



Hotels.com sees new millennial #TravelBrag trend

December 7,
2017

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

Whether it’s the deluxe suite, the hip hotel or the #foodporn, the #TravelBrag has become an essential part of any trip

DALLAS, Dec. 7, 2017 — New research from Hotels.com® global 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’, 30% admit they spend over four 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 travelers are bragging about on their trips, food snaps (44%) is up there. 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?

Being a generation of filter-loving, selfie-stick addicts, two out of three American (66%) 18-29-year-olds admit they would rather upload a selfie than a picture with their loved ones (62%) on holiday #savage. Not only that, 60% of US young travelers admitted to uploading pictures, checking in at cool locations (39%) and tracking the amount of interaction on their posts (32%) for bragging purposes while on vacation.

The new global research has also proven the long-debated theory that romance really is dead, with 14% admitting they would rather travel with their smartphone than their partner. Travelers even get more anxious when their phone runs out of battery (15%) than if they argue with their partner on a trip (8%).

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 people 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! Not only that, we also know that getting the perfect picture plays an even bigger role with 14% of travelers admitting they would pose anywhere for that flawless selfie, often putting selfies ahead of safety”, said Daniel Craig, VP of Mobile at Hotels.com brand.

“With a third of 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 #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.

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 favorites and bed & breakfasts, together with all the information needed to book the perfect stay. Customers get instant savings *** with Secret Prices through our mobile booking app and when logged into the booking website. Hotels.com Rewards members can earn and redeem free**** 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.

***Instant savings are only available on select, participating properties.

**** Free nights are only available on select, participating properties. Maximum value of the free night is the average of daily rate of the 10 paid nights and doesn't include taxes or fees. See site for details.

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 Prices" banner is displayed on your search results. Available on select hotels and select dates only. Subject to full terms and conditions.

© 2017 Hotels.com, LP. Hotels.com, Hotels.com Rewards and the Hotels.com logo are either registered trademarks or trademarks of Hotels.com, LP in the U.S. and/or other countries. All other trademarks are property of their respective owners. CST #2083949-50