ALL SIGNS POINT TO MORE BANG FOR YOUR BUCK

Consumers are spending more on travel and doing so more often; however, the purchase total of each card swipe is decreasing.

OLDER GENERATIONS SLOW TO SHARE

Surprisingly, seniors led the trend for homey overnight stays, while midlife generations paid for 24/7 service. Younger generations summoned rides via apps, while older generations hailed cabs.

Overall travel-related spending was up 10%, with the biggest increases in gas and ridesharing.

The foodie generation dished out for dining, while peak home-owning generations used warmer weather for DIY upkeep.

Total Home Share Transactions

ARE OWNERS DROPPING PRICES OR TRAVELERS MASTERING THE ABILITY TO SCORE DEALS?

AS TRAVEL SURGES, MANY ARE DRIVING TO THEIR DESTINATIONS

Overall travel-related spending was up 10%, with the biggest increases in gas and ridesharing.

GENERATIONS PRIORITIZE DIFFERENT SUMMER ACTIVITIES

The foodie generation dished out for dining, while peak home-owning generations used warmer weather for DIY upkeep.

Younger generations summoned rides via apps, while older generations hailed cabs.

Transactions

Rideshare

Taxis/Limos

Rideshare

Gas

Airlines

Generation

Taxis/Limos

Rideshare

Genesis

(1996 – 2018)

Millennials

(1978 – 1995)

Gen Xers

(1965 – 1977)

Seniors

(1946 – 1964)

Seniors

(1946 – 1964)

Seniors

(1946 – 1964)

Seniors

(1946 – 1964)

Seniors

(1946 – 1964)

Seniors

(1946 – 1964)

Seniors

(1946 – 1964)