



**JOURNAL OF TOURISM,
HOSPITALITY AND
ENVIRONMENT MANAGEMENT
(JTHER)**
www.jthem.com



MILLENNIALS' UNDERSTANDING OF STAYCATION CONCEPT TRENDING AFTER CRISIS

Nor Syuhada Zulkefli^{1*}, Siti Nazatul Anis Mohd Alwi², Nur Aliah Mansor³

¹ Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Malaysia
Email: syuhada.z@umk.edu.my

² Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Malaysia
Email: h23d006f@siswa.umk.edu.my

³ Faculty of Business and Finance, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia
Email: aliah@utar.edu.my

* Corresponding Author

Article Info:

Article history:

Received date: 30.06.2025

Revised date: 21.07.2025

Accepted date: 10.08.2025

Published date: 01.09.2025

To cite this document:

Zulkefli, N. S., Alwi, S. N. A. M., & Mansor, N. A. (2025). Millennials' Understanding Of Staycation Concept Trending After Crisis. *Journal of Tourism Hospitality and Environment Management*, 10 (41), 30-42.

DOI: 10.35631/JTHER.1041003

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)



Abstract:

The staycations gained popularity as an alternative form of leisure. Staycations involve spending time in nearby locations, typically within one's local environment, to relax and unwind. Millennials and Generation Z are particularly drawn to this trend because they prefer new experiences, convenience, and cost savings. This study used a qualitative approach using in-depth interviews to explore the key terms of the staycation concept, focusing on their behaviors, perceptions, and experiences in Malaysia. The main finding found five themes to describe of staycation concept among Millennials, which are length of stay, distance, intention, flexibility, and the desire to explore local destinations. Findings suggest that staycations are not only a practical alternative to traditional vacations but also a meaningful experience that promotes relaxation, sustainability, and connection to local culture.

Keywords:

Staycation Concept, Millennial, Experience, Crisis, In-Depth Interview

Introduction

The hospitality and tourism industry in many countries faced significant challenges during the pandemic, leading to a decline in global travel and tourism activities (Moon & Chan, 2022). In response, the industry sought ways to adapt, with one notable trend being the rise of staycations. A staycation refers to experiences that allow individuals to relax in one place,

usually close to their homes, while enjoying different surroundings (Qiu et al., 2024). Staycations became popular as they catered to the desire for leisure without the complications of long-distance travel (Moon & Chan, 2022), particularly in densely populated countries like Indonesia.

Staycations involve tourists spending most of their time in one location while taking advantage of attraction packages offered at hotels or resorts (Qiu et al., 2024). This trend has gained traction globally, with many tourists preferring to explore local destinations rather than embarking on international trips. A recent survey of Chinese tourists showed a strong interest in staycations following the lifting of travel restrictions after the pandemic (Li et al., 2024). Consequently, the hotel and tourism industry has capitalized on this trend by developing and promoting staycation packages, leveraging social media and influencer marketing to enhance visibility and appeal (Oliveira et al., 2020b, 2020a; Wang et al., 2022).

Millennials and Generation Z are particularly drawn to staycations as they are more inclined to try new experiences and are adept at navigating social media platforms for reviews and recommendations (Barclays, 2019; Sethi et al., 2017). These generations value feedback from social networks when choosing their travel destinations and often share their own experiences online, further influencing potential tourists (Hjalager, 2010; Song & Li, 2008). Additionally, the rise of social media has made sharing experiences an integral part of the tourist journey (Chen et al., 2023; Hosany et al., 2022; Stienmetz et al., 2021). Tourists often share their positive experiences via text, photos, and videos, which influences others and enhances their likelihood of revisiting the destinations (Coelho et al., 2018; Wong et al., 2020).

Furthermore, the current literature primarily focuses on industry performance and the economic benefits of tourism, with limited attention to consumer behavior and the evolving dynamics of the staycation market (Chen et al., 2023; Wong et al., 2023). Besides that, the literature on staycations is still sparse, especially in the context of the COVID-19 pandemic, with most of the studies published after 2008 (de Bloom et al., 2017; Heimtun, 2017) and its definition remains unclear. There is confusion about its meaning, especially a conflation with domestic tourism. Therefore, this study aims to explore the understanding of the staycation concept before analyzing tourist behavior, particularly during and post-trip experiences, using the SOR model. Thus, by offering a thorough picture of millennials' opinions and assessments of staycation experiences, this study will add to the body of literature. Additionally, by using Malaysia as an example, this study should help hotel professionals learn more about millennial travellers in the staycation market and offer potential strategies for staycation development.

