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The Impact of Social Networks Approaches on Luxury Millennial Tourists

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Abstract

Millennials, as digital natives, have fundamentally redefined the landscape of tourism marketing by prioritizing unique, immersive, and shareable experiences over traditional notions of luxury. This study aims to examine the influence of digital marketing, particularly social media platforms, on the travel behavior of luxury millennial tourists. Additionally, it investigates the role of visually rich content, including photo and video sharing, in shaping millennials' perceptions of modern luxury travel. To achieve these objectives, a structured questionnaire was administered to a sample of millennial-aged individuals with active engagement in luxury travel and social media usage. The findings reveal that photo and video sharing on platforms such as Instagram significantly influences millennial travel decisions, underscoring

their preference for authentic, experience-oriented travel. Furthermore, the study emphasizes the critical role of innovative social media campaigns, influencer marketing, and personalized digital engagement in effectively capturing this demographic. The results provide actionable insights for stakeholders in the tourism and hospitality sectors, particularly travel agencies, by demonstrating the necessity of integrating visually appealing digital content and redefining luxury to align with millennial values. This research contributes to the broader understanding of luxury tourism by highlighting the intersection of digital marketing strategies and the evolving preferences of millennial consumers.

Keywords: Millennials, Luxury Travel, Digital Marketing, Social Media, Tourism Experiences

1. Introduction

Tourism has undergone a fundamental transformation in recent decades, driven by technological advancement and shifting consumer behaviors. The traditional tourism paradigm has given way to a more dynamic, digitally-influenced landscape where travel decisions and experiences are increasingly shaped by social media platforms and online interactions (Hudson and Thal, 2013; Gretzel, 2019). This evolution has been particularly pronounced in how different generational cohorts approach travel planning and consumption, with studies indicating substantial changes in travel behavior patterns and destination selection processes (Veiga et al., 2017). The rise of digital platforms has revolutionized how travelers research, plan, and share their experiences, creating a new ecosystem where social media plays a pivotal role in shaping travel decisions (Munar and Jacobsen, 2014). This shift has been particularly evident in the changing patterns of activity and time use

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among different generational groups, with notable variations in travel preferences and behaviors (Garikapati et al., 2016). The millennial generation, comprising individuals born between 1981 and 1996, has emerged as a dominant force in reshaping the global tourism landscape. As the largest demographic cohort in many countries (Fry, 2016), millennials have demonstrated distinct travel preferences that set them apart from previous generations (Cavagnaro et al., 2018). Unlike their predecessors, millennials have grown up in a digital ecosystem that has fundamentally altered their consumption patterns, communication preferences, and travel motivations (Sofronov, 2018). This demographic's unique characteristics have forced tourism stakeholders to reevaluate traditional marketing strategies and service delivery models (Helal et al., 2018). Their preference for experiential travel over material possessions, combined with their significant spending power and social media influence, has created new challenges and opportunities for destination marketers and tourism businesses (Liu et al., 2019). The impact of social media platforms on millennial travel choices has been particularly significant, with platforms like Instagram playing a crucial role in shaping destination preferences and travel aspirations (Karyatun et al., 2021; Cohen et al., 2022). The profound impact of millennial travelers on the tourism industry necessitates a deeper understanding of their travel behaviors and decision-making processes (Lewis et al., 2021). Recent studies have highlighted the increasing importance of digital marketing strategies in engaging with millennial travelers (Kingsnorth, 2022), while emphasizing the need for tourism businesses to adapt to changing consumer preferences (Monaco, 2018). This study aims to examine how social media influences millennial travel

decisions and behaviors in Egypt, with the following objectives:

- To analyze the role of social media platforms in shaping millennial travel preferences and destination choices.
- To investigate the relationship between social media engagement and travel purchase decisions among millennials.
- To identify the key factors that influence millennial travelers' social media-driven travel behaviors.
- To develop recommendations for tourism stakeholders to effectively engage with millennial travelers through social media platforms.

