**Millennials: The New Generation of Travelers**

Members of the Millennial Generation are going places, and they’re increasingly interested in using the services of travel agents to get there.

Forty-one percent of the 947 U.S.-based travel agency owners, managers and frontline agents polled by Travel Leaders Group for its Fall Travel Trends Survey report that bookings for clients 30 years old or younger have increased in the past year.

That finding aligns with research by MMGY Global, a marketing firm specializing in travel and hospitality. MMGY’s 2014 Portrait of the American Traveler found that 6 in 10 Millennials would rather spend their money on experiences than material possessions.

Millennials are just starting out in their careers. They may not have a lot of vacation time and when they do have time off, they want to put it to good use.

Travel is a prized experience for this group of young people. To help plan those trips, the MMGY report found that they’re using the services and counsel of travel agents at nearly twice the rates of those who are Generation Xers and 13 percent for Baby Boomers.

When asked in the Travel Leaders survey what types of trips and destinations they are booking for their clients 30 and under, a honeymoon was the top response with 63.4 percent. And 34 percent are booking a destination wedding.

After all of the time and energy that goes into planning their dream wedding, a young couple naturally wants to go on their dream getaway. A honeymoon may be the biggest trip they’ve ever taken. Travel professionals have the expertise to help them find the place that meets their interests and budget. It’s an experience that they’ll remember for the rest of their lives, whether it’s an all-inclusive resort, a cruise or a place that fits an active, adventurous lifestyle.

Millennial travelers are taking trips all over the world. The Travel Leaders survey found that respondents are booking their clients in a range of destinations including the Caribbean, 61 percent; Mexico, 52 percent; and Hawaii, 35 percent. But that’s just the beginning. They’re going to Central and South America, Europe, Australia and New Zealand, Africa and Asia as well.

This is a generation that’s open to new experiences. Forty-five percent of those polled said they’ve booked clients on active and adventure trips. And 8 percent say that their clients are booking a destination for “bragging rights.” It’s all part of that desire to collect experiences, to visit once-in-a-lifetime destinations while they have the wherewithal.

As much as Millennials want to see places and try things that may be off the beaten path, they have limited time and money. Value is important to this group of travelers. They understand the value of going to a travel professional, someone who is knowledgeable about how to get there, where to stay and what to do, someone they can turn to if they have questions or a problem during their trip.

For help planning a trip at any age, contact your local Colorado Springs Agent.