Literature Review

The Concept Of Staycation

A staycation refers to a vacation where individuals choose to remain at home rather than traveling elsewhere (Yan et al., 2022). The concept was initially introduced by the U.S. government in 1944 as a recreational option during a period of financial austerity, when public solvency was at a critically low level. However, it failed to gain traction at the time and in subsequent decades. The concept regained attention during the 2008 financial crisis, as internet searches for vacations near one's place of residence surged, and tourists increasingly opted for stays in nearby hotels. This shift highlighted the appeal of local tourist destinations, which began to gain popularity among the domestic population. More recently, during the COVID-

19 pandemic (2019–2021), movement restrictions led to a resurgence in interest in staycations globally, as indicated by Google statistical data (Muritala et al., 2022).

Domestic tourism began to experience significant growth as governments in several countries, including Slovenia, Ireland, Taiwan, Italy, Poland, and Lithuania, actively supported staycation initiatives, especially during COVID-19 pandemic. These governments introduced measures such as tourist vouchers worth up to €500 or subsidies covering 25% to 50% of hotel stays within the country to stimulate domestic tourism demand, sustain the tourism industry during challenging times, and protect jobs (Wang et al., 2022). Concurrently, local populations increasingly sought vacation options within their own countries as a cost-effective way to explore new, engaging, and beneficial travel experiences.

Accessibility, affordability and slow are some of characteristics related to staycations that resonate with the claims of different social movements regarding sustainability and better being. For example, a short-haul destination is likely to produce much lower emissions compared with a long-haul destination visit (Gössling et al., 2010). Therefore, with increasing market knowledge on sustainability, the industry players may market staycations as a more sustainable alternative. Meanwhile, staycationing offers an antidote to the ubiquitous time poverty for people living in cities. The (less rushed, more sedate) home vacation modes of travel snow as an example of slow tourism (Mangin & Tissot, 2007:6) which contest the 'modernist' logic shaping tourist packages (Molz, 2009).

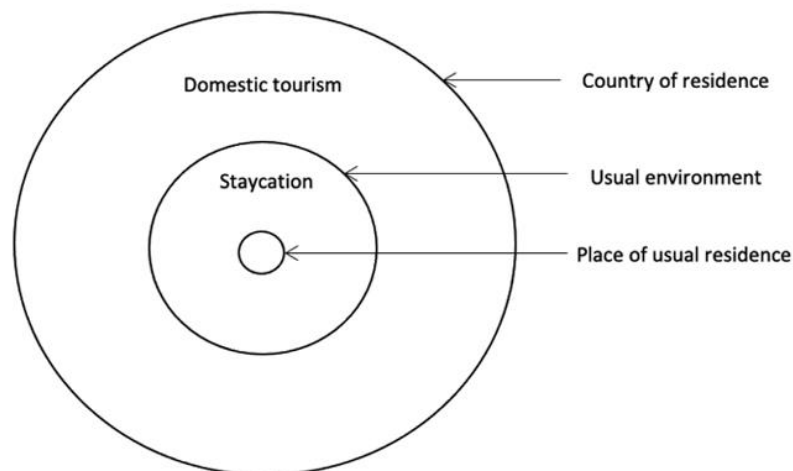


Figure 1: The Concept of Staycation

Molz (2009) characterized staycations as essentially another term for domestic tourism. However, scholars such as de Bloom et al. (2017) made a distinction between domestic tourism and staycations, specifically examining the difference in subjective well-being between vacations taken at one's home or place of residence and those taken as part of a domestic holiday. This study aligns with the latter perspective and adopts a definition of staycation based on the World Tourism Organization's (UNWTO) classification of domestic tourism, which includes the concepts of usual residence and usual environment. According to the UNWTO, domestic tourism refers to the activities of a resident visitor within their own country, either as part of a domestic trip or an outbound tourism journey. The "place of usual residence" is defined as the geographical area where an individual typically resides, while the "usual

environment" refers to the geographic perimeter within which a person carries out their regular daily activities, including their home, workplace, study location, and any other places they frequently visit—excluding vacation homes (UNWTO, 2010). Consequently, a staycation can be described as tourism-related activities conducted within one's usual environment, as depicted in Figure 1. Therefore, while a staycation is a subset of domestic tourism, not all domestic tourism trips qualify as staycations if they occur outside of one's usual environment.

