

## INNOVATIONS

### **Social Media and Travel Websites use on Leisure Traveling Among Millennial**

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**Abstract :** This research was conducted to study the social media use on leisure traveling among salaried individuals who are, at the same time, members of the Millennial cohort. Survey research design and stratified sampling were used for the research, in which the respondents were classified according to age and sector. 131 respondents administered the prepared instruments. The results reveal that female respondents garnered the biggest percentage compared to their counterparts. The average age of the respondents encompassed 20-25 years old. In terms of educational attainment, 95.42% are college degree holders. And 61.83% are taking teaching jobs, employees whose line of works is in the education system. The monthly salaries of the respondents are mostly 11,000 to 20,000. Approximately, the average budget is reserved for leisure travel is 400 to 1,500. And the highest portion of salary/income being set aside for leisure travel is >6,000. Apart from receiving government salary, some have other profits, wherein, their average monthly earnings are 2,001 to 4,000 and >8,000. Lastly, for socio-economic characteristics, there is a high percentage of permanent than contractual and part-time millennial employees. Facebook, Youtube, Skype, and Google are the general social media accounts of Millennial employees. But Facebook is the only social media account actively use by all. Meanwhile, Facebook is the Rank 1 account being utilized for leisure travel purposes. That most of the respondents are mainly receiving travel information from their friends and relatives on social media. But apparently, only a few are familiar with Airbnb, a website from forbes.com's top travel websites list. Another result confirms that the usual reason of the respondents behind their consumption of social media on leisure travel is because it is easy to access. In terms of the frequency of utilization; Facebook, Youtube, and Google are the ones frequently consumed in the acquisition of travel information. In the realm of travel, Facebook, as the highly consumed social platform, is utilized everyday by 19.85%, and at least once a week by 26.72% of respondents. To get travel data, 47.3% are only spending 15-30 minutes. Travel package is mostly searched on social media. Millennial employees are typically going on leisure travel once a year. In terms of the planning session, most are arranging their outings just by themselves. The respondents have a high preference for a domestic trip. A high percentage of respondents specified Japan as a dream global destination and Palawan as a local destination. The respondents typically prefer water or coastal areas for leisure travel. Some also prefer highly urbanized areas or the metropolis. But in all fairness, —beach is the respondents' most desired setting. The primary activities of respondents while on vacation are sightseeing and swimming. Only the age of the respondents established a significant association to the results of selected leisure traveling practices.

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**Keywords:** 1. Social Media 2. Travel Websites 3. Leisure Traveling Millennial

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## **Introduction**

Communication, in today's contemporaneity, has been elevated through the development of the internet, an inevitable worldwide tool that is a phenomenal product of technological efforts. Without a doubt, social media sites as internet-driven platforms of communication are used at any time and in any place.

According to the words of Nations (2017), "Social media is a term for web-based communication tools that enable people to interact with each other by both sharing and consuming information."

Morrison (2017) confirmed several points to where social media is applied. Accordingly, it is a passage for customer service, marketing, customer engagement, and travel-related message. For the latter, one steady example of a social platform being consumed is Facebook.

Nevertheless, the statistical data of Kallas (2017) revealed that there are more or less 1 billion users visiting Facebook every month. Fair enough to consider the Millennials.

On the side of the Millennial generation, social media is inevitably popular. They take quite a lot of hours with their gadgets, scrolling down and up the screen, browsing from site to site. This practice and a lot more have been labeled as Millennial Culture. Based on one of the statistical revelations of Modak (2017), a 2016 report found that American Millennials took an average of 7.7% commercial trips over twelve months. Meanwhile, Clark (2016) established that Millennials spend more money on experiences than material items.

## **Objectives of the Study**

This part states the objectives of which were accomplished in this research:

1. Determine the socio-economic characteristics of the respondents.
2. Describe the utilization of social media and travel websites on leisure traveling among Millennials.
3. Determine the leisure traveling practices of the respondents.
4. Determine the relationship between the socio-economic characteristics of the respondents and their leisure traveling practices.
5. Determine the relationship between social media sites, and leisure traveling practices of the respondents.

