

**Millennials' Travel Motivation and Desired
Activities within a Destination: A Comparative
Study of America and the United Kingdom**

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This Thesis is submitted in partial fulfilment of the requirements
for the degree of Hospitality and Tourism Management

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September 2015

Abstract

Today, in 2015, the Millennial generation accounts for approximately 1,224,376,230 people (U.S. Census Bureau, 2006) and embraces all individuals between the age of thirteen and thirty-three years old (i.e. teenagers, college students, young adults and professionals). This figures mean that the youth travelers will soon become not only the next generation of managers in the industry, but also the largest tourist group to be served. Though, in the recent years, the attention of scholars and professionals has been highly oriented towards this age group, there is a lack of research, which goes beyond the national boundaries and explores possible cross-cultural differences among the members of this cohort.

This thesis compares the travel motivation and the activity preferences of the Millennials from two countries- the United States and the United Kingdom. The comparison is based on respondents' nationality, gender, marital status, income, education, age group, and the children factor. It seeks to identify existing differences and similarities among the participants and by doing so to contribute to the market knowledge in terms of Millennials needs and preferences.

The findings of this study revealed, that the American and the English Millennials proved to be quite homogeneous when it comes to travel motivation and destination activity preferences. The most important motivational factors for both were *relax*, the need *to escape from the ordinary*, and the desire *to experience different lifestyle*. Similarly, both nationalities agreed that the most attractive destination activities were to *try local food* and to *go sightseeing*. Though there were plenty of similarities, the present study discovers also many differences, regarding motivation and activity preferences, between the nationalities, the genders, and the respondents with different backgrounds (e.g. education, income, marital status, etc.).

Acknowledgement

I would like to express my gratitude to my thesis supervisor, Dr. Paulo Rita whose comments and support contributed greatly for the quality of the research. In addition, I would like to thank Dr. Alan Fyall, and the entire faculty of ISCTE University and Rosen College of Hospitality and Tourism Management for the challenging and intellectually enriching program. And last but not least, I would like to thank my parents for making this two years in Portugal and Florida possible. Any errors present in this thesis are entirely my own

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1. Introduction

The tourism industry has long been recognized as one of the most influential economic sectors (UNWTO, 2014). It is oriented towards multi-generational visitors and served by a multi-generational labor force. Throughout the last years, an important alternation in the generational supremacy has been recognized. The leading role of the “Baby Boomer” generation has been smoothly shifting to the Y Generation (The Millennials) (Pendergast, 2010). From 1982, which is considered as the birth year of Generation Y, to 2002, deemed as the last birth year of the millennium generation (Howe & Strauss, 2000), the world population had increased with the impressive number of 1,224,376,230 people (U.S. Census Bureau, 2006). Currently, in 2015, this cohort embraces all individuals between the age of thirteen and thirty- three years old (i.e. teenagers, college students, young adults and professionals), which means that the same will soon become not only the next generation of managers in the industry, but also the largest tourist group to be served. Furthermore, it has been revealed that the Millennials are of a crucial importance not only because of their sheer size, but also due to their exceptional set of attributes (e.g. sheltered, confident, team-oriented, pressured, achieving, etc.), which attracts exclusively the attention of professionals from various fields (tourism, governmental and educational organizations, etc.). UNWTO (2008) emphasizes that this cohort is distinctive as a result of the social and the economic contexts, which has shaped the unique motivation, values, and attitudes of these people towards travelling.

It is, however, important here to be mentioned that the separation of people into different age groups, which is widely used in the research field and is closely related with the Generational Theory, has been often criticized. The ongoing dispute concerning the “location” of the generations, for example, leads to confusion when defining patterns, tendencies and predictions about certain age cohort. Unfortunately, when speaking of Millennials, this lack of accuracy is particularly intense (Leask, Fyall, & Barron, 2014). Yet according to Leask *et al.* (2011), this

issue might not be as problematic as it seems because despite the existing disagreements there are various trends, which highlight the significance of the Y'ers as an important and distinctive cohort. These observations, on the other hand, bring the question if this generation should be considered as the next market segment, defined with an age interval (the "location"), or it should be taken as a global cultural phenomenon, characterized with its exclusive lifecycle.

Regardless of the answer, this study will identify, analyze, and compare the travel motivation and the preferred activities of the Millennials (from both the United States and the United Kingdom), as their importance for the tourism industry, and more specifically for the tourist destinations, increases continuously. The Destination Management Organizations (DMO) are now more than ever responsible to satisfy all visitors as this may contribute to future achievements- *"Young travellers are likely to return to the destinations they visit throughout their lifetime, so the impressions that a destination makes on them early in their travel careers are lasting"* (WYSETC, 2014).

The literature background concerning the travel motivation is rather rich. There are various studies which explore the nature of the motivation (Dann, 1977; Dann, 1981; Crompton, 1979; (Ryan & Glendon, 1998). Some of them, relate the motivation with the travel behavior and the destination choice (Lee *et al.* 2002; Jang & Cai, 2002), and some other, examine the tourist motivation based on the cross- cultural differences or on some demographic characteristics (Jönsson & Devonish, 2000; Kozak, 2002; You *et al.* 2008; Prayag & Ryan, 2010). None of these studies, however, is specifically focused towards the Y Generation as a distinctive marketing segment or recognized as phenomenon from a cultural perspective as proposed by Moscardo and Benckendorff (2010). Similar is the situation with the travel activities within a destination. Though, the travel motion theme is not as developed as the travel motivation one, there are numerous studies, which address the travel activity preferences, in international and

domestic contexts (Hendee *et al.*, 1971; Van Raij & Fracken, 1984; Rao *et al.*, 1992, Kim & Jogaratnam, 2002), and also as a tool for marketing segmentation (Hsieh *et al.*, 1992; Morrison, Hsieh & O'Leary, 1994; Choi & Tsang, 2000; Sung *et al.*, 2000; Law *et al.*, 2004). Other researches, in this field, go even further by exploring the relation between the motivation and the preferred activities at a destination (Moscardo *et al.*, 1995; Dotson & Clark, 2008; Zoltan & Masiero, 2012). Clearly these topics are of a crucial importance not only for the destination's marketing and management, but also, for the whole industry. Thus, there is a solid foundation, and it is rational to use it for further researches in regard to the youth generation.

The only comparative study exploring differences and similarities of Millennials, from two geographical regions (North America and Europe), was conducted by Corvi *et al.* (2007). This study investigated the differences of the two groups by comparing the social environment they live in (focus on children and family, scheduled, structured lives, multiculturalism, terrorism, heroism, parent advocacy, globalisation). The authors found fundamental differences between these two cohorts in terms of: family importance, use of technology, views and attitudes, cultural integrations, and languages spoken (Corvi, Bigi, & NG, 2007).

Steaming from the above mentioned, there is reason to believe that the English and the American Millennials may differ considerably as travellers. Hence, the subject of the following study will be to determine, whether there is a significant difference between the North American Millennials and the English Millennials, in terms of their travel motivation and desired activities within a destination.

The following thesis is therefore organized as it follows. Section 2 presents comprehensive discussion of prior literature on Generational Theory, Generation Y and its features, travel motivation, and travel activities. Section 3 summarizes the reasons for conducting such a study,

and specifies the research objectives, which are aimed to achieve potential contribution to the existing body of literature. Section 4 then focuses on describing in details the methodology and the data collection process. Section 5 presents the findings of the data analysis. Section 6 then provides some managerial implications, followed by Section 7, which exposes the limitations of the current research. Finally, Section 6 presents general conclusions, and exposes existing limitations of this study.

2. Literature Review

To understand better the three major components of this research - *Y Generation, travel motivation, and desired activities within a destination*, and to link them together, the following section will concentrate on previous studies conducted in the corresponding fields.

Generation theory and the Millennials (Y generation)

The Millennials generation has been a subject of various researches for the last decade. This study, however, will not only bring together previous studies related with the characteristics of this cohort, but will simultaneously explore and relate these traits with the travel motivation and the preferred activities of the young people within a tourist destinations. Furthermore, it will examine, whether there are significant differences of these two components (motivation and activities), beyond the national boundaries.

In regard to traveling, UNWTO (2008) shares that “*Young travellers will be tomorrow’s globally-oriented citizens, leaders in future travel trends, and pioneers in contributing to the Millennium Development Goals*”, which means that this generation is already a determinant for the future direction of the travel industry.

In the context of generations, there is no way to neglect the well-known Strauss-Howe’s generational theory (Strauss & Howe, 1991). The major concept of this theory suggests that people from the same age groups bring and share identical, to some extent, values, beliefs, expectations, along with capacities, skills, and interests. The theory seeks to recognize and characterize these cohorts’ profiles and this makes it particularly important for the travel industry. An insight gained through the use of this theory may help managers in the field to somehow predict a generation’s incentives, motivators and their overall culture (Pendergast, 2010). Despite the obstacles, mentioned earlier in this report, the principle to allocate people into different cohorts according to their birth year is very essential for the industry professionals

as it represents a reliable framework, which focuses on a group's characteristics, rather than on individuals. To introduce and verify the distinct character of Generation Y, this paper will use findings from distinguished generational theoreticians. To understand better the Millennials' background, it should be firstly defined who belongs to this group, or in other words, what are the boundaries of this age cohort.

