

Meet Gen Z: The Traveling Generation

UNiDAYS 2018 travel survey asked 11,661 students about their travel habits.*
The results may surprise you:

Don't assume Gen Z students are "broke"

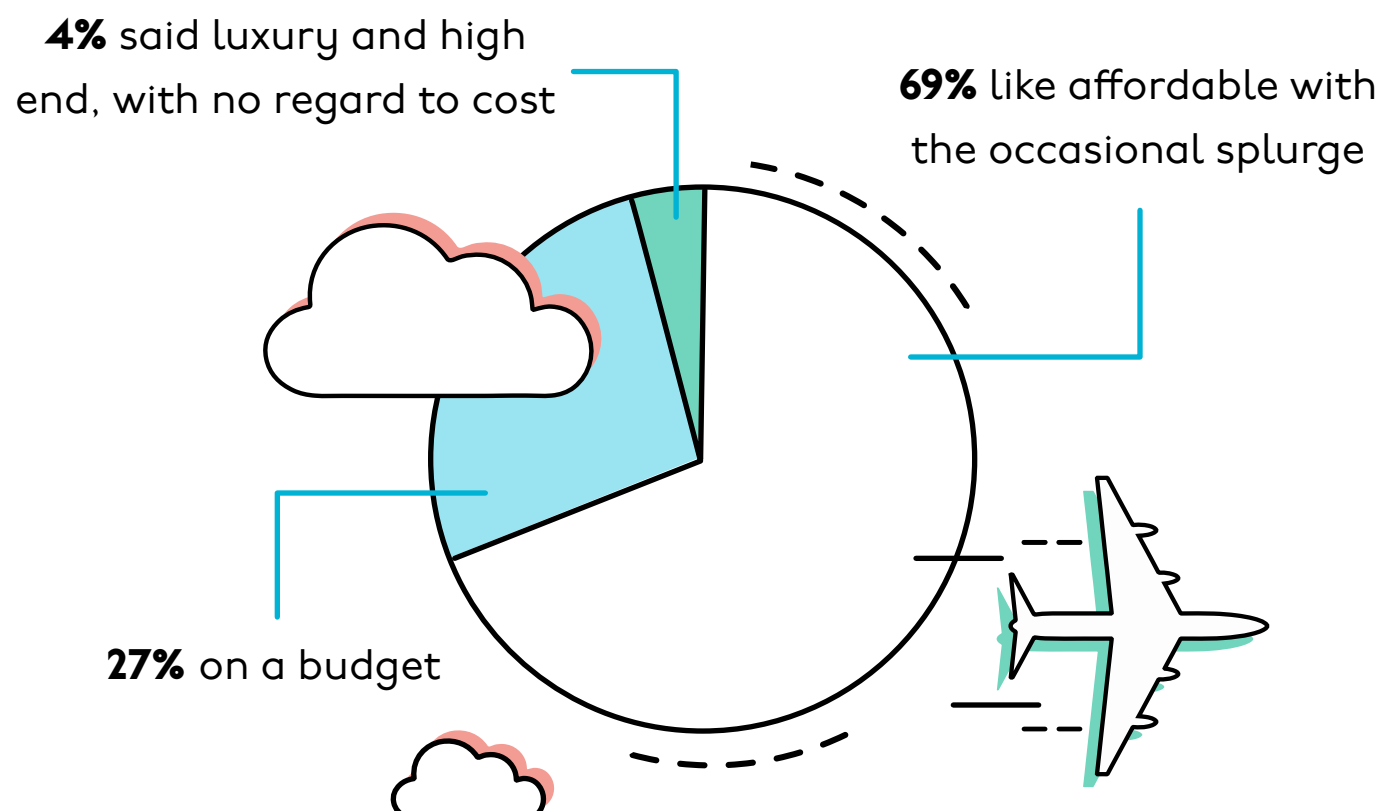
99%

Like to travel and can afford it

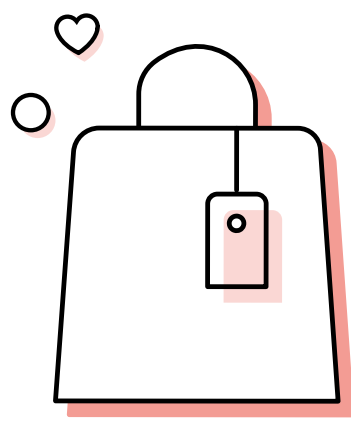
\$143B

Spending power is commanded by Gen Z*

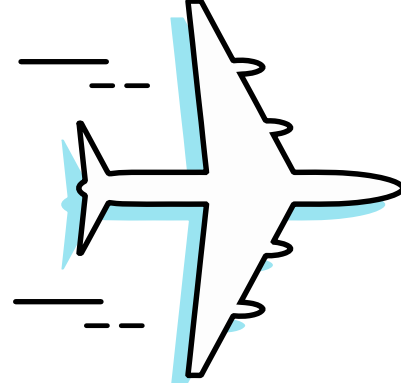
What is Gen Z's travel style?