## **Review of Related Literature**

McGuigan (2016) defined leisure traveling as travel in which the primary motivation is to take a vacation from everyday life. Perhaps, it is this reason travel ideas arise, especially on the net. For example, one website called [travelandleisure.com](http://travelandleisure.com) posts leisure inspirations and travel tips online. The website is designated for those who are craving a daily dose of great travel ideas. Lieberman (2016) presented the Top 10 Best Islands in the World on this site. Where three in the list are found in the Philippine Archipelago namely: Cebu, Boracay, and Palawan. Palawan, being the number one Island, is where visitors are greeted with mountains rising out of impossibly turquoise waters, where shipwrecks and reefs make for prime scuba

diving and snorkeling (Lieberman 2016).Hooang (2014) said that leisure travelers are always looking for ways to improve their travel experience.Sablich (2016) presented ways social media can help travel. To cite: Getting online to check destinations, asking online friends for travel suggestions, looking for locals online that can help on dinner plans, posting travel complaints on Facebook, and organizing trips via mobile accounts. As confirmed by Bartz (2016), many applications offer existent worth to travelers like Instagram which is considered as the extent of many people's knowledge when it comes to travel. For example, Facebook just recently added Facebook Live, a feature that consents users to broadcast at-the-moment happenings. If it is not a surprise, Facebook is one of the prime destinations for sharing life events and travel-related content (Morrison 2017). It is the ability to tell the story that can change people's understanding of the world,Winser et al (2006) expressed in Faces of Exploration. Buist (2014) said that social media has changed the way people travel from traditional to technological. Like,Airbnb, a phenomenally successful global lodging website, which is extending its travel experience to City Tours and car rentals. Airbnb helps the travel community with economic significance. Moreover, Hewith (2017) likewise views that social media and travel websites are changing several travel methods. In connection to that, Kerns (2016) pointed that travel influencers are altering the content game, that they are showcasing different approaches to fascinate the audience through social data. According to Brown (2017), top social sites such as Facebook and Instagram have become channels for marketing purposes. No reservation that travels brands are enhancing their services to capture more and more audiences; one is by catching attention with direct email, a strategy to send brochures than mere images of the amenity (Brown 2017). According to Clark (2016), in today's age, travel is no longer viewed as an extravagance but instead a necessity. It has become a culture among the youthful generation. —With pictures of exotic destinations and adventurous excursions flooding the social feeds of Millennials, it's no surprise that travel has become a top priority for this generation (Clark 2016). The population of social media users includes the Millennial Cohort and the undertakings when they go online could be related to travel. According to Bartz (2016)on The Wall Street Journalin the vast universe of social mediafor travelers, there are more hashtags than stars in the sky. In terms of economic potential, Millennials are fairly included in the world's labor force, and that a few take business trips. Modak (2017) informed that —They are digitally obsessed, adventurous, and down to do business like they do leisure. A term was coined for a new type of travel: BLEISURE. Popular among the Millennials, BLEISURE is a mixture of business and leisure travel (Clark 2017).

### **Methods and Procedure**

This study applied Survey Research Design. Heterogeneous respondents were selected through Stratified Random Sampling. They were selected from the government or public sector. The researcher picked those with ages of 18-35 simply because they were what the study needed—millennial employees. The total number of respondents was 131. The questionnaires were administered and accomplished by the respondents. Ranking, percentage, frequency count, mean and standard deviation were utilized to determine the data. Additionally, the Pearson Product Correlation Moment was used to determine the relationship of selected independent and dependent variables.

## Results and Discussions

### Socio-economic characteristics

Table 1 shows that females have the biggest percentage (75.57%) compared to male respondents (24.43%). The average ages of the respondents are 20-25 years old (46.56%).

In terms of educational attainment, 95.42% are college graduates. The job descriptions were classified into teaching and nonteaching as an alternative. Wherein, 61.83% are taking teaching jobs, while 38.17% are performing non-teaching jobs. This means that 38.17% or 50 respondents' lines of works are outside the education system.

To show evidence that the respondents are actual members of the workforce, their monthly salaries are mostly 11,000 to 20,000 (44.27%). These young professionals receive government salaries in exchange for putting up efforts and servicing the motherland. Despite that, the minimum salary is 5,000 and the maximum is 39,000, the respondents are still considerably productive. However, 6.87% chose to keep their pay confidential.

The average budget is reserved for leisure travel is 400 to 1,500 (22.14%). It may be too little as the price/expense of commodities, transportation and perhaps travel services/products are increasing nowadays. However, the other 41.22% who did not specify any amount are possibly spending more than the aforementioned budget. But still, it depends on their willingness to travel regardless of a financial plan.

Apart from receiving government salaries, those with another source of income are 12.21%, which outnumbered those without any other profit (87.79%). The latter percentage practically implies that the respondents are only depending on their government salaries or that they did not put the answer in the questionnaires.

Concerning respondents who said they have other sources of income, their average monthly earnings are 2,001 to 4,000 and >8,000 (both 3.05%). But the maximum income for this matter is surprisingly 30, 000. Lastly, there is a high percentage of permanent millennial employees (74.81%) compare to part-time (12.98%) and contractual (12.21%) millennial employees.

