



Are You Targeting Millennials? Why You Should!

A love for travel transcends age, however, it may pay for you to target certain age groups. Why? A recent Hotwire.com survey of more than 2,000 U.S. adults found that millennials, particularly those 18-34 years-old, not only have a greater desire to travel than their elders, but the majority of this group – 70% – even budgeted money for annual travel, which is more than Baby Boomers. Consider targeting these travelers for your business.

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