

# RADIO ROUNDUP

a collection of features, oddities,  
and helpful tips



**NORTH AMERICAN  
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190 WORDS, 60 SECONDS

## TRAVEL TRENDS

THE MILLENNIALS—THAT IS, ADULTS UNDER THIRTY—ARE COMMITTED TO TRAVEL, TAKING ON AVERAGE MORE THAN FOUR LEISURE TRIPS A YEAR. THAT'S MORE THAN ANY OTHER AGE GROUP. THE WAY THEY TRAVEL AND WHAT THEY EXPECT TO GET OUT OF A VACATION ARE DIFFERENT FROM THAT OF PREVIOUS GENERATIONS, TOO. MILLENNIALS ARE MORE LIKELY THAN OLDER VACATIONERS TO BOOK AND RESEARCH THEIR TRAVEL ONLINE AND THROUGH MOBILE DEVICES. WHAT'S MORE, YOUNG TRAVELERS WANT TO IMMERSE THEMSELVES IN LOCAL CULTURE AND LIVE UNIQUE EXPERIENCES. THEY BELIEVE THAT LIFE IS TOO SHORT TO NOT GO SKYDIVING IN NEW ZEALAND OR HIKE THE GRAND CANYON. THAT MAY BE WHY THERE IS A TREND OF YOUNGER PEOPLE BUYING VACATION OWNERSHIP. NEW TIMESHARE OWNERS ARE NEARLY TEN YEARS YOUNGER THAN TRADITIONAL ONES. TIMESHARES OFFER ACCESS TO A CONDO OR RESORT WITHOUT THE FULL INVESTMENT OF A SECOND HOME, AND THROUGH TIMESHARE EXCHANGE PROGRAMS LIKE R-C-I, TRAVELERS CAN ENJOY ACCOMMODATIONS ALL OVER THE WORLD. MILLENNIALS ALSO LIKE TO EXPERIENCE A PRODUCT FIRSTHAND BEFORE PURCHASING, SO THEY TEND TO RENT TIMESHARE PROPERTIES THROUGH SITES SUCH AS ENDLESS-VACATION-RENTALS--DOT--COM BEFORE MAKING A PURCHASE.