



Millennials

The Trends In Travel & Hospitality Industry



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Abstract

The dawn of the new age with millennials has commenced. Millennials are going to be the largest workforce in the years to come. Apart from being the largest workforce, they are also going to be a part of the major market segment for the hospitality industry. Many hotels have adapted and some are about to. Millennials are digitally tech-savvy and have many more traits which the hospitality industry will have to tap and adapt to change and have an upper hand in the market



Who is a Millennial?

Broadly classified as individuals born around the mid – 1980s to late – 1990s/early – 2000s, they are expected to have reached adulthood around the turn of the 21st century. They are also commonly termed “Generation Y”, following their predecessors “Generation X”, and being the predecessors to “Generation Z”.

As the name indicates, millennials grew up during the Millennium period, a time of rapid change. Naturally, events that took place during this period have shaped them, giving them a unique set of priorities and expectations that differ from previous generations. This generation is typically marked by elevated usage of, and familiarity with the internet, mobile devices, and social media. Therefore, they are sometimes also called “**Digital Natives**”.

Globalisation has quickened in pace. The millennial generation has been exposed to far more cultures, people, travel opportunities, information and goods compared to previous generations. Not only has this made them the most tolerant of diversity, but also the most likely to seek it.

Millennials are becoming a major segment of the travel and tourism market and many hoteliers are grasping to tap into this segment of the market. Millennials have more spending power due to the increase in graduation from college and advancement in their careers. In the U.S alone, millennials contributed annually a whopping \$200 billion in 2019, most of which was spent towards travel and tourism. Research carried out by Fromm Magazine states that millennials have an average of 3.5 vacations within a year. Hence, millennials soon will be the biggest customer market for hotels worldwide.

ASIAN MILLENNIAL TRAVELLER

Much research has been done on Millennial travellers in the world. One such was conducted on Asian millennials.

Asian millennials mostly take a short trip which would last for four days at least. However the frequency is less with an average of 2 trips per year. They are budget conscious with greater preference for accommodation and transportation options. Most of them are likely to opt for a packaged tour and to start their travel planning without a clear destination in mind.



Distinctive characteristics of millennial travellers by asian countries

Travel habits

	CHINA	INDIA	INDONESIA	SINGAPORE
Frequency of travel <i>Trips per year</i>	4.0	2.0	2.0	4.0
Length of stay <i>Nights per trip</i>	4.0	5.0	4.0	4.0
Travel behaviour	Travel as a means to indulge and take a break from city life	Travel to famous destinations Travel as a status symbol	Impulse travel often triggered by cheap promotions	Seek novel travel experiences Strongest reservations about packaged tours

Budget and spending

Per trip spend <i>USD</i>	3,505	2,823	1,040	1,389
Yearly travel spend <i>USD per annum</i>	14,020	5,647	2,080	5,555
Spending pattern	Budget is secondary factor of consideration; spend 2x more than average AMT	Will spend for enjoyment of trip Food is the largest bucket of spending	Most budget conscious and often influences choices made	Deal seeking behaviour to ensure they get the most out of every dollar

Research and planning

Reliant on local OTAs for booking	Hesitant to plan on their own	Value convenience and often engaged with travel agencies	Invest a lot of time in planning elaborate itineraries
Make thorough comparison via multiple sources, mostly attributed to the lack of good quality sources	Travel agents are often utilised for cheap, customised travel packages	Highly reliant on word of mouth Reservations about online or mobile purchases	Savvy and sophisticated use of multiple sources

Association to brands

Brand conscious, especially for 4-star and above hotels, but are less loyal to any particular brand	Opt for hotel chains or brands with presence in India - familiarity	Demonstrate brand loyalty towards AirAsia	Little or no brand loyalty for both airline and hotel
Ctrip.com is the most trusted brand of OTA		Less concerned with hotel brands	Decision is usually swayed by deals or promotions

Surprisingly, the contribution of Indian millennials to their country's economy is very significant. Unlike other nations, millennials in India are among the primary breadwinners in their homes. The country's median age is 28.4 years, making it one of the world's youngest major nations, especially when contrasted to the ageing population and workforces of the United States of America, China, Germany, and Japan. This component is likely to keep India afloat for a long time. This generation will dominate the Indian workforce for the next couple of years.



