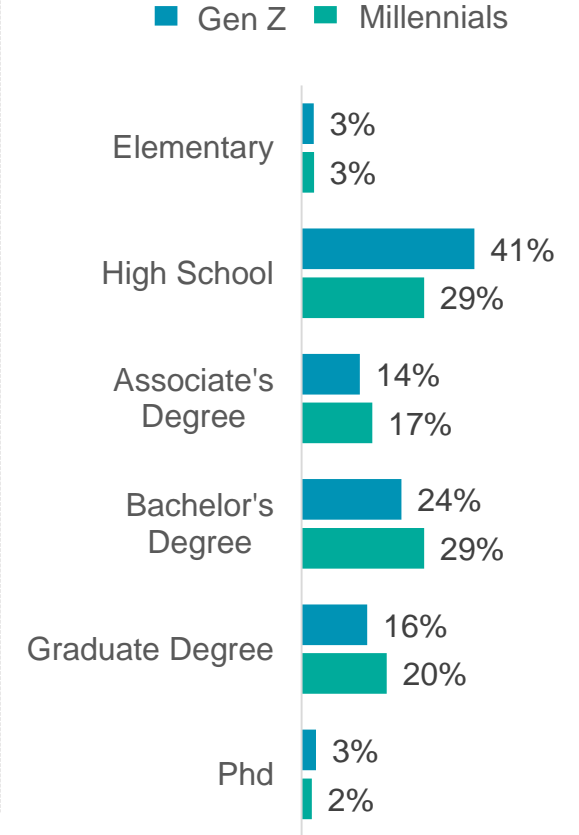
Living Arrangement



Employment

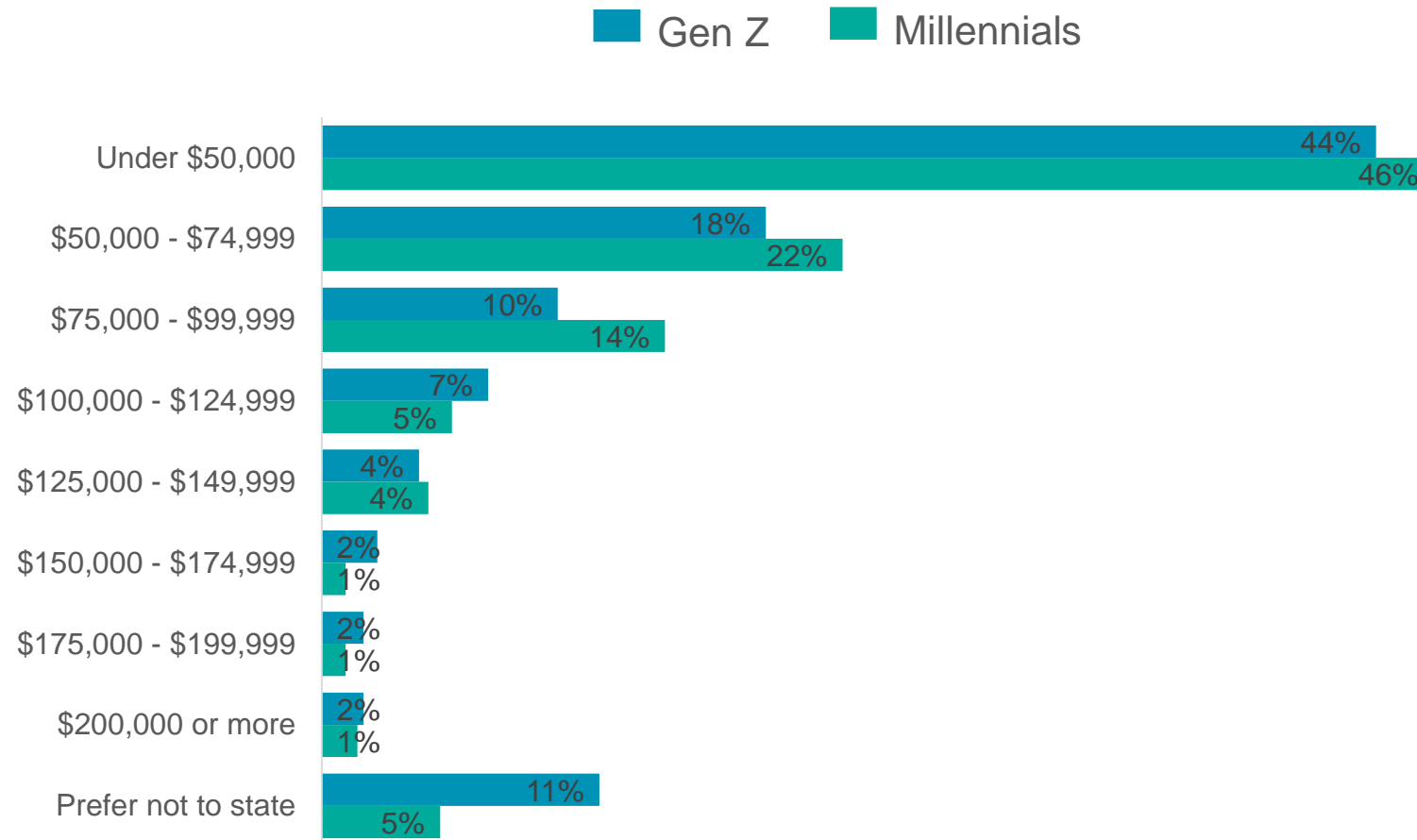


Education





Annual Income in USD



A man and a woman are walking barefoot on a wooden boardwalk in a tropical resort. The man is wearing a white bathrobe and the woman is wearing a green bathrobe. They are smiling and looking at each other. The background features lush greenery, palm trees, and a building with a thatched roof.

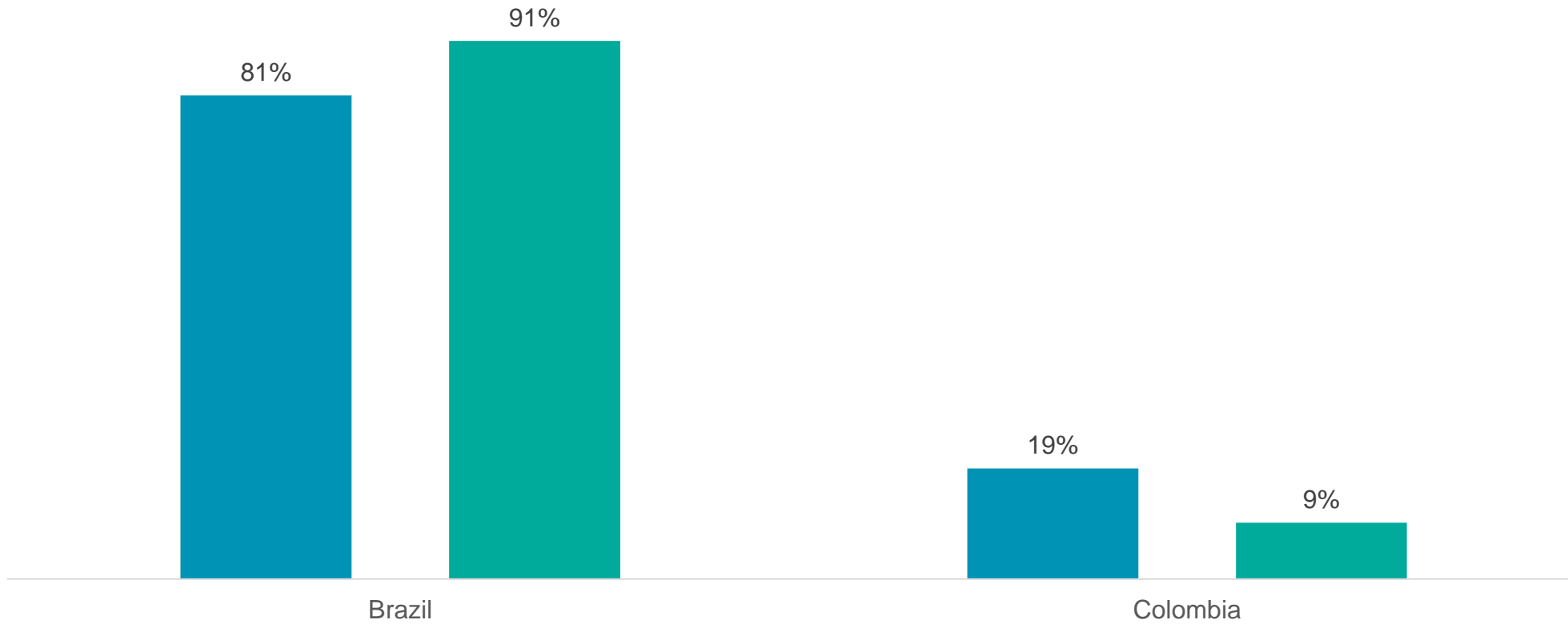
LATAM



Brazil – Colombia

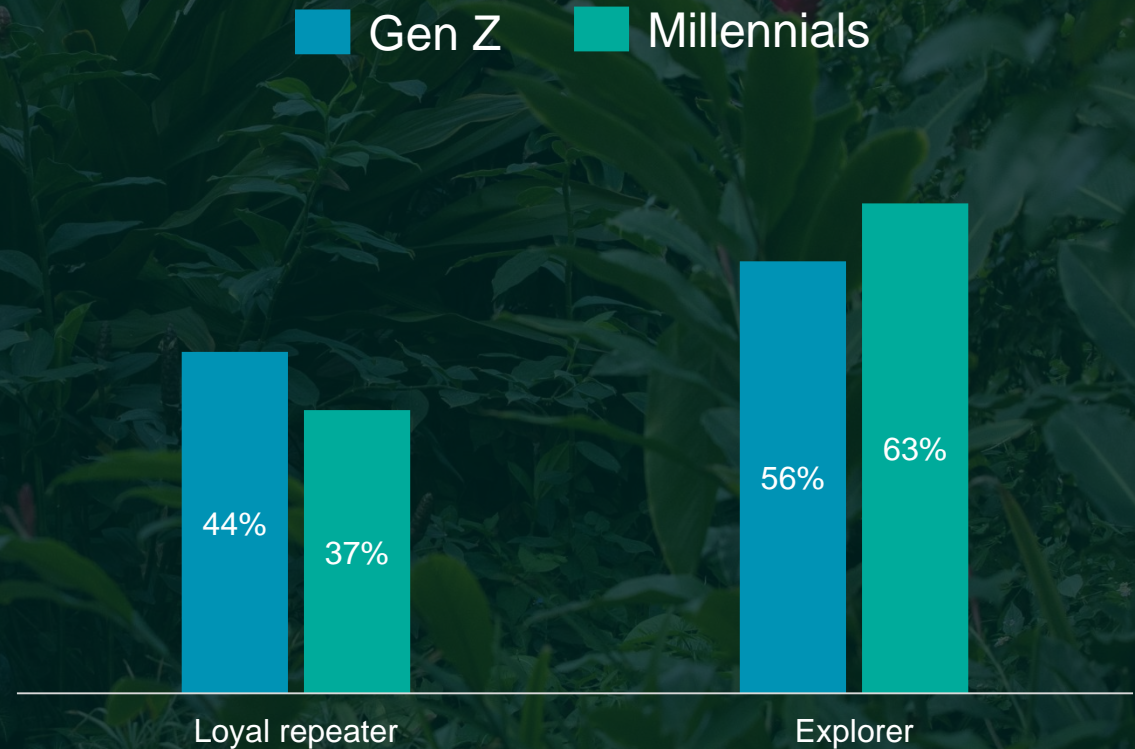


Country



Type of Traveler

LATAM Gen Z's indicated to be more of a loyal repeater (44%) compared to Millennials (37%). This group also scored higher in repeating a destination compared to the other regions (average below 30%). Both described themselves as explorers (Gen Z-56% and Millennials-63%).

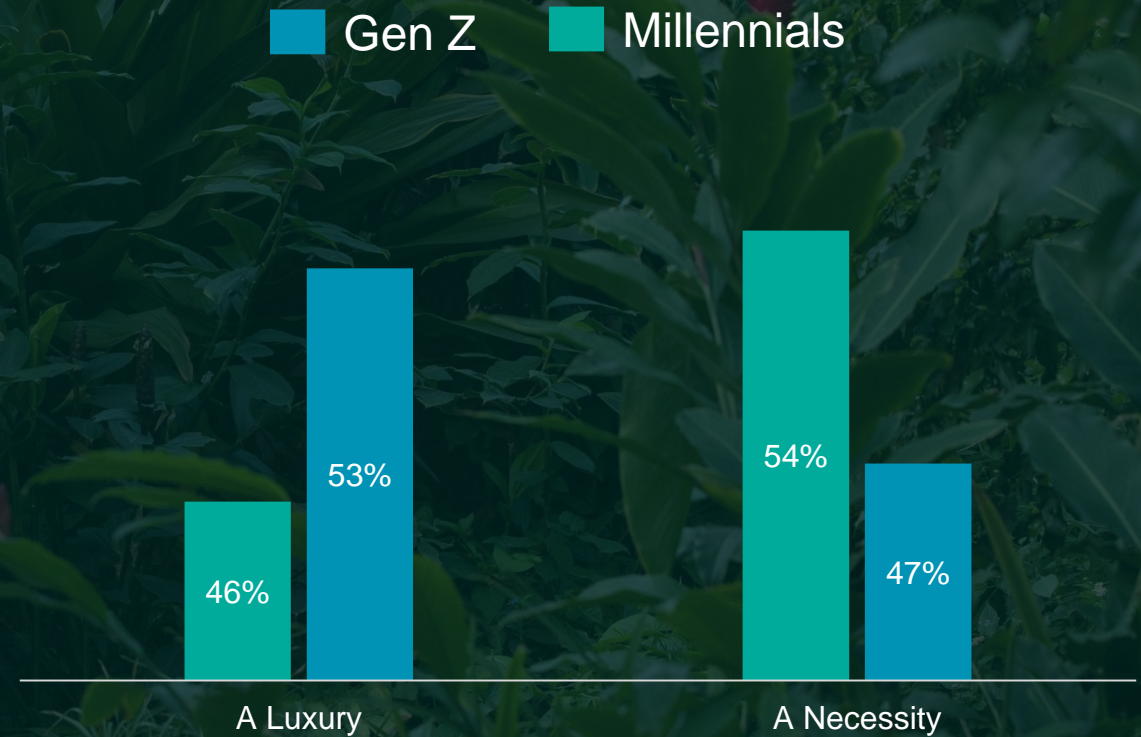


N: 377, Gen Z N: 145, Millennials N: 232

Which if the following best describes you as a traveler? I like to revisit a destination I have already been to - I like to explore new destinations on each vacation

Luxury or a Necessity

53% LATAM Gen Z find travel to be a luxury while 54% of the Millennials see travel as a necessity.