Intention of Staycation

Behavioral intention reflects an individual's willingness and readiness to engage in a specific action (Ajzen, 2002). In the context of travel, it refers to a person's intention or inclination to undertake a journey. In this study, behavioral intention focuses on the enthusiasm and readiness to participate in a staycation. Staycation behavior intention reflects the emerging trend where individuals opt for local leisure experiences as an alternative to traditional vacations. This shift is driven by factors such as convenience, financial considerations, and an increased emphasis on health and sustainability, as highlighted in recent academic literature. Studies reveal that this changing preference represents a significant transformation in consumer behavior, with more people choosing to explore and enjoy local attractions, engage in community-based activities, and seek relaxation close to home rather than traveling to distant destinations—a trend accelerated by the COVID-19 pandemic and its related travel restrictions (Gössling et al., 2021).

Research suggests that the intention to engage in new staycation behaviors is influenced by various factors, including a desire to minimize travel stress, save costs, and discover new experiences within the local environment, all contributing to a more sustainable and fulfilling vacation experience (Huang et al., 2021). Additionally, psychological and practical motivations play a crucial role in shaping staycation behavior, such as the convenience of avoiding long-distance travel, the appeal of exploring nearby attractions, and the intent to support local businesses (Park et al., 2022). For example, studies indicate that individuals increasingly choose staycations to avoid the logistical challenges of long-distance travel while pursuing enriching experiences within their immediate surroundings. This trend is evident in the growing popularity of local tourism activities, such as visiting nearby parks, attending cultural events, and enjoying local dining options (Kim et al., 2022).

Millennials as Staycationers

Given the increasing popularity of staycations as a preferred leisure option, particularly among Millennials and Generation Z, the findings are expected to enrich the literature on tourist behavior. This is especially pertinent as the behavior of sharing pleasant experiences on social media and its subsequent influence on travel decisions remains under-researched, despite its growing significance in the digital age (Wong et al., 2020; Zhang & Hitchcock, 2017). Limited research has focused on the staycation experiences of millennials, despite this demographic representing the majority of staycationers (Barclays, 2019). To address this gap in the hospitality literature, particularly concerning the staycation experiences of millennials in Malaysia, this study aims to examine their interests in and perceptions of the staycation concept.

Methodology

To achieve the objectives of this exploratory research, a qualitative approach was employed, using in-depth individual interviews as the primary method. The study was guided by an interpretivist paradigm, which emphasizes understanding “how people perceive, understand, and interpret the world” (Patton, 2015, p. 133). This approach was particularly suitable for exploring millennials’ staycation experiences. Respondents were selected through purposive sampling to ensure access to information-rich cases (Patton, 2015). Two key criteria were used for inclusion: respondents had to be born between 1981 and 2000 (Gursoy et al., 2008) and must have recently experienced a staycation. This approach aligns with previous staycation studies, which also relied on qualitative data collected from individuals who had recently participated in staycations (Besson, 2017; Kalista, 2020). Potential respondents were identified through the researchers’ networks, and interviews were conducted with those who met the criteria and were willing to participate. This method allowed for an in-depth exploration of respondents’ perspectives and experiences.

A semi-structured interview style was used during the individual interviews, which enabled researchers to ask respondents both prepared questions and follow-up questions (Patton, 2015). The questions were developed based on the literature and the research objectives of this study. The interview protocol for this study was developed following the recommendations of Creswell (2014). First, the research purpose was briefly explained, and consent to record the interview was obtained. The interview contained three sets of questions, focusing on:

- i. What do the respondents understand about staycation concepts?

Ten millennial Malaysian citizens participated in 40–45-minute in-depth individual interviews conducted in Penang, Kuala Lumpur, and Selangor between August and September 2024. Given the homogeneity of the group—millennial Malaysians involved in tourism-related contexts—thematic saturation was considered achievable with 6 to 12 participants, which aligns with established qualitative research standards. With the respondents’ consent, interviews were recorded using digital devices and subsequently transcribed for analysis. Participation was entirely voluntary.