INDIAN MILLENNIAL TRAVELLERS

Indian millennials are the second largest spenders compared to other Asian nations. They mostly opt for less expensive accommodation but spend more on food and flights. It is forecasted that, the Indian millennials are more likely to visit long haul destinations accompanied by their families.



CELEBRITY ENDORSEMENTS

Celebrity endorsements done by the tourism board has also attracted the millennials. In 2017, Switzerland tourism Signed Bollywood celebrity Ranveer Singh as its Brand ambassador, who has over 13.3 million followers on Instagram and 9.5 million on Facebook, to attract Indian travellers. Switzerland is a aspirational and romantic destination for a large number of Indians, especially for millennials couples.

Treating this generation as one unit can be problematic. Millennials are not a uniform and homogenous group with a common set of values and behaviours. Within this generation lies an enormous range, career and disposable income and there might be a difference in how young (16-24) and older (25-36) cohorts of this generation behave. Perhaps one thing that binds them all is a strong desire to enrich their lives through travel and experience.

Key Insights



Millennials tend to move away from materialism, they choose to spend money on experiences such as travel rather than possessions and their spending on experiences is only set to increase.

They prefer unique experiences over cookie-cutter ones. This applies to any offbeat track destinations, to adventure activities, quirky accommodation and local food.



Sharing economy is a very popular concept with this generation for its ability to connect with local communities, creation of authentic local food and experiences, and value for money.



Given the career stage, they are still price-sensitive, wanting more for less price. Whether travelling for leisure or business, millennials show selective spending. they may stay at an expensive hotel during one trip and opt for quirky budget accommodation on the next.



This generation trusts their peers and follow the recommendations of their friends and family via social media, and are less likely to straightforward marketing messages. They are also very social and take their family and friends on holiday and mingle more with other travellers or locals while away than the other generations.



Millennials travel with many devices and are connected on the go. They expect Wi-Fi connectivity with high-speed internet and a great user-friendly website experience. With such factors, Big hotel brands are adapting to millennials demands on their hotel design and services. These travellers spend less time in the hotel room, they use lobby spaces to both works and socialise. Changes are being made to food delivery, lobby design, common social spaces and more efficient use of space in the hotel rooms.





TO INFINITY & BEYOND

Millennials may not necessarily be thrifty spenders as of now however, they would become the majority of the workforce and outspend their parents also known as 'Baby boomers' by 2030. This spending power will be used on the biggest passions which are travel and experiences. Millennials are more likely to spend on travel and experiences rather than any possessions. With regards to leisure travel, many of the differences between millennials and older generations reflect the life stage factors such as marital status, disposable income, whether they bear a child and how demanding their jobs and careers are with regards to their annual leave which would be available to them.

This generation believes in work-life balance and takes as much break time as they can. happiness is not as focused on career or possessions. Living a meaningful and happy life is about creating and sharing memories made through different and various experiences. With an open mind to trying new things, Millennials appreciate anything from classical music concerts to cliff jumping or skydiving. regardless of their status, they are more likely to travel for hobbies, outdoor adventure, shopping and special events such as weddings, entertainment, and a food & wine festival.



A DEMANDING GENERATION

Technology, design and price are key areas that influence millennials' hotel accommodation choices.

As a constantly connected generation, unless Wi-Fi signals are ultra fast or unique (such as on a flight) they generally expect Wi-Fi to be free. Brands are now using their attachment to devices to their advantage. It is not uncommon for hotels to utilise smartphones as door keys or as a tool for in-room entertainment.

Social media is an integrated part of millennials' lifestyle. They post their stay-cations on social media and most of their posts are from the hotel they stay at. These photos have the potential of becoming the trademark of the hotel for future vacationers, a place they must visit to take a social media perfect photo. Let's take "The Beverly Hills Hotel" for example. Their exterior sign in itself is a statement for which countless people come to take a photo in front.

The fast-paced lifestyle needs to be complemented by the ease of access in as many aspects of their lives as possible. This generation seeks to avoid additional tasks along their journey. Having to stop in the middle of their plans to ask for directions, getting diverted by several intersecting hallways, or any other obstacle that delays Millennials' fast-paced lifestyles aren't welcome.

Millennials also like to customize their stay and travel. A cascade of hotel brands in today's market makes it hard for millennials to show loyalty to a particular hotel. It is therefore important for any brand to offer a unique and personalized experience to stand out.



