

## **2023: A Millennial Odyssey (or Why millennials are crucial to the Hotel Industry!)**

### **Who are millennials?**

Millennials (Gen Y) are those individuals born in the 80's or 90's. They account for close to a third of the world's population with an estimated \$200 billion spending power<sup>1</sup>. The United Nations World Tourism Organization (UNWTO) believes millennials are the emerging golden generation and the demographic that the hospitality industry should pay close attention to. Passionate about travel, Gen Y shall reach nearly 300 million travelers annually<sup>2</sup>.

Millennials are avid users of technology as they grew up during the rise of the internet. Technology is such a key part of their lives that they expect it to be available wherever they go, including the hotels they visit<sup>3</sup>.

In the US, millennials account for the largest proportion of 'digital nomads' i.e. individuals who work online from different locations, adopting an itinerant lifestyle as they travel from one place to another<sup>4</sup>.

### **Why are millennials crucial to the hotel industry?**

The average millennial travels 35 days per year (six to nine more days than any other generation<sup>5</sup>). Despite the rising popularity of private rentals and alternative accommodations, the majority of millennials choose full-service hotels as their top choice when travelling.

In coming years, it is projected that millennials will make up half of all hotel guests<sup>6</sup>. Over a third of millennial travellers favor luxury hotels and resorts.

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<sup>1</sup> <https://guestjoy.com/blog/everything-you-need-to-know-about-guest-experience-in-the-hotel-industry/>

<sup>2</sup> <https://www.cihms.com/en/millennials-travel-trends-redefine-the-hospitality-in-2022/>

<sup>3</sup> <https://www.getwebee.com/en/resources/trends-and-insights-for-hotel-industry/what-can-hotels-do-to-satisfy-the-demands-of-millennials>

<sup>4</sup> <https://www.dreambigtravelfarblog.com/blog/millennial-travel-statistics>

<sup>5</sup> [Idem](#)

<sup>6</sup> <https://www.mews.com/en/blog/millennial-hotel-travel-trends>

## How important are clean hotel rooms to millennials?

Close to half of millennials are concerned about contracting COVID-19 if they travel<sup>7</sup>, and the biggest pandemic-related issue for millennial travellers is infection. In other words, hotel room cleanliness is crucial for this generation.

Unfortunately, the Hotel Industry is experiencing serious staff shortages. Knowing that a third of hotel workers will not be returning to the industry because they want higher pay, that a mobile payment option increases tips significantly (by up to 30%) and that millennials are tech savvy, then it flows that an electronic tipping app like **Tip&Go** is a win-win solution for both millennials and hotels.

Francis Léonard, CEO



[www.tip-go.com](http://www.tip-go.com)

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<sup>7</sup> <https://financesonline.com/hospitality-statistics/>