2. Literature Review

2.1. Millennials: Characteristics and Traits

Millennials, also referred to as Generation Y, encompass individuals born between 1981 and 1996. Known as digital natives, they have grown up alongside rapid technological advancements, which have significantly influenced their behaviors and redefined consumer preferences, particularly in travel. This demographic prioritizes experiences over material possessions, often valuing travel and personal development as essential aspects of their lives. Unlike traditional measures of success, such as property ownership, millennials emphasize self-fulfillment and meaningful connections through travel (Garikapati et al., 2016). A distinct focus on work-life balance drives their demand for flexible arrangements that accommodate both leisure and professional commitments (Pangesti et al., 2024) This balance has heightened the appeal of travel experiences that integrate relaxation, adventure, and personal growth (Cavagnaro et al., 2018). Additionally, their extensive cultural exposure and constant digital connectedness make them highly receptive to diverse travel opportunities. These traits foster a willingness to explore and engage with new ideas and cultures, shaping their demand for

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tourism experiences that align with values of sustainability and cultural immersion. Millennials heavily rely on digital platforms to inspire, plan, and document their travel experiences, making social media a crucial influence on their decision-making processes (Calvo and Viejo, 2025). Their preference for unique and meaningful travel over material luxury significantly shapes their tourism choices. Moreover, their desire for authentic cultural immersion and alignment with sustainability values further guide their travel behaviors, creating demand for responsible and transformative tourism options. Recent studies also show an increased preference for sustainable travel, with 78% of millennials favoring eco-conscious options (Lewis et al., 2021).

2.2. Millennials and the Integration of Social Media

Millennials, as digital natives, have seamlessly integrated social media into their lives, making these platforms indispensable tools in shaping their travel behaviors. Platforms such as Instagram, TikTok, Facebook, YouTube, Pinterest, Snapchat, and Twitter cater to various stages of travel decision-making, including the 'dream,' 'plan,' and 'engage' phases (Cohen et al., 2022; Zaki, 2024). Instagram remains a dominant platform for visual inspiration, leveraging photos, reels, and stories to captivate users. TikTok has emerged as a key driver of destination discovery through its engaging short-form video content, with recent data revealing that travel-related hashtags garnered over 150 billion views globally in 2023 (Kaikara, 2024). YouTube continues to serve as a source for in-depth travel vlogs and destination reviews, offering detailed insights to travelers. Facebook facilitates community engagement, providing forums and travel groups

where millennials can exchange advice and recommendations. Pinterest serves as a hub for meticulous travel planning, with its visual catalog of ideas tailored for itinerary creation. Snapchat enhances real-time engagement through ephemeral content that captures the spontaneity of travel experiences, while Twitter offers real-time updates and travel tips, meeting the demand for immediate and authentic information (Liu et al., 2019; Dunkley, 2020). Recent studies highlight that over 90% of millennials' travel decisions are influenced by social media content, underscoring the integral role these platforms play in shaping preferences and behaviors (Kingsnorth, 2022). Millennials prioritize personalized, smartphone-based booking experiences, often relying on user-generated content such as reviews, stories, and influencer endorsements to guide their decisions (Zaki, 2024; Lewis et al., 2021). Influencers have become especially important, with their authentic and relatable content driving trust and inspiration among this demographic (Kaikara, 2024). This aligns with H2, emphasizing the impact of visual content sharing and influencer engagement on shaping millennials' travel preferences. The growing dominance of video-driven platforms like TikTok and YouTube emphasizes the importance of visually engaging and immersive storytelling in capturing millennials' attention. For example, Visit Norway's influencer campaign on Instagram boosted tourism interest by 20% in 2023 through its use of captivating reels and stories (Tourism Digital Strategies, 2023). For tourism stakeholders, leveraging the power of social media means creating content that resonates with millennials' preferences for authenticity, convenience, and sustainability. Advanced digital marketing strategies, including augmented reality and AI-driven personalization, are becoming essential in attracting this influential demographic (Kingsnorth, 2022; Dunkley, 2020).

