



Millennial market analysis

Survey data Feb 2021

**MARKETING
PEAK DISTRICT
& DERBYSHIRE**

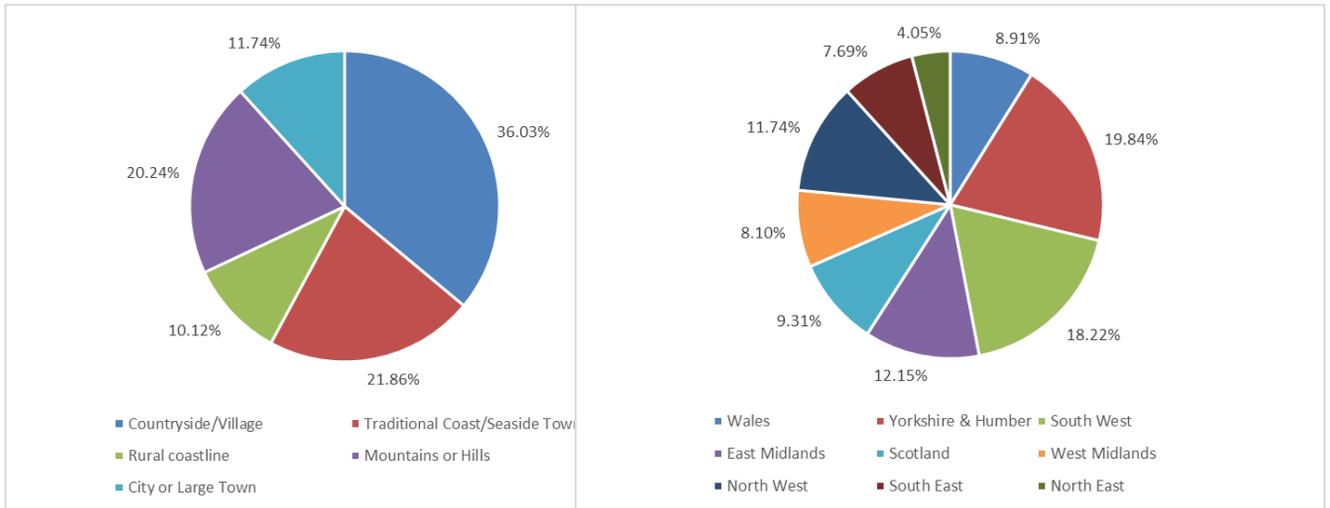
Summary

- Millennials represent the largest generation to date, making up 31.5% of the world's population at 7.7 billion, according to Bloomberg.
- This generation have an estimated \$200 billion of spending power, certainly a compelling financial reason to pay attention to them for travel companies.
- They are reshaping how travel works by focusing on experiences and culture, solo travel, planning their own itineraries, ignoring cheap stock content and drawing their decision and influence from social media or user-generated content. What's more, all of these new travel trends are done directly on their smartphone, from research to booking
- Key Facts*
 - 66% of millennials book their trip using a smartphone. 74% use it to research.
 - 82% of millennials travelled in 2019, compared with 75% of all other generations.
 - 69% take more trips over weekends, Millennials took 5.6 trips per year, compared with 4.4 (Gen-Z), 4.0 (Gen x) and 3.5 (Boomers).
 - 86% of millennials chose new culture over 44% who wanted to party and 28% wanting to shop.
 - 87% use Facebook to inspire their booking, and over 50% used Pinterest or Twitter. 97% will share travel experiences on social media,
 - 44% of millennials with children have travelled together, of which 62% did so with children under five years old.
- We conducted our own short survey of young people in January 2021 – the survey was promoted via our social channels.
- Key findings:
 - 75% of respondents were female, 76% were age 25-34 and the majority of respondents (53%) were from the Midlands and North, but we did have results from across the UK.
 - The respondents are predominately in full time employment and have not been significantly financially impacted by the pandemic.
 - 70% took a UK break last year and a countryside break topped the list to best describe their last break
 - For their last UK break there was a wide mix of type of holiday, choice of accommodation & geographic of the destination.
 - For intended future travel walking, cycling & national parks ranked highly. With 77% stating they intend to take a UK short break in 2021.
 - When looking for a short break the 2 key factors were value for money (72%) and great places to eat out (61%).
 - Most of our respondents had previously visited the Peak District and were likely (78.7%) to visit again. Unsurprisingly the biggest influence when choosing a destination was word of mouth or Instagram.

