Travel for millennials is an essential component of their personal growth and a learning process (Canadian Tourism Commission, 2015). Seventy-five percent of millennials want to travel abroad as much as possible, and 70 percent said they would like to visit all seven continents (Fromm, 2013). University students are having to live more economically than they expected due to debt (Euromonitor, 2019a). Young adults in Alberta spend more on back-to-school items than those in any other province in Canada and they are increasingly focusing on their careers and postponing marriage until later in their lives (Euromonitor, 2019a). Millennials spend as much on paying off debt as they do on dining out (Mintel, 2016). Younger adults are keen on using technology when travelling. (PEW, 2015). Consumers are looking more and more toward considering purchasing environmentally friendly fashions even if they are more expensive (Chuahiock, 2016).
References


https://www.huffingtonpost.ca/jenica-chuahiock/-sustainable-fashion_b_9835848.html


Notes:
References are often: Author. (Date). *Title.* Source.
A company or research firm can be an author. If no Author start with the Title.
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