



BUCKET LIST GOALS: CHOMPING STREET FOOD, LEARNING THE LINGO AND ROAD TRIPPIN' WITH THE 'RENTS

October 29, 2017

A generation of culture vultures: research reveals millennials will check off bucket lists with globe-trotting grannies

- Go Grandma! New Hotels.com research reveals nearly half of millennials surveyed (40%) would rather complete their bucket lists with parents or grandparents than anyone else
- Millennials are chomping their way around the globe, with trying local street food featuring on more bucket lists than visiting the Great Wall of China or the Statue of Liberty

TORONTO, October 19, 2017: Gone are the days of planning travel around traditional landmark hotspots; a new research report* from [Hotels.com](https://www.hotels.com)™ has found that bucket lists are now filled with culture, soul-seeking, learning and awe-inspiring nature. And they said millennials were superficial!

But it's *who* features as Bucket List co-pilot that really packs a punch. Nearly half (40%) of those surveyed want to complete their bucket list with a parent or grandparent – looking for wisdom and companionship of an awesome OAP above all else – that's more than celebs (11%), siblings (28%) or going solo (25%).

Trying unique street food (43%), learning new languages and skills (37%) and exploring unknown streets (44%) all featured more highly for Canadians than visiting the Eiffel Tower and the Great Wall of China on the Bucket List Goals. Canadians also want to try something more unusual and quirky with bucket list wishes such as singing Karaoke in Tokyo (19%), diving for pearls (17%), watching a drag show (16%) or creating their own graffiti street art (11%).

Getting a selfie in a waterfall appears on more than a quarter of Canadians' bucket lists (29%), along with getting a snap at the top of a mountain (25%). We're now less inclined to check off the classic tourist spots abroad, with almost half (44%) preferring to explore small local towns, compared to just one in five (16%) who still want to add a Route 66 selfie to their Bucket List social media collection.

The top 5 off-the-beaten path bucket list experiences around the world for Canadians include:

1. Take a road trip through off-the-beaten-path towns (44%)
2. Try local street food on holiday (43%)
3. Learn a language or skill abroad (37%)
4. Take part in a cooking class with a famous chef (31%)
5. Party with a celebrity (30%)

The global research report was conducted by Hotels.com to celebrate its Rewards program**, which gives members one free hotel night for every ten stayed. The report also identified the destinations Canadian travellers would most love to spend their free night; Paris (25%), Tokyo (23%), New York (22%), Sydney (22%) and Rome (19%) make up the top five.

When it comes to stylish sleeps, adventurous Canadians dreamed of staying in an underwater hotel, a beach shack and a treehouse, but a castle took number one spot in their top 10 bucket lists places to stay.

The top 10 bucket list places to stay for Canadians:

1. A castle (41%)
2. The Ritz, Paris (40%)
3. Four Seasons, Bora Bora (32%)
4. A treehouse hotel (30%)
5. An underwater hotel (30%)
6. A beach shack (29%)
7. A palace (29%)
8. The Plaza, New York (27%)
9. The Savoy, London (25%)
10. Emirates Palace, Abu Dhabi (23%)

When it comes to bucket list inspiration, the research shows a new trend in globe-trotting grandparents teaching young travellers a thing or two about making the most of life, as a fifth (18%) of under 30s take inspiration from the adventures of their grandparents and parents.

Josh Belkin, Vice President & General Manager, North America for Hotels.com brand said; “This new trend of millennials looking to their out-there elders for travel inspiration is fascinating. We want to encourage everyone to start their bucket list adventures, but if you need advice, make sure you check in with your glam-ma first! If you’re planning your bucket list travels, don’t forget with Hotels.com Rewards you can collect 10 hotel nights and get one free – you’ll most likely spend it scoffing the world’s greatest street food. Download the Hotels.com mobile app to choose from hundreds of thousands of bucket-list-worthy places to stay around the world and you might even find yourself staying in a treehouse!”

Badass Instagram star, Baddie Winkle, is currently showing millennials how to travel the world on her ultimate #BadAssBucketList Tour with Hotels.com. She’s taking in some of the top bucket list experiences and destinations, from rooftop cocktail making in New York, to samba dancing in Brazil and enjoying eye-popping performances at the Moulin Rouge in Paris. Follow her experience across her [Instagram account](#) and Hotels.com social channels including [Instagram](#) and [Facebook](#).

ENDS

For further information, imagery or interview requests please contact the Hotels.com press office representative:

Kaitlin Marrin

416-413-4565

Kaitlin.marrin@hkstrategies.ca

Hill + Knowlton

Notes to Editors

*Research conducted by One Poll in September 2017. Data based on 6,788 respondents across 28 countries.

** 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.

About Hotels.com

Hotels.com L.P. operates Hotels.com, a leading online accommodation booking website with properties ranging from international chains and all-inclusive resorts to local favourites and bed & breakfasts, together with all the information needed to book the perfect stay. Customers get instant savings with Secret Prices*** and Hotels.com Rewards members can earn and redeem reward nights** at thousands of properties worldwide. The Hotels.com Mobile Concierge on iPhone is like having a local expert in the palm of your hand, offering fast access to services such as transportation, on-demand food delivery, restaurant reservations and activities.

© 2017 Hotels.com, LP. All rights reserved. Hotels.com and the Hotels.com logo are trademarks of Hotels.com, LP. All other trademarks are property of their respective owners.