

## Outlook for Leisure Travel

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# Outlook on Leisure Travel

2015

Marketing Outlook Forum

Philadelphia, PA | October 27, 2015

In the U.S.....

1 **Birth** every **8** seconds

1 **Death** every **13** seconds

1 **Immigrant** every **32** seconds

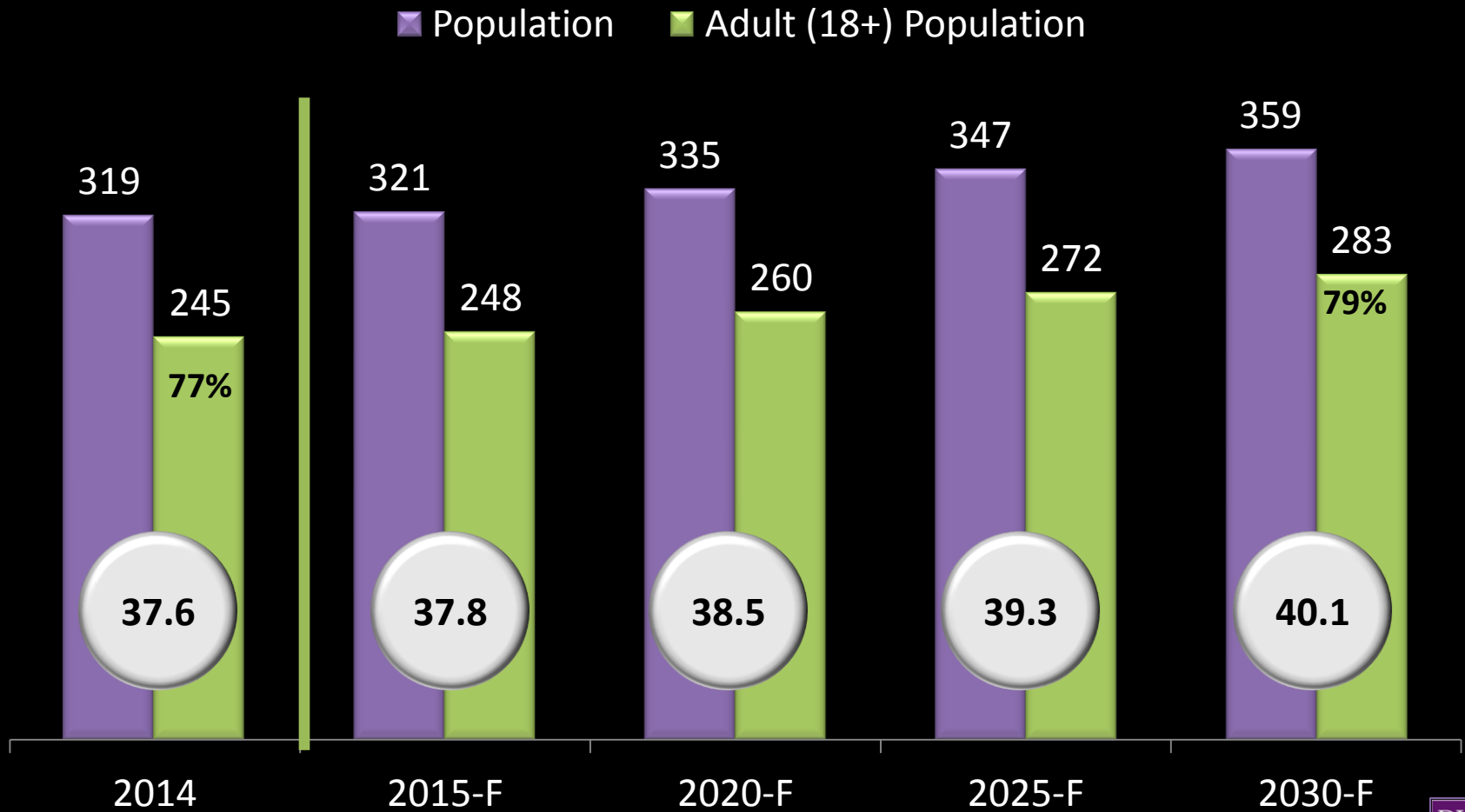
~~1 **Person** every **12** seconds~~

*Potential Traveler*

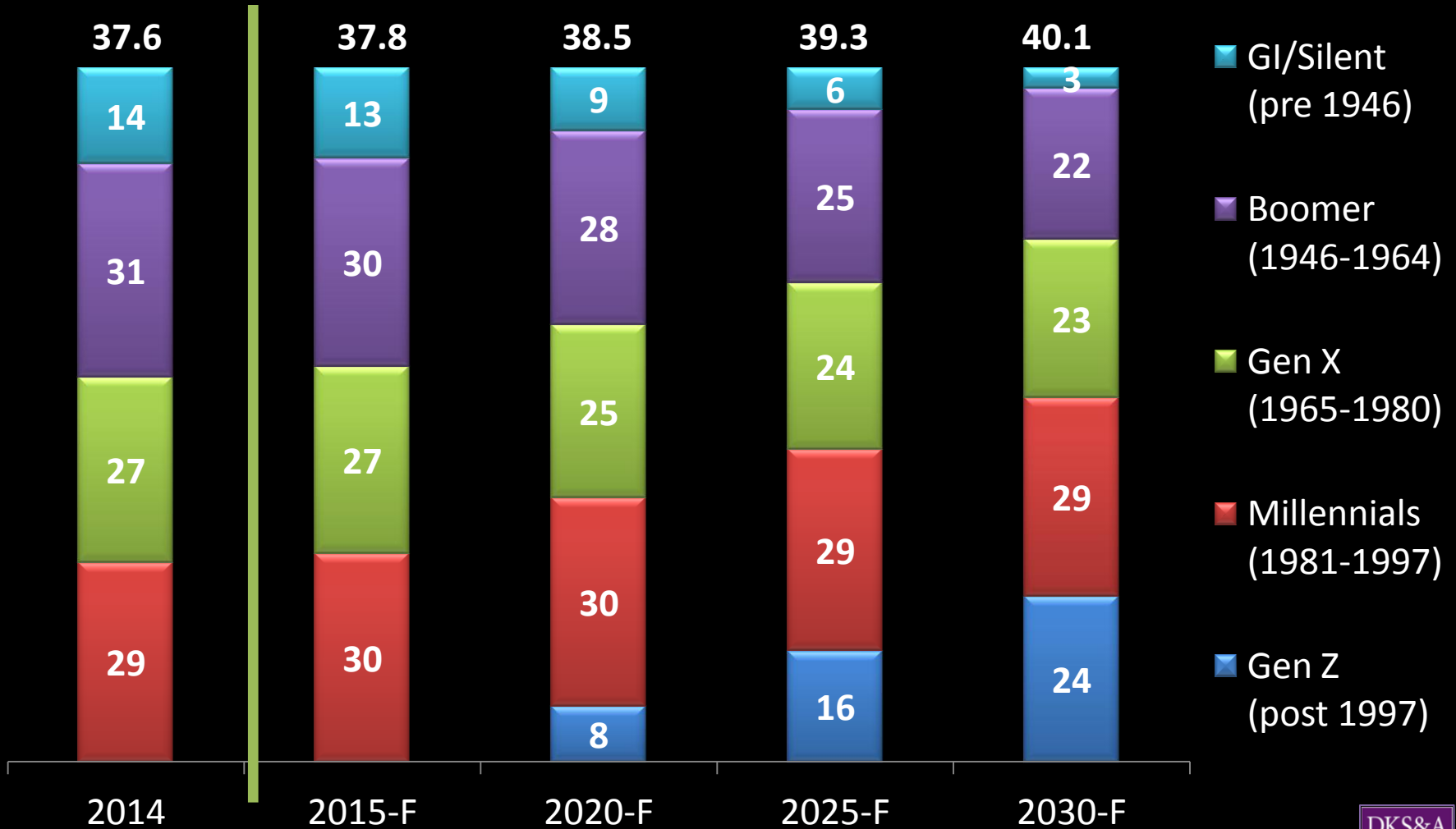
# Population Statistics Impacting Travel

- ❖ Decrease in households with children under 18
- ❖ Senior population is growing
- ❖ Increase in single person households
- ❖ Increase in age of first marriage
- ❖ Adult children living at home longer
- ❖ Millennials surpass Boomers as largest generation

