



Millennials: the greatest travelers of all (Part II)

This is part II of my blog on Millennials, individuals born between 1981 and 1996 and the biggest travelers of all generations. Hope you find it informative 😊!

Travel Stats^{1,2,3,4}

- Millennials are the largest adult cohort worldwide, accounting for 23% of the global population. Their influence on the hospitality industry is clear, as they have shown a propensity for travelling and exploration. In 2019 alone, they spent a staggering \$200 billion on travel, projected to increase by approximately 10% per year by 2025.
- Technology is an integral part of travel for this demographic, with two-thirds reporting visiting online websites every day to find activities.
- The majority of millennials report that the cost of travel is twice as important to them as other factors in making their travel plans.
- Over 70% of Millennials choose travel experiences based on their passion points rather than destination and believe that traveling is core to their identity and part of how they express themselves.
- A couple of years ago, MMGY Global found that 80% of Millennials took one trip for fun in the year, with a large number going on multiple trips. That's 32% higher than Gen Xers and 44% more than Baby Boomers.

Hotel Trends^{5,6,7,8}

Most Millennials like to stay at hotels when travelling. What are some of the key trends for this cohort?

- Millennials are spontaneous and love booking last-minute, with 49% saying they had done so in the past 12 months.
- 43% of younger Millennials (21–29-year-olds) report having shared their accommodation while travelling.

¹ <https://www.hospitalitynet.org/opinion/4118032.html>

² <https://www.dreambigtravelfarblog.com/blog/millennial-travel-statistics>

³ <https://www.voxmedia.com/2024/7/16/24199280/thrillist-and-vox-media-release-survey-on-gen-z-and-millennials-attitudes-towards-travel>

⁴ <https://www.under30experiences.com/blog/4-reasons-why-wanderlust-runs-strong-among-millennials>

⁵ <https://www.littlehotelier.com/blog/running-your-property/changing-trends-millennial-travelers-target/#:~:text=At%2035%20days%20per%20year,trip%20on%20the%20next%20adventure.>

⁶ <https://www.technology4hotels.com.au/article/how-are-millennials-impacting-hotel-technology>

⁷ <https://www.hospitalitynet.org/opinion/4118032.html>

⁸ <https://www.dreambigtravelfarblog.com/blog/millennial-travel-statistics>

- More than half of Millennials consider free wi-fi as the most important hotel amenity.
- Millennials are both self-sufficient and tech-savvy travellers who are comfortable using apps and mobile websites, making it important for hotels to embrace these platforms.
- This group often uses social media and peer recommendations when selecting travel destinations and accommodations. Hotels that actively engage with these platforms and provide valuable content can attract Millennials.
- This demographic is less interested in accruing loyalty points over time than in getting benefits that they can reap straightaway. Technology such as online check-in and smartphone room keys are only available to guests who sign up to hotel loyalty programmes, thereby giving these guests real value instantly.
- The ability to personalise trips is very appealing to Millennials, and hotel technology is one of the many ways to provide this. It could be in the form of a 24-hour concierge like Hyatt's E-Concierge, or a 24-hour Twitter presence that responds to inquiries anytime, anywhere. Having the possibility to personalise room settings or in-room entertainment is also likely to please them.
- Sustainability is a paramount concern for Millennials, who assess the environmental impact of hotels, restaurants, and activities as part of their decision-making process.

Fun Facts^{9,10,11}

- Millennials are sometimes called “Echo Boomers.” They’re typically the children of Baby Boomers, and the years in which they were born saw a rise in the number of annual births as younger Boomers had kids of their own. Millennials are, in effect, an “echo” of the generation born between the mid- ‘40s and mid- ‘60s. The label “Gen Y” is also sometimes used to describe them as Millennials come after Gen X.

⁹ <https://www.mentalfloss.com/article/620786/facts-about-millennials>

¹⁰ <https://eternitymarketing.com/blog/10-surprising-facts-about-millennials>

¹¹ <https://collider.com/millennial-movies-best-ranked/>

- Millennials are the most charitable generation. According to a recent survey, 84% make annual donations and 70% volunteer their time and talents to causes they consider worthwhile. The average millennial gives about \$500 to charity each year.
- Some of the most famous movies that define the Millennial generation include 'Scream' (1996), 'Titanic' (1997), 'The Matrix' (1999), 'Shrek' (2001), The 'Lord of the Rings' Trilogy (2001- 2003), The 'Harry Potter' Film Series (2001 - 2011), 'Brokeback Mountain' (2005), and 'Twilight' (2008).

Millennials are avid travellers that want value for money, especially when it comes to accommodation. Offering them clean, comfortable hotel rooms is therefore paramount. Unfortunately, the number one issue in the hotel industry is staff shortage. This is why adopting an electronic tipping solution like **TIP&GO®**, which can increase employees' earnings by up to 30%, is a must to improve chances of pleasing the Millennials!

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Francis Léonard, CEO

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Clip <https://www.youtube.com/watch?v=ZZ75L0Xplb0>

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

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#electronic tipping, #hotelindustry, #hotelindustry, #hospitality,
#Tip&Go, #hotelYgen**