The study employed thematic analysis as the primary method for data interpretation. In particular, frequency analysis, a quantitative approach within thematic analysis, was utilized to assess the prevalence of key themes. The findings were presented in numerical, percentage, and proportional formats to highlight recurring patterns across responses. To enhance data accuracy and minimize researcher bias, member checking was performed by sharing the transcripts with participants for verification and clarification.

Data Analysis and Findings

Respondents Profile

Each of the ten responders—six women and four men—were millennials between the ages of 24 and 33. While the others had only completed high school or vocational school, eight of them had obtained bachelor's degrees. In terms of travel habits, at the time of the interviews, every respondent had taken at least one staycation in the previous 12 months. While the remaining respondents had stayed with friends or family, five of them had gone on staycations with their friends. The majority of those surveyed used staycation packages offered by upscale hotels in

Johor Bharu, Penang, and Kuala Lumpur. Table 1 displays the respondents' demographics in detail.

Table 1: Respondents' Profile

Respondents	Gender	Age	Education	Occupation
R1	Female	27	Bachelor's degree	Housewife
R2	Female	25	Bachelor's degree	Teacher
R3	Male	25	Bachelor's degree	Office worker
R4	Female	23	Bachelor's degree	Office worker
R5	Male	28	High school/ vocational education	Technician
R6	Female	25	Bachelor's degree	Teacher
R7	Male	23	Bachelor's degree	Student
R8	Female	23	Bachelor's degree	Student
R9	Female	22	Bachelor's degree	Student
R10	Male	24	High school/ vocational education	Office worker

Regarding travel patterns, all respondents had experienced one or more staycations within the last year at the time of the interviews. Five respondents had experienced staycations with their friends, whereas the rest had stayed with their friends or family.

Understanding of the Staycation Concept

Respondents were asked about their understanding of staycation concept and their experiences during staycation. Most of the respondents gave their feedback on the staycation concept. From the following answers of respondents about the understanding of the staycation concept, there were themes constructed in this study.

Theme 1: Length of stay

The length of stay emerged as a key factor in understanding the concept of staycations. Respondents frequently highlighted that staycations are characterized by shorter durations, typically spanning weekends or a few days. This brief timeframe makes them a practical option for individuals who may not have the luxury of extended leave from work or personal commitments. For instance, R2 mentioned,

"... actually, for me, a staycation is about short vacation, and we can decide to staycation on a weekend, and it feels like a mini holiday or vacation...." - R1

"For me, the staycation is taking a short trip within or around our state or place to release the tension after work... means that I don't have to worry about ticket flight or long flights. I can decide to go on a staycation on a weekend, and it feels like a mini vacation." – R7

This reflects the value millennials place on quick, stress-free escapes that do not require significant planning. The flexibility to decide on a short trip without logistical challenges adds to the appeal of staycations.

Theme 2: Proximity

A recurring response among respondents was the perception of staycations as a form of "localized" and "convenient" vacation, where individuals choose to remain in their local or regional areas to unwind and relax. Many respondents emphasized the ease and practicality of a staycation, particularly when compared to the logistics and expenses associated with international travel.

"I heard about staycation after COVID-19 and it's more sustainable because we only go near our home... so I don't have to fly and I'm reducing my carbon footprint. It's an environmentally conscious choice." – R8

"I like to explore what's around me... There are so many nice places to visit nearby. In this month, I already done do the staycation in my town around... just near to my home and I stayed at hotel...." – R5

Theme 3: Spontaneous action

Spontaneous action is related to staying for relaxation and minimal stress was a dominant theme in respondents' understanding of staycations. Many emphasized the importance of stress-free experiences and the ability to relax in a familiar, comfortable environment without the pressures associated with long-distance travel.

"I don't want to deal with the stress of flights, delays, or airport crowds. Staycations give me the peace of mind to just relax...I no need to take a long time to plan on staycation.." – R3

"I can take my time and enjoy myself at my own pace, without the stress of packing and planning a long trip... sometimes I just pack my things after go back from work and check in the hotel..." – R9

For many millennials, the daily grind of work, study, and personal commitments can be exhausting. A staycation allows them to take a break without the added stress of planning an elaborate trip abroad. Whether it's lounging by the pool, enjoying a spa treatment, or simply spending time in a quiet local environment, the focus is on rest and rejuvenation.

