Virtual Reality (VR) has the potential to substantially impact the travel industry. As VR applications in tourism become more prevalent, it is critical tourism marketers understand the implications that VR has in affecting destination choice, paying specific attention to the Generation Y (Gen Y) cohort. It is important for marketers of travel to understand how this generation, now the largest living generation on earth, intends on using VR in relation to tourism experiences. This proposed study will use an exploratory qualitative approach to explore Gen Y’s intentions behind utilizing VR for travel purposes, which can provide travel marketers looking to use the technology to reach this market, valuable insight into the type of content to use to encourage real life visits.