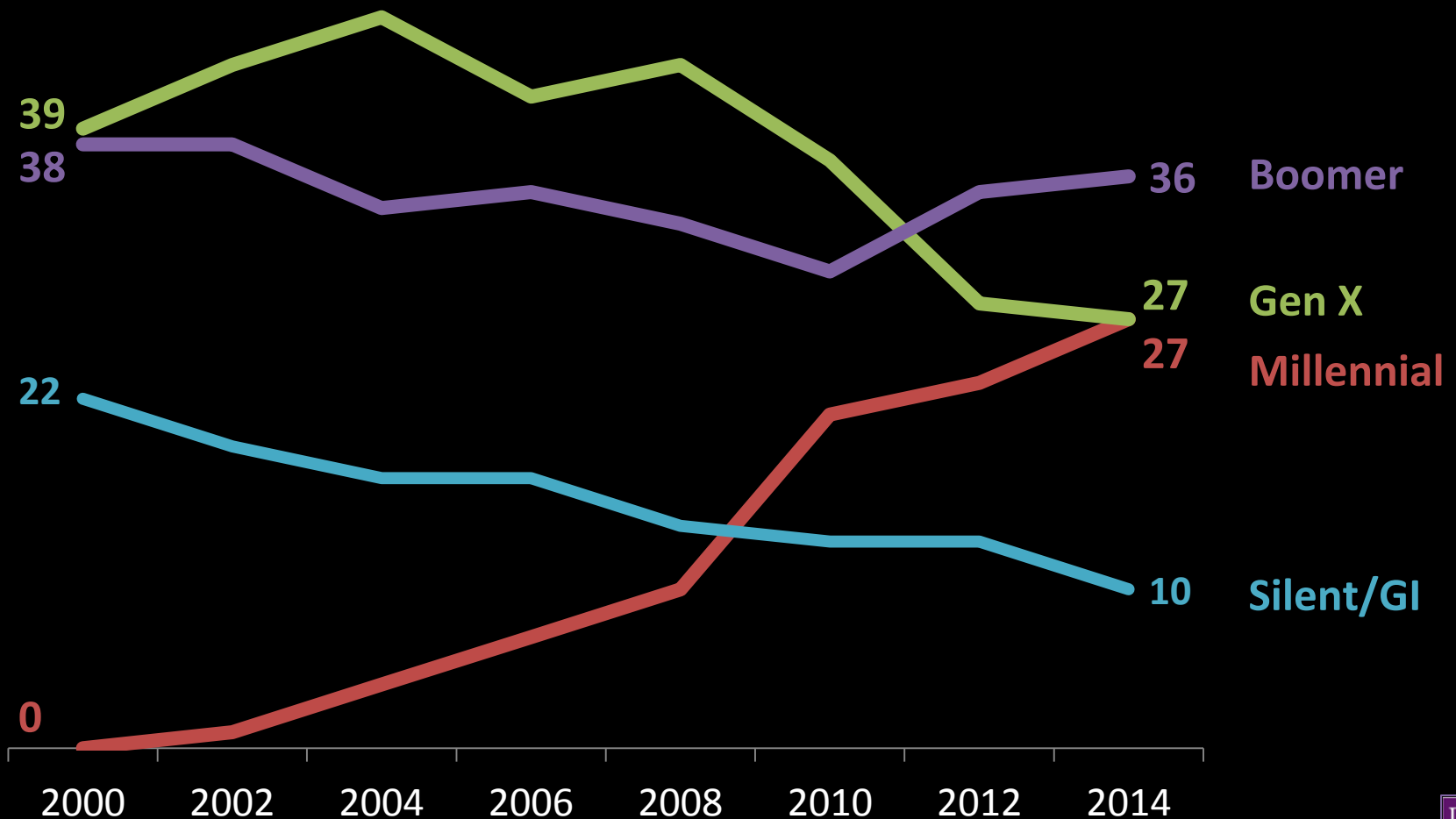
# Increases in adult population expected to continue