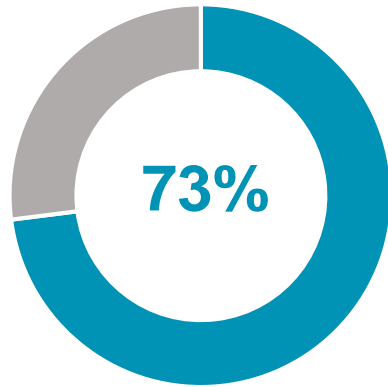
N: 378, Gen Z N: 174, Millennials N: 204
Do you consider traveling to be a luxury or a necessity?



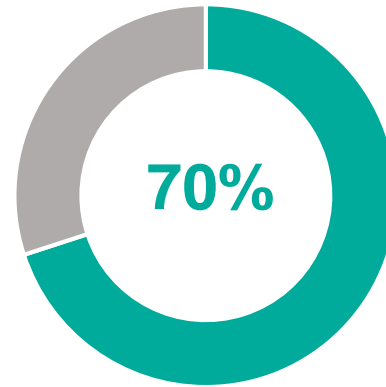
Values on Sustainability



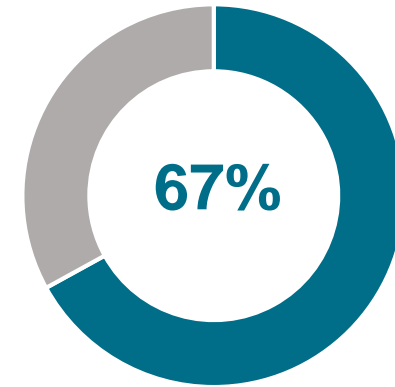
View on Tourism Impact – Gen Z



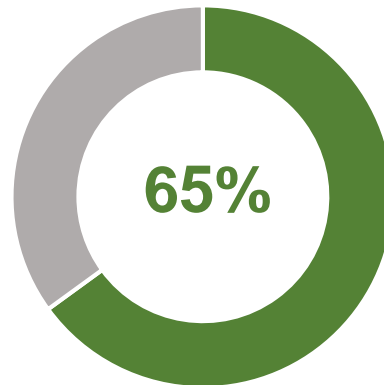
Tourism brings money to the destination's local communities



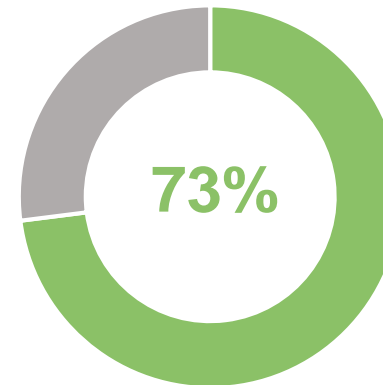
I care about the well-being of the locals in the destination I visit



Too many tourists can cause damage to the destination's local communities

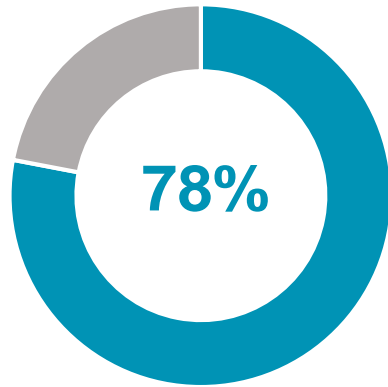


I try to avoid destinations that seem too popular

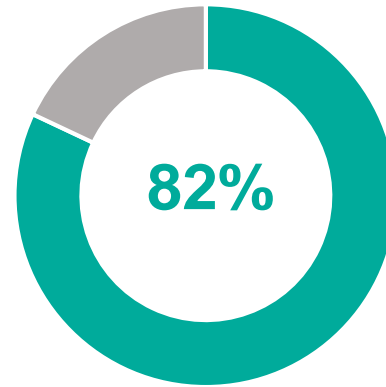


Traveling to other countries is essential to my personal development

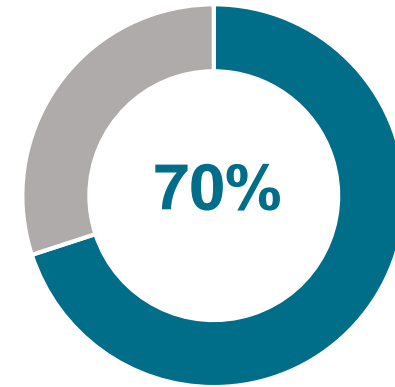
View on Tourism Impact – Millennials



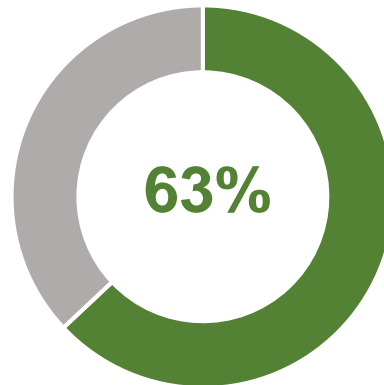
Tourism brings money to the destination's local communities



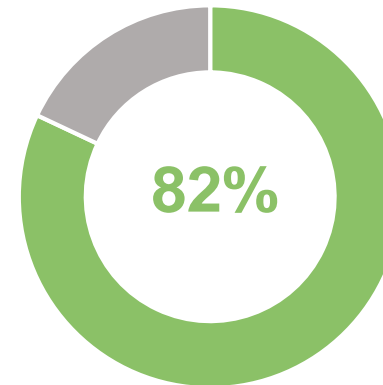
I care about the well-being of the locals in the destination I visit



Too many tourists can cause damage to the destination's local communities



I try to avoid destinations that seem too popular

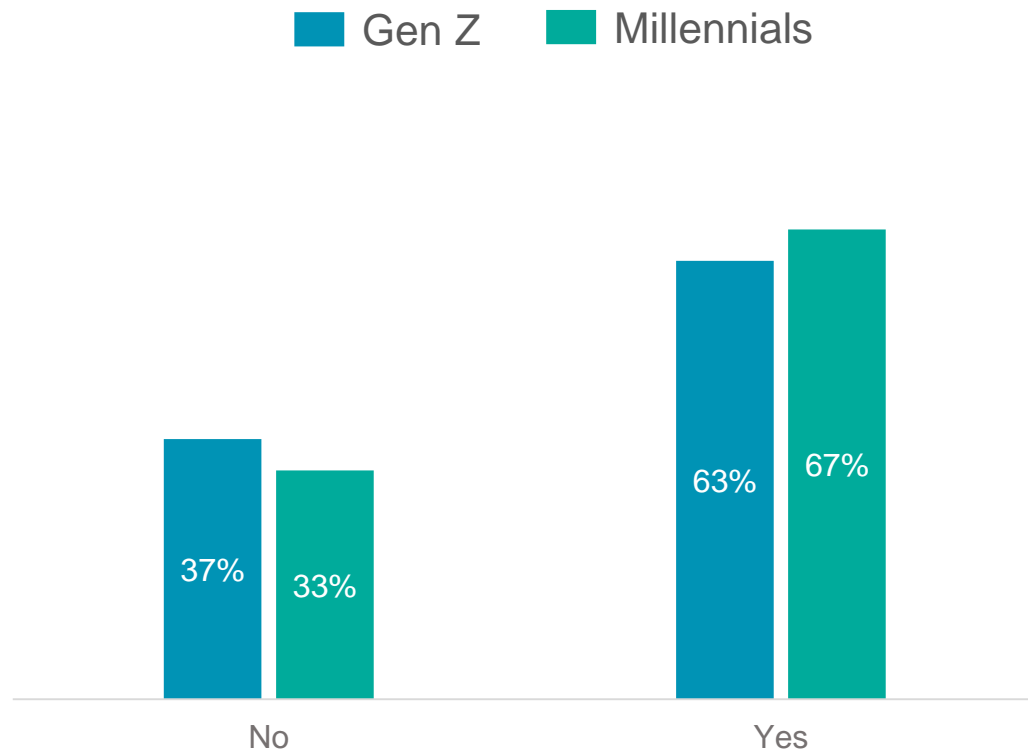


Traveling to other countries is essential to my personal development



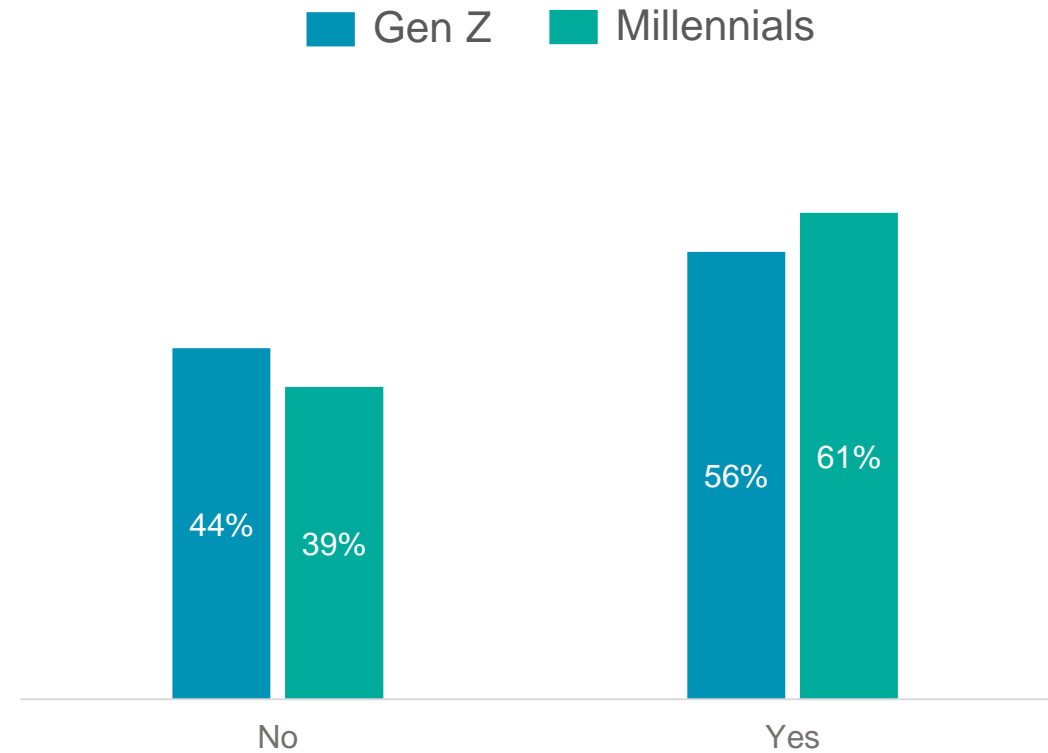
Aruba

Heard about Aruba



N: 377, Gen Z N: 145, Millennials N: 232
Q: Have you heard about Aruba before?

Traveled to Aruba before



N: 247, Gen Z N: 91, Millennials N: 156 (answered "yes" have heard about Aruba before)
Q: Have you traveled to Aruba before?