### Utilization of social media and travel websites on leisure traveling among Millennial government employees

#### Active and inactive utilization of social media of Millennial

On Youtube, almost all the respondents are active in browsing videos except for 4.58% (Table 2). Only 1 has no account of this. Perhaps in terms of video calling, a form of virtual communication, with Skype, 52.67% are active but 20.61% are inactive. Meanwhile, there is a close gap between those who are using and not using Google, one of the most extensive sites in accumulating general information: active users (32.82%), inactive users (32%), and non-users (35.11%)— respondents who said they have no Google account.

In addition, 32.06% of the respondents are actively participating on Twitter except for 9.92%. And 58.2% do not have this account. On Yahoo, 11.45% are active and 20.6% are inactive in sending/receiving emails. Meanwhile, 67.94% have no account of this. On Instagram, a platform for sharing photographs, 10.69% are active and 23.66% are inactive. And a high percentage of respondents do not have this account (65.67%). For Tumblr users, only 11.45% are actively going online.

### **Social media sites use on gathering leisure traveling information**

Facebook turned out to be the major site (Rank 1) where they get information on leisure traveling (Table 3). The next site being consumed for leisure traveling is Google (Rank 2), and then Youtube (Rank 3). Instagram (Rank 4) is also one of the sites where the respondents are, perhaps, spending time and money to get info on leisure travel. However, as Rank 5 in the tally, some respondents are not using any social media site to search or verify travel information.

### **Specific sources of travel information online of Millennial**

Mainly, the respondents are receiving travel information from their friends (Rank 1) and relatives (Rank 2) on social media (Table 4). Since online sites enable people to interact and communicate regardless of time/geographical location, travel data are likely shared.

Also, travel bloggers (Rank3) and travel influencers (Rank 4) are helping the respondents to travel through the information they share online. The result further shows that they are getting travel information from celebrities (Rank 5) and modern travel photographers (Rank 6) who post their leisure trips on social media. And those who depend on travel websites are in Rank 8.

### **Familiarity of the Millennial government employees on various travel websites**

Table 5 shows the variance of travel websites to which the respondents are at least familiar or accustomed.

To go travel, being the Rank 2, is added by 8 respondents. As well, some respondents are familiar with Jetsetter, —one of the foremost purveyors of luxury travel for discerning guests.

On the other hand, only 1 respondent is familiar with each of the rest top websites

There are more unaccustomed respondents to all the aforementioned websites.

This might be because only 18 respondents are looking for travel information from travel websites (see Table 5) and that likewise, the sources of information of the respondents are mostly their online friends (see Table 5).

### **Reasons of the Millennial government employees in utilizing social media sites in terms of leisure traveling**

The ranking shows that the number 1 reason of the respondents behind their utilization of social media on leisure traveling is because it is easy to access (Table 6). Accessibility, perhaps, is one of the appreciated characteristics of social media. Others said that they use social media for such matters because it is fast means of communication (Rank 2), meaning travel messages are shared or transmitted quickly, say with wandering friends. Another reason for the respondents is that it is cheap and available (Rank 3). Hence travel information is searched online due to the availability and low price of consumption of social media sites. Finally, respondents said that they use social media for such matters because it is engaging (Rank 4).

### **Frequency of use of social media sites on leisure traveling**

In the realm of leisure traveling, Facebook is utilized everyday by 19.85%, at least once a week by 26.72%, at least once a month by 32.06% (Table 7). In other words, some of the respondents dwell on Facebook daily to acquire leisure travel information. For the same purpose, Youtube is used everyday by 5.34%, at least once a week by 10.69%, at least once a month by 18.32%. On Twitter, 1.53% of the respondents are only going online at least once a week to search travel data. And a percentage of 3.82 visit this site at least once a month for such matters. On Yahoo, 3.82% are going online once a week and 6.11% are going online once a month for such matters. Also, Google users are browsing at least once a week (29.14%) and once a month (31.30%) to acquire leisure travel data. Again for such matter, Instagram is used everyday by 3.82%, at least once a week by 9.16% and at least once a month by 9.93%.

Still, some never used social used for traveling purposes. Here is the breakdown: Facebook (21.37%), Youtube (65.65%), Twitter (94.66%), Yahoo (90.08%), Google (42.75%), Skype (100%), Instagram (77.10%) and Tumblr (100%).

### **Amount of time being consumed on social media in search of leisure travel information of Millennial employees**

Most of those who truly use social media to get travel data are only spending 1530 minutes (47.3%). This is probably because they spend more time at work. However, 23.7% of respondents confirmed that they are spending an approximate 1 hour, while 1.5% of respondents are spending 2 hours to get travel data. Meanwhile, 16% of the respondents are navigating the online world in more than 3 hours for such matter. And an inevitable 16% of respondents are not spending any time on the same matter (Table 8).

