



The following charts outline the customer's rationale about visiting Gallup, New Mexico. These focus on examining why a customer chooses Gallup as a destination and examining the driving needs/wants that cause them to spend their time and money in Gallup. *Age and HHI considerations are from the New Mexico Tourism Department's Marketing Demographic Charts

MILLENNIALS

Age 24-39

Average HHI: \$64,000*

- Financial: Millennials prioritize travel over all other age groups, and willingly set aside budget. We are a great fit for that need because almost all of our attractions and experiences are free.
- Emotional Drivers: Largest number of trips taken annually because it's a top priority. We offer incredible outdoor vistas for the adventure seeker. Sharing the trip afterward is important, and we are highly photographable.
- Expectations: Travel is a regular priority rather than a large trip that is planned over a duration. They sometimes travel with work, and need connectivity. Bucket list and outdoor adventures factor in highly. We have hot air ballooning and a lot of trail systems that are beautiful but not over traveled.
- Family: This group is likely to have small children. This means we meet their need for low budget options in terms of hotels, dining, and experiences. The other asset our destination offers is speed: due to our size families can "get in and get out" for what they need.

GEN X

Age 40-55

Average HHI: \$101,000

- Financial Consideration: While this generation is making the most, they are also saving the most gearing up for retirement. This group travels less than the other two generations.
- Emotional Driver: Desire to take a break from working, spend time with family and friends. A consideration for our destination is the cultural assets- they offer free or low cost experiences related to Native American culture
- Expectation: Family oriented cultural experiences with convenience. That's us in a nutshell! They can expect Native American based experiences that are memorably for all ages traveling with their party. This demographic also can expect from us that we have midscale properties that provide them with the comfort they want.
- Couples and Kids: They are traveling with older children when they travel with their kids. This is a higher strain on the financial resources as well.

BOOMERS

Age 56-74

Average HHI: \$80,000

- Financial Consideration: Has the largest estimated travel spend over all three groups. Qualify for the highest number of travel discounts. Split their travel mostly between domestic and international, so we can capture that spend. They also don't have the financial restrictions of the younger generations (kids are out of the house)
- Emotional Driver: spending quality time relaxing with friends and family, large trips they don't want to miss out on
- Expectations: Destination needs easy accessibility at the hotels and attractions. They want functional experiences that are clearly packaged or easy to discover rather than planning the trip themselves.
- Couples and Kids: This demographic prioritizes family over adventure. Often they are traveling just as a couple, and in our case traveling to/from them as we're on the path for snowbirds. It makes our destination important as a rest stop between priority destinations.

What we offer universally:

Overall Convenience: 4 exits off of Interstate 40, 30 miles from the Arizona border.

Geography: Gallup is the largest city located halfway between Albuquerque, New Mexico (140 miles), and Flagstaff, Arizona (185 miles)

Budget friendly: all hotels are Economy to Upper Midscale

Characteristics Common to all Demographics

Interest in outdoor adventure, culture, and art (particularly Native American)

Target Markets: Arizona, Southern Colorado, West Texas, New Mexico, Southern California, Washington and Oregon

Key Considerations by Demographic:

Millennial: we offer budget friendly outdoor adventures with urban conveniences

Gen X: We offer budget friendly cultural immersion and the convenience of geography during their trip

Boomer: Convenience is the number one factor here- we're off the highway and give access to the great amenities that they're seeking to break up their journey.

Data Collected from:

https://www.aarp.org/content/dam/aarp/research/surveys_statistics/life-leisure/2018/2019-boomer-travel-trends.doi.10.26419-2Fres.00263.001.pdf

<https://skift.com/2019/12/11/travel-marketing-across-generations-in-2020-reaching-gen-z-gen-x-millennials-and-baby-boomers/>