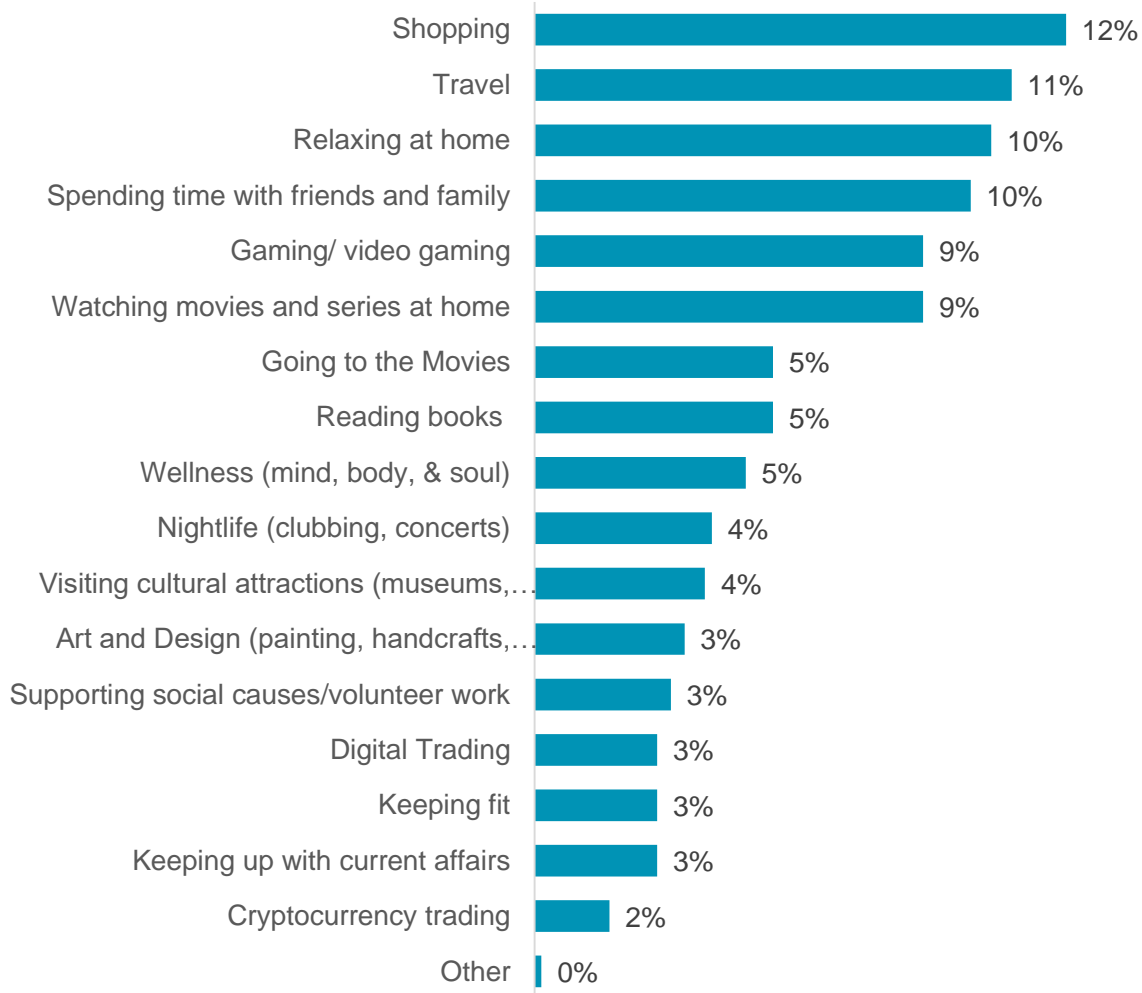


Dreaming Phase

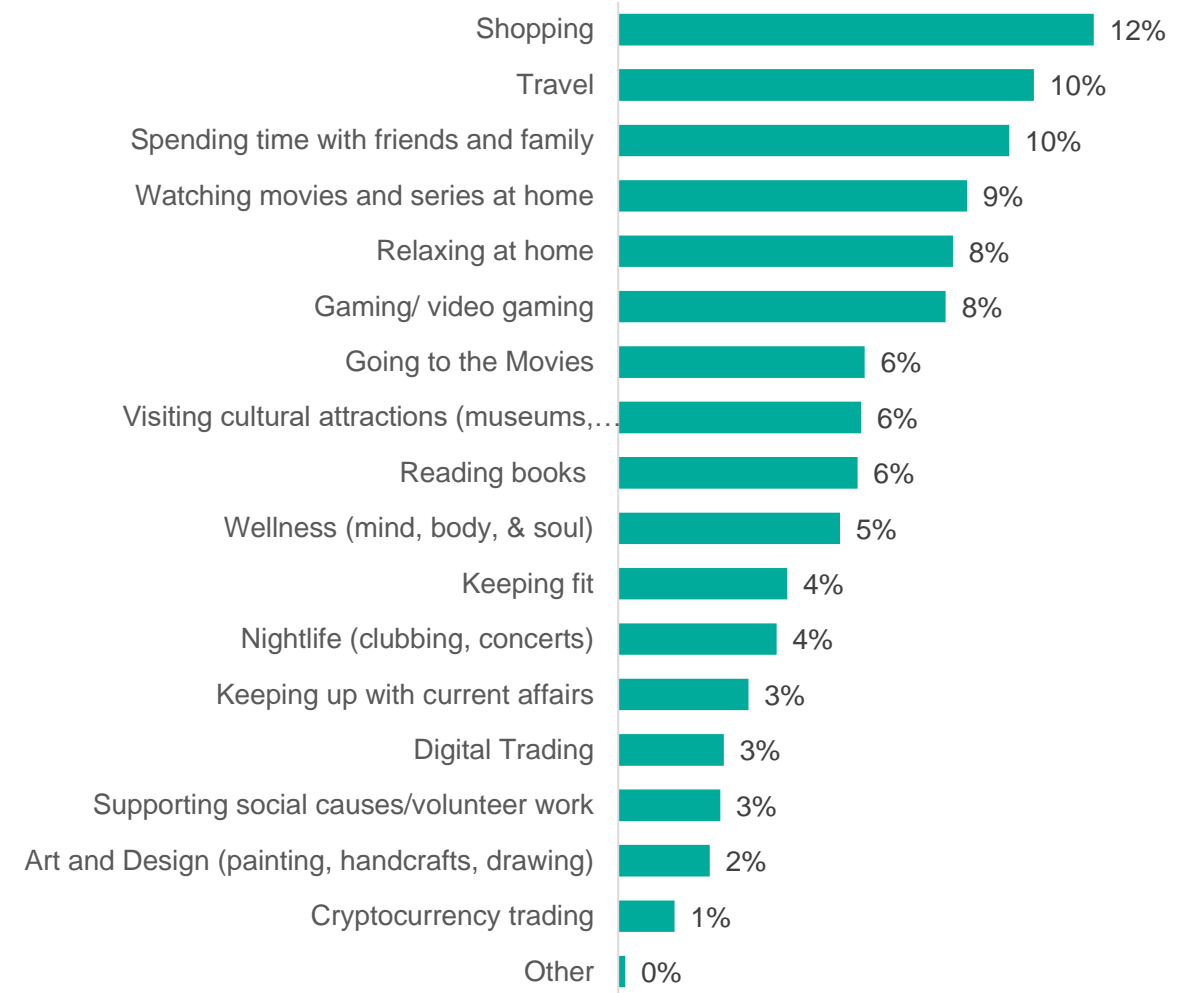
Hobbies and Interests



Gen Z



Millennials



N: 377, Gen Z N: 145, Millennials N: 232

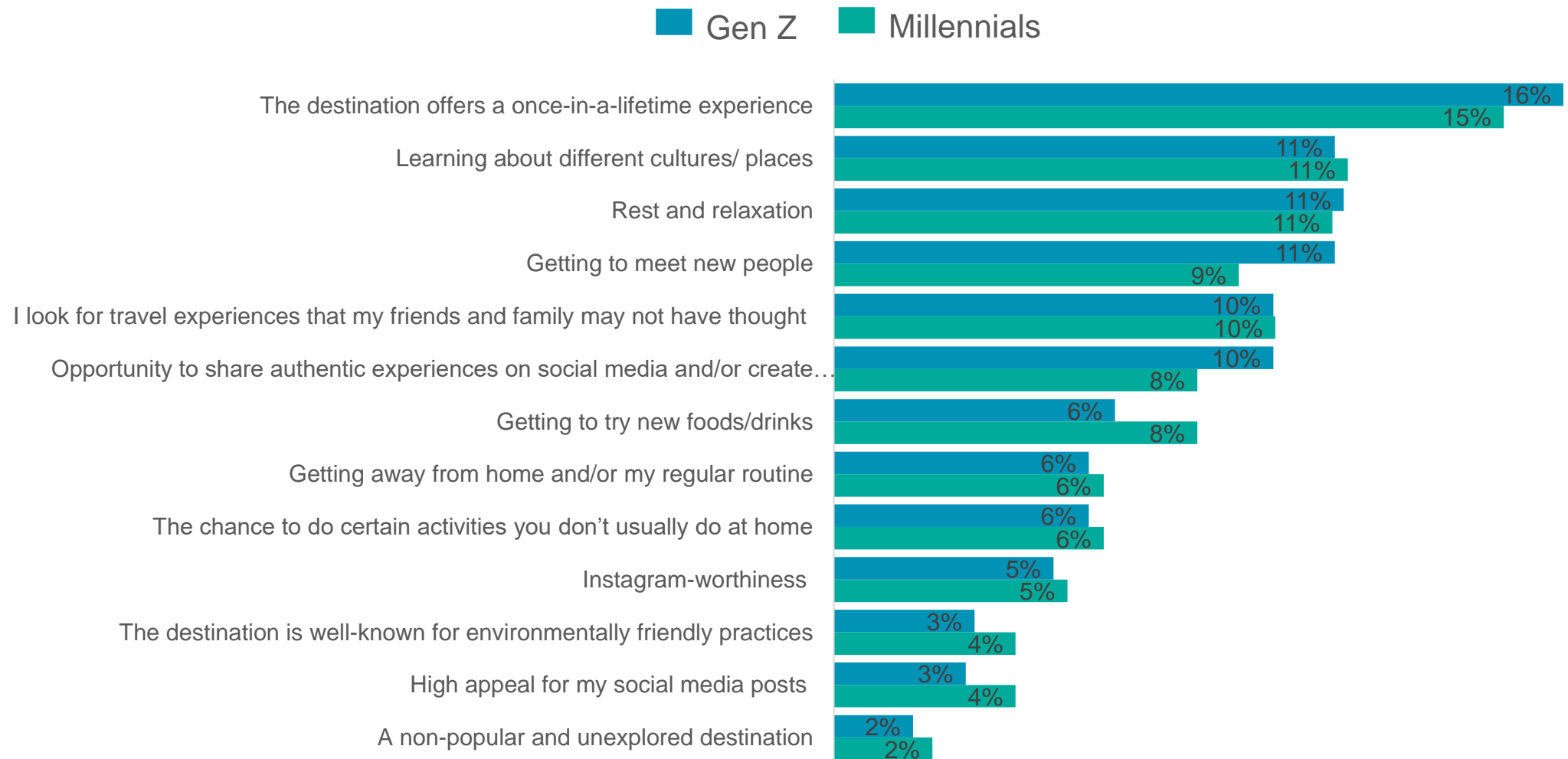
Q: What are your hobbies and interests? (Select all that apply)



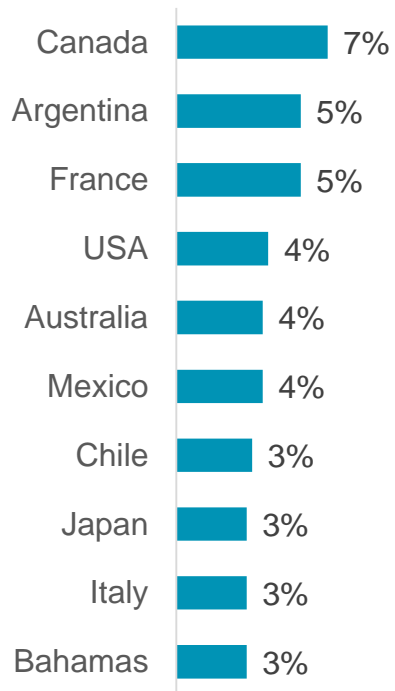
Destination Bucket List Criteria

Gen Z Top 3: *Unique/Unusual relaxing experience, learning about different cultures, and meeting new people.*

Millennials Top 3: *Unique/Unusual experience, learning about different cultures, and relaxing.*