### **Travel-related information being searched by Millennial employees**

Based on the computed multiple answers; the travel package (Rank 1) is the most searched travel data —this particular set usually includes airfare (if international) local fare, entrance fee to tourist spots, and lodging (Table 9). Also, photograph or actual view of the place (Rank 2), hotel accommodation (Rank 3), article of the destination (Rank 4), and travel videos (Rank 5) are top items/data being searched on social media. In fact, in this contemporaneity, travel sites are using other social media to promote their services and products and to make the audience cling to their strategies.

Following the list of vacation industry data are; map /route of the place (Rank 6), and those unfamiliar with roads or locations are most likely looking for this. Especially among the less adventurous or afraid of risks, they regard Safety Measures (Rank 7). Despite that it might be included in a travel package, a few still aims to book a plane ticket. Also, some are considering inspiration from travel influencers, traveler's inn, and land transportations.

### **Frequency of leisure traveling among Millennial**

The result shows that Millennial government employees are typically going on leisure travel once a year (35.1%). This may imply that they only spend some money once a year for vacations, excursions, and the like. Or their plans may require an ample budget, so they save for a year before they travel. Meanwhile, 32.8% said they are having some leisure travel in the summertime only (Table 10).

The next frequent time they do so is during holidays (9.9%). Some are traveling at least once a month (7.6%) and once a week (3.1%). And 6.9% are traveling for either a vacation or excursion, yet anything for leisure, during their day-offs.

However, 3.8% have never traveled for such a purpose.

### **Millennial government employees' planning of the trip**

In terms of the planning session, 53.4%, the highest percentage, are arranging their trips just by themselves (Table 11). This means that they either exert a personal effort on social media to get travel info (from friends and other sources) or just set everything before traveling with themselves.

So far, there are 22.9% of the respondents are making plans with their family members. On that note, they consult their families among others. Those who are planning for a leisure trip with friends are 11.5%, not bad for some Millennial employees who are perhaps choosing to be with their friends when they are traveling.

Still, some are organizing leisure trips with travel agencies, agencies that usually book flights, offer a family package, etc. (5.3%), which nowadays are achievable even just through the internet, social media, and mobile phone.

### **Millennial preferred type of trip**

75.6% (Table 12) of respondents have a preference for a domestic trip. By saying domestic, it refers to the local and geographic boundaries of the Philippines. Thus they prefer to just be in local areas. The other respondents are foreseeing international or foreign types of the trip (19.8%).

Despite that this part only deals with preference, 3.9% said they are not interested in neither domestic nor international trips.

### **Specification of Philippine Province and Foreign Country for leisure traveling among Millennial government employees**

Table 13, shows some foreign countries specified by some respondents as their dream international destinations. Out of 72 who willingly answered, 10.75% specified Japan for the aforementioned purpose.

A 7.6% of respondents specified the United States of America (USA) for leisure traveling. South Korea (6.1%) and France (4.6%) are also specified. Thailand and United Kingdom are equally on the list (both 2.3%). And since the results are quite comparative, other countries can be just seen and verified below. But be reminded that 45% or 59 Millennial employees did not specify an answer.

Table 14, shows the Philippine provinces specified by the respondents as their dream local destinations. The research found out that Palawan (35.9%), Batanes (11.5%), and Cebu (8.4) are the leading provinces the Millennial employees like to go to for leisure traveling. On the other hand, this might imply that such provinces are on the travel bucket list of the respondents. And perhaps these provincial areas could be the choices of 75.6% that prefer Domestic trips.

### **Millennial preferred type of place**

Based on the findings, the respondents highly prefer water or coastal areas for their leisure travel. Thus, as momentary travelers, Millennial government employees like beaches and other bodies of water. Yet, it is undeniable that many specified Palawan and Batanes, where water adventure could be endless and surreal, as their dream local destinations (review Table 15).

In Rank 2, others prefer highly urbanized areas or the usual metropolis that is surrounded by high-rise buildings and the most populous. Rank 3 is a rural area, where farming and agriculture could be enjoyed. In fact, —Agritourism is evident in some places in the Philippines, says Science City of Muñoz, Nueva Ecija. With only 1 respondent who answered, the last type of place favored is repressed community.

### **Millennials desired settings for leisure traveling**

When it comes to the settings, the Number 1 being desired is a beach (Table 16). Many prefer water or coastal areas as long as the previous Table is concerned.

Next in the Ranking is Mountain, fair enough for those who love to hike and climb peaks. And landing as Rank 3 is Falls, which is a body of water too.

Furthermore, Heritage Parks such as preserved monuments, historical establishments, and the like are desired as well. Rock Formation and Old Village are equally desired by 35 respondents. Underwater Park is another desired setting. Museum, on the other hand, is practically desired by those who want to be moved by history and facts. Both at Rank 9.5, snowy outdoors and crowded shopping centers are equally wanted. Other data are just presented below.

