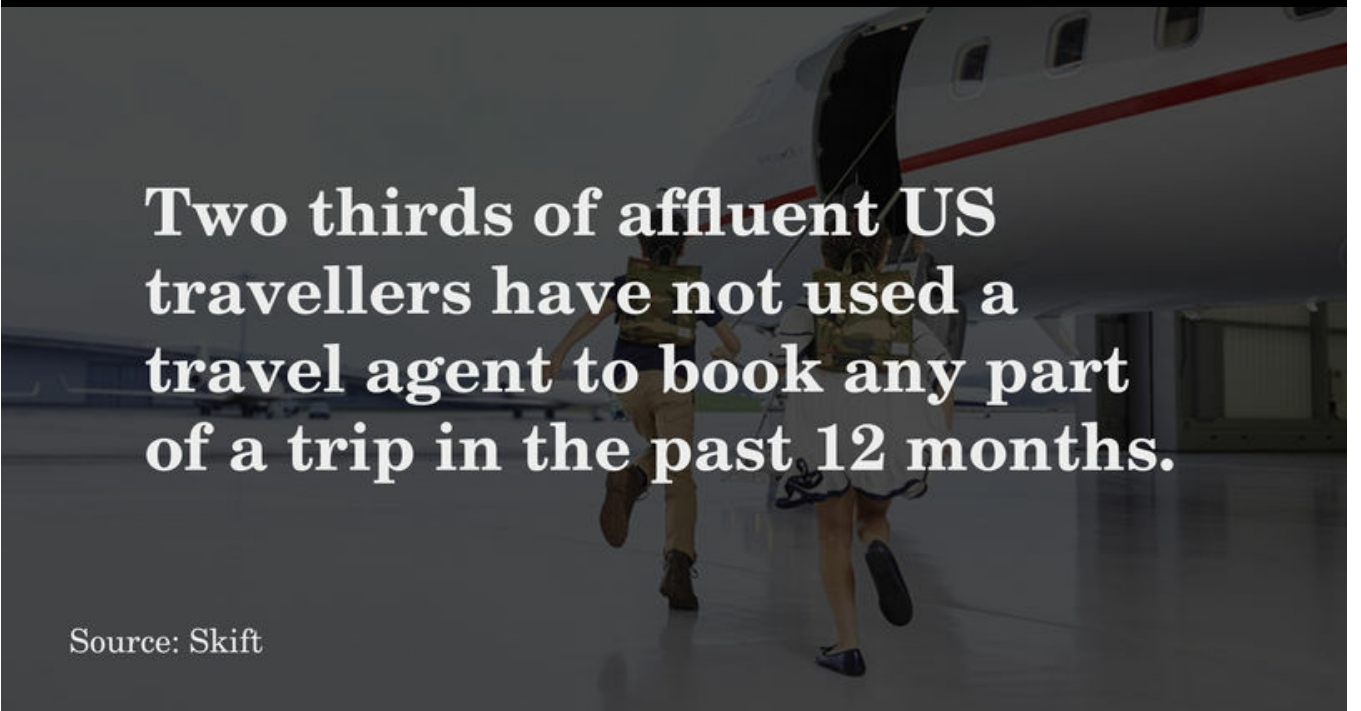


STAT: WEALTHY US TRAVELLERS ARE BECOMING MORE INDEPENDENT

By Livvy Houghton and Alex Hawkins

10 : 05 : 2019 Travel : Youth : Hospitality



Two thirds of affluent US travellers have not used a travel agent to book any part of a trip in the past 12 months.

Source: Skift

According to Skift's **US Affluent Traveller Survey 2019**, the majority of wealthy travellers in the US have not used a travel agent to book any part of a trip in the last year. Instead, 76% agree that they enjoy the process of planning a trip, including researching and booking flights, accommodation and things to do. Some 61% also use social media for trip inspiration and planning.

In addition to becoming more self-sufficient, affluent US travellers have become more interested in longer trips, including trips for wellness and travelling internationally. When it comes to family travel, those with children also stay in more expensive hotels and alternative forms of accommodation more often than their peers without kids, highlighting growth opportunities for the **Children's Travel Market**.