MILLENNIALS & ROOM INDULGENCE

A millennial business traveller consumes hotel rooms differently than the rest. These guests no longer have the patience to wait in their room for the traditional room service and hence this system might be on the way out. Some hotels are thinking about both menus and food delivery to suit these changes. For example:- by changing to the grab and go concept and also providing delivery anywhere within the hotel premises. To add to that note, brown bags and cool boxes which can be picked up from the lobby are also being implemented in some places. millennials prefer to work from the lobby due to which desk size in the rooms are decreasing to pave way for other services a modern traveller would appreciate.

AUTHENTICITY & PROXIMITY

A genuine cultural experience is one of the reasons why sharing economy based accommodation such as Airbnb has become very popular and has taken a good share from the hotel industry. Despite the consensus, the biggest motivator to use AirBnb for millennials is not the price but the opportunity to live among the locals and experience the local culture. thereby making the accommodation being focused on locality, lifestyle which attracts this generation.

WHAT DO THEY LIKE TO MUNCH ON & HOW

Well, millennials are health conscious and see what they eat. Superfoods, vegan food and local authentic dishes are a few of them.

Apart from choosing a healthier option, millennials are willing to spend extra from their pockets to consume organic food, which has been a new trend in today's world. This applies to whether they are eating out or ordering in or buying organic groceries.

Food also has to be presented in such a way that it would attract them to the restaurant to dine in. They also being tech-savvy is not just about ordering food any more. Being in the digital age and many having a smartphone, certain restaurants do not have physical menus. They would have a QR code that would allow you to see the menu and order via the same means. The food that is prepared would be directly served on your table. For a dining experience, some restaurants in Europe have made use of projected animation to make dinner more entertaining and eventful. This is also known as visual mapping. Antoon Verbeeck and Filip Sterckx have demonstrated a small-scale visual mapping in their restaurant.

The story would depict the tale “ Le Petit Chef ” which tells the story of a small animated chef who is projected onto dinner plates and proceeds to cook their food on the plate in front of them. Such technology will soon be trending in many restaurants around the world which would truly change the dining experience for their customers. Apart from looking over the menu, the customers can also directly pay the bill via the same method.



MILLENNIALS AND LOYALTY AGENDA'S

Loyalty programs have been an integrated part of the hospitality industry since 1983 when Holiday Inn implemented the first-ever hotel loyalty program followed by Marriott later on in the same year. It has since then been proven to be a great marketing tactic to make guests revisit the same property or brand.

However many brands are experiencing much less loyalty from millennials as opposed to their previous generations. 54 percent of travel loyalty memberships are inactive. One of the main contributors to this behaviour is the emergence of innumerable hotel brands, and each one offers a loyalty program making it challenging to stick to one brand. In addition to that, millennials' needs, wants and expectations have gone way beyond only receiving discounts, airline miles, travel discounts, or perks, they seek to experience more than anything else. Millennials also frequently cite loyalty products' rigidity as a reason why they do not utilize such offerings.

As essential and effective as they have been, loyalty programs alone are not going to suffice to make millennials choose a brand over and over again. It has become critical for all brands to completely understand their guests' needs and give them a reason to make the hotel stand out amongst the diverse offerings present in the market, especially with the number of millennial travelers increasing substantially each year. 81 per cent of young travellers approve of brands using their details to create personalized insights and offers. Hotels need to tap this consumer behaviour to their benefit.

Some companies are offering their loyalty programs through online channels to provide ease to their millennial guests. British Airways is a brand that took loyalty programs to the next level by allowing members to use its Avios rewards currency to book discounted fares or cruises and make duty-free purchases when waiting for their flights, thus providing a wider offering. The Marriott hotel chain is, meanwhile, directly targeting millennials' desires for experiences with its Marriott Bonvoy rewards service, which enables customers to book tickets for music festivals, concerts and other events. The brands need to constantly innovate and personalize their offering if they wish their customers to fall in love with them.



Companies that do not have the resources to revamp their loyalty services can collaborate with third-party providers. One such service is mobile-optimized loyalty program provider HOOCH, which works with approximately 250,000 merchants. End consumers can use the app to access various rewards, including hotel booking discounts. Third-party hotel booking site Rocketmiles has likewise put its own spin on rewards, allowing customers to turn hotel loyalty points into air travel miles, or exchange them for gift cards at select retailers.