Motivate students with exclusive perks



59% want incentives and special offers



76% said price is key when choosing an airline

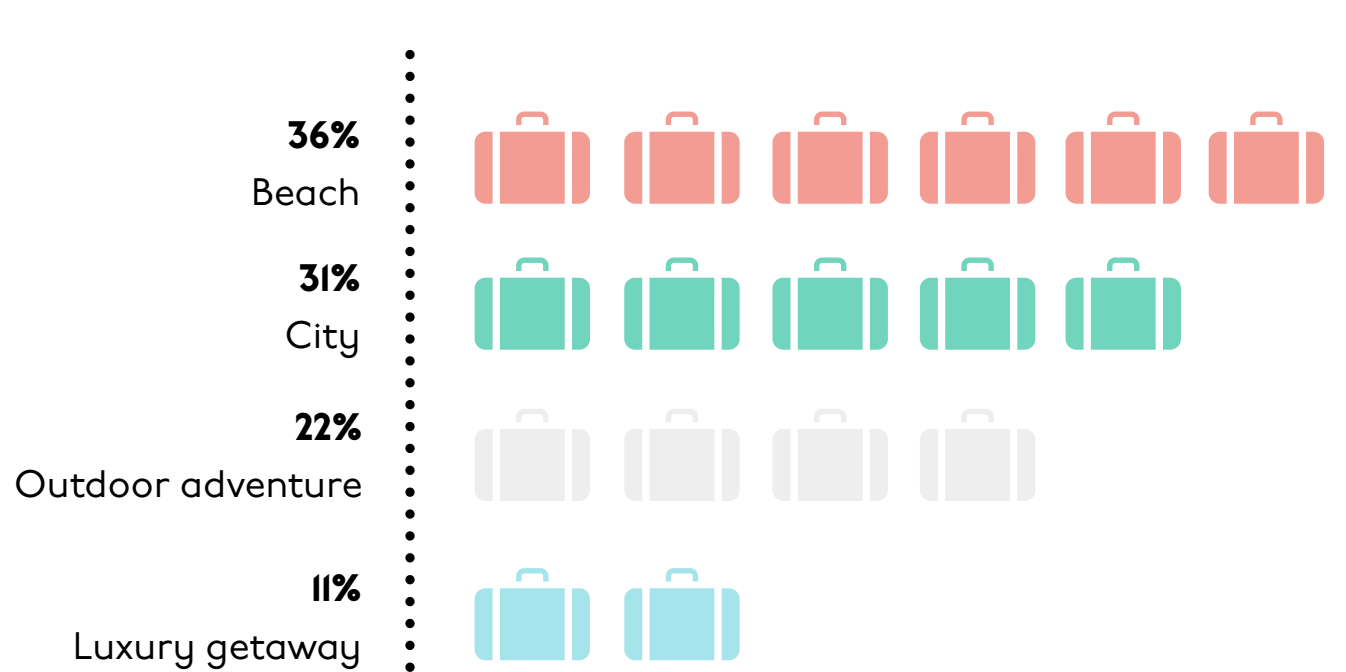


58% said they'd prefer to stay at hotels over Airbnb

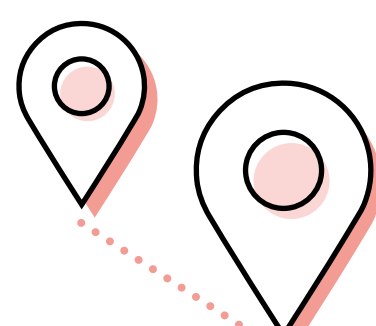
Gen Z craves culture! Their fave travel activities are:



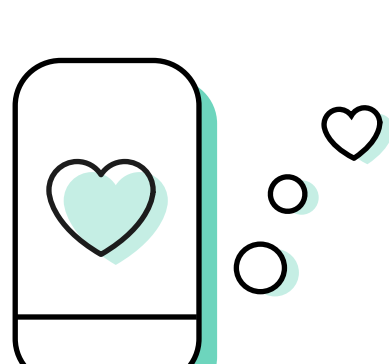
What kind of vacation do they want?



Let Gen Z do your social media marketing for you...



72% geo-tag their location



88% post on social media during their vacation week



25% of travel choices were inspired by peers' social feeds

*UNiDAYS and Ad Age, "Meet Gen Z: The Traveling Generation" (2018)

*Millennial Marketing, "The Real Figure of Gen Z Spending" (2017)

UNiDAYS
Connecting brands with Gen Z

UNiDAYS is the world's leading Student Affinity Network. We connect brands to more than 10 million Gen Z college students around the world, giving them the power to make every experience more valuable and rewarding. Our award-winning marketing platform provides student verification technology and integrated marketing solutions to some of the world's most recognizable brands, including Levi's, Adidas and Samsung. Founded in 2011 by CEO Josh Rathour, **UNiDAYS** is headquartered in Nottingham, UK with offices in London, New York and Sydney.

For more information, visit myunidays.com/genz