

YOUNG TRAVELERS CHOOSE HOLIDAY DESTINATIONS BASED ON MUSIC TASTE



26% of the young travelers (ages between 20 and 39) consider music as a decisive factor when choosing their next holiday destinations, according to a study organized by eDreams, an online travel agency.

Overall, the majority of the participants (18%) prefer to follow their favorite artist abroad, provided that the ticket makes up for the extra costs of hotel and travel, among others; while 15% would travel to attend a large music festival such as Coachella, Glastonbury or Lollapalooza, and only **11% would move to another country inspired by its local music.**

The breakdown by nationalities reveals that Portuguese travelers have the most interest in traveling to see their favorite artists (40%), followed by the Spanish (32%), the Germans (27%) and the French (24%). On the other hand, for the Italians (34%) and the Americans (25%) the great music festivals are more interesting.

By nationality, Americans value the jazz genre the most (41%), followed by Italians (35%) and the Spanish (33%). The British also rank this genre among their favorites (22%). However, the most popular among the Portuguese is Brazil's samba (38%), and it's also the same for the French (34%). On the other hand, Germans prefer reggae (30%) while Swedish opt for country music (29%).

According to the report, 33% of travelers listen to the same music they are used to at their holiday destination, although almost 21% say they go out of their way to enjoy the local music whenever they visit a new destination.

Despite the fact that, once they arrive, young travelers do feel curiosity for the cultural and regional genres of music, only 10% study the local artists in advance, the same percentage of those who create a playlist with the musical hits discovered in their vacations once they return from their traveling adventures.

The ones that less value the cultural and regional rhythms are the travelers between 50 and 59 years old (18%) and people over 60 are the ones less likely to download these songs once they return (3%). Despite this, all generations still prefer to listen to their favorite tracks on their trip, instead of the local rhythms.

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