Hotels.com identifies new millennial Travel Brag trend: The “BRAGTAG” overtakes the humble HASHTAG as travel becomes the new social currency for millennials

December 19, 2017

Whether it’s showing off your deluxe suite, the hip hotel or #foodporn, the ‘travel brag’ on social media has become an essential part of any trip

- **To brag or not to brag...that is never the question:** One in four British travelers admit the first thing they do when they arrive at a hotel is to take a selfie or a pic of their hotel room or view to ‘travel brag’ on social media.
- **Screen your holiday:** The average British millennial traveler spends almost two days on their phone while on a week’s holiday, with Facebook (80%) and Instagram (53%) being the social channels of choice for ‘travel bragging’ to friends at home.

**LONDON, December 5, 2017:** 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 ‘travel brags’ for ‘likes’, almost 23% of British millennials admit they spend over three hours a day on their mobiles whilst traveling. This equates to a whopping 21 hours over a week’s holiday, meaning spending almost two days glued to the small screen rather than the beach scene.

Wish you were here? The results reveal that showing off on social channels is commonplace for millennials, with 37% purposely checking into cool locations in order to boast and almost 50% uploading envy-inducing pictures of their trip. When it comes to what they are bragging about on their trips, food and cocktail snaps are up there (33% and 20% respectively). Travel braggers show off their #foodporn to those stuck at home with their beans on toast posting weird and
wonderful dishes from across the globe. Fried spider anyone?

Millennials are so concerned with capturing beautiful content to ‘travel brag’, that one in eight choose their hotel specifically on its ‘instagrammability’. Perhaps this is partly because this generation is also much more conscious about the ‘love’ their travelling pics are receiving, with double the amount checking their social posts for likes and comments than those in their 30s (24% versus 11%).

However, it’s not all about showing off – mobile phones are also enabling millennial travellers to be more impulsive – with 50% of 18-29 year olds using mobile apps to search for both hotels and flights. Indeed, 45% of millennials say their phone helps them to be more spontaneous travellers – 17% higher than the general population – with one in five millennials agreeing that they are booking more trips than ever before thanks to their smartphone.

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 28% of Brits use their mobile device as their primary information source to find new and interesting spots when travelling – how could they possibly reserve a table at the secret popup beach bar without it? The data reveals that our smartphones are the new travel essential, with 56% of Brits naming it as their favourite item to take on holiday, trumping what we consider more traditional holiday items such as the latest beach read (38%) or headphones (25)”, said Daniel Craig, VP of Mobile at Hotels.com brand.

“With a fifth of British travelers refusing to book a hotel that doesn’t offer free Wi-Fi, there is a clear demand for travelers 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 ‘travel brag’ with.”

Start your next adventure by downloading the Hotels.com mobile app to choose from hundreds of thousands of places to ‘travel brag’ around the world.

ENDS

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

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.

** 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.

© 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.