

## Neustar Unearths Data About Summer Vacation Choices

Jul 1, 2015

*With 85 percent of Americans planning travel this summer, new lifestyle data reveals what marketers and advertisers need to know*

[Neustar](#), Inc. (NYSE: NSR), a trusted provider of real-time information services, today announced new findings on the vacation choices of two distinct age groups: millennials and baby boomers. [Eighty five percent of Americans](#) plan to take a vacation this summer and as each vacation traveler is different, Neustar employed its integrated marketing solution, PlatformOne™, powered by its authoritative identity, to identify different travel preferences by age demographic.

## DIVERSE PREFERENCES OF VACATION TRAVELERS

85% of Americans plan to take a summer vacation this year<sup>1</sup>. But the ideal vacation varies widely from one demographic group to the next. Every year, marketers and advertisers face substantial challenges in capturing the attention of travelers. In fact, a study soon to be released by Neustar and the e-tailing group revealed that a mere 7% of consumers gave retailers an "A" for the relevance of their ads. With a better understanding of the preferences and behaviors of their audiences, marketers can dramatically improve their targeting to consumers.



**85%** of Americans plan to take a summer vacation this year



### VACATION TRAVELERS: MILLENNIALS

#### THE FRUGAL FUN-SEEKER (AGE 18-23)



**21%**

spent less than \$1,500 on their last foreign travel trip

- 11%** visited Travelocity.com\* in the last 30 days
- 18%** like to do water sports on vacation
- 49%** own camping tents
- 69%** said music is an important part of their life

#### THE ACTIVITY-PACKED TOURIST (AGE 24-28)



**39%**

are interested in other cultures

- 14%** visited Expedia.com\* in the last 30 days
- 59%** like to go to the beach during vacations
- 20%** like to gamble during vacation
- 2x** more likely than the average U.S. household to have visited Six Flags® 1-2 times in the last 12 months

#### THE RELAXED ESCAPER (AGE 29-34)



**15%**

plan to take a cruise in the next 12 months

- 39%** took a domestic vacation in the past year
- 57%** like to shop while on vacation
- 17%** like to go fishing while on vacation
- 14%** went to a comedy club 1-2 times in the past year

#### THE MILLENNIAL PARENT\*

Age aside, how does the addition of children change traveler preferences?



**36%**

visited a theme park in the past year

- 6%** went specifically to a Disney® theme park
- 33%** like to go to fancy dinners on vacation
- 28%** like to go camping and hiking on their vacation
- 36%** like to indulge their kids with little extras

### VACATION TRAVELERS: BABY BOOMERS



**32%**

like to do outdoor activities while on vacation

- 10%** visited a casino 3-5 times in the past year
- 25%** like visiting museums
- 17%** like to go fishing during vacations
- 42%** are willing to volunteer their time to a good cause

#### SOURCES

1. American Express: <http://about.americanexpress.com/news/pr/2015/summer-traveler-acted-vacations.aspx>

\*Average age of Millennials with children is 30

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Neustar’s data revealed that, while on vacation, 32 percent of baby boomers like to engage in outdoor activities and 17 percent said they like to go fishing. The vacation preferences of millennials, on the other hand, vary substantially within their own age demographic. To reflect this, Neustar created three unique profiles for each millennial age group. The first, “Frugal Fun-Seekers,” are millennials between the ages of 18 and 23—of whom 18 percent like to engage in water sports while on vacation. A whopping 49 percent of them have reported owning camping tents and 21 percent spent less than \$1,500 on their last foreign trip.

Their older millennial counterparts, “The Activity-Packed Tourists,” are interested in other cultures (39 percent), enjoy going to the beach (59 percent), and like to gamble (20 percent) during their vacations. The third group, “Millennial Parents,” prefer to have ‘fancy’ dinners while on vacation and more than a third of them have visited a theme park in the past year. Being the parents that they are, 36 percent like to indulge their kids with little extras.

Non-intuitive insights revealed about specific audiences like these provide marketers and advertisers with the information they need to create integrated campaigns across channels and devices in real-time. Neustar’s PlatformOne™ provides marketers with a single, unbiased, accurate view of the consumer to help them engage more effectively with their audiences.

View the entire vacation travelers’ infographic [here](#) and learn more about [Neustar’s PlatformOne™](#) marketing solution.

#### About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at [www.neustar.biz](http://www.neustar.biz).