

THE BIG IDEA: MEET THE GENERATION Z ANTI-TOURISTS

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Trippin

In February, we spoke to Sam Blenkinsopp, co-founder of youth-driven travel collective **Trippin**, who says it's time for brands to shape a new narrative around **Generation Z tourism**.

'Most travel brands see travel as a singular vertical. They need to look at it horizontally and see it as a blend of categories,' Blenkinsopp explains. 'Travel is culture. It's music, sport, art, food, fashion, people, and so many travel brands don't cater for those different needs. This is what youth are looking for when they get to their destination.'

He highlights how Trippin, as a community focused on connecting culture worldwide, is encouraging people to dig beneath the surface of a destination to understand the pillars that make up the culture of the places they visit.

Blenkinsopp adds that tourism industry will need to start offering people experiences that are real – and more authentic to the culture – instead of Westernised, diluted versions of the real thing. Read the full interview [here](#).