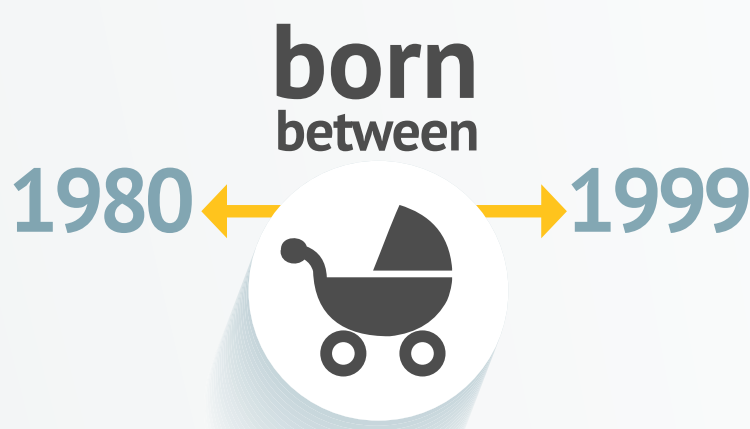


# How to **market** to millennial travellers

A visual guide for hotels



## who are the MILLENNIALS?



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**  **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.**

▶ More tips for travellers on [blog.hotelrez.co.uk](http://blog.hotelrez.co.uk)

▶ More new from the travel industry on [www.hotelrez.net/hotelrez-blog](http://www.hotelrez.net/hotelrez-blog)

## SOURCES

- ▶ Asking Smarter Questions <http://www.askingsmarterquestions.com/the-millennial-generation-how-to-effectively-target-this-preoccupied-audience/>
- ▶ Leonardo [http://www.leonardo.com/dl/Leo\\_eBook\\_Millennial\\_14.0157.pdf](http://www.leonardo.com/dl/Leo_eBook_Millennial_14.0157.pdf)
- ▶ Millennial Generation Review <http://www.uschamberfoundation.org/millennial-generation-research-review>
- ▶ Millennial Impact <http://www.themillennialimpact.com/2014-research>
- ▶ Statistic Brain <http://www.statisticbrain.com/facebook-statistics/>
- ▶ Skift <http://skift.com/travel-trends/the-rise-of-the-millennial-traveler/>