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2.3. The Importance of Social Media for Millennial Travelers

Social media is integral to millennials' travel experiences, with platforms such as Facebook, Instagram, and TikTok serving as primary channels for sharing their journeys (Helal et al., 2018). These platforms offer travel firms a unique opportunity to engage with younger consumers and build brand communities (Song et al., 2024). By showcasing destinations and activities, travel companies can generate enthusiasm and attract millennials seeking authentic experiences (Wang and Park, 2023). Social Influence Theory provides a framework to understand how peer recommendations on these platforms significantly impact millennials' choices, particularly in the 'dream' and 'plan' stages (Cohen et al., 2022). Additionally, social media provides valuable insights into millennials' preferences, aiding in the development of new products and services (Sethuraman,2023). Effective social media marketing thus confers a competitive advantage for tourism businesses addressing this key demographic (Liu et al., 2019). Examples such as Egypt's 'Experience Egypt' campaign successfully utilized Facebook and Instagram to boost tourist engagement by 15% (Soliman et al., 2024). These findings align with H1 and H2, demonstrating how digital engagement influences travel preferences and promotes destination-specific content.

2.4. The Role of Online Promotion in Attracting Millennials

The tourism sector's marketing landscape has been fundamentally transformed by digital technologies, with a particular focus on reaching and engaging millennial travelers (Hamid et al.,2024). Digital marketing strategies have evolved beyond traditional approaches to encompass a sophisticated, multi-channel ecosystem that reflects millennials' complex digital behaviors

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(Bharti et al., 2024). Contemporary travel firms deploy an integrated array of digital marketing tactics, including search engine optimization (SEO), programmatic advertising, influencer partnerships, user-generated content campaigns, and artificial intelligence-driven personalization (Tuten and Solomon, 2017; Dunkley, 2020). Social media platforms have become particularly crucial, with Instagram, TikTok, and YouTube emerging as primary channels for destination marketing and travel inspiration (Cohen et al., 2022). These platforms allow tourism businesses to gather unprecedented insights into millennial travel preferences through advanced analytics and behavioral tracking, leading to more targeted and effective marketing campaigns (Liu et al., 2019). Over 85% of millennials rely on social media reviews and recommendations before making travel purchases (Chinedu, 2024). Furthermore, mobile-first marketing approaches have become essential, as millennials predominantly use smartphones for travel research and bookings, demanding seamless, personalized experiences across all digital touchpoints (Rahman and Rena, 2024). For instance, travel companies have utilized augmented reality (AR) to create interactive experiences, such as virtual destination previews, to captivate millennial audiences (Silva et al., 2024). The integration of artificial intelligence and machine learning in digital marketing has also enabled more sophisticated personalization and predictive analytics, allowing tourism businesses to anticipate and respond to millennial travel preferences with greater precision (Soundarya et al., 2025; Silva et al., 2021). These strategies directly support H2, emphasizing the role of digital platforms in influencing millennial tourism preferences and behavior. Moreover, the integration of gamification elements, such as reward programs and interactive travel quizzes on social media, has emerged as an effective way to captivate millennial users (Yassin, 2024). Examples include campaigns like "Unlock Your Next Adventure" on Instagram, where users engage with content to receive personalized destination recommendations (Talenta, 2024). These

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approaches align with millennials' desire for interactive and engaging digital experiences, blending entertainment with practical travel planning tools (Al Akromi, 2024). Tourism businesses have also leveraged mobile applications to create a seamless user experience. Applications incorporating geolocation services, curated travel itineraries, and AR-guided tours enable millennials to plan trips efficiently while enjoying a personalized journey (Kaikara, 2024). For instance, apps developed by destinations like Dubai Tourism include AI chatbots that provide real-time assistance, enhancing the traveler's experience even before their journey begins (Jain, 2025). Overall, online promotion strategies have expanded to encompass advanced technologies and dynamic platforms, directly linking digital interactions to millennial travel decision-making (Pricope et al., 2023). These tools not only address the demand for immediacy and personalization but also create long-term brand loyalty through innovative engagement (Goktepe and Öğretmenoğlu, 2023)