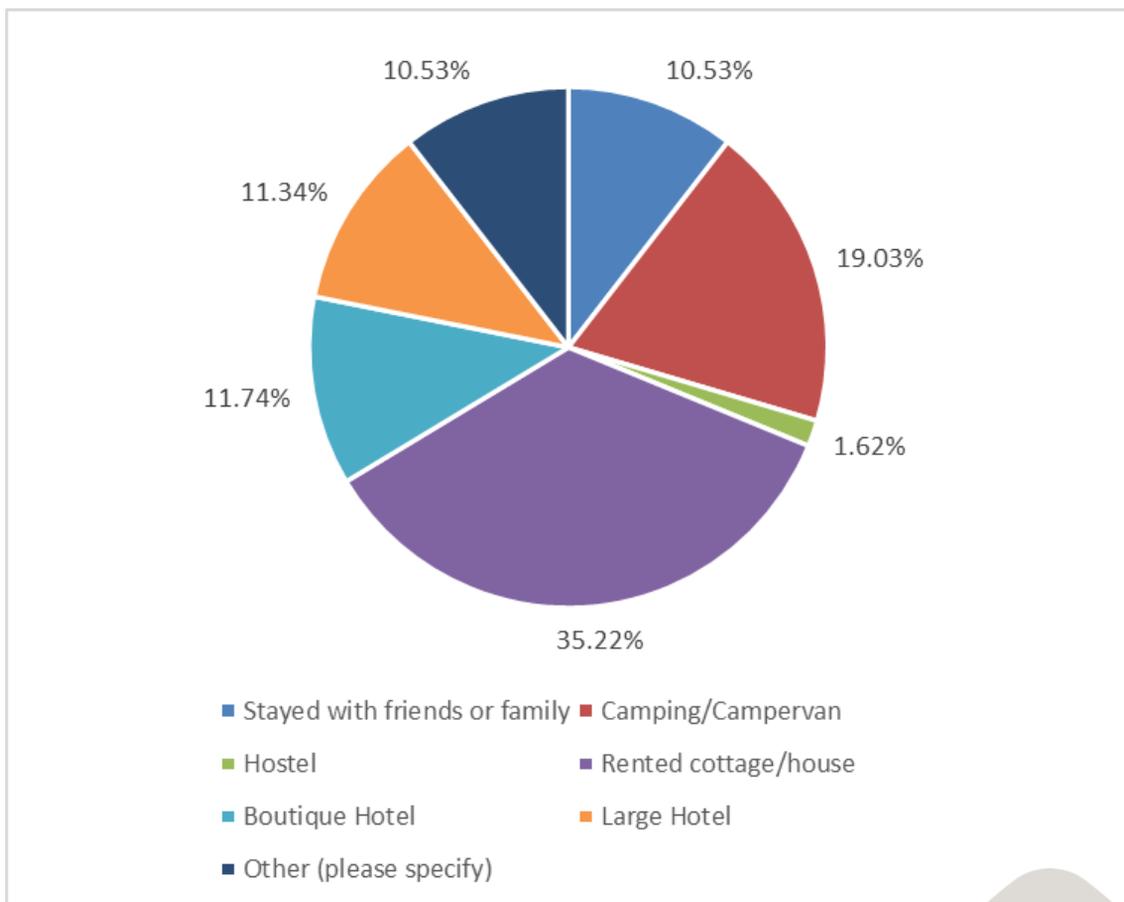
UK Travel Habits

What best describes your last UK break?

In which region did you take your UK break?