Considering all the factors needed to attract millennials, certain brands have already started targeting this generation with the changes which will soon drive the hospitality industry. Even amongst the brands that only target millennials, we can see a vast difference. This is characterized by the difference in the millennials' needs and preferences across the globe. The millennials are looking for so many different kinds of experiences that it is nearly impossible to sum all of them into a single concept (at least in the current day and age). Hotels, therefore, need to assess the market needs and maximize their offerings. Below are some hotel brands which have already started operations in parts of the world and would expand and adapt to changes the millennial generation would admire.





Moxy by Marriott

ABOUT:

A brand known for being edgy and affordable, Moxy operates on more than 60 properties across North America, Europe, and the Asia Pacific. The Moxy is a millennial-focused brand that offers a turnkey solution to deliver a vibrant lifestyle and an experience-driven product.

FEATURES:

- All the Moxy hotels have an industrial-chic look for the interiors.
- The hotels are designed in a manner that provides collaborative spaces for all the guests to hang out.
- Fast and free Wi-Fi is provided to the visitors along with USB ports and convenient electrical outlets throughout for convenience.
- Check-in is done at the bar while the guests are enjoying a drink.
- The guests can also make use of a full circuit fitness centre and a fun zone that offers a boxing bag, gymnastics equipment, stretch area, etc.
- Moxy hotels use keyless entry to the bedroom using only smartphones.
- All the rooms are designed with comfortable platform beds that seemingly float above the floor with motion sensor lighting. Simultaneously, they are highly functional rooms that include a lounge chair, a small work surface, an open storage concept, and the signature peg wall which offers flexibility when unpacking.
- A unique feature of the brand is their video wall featuring The Guestbook where guests can stay up to date on what's going on and even post their own Instagram pictures.



Tru by Hilton

ABOUT:

Tru by Hilton provides a simplified, modern, functional, and spirited approach towards business and leisure travellers.

FEATURES:

- The brand offers social connectivity with reimagined public spaces, including an open lobby comprising four areas where guests can work, play, lounge, and eat.
- The hotels are designed in colourful spaces to attract millennial travellers.
- The hotels are equipped with fast and free Wi-Fi to breed a comfortable working environment.
- The brand also offers flexibility to its users through its 24/7 market where people can find wine, beer and gourmet snacks.
- Tru by Hilton has designed their rooms in a manner that ensures maximum comfort in a small space by using a mobile desktop, open storage spaces, etc.
- To appeal to their tech-savvy market, the brand has equipped all its rooms with an in-room entertainment system that shines and has a huge selection of premium channels.
- The brand is also taking initiative towards sustainability through waste management by installing reusable soap dispensers in all their rooms.



Hotel indigo hotels – IHG

ABOUT:

The Hotel Indigo brand is a global boutique hotel brand that delivers a refreshing and inviting guest experience. The brand ensures that each property encompasses the essence of the local community. Therefore, out of the 79 hotels, no two indigo properties are similar. The brand also has 76 hotels in the pipeline to be developed in the coming five years.

FEATURES:

- From the locally-inspired murals to the renewal program where the music, scent, and menu items change throughout the year, each Hotel Indigo hotel delivers a vibrant, engaging and genuine boutique experience that gives guests the confidence to step out and explore the local neighbourhood.
- The brand hallmarks ensure consistent and reliable service from location to location.
- The brand prides itself on its exceptional service. Their team members ensure that neighbourhoods are easy to discover and appreciated by the guests. From must-see, hear and eat experiences to those hidden gems off the beaten path, Hotel Indigo's staff will guide their customers in all.
- The brand provides appealing bedrooms through plush bedding, flexible workspaces, hard surface flooring with area rugs and oversized murals, and unique artwork.
- Complimentary Wi-Fi is available throughout the property along with 24-hour business services to inculcate efficient working.
- The brand targets the corporate market segment through flexible gathering and event spaces that infuse local colour and character with functional elements and personalized service.
- The hotels feature onsite bars and restaurants with a menu that focuses on locally sourced and seasonal ingredients, from coffee and inspired cocktails to fresh-made bread and artisan cheeses.



Yotel

ABOUT:

Inspired by the luxury of first-class travel, Yotel is a brand that delivers an experience to its guests through people, smart design, and the creative use of technology.