### **Millennial government employees' travel activities**

Swimming is the next typical activity of respondents during their leisure travels (Table 17). Yet in this age of overwhelming cameras and photo applications, photographing is also a usual activity. Some also ought to look for *pasalubong* and taste local cuisines when they travel. Some take selfies, which is indeed a popular thing to the Millennial generation.

While some just find souvenirs as memorabilia, some respondents do Island hopping and board boats during leisure travel. Climbing mountains and hiking hills are both at Rank 12.5, activities which both require adrenaline and stamina. Meanwhile, traversing around the market is also a favorite travel activity.

### **Correlation of the socio-economic characteristics of the respondents in terms of age, monthly salary and travel budget, and their leisure traveling practices in terms of frequency of travel, preference of trip, and planning of the trip.**

Table 18, shows that none among the selected socio-economic characteristics have a significant association with the results of selected leisure traveling practices, except for the age of the respondents. Regarding age, only the frequency of travel has a significant

relationship. Wherein, the lower the age of the respondents the highest the chance they frequently go on leisure traveling. On that note, those bearers of 25-below age are possibly the ones who frequently travel. The rest has no significant relations.

**Correlation of the utilization of social media sites on leisure traveling, and leisure traveling practices of the respondents in terms of frequency of travel, preference of trip, and planning of the trip**

The utilization of Facebook, Youtube, Google, Instagram, and Twitter on leisure traveling has a significant relationship to the frequency of trips of the respondents. Specifically, the more frequently they use such sites for leisure traveling the more frequently they go for leisure traveling. Hence, the respondents tend to get travel information before traveling.

Moreover, the utilization of Facebook and Google on leisure traveling has significant relationship to the result of the respondents' planning of the trip (Table 19). As an explanation, the tally suggests that the —less frequent| Facebook and Google are used the more chances they plan for leisure trips by themselves. It's —less frequent| since the tally shows negative signs. This means that those who use Facebook and Google less frequently for such matters, plan more trips by themselves.

**Conclusion**

The development of social media is evidence that communication, nowadays, is not anymore the same as 20 years ago. Hence, social media, a platform for sharing information across subject matters, is utilized to make human activity meaningful.

Therefore, this study lays facts that social media is indeed utilized, this time in the realm of leisure traveling. Wherein, social media sites are practically helping users, regardless of economic background, in their leisure travel concerns. Foremost, the researcher has found out that Facebook is not only used for general purposes but is used for travel too, predominantly, in getting information/data—like travel package, a photograph of destination, hotel accommodation, article of destination and among others. Nevertheless, the Millennial employees' sources of travel data are their online friends.

On the other hand, travel websites appear to have no part in the travel life of many respondents as there are more unfamiliar Millennial employees with the given websites. Yet, these social networks are where abundant data/services can be found, but only a few have familiarity, say with Airbnb.

**Recommendations**

1. The researcher recommends to the creators/enhancers of travel websites to strengthen their strategies. They can use other social media accounts, where consumers and travelers are highly distributed, as a channel of information. Hence, they should disseminate more about their particular services and products to capture the audience's attention, considering the people's economic potentials and ways of social media and travel websites use.
2. The researcher also recommends to the travel influencers, bloggers,

photographers and others, who share travel information/tips/strategies on the net, to push towards becoming more relevant and trusted.

### Disclosure statement

The authors declare that they have no competing interests.

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**Tables 1 to 19 of the study**

**Table 1. Socio-economic characteristics of the Millennial government employees**

| Variable  | Frequency | %     |
|---|-----------|-------|
| Sex Female  | 99        | 75.57 |
| Male  | 32        | 24.43 |
| Age   |           |       |
| 20 to 25  | 61        | 46.56 |
| 26 to 30  | 34        | 25.95 |
| 31 to 35  | 36        | 27.48 |
| Range = 20-35<br>Mean = 27.52<br>Standard Deviation = 4.53            |           |       |
| Education   |           |       |
| College Graduate  | 125       | 95.42 |
| Masters   | 2         | 1.53  |
| Vocational  | 4         | 3.05  |
| job description teaching  |           |       |
|   | 81        | 61.83 |
| non-teaching  | 50        | 38.17 |
| monthly salary  |           |       |
| 5k to 10k   | 32        | 24.43 |
| 11k to 20k  | 58        | 44.27 |
| 21k to 30k  | 31        | 23.66 |
| > 30k   | 1         | 0.76  |
| no answer   | 9         | 6.87  |
| Range = 5000-39000<br>Mean = 16757.89<br>Standard Deviation = 6725.13 |           |       |

