



MILLENNIALS LOOK FOR LOVE ON THE ROAD: ONE IN EIGHT MEN HOPE TO FIND THEIR SIGNIFICANT OTHER WHILE TRAVELLING

New research from Topdeck reveals travel is the new offline way to date.

NEW YORK – MARCH 2016 – For many, the idea of travel means falling in love with new places, new food, new surroundings and even a new person. New research from [Topdeck Travel](#), the number one provider of group travel for 18-30 somethings, found that one in eight Millennial men hope to find their significant other while on vacation. While finding romance on the road may feel farfetched, Topdeck's research also found that 1 in 11 postgraduate Millennials have, in fact, met a significant other while traveling abroad.

The study, conducted with third party research firm [YouGov](#), revealed not only what the key drivers are for this generation when planning a trip, but also how romance and the desire to stray away from technology play a significant role in wanderlust.

More inundated with technology and apps than ever before, Millennials are seeking alternative dating options that offer the authentic experience and in-person chemistry that technology cannot provide. The

simplicity and popularity of “swiping right” has replaced chivalry, so much so that over one third of Millennials (37%) are willing to give up dating in order to save money for travel. Surprisingly, more Millennial women (41%) are willing to sacrifice their dating life compared to men (32%). However, while Millennials may sacrifice going on dates in order to travel, it may be because that’s actually where they’re looking for love.

- In fact, 1 in 11 Millennials are hoping to find their significant other while on vacation
- This is especially true for men with almost triple the amount of men (1 in 8 men) hoping to find their significant other while traveling abroad compared to only 1 in 20 women
- More than any other region, this is even more valid for Millennials who live in the South, with 1 in 12 Millennials from this region meeting a significant other abroad

“Millennials are very much a well connected, impatient generation where technology has been implemented into every aspect of their lives. From social media to online dating, Millennials are stepping away from impersonal messaging apps to find love and are instead looking to connect with people in an authentic, unique way,” said Sarah Clark, Global Brand Director for Topdeck Travel. “We have actually seen a huge increase in couples meeting on Topdeck trips, leaving their vacation with more than just photos and memories. In fact, our Trip Leaders have witnessed countless proposals in Paris more than anywhere else and we’ve even seen a few Topdeck marriages happen with one that just occurred last month, proving that love really can be found on the road.”

While Millennials may love traveling and the idea of finding love abroad, 20 percent think the planning process of a trip is very stressful. In fact, 1 in 7 Millennial women wish their significant other would plan their entire vacation and that longing becomes even more prevalent amongst married Millennial couples with almost a fifth (18%) revealing they wished their significant other would plan their entire trip.

“I didn’t have a significant other at the time, so I decided to go on a Topdeck trip with a girlfriend because we liked the itinerary and the fact that it was completely planned out for us,” says Topdeck traveler Yvonne Gottschalk. “Unexpectedly, I met my husband, John, on a Topdeck trip to Russia & Scandinavia back in 1984. The thought of finding a life partner was not something I ever imagined would happen, but after traveling together it was clear we shared the same interests and sense for adventure that sparked our relationship. The trip was truly life changing,” said Gottschalk.

Research Methodology

[Topdeck Travel](#) commissioned YouGov PLC—a third party, professional research and consulting organization—to poll the views of a representative sample of 1,158 American Millennials. Fieldwork was undertaken between February 16 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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