

How to **market** to millennial travellers

A visual guide for hotels



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.

▶ More tips for travellers on www.blog.hotelrez.co.uk ▶ More new from the travel industry on www.hotelrez.net/hotelrez-blog

SOURCES

- ▶ CNN Business Traveller <http://edition.cnn.com/2013/11/19/business/millennials-the-new-face-of-business-travel/>
- ▶ Expedia <http://viewfinder.expedia.com/features/future-of-travel-report>
- ▶ Hotel Interactive <http://www.hotelinteractive.com/article.aspx?articleID=28911>
- ▶ HVS <http://www.hvs.com/article/6737/segmenting-millennial-travelers-business-vs-leisure/>
- ▶ Millennial Impact <http://www.themillennialimpact.com/2014-research/>
- ▶ TripAdvisor TripBarometer <http://www.tripadvisor.co.uk/TripAdvisorInsights/n2357/meet-your-lucrative-millennial-traveller>