In the generational literature, there is an ongoing dispute regarding the span of generation Y. The comprehensive work of Donnison (2007), summarizes and compares the various researches conducted throughout the years, and comes up with a general synopsis. The author concludes that the birth year of the Gen Y may vary between 1977- 1983. Simultaneously, the conflict and the comparison on what time period the generation embraces , reveals that the period may continue between 18 to 25 after the birth year (i.e. 1995- 2002). Additionally, Donnison (2007) highlights that the discrepancies, which arise when locating the Millennials, may lead to confusion in terms of the generation's size, and therefore importance, and characteristics. Nevertheless, the present study will disregard these issues and will adopt the definition given by Neil Howe and William Strauss (2000), which recognizes the generation Y as the one, which belongs to the time interval 1982- 2002 (Howe & Strauss, 2000).

The attributes of this cohort have been thoroughly researched by many scholars, such as Howe and Strauss (2000), Rebecca Huntley (2006), Fields *et al.* (2008), and Benckendorff *et al.* (2010), etc., whose studies have collectively and consistently articulated the overall Millennials' profile. As noticed by Huntley (2006), the societal context has a significant contribution for shaping generation's character. In the case of Millennials, the social settings recognize the notion of the global society, consumerism, and neoliberalism. On the one hand, it is an era, which offers more peaceful world and technological developments. On the other hand, however, the Millennials are the first generation which is exposed to a constant acts of

terrorism, and the contradictions do not end here. Rebecca Huntley describes this generation as the “*Paradoxical Generation*” due to their illogical way of living. The author explains this label with the following examples- “*they drink and take drugs, but eat organic food, they are obsessed with technology but fear it is depriving them of deeper personal relationship, they want to get married but resist settling down with a partner*” (Huntley, 2006).

Various authors have researched the Millennials, and came up with numerous personal characteristics, which describe the generation. Ambitious, multitaskers, digital natives, the most educated age group, collaborative, demanding in terms of security, and credit dependent are just a few of them (Pendergast, 2010). These features, however, are outcome of the combination of external forces (social context, demography, financial settings, technological progress, etc.). Howe and Strauss (2000), supposed that by the means of technology and information, the beliefs, reactions, and other behaviour tendencies of a certain age cohort can be tracked. Later on, the scholars came out with seven distinctive attributes, which exemplify the Y Gen profile collectively, and are expected to become more visible with age. Each trait will be now briefly reviewed: 1) *Special*- the Millennials are consider as special group mainly because they belong to smaller families with fewer kids. Some authors even consider that most of these children were planned due to the medical technology and the related birth facilitates (Pendergast, 2010). Their digital proficiencies are also an important factor, which distinguishes them from the previous generations.

2) *Sheltered*- The members of Gen Y were born and raised in a period related with the boom of the safety policies and practice (belts, helmets, etc.). In other words, the protection they were offered was not coming simply from their families but also from the community, which at that time (80's) had been particularly concentrated on the youths' prosperity (Howe & Strauss, From Babies on Board to Power Teens, 2000). 3) *Confident* – The cohort has built a trustworthy

relation with its parents. Moreover, the members are considered as very positive, and with a high self-esteem (Howe & Strauss, From Babies on Board to Power Teens, 2000). As noted by Pendergast (2010), this group have been continuously exposed to changes regarding the economic stability, technological progress, and the security of their countries. These factors have jointly contributed for Millennials to feel comfortable even in uncertain situations. Consequently, the generation is highly adaptable to challenges.

4) *Team- Oriented-* A feature that distinguishes this age cohort from the rest, is the team-oriented behavior. The members of Y Gen have been part of an educational system, which encourages the teamwork, by special specially implemented, in the school programs, pedagogical practices (Pendergast, 2010). 5) *Conventional-* Unlike their parents, Millennials support the convention's idea in regard to their balance in the personal and professional life. They create own live patterns, instead of following the ones already complete by their ancestors (Howe & Strauss, From Babies on Board to Power Teens, 2000). 6) *Pressured-* Howe and Strauss (2000) revealed that the members of the Y Generation are perceived by their families as “*trophy kids*”, which are supposed to participate and accomplish all opportunities offered to them (not only at school, but also after-school responsibilities and peripheral tasks). The scholars then clarify that as a result of this phenomena, the Y kids' schedules are way more saturated in comparison with other age cohorts. 7) *Achieving-* The 80's are considered the starting point of a big change in the perceived value of the education. The same has been associated with a professional success. At this moment the educational mindset prevailed the top of people's understanding. As a result, there has been a decline observed in the labor market of the youths, and an increase of people applying for higher education (Pendergast, 2010). Referring to America, Howe and Strauss even suggest that “*Millennials are on the right track to become the best educated and behaved adults in the nation's history*” (Howe & Strauss, From Babies on Board to Power Teens, 2000).

An intriguing detail noticed by various authors is that the purchase power of the Millennials is significantly greater than the one of its predecessors (the Baby Boomers and the X Generation). Shopping malls are preferred destination for gatherings, spending money and time. In a research conducted by Setlow (2001), it was even pointed that *“A trip to the mall is high on the priority list, with clothing shopping being the top activity among both teens and tweens”*. Later on, in 2004, Martin and Turley also confirm that spending is among the most important and attractive activities for the young people. Additionally, the Millennials are identified as the generation, which devote unlimited time to shopping, and what distinguishes them even more, is that they spend spontaneously and quickly (Ma & Niehm, 2006). All of these finding should be taken seriously by the Destination Marketing Organizations (DMO) because they highlight a specific attitude of the Y generation (the spending power), and preferences towards specific activities (shopping, and purchasing in general). These two components may turn to be key factors when Millennials are choosing holiday destinations. Therefore, it is highly recommended that further investigation of the motivation and preferred activities of the Generation Y is conducted.

Motivation

The travel motivation has been widely studied in the tourism field. Professionals use it mainly for the development of new products and services, or for specific marketing purposes such as, better advertising and selling of travel goods (Zoltan & Masiero, 2012). In 2002, Lee *et al.* confirms that the travel motivation is closely related with travelers' behavior and the choice of activities within a destination. Hence, managers' awareness of visitors' motivation is particularly important for the development of a comprehensive marketing strategy (Lee , O'Leary, Lee, & Morrison, 2002).

One of the main concepts related with consumer motivation is that people get motivated owing to external and internal forces. Whereas, the first ones are associated with outer stimulus such as, options or specific attributes of a destination, and the second ones, are related with the inner needs and desires of a person (Lee , O'Leary, Lee, & Morrison, 2002). Wilkie (1994) classifies the both categories as “primary motives”, which are the internal stimuli, and “selective motives”, commonly associated with external environment (marketing provocations as well as destination attributes) (Wilkie, 1994).

A significant contribution to the literature was made by Dann (1977). The author shaped the concept of “push” and “pull” factors. The framework has been widely used in researches, mainly because it addresses two fundamental questions related with tourists behaviour - “Why” (the inner inspiration) and “Where to” (the outer incentives). Various scholars, in the field, have researched these terms, and more specifically the distinction between them (Uysal & Jurkowski, 1994; Dann, 1977; Crompton, 1979; Bieger & Laesser, 2002; Pearce, 2005).

The push factors are considered as derivative from the hierarchy of Maslow, they occur when there are high levels of pressure and instability in person's motivation system (Prayaga & Ryan, 2011). They can be grouped into escapism, status, healthiness, adventure and social interaction, rest and relaxation, family togetherness. The push factors are the inner desires and needs which drive a person to travel (Zoltan & Masiero, 2012). On the other hand, the pull factors are mostly related with the questions when, where and how (Prayaga & Ryan, 2011). Thus, they refer to the attractiveness or the features that a destination, venue, band, etc. can provide itself (culture, beaches, mountains, etc.). Steaming from the above mentioned, Lee *et al.* (2002) suggest that the push factors are antecedents of the pull factors as they predispose at most traveler's desires to go on a trip.

The following research will be particularly interested into the push factors, as they are the initial force which drives a person to undertake a vacation. According to Engel and Blackwell (1982) and their “consumption decision process” and Raaij and Francken (1984) and their “vacation sequence”, a consumer decision always starts with the generic decisions/problem identification, in other words, the push factors. Henceforth, this paper will focus only on the inner travel motivations of the Millennials, and will neglect the pull motivation.

Destination Activities

Travelers' decisions related with the questions “What to do in the destination?”, “How to fill in my time?”, and “Which options are with a higher priority to me?” deserve the whole attention of the destination managers. Hsieh *et al.* (1992) suggests that by tracking tourists' preferred activities within a destination, the marketing planners may design better packages and programs for the visitors. Furthermore, tourists' activities may reveal what are the most attractive features of a destination that deserve to be emphasized (Hsieh, O'Leary, & Morrison, 1992). All these, collectively, may contribute to better promotional mix and higher customer satisfaction. The authors also summate that this strategy is desirable when adjusting travel products, services, and the corresponding prices, for a specific target segment. It is reasonable to believe that different people prefer different activities when travelling. Some of them may go for shopping, some for the food, third for the historical heritage, and so forth.

Various researches have adopted the activity segmentation approach and came up with different classifications of the tourist activities. Sebastien Grazia, for instance, in his book “*Of Time, Work, and Leisure*” (1964), categorizes activities into six contrary pairs (*in the home- and outside the home, indoor- outdoor, active- passive, participant- spectator, solitary-social, and on the feet- sedentary*) (Hsieh, O'Leary, & Morrison, 1992). William Burch (1965; 1966),

on the other hand, divides recreational outdoor activities into: symbolic labor, expressive play, subsistence play, unstructured play, structured play, and sociability.

