



# Gen Z and travel

## (Part II)

This is part II of my blog on Generation Z (born roughly between 1997 and 2012), and the last in a series on the various generations and their relationship with the hospitality industry. Have fun 😊!

## Some Basic Stats<sup>1,2,3</sup>

- Gen Zers account for 32% of the world population, making it the largest cohort as of 2019.
- Almost two in three Gen Z consumers are willing to pay more for sustainable products. The majority is worried or anxious about climate change.
- Gen Z is the only generation where influencers hold greater purchasing sway than retailers.
  - 52% of Gen Zers are highly likely to get a product or service if recommended by their favorite influencer.
- Below are three critical ways that Millennials and Gen Z are reshaping the Hotel Industry:
  - Millennials and Gen Z are projected to account for 83% of hotel guests by 2030, according to an LG Business Solutions report.
  - They are also the most “frequent” leisure travelers, more likely than Gen X or Baby Boomers to take three or more trips per year.
  - Gen Z is quickly becoming a critical consumer base for the hotel industry — it’s the largest generation in global history, and its spending power is expected to reach \$12 Trillion by 2030!

## Hotel Preferences<sup>4,5,6,7,8</sup>

- Gen Z is spending significantly on travel, especially hotels, with brands like Generator and Freehand (targeting guests aged 18 to 28), seeing a 15% increase in revenues in 2023 from the previous year and a 40% increase in bookings in markets such as Miami, Madrid, and New York.

---

<sup>1</sup> <https://explodingtopics.com/blog/gen-z-stats>

<sup>2</sup> <https://financesonline.com/generation-z-statistics/>

<sup>3</sup> <https://skift.com/2024/11/08/how-hotel-tech-can-capture-the-hearts-of-millennial-and-gen-z-travelers/>

<sup>4</sup> <https://webrezpro.com/gen-z-the-next-generation-of-hotel-guests-and-how-to-win-them-over/>

<sup>5</sup> <https://skift.com/2024/05/24/ask-skift-what-are-gen-zs-travel-habits/>

<sup>6</sup> <https://www.travelperk.com/en-ca/blog/gen-z-travel-statistics-trends/>

<sup>7</sup> <https://skift.com/2023/03/22/gen-z-is-influencing-hotels-to-rethink-strategies-a-skift-deep-dive/>

<sup>8</sup> <https://blog.hotellinksolutions.com/capturing-gen-z-travelers-unlocking-their-hotel-booking-habits>

- Three-quarters of Gen Z take work-related trips, so hotels should be ready with Wi-Fi, coworking spaces, and plenty of complimentary coffee 😊.
- Over half of Gen Z use their smartphones for more than 5 hours a day, and they're twice as likely to buy on mobile devices as Millennials. Hotels need to have a mobile-friendly website and online booking engine ready for them.
- Over 80% of American Gen Z say budget is a travel factor, and 93% report searching for the best bargain. Hotels can help find creative ways of making experiences more accessible. "We've added installment payments, where you can pay for a trip over, say, six months, as an option for direct bookers," said the CEO of Hoshino Resorts in Japan. "It's been popular with Gen Z."
- Hotels and accommodations that pursue a great cause/mission, provide a sense of community, and align with Gen Z values are appealing to this cohort. Those that build their marketing strategy around themes also get Gen Z's attention.
- A recent study by Hospitality Net shows that 84% of Gen Z travelers consider high-quality images and videos a major factor when choosing a hotel. They want visuals that showcase the true hotel experience, from stylish room interiors and inviting common areas to engaging activities and the surrounding location.
- According to McKinsey & Company, nearly 78% of Gen Z travelers are willing to pay more for a personalized hotel experience. They want hotels that cater to their individual preferences, from offering activity recommendations aligned with their interests to allowing room customization options for a comfortable stay.
- According to a study by Travel Weekly, a whopping 87% of Gen Z travelers prioritize a seamless online booking process. This means hotels need user-friendly websites and mobile apps that allow for quick and easy reservations. Complex navigation, lengthy forms, and hidden fees can deter Gen Z from booking.
- A TripAdvisor study reveals that 93% of Gen Z relies on comprehensive hotel descriptions to make informed decisions. This includes detailed room narratives with clear photos, explanations of

all amenities and services offered, accurate location information, and readily available customer reviews.

- Greater loneliness is reported by Gen Z than by earlier generations. So, hotels need to make emotion the new brand standard. They can help compensate for some of the solitude by creating welcoming spaces where Gen Z can connect with others, including locals.

Ultimately, the primary driver for all generations in travel will be to relax and get away from day-to-day responsibilities. To do so, what better way than staying in a clean and comfy hotel room?

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 housekeepers' earnings by up to \$5 per hour, is a must for hotels 😊!

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

**Francis Léonard, CEO**

**TIP&GO®**

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

**#etipping, #tippingapp, #staffshortage, #cashlesstipping,  
#electronic tipping, #hotelindustry, #hotelindustry, #hospitality,  
#Tip&Go, #hotelgenZ**