



Back in the U.S.A.

An hotels' bottom line depends on many factors but most of all, guests' satisfaction. By analysing data on guests' demographics, hotels can better target their services and improve their guests' experience.

Tourist arrivals in the US^{1,2}

Both before and after the COVID-19 pandemic, the country with the most arrivals to the United States was its neighbor, Canada. In 2022, Canadian travelers accounted for 28% of all US tourist arrivals, followed by Mexico (25%) and, far behind, the United Kingdom (7%).

¹ <https://www.statista.com/statistics/1419057/share-inbound-tourist-arrivals-us-by-country/#:~:text=Both%20before%20and%20after%20the,arrivals%20in%20the%20United%20States.>

² https://www.ustravel.org/system/files/media_root/document/Research_Country-Profile_Canada.pdf

The most influential content for Canadians when deciding on a destination are: restaurants/food, hotels and lodging, shopping.

Popular US locations^{3,4,5}

In 2022, Florida and New York were the two most visited states in the United States, having been visited by 61% and 54% of a survey respondents respectively. The federal district of Washington, D.C. proved a popular destination for respondents, 49% of whom claimed to have visited the US capital. New York City remains the most popular domestic destination, followed by Orlando and Las Vegas.

Leisure trips account for roughly 84% of the total number of US domestic trips while the remaining 16% are for business. Normally, a domestic trip lasts 3 to 4 days. A minority (5%) of domestic travels last more than two weeks.

Who travels the most?^{6,7}

According to Expedia, millennials travel the most, with an average of 35 vacation days per year. Generation Z follows with 29 days, Baby boomers with 27 days and, Generation X with 26 days.

Why do Americans travel⁸

Americans prioritize leisure over business for domestic trips. They also give preference to loved ones. In 2021, about 42% said they were visiting family or friends on their trip. Another major reason for traveling is to “escape normal life and recharge mentally” (mentioned by 51%).

³ <https://www.statista.com/statistics/1419057/share-inbound-tourist-arrivals-us-by-country/#:~:text=Both%20before%20and%20after%20the,arrivals%20in%20the%20United%20States.>

⁴ <https://www.statista.com/topics/2092/domestic-tourism-in-the-us/>

⁵ [88 Must-Know Travel Statistics by Age Group for 2024 \(gogocharters.com\)](https://gogocharters.com/88-Must-Know-Travel-Statistics-by-Age-Group-for-2024/)

⁶ <https://mize.tech/blog/travel-trends-by-age-demographic-age-as-the-key-factor-in-tourism/>

⁷ <https://www.travelperk.com/blog/us-travel-tourism-statistics/>

⁸ <https://blog.wandrly.app/us-travel-statistics/>

Over 40% of millennials said they travel to “find themselves.” A bit over 20% said they want to meet new people.

About 55% of Gen Z said they travelled to increase their knowledge and experience; 40% to avoid stress and relax.

Some statistics by age group^{9,10}

- In hospitality, baby boomers are more than twice as likely as other generations to prioritize the human factor over technology.
- 78% of Gen X say they want to feel pampered and taken care of while traveling.
- 84% of millennials want to increase or maintain their travel levels from previous years, more than any other generation; they are also the most willing generation to take on debt for travel.
- 53% of Gen Z travelers use social media platforms for leisure travel recommendations.

One of the most important things for travelers is having clean and comfortable hotels. Unfortunately, hotels face significant staff shortage. This is why offering a mobile tipping solution like **Tip&Go** makes a lot of sense as it can increase employees’ earnings by up to 30%, therefore encouraging them to stay in the business.

Tip&Go: the face behind your comfort!

Francis Léonard, CEO

TIP&GO®

⁹ [88 Must-Know Travel Statistics by Age Group for 2024 \(gogocharters.com\)](https://www.gogocharters.com)

¹⁰ <https://www.travelperk.com/blog/gen-z-travel-statistics-trends/>

Clip: <https://www.youtube.com/watch?v=ZZ75L0Xplb0>

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