In a research project for segmenting the Hong Kong travelers, based on their preferred activities, Hsieh *et al.* (1992) found that there is a statistical differences in the preferred activities of people from different, ages, education, occupation, and marital status. Among the most preferred activities of people belonging to the age group 18- 34 were to *visit places of historical significance, sampling local food, shopping, sightseeing, visit national parks, and to visit amusement parks*. It was also found that the males are participating in more outdoor activities than the females. Additionally the authors, identified that married people are more likely to participate activities such as, *dining out, sightseeing, taking pictures, or visit friends and relatives*, whereas the single individuals preferred more entertaining occasions such as, *shopping, gambling, and amusement parks*. Last but not least the research found that people joining outdoor sport activities are the ones who have higher income.

Another interesting research conducted in the same year comes from Rao *et al.* (1992). The authors indicated the preferred activities of the American outbound market. They, moreover, comprehensively investigated, which are the most important activities in the context of different holiday types (city trip, outdoor vacation, resort vacation, theme park, and cruise tip) when visiting Europe, the Caribbean Islands, Mexico, and Canada. It was concluded that regardless the trips' type and the destination, there are a few activities which are always with a higher importance for the Americans: *having a predictable weather* (which is described by the authors as being also a locational factor), *walking or strolling around, dinning at a variety of restaurants, sampling the local cuisine, and having budget accommodation* (Rao, Edward Thomas, & Javalgi, 1992). This study, however, do not focus on the demographical

characteristics of the participants but can be successfully used as basis for future investigations in the field of tourists' activities.

3. Previous studies on cross- cultural comparison on youth travellers

There is a solid body of research on marketing segmentation existing in the literature. Scholars and professionals use different approaches depending on the case. Some of them divide the market by region (Yuan and McDonald, 1990), gender (Balogu and Shoemaker, 2001, Kim et al., 2000), trip purpose, (Bieger and Laesser, 2002, McQueen and Miller, 1986), income, (Kozak 2002), or based on travel motives, (Balogu and Shoemaker, 2001; Yuan and McDonald, 1990). Nevertheless as noticed by Rotfeld (2007) and Kattiyapornpong (2009) there is always a chance of having different people within a segmented group. People who belong to the same age cohort, for instance, do not necessarily have identical interests, beliefs, and preferences (Kattiyapornpong, 2009). Back in 2003, Richards and Wilson conducted the first of a kind survey on the youth and the student travel market. After gathering an impressive volume of information (2,300 participants from eight countries) related with the motivation, experience, lifestyle, and background, the authors framed a rough profile of the young travelers: *“They are experience-thirsty people, seeking contact with other cultures, local people and other travellers....Their trips tend to be sophisticated, carefully planned and have a lasting impact on their personal and professional lives.”*. Undoubtedly there were plenty of similarities unifying all participants but the authors emphasized clearly that the youth market is highly heterogeneous and should be considered as such (Richards & Wilson, 2003).

Despite the growing attention towards the Millennials, and the wide use of the generational segmentation, there is still a limited research on studying specifically the Y generation and the possible cross-cultural differences in regard to their travel motivation and preferred activities within a tourist destination. Apart from all traits that bring together the Y'ers as distinguishing cohort and even as a cultural phenomenon, there are number of evidences, which point out that

the members of this group may have different travel motivation, preferred activities, and attitudes depending on the geographical location, cultural, social and economic factors they are surrounded by.

In 2007 Corvi conducts a study which aimed to reveal whether the US Millennials differ from the European Millennials in terms of personal attitudes, social trends, travel mobility, and cultural adaptation. It turned out that the differences in the social and the environmental settings in US and Europe have a significant impact on these people's behavior, and despite a few similarities (e.g. use of technology, confidence, and the family importance) there are fundamental differences existing between them. The community culture, for instance, is perceived differently by both. While the American youths are strongly attached to the large social groups (i.e. social networks) and prefer the online experience, the European youths need a real interaction between each other. This figure should be deeply investigated and taken under consideration seriously by the marketers as it is directly related with the choice of distribution channels. Another interesting outcome was the cultural adaptation, which appeared to be way higher for the European Millennials, which are used to accept easier the cultural diversity. They are willing to travel more, to adapt readily to a new environment, and to chase international work experience. These findings deserve no less attention as they may also be a premise when it comes to travel motivation and the choice of activities within a tourist destination. The latter can be also supported with the findings of Jönsson & Devonish (2000), which concluded that nationality, age and gender have influence on tourists' motivation and should be considered when predicting or analyzing tourists' behavior.

A little later, in 2009, Xu *et al.* go further by exploring the cross-cultural differences, which may exist within the same age group. The authors compared and found that the young travelers from UK and China differ much according to their travel motives, preferred activities, attitudes,

and behavior within a destination. The scholars explain these results mainly with the differences between the English and the Chinese travel markets (i.e. stages of development), the students' lifestyle, and interestingly, with the Hofstede's cultural dimensions. In addition, another curious outcome was found. The participants of the same nationality but different genders had fairly different preferences about spending their time at a destination. In the case of the English tourists, for example, the males and the females had put different priorities on the activities (e.g. the females preferred more to go shopping, relaxing, and socializing, while the males preferred to watch sports or to participate in various outdoor activities). These findings are in line with the survey conducted by Richards and Wilson (2003) who also identified significant differences existing between the activities undertaken by the both genders. Nevertheless, the results should be questioned further in this study because there are also some researches (Carr, 1999), whose outcomes are contradictory to the above mentioned.

Based on the literature review and the lack of research on Millennials' cross-cultural differences in the travel context, the specific objectives of this study will be:

- To identify existing similarities and differences, between the UK and the US Millennials, in regard to their travel motivation and preferred activities within a destination.
- To identify existing similarities and differences, between people from the same nationality (e.g. UK females versus UK males), in regard to their travel motivation and preferred activities within a destination.
- To identify existing similarities and differences, between genders (females versus males, irrespective of nationality), in regard to their travel motivation and preferred activities within a destination.

- To identify existing similarities and differences, between two age groups (18-25 years old and 26-33years old) within the same cohort, in regard to their travel motivation and preferred activities within a destination.
- To identify existing similarities and differences, between people with different backgrounds (e.g. with and without children, education, income, or relationship status) within the same cohort, in regard to their travel motivation and preferred activities within a destination (irrespective of nationality).

The following study is based on the Generational Theory (Strauss & Howe, 1991), and more specifically on the Millennials age cohort. It uses Dann's (1977) concept of push and pull motivation but only focuses on the inner travelers' motivation (the push factors). Last but not least, to identify which features of a destination are attractive for the Youth travelers, this study uses, the proposed by Dotson et al. (2008), destination activities.

The constructs with the respective items and references are systematized and performed in Table 1.

Table 1. Constructs, items, and sources

Constructs	Items	Sources
Motivation - Push Factors	To relax To escape from the ordinary To experience different lifestyle To enhance my knowledge about new places To find thrills and excitement To visit family and friends To meet people with similar interests To visit places my friends have not visited	Lee <i>et al.</i> (2002).
Destination Activities	Local Food Sightseeing Shopping Events Museums Outdoor activities Partying Gambling	Dotson's <i>et al.</i> (2008)

4. Methodology

A three-section questionnaire (written in English) was developed to measure the inner motivation (e.g. the push factors) and the preferred destination activities of the North American Millennials and the English Millennials. The first part of the questionnaire included basic demographic characteristics of the participants (age, gender, origin, relationship status, children, education, and income). The second part of the survey consisted questions related with the Millennials' inner motivation to travel. A list of eight motivation items was adopted from Lee *et al.* (2002). The participants were asked to rate the importance of these motivations (*to escape from the ordinary, to experience new and different lifestyle, to enhance my knowledge about new places, to meet new people with similar interests, to relax, to visit places my friends have not visited, to find thrills and excitement, to visit family and friends*) on a 5 point Likert Scale (1= not at all important, 2= slightly important, 3=neutral, 4= important, 5= very important). Finally, the third section addressed the Millennials' destination activity preferences. A list of eight activities was adopted from Dotson's *et al.* (2008) study. The participants were asked to rate their likelihood to participate in these activities (*sightseeing, shopping, partying, gambling, trying local food, visiting museums, attending events, outdoor activities*), again, on a 5 point Likert Scale (1= definitely not, 2= perhaps not; 3= don't know; 4= probably; 5= for sure).

It is important to be clarified that the questionnaire was developed to identify existing similarities and differences between the American and the English Millennials in terms of travel motivation and preferred activities in general. Therefore, the survey did not focus on the trip type (e.g. domestic, foreign, etc.), or the type of destination (e.g. urban, rural, etc.).

The questionnaires were distributed to American and English travellers from 18 to 33 years old through an electronic survey development platform (Survey Monkey Audience). This software

provides the opportunity for buying responses collected from a specific target group (depending on age, gender, occupation, location, relationship status, etc.). The respondents are reached via e-mail and receive incentives, for completed questionnaire, in return (Survey Monkey, 2015). In total 322 completed questionnaires were collected (164 from UK and 158 from US). The sample's characteristics can be found in Table 2. It easily noticeable that the collected data is composed from almost equal numbers of females (156) and males (166); Americans (158) and English (164), and not least 18-25 (157) and 26-33 (165) years old Millennials. These figures, therefore, contributed suggestively for the accuracy of the comparison.

