

# Travel Preferences of Millennials in a Highly Urbanized City in the Philippines

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**Introduction.** Travel preferences are activities and places that people would like to do and go to. Millennials, who are also referred to as Generation Y, greatly impact the travel and tourism industry as they reach their peak earning years and spending power. They travel more frequently, explore more destinations, and constantly search for information and new sensations (Sofronov, 2018). Nowadays, they are active travelers who are starting to build travel motivations and influencing their opinions and behavior (Rebollo, 2018). To tap this market, it is important for tourism stakeholders to understand millennials and their travel preferences. Hence, this paper describes the degree of travel preferences of millennials of a highly urbanized city in the Philippines in terms of attractions, type of accommodation, transportation, food and beverage, ancillary services, and travel budget. Likewise, it explores the relationship between demographics and travel preferences. It also determines millennials' travel purpose, preferred destinations, travel lifestyle, and other factors that influence their travel.

**Methods.** A descriptive-correlational research design was used to assess and correlate millennials' demographics and their degree of travel preferences. Using purposive and convenience sampling technique, 88 millennial respondents participated in the study. The data was gathered using a researcher-made questionnaire. Mean, standard deviation, frequency counts, percentage distribution, and Pearson  $r$  were used to analyze the data.

**Results.** The findings of the study revealed that regardless of the type of traveler, sex, civil status, travel frequency, and monthly income, the most preferred attractions are food and nature. As to the relationship between demographics and travel preferences, the findings showed no significant relationship between the type of traveler and travel frequency and travel preferences of the millennials. However, a significant relationship exists between sex, civil status, monthly income, and travel preferences. Furthermore, the study also revealed that the main purpose of travel is leisure and recreation. Asia, particularly the Philippines, is their preferred travel destination compared to other countries. In addition, adventure activities describe their travel lifestyle, while social media is the greatest influencer for the millennials' travel decisions.

**Conclusion.** Millennials of a highly urbanized city in the Philippines have different degree of travel preferences, yet food and nature-based are the most preferred attractions. This implies that eating and appreciating the natural beauty of creation appeal to them the most. Being in the younger generation full of vigor, adventure has been part of their travel lifestyle. Most of them want to travel in their own region first before exploring other parts of the world. Moreover, regardless of their income, they still choose the lowest travel budget and class of service, which implies that aside from travel, they may have other priorities like savings or basic needs where they allocate a bigger portion of their finances. This signifies that millennials are more frugal compared to other generations. Hence, more emphasis on millennials' demographics is critical when tapping this market. The millennials' high level of interest in social media makes it the best place for the tourism stakeholders to find inspiration for new products and services and to track the latest trends and habits of this generation.

**Practical Value of the Paper.** The study significantly contributes to the limited literature on millennials' travel preferences in the Philippines. In addition, the findings provided more information and ideas for travel agencies in creating tour packages based on the travel preferences of millennials.

Likewise, it may serve as a guide and reference for future researchers who desire to study the same nature or replicate it to other cohort groups or locations.

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