

Travel with Purpose: How Gen Z & Millennials Are Redefining the Journey

Travelers deeply care about nature, communities, and impact

For island trips...

92%¹



say **protecting nature and wildlife** is important when choosing and booking island trips.

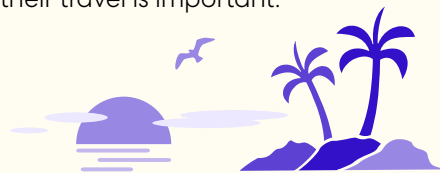


90%¹

say **supporting local communities and responsible tourism** is important.

87%¹

say **reducing the overall environmental impact** of their travel is important.



Sustainability is now a routine part of trip planning

In the past 12 months,

76%²

of travelers say **environmental or social issues influenced their travel plans at least once**.

Generational contrast

91%

of Gen Z travelers surveyed said **environmental or social concerns influenced their travel plans at least once in the past year**, compared to 62% of Millennials surveyed.

GEN Z

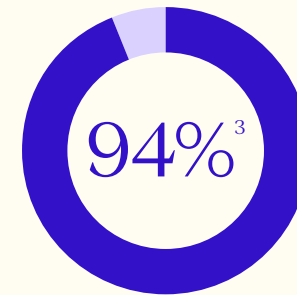
91%

MILLENNIALS

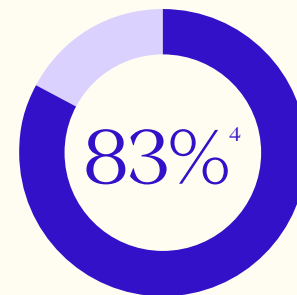
62%



Travelers are crowd-conscious — and ready for responsible tourism



would be **willing to travel off peak** if it helped reduce crowding and preserve the local environment.



of travelers **would support measures at popular sites to prevent overcrowding** and protect natural or cultural assets.

Nature trips are frequent and drive spend

In the past 12 months,

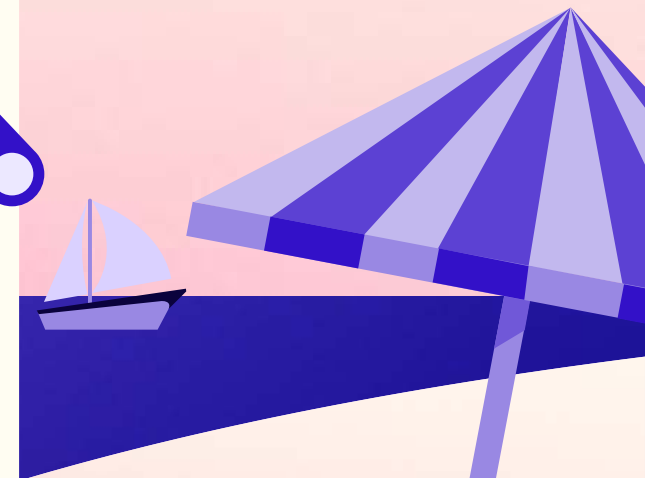
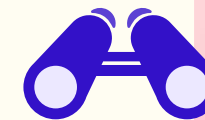
86%

of travelers took **at least one national park/nature trip**.

More than

60%

of travelers surveyed spent **\$251–\$750 USD** on their most recent **national park or nature trip**.⁵



¹ Combines 'Very important' and 'Somewhat important'

² Excludes 'Unsure / can't remember' and 'None'

³ Combines 'Very willing' and 'Somewhat willing'

⁴ Combines 'Strongly agree' and 'Somewhat agree'

⁵ Including transportation, accommodation, food, activities, and shopping'