# The Generation Divide



# Older generation travels most

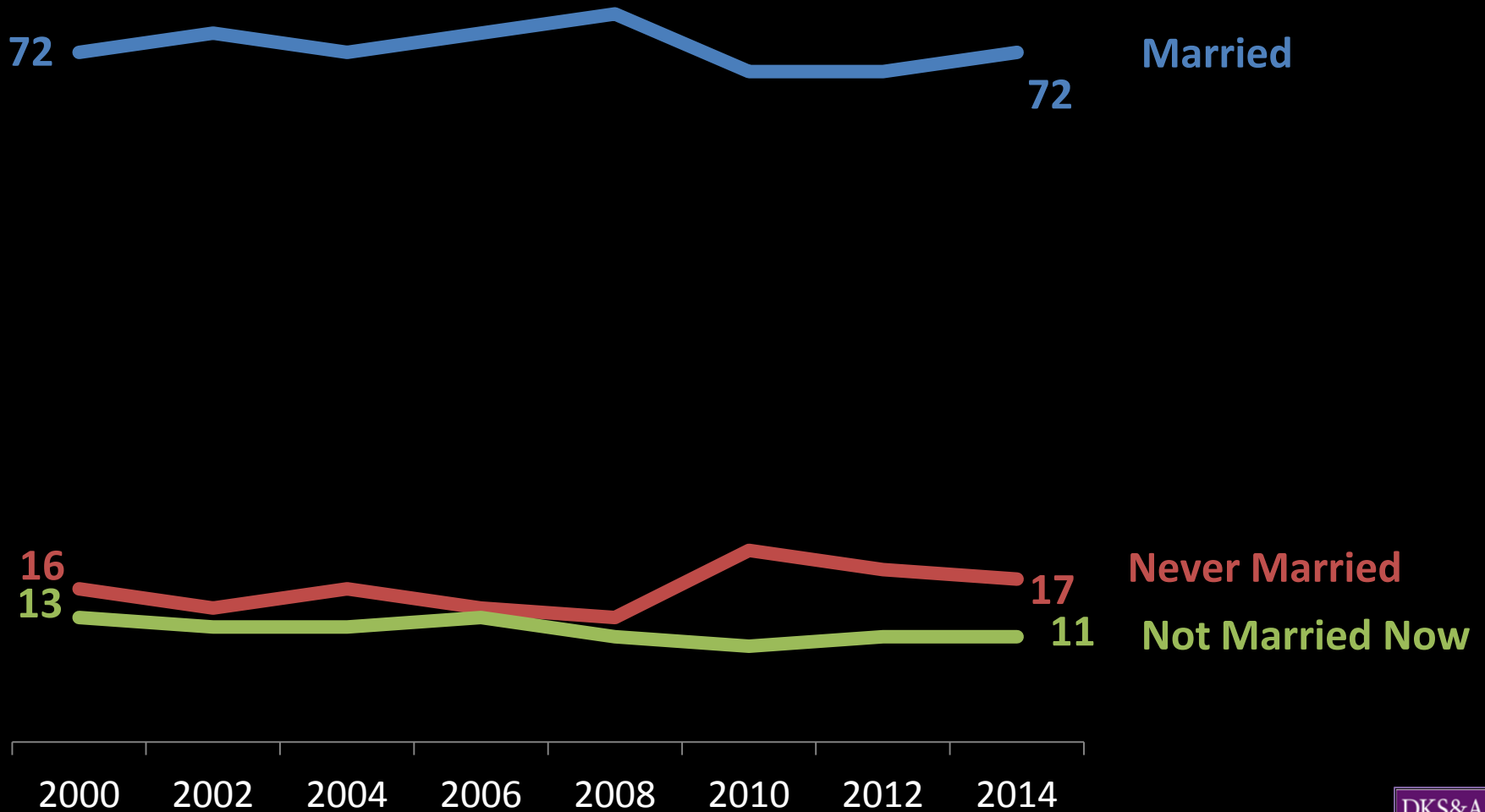


# Boomers largest impact on Leisure

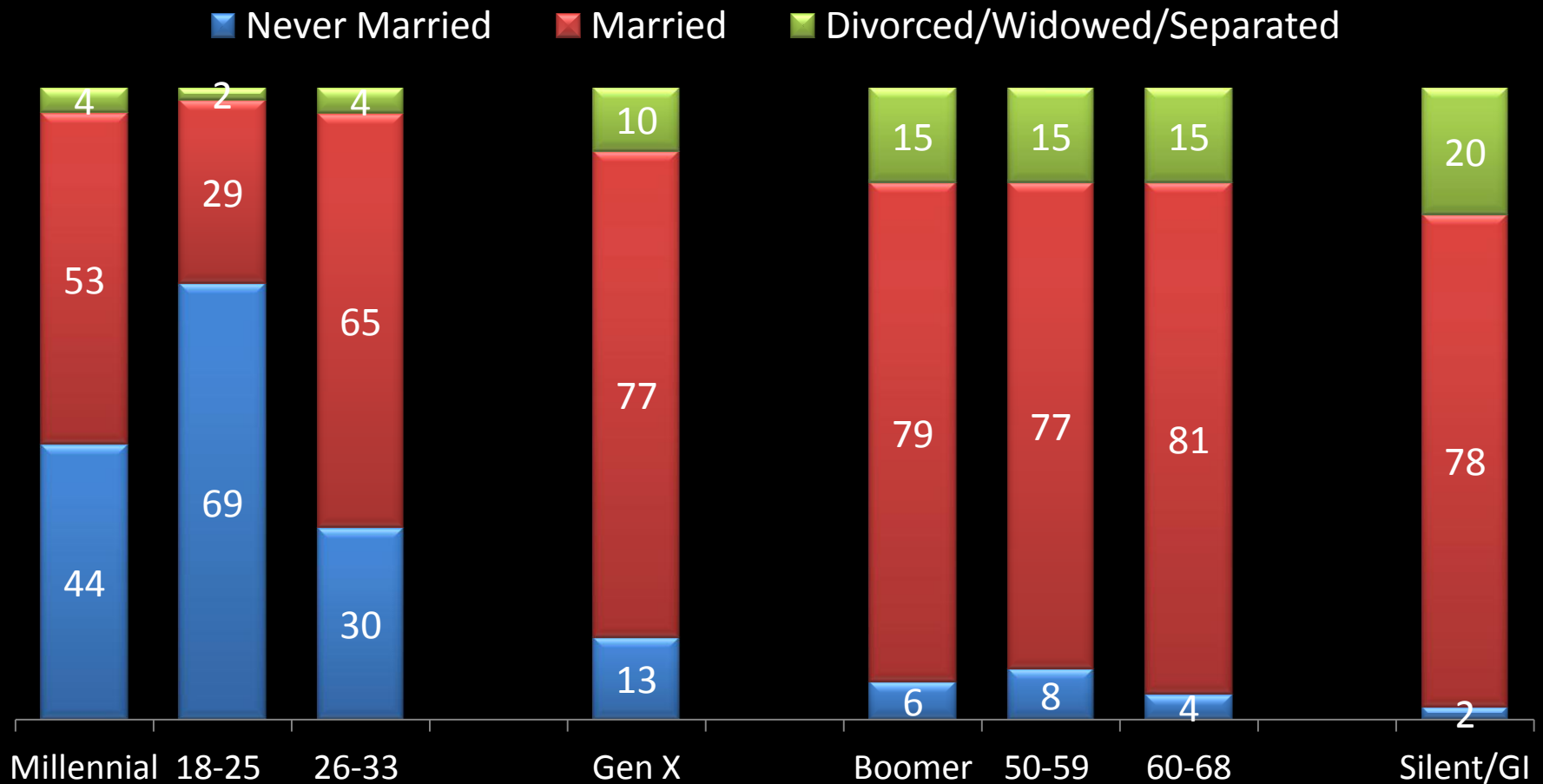




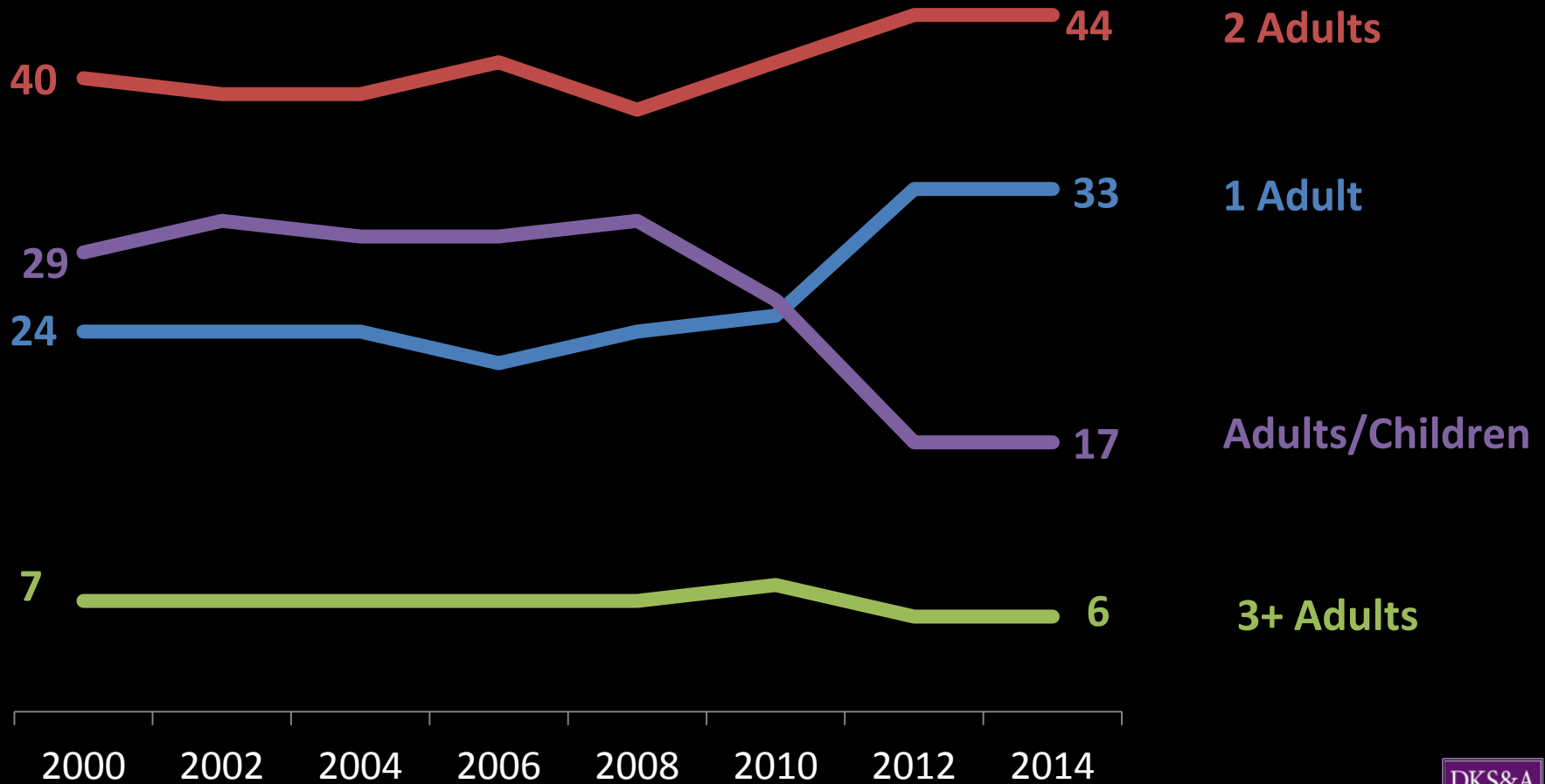
# Leisure travelers still married



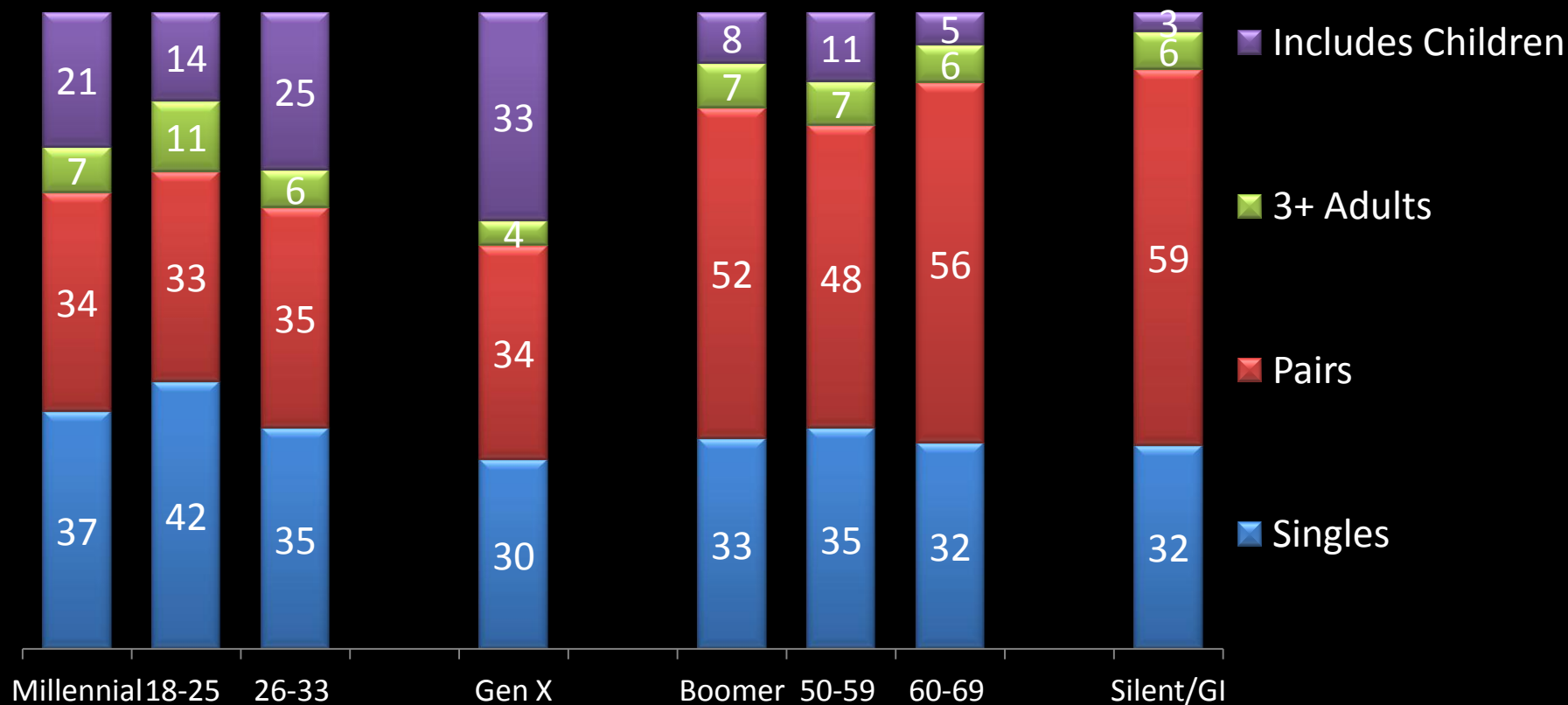
# Older Millennials may be more like other generations