Top Bucket List Destinations

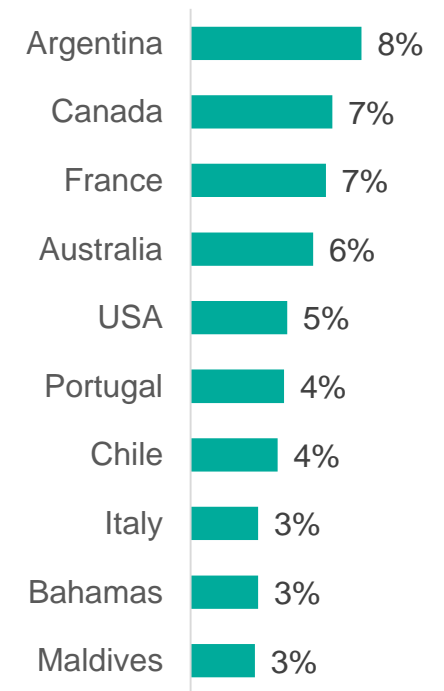


Gen Z

1. Canada
2. Argentina
3. France
4. USA
5. Australia

Millennials

1. Argentina
2. Canada
3. France
4. Australia
5. USA



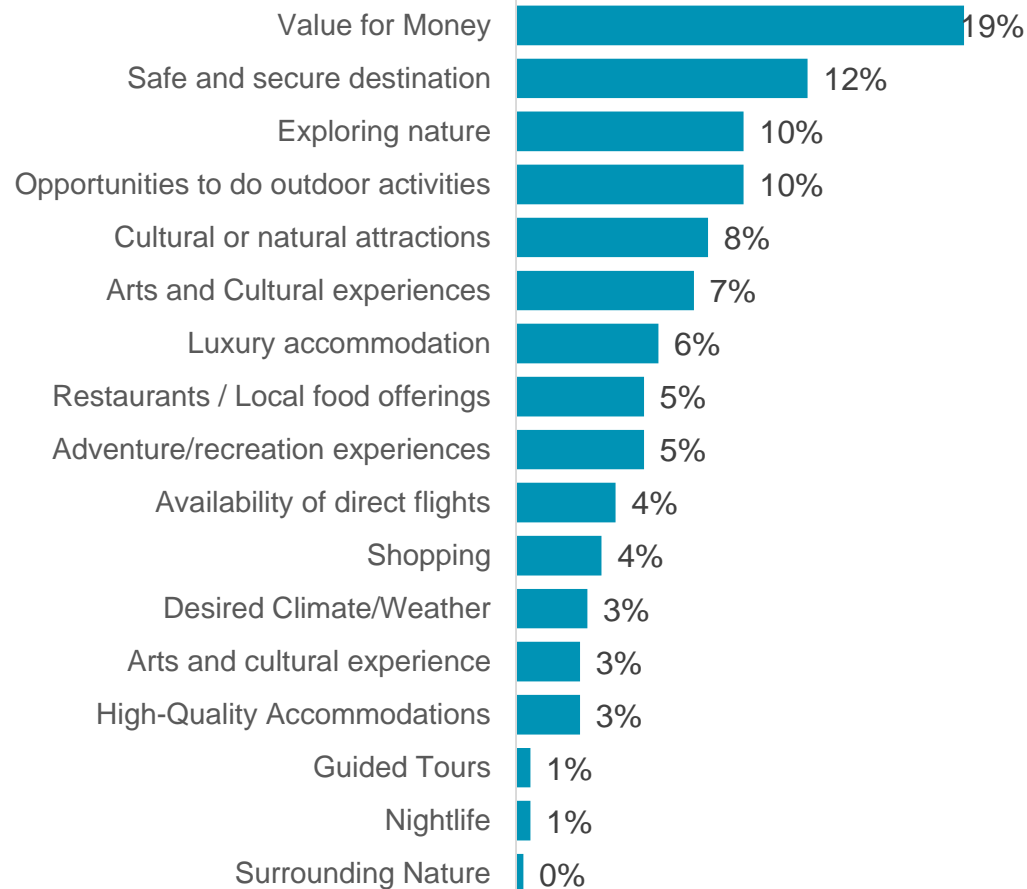


Top Destination Considerations

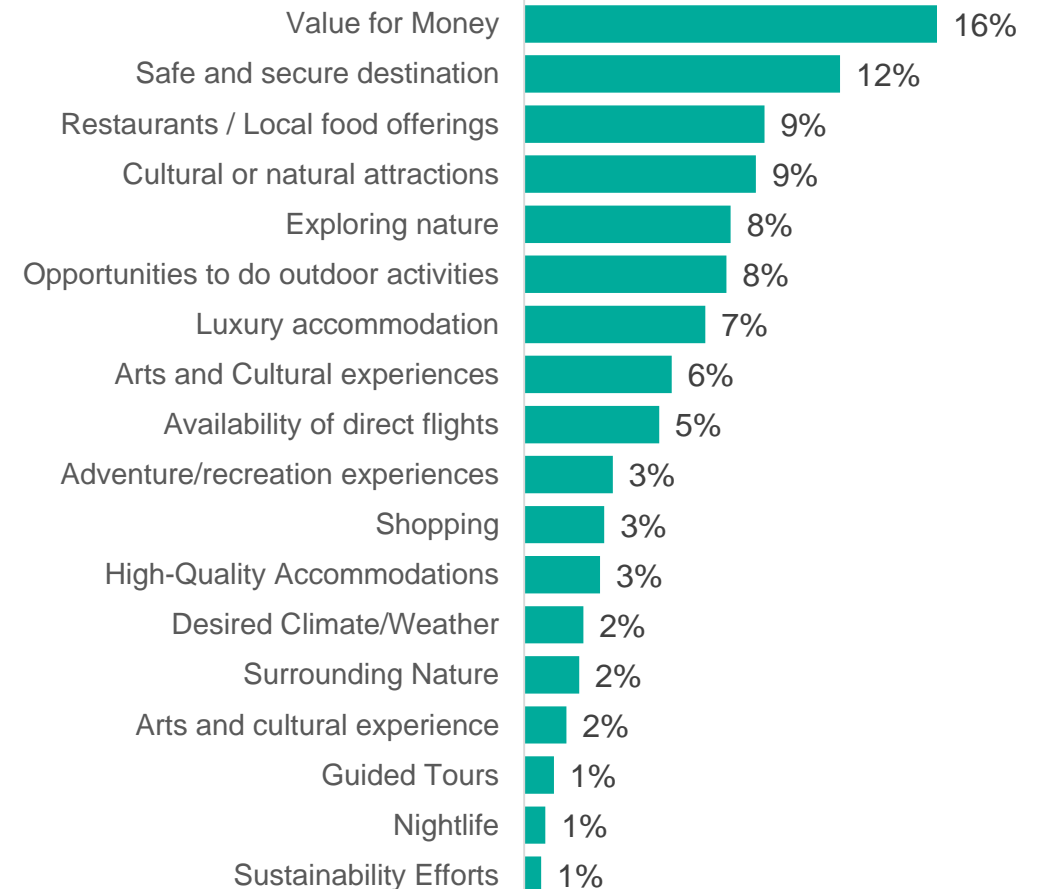
Gen Z Top 3: Value for Money – Safety and Security – Explorative Nature – Outdoor Activities

Millennials Top 3: Value for Money – Safety and Security – Restaurant and Local Food

Gen Z



Millennials

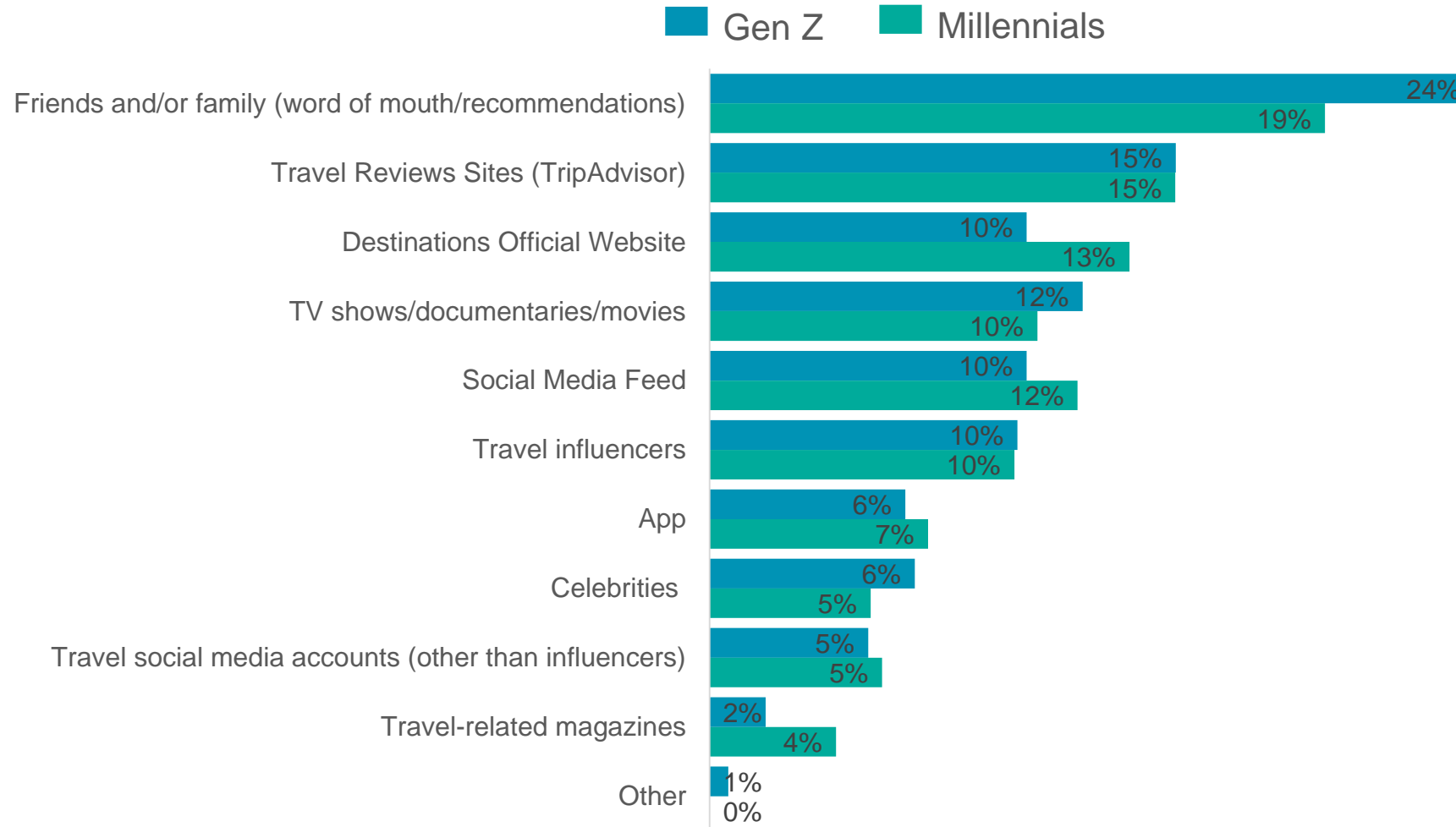




Travel Inspiration Source

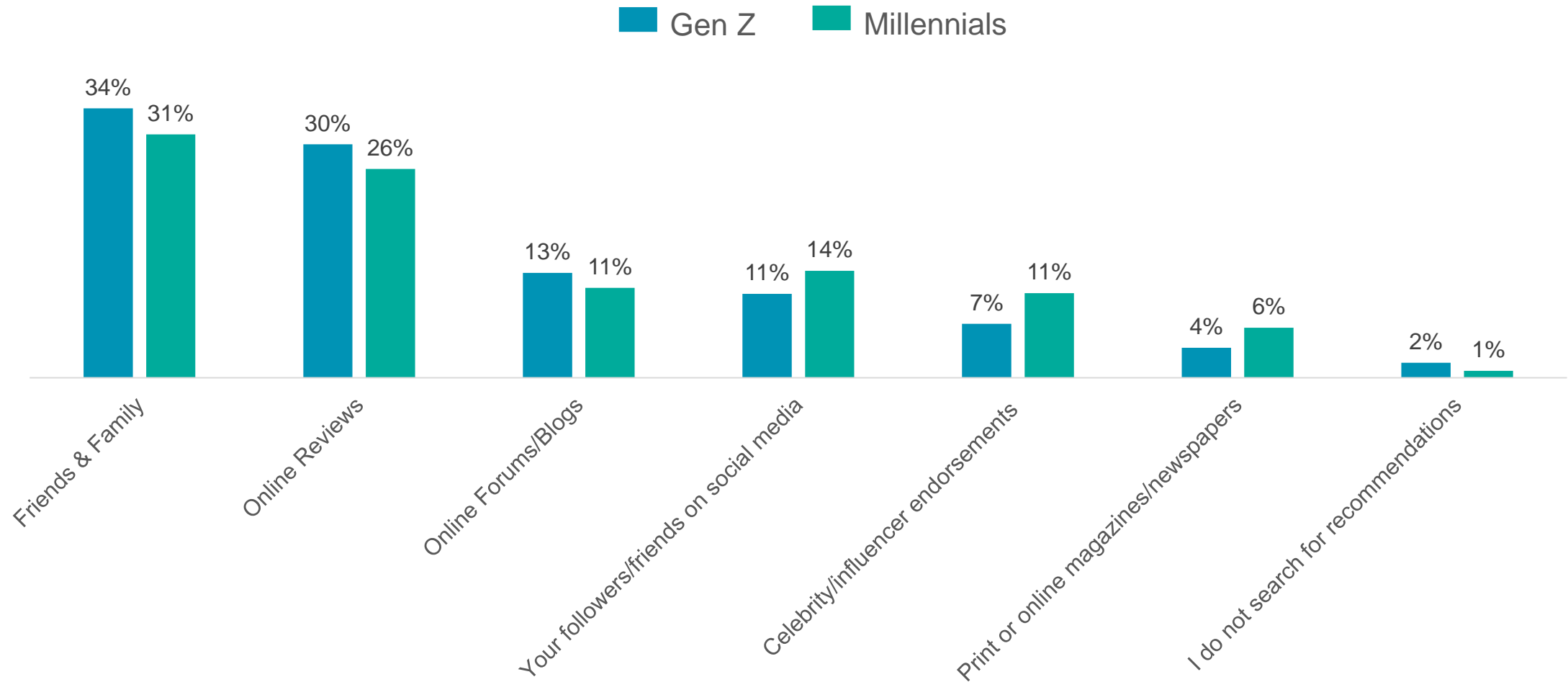
Gen Z Top 2: Friends & Family – Travel Review Sites – Social Media Feed

Millennials Top 2: Friends & Family – Travel Review Sites – Tv Shows/Documentaries/Movies





Most Used Method of Product/Service Recommendation



Social Media Apps Used for Travel Inspiration

Gen Z

- 65% Instagram
- 20% TikTok
- 8% Facebook
- 2% Pinterest
- 1% Twitter
- 1% None
- 1% Snapchat



