HotelREZ
HOTELS & RESORTS

How to **market** to millennial travellers

A visual guide for hotels

who are the MILLENNIALS?

born between 1980 ←→ 1999

Grow 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**.

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.

#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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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 non-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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