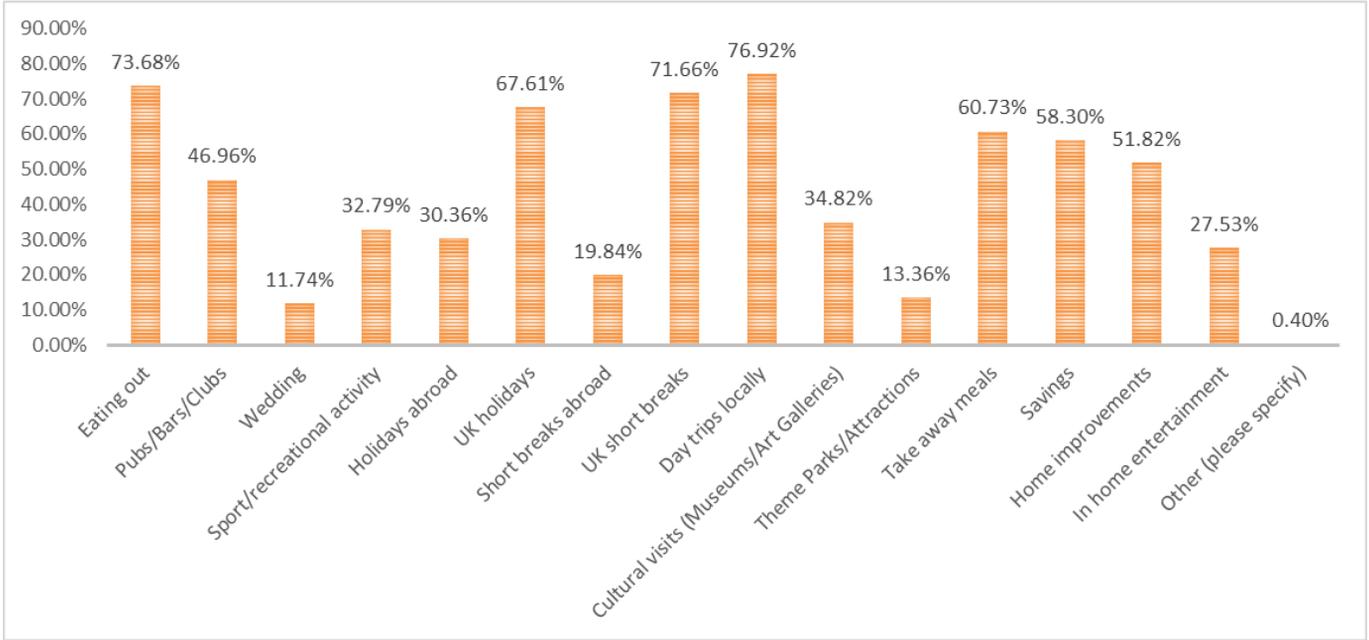


What sort of accommodation did you stay in?