"I was feeling burnt out from work, and a staycation was the perfect escape. I didn't want the hassle of flying, so I booked a weekend at a resort in Langkawi. It was exactly what I needed to recharge." – R5

The respondent also sought a place to unwind and take a break from their monotonous daily routines, which was categorized under the need for relaxation through escaping everyday life. Most respondents expressed boredom with their home city and perceived staycations as a way to "escape daily life" and "relieve stress." Additionally, some respondents viewed staycation packages as a way to meet their social needs.

Theme 4: Affordability and Convenience

Another dominant theme was the influence of financial and time considerations in the decision to engage in staycations. Many respondents indicated that the affordability and time-saving aspects of staycations made them an attractive alternative to traditional vacations. Staycations

offer flexibility that traditional travel doesn't. This convenience extends to avoiding the long hours of travel, airport hassles, and jet lag. Besides that, one of the most prominent reasons millennials choose staycations is financial savings. With the increasing cost of international travel, including flights, accommodation, and food, many millennials find it more economical to enjoy a vacation closer to home. The following quotes describe the themes of financial and time considerations, which was one of the respondents' understandings.

"Staycation or vacation? I love to travel, but sometimes the costs of flying overseas can be overwhelming, especially with the current economy. Staycations allow me to enjoy a similar experience without breaking the bank." – R1

"A staycation is much cheaper. You can still have a good time, but without spending as much money. It's a better option with the current economic situation." – R8

"Staycation, I think, is about free time during the weekend to stay at any hotel near our house... I choose staycation because I don't have much free time to travel far. A staycation is perfect because I can still relax without using up all my leave days." – R14

This finding indicates that staycations are perceived as an economically feasible and time-efficient alternative, particularly for individuals with tight schedules or limited travel budgets.

Theme 5: Desire to Explore Local Destinations

While Malaysia is known for its stunning beaches, mountains, and cultural heritage, many locals tend to take these destinations for granted. For millennials, a staycation offers the perfect opportunity to rediscover and appreciate the beauty of their own country. Additionally, the respondents thought that staycations offered a distinctive experience that allowed them to learn about the special qualities of their hometown and hotel packages. The respondents frequently stated that they had never been on a staycation before because they were taken aback by "different areas that have their special stores," which they were unaware of beforehand.

The examples representing these findings are as follows:

"For me, a staycation is exploring what having in our places... I never really explored my hometown, Penang, despite living here for years. Staycations gave me the chance to visit places I didn't know existed. It's like being a tourist in your city." – R3

Interviews with millennial staycationers revealed that the experience of a staycation is more than just about relaxation; it's also about connecting with the local culture and community. The following quotes describe the respondents' social interactions with hotel employees and locals during their staycation;

"I stayed at a homestay in the outskirts of Kuala Lumpur, and it felt like an authentic experience. I learned how to make traditional Malaysian dishes and spent time with the locals. It was enriching." – R9

"I booked one room around my town area and explored the delicious foods and coffee house...." – R8

"I love sharing my staycation photos on Instagram. It's fun to show my followers how beautiful of our places is and inspire them to go on local holidays too." – R10

During staycations, locals become domestic tourists, exploring familiar surroundings while enjoying a sense of novelty and experiences that differ from their daily routines (Besson, 2017).

Discussion

This study offers significant new perspectives on the literature on millennial travellers and staycations. Millennials may find staycations appealing as a new normal activity because they are trend-savvy and receptive to new experiences (Dabija et al., 2018; Ketter, 2020; Siegel and Wang, 2019). The findings of this study highlight the multifaceted understanding of staycations among millennials, encompassing various themes such as length of stay, proximity, spontaneous action, affordability and convenience, and the desire to explore local destinations. Most of the respondents highlighted that the convenience of short trips was a prominent factor influencing millennials' preference for staycations (Qiu et al., 2024).

The new theme in this study is spontaneous action on the staycation concept. Respondents emphasized the ability to make spontaneous plans for brief getaways, which serve as an accessible escape from routine without the complexities of international travel. By eliminating the stressors associated with international travel, staycations provide an avenue for rejuvenation and work-life balance (Wong et al., 2021). This aligns with the modern lifestyle, where time constraints and the need for immediate relaxation play crucial roles in travel decision-making (Wang et al., 2022). This finding shows that the concept of staycations is being "localized" and viewed staycations as an opportunity to relax without the logistical burdens of long-distance travel. A staycation is an overnight vacation spent at a hotel within a 50-mile radius of a drive from one's home (Yan et al, 2021).

