

How to market to millennial travellers



A visual guide for hotels

who are the MILLENNIALS?

born between 1980 → 1999

Grew up with the internet, video and computer games

By 2030, this generation of travellers is expected to reach **78 million** and outnumber baby boomers by **18 million**

MILLENNIALS are...

technology driven

- 2.5 times more likely to be early adopters of technology than older generations.
- 93% are avid internet users (compared to 88% of adults aged between 35-54 and 42% of adults aged 55 and older).
- 80% sleep directly next to their smartphone.

socially responsible

- 71% believe it is imperative to address causes that are important to them.
- 61% volunteered for a non-profit in the past.

social beings

- 75% like to retweet or share content on social media.
- 75% have at least one profile on a social networking site.
- 48% check facebook when they wake up.

visual learners

- 76% of millennials are thought to be visual learners.
- Instagram, a purely visual social platform, appeals more to millennials than any other generation.

the "now" generation

- Growing up with the internet, millennials expect everything to be available instantly.

WHEN TRAVELLING, millennials...

spend differently for business or leisure

- Millennial Business Travellers spend more per business trip than non-millennials.
- 42% spend company money on high-end meals, compared to 26% of non-millennials.
- More likely to extend a business trip into a personal holiday. 62% of millennials claim to have done so in the past, vs. 51% of 31-45 year olds and only 37% of 46-65 year olds.
- Millennial leisure travellers travel on a budget and prefer to look out for good offers/deals and discounts.

seek authenticity

- 78% indicate they prefer to learn something new when travelling.
- 70% expect special places to offer an immersive experience.

like to be spontaneous

- 2 to 3 times more likely to start planning a trip within just 2 weeks of departure.
- More likely to book at the last minute than older generations.

crave information

- On average a millennial checks 10.2 sources before booking travel services.
- 65% claim finding missing/hidden information is the largest nuisance for them.

See how HotelREZ can help market your hotel to millennials

new HOSPITALITY TRENDS

Automated Check-in

- 36% of millennials prefer automated self-service check-in kiosks versus 19% of non-millennials.
- Mobile check-ins is another growing trend.

Example

- CitizenM and Yotel have implemented self-service kiosks, allowing guests to check-in instantly upon arrival.
- Likewise, brands like Starwood's Aloft or Marriott are already starting to allow hotel guests to check-in and enter the room all via their smartphones.

Social Lobbies

- 36% of millennials compared to 17% of non-millennials claim they prefer to work in the lobby area of hotel.
- Millennials love to practice 'isolated togetherness', i.e., working on their laptops or smartphones while in public locations, such as cafes or hotel lobbies.

Example

- Brands such as Generator Hostels who offer guests well-designed inviting lobbies, with comfortable chairs, colourful sofas, plenty of coffee tables and power sockets, seating pods, and free wireless everywhere.

Smart-Concierge

- Disappearance of the traditional concierge is triggered by the millennials use of social media and smartphone apps.

Example

- Hyatt promotes a twitter based concierge service @Hyattconcierge, which allows guests to communicate directly with hotel staff 24/7.

Social Bookings

- Hotels are starting to explore social media as yet another way of assisting millennial customers when booking a room.

Example

- Loews Hotels allow customers to book a room with a simple tweet.

Pod hotels

- New hotel concept offering a city centre location, high-tech features and plenty of luxury details at budget prices.
- This is achieved by compromising on room size for price (i.e. pod like rooms).

Example

- Yotel, Qbic Hotels and CitizenM are synonymous with the pod hotel concept.

Poshtels

- A new breed of budget-conscious hostels with an upscale feel, offering well designed functional facilities and lobbies.

Example

- Generator hostels are the main precursors of this type of millennial-friendly accommodation; offering city-centre locations, stylish rooms, design facilities with free Wi-Fi and a huge variety of room types (multi-bed dorms to singles, twins, triples or quads).

Eco-Friendly Hotels

- Millennials are the first generation to expect a hotel to have green measures.

Example

- The green trend in hospitality is now being further cemented by the recent development of eco-friendly brands such as Nadler Hotels (a small group of budget eco-friendly hotels in London and Liverpool) or TripAdvisor's green leaders programme, which helps travellers check a hotel's green credentials.

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HOW TO MARKET YOUR HOTEL to millennials

Don't Sell, Engage

- Millennials are much more wary of blunt advertising forms than previous generations, making them harder to impress or convince.
- 67% of millennials reported that they have never clicked on a sponsored story online.
- 95% of millennials say their friends are the most credible source of product information.

Yet...

Three-quarters of all millennial travellers post at least once a day while traveling.

By asking guests to submit user-generated content about your hotel you are encouraging brand advocates and influencers to support you in social spaces.

Go Mobile, Now!

- By 2018, 99.7% of millennials who use a mobile phone are expected to own a smartphone.
- Nearly half of US millennial smartphone users attempt to access the mobile website of a business via smartphone or tablet at least once a day.

Yet...

86% of millennials are disappointed that a lot of websites don't offer a good mobile functionality.

Less Talk, More Imagery

- Photos are the most common content posted on Facebook, accounting for 75% of posts worldwide.

Yet...

Not all pictures posted on social media are created equal. In order to see high response rates, your hotel must share quality photos.

Be Unique

- Millennials crave authentic and unique accommodation experiences.
- The big box hotel is monotonous to a millennial, who is hoping to find enough "cool-factor" to make him/her want to Instagram a photo of their stay.
- This doesn't necessarily have to happen in every area or single aspect of the hotel, and can be anything from a distinctive local artwork in each room, to a traditional meal served exclusively with locally grown ingredients, or an interesting piece of vintage furniture.

Embrace a Cause and Shout about it

- Millennials were raised on the idea that recycling minimizes waste and that over-dependency of fossil fuels contributes to global warming.
- 62% of millennials appreciate businesses that try to reduce waste as much as possible.
- 47% like it when companies or brands take consumers behind the scenes, showing them exactly how and where their products are made or come from.

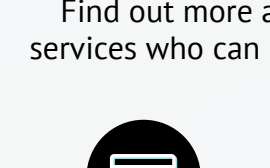
By showing your hotel takes action to minimise environmental impact or supports the local community (e.g. using locally grown produce in the restaurant), you are providing millennial travellers with a more compelling reason to book.

need a HELPING HAND?

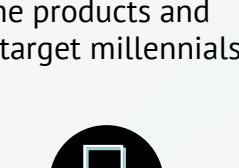
HotelREZ Hotels & Resorts provides small chains and independent hotels worldwide with representation services including distribution, marketing and sales activities which can help your property reach out to millennial travellers.

Click here to contact us.

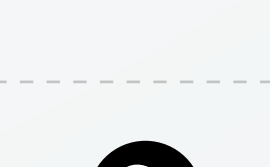
Find out more about some of the products and services who can help your hotel target millennials



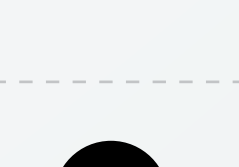
Mobile-Friendly Hotel Booking Engine



Responsive Website Design



Portfolio of Unique Independent Hotels



Social Media and PR Services

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