Millennials

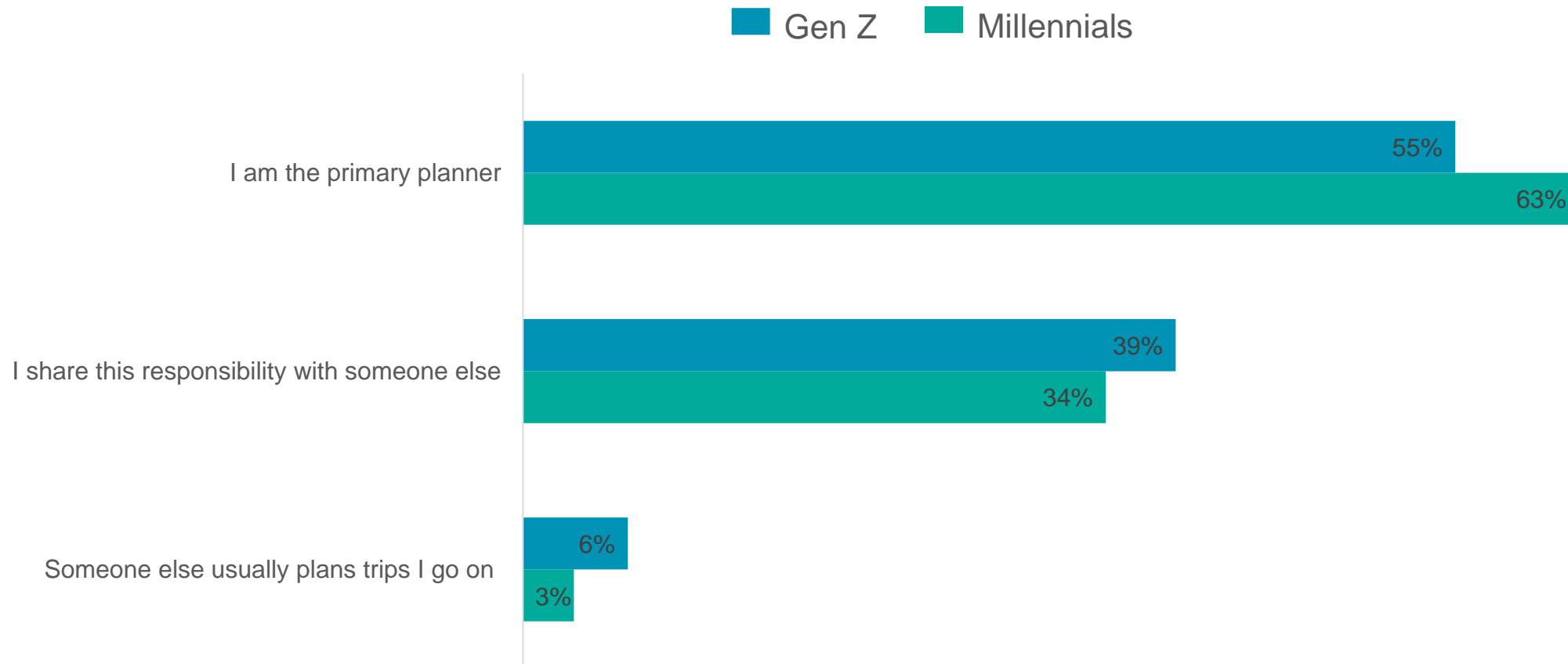
- 69% Instagram
- 13% Facebook
- 9% TikTok
- 3% Pinterest
- 2% Twitter
- 1% None
- 1% Snapchat

Note: 1% Other: Mostly Youtube
 N: 377, Gen Z N: 145, Millennials N: 232
 Q: Which Social Media app do you use the most to find travel inspiration?

The background is a collage of various elements. On the left, a vertical wooden post has the word 'Boat' written in blue cursive. In the center, a dark semi-transparent rectangle contains a laptop, a glass of water, and a pink chair. On the right, there are two potted cacti. At the bottom, a pink wicker chair with a brown cushion is visible. The overall theme is a tropical or beachside workspace.

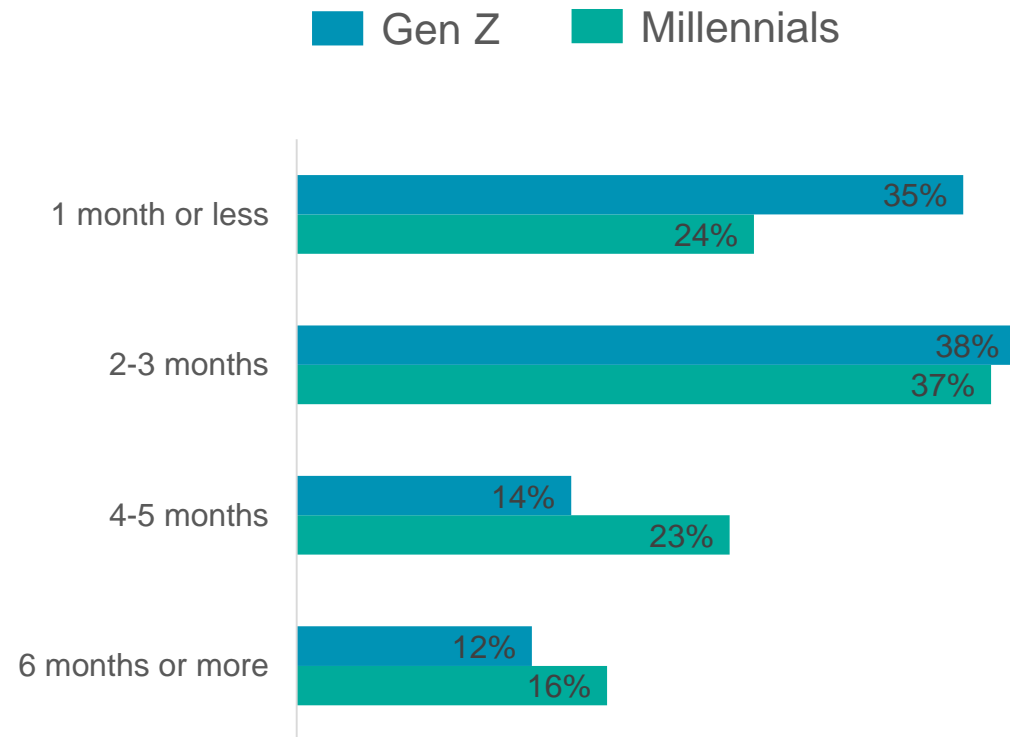
Planning & Booking Phase

Planning Responsibility





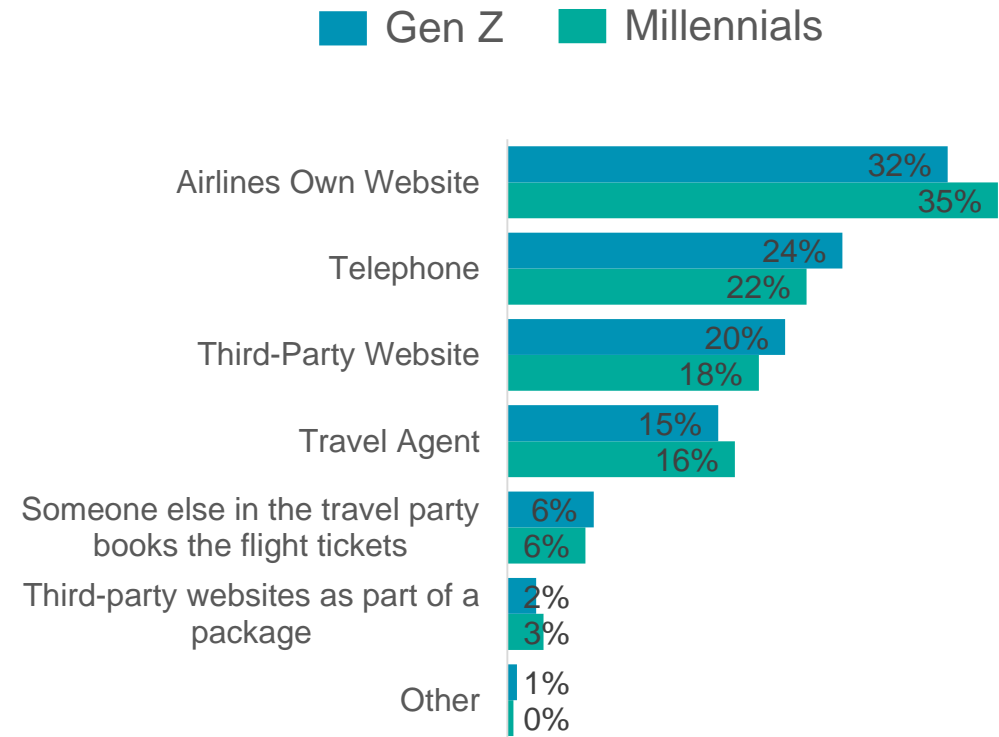
Flight Booking Timing



N: 377, Gen Z N: 145, Millennials N: 232

Q: How far in advance do you purchase your flight tickets for a vacation?

Flight Booking Platform

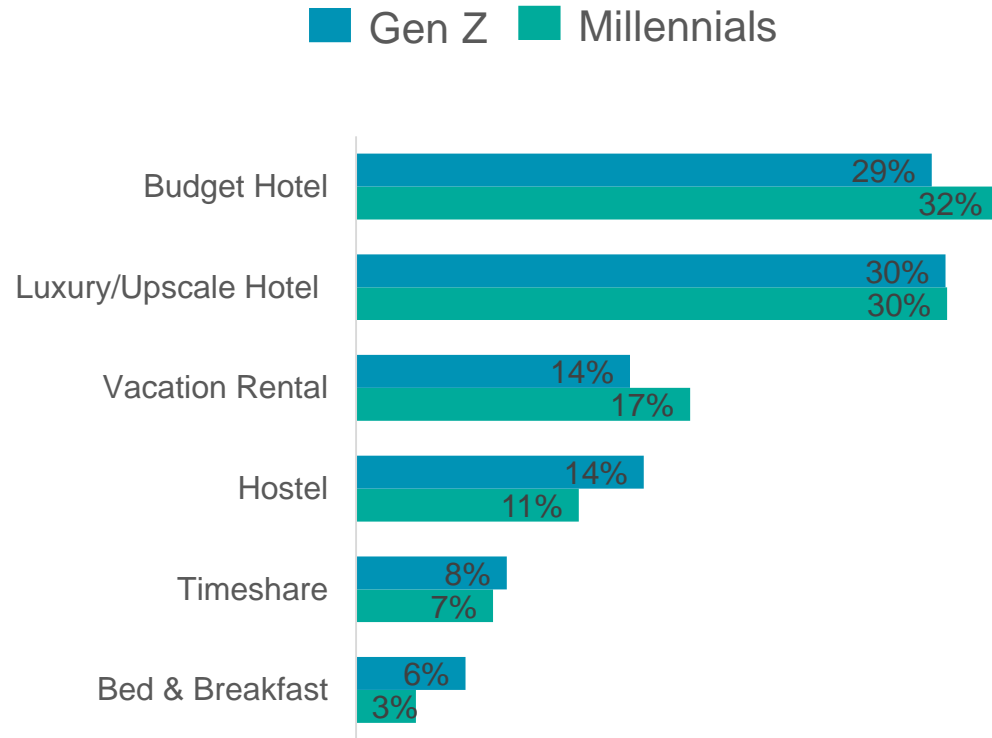


N: 377, Gen Z N: 145, Millennials N: 232

Q: How do you typically book your flight tickets?



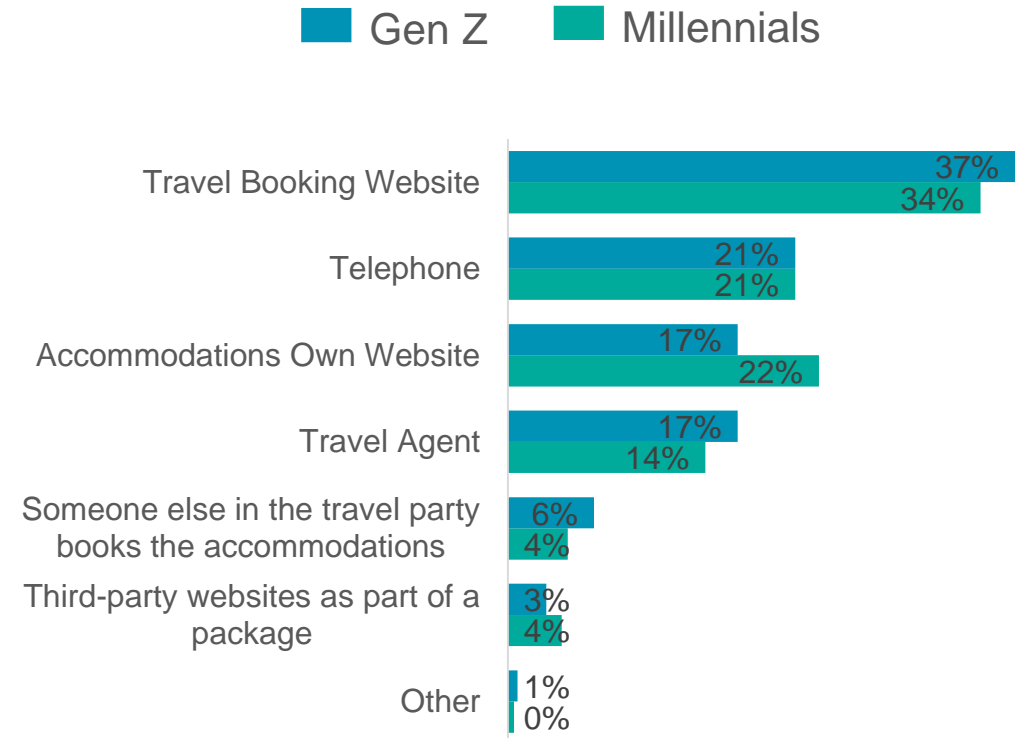
Type of Accommodation



N: 377, Gen Z N: 145, Millennials N: 232

Q: What is your most preferred type of accommodation when traveling?