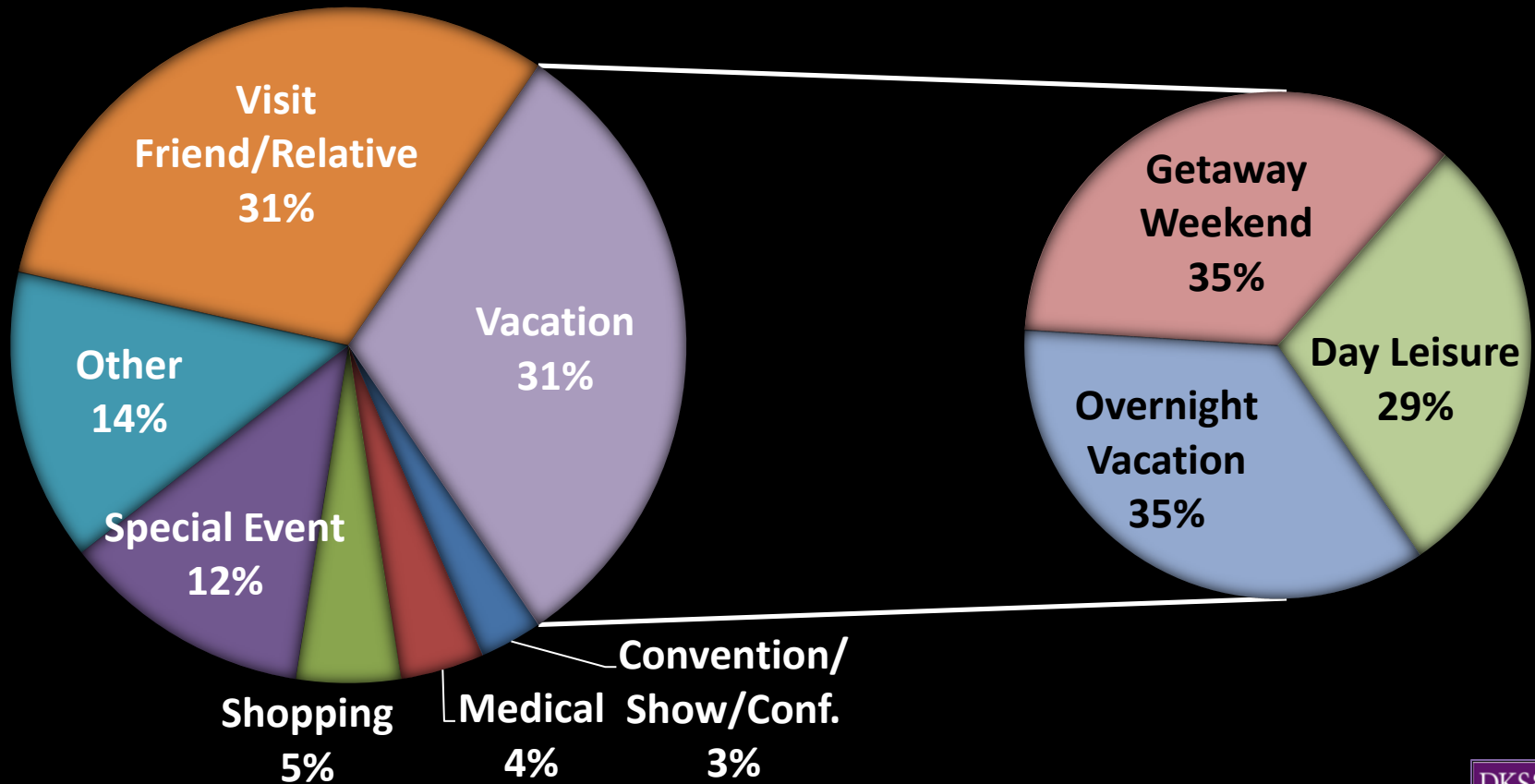
# Singles increase; Families decrease



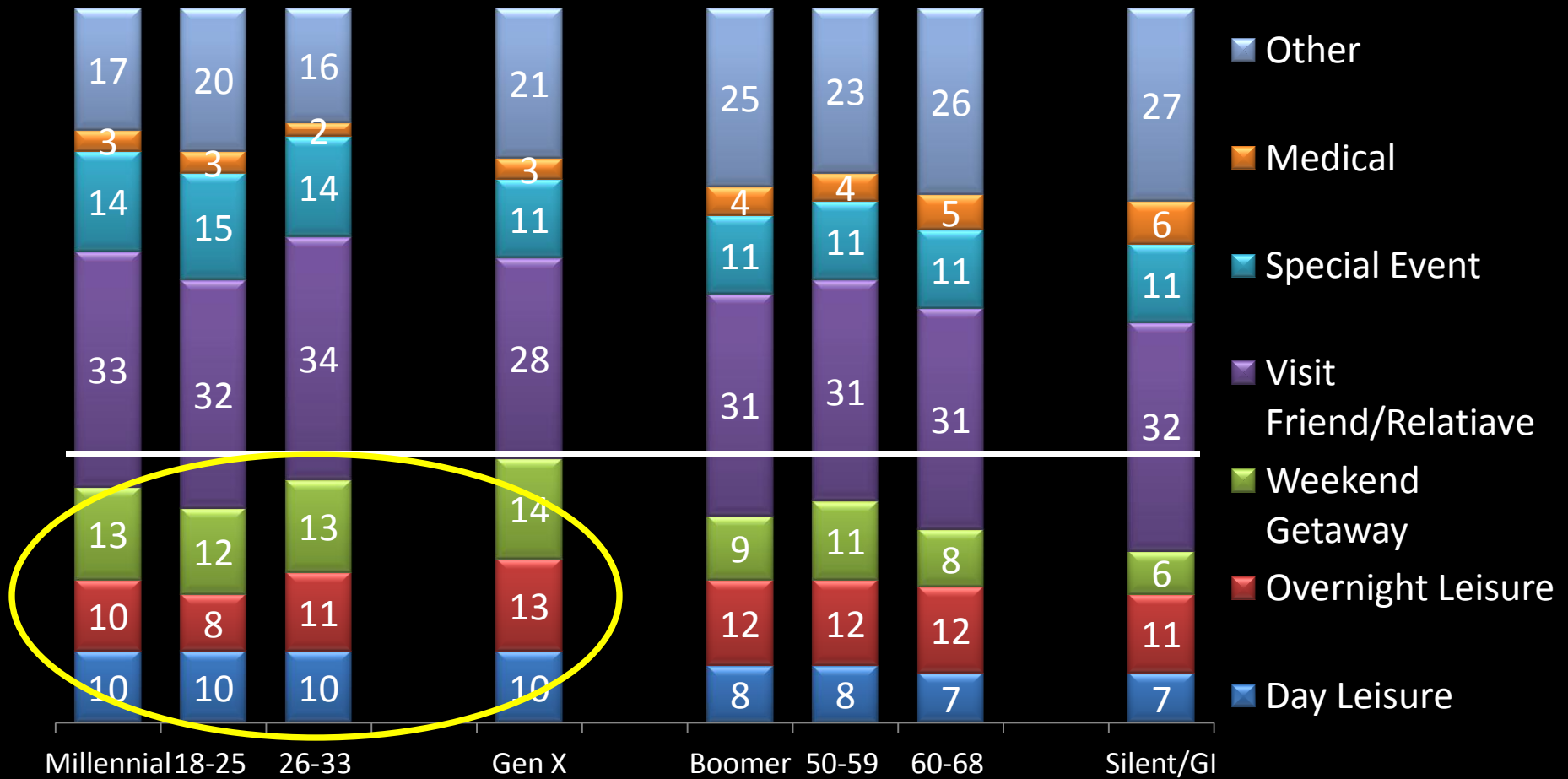
# Older Millennial travel party looks like Gen X



