

Travel in 2022: Gen Z Plans to Packs Their Bags.

With more students returning to full-time campus learning and a new normal being formed, we wanted to gain a greater understanding of our members' behaviours and sentiments regarding travel in 2022. UNiDAYS surveyed more than 3,100 Gen Z students across the UK, US and Australia to gauge their plans for travel in 2022.

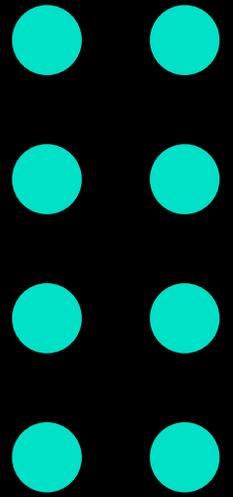


"I've been saving up for the past 2 years to travel and am ready to explore the world again."

- Sophie, UNiDAYS Member

Key insight #1

When deciding on a destination, cost and value for money is by far the most important factor.



56%

CONSIDER SAFETY



What inspires Gen Z to travel?

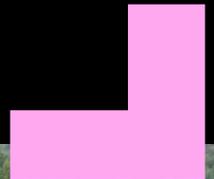
Recommendations are the biggest source of inspiration. More than three quarters (76%) of members stated outside suggestions inspired their destination selection. Gen Z will turn to social media, recall previous experiences from digital photos and videos, and read online articles for secondary sources of inspiration.

54%

CONSIDER LOCATION/DISTANCE

84%

CONSIDER PRICE/VALUE FOR MONEY



Key insight #2

Gen Z are independent — they book holidays themselves, plan custom itineraries and research destinations before arrival.



71%

BOOK HOLIDAYS THEMSELVES

64%

USE MAPS TO FAMILIARISE THEMSELVES WITH DESTINATION

30%

USE LANGUAGE LEARNING APPS TO HELP WITH LOCAL GUIDANCE

57%

USE TRAVEL SITES FOR PRE TRIP RECOMMENDATIONS



Gen Z relies on themselves to be their own local tour guides. They use various tools at their disposal, including guide/travel books, language translation apps, and travel sites to visualise their travel prior to take off.



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Gen Z is eager to plan travel independently and digitally explore the destinations they are travelling to. This eagerness provides an opportunity for travel brands to connect with Gen Z directly as they look to grow their travel independence, knowledge, and experience.



Key insight #3

Travel is nearly always made 2-3 months in advance of the next break in the school calendar

The peak travel season for all Gen Z is during the summer months where there is more freedom with time away from school obligations. Spring Break sees a strong spike in interest from our US demographic followed by Easter from the UK contingent.

When it comes to an ideal length of time away, 58% of Gen Z prefer to get away for one week when time allows. 38% will opt for a weekend getaway if time and cost permits. Over half of students taking a weekend break are likely to sojourn within the boundaries of their own city – staycations are very popular right now.

It's important to consider these global variances when communicating price sensitive and relevant messaging. This research gives travel brands insight into the best times to target Gen Z and what type of travel to showcase. Travel brands can use the months leading up to a school break to reach Gen Z with discounts and promotions that will grab their attention.

59%

US MEMBERS ARE READY FOR DOMESTIC TRIPS

54%

ANZ MEMBERS ARE LOOKING FOR ADVENTURE TRIPS

64%

UK MEMBERS RANK WEATHER AS A DETERMINING FACTOR ON WHERE TO GO

2022 is the ideal year for travel brands to reach Gen Z with discounts and experiences they can't resist. If the price is right, they're ready to relax, explore, and see the world. Gen Z is in control of their destination, ready to plan trips for themselves and take a much-needed break. Gen Zers across the globe are waiting for their next travel opportunity to cross their path.

Thanks!

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and/or discounts in
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