Table 2. Sample Profile

		<u>Frequencies</u>	<u>Percentage %</u>
Gender	Female	156	48,45
	Male	166	51,55
Age	18 to 25	157	48,76
	26 to 33	165	51,24
Country of origin	UK	164	49,07
	US	158	50,93
Relationship status	Single	122	34,78
	In a relationship	138	42,86
	Married	69	21,43
	Divorced	3	0,93
Children	Yes	70	21,74
	No	252	78,26
Education	High School diploma	179	55,59
	Bachelor's degree	98	30,43
	Master's degree	42	13,04
	Doctorate degree	3	0,93
Income	less than \$20,000	107	33,23
	\$20,000- \$39,000	83	25,78
	\$40,000- \$59,000	59	18,23
	\$60,000 and over	73	22,67

To analyse the collected data the IBM SPSS Statistics 23 Software was used. As the data to be obtained was measured on ordinal (ranked) scale, the non-parametrical Mann-Whitney U test was applied. The latter is used as a non-parametric alternative of t-test for independent samples but instead of comparing the means of two independent samples, it compares the medians. More specifically, the Mann-Whitney U test transforms the scores on the ordinal variables into ranks and then evaluates if the ranks between two autonomous groups differ significantly. For rejection of the null hypothesis a significant value of 0.05 is required (Pallant, 2013). For all grouping variables, with more than two categories (i.e. relationship status, education, and income) Kruskal-Wallis test was applied. The same is the non-parametric equivalent of the one-way ANOVA, and therefore allows the comparison of more than two groups (Pallant, 2013). In all of the cases when the significance level was less than 0.05, it was concluded that there was a statistical difference among the tested groups.

Last but not least, to enable additional comparison between the groups with more differences, tables with ranks (which specify the importance of the item) were prepared. The more important the motivational/activity item for the respondents was, the higher the rank. To measure the extent to which these different groups (e.g. UK versus US, males versus females, people with children versus people without children, etc.) agreed on their rankings on motivation and destination activities preferences Kednall's coefficient of concordance was applied. The null hypothesis in this case (when conducting the Kendall's W test) means that there is no association between the rankings given by the groups. Therefore, to reject the null hypothesis a value of $p < 0.05$ is needed (Patel, 1989, 2010).

5. Findings

Motivation

It can be seen from Table 3 that generally, the US and UK Millennials have given comparatively similar importance to the same motivational items (Table 3). The most important motivation for travelling were *relax* (Mean= 4.05), followed closely by the desire *to escape from the ordinary* (Mean= 3.65), while the least important ones were *traveling to meet people with similar interests* (Mean= 2.73) and *going to places my friends have not visited before* (Mean= 2.53). Although both nationalities rated all motivational items almost equally, there was one item, which after using the Mann- Whitney U test showed significantly different results for the two groups. This motivation was *to visit places my friends have not visited before* with $p= 0,004$. It is clear when looking at Table 3 that this motivation was way more important for the Americans than for the English.

Table 3. Travel motivation: US versus UK

<u>Travel Motivation</u>	<u>Total</u>		<u>Total US</u>		<u>Total UK</u>	
	<i>Mean</i>	<i>Rank</i>	<i>Mean</i>	<i>Rank</i>	<i>Mean</i>	<i>Rank</i>
To relax	4,05	1	3,99	1	4,10	1
To escape from the ordinary	3,65	2	3,59	2	3,71	2
To experience different lifestyle	3,62	3	3,58	3,5	3,67	3
To enhance my knowledge about new places	3,55	4	3,58	3,5	3,52	4
To find thrills and excitement	3,50	5	3,52	5	3,49	5
To visit family and friends	3,40	6	3,47	6	3,34	6
To meet people with similar interests	2,73	7	2,83	7	2,64	7
To visit places my friends have not visited	2,53	8	2,74	8	2,32	8

Continuing in the same direction, the next groups compared, on motivational basis, were the American women versus the English women (Table 4). The only significant difference found

between the two groups was again the motivational item *to visited places my friends have not visited before* with $p= 0.037$, which was rated higher by the US females (Mean= 2.67). In the meanwhile, the same comparison was applied to the males from UK and US, and it showed that there is no significant difference between the males from both nationalities. It might therefore be concluded that the Millennials from UK and US have almost the same motivations when it comes to traveling (based on the proposed motives). The only difference found, however, was ranked as one of the least important by the two countries.

Table 4. Travel motivation based on gender UK versus US

Motivation	US versus US (total)			UK (F) versus US (F)			UK (M) versus US (M)		
	UK mean	US mean	Sig.	UK(F) mean	US(F) mean	Sig.	UK(M) mean	US (M) mean	Sig.
To escape from the ordinary	3,71	3,59	0,510	3,67	3,80	0,465	3,75	3,420	0,147
To experience different lifestyle	3,67	3,58	0,761	3,67	3,80	0,278	3,67	3,400	0,219
To enhance my knowledge about new places	3,52	3,58	0,561	3,47	3,80	0,063	3,58	3,400	0,444
To meet people with similar interests	2,64	2,83	0,198	2,6	2,74	0,479	2,69	2,890	0,329
To relax	4,10	3,99	0,815	4,16	4,36	0,105	4,01	3,710	0,171
To visit places my friends have not visited	2,32	2,74	0,004**	2,18	2,67	0,037*	2,49	2,800	0,109
To find thrills and excitement	3,49	3,52	0,657	3,33	3,61	0,138	3,68	3,450	0,301
To visit family and friends	3,34	3,47	0,198	3,39	3,74	0,077	3,28	3,260	0,771

$p < 0,05^*$

$p < 0,01^{**}$

$p < 0,001^{***}$

After comparing directly the UK versus the US Millennials, the next series of comparisons were oriented towards the existing similarities and differences between genders in general, and between genders within the same nationality (Table 5). The Mann-Whitney U test showed a significant difference between both genders in terms of two motivations- *to relax* ($p= 0.000$), where the mean value for the females (Mean= 4.25) was significantly higher than the one for

males (Mean= 3.85), and *to visit family and friends* ($p= 0.05$), which was again with a higher importance for the women's group. Similar was the situation with the comparison of the American boys versus the American girls. The latter devoted significantly higher importance to *relax* and *to visit family and friends*, than the boys did. In the meanwhile, no differences were found between the motivation of females and males from UK. Both genders attached equal importance to all of the items with little variances in the mean values.

Table 5. Travel motivation based on genders

Motivation	Female (F) versus Male (M) (total)			UK(F) versus UK(M)			US(F) versus US(M)		
	F mean	M mean	Sig.	UK(F) mean	UK(M) mean	Sig.	US(F) mean	US(M) mean	Sig.
To escape from the ordinary	3,37	3,57	0,397	3,67	3,75	0,598	3,8	3,42	0,104
To experience different lifestyle	3,37	3,52	0,189	3,67	3,67	0,822	3,8	3,4	0,051
To enhance my knowledge about new places	3,62	3,48	0,397	3,47	3,58	0,516	3,8	3,4	0,064
To meet people with similar interests	2,66	2,80	0,306	2,60	2,69	0,601	2,74	2,89	0,454
To relax	4,25	3,85	0***	4,16	4,01	0,226	4,36	3,71	0***
To visit places my friends have not visited	2,39	2,66	0,055	2,18	2,49	0,154	2,67	2,8	0,485
To find thrills and excitement	3,45	3,55	0,373	3,33	3,68	0,056	3,61	3,45	0,457
To visit family and friends	3,54	3,27	0,05*	3,39	3,28	0,456	3,74	3,26	0,034*

$p < 0,05^*$

$p < 0,01^{**}$

$p < 0,001^{***}$

The ranks that both genders have put on the motivational items (irrespective of nationality) can be seen in the first two columns in Table 6. At first sight, the sequence of the eight motivational items did not seem equivalent. While *to experience different lifestyle* was ranked with 4 (out of 8) by the males, it was classified way lower by the females with 2,5. Another two items, which were ranked differently, were the motivation related with *thrills and excitement* (Females=6, Males=3) and the *visitation of family and friends* (Females=5, Males=6), which was surprisingly ranked with a higher importance by the men. At the same time when looking

at the last four columns of Table 5 (*i.e.* *US females, US males, UK females, and UK males*), it is also noticeable that the four groups ranked differently the proposed motivational items, and therefore the sequence for each was different.

Table 6. Ranks on travel motivation items by gender

<u>Travel Motivation</u>	<u>Total</u> <u>Females</u>	<u>Total</u> <u>Male</u>	<u>US</u> <u>Females</u>	<u>US</u> <u>Males</u>	<u>UK</u> <u>Females</u>	<u>UK</u> <u>Males</u>
	Rank	Rank	Rank	Rank	Rank	Rank
To relax	1	1	1	1	1	1
To escape from the ordinary	2,5	2	3	3	2,2	2
To experience different lifestyle	2,5	4	3	4,5	2,5	4
To enhance my knowledge about new places	4	5	3	4,5	4	5
To find thrills and excitement	6	3	6	2	6	3
To visit family and friends	5	6	5	6	5	6
To meet people with similar interests	7	7	7	7	7	7
To visit places my friends have not been	8	8	8	8	8	8

Even so, these numbers were not enough for drawing conclusions. In order to go further and investigate whether the males and females agreed or disagreed on their rankings (in regard to the motivational items), the coefficient of concordance (Kendall's W) was applied. The first ranks to be compared were the ones given from all women and all men (irrespective of nationality). With W value of 0.919 and $p=0.007$ (Table 7), the Kendall's W test concluded that the null hypothesis was rejected, and therefore the groups did not differ in their rankings.