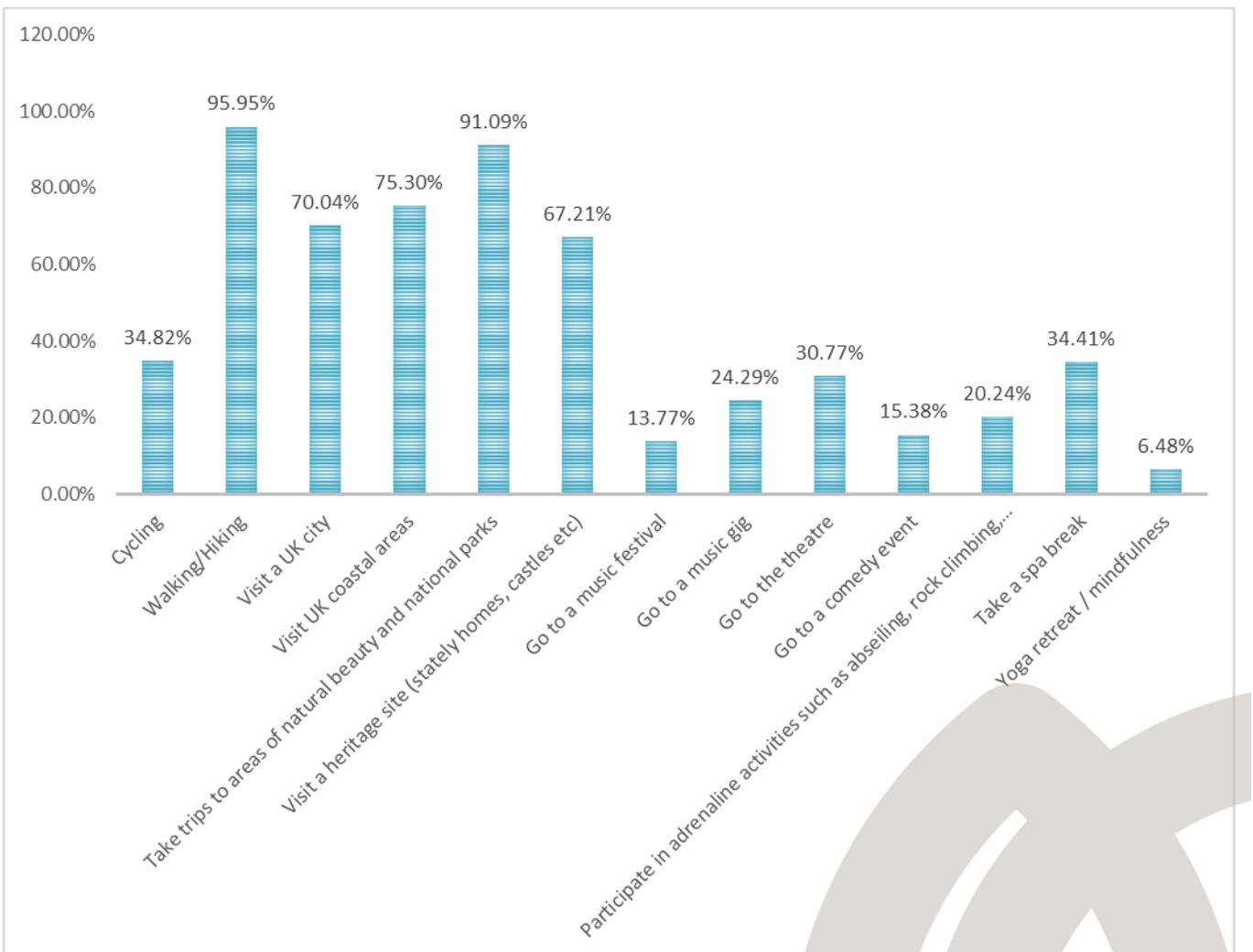


Spending intentions

In 2021 which of the following do you expect to spend on?

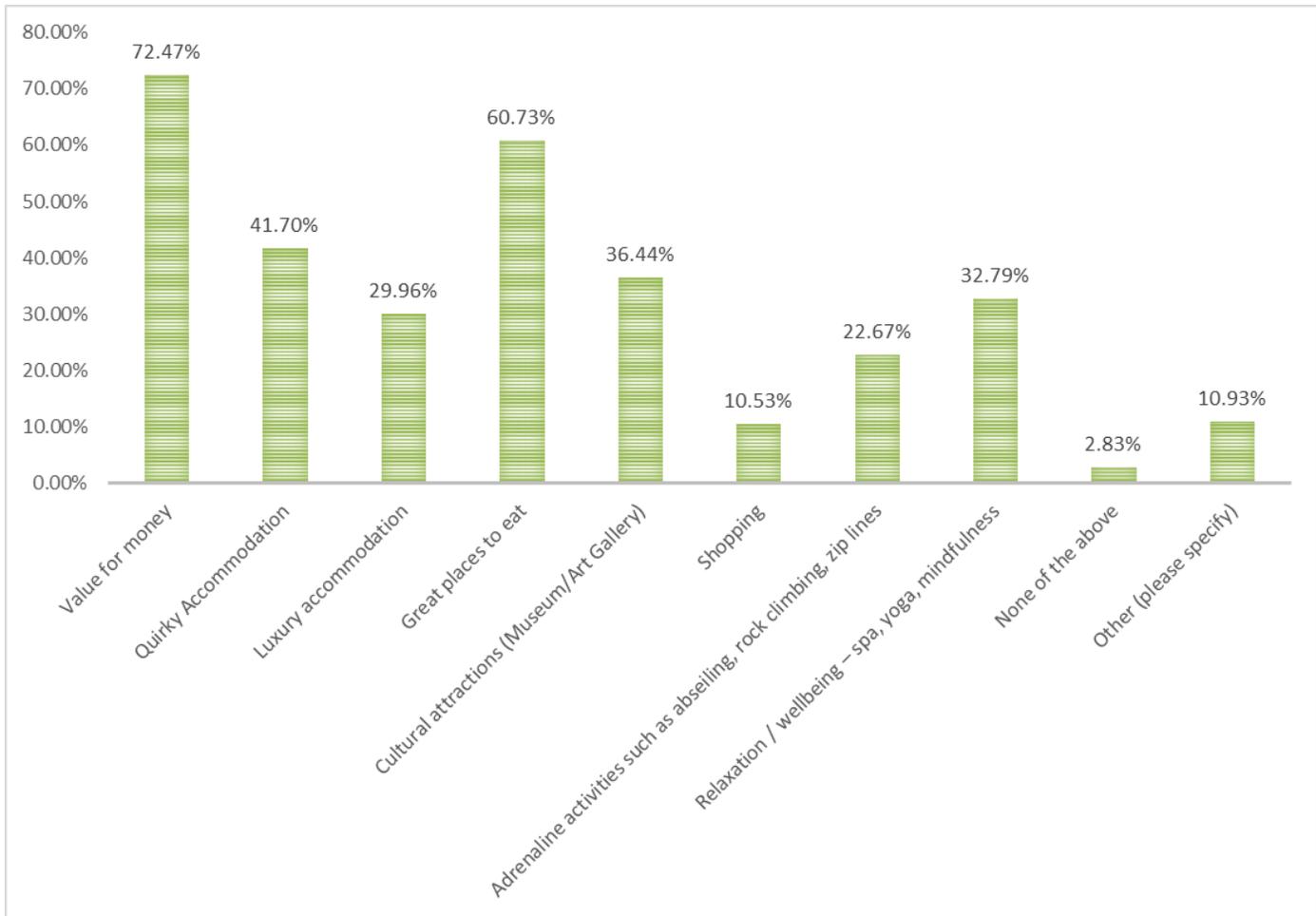


Which of the following are you likely to take part in in 2021?

