



HALF OF AMERICAN MILLENNIALS WOULD PRIORITIZE TRAVEL OVER THEIR SOCIAL LIFE

New research from Topdeck Travel reveals American Millennials would Completely Give up Hanging out with their Friends to Save Money for Travel

NEW YORK – MARCH 2016 – [Topdeck Travel](#), the number one provider of group travel for 18-30 somethings, announced findings from its “2016 Millennial Travel Report” around the great lengths at which young Americans would go to in order to save money for travel. Although Millennials are willing to spend a little extra for certain amenities that simplify their lifestyle like delivery services, new research shows that travel is important enough that they are willing to forgo those “conveniences” to save money for vacation. In fact, an overwhelmingly large majority of Millennials (87%) would give *something* up in order to save for vacation.

The study, conducted with third party research firm [YouGov](#), revealed not only what Millennials would be willing to forgo to save for travel, but also the importance of sharing life experiences with friends over material possessions. Key findings include:

Millennials would go back to the basics to save money for travel. Surprisingly, in an age of instant gratification and the fear of missing out, more Millennials are willing to give up takeout, their social life and coffee in order to travel.

- Takeout was the most common sacrifice with over half (60%) of Millennials willing to give up takeout/delivery services to save money for travel
- The generation known for having major FOMO, would give up going out with friends (51%) over almost anything else in order to save money for travel

- Almost half (46%) would sacrifice their caffeine rush for the thrill of experiencing a new place
- More than one third (37%) of Millennials would forgo going on dates in order to save for travel. This may be because that's actually where this demographic is looking for love with 1 in 11 Millennials hoping to find their significant other while on vacation
- Almost one third (31%) would be willing to give up streaming services like Netflix to save money for vacation

While the majority of Millennials would give up something in order to save for travel, there are still certain “necessities” this generation is unwilling to part with. As the generation known for staying constantly connected, they are mostly unwilling to sacrifice their cell phone or Internet connection to save for vacation.

- Only 9% and 8% of Millennials are willing to forgo their cell phone or Internet connection
- With the majority of the population saying a car is a necessity, it's no surprise that only 8% would be willing to part with this item to save money for travel

“The ability to see new places and check destinations off a bucket list, especially with a group of likeminded individuals, have become so important to Millennials that they are willing to completely eliminate certain amenities from their daily routine if it means they can travel,” said Sarah Clark, Global Brand Director for Topdeck Travel. “We’ve actually seen this occur firsthand at Topdeck with a 32% increase in bookings, from 2014 to 2015, around camping. Our camping trips provide one of the most, affordable and unique ways for travelers to experience Europe. Millennials are realizing if they forgo certain comforts at home, including delivery services and morning coffee, they can afford more comforts while traveling. At Topdeck, our camping experience helps travelers do just that. From air mattresses to delicious feasts prepared by our on-road Chefs, we’re catering to Millennials’ desires to travel the world in an affordable and fun way without stretching their finances.”

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.

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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