Table 7. Total Males vs Total Females (Kendall's W)

N	2
Kendall's W*	0,919
Chi- Square	12,868
df	7
Monte Carlo Sig.	0,007**
Lower Bound	0,004
Upper Bound	0,009

*Kendall's Coefficient of Concordance

**Based on 10000 sampled tables with starting seed 926214481

Secondly, all ranks given by the four groups- US males, US females, UK males, and UK females were compared collectively (Table 8). The coefficient of concordance was $W = 0.884$, and the $p = 0.000$. These results also confirmed that the null hypothesis could be rejected, and that the four groups have an agreement in ranking the motivational items (i.e. do not differ).

Table 8. US males, US females, UK males, UK females (Kendall's W)

N	4
Kendall's W*	0,884
Chi- Square	24,755
Df	7
Monte Carlo Sig.	0,000**
Lower Bound	0,000
Upper Bound	0,000

*Kendall's Coefficient of Concordance

**Based on 10000 sampled tables with starting seed 1314643744.

The next step in the research was the comparison between people who have or do not have children (Table 9). After comparing the groups with or without children, irrespective of nationality (column 1), the only significant difference found was the one related with the *thrills and excitement* item ($p = 0.002$). It is not surprising, however, that people who do not have children are more willing to search adventures and excitement, than those who have children. At the same time, when the same comparison was applied to people with and without children, depending on the nationality, a significant difference was found in terms of another

motivational factor- *to visit places my friends have not visited*. The US citizens have put again a higher importance on this factor than the UK citizens. The difference between English and American people with children was $p = 0.044$ (US_{mean}=2.76; UK_{mean}=2.14), and the one between people without children was a little bigger $p = 0.029$ (US_{mean}=2.74; UK_{mean}=2.37).

Table 9. Travel motivation of people with children versus people without children

<u>Motivation</u>	<u>People with (Y)and without (N) children</u>			<u>With children</u>			<u>Without children</u>		
	(Y) mean	(N) mean	Sig.	US mean	UK mean	Sig.	US mean	UK mean	Sig.
To escape from the ordinary	3,38	3,73	0,71	3,39	3,36	0,951	3,64	3,81	0,433
To experience different lifestyle	3,39	3,69	0,98	3,33	3,44	0,72	3,64	3,74	0,904
To enhance my knowledge about new places	3,35	3,61	0,89	3,33	3,36	0,921	3,64	3,57	0,432
To meet people with similar interests	2,71	2,74	0,839	2,82	2,61	0,465	2,83	2,65	0,288
To relax	2,96	4,07	0,725	3,94	3,97	0,883	4,01	4,13	0,864
To visit places my friends have not visited	2,43	2,55	0,52	2,76	2,14	0,044*	2,74	2,37	0,029*
To find thrills and excitement	3,09	3,62	0,002**	3,09	3,08	0,975	3,64	3,61	0,719
To visit family and friends	3,46	3,38	0,636	3,42	3,5	0,916	3,48	3,29	0,125

$p < 0,05^*$

$p < 0,01^{**}$

$p < 0,001^{***}$

The Mann- Whitney U test was also run to identify existing differences between two age categories within the same millennial cohort - 18-25 years old and 26-33 years old (Table 10). Firstly, the two groups were compared without considering the nationality (column 1). The first motivational item with a highly significant difference ($p = 0.001$) among the two groups was the desire *to meet people with similar interests*. This motivation was clearly of a bigger importance for the younger members of the cohort (Mean= 2.97), than for the ones who belong to the 26-33 years old category (Mean= 2.52). This may be explained with the higher curiosity

that the Youngers have due to lack of experience, or the fact that most of the 18-25 years old (47.13%) in this sample were single, while only 23.03% of the 26-33 years old were single.

Table 10. Travel motivation of Millennials from two age groups (18 to 25 versus 26-33 years old)

<u>Motivation</u>	<u>18-25 versus 26-33 means</u>			<u>18-25 US versus UK means</u>			<u>26-33 US versus UK means</u>		
	(18-25)	(26-33)	Sig.	US	UK	Sig.	US	UK	Sig.
To escape from the ordinary	3,66	3,64	0,764	3,57	3,76	0,406	3,61	3,66	0,9
To experience different lifestyle	3,67	3,58	0,321	3,71	3,63	0,612	3,44	3,7	0,273
To enhance my knowledge about new places	3,59	3,51	0,451	3,66	3,52	0,394	3,49	3,52	0,99
To meet people with similar interests	2,97	2,52	0,001***	3,04	2,9	0,481	2,61	2,43	0,327
To relax	3,95	4,13	0,067	3,89	4,01	0,735	4,09	4,16	0,854
To visit places my friends have not visited	2,69	2,37	0,028*	2,89	2,48	0,052	2,59	2,19	0,04*
To find thrills and excitement	3,78	3,25	0.000***	3,74	3,74	0,72	3,29	3,21	0,55
To visit family and friends	3,5	3,31	0,127	3,53	3,53	0,626	3,41	3,22	0,217

p < 0,05*

p < 0,01**

p < 0,001***

The second significant difference was found for the item *to visit places my friends have not visited* (p= 0.028), which was rated higher by the youngers (Mean₁₈₋₂₅= 2.69) than for the second age category (Mean₂₆₋₃₃= 2.37). This figures indicated that perhaps the 18- 25 years old seek more for unique experiences, or want to be different and interesting in their friends' perceptions. Last but not least, the desire *to find thrills and excitement* recorded a highly significant difference (p= 0.000) among the two groups. While it was the second most important motivator for the youngers to travel (Mean₁₈₋₂₅=3.78), the other group ranked its importance way lower (Mean₂₆₋₃₃= 3.25).

Table 11. Ranks on travel motivation items by age group (18-25 versus 26-33)

<u>Motivation</u>	<u>18-25 versus 26-33 Ranks</u>	
	(18-25)	(26-33)
To escape from the ordinary	4	2
To experience different lifestyle	3	3
To enhance my knowledge about new places	5	4
To meet people with similar interests	7	7
To relax	1	1
To visit places my friends have not visited	8	8
To find thrills and excitement	2	6
To visit family and friends	6	5

Given these differences and the variances in the ranks shown in Table 11, a Kendall's W test was run in order to assure whether there was association between the ranks. The results can be seen in Table 12. With a value of $W = 0.869$ and $p = 0.025$, the null hypothesis (i.e. there is no association between the ranks) was rejected, which means that regardless the different rates given to the motivational items, the ranks did not differ significantly.

Table 12. 18-25 years old versus 26-33 years old (Kendall's W)

N	2
Kendall's W*	0,869
Chi- Square	12,167
df	7
Monte Carlo Sig.	0,025**
Lower Bound	0,021
Upper Bound	0,029

*Kendall's Coefficient of Concordance

**Based on 10000 sampled tables with starting seed 299883525.

Back to Table 10, it is noticeable that the members of the 18-25 years old group (both from UK and US) rated almost equally all of the motivational items. As a result, no significant differences were found between the two nationalities (column 2). In the meanwhile, there was only one significant difference found between the 26-33 years old people from UK and US (column 3).

Once again this discrepancy was related with the *places my friends have not visited* motivation ($p= 0.04$), which was ranked as more important by the Americans (Mean= 2.59) than the English (2.19).

Finally, the last part of this section is oriented towards the identification of existing similarities and differences, between Millennials with different backgrounds (e.g. education, income, and relationship status), in regard to their travel motivation, irrespective of nationality. As the three variables mentioned above had more than two categories, each one was firstly tested with Kruskal-Wallis Test, which allowed the comparison of more than two groups on a continuous variable (in this case the motivation). After some significant between- groups differences were found, a Mann- Whitney U test was run again, for each two groups, so that the location of the differences could be identified precisely.

The first grouping variable to be tested was the relationship status (single, in a relationship, married, and divorced). After conducting the Kruskal- Wallis Test (Table 13), it was evident that the four groups differed significantly in regard to two motivational items- *to meet people with similar interests* ($p=0.000$) and *to find thrills and excitement* ($p= 0.021$). This means that the rest of the motivational items were ranked equally by all respondents regardless of their relationship status.

Table 13. Test Statistics^{a,b}

	To escape from the ordinary	To experience different lifestyle	To enhance my knowledge about new places	To meet people with similar interests	To relax	To visit places my friends have not visited	To find thrills and excitement	To visit family and friends
Asymp. Sig.	0,408	0,428	0,245	0,000***	0,149	0,196	0,021*	0,39

a. Kruskal Wallis Test

b. Grouping Variable: Relationship status

p < 0,05*; p < 0,01**; P < 0,001***

To find out where exactly the significant differences were lying, a Mann-Whitney U test was run (Table 14). The test identified that single people differ significantly from the married people (p= 0.000). The latter, rated the motive *to meet people with similar interests* (Mean_{married}=2.22) way lower than the single respondents (Mean_{single}=2.98). The married Millennials have also shown a lower need *to meet people with similar interests* than those who were in a relationship status (Mean_{in a relationship}=2.28)

Table 14. Comparison of Millennials with different relationship statuses in regard to the motivational item – “To meet people with similar interests”

	<u>Singles (S) versus Married (M)</u>			<u>In a relationship (RS) versus Married (M)</u>		
	(S) mean	(M) mean	Sig.	(RS) mean	(M) mean	Sig.
To meet people with similar interests	2,98	2,22	0,000***	2,28	2,22	,001***

p < 0,05*

p < 0,01**

p < 0,001***

The other motivational item, which indicated a significant difference among the groups (Table 13) was *-to find thrills and excitement* item. After applying the Mann- Whitney U test, it was found that there are differences among four pairs of different categories. Table 15 reports that the largest difference was recorded between divorced versus single people (p=0.025), closely

followed by divorced versus in a relationship ($p= 0.028$). The other two categories, which were comparatively different were married versus single ($p= 0.04$) and married versus in a relationship ($p= 0.036$). Table 15 suggests that the single people and the one in a relationship gave the highest importance to this motive (*to find thrills and excitement*).