FEATURES:

- YOTEL takes the essential elements of luxury hotels into smaller, smart spaces and delivers a sense of community with areas for co-working, social gatherings and exercise.
- The hotels maximize their efficiency through the use of technologies like automated check-ins and space-aged robot-controlled baggage management systems.
- They provide a strong, reliable wireless network in every area of the hotel.
- Yotels are known for their rooftop bars that provide a fun and vibrant place for their guests to socialize.
- The brand prides itself on its innovative, flexible, and smart design. They build up to 50% more rooms on a single site than the average hotel; thus, they endeavour to conserve resources and develop spaces efficiently and sustainably.
- Yotel offers £5 dining or drinks credit for each day guests decline the housekeeping service to promote sustainable practices.
- Their Smart Bed transforms from a classic bed to a sofa at the touch of a button, creating extra space for working and relaxing.



Radisson Red

ABOUT:

Radisson RED is an upscale, select-service hotel brand that presents a playful twist on the conventional.

FEATURES:

- Radisson RED hotels are in vibrant, urban locations where travellers have the unique opportunity to tailor their stay to their style.
- Radisson RED hotels aim to inject an easy-going lifestyle into their atmosphere through informal services provided by upbeat team members so the travellers can have comfortable social gatherings.
- Their hotels possess bold designs that exuberate fun.
- Radisson RED transfers its bold style in its FnB offering as well, through flavourful dishes and a laid-back atmosphere to encourage social gatherings.
- The hotels provide complimentary Wi-Fi throughout the property for easy connectivity with work and social life for their guests.



25 hours – Accor

ABOUT:

25hours aim to create individualized, made-to-measure hotels with personality in vibrant cities. Every 25hours hotel has a soul inspired by its location and shaped by the art, culture, gastronomy and stories of its surroundings and is unique to its location. They are lifestyle and design hotels, inspired by the spirit of our times.

FEATURES:

- Each 25hours hotel is centred around a Social Hub, a space where global travellers and local guests can meet and form a dynamic adventurous community.
- Each room is uniquely designed according to the location.
- They also have a portable speaker which the guest can take along when they are out of their room but must be returned to the room before checkout.
- The hotels are equipped with complimentary high-speed Wi-Fi for the guests throughout the property.



SinQ Party hotel

ABOUT:

SinQ is India's first party resort that is designed for those looking to let loose and get a little wild on vacation. For all those Millennials who would like to party in the hotel from the lobby all the way to their room or if not they can always go to their club which is also on the property.

FEATURES:

- The SinQ Party Hotel is equipped with all the necessities for an all-night Rager in their stylish party rooms that are laser-lit, and a one-of-a-kind reception bar that offers check-in with drinks.
- The hotel aims to maximize the guests' comfort through their king-sized beds, minibars, private balconies, and a tea & coffee Maker all at a reasonable price.
- SinQ hotel provides customizable service to their customers who want to party but in the comfort of their own room using speakers connected in the room to their nightclub in the same property. The visitors can hear the music that the Dj is playing in the nightclub with a beautiful view of the swimming pool and the cabana where the party is.



JO &JOE

ABOUT:

JO&JOE aims to conquer the market of millennials and millennial-minded, with a new experience built around the appropriation of space and freedom of private rental, the social experience and animation of hostels, the quality, comfort, and security of hotels.

FEATURES:

- JO&JOE offers locals and travellers a unique experience through experiences that range from mix nights to improvised concerts, from drinking aperitifs to watching sunsets with the neighbours.
- They also provide a massive food & events playground as well as high volume bar in indoor & outdoor premises to enhance the guests' FnB experiences.
- The brand offers a personalized service using their multipurpose rooms that are suitable for a romantic getaway, travelling solo, with friends, or with co-workers. Guests can also choose to stay in a dormitory or a private room.
- Free Wi-Fi and USB ports are available in all the rooms to enhance the visitors' utility.
- The brand prides itself in its unique locations. From the beating heart of the biggest cities to the most idyllic hideaways, they have designed the best trips worldwide for their consumers.
- JO&JOE take their social responsibility seriously by taking part in initiatives to protect the ocean and the environment.
- Their rooms are equipped with maximum space optimization and interiors that are customizable, using furniture that can easily be moved around depending upon the guests' needs.