2.5. Factors Influencing Millennials Travel Decisions

Millennials travel choices are influenced by several interconnected factors, including the desire for unique experiences, social media content, and peer recommendations (Zouni et al., 2024). This demographic is particularly drawn to destinations that offer cultural immersion and sustainability, often favoring meaningful and transformative experiences over traditional luxury (Garikapati et al., 2016). A 2023 study revealed that 68% of millennials prioritize eco-friendly travel options, underscoring a growing trend toward environmentally conscious tourism (Kearney, 2023). Social media platforms play a pivotal role by showcasing popular destinations, activities, and accommodations through visually engaging content (Raji et al., 2024). Viral

hashtags such as #HiddenGems and #EcoTravel on TikTok and Instagram have driven interest in lesser-known, environmentally sustainable destinations (Babu et al.,2024). Millennials also value the ease of accessing information and booking travel online, further underscoring the significance of digital platforms in shaping their preferences (Iloranta, 2019). Peer recommendations, including reviews from influencers and trusted friends, are another major factor influencing millennial decision-making (Macheka et al., 2024). Studies indicate that word-of-mouth recommendations on social media are perceived as more reliable and authentic than traditional advertising (Haro et al., 2024). These dynamics align with H3, emphasizing the critical role of trusted advice in shaping millennial travel decisions.

2.6. Photo and Video Sharing and Millennials Travel Decisions

Visual content sharing on platforms like Instagram, TikTok, and Pinterest has become instrumental in influencing millennial travel habits. The visually striking appeal of destinations showcased through high-quality photos and engaging videos directly impacts their popularity among this demographic (Hemmige and Rousseau, 2024). For instance, TikTok's travel-related content experienced a 30% increase in user engagement in 2023, driven by viral hashtags like #TravelGoals (Kaikara, 2024). These platforms act as modern travel brochures, offering immersive visual experiences that establish emotional connections and inspire real-world travel choices (Verma, 2024). Visual storytelling captures millennials' attention by using high-quality visuals and relatable stories. It creates engaging and memorable experiences that connect with their preferences for authentic and inspiring content (Sood et al., 2025). These findings directly support H2, demonstrating the critical role of photo and video sharing in shaping millennial preferences.

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2.7.   Impact of Influencers on Millennials Travel Decisions

In the digital era, influencers have emerged as trusted intermediaries in the travel industry. Their relatable and authentic content enables them to effectively recommend destinations, accommodations, and activities (Mehataj et al., 2025). Millennials often form parasocial relationships with influencers, which fosters trust and amplifies the impact of their recommendations (Malik et al., 2025). By collaborating with influencers, tourism businesses can tap into their established trust networks to reach millennial audiences. Successful campaigns, such as those featuring prominent Instagram travel influencers, have demonstrated the power of influencer marketing in shaping millennial travel behaviors (Goel and Garg, 2025) These insights align with H3, emphasizing the role of word-of-mouth and influencer trust in decision-making.

2.8.   Strategies Employed by Influencers to Attract Millennials

Influencers employ a variety of strategies to engage millennials, focusing on authenticity, storytelling, and interactivity (Ozuem et al., 2024). Techniques such as visually captivating content, live streaming, and interactive features like polls or Q&A sessions on social media foster a sense of community and engagement (Pika, 2023). Collaborations with influencers further expand their reach, while strategic use of hashtags and geotags enhances visibility (Ong and Ito, 2024). For instance, influencer-hosted virtual tours during the pandemic offered a creative way to maintain interest in travel destinations (Gerlich, 2023). These approaches align with H3, highlighting how influencers' trust-building efforts influence millennial

travel decisions.