The finding on the proximity theme is related to sustainability, as highlighted by respondents, further emphasizes the growing environmental consciousness among millennials, who prefer reducing their carbon footprint while still enjoying meaningful travel experiences. Besides, a staycation is primarily rationalized as the outcome of the environmentally conscious choices of travel by people aiming for more sustainable modes of mobility, as against the traditional climate-impacting, natural resources-consuming and social well-being-damaging regimen on long-haul trips (Aamaas and Peters, 2017; Rosu 2020).

Affordability and Convenience themes emerged as critical drivers for choosing staycations over traditional vacations. Respondents noted the affordability and time efficiency of staying closer to home, particularly in light of economic challenges and limited leave days. Due to the Covid-19 pandemic, the shortcoming of the voucher scheme and hotel discounts is the potential overburdening of the most attractive tourist destinations and hotels to make staycations (Cvelbar et al., 2021; Cvelber et al., 2020). Evidence from the World Tourism and Travel Council (WTTC) in March 2020 highlighted the urgent need for governments worldwide to support the tourism industry. The WTTC recommended measures such as salary subsidies to protect the income of millions of employees, interest-free loans to help tourism businesses maintain liquidity, and a 12-month waiver on government taxes, dues, and financial obligations for the travel sector, extending until March 2021.

One noteworthy observation from this study is the renewed appreciation for local destinations through staycations. As previous research has shown, while staycationers remain within familiar surroundings, they often rediscover recreational opportunities within their local communities, creating unique "holiday-at-home" experiences (Jacobsen et al., 2023). This study found that for millennials, staycations offer a chance to reconnect with their hometowns or nearby areas, fostering a deeper connection to local culture and the environment. Additionally, the use of social media platforms like Instagram adds to the appeal, as millennials enjoy sharing their local adventures, showcasing their experiences, and inspiring others to do the same.

Expanding on how Generation Z or older travelers perceive staycations differently from millennials would enhance the discussion. Recent studies indicate that while millennials prioritize experiences, older demographics focus more on relaxation and comfort (Jamal and Newbold, 2020; Fan et al., 2022). This suggests that marketing strategies should be tailored to different generational groups, emphasizing experience-driven activities for younger travelers and comfort-focused amenities for older audiences.

Conclusion

This study highlights the growing significance of staycations as a distinct and valuable travel experience, particularly for millennials. With their emphasis on affordability, flexibility, and opportunities for cultural engagement, staycations align seamlessly with the preferences of modern travelers. Beyond offering a convenient alternative to international travel, staycations cater to the increasing demand for sustainable and stress-free leisure activities.

The findings suggest that stakeholders in the tourism sector, such as hotels and local attractions, should adapt their offerings to meet the evolving preferences of millennial travelers. By focusing on sustainability, affordability, and authentic local experiences, businesses can further enhance the appeal of staycations and promote domestic tourism as a viable and enriching option. To remain competitive and enhance visitor satisfaction, tourism businesses can implement the following strategic approaches such as leveraging spontaneity with last-minute deals and flexible booking options. The modern traveler, particularly millennials, seeks flexibility in travel plans. The ability to make spontaneous decisions regarding accommodations and activities is highly valued. Tourism businesses should introduce dynamic pricing models that offer attractive last-minute deals and flexible cancellation policies. Such measures would cater to travelers who prioritize convenience and real-time decision-making, thereby increasing occupancy rates and revenue.

Future research should consider adopting a quantitative approach to explore the broader factors influencing millennials' staycation experiences, allowing for more generalizable insights. Additionally, investigating the role of social and psychological factors in shaping decision-making processes could provide a deeper understanding of this growing trend.

Acknowledgment

This paper has been written in the frame of the research grant with the title "*New Staycation Motivators Model for National Vacationers on Proximity Tourism*". This research has been financially supported by the Ministry of Higher Education (MOHE) with the code research "FRGS/1/2023/SS04/UMK/02/I".

