

How to **market** to millennial travellers

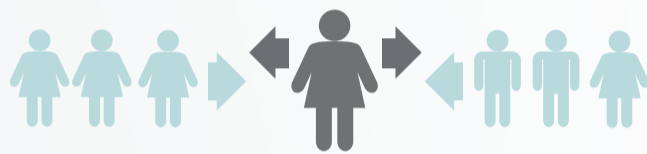
A visual guide for hotels



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.



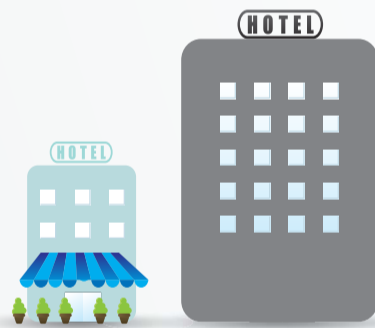
Yet...

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**.

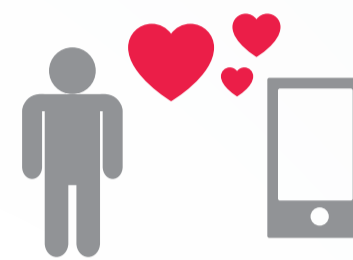
Be Unique

- ▶ 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**.



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**.

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**.

▶ More tips for travellers on www.blog.hotelrez.co.uk

▶ More new from the travel industry on www.hotelrez.net/hotelrez-blog

SOURCES

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