2.9. The Evolution of Luxury Tourism

Luxury tourism has shifted its focus from material extravagance to offering personalized, meaningful experiences that reflect modern values, particularly appealing to millennials (Cunha et al., 2024). While traditionally defined by luxurious accommodations, fine dining, and opulent services, it now centers on bespoke travel that incorporates authenticity, cultural engagement, and sustainability. Millennials, who make up a substantial part of the travel market, are at the forefront of this change (Lv et al., 2024). They prioritize experiences that foster personal development, well-being, and environmental care. Instead of conventional luxury, they seek eco-friendly travel, wellness retreats, and culturally immersive adventures. The wellness tourism sector, expected to grow to $1.4 trillion, highlights millennials' increasing interest in holistic health and wellness (Bardukova, 2024). Social media has played a critical role in this transformation by promoting luxury experiences that align with millennial values. The demand for unique, shareable experiences has surged, encouraging the development of destinations that combine luxury with authenticity and social responsibility (Gummerus et al., 2024). This trend is evident in the growing appeal of wellness-focused and experiential travel, where millennials engage deeply with local cultures and traditions.

2.10. Sharing Materials to Promote Egyptian Destinations

The utilization of visual materials, such as photographs and videos, plays a pivotal role in promoting Egyptian destinations to younger tourists. High-quality images and engaging videos that showcase iconic sites, including the Pyramids of Giza, vibrant local markets, and the serene ambiance of a Nile cruise, can significantly enhance the attractiveness of these destinations. Moreover, collaboration with social media influencers to share authentic

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experiences of Egypt's historical landmarks and cultural heritage serves as a powerful strategy to increase interest among millennials (Mohamed et al., 2024). By employing visually captivating content, Egypt can effectively position itself as a leading destination for millennials seeking profound cultural and historical experiences. Based on all previous argument the study hypotheses are:

H1: Millennials in the age group most active in luxury tourism are more likely to engage in upmarket vacation experiences compared to other age groups, influencing digital marketing strategies targeting this demographic.

H2: Photo and video sharing platforms, particularly Instagram and YouTube, have a significant impact on the travel preferences of luxury millennial tourists, shaping their decisions through visual content.

H3: Word-of-mouth and personal recommendations, especially from family and friends, play a crucial role in shaping the travel decisions of luxury millennial tourists, with these sources of advice being highly trusted.

3. Methodology

This study employed a quantitative research methodology utilizing an online survey instrument to examine millennial travelers' engagement with luxury tourism. The sampling frame consisted of millennial-aged individuals (born between 1981-1996), from which a total of 350 responses were initially collected through an online survey platform. After rigorous data cleaning and validation procedures, 339 responses met the quality criteria and were retained for final analysis, yielding a response rate of 96.9%. While the study included

younger millennials (aged 18-24), the primary analytical focus was directed toward participants aged 25-44, as this demographic segment typically demonstrates more established travel patterns and purchasing power in luxury tourism contexts. To ensure data quality and relevance, specific inclusion criteria were established: participants were required to fall within the millennial age range, demonstrate active interest in luxury tourism experiences, and be active social media users who engage in travel-related content sharing and consumption through photo and video platforms. The online survey methodology was selected for its efficiency in reaching the target demographic and its ability to facilitate standardized data collection, offering several advantages including enhanced accessibility and convenience for participants, efficient data collection and processing capabilities, reduced potential for interviewer bias, ability to reach a geographically diverse sample, and cost-effective administration and management. This methodological approach enabled comprehensive data collection regarding travel preferences, social media usage patterns, and luxury tourism behaviors among millennial consumers, providing both theoretical and managerial foundation for subsequent analysis of how this demographic segment engages with luxury tourism experiences and makes travel-related decisions.

3.1. Questionnaire Design

The questionnaire was designed to align with the research objectives and hypotheses, consisting of three main sections as shown in Figure 1

3.1.1. Demographic Information: Age, gender, marital status, and education level were obtained to construct a detailed profile of the sample population.

3.1.2. Social Media Usage and Travel Behaviors: Participants' engagement with social media platforms, preferences for specific platforms, and travel behaviors, including travel frequency, accommodation choices,

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and primary motivations, were investigated.

