



Millennials: the greatest travelers of all (Part I)

My last blogs were about Boomers and Generation X, and their relationship to the Hospitality industry. Today, I'm focusing on Millennials, the greatest travellers of all 😊!

Origins^{1,2}

Anyone born between 1981 and 1996 is considered a Millennial. The designation was first used in the book *Generations* (1991) by William Strauss and Neil Howe, who felt it was an appropriate name for the first generation to reach adulthood in the new millennium.

In 2023, Millennials were the largest generation in the U.S., with an estimated population of 72.7 million.

History^{3,4,5}

One of the defining characteristics of Millennials is that they came of age during an era of major technological shifts, especially the rise of the Internet. In the United States, they were the first generation to have access to computers, cell phones, and smartphones from a young age. As young adults, they were the target consumers for social media and streaming.

One of the events that had a lasting impact on Millennials was the Great Recession of 2007–09. Many in the US and Europe entered the workforce at the height of the worst economic downturn since the Great Depression. They faced particularly high unemployment rates, and those who could find work were usually underemployed or in jobs that did not match their degrees. This lowered Millennials' potential earnings and hindered their ability to grow wealth. In the Western world, many blame the recession for Millennials' tendency to delay significant milestones (like buying a house, getting married or having children). In the US, almost 40% either live or have lived with their parents due to poor economic conditions.

Millennials in the US are more diverse than previous generations. Their birth years coincided with an increase in immigration, particularly from Latin America and Asia. This contrasts with earlier generations who were born

¹ <https://www.karenmccullough.com/understanding-boomers-contribution/#:~:text=Trends%20for%202023-What%20Did%20Baby%20Boomers%20Contribute%20to%20Society%3F,and%20protests%20for%20civil%20rights.>

² <https://www.statista.com/statistics/797321/us-population-by-generation/#:~:text=Millennials%20were%20the%20largest%20generation,the%20population%20for%20many%20years.>

³ <https://en.wikipedia.org/wiki/Millennials>

⁴ <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>

⁵ <https://www.statista.com/topics/2705/millennials-in-the-us/#topicOverview>

when immigration was historically low, and the few immigrants who settled in the US were white Europeans. Millennials, who have grown up with a far less homogeneous culture than their elders, tend to have more open and positive attitudes toward diversity.

Fun Facts^{6,7}

- Some pretty surprising people are Millennials, including Beyonce, Prince William, and Kim Jong-Un, to name a few.
- Mark Zuckerberg (born in 1984) is one of the most notorious Millennials. He's known for pioneering the social media industry and co-founding Facebook in February 2004. His love for computers started in his early years when, instead of going out and playing with other kids, he was in his room tinkering with computer programs. If there's a person who truly showcases the way millennials grew up with computer technology, he is the perfect example!
- Most Millennials would rather travel than own a home. A 2023 report from Experian also revealed that 59% would prefer spending money on "life experiences" like concerts or travel than saving for retirement.
- According to a 2023 survey by Reviews.org, 73% of Millennials check their phones within five minutes of getting a notification.
- When it comes to getting ink, 47% of Millennials have at least one tattoo; 37% percent have at least two, and 15% have five or more!

Millennial Travelers^{8,9,10,11,12}

Millennials have become a dominant demographic in the travel industry. They prefer to spend their money on experiences rather than large items.

⁶ <https://www.mentalfloss.com/article/620786/facts-about-millennials>

⁷ <https://www.thefactsite.com/millennial-facts/>

⁸ <https://www.littlehotelier.com/blog/running-your-property/changing-trends-millennial-travelers-target/#:~:text=At%2035%20days%20per%20year,trip%20on%20the%20next%20adventure>

⁹ <https://skift.com/2024/01/12/exploring-gen-z-and-millennial-travel-habits-new-skift-research/>

¹⁰ <https://www.under30experiences.com/blog/4-reasons-why-wanderlust-runs-strong-among-millennials>

¹¹ <https://www.voxmedia.com/2024/7/16/24199280/thrillist-and-vox-media-release-survey-on-gen-z-and-millennials-attitudes-towards-travel>

¹² <https://www.dreambigtravelfarblog.com/blog/millennial-travel-statistics>

In fact, they're more likely to take a holiday than any other generation. What are the latest Millennial travel trends?

- Rather than reading guidebooks and contacting agents to plan for or book their trips, Millennials are more likely to read online reviews and check out social media profiles.
- At 35 days per year, Millennials travel more than any other generation. Travelling is a financial priority for them (87%).
- In 2022, two-thirds of millennials said they wanted to take a once-in-a-lifetime trip on the next adventure; 82% wanted to take a vacation that had minimal impact on the environment.
- Millennials' preferred destination is France, followed by Hawaii, Japan, The Caribbean, and Florida.
- More Millennials are willing to travel alone, at 58%, compared to older generations, at 47%.
- A staggering 97% of Millennials share their travel experiences on social media, sometimes even 2-3 times per day while travelling.
- 78% of younger Millennials say their main aim is relaxing when taking a trip.
- Hotels remain Millennials' dominant choice for accommodation, with boutique hotels and vacation rentals gaining popularity.

Millennials want to rest while on vacation, and the majority want to do so at hotels. Therefore, it is essential for the hotel industry to provide clean, comfortable lodgings. Unfortunately, the number one issue for hotels is staff shortage. This is why adopting an electronic tipping solution like **TIP&GO®**, which can increase housekeepers' earnings by up to 30% and encourage them to stay in the business, is a must for hoteliers who want to attract and retain Millennials!

Tip&Go: The face behind your comfort!

Francis Léonard, CEO

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www.tip-go.com

15 min demo <https://tip-go.com/en/book-a-demo/>

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

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

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#Tip&Go,#hotelmilenials**