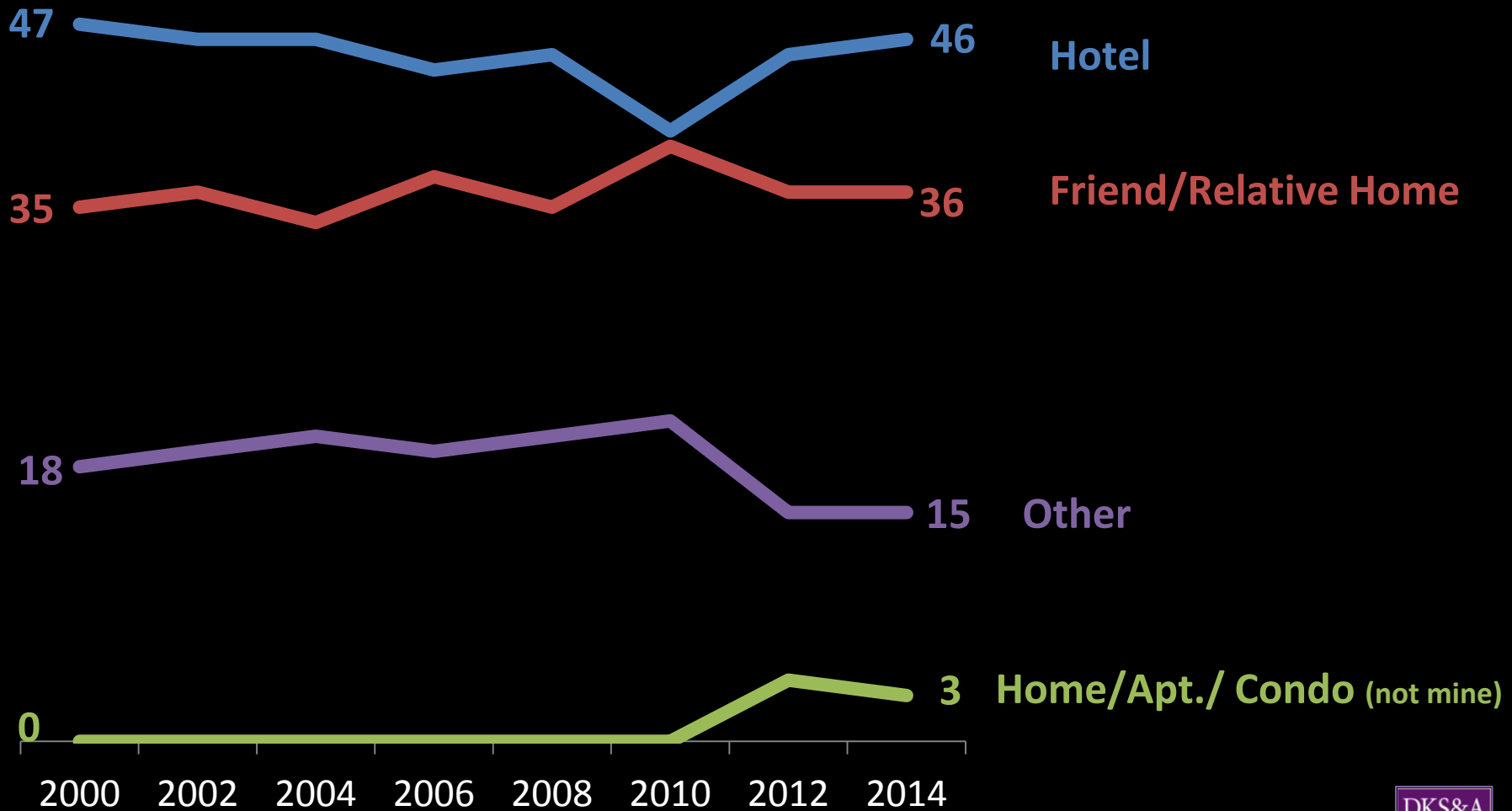
# Vacations and VFR



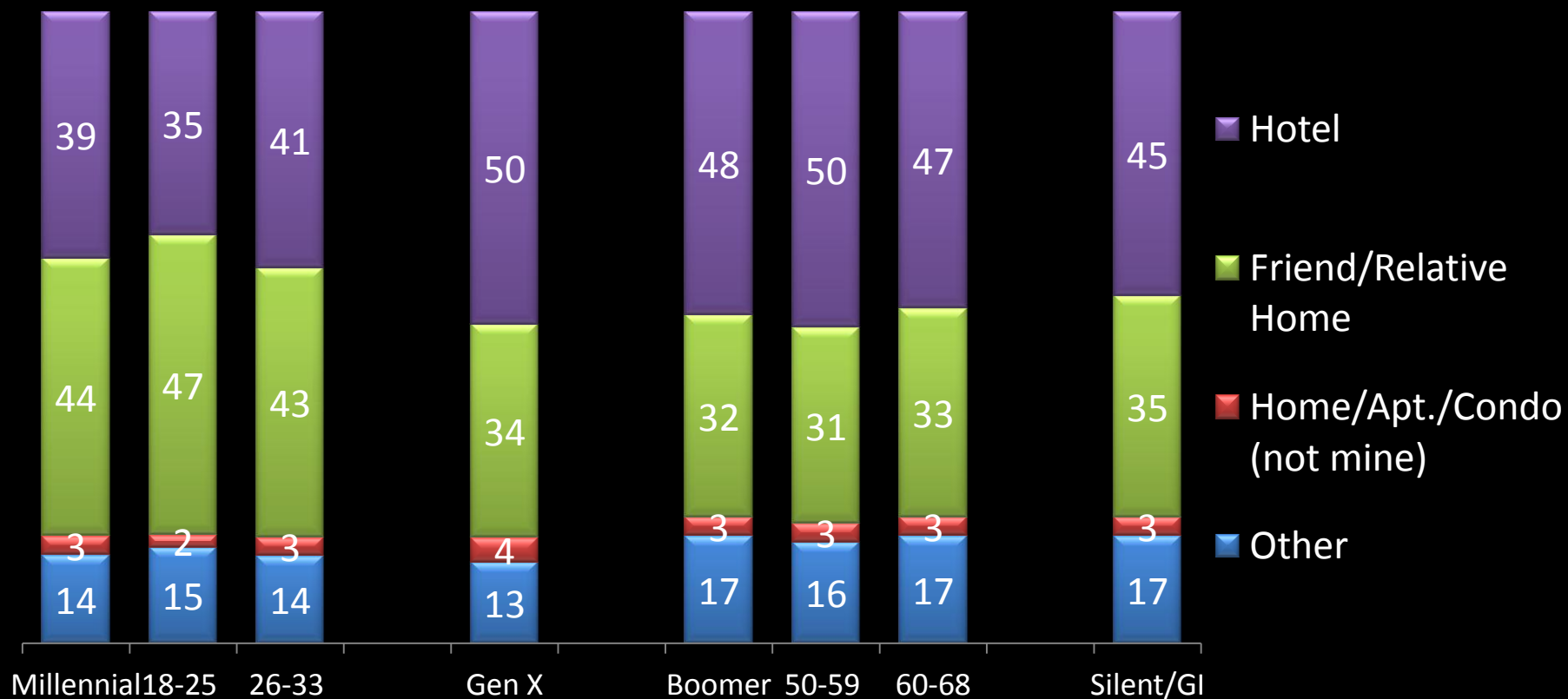
# Vacations and VFR



# Hotels on the rise

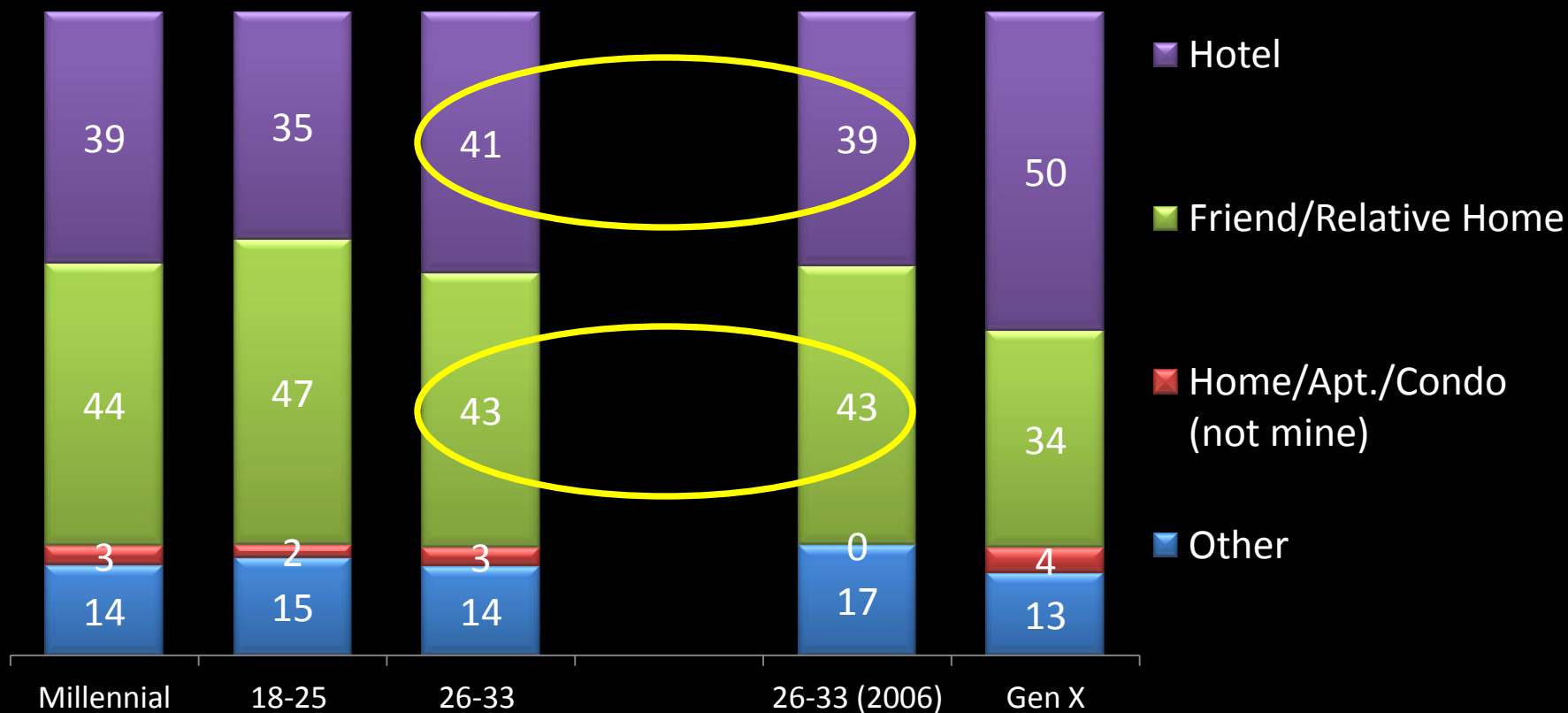


# Millennials stay with Friends/Relatives; others