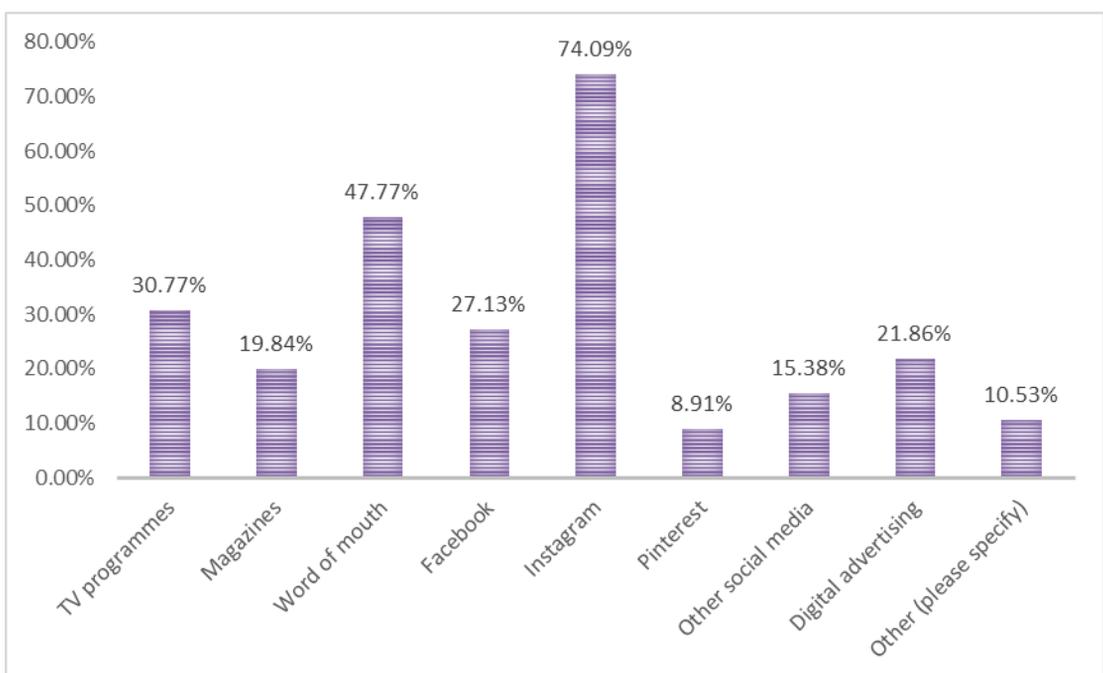


Future UK Travel Intentions

If considering a UK break in 2021 what are you looking for?

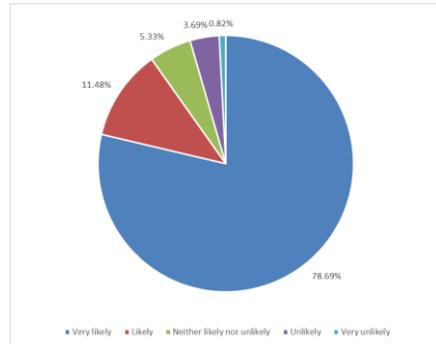


Where are you most likely to find inspiration for your future travel plans?



Using this information to attract a new audience

How likely are you to visit the Peak District & Derbyshire in 2021



Recommendations

- Digital solutions
 - Mobile 1st web design
 - Bookable product
 - Work with key influencers, user generated content to create peer to peer recommendations
- Content
 - Create engaging content for Millennials which focuses on good quality accommodation and great places to eat.
 - Develop the wellbeing and mindfulness offering - It has long been reported that spending time in the outdoors is good for our mental and physical health, as well as improving physical and mental health.
 - Group bookings - friends get together to reconnect, celebrate missed occasions.
 - Nostalgia marketing - tapping into fond memories can be an invaluable tactic, especially for engaging millennials.