**Continuation of Table 1.**

| Variable   | Frequency | %     |
|--|-----------|-------|
| travel budget  |           |       |
| 400 to 1500  | 29        | 22.14 |
| 1501 to 3000   | 24        | 18.32 |
| 3001 to 4500   | 1         | 0.76  |
| 4501 to 6000   | 17        | 12.98 |
| > 6000   | 6         | 4.58  |
| no answer  | 54        | 41.22 |
| Range = 400-6000<br>Mean = 3207.14<br>Standard Deviation= 3207.39<br>other source of income with |           |       |
|  | 16        | 12.21 |
| Without  | 115       | 87.79 |
| Monthly earning to the said source of income   |           |       |
| 1000 to 2000   | 3         | 2.29  |
| 2001 to 4000   | 4         | 3.05  |
| 4001 to 6000   | 2         | 1.53  |
| 6001 to 8000   | 2         | 1.53  |
| > 8000   | 4         | 3.05  |
| no answer  | 116       | 88.55 |
| Range = 1000-3000<br>Mean = 7846.67<br>Standard deviation = 8062.87                              |           |       |
| Nature   |           |       |
| Contractual  | 16        | 12.21 |
| Part-time  | 17        | 12.98 |
| Permanent  | 98        | 74.81 |

**Table 2. Active and inactive utilization of social media of Millennial**

| With social media account |                |      |              |     | No social media account |       |
|---------------------------|----------------|------|--------------|-----|-------------------------|-------|
|                           | Inactive users |      | Active users |     | Frequency               | %     |
|                           | Frequency      | %    | Frequency    | %   |                         |       |
| Facebook                  | 0              | 0    | 131          | 100 | 0                       | 0     |
| Youtube                   | 6              | 4.58 | 124          | 95  | 1                       | 0.76  |
| Twitter                   | 13             | 9.92 | 42           | 32  | 76                      | 58.02 |

**Continuation of Table 2.**

| With social media account |                |       |              |    | No social media account |       |
|---------------------------|----------------|-------|--------------|----|-------------------------|-------|
|                           | Inactive users |       | Active users |    | Frequency               | %     |
|                           | Frequency      | %     | Frequency    | %  |                         |       |
| Yahoo                     | 27             | 20.61 | 15           | 11 | 89                      | 67.94 |
| Google                    | 42             | 32.06 | 43           | 33 | 46                      | 35.11 |
| Skype                     | 27             | 20.61 | 69           | 53 | 35                      | 26.72 |
| Instagram                 | 31             | 23.66 | 14           | 11 | 86                      | 65.65 |
| Tumblr                    | 15             | 11.45 | 44           | 34 | 72                      | 54.96 |

\*N = 131

\*% = 100

**Table 3. Social media sites use on gathering leisure traveling information**

| *Social Media Sites                                | Frequency | Rank |
|--|-----------|------|
| Facebook   | 103       | 1    |
| You tube   | 47        | 3    |
| Twitter  | 6         | 7    |
| Yahoo  | 15        | 6    |
| Google   | 76        | 2    |
| Instagram  | 28        | 4    |
| I don't use any social media site for that matter. | 20        | 5    |

\*Multiple responses

**Table 4: Specific sources of travel information of Millennial government employees.**

| *Sources of information   | Frequency | Rank |
|---------------------------|-----------|------|
| friends on social media   | 96        | 1    |
| relatives on social media | 55        | 2    |
| travel influencers        | 38        | 4    |
| journalists               | 4         | 9    |
| travel bloggers           | 41        | 3    |
| travel photographers      | 24        | 6    |
| Celebrities               | 26        | 5    |
| just travel websites      | 18        | 8    |
| Nothing                   | 20        | 7    |

\*Multiple responses

**Table 5. Familiarity of the Millennial employees on various travel websites**

| * Travel websites | Frequency | Rank |
|-------------------|-----------|------|
| Airbnb            | 15        | 2    |
| Kayak             | 4         | 5    |
| Skiplagged        | 1         | 8.5  |
| Luxury retreats   | 1         | 8.5  |
| Skyscanner        | 3         | 6    |
| Home away         | 1         | 8.5  |
| Momondo           | 1         | 8.5  |
| Jetsetter         | 5         | 4    |
| To go travel      | 8         | 3    |
| Not familiar      | 99        | 1    |

\*Multiple responses

**Table 6: Reasons of the Millennial government employees in utilizing social media sites in terms of leisure traveling**

| *Reasons                    | Frequency | Rank |
|-----------------------------|-----------|------|
| Easy to access information  | 87        | 1    |
| Fast means of communication | 42        | 2    |
| Available/cheap             | 26        | 3    |
| Engaging                    | 17        | 5    |
| No response                 | 24        | 4    |