in Hotels

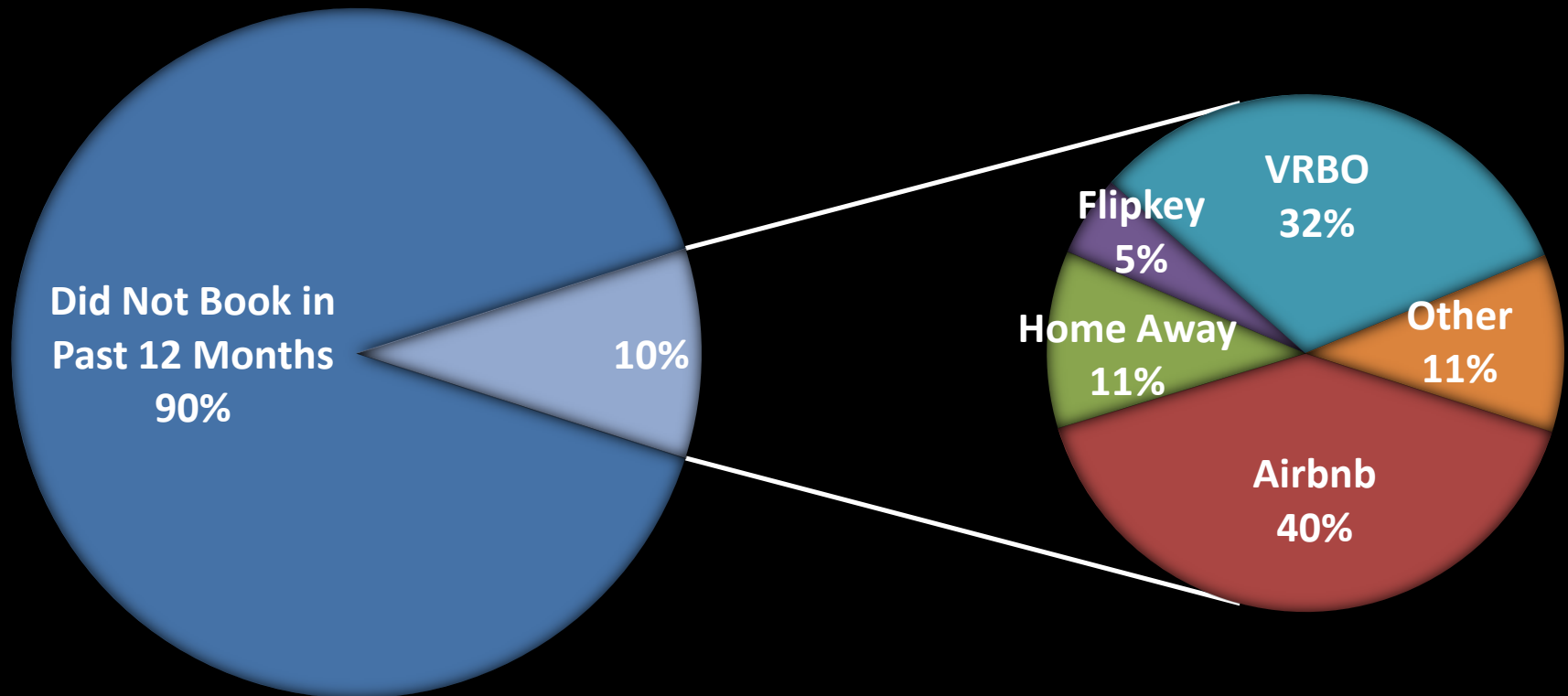




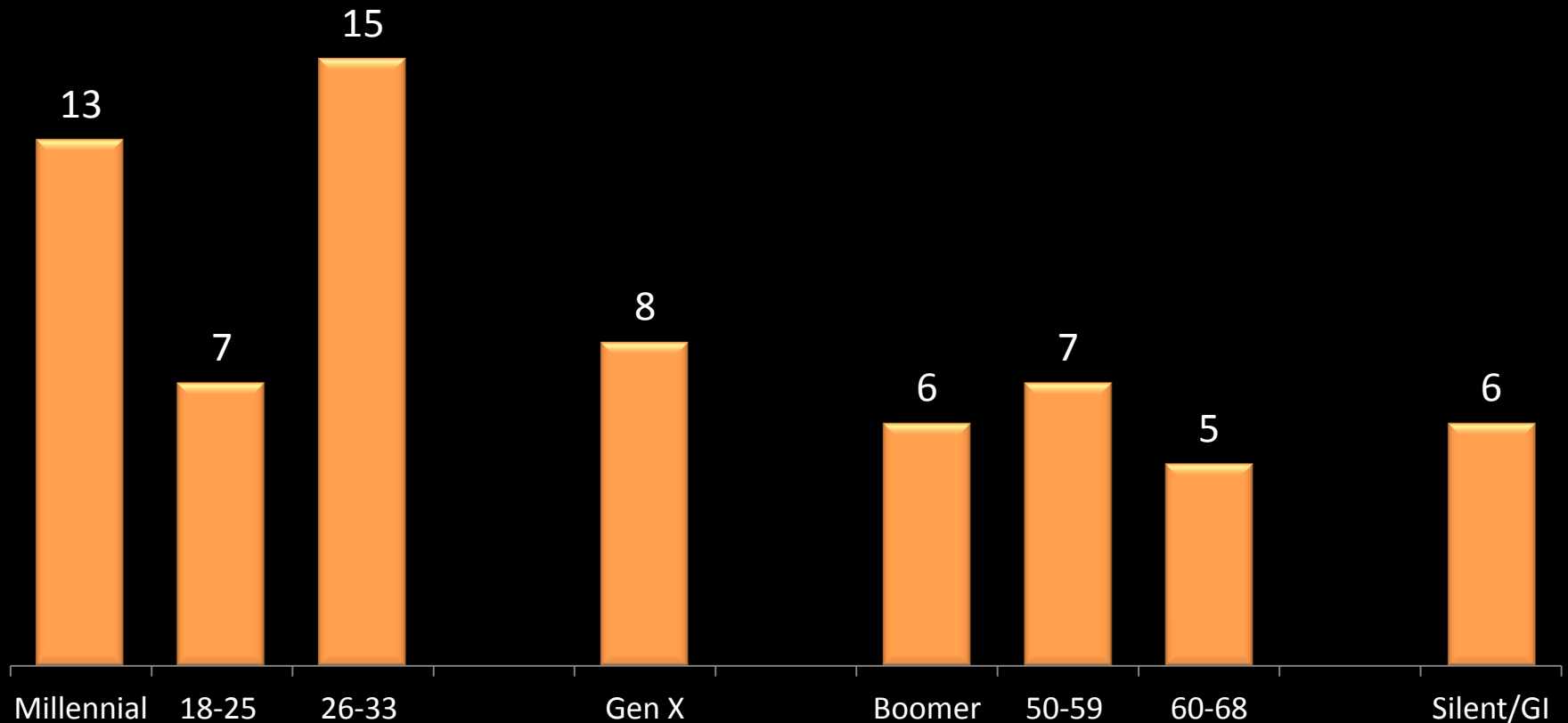
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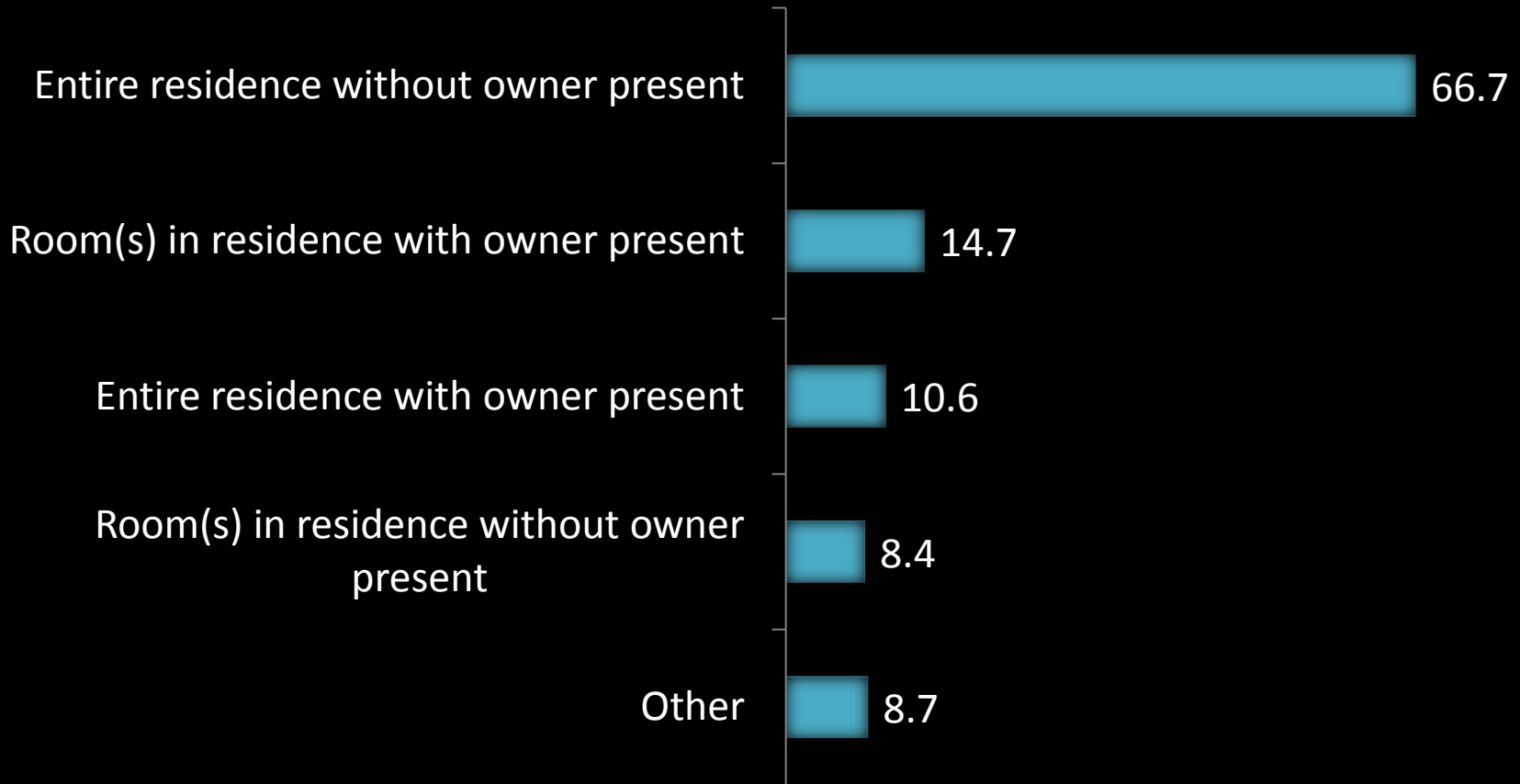
# Booked With Short Term Rental Company