Table 15. Comparison of Millennials with different relationship statuses in regard to the motivational item "To find thrills and excitement"

	<u>Sig.</u>
Divorced versus Singles	0,025*
Divorced versus In a relationship	0,028*
Married versus Single	0,04*
Married versus In a relationship	0,036*

$p < 0,05^*$

Table 16. Means

<u>Relationship Status</u>	<u>Thrills and excitement</u>
Single	3,62
In a relationship status	3,6
Married	3,21
Divorced	2

Another variable to be tested in a relation with the travel motivation was the millennial's education. This group variable was composed of four categories (High school diploma, Bachelor's degree, Master's degree, and Doctorate degree). After running the Kruskal- Wallis test, only one significant difference was found among the groups (Table 17). This difference was based on the motivational factor *to enhance my knowledge about new places* where $p=0.042$.

Table 17. Test Statistics^{a,b}

	To escape from the ordinary	To experience different lifestyle	To enhance my knowledge about new places	To meet people with similar interests	To relax	To visit places my friends have not visited	To find thrills and excitement	To visit family and friends
Asymp. Sig.	0,797	0,672	0,042*	0,092	0,267	0,889	0,487	0,26

a. Kruskal Wallis Test

b. Grouping Variable: Education
p < 0,05*

This difference was further explored with the Mann-Whitney U test. The results displayed that the respondents with a High school diploma (Mean= 3.4) have put a lower importance to this particular motive, than those with a Master's degree (Mean= 3.95), who ranked it way higher (Table 18).

Table 18. Comparison of Millennials with different educational background in regard to the motivational item – “To enhance my knowledge about new places”

<u>High school Diploma(HD) versus Master's Degree (MD)</u>			
	(HD) mean	(MD) mean	Sig.
To enhance my knowledge about new places	3,4	3,95	,012*

*P<0,05

Last but not least, it was also interesting to compare the motivation of people who belong to the same age cohort but have a diverse income (less than \$20.000, \$20.000 -\$39.000, \$40.000-\$59.000, and \$60.000 and above). Table 19 reports that the income variable resulted in a single difference between the groups in regard to the motivational item *to meet people with similar interest*, where p=0.022).

Table 19. Test Statistics^{a,b}

	To escape from the ordinary	To experience different lifestyle	To enhance my knowledge about new places	To meet people with similar interests	To relax	To visit places my friends have not visited	To find thrills and excitement	To visit family and friends
Asymp. Sig.	0,132	0,493	0,267	0,022*	0,71	0,738	0,867	0,596

a. Kruskal Wallis Test

b. Grouping Variable: Income

*P<0,05

Further tests confirmed that the difference ($p=.002$) occurred only between people with income less than \$20.000 and those with \$60.000 and over (Table 20). All other groups (regardless of the income) have put comparatively similar importance to the motivational items.

Table 20. Comparison of Millennials with different income in regard to the motivational item – “To meet people with similar interests”

	<u>Less than \$20,000 (1) versus \$60,000 and over (2)</u>		
	(1) mean	(2) mean	Sig.
To meet people with similar interests	3,01	2,4	,002**

**P<0,001

Activities

In the following section all comparisons made were oriented towards eight possible destination activities (*sightseeing, shopping, partying, gambling, trying local food, visiting museums, attending events, and outdoor activities*). The overall means and ranks of each activity in general and by country are illustrated in Table 1a. It is noticeable that the UK and US Millennials have given different ranks to three activities- *shopping, attending events, and outdoor activities*. To investigate further and identify the existing differences in the activity preferences of both countries a Mann- Whitney U test was run.

Table 1a. Destination activities: US versus UK

Activities	Total		Total US		Total UK	
	Mean	Rank	Mean	Rank	Mean	Rank
Local Food	4,24	1	4,22	1	4,27	1
Sightseeing	4,18	2	4,11	2	4,24	2
Shopping	3,78	3	3,7	4	3,79	3
Events	3,70	4	3,86	3	3,54	6
Museums	3,65	5	3,65	5	3,66	5
Outdoor activities	3,65	6	3,62	6	3,68	4
Partying	2,93	7	2,85	7	3	7
Gambling	2,03	8	2,2	8	1,87	8

The findings of the comparison are shown in Table 2a. There were two significant differences between the groups. The first one was related with the *events* ($p= 0.004$), where the US Millennials demonstrated higher interest (Mean =3.86) towards attending events than the UK Millennials (Mean= 3.54). The second one was associated with the interest towards the *gambling* ($p= 0.018$), where the Americans (Mean= 2.2) showed, once again, a higher interest than the English (Mean= 1.87).

The next groups to be compared were the American women versus the English women, and the American men versus the English men. After the assessment of the females, it was found that the American women (Mean=4.56) were way more interested in *trying local food* than the English women (Mean=4.15). Moreover, they were more enthusiastic to *attend events* (Mean_{us}=3.97) then the UK females (Mean_{us}=3.46). These significant differences can be also seen in Table 2a. In the meanwhile, there was only one significant difference ($p= 0.023$) found between the males from UK and US. In a contrast with the females, the English men (Mean=4.41) verified a significantly higher interest towards *trying the local food* than the American men (Mean=3.95). Other than this difference, both the UK and the US males did not differ in their destination activity preferences.

Table 2a. Destination activities based on gender: US versus UK

Destination Activities	<u>UK versus US (total)</u>			<u>UK (F) versus US (F)</u>			<u>UK (M) versus US (M)</u>		
	UK mean	US mean	Sig.	UK(F) mean	US(F) mean	Sig.	UK(M) mean	US (M) mean	Sig.
Local Food	4,27	4,22	0,925	4,15	4,56	0,013*	4,41	3,95	0,023*
Sightseeing	4,24	4,11	0,281	4,31	4,45	0,824	4,17	3,85	0,173
Shopping	3,79	3,7	0,522	4	4,02	0,727	3,55	3,46	0,9
Events	3,54	3,86	0,004**	3,46	3,97	0,003**	3,65	3,77	0,289
Museums	3,66	3,65	0,92	3,6	3,81	0,488	3,73	3,52	0,471
Outdoor activities	3,68	3,62	0,668	3,6	3,7	0,904	3,73	3,6	0,688
Partying	3	2,85	0,339	2,81	2,77	0,745	3,23	2,92	0,162
Gambling	1,87	2,2	0,018*	1,69	1,88	0,188	2,07	2,45	0,093

p < 0,05*

p < 0,01**

p < 0,001***

The next part of the comparison was oriented towards the identification of general differences among both genders, in terms of their destination activity preferences. Furthermore, the genders within each nationality (e.g. UK females versus UK males) were also tested for significant differences. The results are exposed in Table 3a. It is easily noticeable that there were three significant differences between the males and the females (irrespective of nationality). The first activity, which was differently rated by both was the *sightseeing* ($p=0.002$). According to the statistics, the fair sex showed higher interest towards this activity (Mean_f = 4.37) in comparison with the strong sex (Mean_m = 4.16). The second activity, which showed highly significant difference ($p=0.000$) was the *shopping*. It is, however, not surprising that the females (Mean = 4.01) ranked this activity as way more important than the males did (Mean = 3.5). Last but not least, the *gambling* activity ($p=0.001$) seemed to be more interesting for men (Mean = 2.28) than for women (Mean = 1.77). In the meanwhile, the UK females were compared with the UK males. The results, shown in Table 3, suggest that there are three activities, which distinguish the two

groups. The *shopping* ($p=0.003$) was ranked once again higher by the females (Mean= 4.00), than by the males (Mean=3.55). Another interesting difference with $p= 0.04$, was found in regard to *partying*. While the men devoted comparatively higher interest to it (Mean= 3.23) it did not seem to be of a big importance for the women (Mean= 2.81). Lastly, the *gambling* activity was rated differently ($p= 0.38$) with a higher mean value for the males.

When the same, Mann- Whitney, test was applied for the American citizens (Table 3a, last column) it became clear that women and men differed significantly in regard to half of the proposed destination activities. Besides the *shopping* ($p=0.008$) and the *gabling* ($p=0.015$), the American girls demonstrated higher interest towards the sightseeing, and interestingly, a stronger preferences in regard to the local food than the American men did.