References

- Aamaas, B. and Peters, G. (2017). The climate impact of Norwegians' travel behavior. *Travel Behaviour and Society*, 6(6), 10-18.
- Barclays. (2019). Staycation boom driven by millennials. Barclays. <https://home.barclays/news/press-releases/2019/05/staycation-boom-driven-by-millennials/>
- Besson, A. (2017). Everyday aesthetics on staycation as a pathway to restoration. *International Journal of Humanities and Cultural Studies*, 4(2), 34-52.
- Chen, Y., Liu, Y., Wu, L., & Li, X. (Robert). (2023). How Does Mobile Social Media Sharing Benefit Travel Experiences? *Journal of Travel Research*, 62(4), 841–858. <https://doi.org/10.1177/00472875221098936>.
- Coelho, M. de F., Gosling, M. de S., & Almeida, A. S. A. de. (2018). Tourism experiences: Core processes of memorable trips. *Journal of Hospitality and Tourism Management*, 37, 11–22. <https://doi.org/10.1016/j.jhtm.2018.08.004>.
- Creswell, J. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, Fourth Ed., Sage Publications, Thousand Oaks, CA.
- Cvelbar, L. K., & Ogorevc, M. (2020). Saving the tourism industry with staycation vouchers. *Emerald Open Research*, 2(65), 1-12.
- Cvelbar, L. K., Farčnik, D., & Ogorevc, M. (2021). Holidays for all: Staycation vouchers during COVID-19. *Annals of Tourism Research Empirical Insights*, 2(2), 100019.
- Dabija, D.C., Bejan, B.M. and Tipi, N. (2018) Generation X versus millennials communication behaviour on social media when purchasing food versus tourist services. *E+ M Ekonomie a Management*, 21(1), 191–205.
- de Bloom, J., Nawijn, J., Geurts, S., Kinnunen, U. and Korpela, K. (2017). Holiday travel, staycations, and subjective well-being. *Journal of Sustainable Tourism*, 25(4), 573-588.
- Fan, A., Shin, H., Shi, J., & Wu, L. (2022). Young People Share, But Do So Differently: An Empirical Comparison of Peer-to-Peer Accommodation Consumption Between Millennials and Generation Z. *Cornell Hospitality Quarterly*, 64, 322-337. <https://doi.org/10.1177/19389655221119463>.
- Jacobsen, J. K. S., Farstad, E., Higham, J., Hopkins, D., & Landa-Mata, I. (2023). Travel discontinuities enforced holidaying-at-home and alternative leisure travel futures after COVID-19. *Tourism Geographies*, 25(2-3), 615-633.
- Gursoy, D., Maier, T.A. and Chi, C.G. (2008). Generational differences: an examination of work values and generational gaps in the hospitality workforce. *International Journal of Hospitality Management*, 27(3), 448-458.
- Hjalager, A.-M. (2010). A review of innovation research in tourism. *Tourism Management*, 31(1), 1–12. <https://doi.org/10.1016/j.tourman.2009.08.012>.
- Heimtun, B., 2017. Home holidays as real holidays? Midlife single women's experiences. In: *Women and Travel: Historical and Contemporary Perspectives*.
- Hosany, S., Sthapit, E., & Björk, P. (2022). Memorable tourism experience: A review and research agenda. *Psychology & Marketing*, 39(8), 1467–1486. <https://doi.org/10.1002/mar.21665>.
- Huang, B., Wang, J., Cai, J., Yao, S., Chan, P. K. S., Tam, T. H. W., ... & Lai, S. (2021). Integrated vaccination and physical distancing interventions to prevent future COVID-19 waves in Chinese cities. *Nature human behaviour*, 5(6), 695-705.