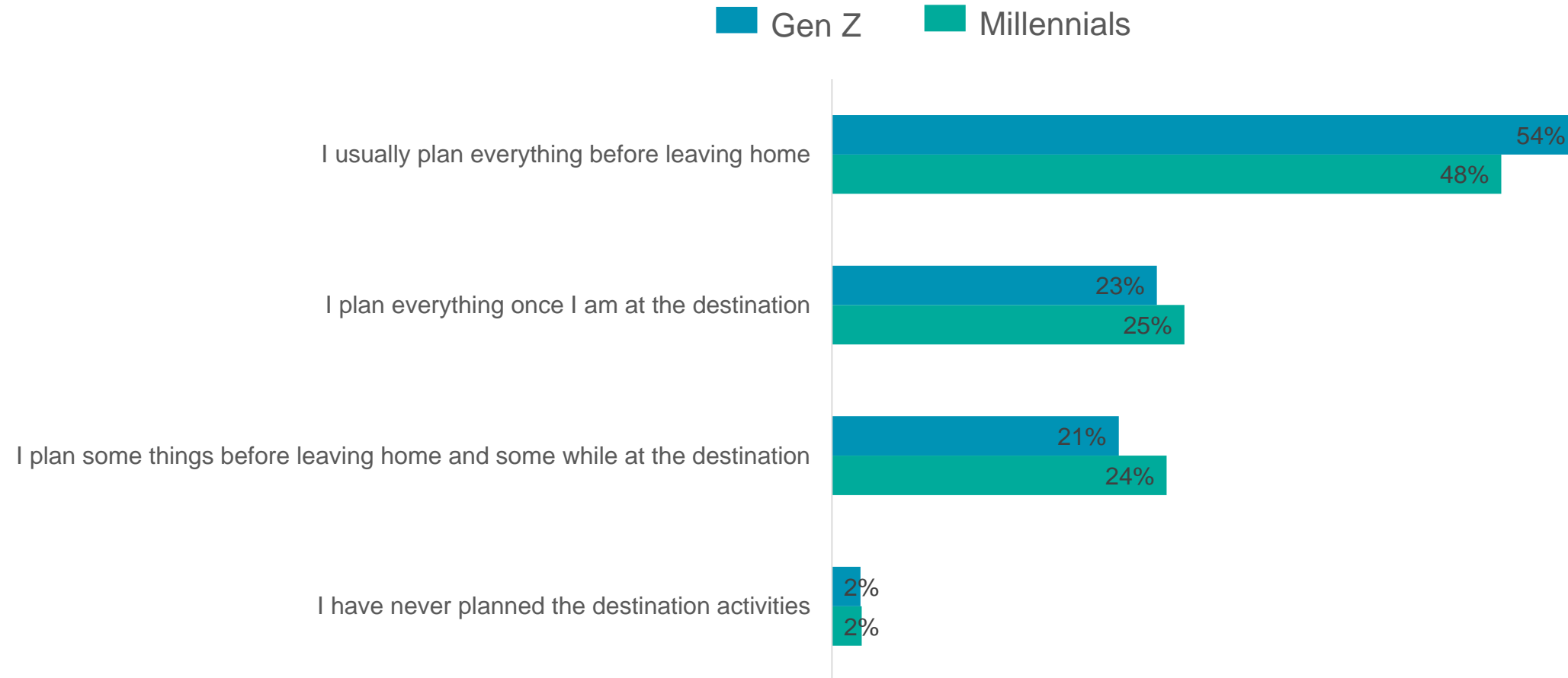
Accommodation Booking Platform



N: 377, Gen Z N: 145, Millennials N: 232

Q: How do you typically book your accommodations?

Destination Activities Planning Timing

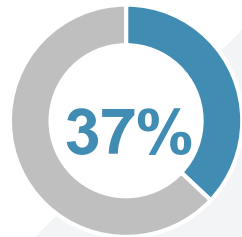




Technology and Travel

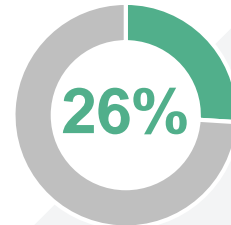


Hotel Technology – Gen Z



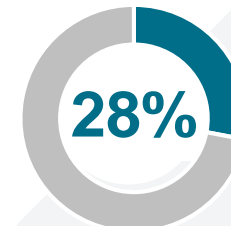
37%

Co-Working Spaces



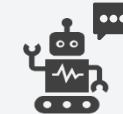
26%

Voice-Activated Hotel Room Assistant



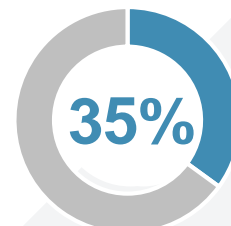
28%

Customer Service Robot



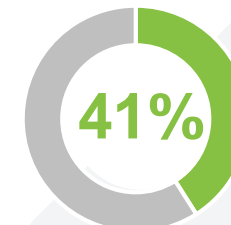
35%

Mobile Hotel Room Key



35%

In-Room Streaming Service

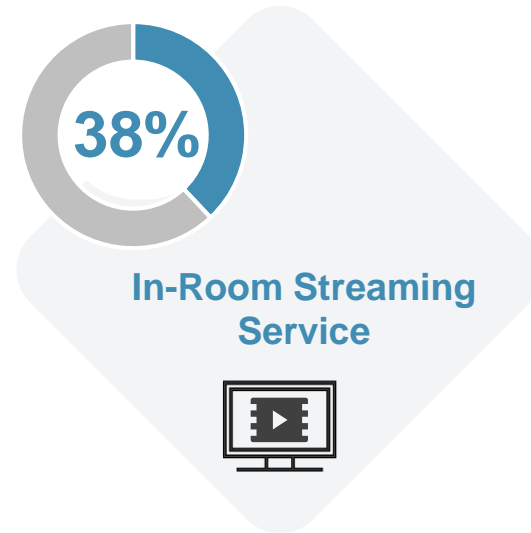
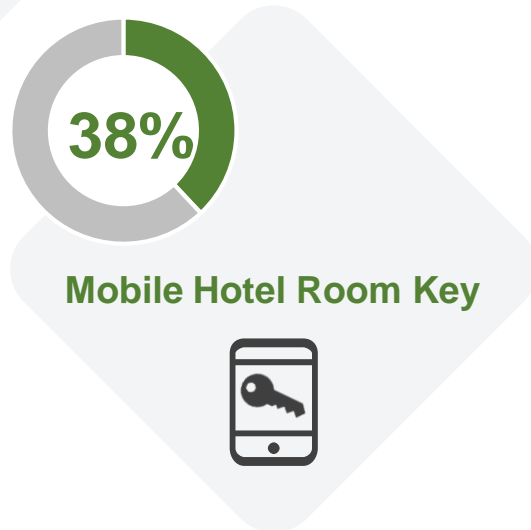
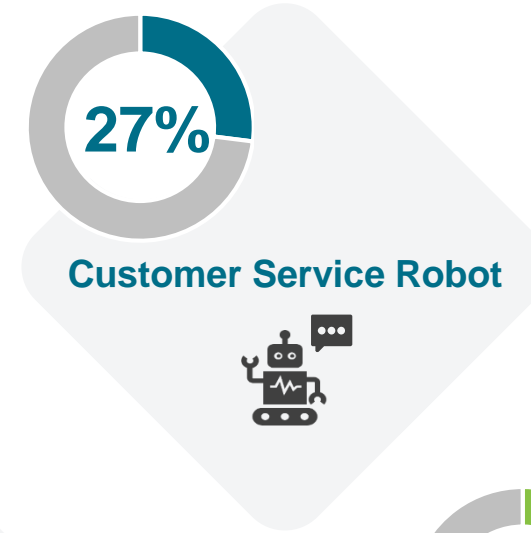
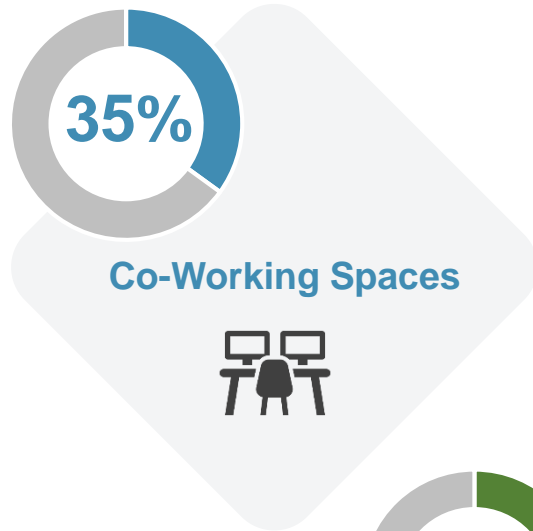


41%

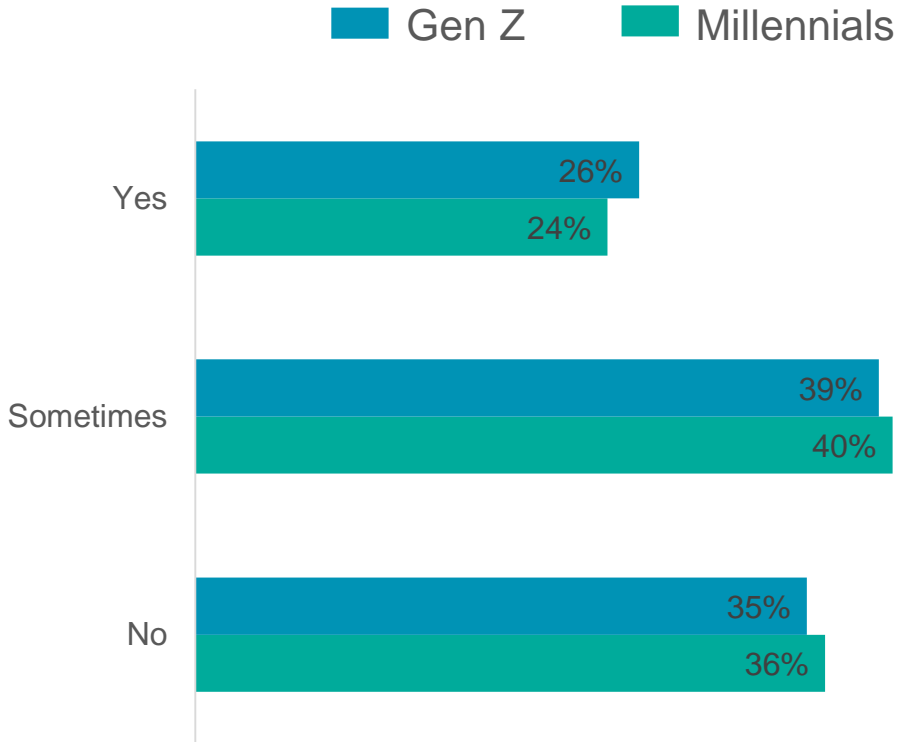
Free Wi-Fi



Hotel Technology – Millennials

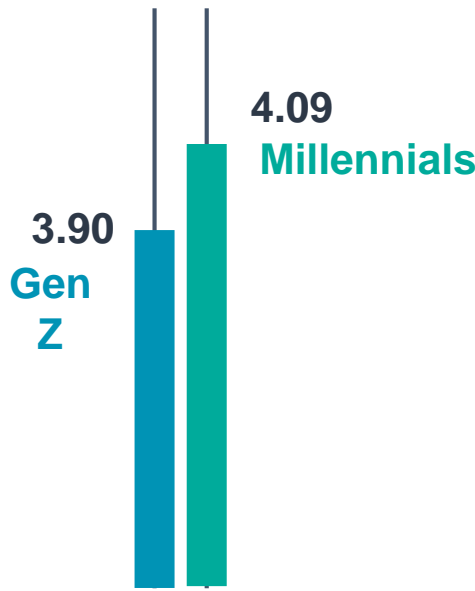


Internet Ad Blocker



N: 377, Gen Z N: 145, Millennials N: 232
Q: Do you use an internet ad blocker?

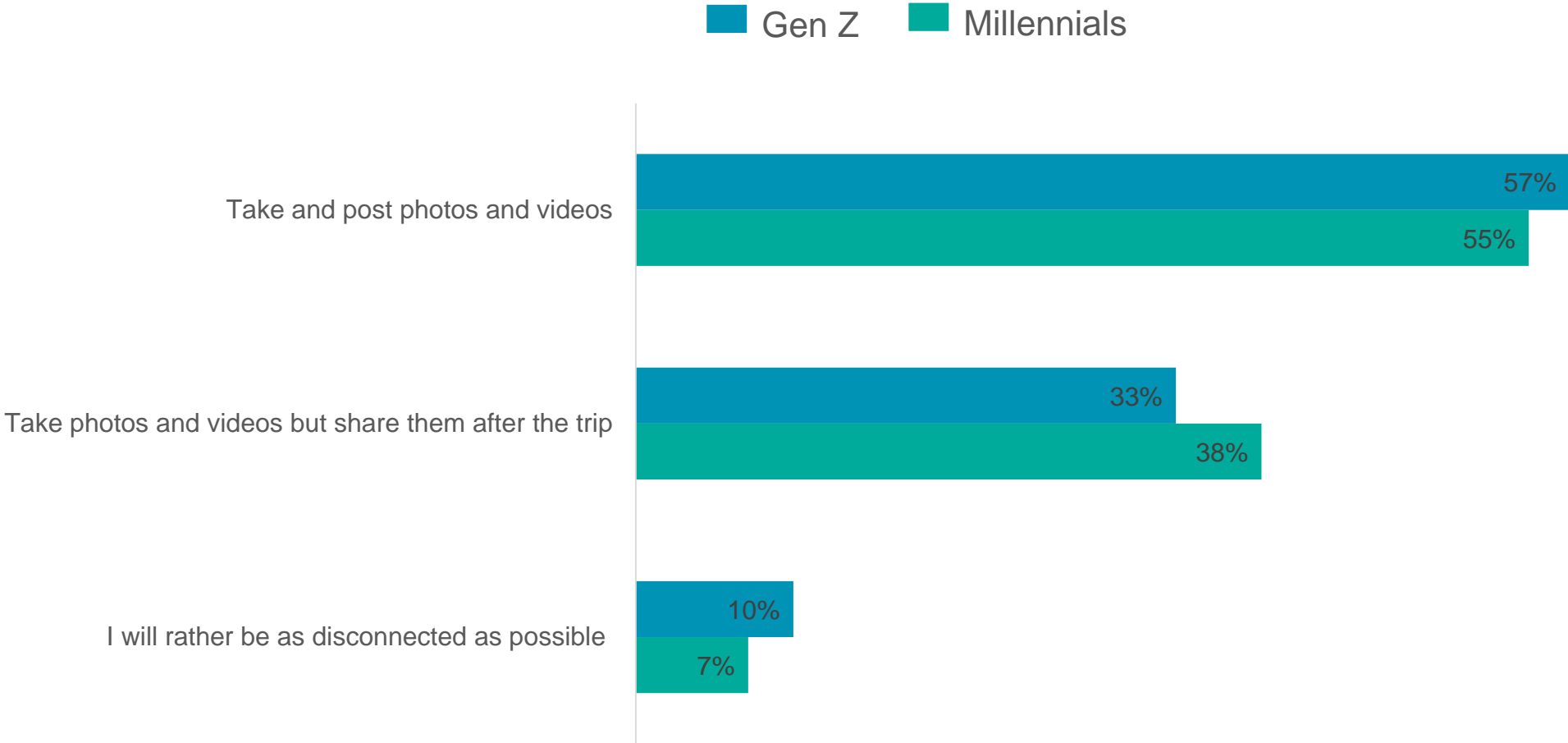
Online Reviews



N: 377, Gen Z N: 145, Millennials N: 232
Q: How likely are you to leave an online review for a product or service?



