

How to market to millennial travellers

A visual guide for hotels



new HOSPITALITY TRENDS

Targeting the Millennial Traveller

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.

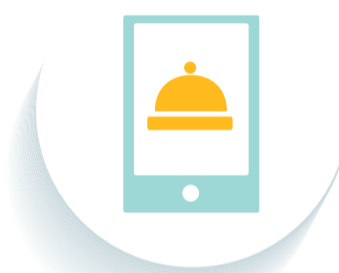


Smart-Concierge

- ▶ 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.



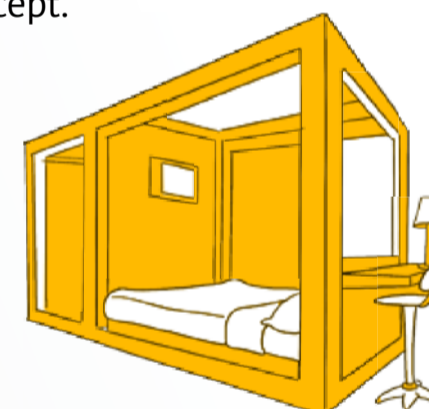
#bookaroom

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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SOURCES

- ▶ Business travel News <http://www.businesstravelnews.com/Hotel-News/Hotels-Expand-Mobile-Check-In-Options/?ida=Hotel%20Chains&a=mgmt>
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- ▶ HVS <http://www.hvs.com/article/6737/segmenting-millennial-travelers-business-vs-leisure/>
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