- Jacobsen, J.K.S., Farstad, E., Higham, J., Hopkins, D. and Landa-Mata, I. (2021). Travel discontinuities, enforced holidaying-at-home and alternative leisure travel futures after COVID-19. *Tourism Geographies*, 1, 1-19.
- Jamal, S., & Newbold, K. (2020). Factors Associated with Travel Behavior of Millennials and Older Adults: A Scoping Review. *Sustainability*. <https://doi.org/10.3390/su12198236>.
- Kalista, E. (2020). Family play experience during a weekend staycation. California State University, available at: <https://csusdspace.calstate.edu/bitstream/handle/10211.3/215203/FAMILY%20PLAY%20EXPERIENCE%20DURING%20A%20WEEKEND%20STAYCATION.pdf?sequence=1>
- Ketter, E. (2020). Millennial travel: tourism micro-trends of European generation Y. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-10-2019-0106>.
- Li, H., Zhang, J., Wan, Q., Wang, Q., & Xu, J. (2024). Customers' hotel staycation experiences: implications from the pandemic. *Current Issues in Tourism*, 27(11), 1732–1749. <https://doi.org/10.1080/13683500.2023.2220952>.
- Molz, J. G. (2009). Representing pace in tourism mobilities: Staycations, slow travel and the amazing race. *Journal of Tourism and Cultural Change*, 7(4), 270-286.
- Moon, H. and Chan, H. (2022). Millennials' staycation experience during the COVID-19 era: mixture of fantasy and reality. *International Journal of Contemporary Hospitality Management*, 34 (7), 2620-2639.
- Muritala, B. A., Hernández-Lara, A. B., & Sánchez-Rebull, M. V. (2022). COVID-19 staycations and the implications for leisure travel. *Heliyon*, 8(10).
- Oaks, CARosu, A. (2020). Making sense of distance.Mobility in staycation as a case of proximity tourism. Lund University, Lund, available at: <https://lup.lub.lu.se/luur/download?func=downloadFile%26recordOId=9018560%26fileOId=9018565>
- Oliveira, T., Araujo, B., & Tam, C. (2020a). Dataset for understanding why people share their travel experiences on social media: Structural equation model analysis. *Data in Brief*, 30, 105447. <https://doi.org/10.1016/j.dib.2020.105447>.
- Oliveira, T., Araujo, B., & Tam, C. (2020b). Why do people share their travel experiences on social media? *Tourism Management*, 78, 104041. <https://doi.org/10.1016/j.tourman.2019.104041>.
- Park, J., Park, Y., Yoo, J. L., Yue, G., & Yu, J. (2022). Can the perceived risk of particulate matter change people's desires and behavior intentions?. *Frontiers in Public Health*, 10, 1035174.
- Patton, M.Q. (2015), *Qualitative Research and Evaluation Methods*, 4th ed., Sage Publications, Thousand.
- Qiu, R.T.R., Park, J., Li, S.N. and Song, H. (2020). Social costs of tourism during the COVID-19 pandemic. *Annals of Tourism Research*, 84, 102994.
- Siegel, L.A. and Wang, D. (2019) Keeping up with the Joneses: emergence of travel as a form of social comparison among millennials. *Journal of Travel and Tourism Marketing*, 36(2), 159–175.
- Sethi, R. S., Kaur, J., & Wadera, D. (2017). Purchase Intention Survey of Millennials Towards Online Fashion Stores. *Academy of Marketing Studies Journal*, 21(2), 1–16. <https://www.abacademies.org/articles/Purchase-intention-survey-of-millennials-towards-online-fashion-stores-1528-2678-21-1-118.pdf>.
- Song, H., & Li, G. (2008). Tourism demand modelling and forecasting—A review of recent research. *Tourism Management*, 29(2), 203–220. <https://doi.org/10.1016/j.tourman.2007.07.016>.

- Stienmetz, J., Kim, J. (Jamie), Xiang, Z., & Fesenmaier, D. R. (2021). Managing the structure of tourism experiences: Foundations for tourism design. *Journal of Destination Marketing and Management*, 19, 100408. <https://doi.org/10.1016/j.jdmm.2019.100408>.
- Wang, G., Qiu, H., & Ren, L. (2022). Determinants of tourists' intention to share travel experience on social media: an fsQCA application. *Current Issues in Tourism*, 26(16), 2595–2612. <https://doi.org/10.1080/13683500.2022.2091428>.
- Wong, I.A., Lin, Z. and Kou, I.E. (2021). Restoring hope and optimism through staycation programs: an application of psychological capital theory. *Journal of Sustainable Tourism*, 1, 1-20.
- Wong, I. A., Lin, Z. (CJ), & Kou, I. E. (2023). Restoring hope and optimism through staycation programs: an application of psychological capital theory. *Journal of Sustainable Tourism*, 31(1), 91–110. <https://doi.org/10.1080/09669582.2021.1970172>.
- Yan, Q., Shen, H. and Hu, Y. (2022). A home away from hem: exploring and assessing hotel staycation as the new normal in the COVID-19 era. *International Journal of Contemporary Hospitality Management*, 34(4), 1607-1628.
- Zhang, Y., & Hitchcock, M. J. (2017). The Chinese female tourist gaze: a netnography of young women's blogs on Macao. *Current Issues in Tourism*, 20(3), 315–330. <https://doi.org/10.1080/13683500.2014.904845>.