3.1.3. Influence of social media: The influence of visual content, including photo and video sharing, reviews, and influencer endorsements, on participants' travel decision-making processes was analyzed
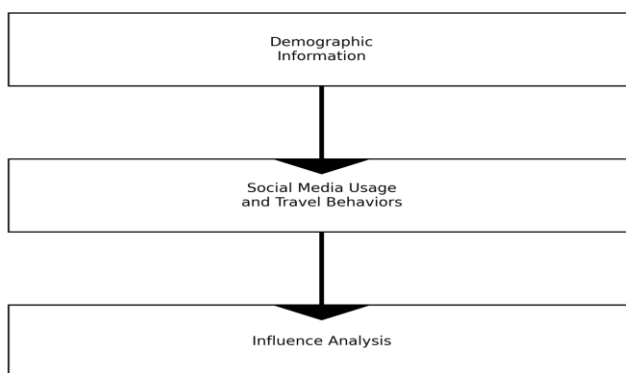

Figure 1. Questionnaire Design Flowchart

4. Data Analysis

4.1. Demographic Profile

Table 1: Demographic Profile of Respondents

Demographic Data	Category	Frequency (n)	Percentage (%)
Gender	Male	129	38.1
	Female	210	61.9
Age	18-24	95	28.0
	25-34	203	59.9
	35-44	41	12.1
Marital Status	Single	231	68.1

	Married	90	26.5
	Divorced	14	4.1
	Widowed	2	0.6
	Prefer not to say	2	0.7
Educational Level	High School	44	13.0
	Bachelor's Degree	238	70.2
	Master's Degree	44	13.0
	Doctorate	12	3.5
	College	1	0.3

As shown in Table 1, most respondents (59.9%) are aged 25-34, predominantly female (61.9%), and single (68.1%). The majority hold a bachelor's degree (70.2%), reflecting a highly educated sample. These findings align with Twenge (2023), who noted that millennials aged 25-34 value meaningful travel experiences over material possessions, and Helal et al., (2018), who highlighted the influential role of women in luxury tourism. The educational profile supports Jayaweera (2024), indicating that educated individuals seek travel combining relaxation, culture, and personal growth. This provides key insights for targeting millennial luxury travelers.

4.2. Travel Behavior and Social Media Usage

According to Chourasia (2024), social media and experiential travel play a key role in shaping millennial preferences. Most millennials travel 2–3 times a year (62.2%), with a mean value of 1.85 for leisure travel frequency. They prefer comfortable accommodations, with 60.5% choosing hotels and 19.2% resorts, resulting in a mean value of 2.96. Instagram is the most popular platform for travel inspiration, used by 58.1% of millennials, with a mean value of 2.01. These findings highlight millennials' focus on frequent travel, premium accommodations, and visually engaging content on social

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media. These findings support the study's conclusion about millennial behavior and preferences. All variables are presented in Table 2.

Table 2. Descriptive Analysis of Travel Behavior and Social Media Usage

Items	Response	Frequency (n)	Percentage (%)	Mean
Frequency of Leisure Travel	Rarely/Once a year	94	27.7	
	2-3 times a year	211	62.2	1.85
	4-6 times a year	25	7.4	
	More than 6 times a year	9	2.7	
Preferred Accommodation Type	Hostels	20	5.9	
	Airbnb/Short-term rentals	45	13.3	
	Hotels	205	60.5	2.96
	Resorts	65	19.2	
	Others	4	1.1	
Social Media Platform Usage	Instagram	197	58.1	2.01
	Snapchat	8	2.4	
	Facebook	87	25.7	
	TikTok	31	9.1	
	Pinterest	13	3.8	
	Others	3	0.9	

Fan et al., (2023) explain that younger generations share content differently across platforms. Younger millennials often use visually engaging platforms like TikTok and Instagram to showcase unique travel experiences, while older millennials prefer platforms like YouTube and Facebook for more detailed content. These preferences are illustrated in Figure 2, which highlights the differences in platform usage between younger and older millennials.
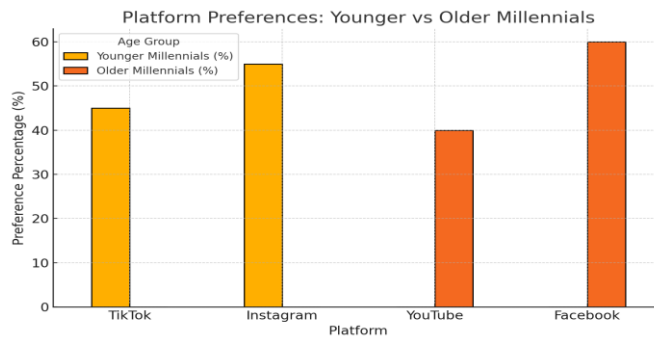

