GENZ GREEN TRAVEL BEHAVIORS

GEN Z OVERVIEW



Gen Z was born in 1997 or later



Average number of leisure trips per year

Volunteer For **Environmental Conservation**



The percent of the world wide consumer base occupied by Gen z

BIL

Gen Z's total spending power in the US

GEN Z DAILY HABITS

90%

Recycle Daily i.e. disposing of materials into indicated containers

60%

Conserve Water Daily i.e. taking shorter showers

GEN Z TRAVEL BEHAVIORS



Experience Something Unique



Protect the **Natural** Surroundings



45%

Conserve **Electricity Daily** i.e. limiting the use of indoor lighting

Buy Environmentally Friendly Products Monthly i.e. products cause less harm to the environment







TRAVEL



Obtain a Sustainable Travel Certificate

Provide Unique Experiences





Created By: Ashley Crickard NCSU Undergraduate Student arcricka@ncsu.edu **Encourage Proper Waste Disposal**



GEN Z PREFERS TRAVEL COMPANIES TO

90%

Use Water Efficient Systems

88%

Reduce Waste

85%

Use Energy Efficient Systems

85%

Obtain a Certificate of Sustainable **Practices**