Table 3a. Destination activities based on gender

Destination Activities	Female (F) versus Male (M) (total)			UK (F) versus UK(M)			US (F) versus US (M)		
	F mean	M mean	Sig.	UK(F) mean	UK(M) mean	Sig.	US(F) mean	US(M) mean	Sig.
Local food	4,33	4,16	0,20	4,15	4,41	0,154	4,56	3,95	0,001**
Sightseeing	4,37	3,99	0,002**	4,31	4,17	0,175	4,45	3,85	0,004**
Shopping	4,01	3,5	0***	4,00	3,55	0,003***	4,02	3,46	0,008**
Events	3,68	3,72	0,673	3,46	3,65	0,297	3,97	3,77	0,368
Museums	3,69	3,62	0,404	3,60	3,73	0,926	3,81	3,52	0,207
Outdoor Activities	3,64	3,66	0,778	3,64	3,73	0,996	3,66	3,6	0,73
Partying	2,79	3,06	0,071	2,81	3,23	0,04*	2,77	2,92	0,511
Gambling	1,77	2,28	0,001***	1,69	2,07	0,038*	1,88	2,45	0,015*

$p < 0,05^*$

$p < 0,01^{**}$

$p < 0,001^{***}$

Table 4a reports the ranks given to each destination activity by both genders. It is evident that there are many discrepancies between the groups in the table. In order to investigate to what extent these diverse rankings were statistically different, the Kednall's W test was applied.

Table 4a. Ranks on destination activities items by gender

<u>Destination Activities</u>	<u>Total Females</u> Rank	<u>Total Male</u> Rank	<u>US Females</u> Rank	<u>US Males</u> Rank	<u>UK Females</u> Rank	<u>UK Males</u> Rank
Local food	2	1	1	1	2	1
Sightseeing	1	2	2	2	1	2
Shopping	3	6	3	6	3	6
Events	5	3	4	3	6	5
Museums	4	5	5	5	5	3,5
Outdoor Activities	6	4	6	4	4	3,5
Partying	7	7	7	7	7	7
Gambling	8	8	8	8	8	8

The first Kendall's W test (Table 5a) was run to compare the rankings of females and males in general (irrespective of nationality). With value of $W=0.881$ and $p=0.017$, the null hypothesis that there is no association between the ranks, was rejected. Therefore, the two groups (man and women) did not differ in their ranking.

Table 5a Total Males vs Total Females (Kendall's W)

N	2
Kendall's W*	0,881
Chi- Square	12,333
Df	7
Monte Carlo Sig.	0,017*
Lower Bound	0,013
Upper Bound	0,020

*Kendall's Coefficient of Concordance

**Based on 10000 sampled tables with starting seed 2000000

Secondly, a collective comparison between all four groups -US males, US females, UK males, and UK females was conducted (Table 6a). The results reported that these four groups did not differed in their activity preferences rankings, either ($W=0.875$ and $p=0.000$). This means that regardless of the discrepancies shown in Table 4a, all of the groups had an agreement between their rankings.

Table 6a. US males, US females, UK males, UK females (Kendall's W)

N	4
Kendall's W*	0,875
Chi- Square	24,51
Df	7
Monte Carlo Sig.	0*
Lower Bound	0,000
Upper Bound	0,000

*Kendall's Coefficient of Concordance

**Based on 10000 sampled tables with starting seed 299883525

The next groups to be examined in regard to their destination activities preferences were the respondent who have children, and those who do not (Table 7a). Mann- Whitney U tests was firstly run to compare the general preferences of both cases (with children versus without children). The only significant difference found was in regard to the *outdoor activities* ($p=0.038$).

Table 7a. Destination activity preferences of people with children versus people without children

Destination Activities	People with (Y)and without (N) children			With children			Without children		
	(Y) mean	(N) mean	Sig.	US mean	UK mean	Sig.	US mean	UK mean	Sig.
Local food	4,31	4,22	0,820	4,19	4,42	0,838	4,22	4,23	0,991
Sightseeing	4,06	4,21	0,487	4,00	4,11	0,530	4,14	4,28	0,380
Shopping	3,94	3,69	0,141	3,91	3,97	0,703	3,65	3,74	0,600
Events	3,69	3,70	0,740	3,88	3,53	0,275	3,85	3,55	0,009**
Museums	3,46	3,71	0,092	3,44	3,47	0,728	3,71	3,72	0,943
Outdoor Activities	3,34	3,74	,038*	3,28	3,39	0,695	3,72	3,77	0,752
Partying	3,01	2,90	0,551	3,28	2,78	0,136	2,73	3,07	0,059
Gambling	2,19	1,98	0,167	2,56	1,86	0,035*	2,10	1,87	0,094

$p < 0,05^*$

$p < 0,01^{**}$

$p < 0,001^{***}$

As expected, people who do not have children were more willing to join some outdoor activities than the ones who have children (Mean_{without} = 3.74, Mean_{with} = .038). All other activities were rated similarly by both groups.

In order to assess and to contrast the two nationalities, however, a statistical test was also run to compare the US and the UK respondents with children, as well as the US and the UK respondents without children. Not many differences were found in this last comparison (Table 7a). The Americans with children (Mean=2.56) showed a higher interest towards *gambling* than the English (Mean=1.86). At the same time, among the groups without children the US Millennials (Mean= 3.85) were more willing to attend events than the UK Millennials (Mean= 3.55).

Following the same logic as in the motivational section of this research, the next comparison was oriented towards two different age categories within the Millennials cohort, the youths who belong to the age category 18 to 25 years old, and the ones who belong to 26 to 33 years old.

Table 8a. Destination activity preferences of Millennials from two age groups (18 to 25 versus 26-33 years old)

Destination Activities	<u>18-25 versus 26-33 means</u>			<u>18-25 US versus UK means</u>			<u>26-33 US versus UK means</u>		
	(18-25)	(26-33)	Sig.	US	UK	Sig.	US	UK	Sig.
Local food	4,15	4,33	0,116	4,12	4,18	0,751	4,31	4,34	0,721
Sightseeing	4,05	4,3	0,019*	3,99	4,11	0,457	4,23	4,35	0,523
Shopping	3,75	3,75	0,860	3,68	3,83	0,577	3,73	3,76	0,723
Events	3,82	3,58	0,068	3,89	3,75	0,193	3,82	3,38	0,008**
Museums	3,64	3,67	0,860	3,53	3,76	0,279	3,77	3,58	0,345
Outdoor Activities	3,84	3,48	0,012*	3,78	3,90	0,658	3,46	3,49	0,767
Partying	2,90	2,95	0,786	2,69	3,13	0,046*	3,01	2,89	0,588
Gambling	2,02	2,04	0,713	2,04	2,00	0,903	2,36	1,75	0,002**

p < 0,05*, p < 0.01**, p < 0.001***

As shown in Table 8a, there were only two differences in terms of destination activity preferences between the two age groups. The *sightseeing* (p= 0.019), which was of a higher importance for the older part and the *outdoor activities* (p= 0.012), which was more appreciated by the Youngers. The findings of the comparison between the 18-25 years old from UK and US did not show much difference, either. The activity rated differently by the two nationalities was

partying ($p=0.46$). The US members (Mean= 2.69) declared way lower desire for *partying* than the UK members (Mean= 3.13). These figures prove that the group of the 18 to 25 years old is highly homogeneous in terms of destination activity preferences. Similar was the situation within the 26 to 33 years old group. The Americans confirmed a higher interest towards *events* and *gabling* than the English. All of the other activities, however, were rated comparatively equal.

To move on with the analysis, the aim of the following section was not to compare the American versus the English Millennials, but to take them as a whole, and to identify if the members differed in their destination activity preferences, based on their backgrounds. As the grouping variables (relationship status, education, and income) were composed of more than two categories, the statistical method chosen was the Kruskal- Wallis Test. Nevertheless, this test, shows only that there are significant differences between the groups without describing the course of the difference. Therefore, whenever the Kruskal- Wallis test was showing differences between the groups, the Mann-Whitney U test was run to identify the precise location of the discrepancies.

The relationship status (single, in a relationship, married, and divorced) was the first independent grouping variable to be tested. After applying the Kruskal- Wallis test (Table 9a) it was evident that the Millennials with different marital status demonstrated unequal preferences towards two activities- *partying* ($p=0.006$) and *gabling* ($p= 0.01$). To go further and to identify where these inconsistencies were lying a series of Mann-Whitney test was run (Table 10a). The differences in regard to *partying* were found firstly between single versus married people ($p= 0.016$), where the married Millennials showed lower interest towards *partying*, than the single ones.

Table 9a. Test Statistics^{a,b}

	<u>Sightseeing</u>	<u>Shopping</u>	<u>Partying</u>	<u>Gambling</u>	<u>Local food</u>	<u>Museums</u>	<u>Events</u>	<u>Outdoor Activities</u>
Asymp. Sig.	0,051	0,46	0,006**	0,01*	0,251	0,142	0,103	0,226

a. Kruskal Wallis Test

b. Grouping Variable: Relationship Status

p < 0,05*

p < 0,01**

p < 0,001***

The second variance was found between people in a relationship and the married ones (p=0.000), where again the married people were less likely to attend event within the travel destination. Analogous was the situation in regard to the *gambling* (Table 10a). The married respondents (Mean=2.45) rated it way lower than the ones who were single (Mean=2.17) or in a relationship (Mean= 1.63).