\*Multiple responses

**Table 7. Frequency of use of social media sites on leisure traveling**

|           | Everyday  |       | Once a week |       | Once a month |       | Never     |       |
|-----------|-----------|-------|-------------|-------|--------------|-------|-----------|-------|
|           | Frequency | %     | Frequency   | %     | Frequency    | %     | Frequency | %     |
| Facebook  | 26        | 19.85 | 35          | 26.72 | 42           | 32.06 | 28        | 21.37 |
| Youtube   | 7         | 5.34  | 14          | 10.69 | 24           | 18.32 | 86        | 65.65 |
| Twitter   | 0         | 0     | 2           | 1.53  | 5            | 3.82  | 124       | 94.66 |
| Yahoo     | 0         | 0     | 5           | 3.82  | 8            | 6.11  | 118       | 90.08 |
| Google    | 5         | 3.82  | 29          | 22.14 | 41           | 31.3  | 56        | 42.75 |
| Skype     | 0         | 0     | 0           | 0     | 0            | 0     | 131       | 100   |
| Instagram | 5         | 3.82  | 12          | 9.16  | 13           | 9.92  | 101       | 77.1  |
| Tumblr    | 0         | 0     | 0           | 0     | 0            | 0     | 131       | 100   |

\*N = 131

\*% = 100

**Table 8: Amount of time being consumed on social media in search of leisure travel information of Millennial government employees**

| *Time                  | Frequency | Percent |
|------------------------|-----------|---------|
| 1 hour                 | 31        | 23.7    |
| 15-30 minutes          | 62        | 47.3    |
| 2 hours                | 2         | 1.5     |
| 3 or more hours        | 15        | 11.5    |
| I don't spend any time | 21        | 16.0    |
| Total                  | 131       | 100.0   |

**Table 9: Travel-related data being searched by Millennial government employees.**

| *Travel information         | Frequency | Rank |
|-----------------------------|-----------|------|
| Travel package              | 81        | 1    |
| Photograph/actual view      | 78        | 2    |
| Travel Videos               | 30        | 5    |
| Hotel accommodation         | 41        | 3    |
| Dining reservation          | 14        | 11   |
| Plane ticket booking        | 20        | 9    |
| Vehicle Rentals             | 7         | 14   |
| Travel kits                 | 4         | 16.5 |
| Online travel book/magazine | 4         | 16.5 |
| Article of destination      | 31        | 4    |
| Map                         | 24        | 6    |
| Traveler's inn              | 13        | 12   |
| Safety Measures             | 22        | 7    |
| Inspiration                 | 15        | 10   |
| Local guide                 | 9         | 13   |
| Tour guide                  | 5         | 15   |
| Not searching any           | 21        | 8    |

\*Multiple responses

**Table 10. Frequency of leisure traveling among Millennial government employees**

| *Frequency of travel | Frequency | Percent |
|----------------------|-----------|---------|
| during day-offs      | 9         | 6.90    |
| during holidays      | 13        | 9.90    |
| once a month         | 10        | 7.60    |
| once a week          | 4         | 3.10    |
| once a year          | 47        | 35.90   |
| summer only          | 43        | 32.80   |
| Never                | 5         | 3.80    |
| Total                | 131       | 100.00  |

**Table 11. Millennial planning of the trip**

| *Planning of trip | Frequency | Percent |
|-------------------|-----------|---------|
| by myself         | 70        | 53.40   |
| Family            | 30        | 22.90   |
| Friends           | 15        | 11.50   |
| Relatives         | 3         | 2.30    |
| travel agencies   | 7         | 5.30    |
| no response       | 6         | 4.60    |
| Total             | 131       | 100.00  |

**Table 12. Millennial preferred type of trip**

| *Trip Preference | Frequency | Percent |
|------------------|-----------|---------|
| Domestic         | 99        | 75.6    |
| International    | 26        | 19.8    |
| no response      | 1         | .8      |
| not interested   | 5         | 3.9     |
| Total            | 131       | 100.0   |

**Table 13. Specification of foreign country for leisure traveling**

| Countries   | Frequency | Percent |
|-------------|-----------|---------|
| Australia   | 1         | .80     |
| Canada      | 2         | 1.50    |
| China       | 2         | 1.50    |
| France      | 6         | 4.60    |
| Germany     | 1         | .80     |
| Greece      | 1         | .80     |
| Hongkong    | 4         | 3.10    |
| Israel      | 2         | 1.50    |
| Italy       | 5         | 3.80    |
| Japan       | 14        | 10.70   |
| Maldives    | 5         | 3.80    |
| Netherlands | 1         | .80     |
| Scotland    | 1         | .80     |
| Singapore   | 1         | .80     |
| South Korea | 8         | 6.10    |
| Switzerland | 1         | .80     |
| Taiwan      | 1         | .80     |
| Thailand    | 3         | 2.30    |
| UK          | 3         | 2.30    |
| USA         | 10        | 7.60    |
| no answer   | 59        | 45.00   |
| Total       | 131       | 100.00  |