Social Media Travel Behavior



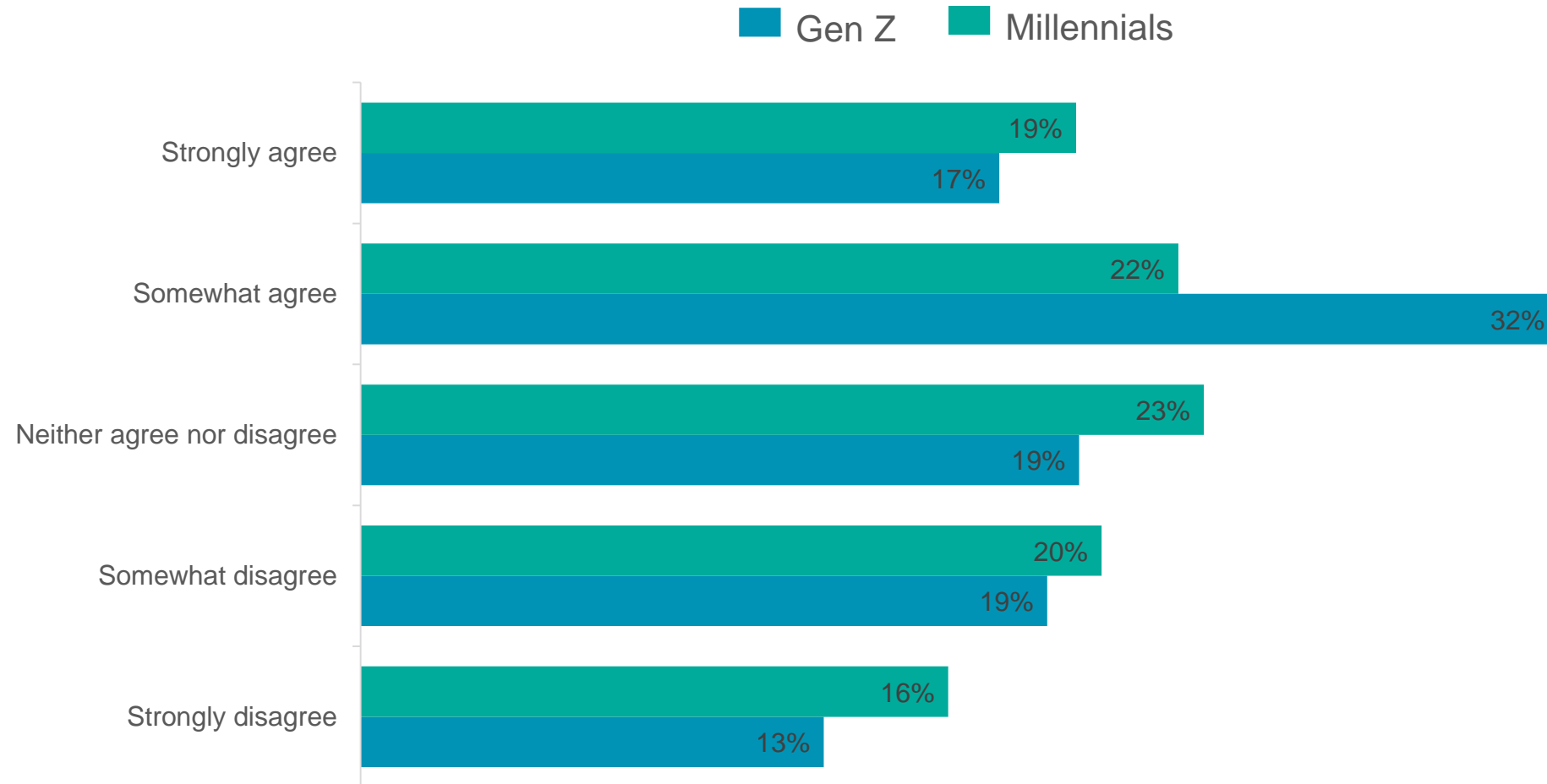


Experiencing Phase & Spending



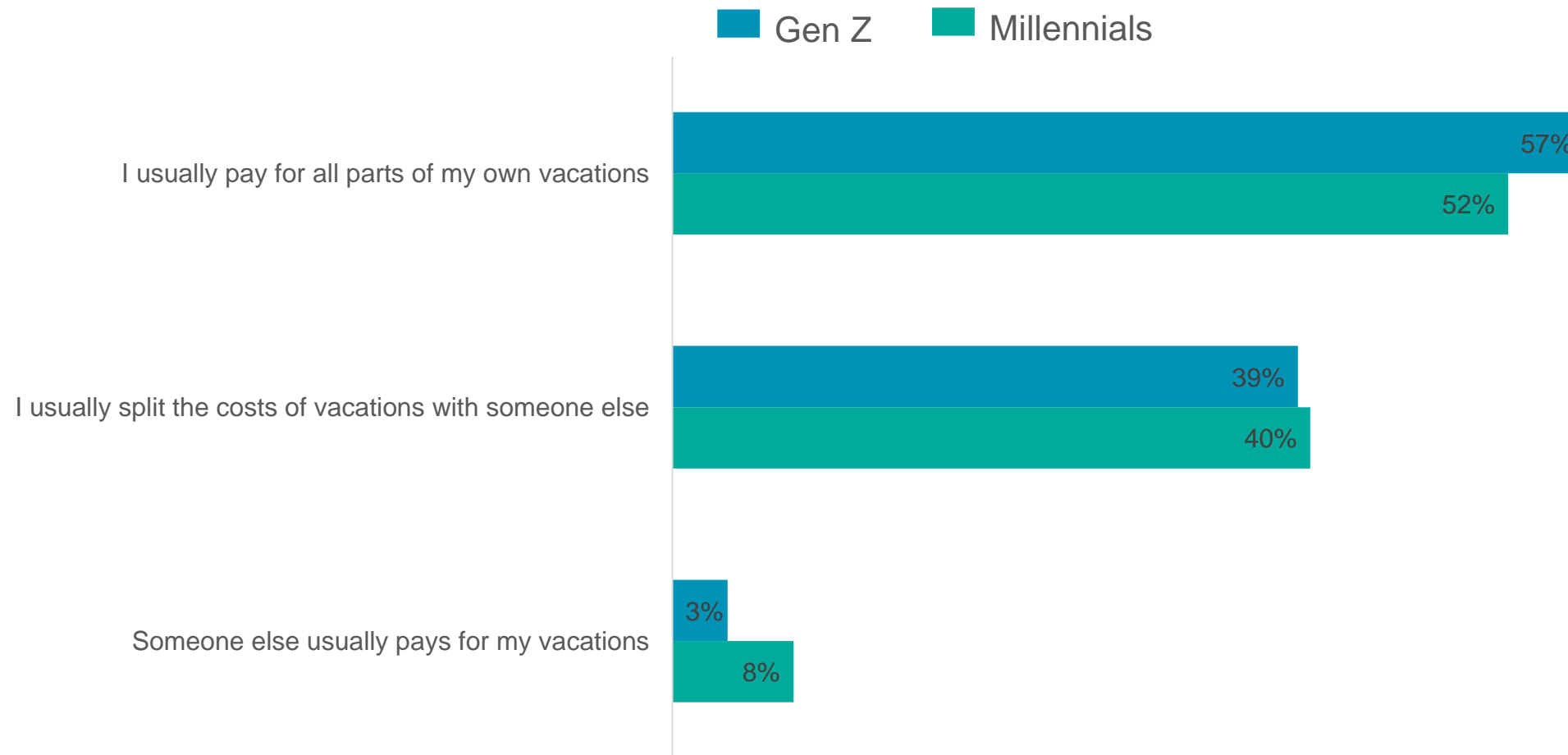
Spending Priority

"I rather spend money on experiences than physical goods while traveling."