Figure 2: Platform Preferences of Younger and Older Millennials

4.3. Social Media Influence among Millennials

Table 3. Millennials' Travel and Social Media Preferences

N	Items	Category	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	Photo and Video Sharing Platform Usage	Frequency	11	12	111	138	67	339
		Percentage	3.2	3.6	32.7	40.7	19.8	100.0
2	Posting Travel Photos/Videos	Frequency	17	19	107	142	54	339

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		Percentage	5.0	5.6	31.6	41.9	15.9	100.0
3	Reading Tourist Reviews	Frequency	12	26	108	151	42	339
		Percentage	3.5	7.7	31.9	44.5	12.4	100.0
4	Influence of Reviews on Choices	Frequency	5	21	116	156	41	339
		Percentage	1.5	6.2	34.2	46.0	12.1	100.0
5	Visually Appealing Posts' Impact	Frequency	3	18	93	159	66	339
		Percentage	0.9	5.3	27.4	46.9	19.5	100.0
6	Searching Instagram Content	Frequency	76	161	62	8	32	339
		Percentage	22.4	47.5	18.3	2.4	9.4	100.0
7	Following Luxury Travel Accounts	Frequency	83	156	49	8	43	339
		Percentage	24.5	46.0	14.4	2.4	12.7	100.0

Table 3 highlights millennials' strong engagement with social media in their travel behavior. Many actively share photos and videos on platforms, 40.7%

agree, rely on reviews, 46% agree, and are influenced by visually appealing posts, 46.9% agree. Platforms like Instagram are widely used for searching travel content, 47.5% sometimes search, and following luxury accounts, 46% sometimes follow. Recent studies, including Kingsnorth, (2022) and Cohen et al., (2022), confirm the importance of reviews and digital content in shaping millennial travel choices. Additionally, Karyatun et al., (2021) highlights the pivotal role of social media in shaping travel inspiration.

4.4. Analysis of Millennial Travel Decision-Making Patterns

The data presented in Table 4 reveals significant patterns in millennial travel decision-making behaviors across three key dimensions. In terms of luxury tourism engagement, a substantial majority (73.2%) of millennial respondents have experienced luxury travel, indicating a strong penetration of high-end tourism experiences within this demographic. This high participation rate aligns with recent research suggesting millennials' increasing prioritization of experiential luxury over material possessions (Aceron et al., 2018). The influence of word-of-mouth marketing shows similarly strong patterns, with 64.3% of respondents actively relying on recommendations in their travel planning process, while only a minimal portion (5.6%) completely disregard such input. This finding corresponds with contemporary digital marketing research highlighting the crucial role of electronic word-of-mouth in travel decisions (Zahay and Roberts, 2017). Regarding trust in personal recommendations, the data indicates that 60.5% of millennials place high trust in recommendations from friends and family, with only 1.2% dismissing such advice entirely. This strong reliance on personal connections for travel guidance, as noted by Kingsnorth (2022), underscores the importance of social proof in millennial travel decision-making. The high percentages across all three dimensions suggest that millennials' travel choices are heavily influenced by personal recommendations and prior luxury experiences, presenting significant

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implications for tourism marketing strategies and service development (see Table 4).