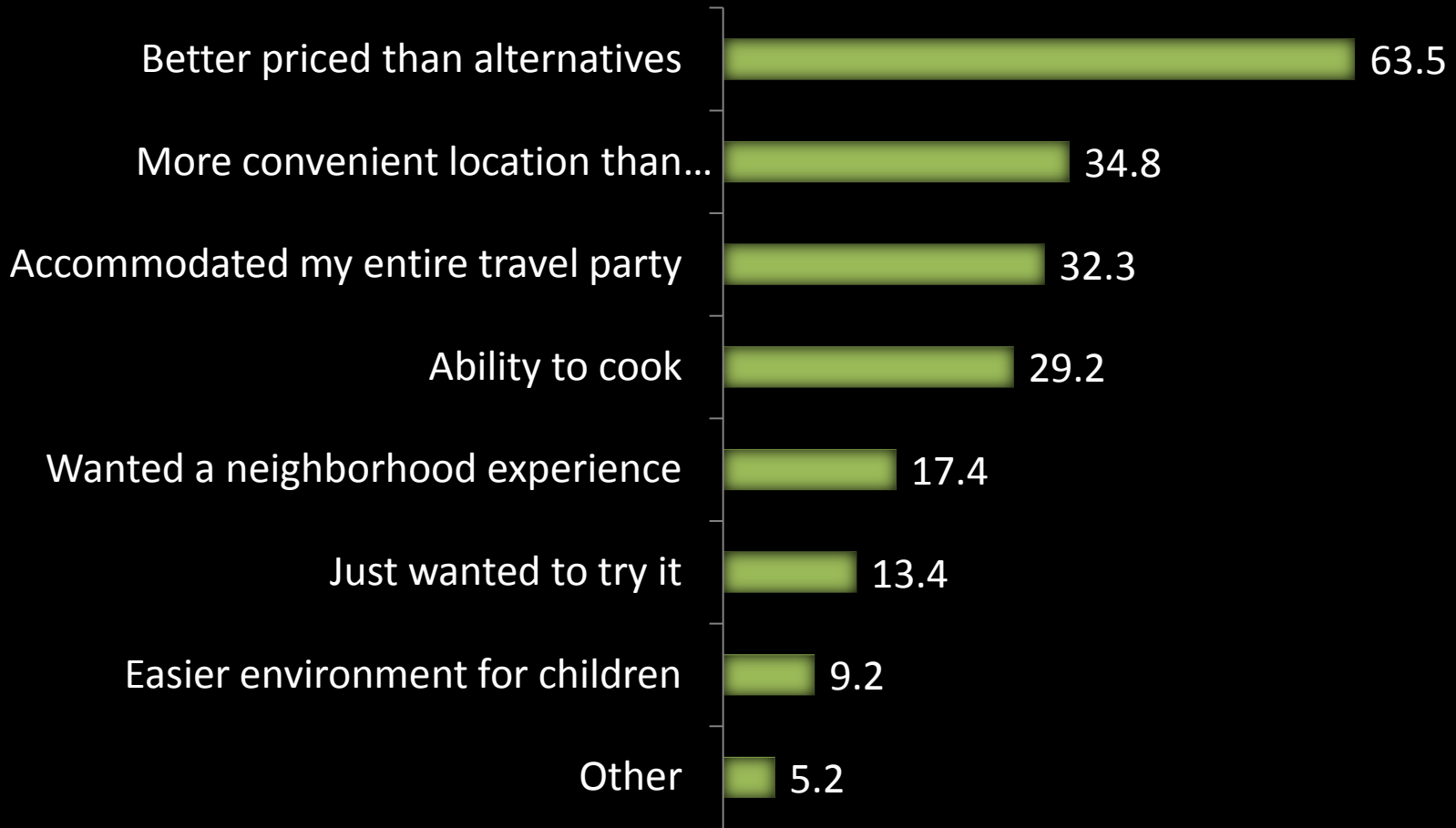
# Millennials most likely to use Short Term Rentals