**Table 14. Specification of Philippine Provinces for leisure traveling**

| Province    | Frequency | Percent |
|-------------|-----------|---------|
| Aklan       | 5         | 3.8     |
| Albay       | 2         | 1.5     |
| Aurora      | 1         | .8      |
| Batanes     | 15        | 11.5    |
| Benguet     | 5         | 3.8     |
| Bohol       | 4         | 3.1     |
| Cebu        | 11        | 8.4     |
| Davao       | 4         | 3.1     |
| IlocosNorte | 5         | 3.8     |
| Ilocos Sur  | 1         | .8      |
| Mindoro     | 2         | 1.5     |

|           |     |       |
|-----------|-----|-------|
| Palawan   | 47  | 35.9  |
| No answer | 29  | 22.1  |
| Total     | 131 | 100.0 |

**Table 15. Millennial preferred type of place**

| *Type of place        | Frequency | Rank |
|-----------------------|-----------|------|
| Highly Urban          | 39        | 2    |
| Rural                 | 35        | 3    |
| Water/coastal         | 93        | 1    |
| Repressed communities | 1         | 5    |
| Not interested        | 4         | 4    |

**Table 16. Millennial desired settings for leisure traveling**

| *Setting        | Frequency | Rank |
|-----------------|-----------|------|
| Beach           | 92        | 1    |
| Market          | 20        | 17   |
| Cave            | 27        | 13   |
| Museum          | 33        | 8    |
| Old Village     | 35        | 5.5  |
| Zoo             | 10        | 19   |
| Glaciers        | 6         | 21   |
| Mountain        | 51        | 2    |
| Mall            | 31        | 9.5  |
| Carnivals       | 22        | 16   |
| Volcanic area   | 7         | 20   |
| Farmland        | 23        | 14.5 |
| Aerial view     | 29        | 11   |
| Snow            | 31        | 9.5  |
| Rock formation  | 35        | 5.5  |
| Underwater park | 34        | 7    |
| Forest park     | 28        | 12   |
| Wild area       | 16        | 18   |
| River           | 23        | 14.5 |
| Falls           | 46        | 3    |
| Heritage park   | 38        | 4    |
| Not desired any | 4         | 22   |

\*Multiple responses

**Table 17. Millennial government employees' travel activities**

| *Activities                | Frequency | Rank |
|----------------------------|-----------|------|
| Boating                    | 32        | 9    |
| Swimming                   | 66        | 2    |
| Sun beating                | 15        | 18   |
| Island hopping             | 51        | 8    |
| Massage by the beach       | 14        | 19   |
| Scuva diving               | 13        | 20   |
| Sight-seeing               | 72        | 1    |
| Finding facts in Museum    | 16        | 16.5 |
| Photographing              | 63        | 3    |
| Writing                    | 4         | 25.5 |
| Blogging                   | 4         | 255  |
| Zip lining                 | 29        | 10   |
| Climbing Mountains         | 24        | 13   |
| Hiking                     | 24        | 13   |
| Pickinicking               | 8         | 22   |
| Tasting local food         | 57        | 5    |
| Around Market              | 24        | 13   |
| Looking for pasalubong     | 60        | 4    |
| Buying accessories         | 27        | 11   |
| Taking selfies             | 54        | 6    |
| Looking for souvenirs      | 53        | 7    |
| Agritourism                | 6         | 23   |
| Biking                     | 12        | 21   |
| Riding                     | 20        | 15   |
| Gaming                     | 9         | 22   |
| Skiing                     | 1         | 29   |
| Getting inside tunnel      | 16        | 16.5 |
| Ice skating                | 4         | 25.5 |
| Driving                    | 1         | 29   |
| Running                    | 1         | 29   |
| I don't engage at anything | 4         | 25.5 |

\*Multiple responses

**Table 18. Correlation of selected socio-economic characteristics (SEC) and selected leisure traveling practices (LTP)**

|                      | Frequency of travel | Planning of trip | Preference of trip |
|----------------------|---------------------|------------------|--------------------|
| Age                  | -.173*              | .093             | -.006              |
| Monthly salary       | -.165               | .100             | -.087              |
| Budget for traveling | .112                | -.123            | .070               |

**Table 19: Correlation of the utilization of social media sites on leisure traveling and selected leisure traveling practices**

| *Frequency of utilization on leisure traveling | Frequency of travel | Planning of trip | Preference of trip |
|--|---------------------|------------------|--------------------|
| Facebook                                       | .333**              | -.184*           | -.093              |
| Youtube  | .333**              | -.138            | .023               |
| Twitter  | .191*               | -.059            | .046               |
| Yahoo  | .150                | .021             | -.016              |
| Google   | .245**              | -.243**          | .023               |
| Instagram                                      | .259**              | -.156            | .051               |