Table No. 4: Millennial Travel Preferences and Decision-Making Factors

Travel Behavior Aspect	Response Category	Percentage (%)
Luxury Tourism Experience	Have experienced	73.2
	Never experienced	26.8
Word of Mouth Influence	Rely on recommendations	64.3
	Do not rely on recommendations	5.6
	Uncertain/Occasional reliance	30.1
Trust in Family/Friend Recommendations	Trust completely	60.5
	Do not trust	1.2
	Conditional trust	38.3

The hypotheses proposed in this study are closely related to the findings, which demonstrate that age, use of photo and video sharing platforms, and personal recommendations all have a substantial impact on luxury millennial tourists' travel selections. The findings suggest that millennials aged 25 to 34 are the dominant population engaging in luxury tourism, supporting the notion that this age group is more prone to seek premium vacation experiences. Furthermore, the survey reveals that photo and video sharing networks, particularly Instagram and YouTube, have a significant impact on travel preferences, validating the notion that visually appealing information on these platforms influences decision-making. Finally, the data demonstrates a substantial dependence on word-of-mouth and personal recommendations, notably from family and friends, validating the notion that

personal endorsements are critical in travel decision-making.

5. Discussion

Luxury millennial travelers, aged 25-34, have distinct preferences and behaviors that present both opportunities and challenges for the tourism industry. This demographic values unique, personalized experiences and is heavily influenced by visually appealing content on social media platforms like Instagram and TikTok. Over 47% of respondents find visually engaging luxury vacation postings to be compelling, highlighting the importance of high-quality visual materials in attracting this target market. Online reviews, user-generated content, and personal recommendations significantly influence millennial travel decisions, with over 60% relying on advice from friends and family. This underscores the power of social proof and word-of-mouth marketing tactics in developing trust and attracting tourists. Moreover, millennials' evolving conception of luxury now encompasses environmental and ethical considerations, reflecting their values and priorities. The high level of interaction with visual and peer-generated material among luxury millennial travelers emphasizes the need for marketers to focus on these features. To effectively attract and retain this demographic, it is crucial for tourism providers to emphasize visually captivating content, leverage user-generated contributions, leverage social proof, and offer personalized experiences. Travel agencies, marketers, and the Egyptian Ministry of Tourism should all take a multi-faceted approach to appealing to luxury millennial travelers.

6. Conclusion

This study adds significantly to our theoretical understanding of luxury millennial travel behavior and provides insights into how digital marketing methods may be tailored to engage this audience. It confirms that millennials,

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particularly those aged 25 to 34, are a crucial sector driving luxury tourism, with their frequent use of social media platforms such as Instagram and YouTube heavily influencing their travel preferences. Visually appealing information, such as photo and video sharing, has been demonstrated to have a significant impact on millennial travel preferences, highlighting the necessity of using high-quality graphics in digital marketing. Furthermore, the findings emphasize the importance of word-of-mouth, particularly referrals from friends and family, in determining millennials' travel decisions, emphasizing the importance of trust and social proof in decision-making processes. The findings make significant recommendations for tourist marketers, emphasizing that campaigns should focus on providing visually appealing, engaging material and leveraging personal recommendations to build trust. Marketers can also customize their strategies to the 25-34 age bracket, which has a stronger preference for luxury travel experiences. However, the study has certain limitations, such as a sample of solely millennial social media users interested in luxury travel, which may not be representative of the larger millennial community or those who are less active in the digital world. Furthermore, the study's concentration on millennials restricts the findings' generalizability to other age groups or countries, highlighting the need for future research to widen the sample and investigate cross-cultural disparities in luxury travel preferences.

7. Recommendations

Travel agencies should prioritize creating and promoting unique, personalized travel packages that cater to millennials' preferences for adventure and individuality. Leveraging social media platforms to share high-

quality, visually engaging content and actively engage with user-generated material is essential. Maintaining a positive online reputation through effective management of feedback is also crucial, as is incorporating sustainable and ethical practices into their offerings and partnering with influential social media personalities. Marketers should focus on crafting content that aligns with millennials' desire for personalized and unique travel experiences, producing high-quality, visually captivating content on platforms like Instagram and TikTok, and incorporating user-generated content to build trust and authenticity. The Egyptian Ministry of Tourism should promote sustainability and ethical tourism practices to attract millennials who prioritize environmental and social responsibility, invest in digital infrastructure and innovative technologies, and encourage collaborations between local tourism businesses and influencers to showcase unique experiences and increase visibility among millennials.

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