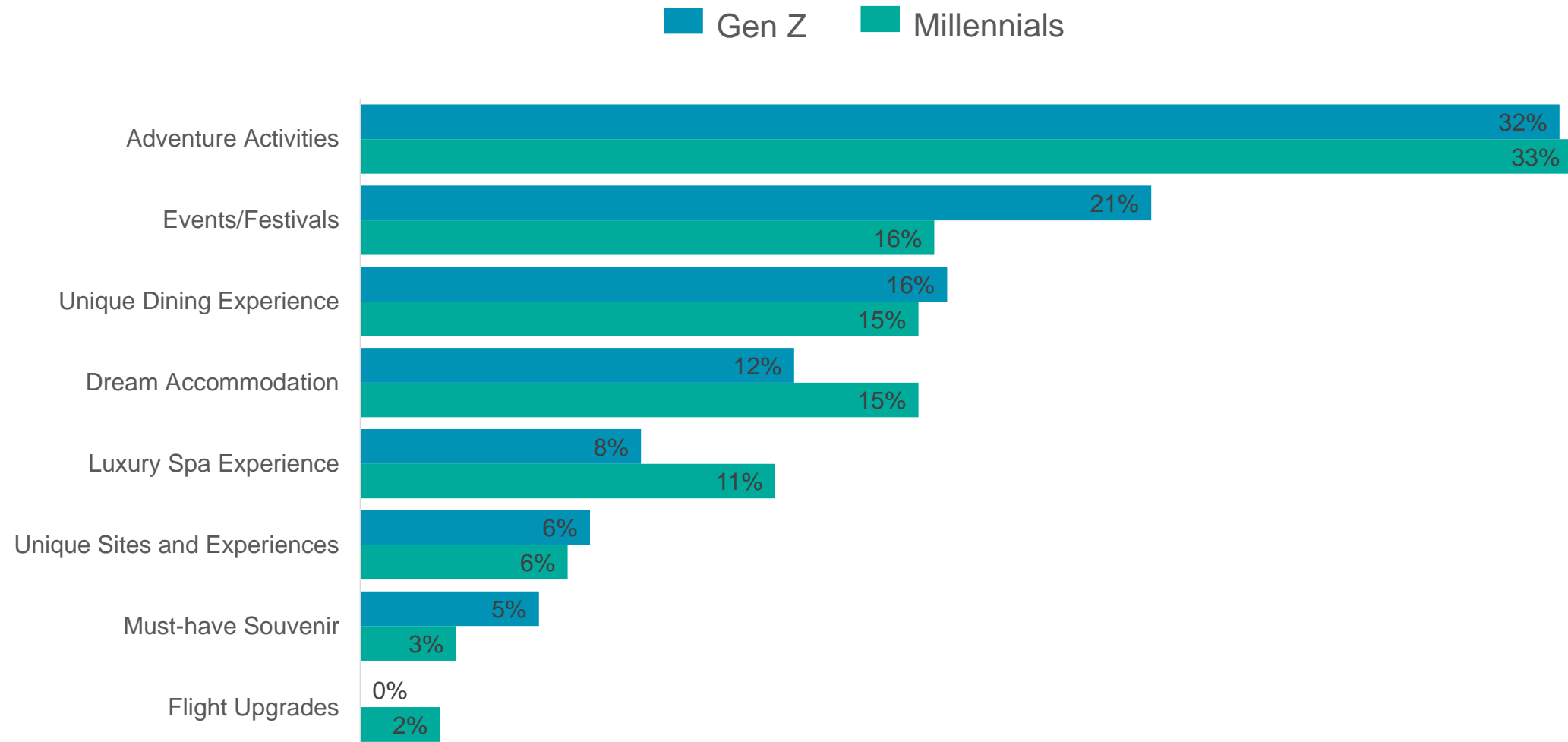


Spending Responsibility



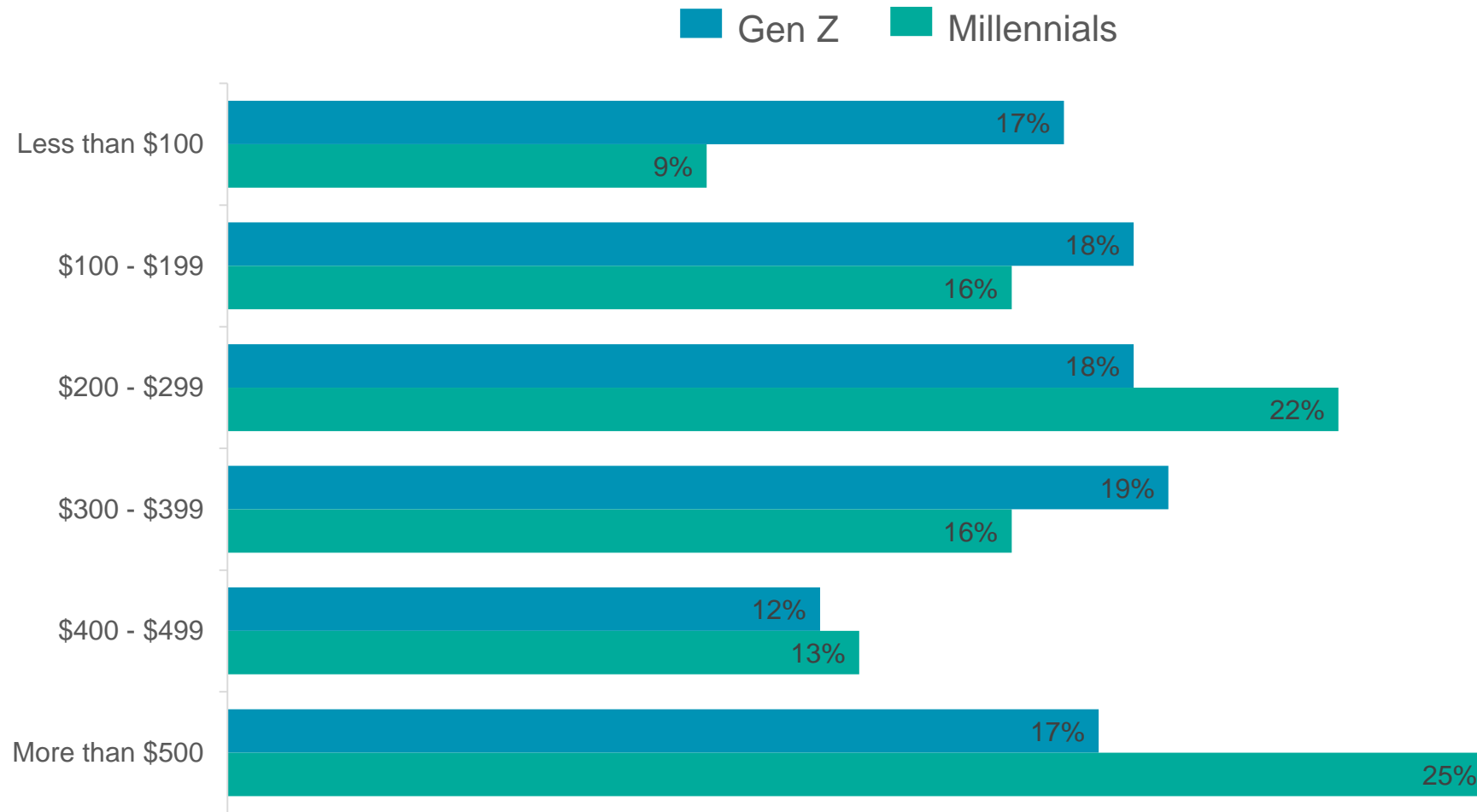


Travel Spend Splurges





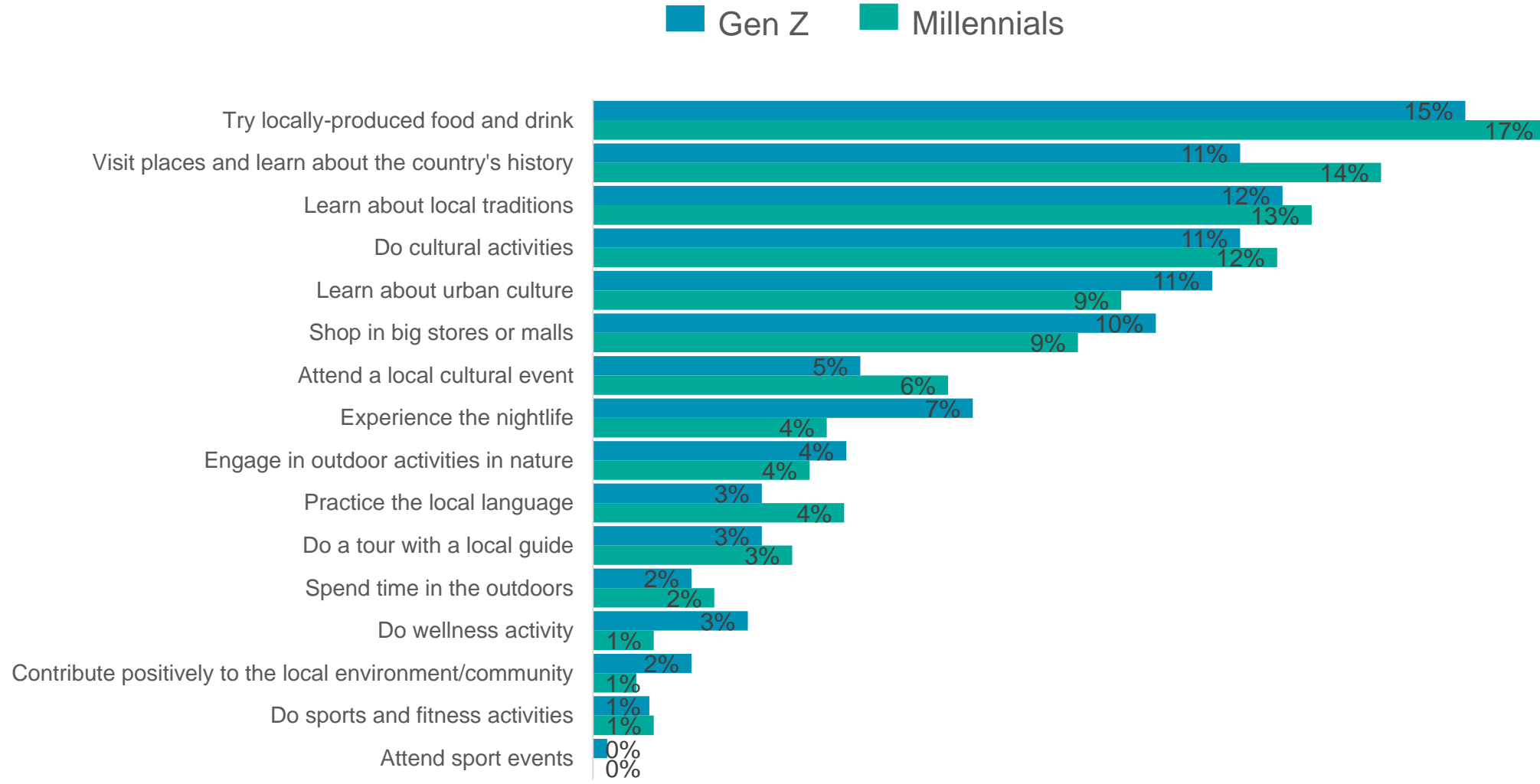
Spending Budget Per Day



Destination Activities



Gen Z Top 3: Try Local F&B – Learn about Local Traditions – Visit and Learn about the Country’s history – Do Cultural Activities
Millennials Top 3: Try Local F&B – Visit and Learn about the Country’s history – Learn about Local Traditions

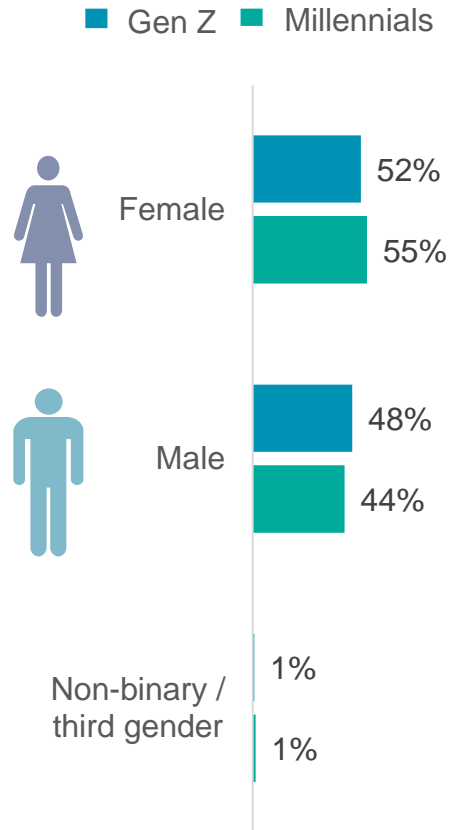


The background of the slide is a photograph of three people sitting at a table in a restaurant or bar. A woman in a light-colored dress is on the left, a woman in a bright green dress is in the center, and a man in a white shirt is on the right. They are all smiling and appear to be in conversation. The table is set with glasses of drinks and a patterned tablecloth. The lighting is warm and ambient.

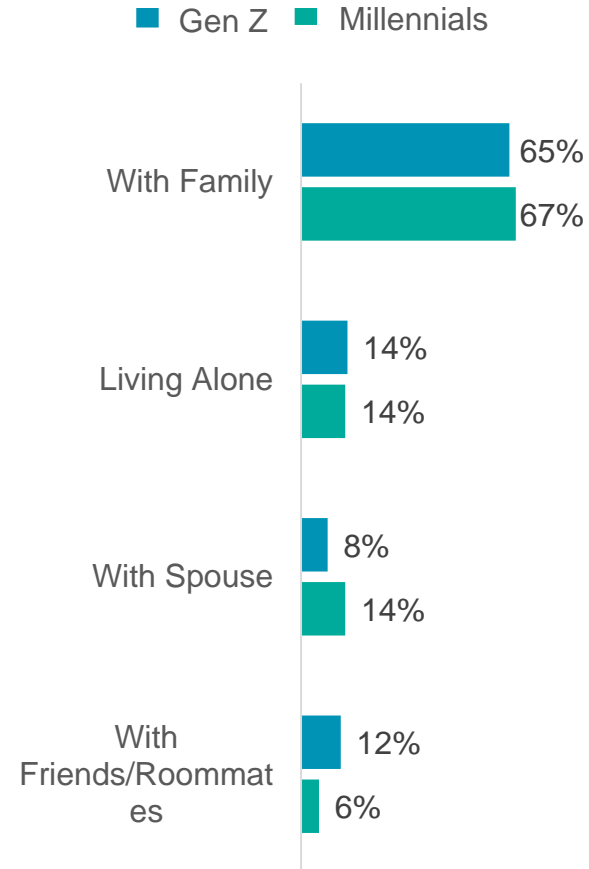
Demographics

Demographics

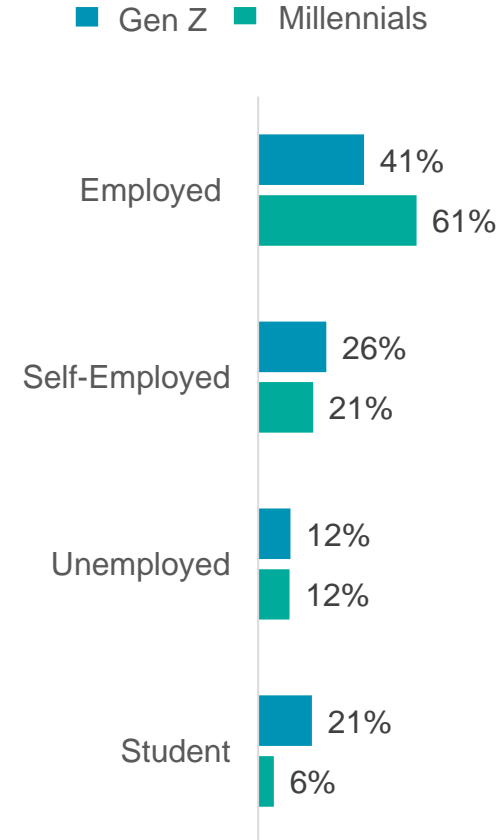
Gender



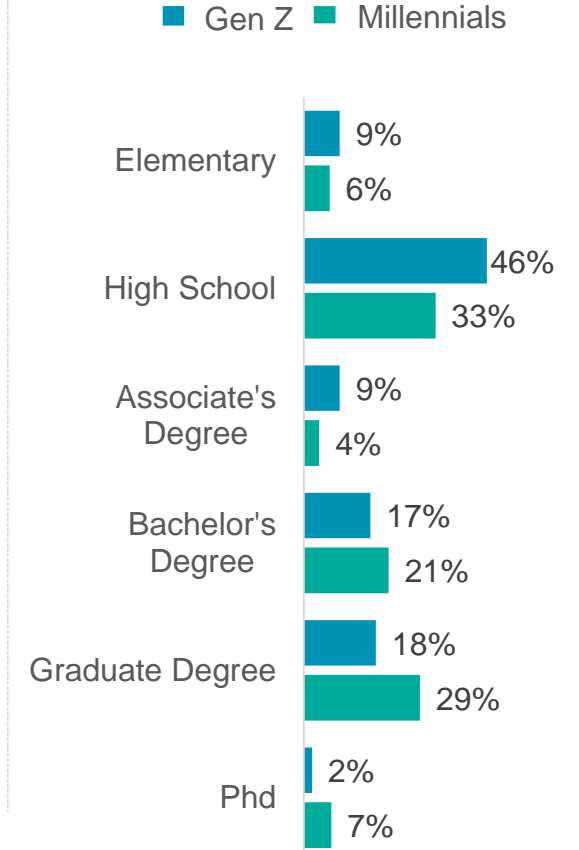
Living Arrangement



Employment



Education





Annual Income in USD

