



“BRAGTAG” overtakes the humble HASHTAG as travel becomes the new social currency for millennials

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Hotels.com sees new millennial #TravelBrag trend

- The average Canadian traveller spends 42 minutes a day on social media on holiday with Facebook (67%) and Instagram (27%) being the social channels of choice for #TravelBragging to friends at home

TORONTO, December 7, 2017: Whether it's the deluxe suite, the hip hotel or the #foodporn, the #TravelBrag has become an essential part of any trip. New research from Hotels.com™ Mobile Travel Tracker*, has discovered a new millennial trend of 'travel bragging' on social media to build kudos amongst their friends, and even faux friends on social. Trading in their #TravelBrag for 'likes', more than half of Canadians admit they spend at least two hours a day on their mobiles whilst traveling, often more glued to the small screen than the beach scene... #sorrynotsorry.

When it comes to what social savvy travellers are bragging about on their trips, food snaps is up there (35%). Travel braggers show off their #foodporn to those stuck at home with their avocado toast, posting weird and wonderful dishes from across the globe. Fried spider anyone?

And it looks like Drake has inspired Canadians to love the #views, with 18-29-year-olds posting landscape (63%), beach (45%) and cityscape (37%) photos over a selfie (35%). Not only that, more men (10%) than women (6%) would post a fashion photo.

For Canadians, the smartphone is the must have travel item (78%), beating out a camera (44%), sunglasses (40%), a favorite pair of shoes (38%), and a new book (28%). As a primary resource for finding things to do in a new city (40%), a smartphone makes Canadians more spontaneous when travelling (38%). While travellers may use their device for news updates (70%), they're also keen to show off their latest travel picture on social (39%).

The research, commissioned by Hotels.com identifies new trends in how mobile technology is used during travel, as it launches its second annual Mobile Travel Tracker Report.

“At Hotels.com we know that 20% of Canadians wouldn’t enjoy their holiday without their smartphone in their hand – how could they possibly capture the best selfie or show off to their friends at home without it!” said Daniel Craig, VP of Mobile at Hotels.com brand.

“With a third of Canadian travellers refusing to book a hotel that doesn’t offer free Wi-Fi, there is a clear demand for travellers to be connected at all times. At Hotels.com, we have so many great places to stay, all bookable at the click of a button on our mobile app, that we’re confident selfie-lovers will have plenty of opportunities to snap the ideal #nofilter photo for Instagram, perfect to #TravelBrag with.”

Start your next adventure by downloading the Hotels.com mobile app to choose from hundreds of thousands of places to #TravelBrag around the world.

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Notes to Editors

*Mobile Travel Tracker research conducted by One Poll in November 2017. Data based on 9,000 respondents across 30 countries.

About Hotels.com

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** The Reward Night is exclusive of taxes and fees. The value of the reward night corresponds to the average accommodation price of the 10 previously collected overnight stays. Registration and booking are available through the www.hotels.com website, as well as the hotels.com app on the Apple Store and on Google Play.

***Secret Prices are available to Hotels.com app users, Hotels.com Rewards members and individuals who unlock Secret Prices on the website by subscribing to Hotels.com by email. Secret Prices will be shown where the “Your Secret Price” banner is displayed on your search results. Available on selected hotels and selected dates only. Subject to full terms and conditions.

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