



## DIAMONDS NO LONGER A GIRL'S BEST FRIEND: 1 IN 5 WOMEN WOULD ACCEPT A SMALLER ENGAGEMENT RING IN FAVOR OF TRAVEL

*New Research Reveals Millennials Prefer to Spend Money on Travel Than Material Items & Lifetime Events*

**NEW YORK – AUGUST 2016** – Compared to generations before them, Millennials are postponing adulthood. This generation is getting married later in life, choosing to travel over buying a home and looking to meet new friends rather than settle down in a relationship. In fact, new research from [Topdeck Travel](#), the number one provider of group travel for 18-30 something's, reveals 1 in 6 Millennials would rather take a trip with a group of friends than with only a significant other.

The study, conducted with third party research firm [YouGov](#), revealed not only do Millennials prefer their friends over their partners as travel buddies, but 1 in 8 actually said they found it easier to travel with friends than a significant other. Perhaps this is because 1 in 11 Millennials are hoping to find their significant other on the road, and doing so with friends is far easier than flying solo. Though, love isn't the only relationship this generation is looking for when traveling. One in 10 Millennials hope to make life long friends when on vacation and nearly one in 10 Millennials (9%) feel more connected to those friends compared to friends from home.

*"It can be challenging for Millennials and young professionals to organize not only their time off but also their friends when planning a vacation. Because of this, we're seeing an increase in travelers who want to travel solo but not alone. Topdeck is perfect for this type of traveler, as we bring together like-minded individuals from all over who want to meet new friends and share their travel experience with each other," said Sarah Clark, Global General Manager for Topdeck Travel. "At Topdeck Travel, you don't have to go through the hassle of getting your friends together for a trip. We bring the social aspect when travelers want it, but we also provide them with the freedom to explore on their own when they feel like it."*

Millennials are very much a constantly connected generation. It's reflected in their expectations in everyday life and trickles over into their travel habits. It's widely known that digital connectedness is a must for Millennials and with the media constantly glorifying elaborate vacations and luxurious weddings, it's no surprise the average wedding cost has steadily increased year over year reaching a whopping \$80,000 average in New York City. Yet, even

weddings, one of the happiest and celebrated days of a couple's life, are beginning to take a backseat to travel for Millennials. Topdeck's research reveals over one third (36%) of Millennials would lower their wedding budget if it meant they could travel around the world. Not only would this generation lower the cost of their wedding budget, but they would also choose a smaller diamond engagement ring in order to travel. So, while diamonds may be a girl's best friend, 1 in 5 Millennial women would accept a smaller diamond engagement ring if it meant they could see more of the world.

For more information or to book your next trip using Topdeck Travel, please visit <https://www.topdeck.travel/>.

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## **Research Methodology**

[Topdeck Travel](#) commissioned YouGov PLC—a third party, professional research and consulting organization—to poll the views of a representative sample of 1,080 American Millennials. Fieldwork was undertaken between July 18 and 22, 2016. The survey was carried out online, and was weighted to be representative of all US adults (aged 18+).

## **About Topdeck Travel**

Topdeck is the number one provider of epic, organized group trips for 18-30 somethings. Founded in 1973 by friends with a double decker bus and a passion for adventure, Topdeck has grown to offer the most authentic, planned trips spanning Europe, Asia, Australia & New Zealand, North America, Africa and the Middle East. Topdeckers from around the world enjoy a travel experience led by fun, knowledgeable trip leaders, steeped in history, which retains the company's original sense of adventure combined with authenticity, friendship and great stories to share.

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