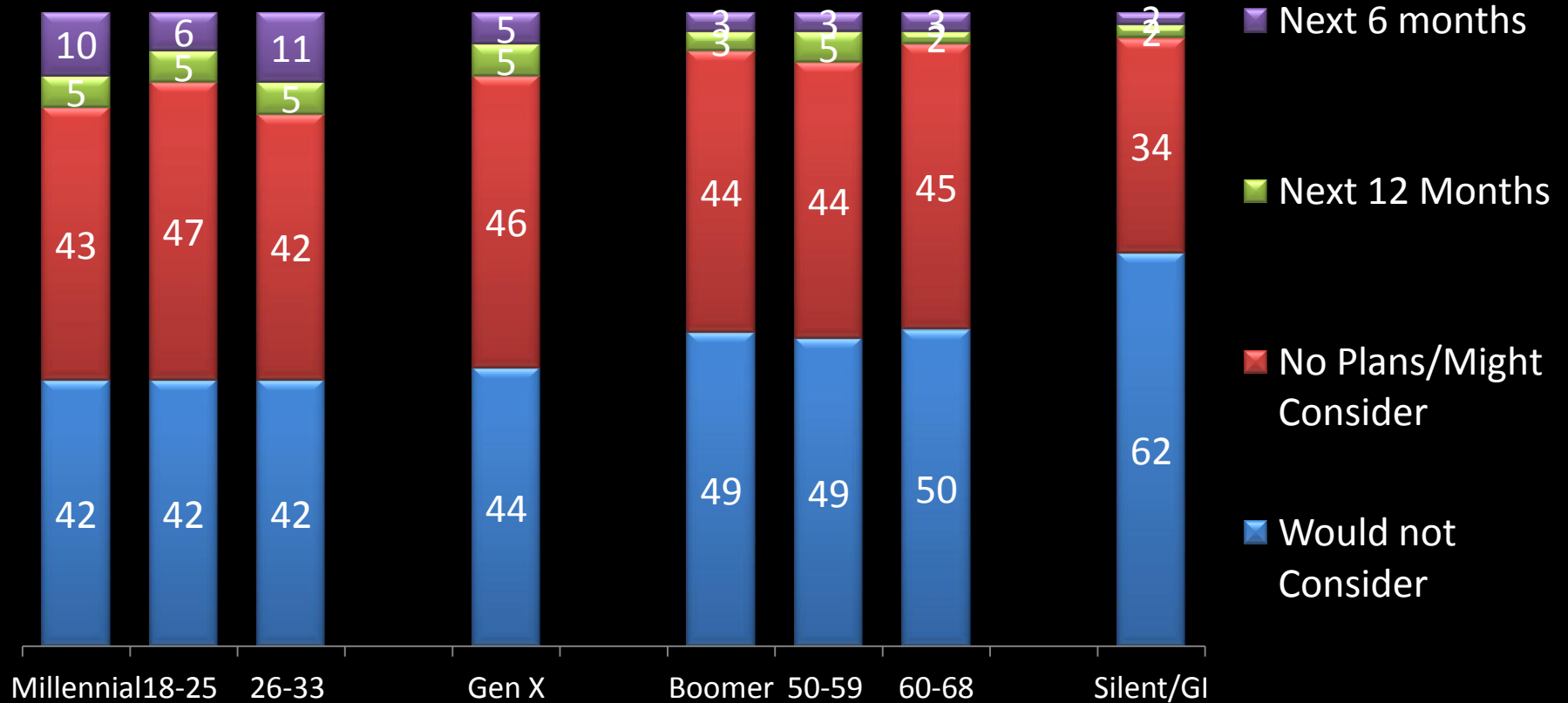
# Type of Short Term Rental Booked



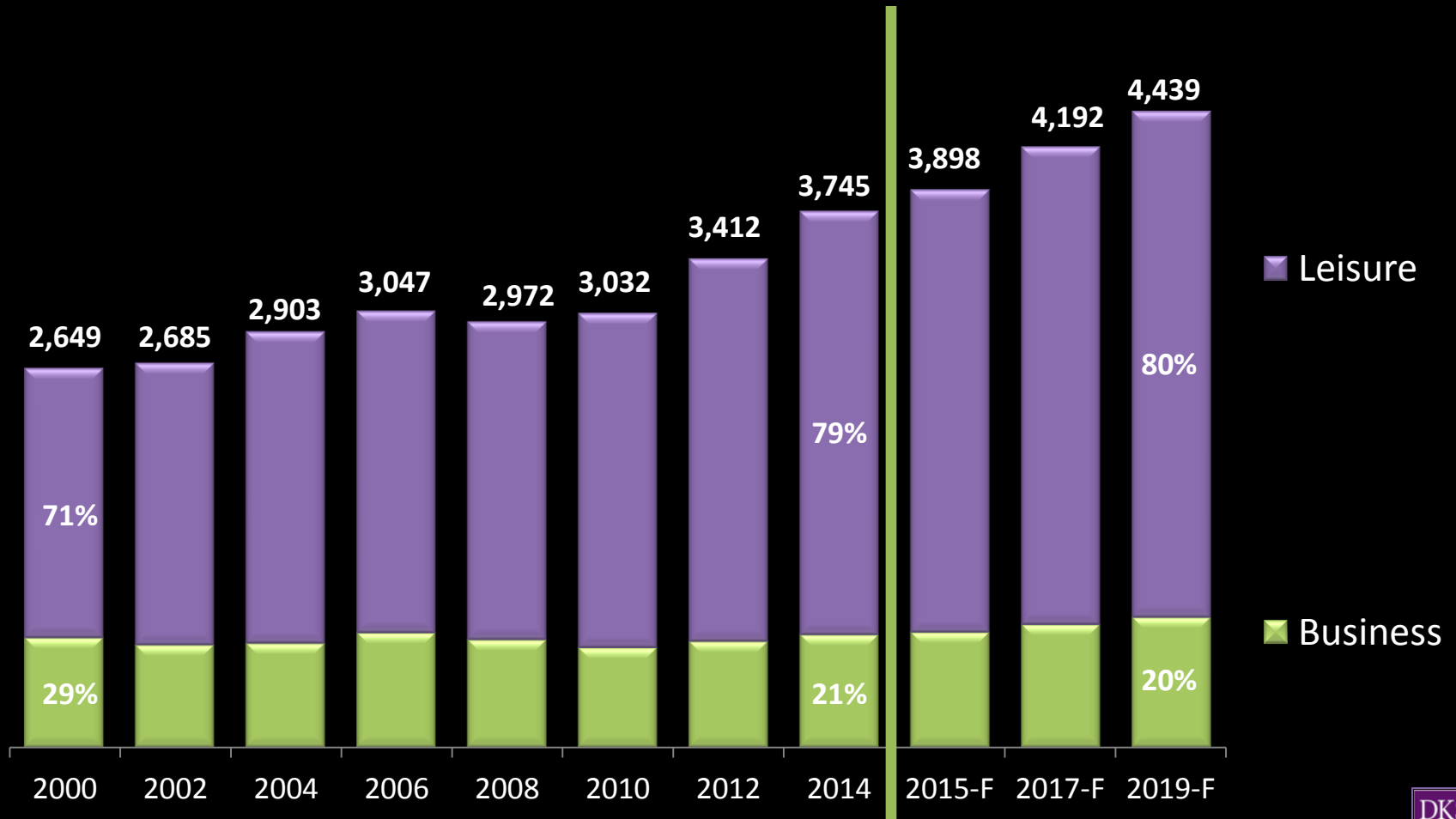
# Why Book a Short Term Rental?



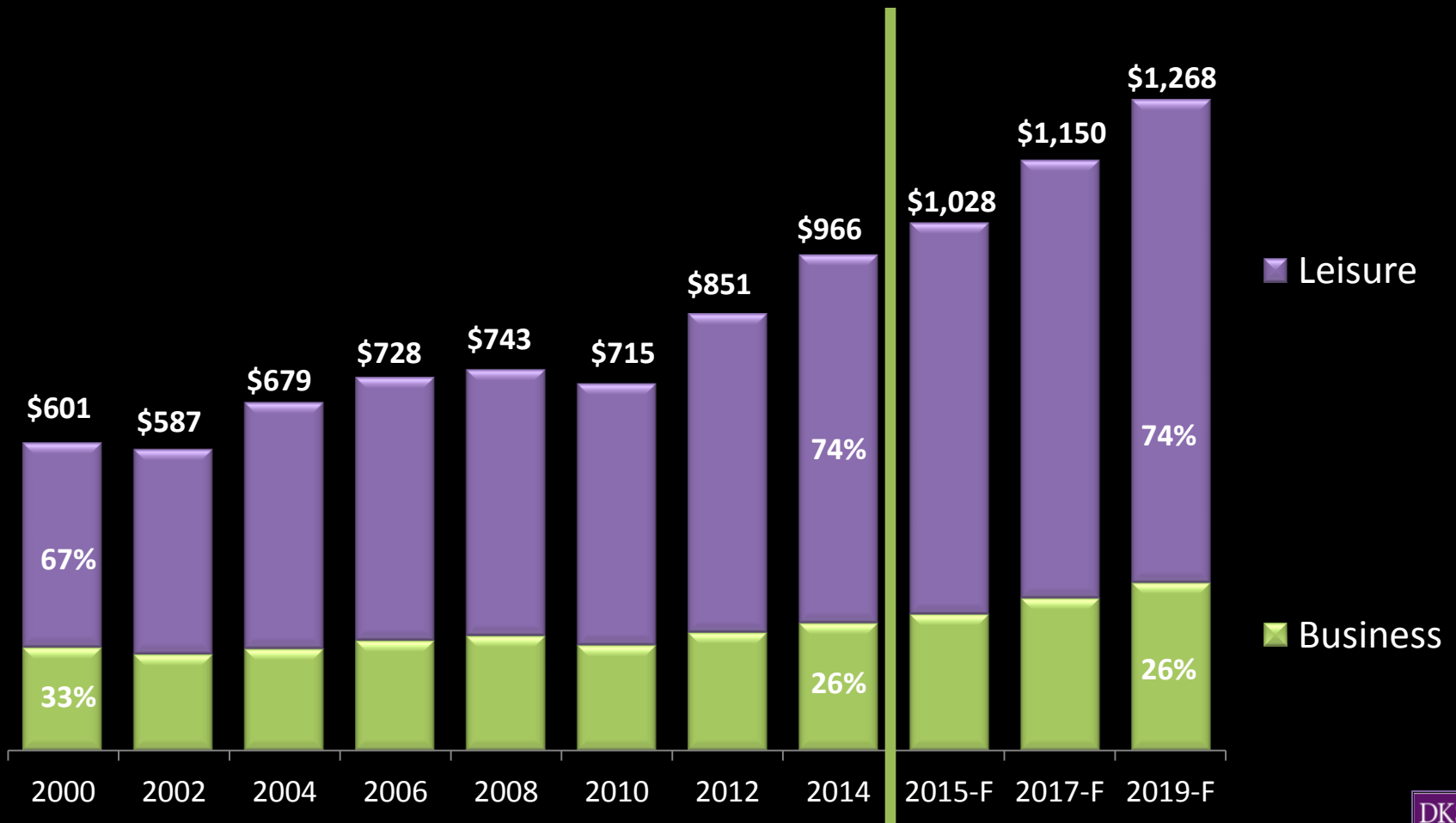
# Short Term Rentals definitely a consideration



# DKSA Traveler Forecast



# DKSA Spending Forecast

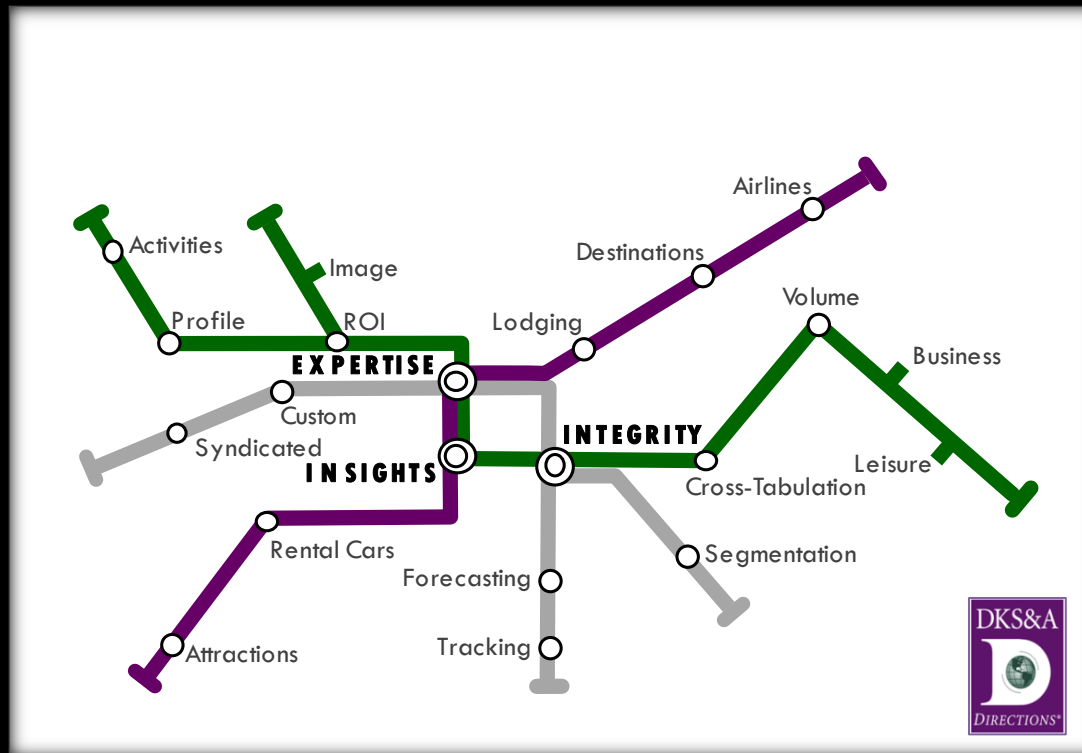




# Outlook Summary

- ❖ Population and travelers will continue to get older
- ❖ Boomers continue to drive leisure travel for foreseeable future
- ❖ Family travel may stabilize
- ❖ Millennial travel driven by older members
- ❖ Short term rentals will grow unless regulation has negative impact
- ❖ U.S. Leisure travel and spending continue to grow

# Thank You



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