Table 10a. Comparison of Millennials with different relationship statuses in regard to destination activities – “*partying*” and “*gambling*”

	<u>Single (S) versus Married (M)</u>			<u>In a relationship (RL) versus Married (M)</u>		
	(S)mean	(M)mean	Sig.	(RL)mean	(M)mean	Sig.
Partying	2,96	2,45	0,016*	3,14	2,45	0***
Gambling	2,17	1,63	0,002**	2,11	1,63	0,004**

p < 0,05*

p < 0,01**

p < 0,001***

After concluding that *partying* and *gambling* were the only activities rated differently by people with different relationship status, it was interesting to explore whether the diverse educational level (high school diploma, bachelor's degree, master's degree, or doctorate degree) lead to distinctive activity preferences within a tourist destination. Table 11a reports the results of the Kruskal-Wallis tests, which revealed that although the interest towards the *sightseeing* seem to be very close to a statistical difference (p= 0.051), the only activity directly affected by the level of education was the visitation of *museums* (p= 0.000).

Table 11a. Test Statistics^{a,b}

	<u>Sightseeing</u>	<u>Shopping</u>	<u>Partying</u>	<u>Gambling</u>	<u>Local food</u>	<u>Museums</u>	<u>Events</u>	<u>Outdoor Activities</u>
Asymp. Sig.	0,051	0,083	0,468	0,223	0,065	0,000***	0,52	0,327

a. Kruskal Wallis Test

b. Grouping Variable: Education

p < 0,05*

p < 0,01**

p < 0,001***

Consequently, the Mann-Whitney U test was run, and it discovered that the Millennials with higher educational achievements (Mean_{bachelor}= 3.9; Mean_{master}= 4.1) were definitely more fascinated to visit museums than those with High school diploma (Mean= 3.42).

Table 10a. Comparison of Millennials with different educational background in regard to destination activity- "visit museums"

Visit	<u>High School (HS) versus Bachelor (B)</u>			<u>High School (HS) versus Master (M)</u>		
	(HS)mean	(B)mean	Sig.	(HS)mean	(M)mean	Sig.
Museums	3,42	3,9	,001**	3,42	4,1	,001**

p < 0,05*

p < 0,01**

p < 0,001***

Finally, the last comparison aimed to reveal whether the income also affects the choice of activities within a tourist destination. The Millennials were split into four income categories- those who receive less than \$20.000; from \$20.000 to \$39.000; from \$40.000 to \$59.000, and \$60.000 and above. The statistical test (Table 11a) identified that the only destination activity, which was ranked differently among the income groups was the interest toward events.

Test 11a. Test Statistics^{a,b}

	<u>Sightseeing</u>	<u>Shopping</u>	<u>Partying</u>	<u>Gambling</u>	<u>Local food</u>	<u>Museums</u>	<u>Events</u>	<u>Outdoor Activities</u>
Asymp. Sig.	0,41	0,551	0,147	0,869	0,071	0,503	,009**	0,806

a. Kruskal Wallis Test

b. Grouping Variable: Income

p < 0,05*

p < 0,01**

p < 0,001***

The results of the Mann-Whitney U test are exposed in Table 12a. A significant differences were found between the Millennials with high income of \$60k and above (Mean= 3.34) and all the rest who have a lower income. Clearly, the respondents with higher income were not as interested in attending events, than the rest participants.

Table 12a. Comparison of Millennials with different educational background in regard to destination activity- "attending events"

	<u>Less than \$20K (0)</u> <u>versus \$60K and over</u> <u>(3)</u>			<u>\$20K to \$39K (2) versus</u> <u>\$60K and over (3)</u>			<u>\$40K to \$59K (1) versus</u> <u>\$60K and over (3)</u>		
	(0) mean	(3) mean	Sig.	(2) mean	(3) mean	Sig.	(1) mean	(3) mean	Sig.
Attending Events	3,78	3,34	,003* *	3,81	3,34	,004* *	3,79	3,34	,010*

p < 0,05*

p < 0,01**

p < 0,001***

Nevertheless, no general conclusions can be made because the type of events (e.g. cultural, sport, political events, etc.) has not been specified in the questionnaire.

6. Implications

As this is the first study, which seeks to investigate and to compare the travel motivation and the preferred destination activities of Millennials from two countries (United States and United Kingdom), there are various implications suggested but also a few limitations noticed.

The results can be implemented in the destination marketing practices in several contexts. The findings will be particularly helpful for the design of new destination products targeting the Millennials from US and UK. Hence, visitors' satisfaction will increase, on the one hand, and the destination resources will be spent reasonably, on the other hand.

Botho *et al.* (1999) suggests that the inner, push motivations of the travellers can be used for better positioning of a destination. This may also be performed, to some extent, by using the data received, in regard to the preferred activities within a destination. As for the Millennials, the relax, the desire to escape from the ordinary, and the curiosity to experience new lifestyle are very important motivators, the message to be sent by the DMOs to the potential customers, should addresses these demands. Additionally, it was found that the youth travellers are highly interested in sightseeing and trying local food, which means that a destination may be classified as one, with a rich cultural and historic background, or to focus its attention on emphasizing the authentic cuisine. DMOs can include these distinctive features in the promotional mix or in the marketing communication in general, and this will utilize the marketers to create advertisements, which will be tangible projection of the visitors' desires (Moscardo, Morison, Pearce, & O'Leary, 1995). These proposals are also supported by Uysal & Hagan (1993), who suggest that understanding of the inner motivation of different travellers, to visit different places, is of a crucial importance for improving destination's marketing strategy.

As mentioned earlier in this section, destination resources are very important and should be used wisely. According Choi & Ling (2000), this can happen only if the management knows the customers' preferences. The authors specify that *"The needs of a target market can be better matched if funds are allocated to provide attractions which the target tourist desires"* (Choi & Ling, 2000). In the case of this study, the Millennials were found to be comparatively disinterested into gambling. Consequently, spending time and resources on building and promoting Casinos, will not be a rational strategy.

It is also suggested that this study, when combined with other ones, for instance Channels of Distribution for Millennials, or Millennials' Searching Behaviour, may become a very useful tool for destination estimates and development.

7. Limitations

Along with all implications, this study has a few limitations, which deserve attention and can be further explored in a series of studies.

The most important limitation of the study is related with the characteristics of the trip. The survey does not include questions related with the trip itself. Factors, such as distance (long or short haul), travel purpose (outdoor, city trip, business, cruise, etc.), design of the trip (package/non package), and if the tourists travel alone or in a group, may significantly change the outcome (Hsieh *et al.*, 1992; Morrison *et al.*, 1994; Law *et al.*, 2004). Consequently, future studies may focus more precisely on these specifications.

Secondly, the questionnaire was limited to only eight motivation items and eight destination activity items. This may automatically reduce the chance of discovering significant differences between the participants. Therefore, it is highly recommended that further research in this topic may embrace more items from each construct (travel motivation and destination activity).

Last but not least, keeping in mind the exploratory nature of the study and the ever-changing character of the tourists, this study should be conducted more often because the results may be quite different ten years from now.

8. Conclusion

The findings of this study revealed that the American and the English Millennials have put relatively similar significance to the eight motivational items, proposed in this research. It was found that the most important motivations for considering a vacation, for both nationalities, were the need to “*relax*” (Mean= 4.05), the desire “*to escape from the ordinary*” (Mean=3.65), and the curiosity “*to experience different lifestyle*” (Mean= 3.62). At the same time, the two groups agreed that the least important motivations were “*to visit family and friends*” (Mean= 3.40), “*to meet people with similar interests*” (2.73), and “*to visit places my friends have not visited*” (Mean=2.73). Despite these similarities, the American Millennials have demonstrated that the motive “*to visit places my friends have not been*” was more important for them than it was for the English.

In regard to the destination activities “*trying local food*” (Mean=4.24) and the “*sightseeing*” (Mean= 4.18) seemed to be the most attractive ones, whereas “*partying*” (Mean= 2.93) and “*gambling*” (Mean= 2.03) were ranked lowest by both groups. The findings has also revealed that there was a significant difference between the nationalities in regard to two destination activities. The Americans were more willing to attend “*events*” and “*to gamble*” than the English Millennials.

Besides the above mentioned differences and similarities between the two nationalities, this research confirms previous studies (Hsieh *et al.* 1992, Rao *et al.* 1992, Jönsson *et al.* 2000, Richards & Wilson 2003, Xu *et al.* 2009) that factors, such as gender, marital status, children, education, and income, influence the travel motivation and desired activities within a destination. It further reveals that even though the Millennials are repeatedly defined as a very distinguish, consistent group with a specific set of traits, there are some significant differences existing among the members of this cohort. More specifically, the findings have shown that the younger part (18 to 25 years old) when compared with the older one (26 to 33 years old), demonstrates some essential differences in regard to the motivation and the willingness to engage in variety of activities. Interestingly, these results may confirm other finding, the ones by Dotson *et al.* (2008), who concludes that the travel experience is differently perceived by two age groups- 18 to 23 and 24 to 30 years old.

However, deeper research, on a large scale, is certainly required so that the results demonstrated above, can be verified and generalised to other Millennials from different nationalities.

Nevertheless, this thesis may be perceived as the first step towards deeper series of researches addressing the Millennials' cross-cultural differences in the travel context.

Appendix 1

The table below combines all items, which were included in the questionnaire (each item was transformed into question).

Travel Motivation	Preferred Activities	Demographic Characteristics
To escape from the ordinary	Sightseeing	Age
To experience a new and different lifestyle	Shopping	Gender
To enhance my knowledge about new places	Partying	Education
To meet new people with similar interests	Gambling	Income
To relax	Trying local food	Marital Status
To visit to places my friends have not visited	Visiting museums	Country of origin
To visit friends and family	Attending events (e.g. festivals, sporting events)	With children/Without children
To find thrills and excitement	Outdoor activities (e.g. cycling, hiking)	

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