



# Gen Xers and Hospitality

## (Part II)

This is Part II of my blog on Gen X (born roughly between 1965 and 1980), a generation 'sandwiched' between ageing parents and demanding kids, who can't wait to relax and enjoy the hotel life 😊!

## Quick Facts<sup>1,2,3,4</sup>

- While Generation X accounts for about 20% of the US population, they hold 26% of its wealth.
- 72% of Gen Xers say that loyalty programs are an important factor when choosing where to purchase.
- 81% have Facebook accounts, which they use for keeping up with news and their kids rather than for self-promotion.
- 54% are frustrated that brands constantly ignore them.
- Although tech savvy, Generation Xers still use traditional media quite a bit: 48% listen to the radio, 62% read newspapers and 85% watch traditional television.

## Some Influential Gen Xers<sup>5</sup>

Gen-Xers exude independence, tenacity, and adaptability. Below are a few examples of influential Gen Xers.

- Sergey Brin & Larry Page (1973) founded the most widely used search engine in the world: *Google*. Where would we be without them? The duo reminds us that Gen Xers played an integral role in the development of technology as we know it today.
- Elon Musk (1971), the founder of SpaceX and Tesla, is no stranger to leading some of the most innovative and impressive projects that no one else has dared to pursue. Musk epitomizes the Gen X entrepreneurial spirit of venturing into uncharted territories and using his wealth to change the world.
- Gordon Ramsay (1966) - with over 30 restaurants and 16 Michelin stars under his belt, Ramsay is respected for his dedication and exceptionally high standards in the culinary world. Although famous for his short fuse and quote-worthy insults in the kitchen, he embodies what it means to be hardworking.

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<sup>1</sup> <https://www.the-future-of-commerce.com/2023/11/01/generation-x-definition-years-stats-work-spending-trends/#:~:text=Today%2C%20there%20are%20about%2064.5,mid%2040s%20to%20late%2050s.>

<sup>2</sup> <https://www.statista.com/statistics/296974/us-population-share-by-generation/>

<sup>3</sup> <https://www.visualcapitalist.com/charted-u-s-wealth-by-generation/>

<sup>4</sup> <https://www.monigroup.com/article/13-stunning-stats-gen-x-forgotten-yet-powerful-generation>

<sup>5</sup> <https://www.criticalhit.net/entertainment/the-15-most-influential-gen-x-icons-of-all-time/>

- French-Canadian superstar Celine Dion (1968) graced the world with hits like “My Heart Will Go On”.

## How should hotels target Gen X?<sup>6,7,8,9,10,11,12,13</sup>

- Gen X is more likely to splurge on upscale hotels and fine dining. According to *Publicis Sapient research*, almost half of Gen Xers take holidays of longer than seven days at a time and spend more money when travelling than other generations.
- Generation X is loyal to brands so hotels should consider selling rooms through loyalty plans or point redemption programs.
- Family travel is important to Gen Xers, but as their children get older, this trend is evolving. The percentage of Gen Xers planning to travel with children under the age of 18 has dropped from 28% in 2021 to 17% in 2024. Many Gen Xers are now embracing multigenerational travel, joining their nephews and adult children on trips, or planning vacations that allow for both family time and personal exploration.
- Gen Xers have the highest internet literacy when it comes to researching services, including accommodation. This generation values reviews and recommendations from trusted sources.
- According to a recent Hilton survey, 84% of Gen X wants to try something new when they go on vacation; 78% want to feel pampered and taken care of while traveling.
- Gen Xers expect their personal devices to work seamlessly while they are on the move (79%) and say it is important to be able to book their trips completely online (79%).
- Regardless of generation, the No. 1 reason people want to travel in 2024 is to rest and recharge. More specifically, there is increased focus on enjoying a good night’s sleep while away from home.

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<sup>6</sup> <https://www.hospitalityinvestor.com/strategy/how-hotels-should-target-gen-x-and-baby-boomers>

<sup>7</sup> <https://discover.hotelbeds.com/resources/insight/generation-x-and-millennials-targeting-most-profitable-segments-your-hotel>

<sup>8</sup> <https://www.ameniti.com/blog/how-your-hotel-can-appeal-to-all-types-of-guests>

<sup>9</sup> <https://ilha.org/maximizing-millennials-gen-x-and-gen-z-spend-at-your-luxury-property/>

<sup>10</sup> <https://blog.suitepad.de/en/understanding-generational-hotel-guest-behavior>

<sup>11</sup> <https://rezdy.com/blog/generation-x-travel-trends/>

<sup>12</sup> <https://travelindustrytoday.com/what-travellers-really-want-in-a-hotel/>

<sup>13</sup> <https://gogocharters.com/blog/travel-statistics-by-age-group/>

On vacation, Gen Xers want to relax and enjoy a comfortable hotel room. For this to happen, hoteliers need sufficient and appropriate staff. Unfortunately, staff shortage is the number one issue in the hotel industry. This is why adopting an electronic tipping solution like **TIP&GO®**, which can increase housekeepers' earnings by up to 30%, is a win-win solution rewarding employees for their hard work and encouraging them to stay in the business while making sure that Gen Xers get what they want 😊.

**Tip&Go: The face behind your comfort!**

**Francis Léonard, CEO**

**TIP&GO®**

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Blog <https://www.linkedin.com/build-relation/newsletter-follow?entityUrn=7157523727176359936>

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#Tip&Go, #HotelXgen**