Mama Shelter

ABOUT:

Mama Shelter is a collection of lively, unique and quirky places around the world. The brand already boasts 2161 rooms across 14 cities and 9 countries. Mama Shelter aims to settle in the very heart of the city and offers its customers and partners the benefit of its expertise in both the hospitality and food industry.

FEATURES

- Mama Shelter hotels are dynamic and vibrant that allow the guests to curl up on our sofas, enjoy a drink, socialize and unwind. This theme extends to their room designs that are stylish, playful and designed for informality.
- The hotels aim to provide the guests with a fun experience through their rooftop bars, relaxed and generous dining settings, free movies and fun-loving staff.
- Mama Shelter is known for its homemade dishes and cocktails that reflect each city setting. Mama is also well-known for its generous buffet breakfasts, relaxed rooftop gatherings, and lively Sunday brunches.
- The hotels provide spaces to work, rest, and play all under the same roof. Their meeting rooms are designed to boost creativity and enhance engagement. Mama also offers flexible co-working spaces and screening rooms to offer a premium experience for each and every guest's needs.
- The brand also puts a great deal of emphasis on the guests' comfort and needs which can be seen through their cosy bedroom designs, 5* beddings, in-house organic toiletries, photo booths, free Wi-Fi and complimentary movie streaming.



Citizen M

ABOUT:

Citizenm aims to become the leading transformational hotel, inspiring a new generation of modern travellers in the big cities worldwide by offering affordable luxury lifestyles while providing sustained premium returns to the stakeholders.

FEATURES

- Citizenm takes pride in its online presence through creative content. They invite bloggers, writers, and social media influencers to their hotel but more importantly, they encourage their customers and staff to be a part of their content creation.
- All citizenM hotels offer Unlimited and free Wi-Fi connection and entertainment.
- CitizenM is known for offering cost-effective luxury at prime locations and providing the visitors with ultra-comfortable beds and furniture.
- Their hotels stand out because of their unique design that is colourful, confident, and arty, as well as a signature scent to make the guests' experience memorable.
- To maximize their service, they also offer 24/7 food and drinks at the canteen.
- Their web-only distribution strategy offers the best available rate to individual travellers while having one transparent pricing model.



Motel One

ABOUT:

Motel One is a German firm that not only stands for high-quality design at a reasonable price, but also for a uniqueness that we want every one of our guests to connect with. Explore the unique design of every One Lounge, each of which is curated with pieces by international artists and high quality designed furniture, for example, B&B Italia, Baxter, Fritz Hansen and Jan Kath or Moroso.

FEATURES

- This is a low budget hotel that provides a unique room to its customers.
- Each room is 16 square meters in size without a closet, mini bar, telephone and room service.
- Each room has also been installed with a flat-screen TV and also it is easy for the guest to stay connected as free wifi is also provided along with an air conditioner.
- One lounge is the reception as well as the bar, coffee shop and places to relax and work. It is open 24x7 which mostly portrays a menu related to the region it is placed in. For example, in London, it has a fully stocked Gin menu, and other regional food being exhibited in the menu.
- The lobby of each hotel has a different theme. For example, the Motel One in London Tower Hill is themed after the British Crown Jewels which is kept 500 meters away from the Hotel. Similarly, the Motel One which is located in Waidmarkt in Cologne has the theme "Eau de Cologne".



UK Village Hotel

ABOUT:

These hotels are mostly located on the outskirts of the city. These are mid-sized and function as lifestyle hotels ranging from mid-market to upmarket. Each hotel offers between 110 and 160 rooms.

FEATURES

- A Pub & Grill, a Starbucks, meeting and conference rooms (dubbed MeetMe Business Hub), and VWorks (a new addition to hiring small meeting rooms by the hour or a monthly membership to use facilities within VWorks)
- Some of the Hotels, depending on the location, also have a Golf course and a Spa as well.
- The network features 32 hotels that are divided into two groups depending on hotel-style: Legacy and Black Box hotels. The village has 20 "heritage" hotels and 12 "black box type" hotels.
- They also have an extensive parking space, high-speed wifi facility and shared working space as well.
- They also feature a Huge Television in the room along with a comfy bed as well as some nifty gadgets. If you are a fan of Alexa, well she is present in the rooms to help you make your stay better.
- Village hotel clubs also feature an App that allows you to check in and out and also help you order your room service as well as pay your room service and dining bills within the property. This App can also help you open your room door as well.
- They also portray a health and wellness club and has a massive pool with state of the art fitness centre, a sauna, steam and a jacuzzi. The facility is charged at a mere 5 pounds for in house guests while membership is provided to non-resident guests



FITTING INTO AN EVER-CHANGING HETEROGENEOUS MARKET

The shape of the industry today is completely different from what it was a decade ago and it won't be the same in the coming years either. What the millennials want today might completely be different from what they will need tomorrow. In addition to that, the requirements of the market will be different and sometimes even contradicting from one place to another. So, even the same hotel brand might need to diversify their offerings in separate locations. Therefore, only the hoteliers who learn to evolve along with this dynamic market and are aware of their environment will truly be able to succeed.

HERE ARE CERTAIN INSIGHTS ON HOW

Although most Millennials are just beginning to develop their travel preferences, The chances of gaining their business – and their mindshare – are minimal. Forward-thinking businesses are taking action right now. The payback may not be immediate, but it is prudent, with an investment that may be capitalised on in the future.

THE NEXT NEW MARKET

Although millennials have less spending power compared to older generations, they do spend on travel experiences that matter to them. The marketers need to understand how this generation uses different services. One approach is to sell travel services, such as flights, hotel stays and a tour separately, or use pay as you go where the customers pay for any extra service separately. They often get attracted to special deals and respond more to low prices which provide interesting packages.



A concept based on accommodation would be the next generation of accommodation (from a castle to a lighthouse, treehouses and many more to think of). Any such provider would be successful when they promote and deliver authentic local cultural experiences as well as quirky designs to the room which would be connected to the Internet. Such as using Amazon's Alexa and Google's Nest to control a lot of features in the room. This would also help these travellers to be more relaxed when they are in the room.

CREATING INSPIRING CONTENT

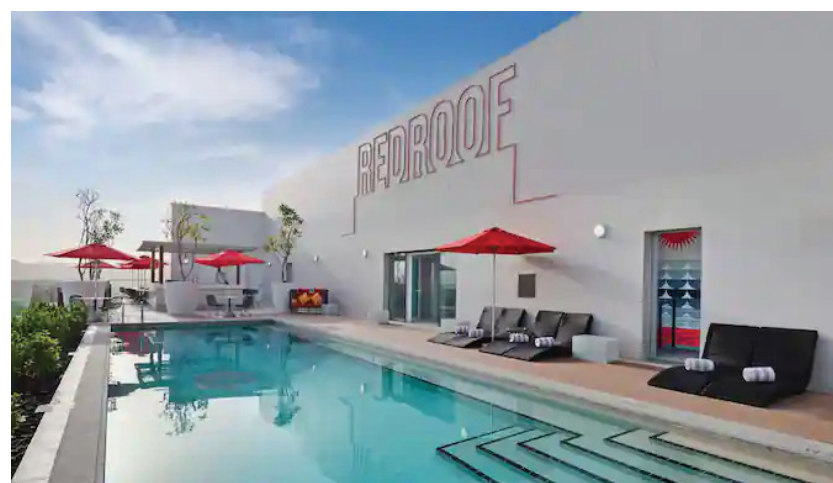
Millennials appreciate marketing that is not pushy and which would interest them and not their wallet. Social media would be the best way to connect with this generation. These young travellers love exploring extraordinary content on social media, blogs and websites which they can share, tweet, forward and comment too. The hotel needs to think outside the box and be innovative which would portray fun content that inspires sharing and online engagement.

SUSTAINABILITY

This generation is aware of the environmental impact and cares most about the same. Implementing sustainable practices in the premises would attract these millennials as well. practices such as water conservation, a pet-friendly hotel and also developing unique policies would suffice. Portraying the local art and culture and also food in a modern way has to be implemented with an out of box thinking.

MUNCHING IN A NEW WAY

With many food deliveries and food preferences, many hotels are looking for the grab and go concept as well as food deliveries to their guests to any part of the hotel. Since there are many ways to attract Millennials, one such way to promote dining in the restaurant is using visual mapping on the table. This would interest them to watch the story of how the food is prepared just before food is served to them on the table.





Our People

Our team works with global network to ensure we are up to date on all market trends and best practice.

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