The Art of Selling to Three Generations
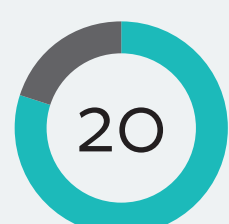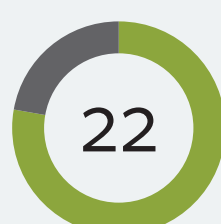
IT PAYS TO KNOW YOUR HOTEL GUEST!
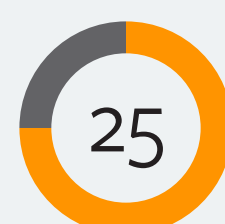
Only **1 in 5** guests report being fully engaged.

= 20 | 22 | 25

20% Millennials **22%** Generation X **25%** Baby Boomers

These low engagement numbers translate into a huge opportunity for hoteliers. [1]

MILLENNIALS: "M" IS FOR MOBILE

WHO THEY ARE

17 — 35 YRS OLD

Born between **1982** and **2000**.

Will be the largest-ever consumer generation world-wide.

Currently spend almost **$200BB** on goods and services annually. [2]

HABITS

- **23%** more likely to travel abroad than any previous generation.
- **58%** prefer full-service hotels.
- **11%** prefer Airbnb type services. [3]
- **46%** book travel through a smartphone or tablet.
- **74%** search for travel-related info on their mobile phone. [4]

CONVERSION

- Serve ads cross-device to fully engage on mobile.
- Ensure content looks good on all devices, especially smart phones.
- Convert "in the moment" with persuasive booking engine messaging, like strike-thru.
- Capture the look and feel of apps on your website whenever possible.

GENXERS: THE SURPRISING MIDDLE CHILD

WHO THEY ARE

36 — 52 YRS OLD

Born between **1965** and **1981**.

66 — Currently **66 million** in the U.S. alone.

Hold **29%** of all estimated net worth dollars. [5]

HABITS

- Spend the most dollars each day while traveling.
- Hotel stay is the top priority when booking.
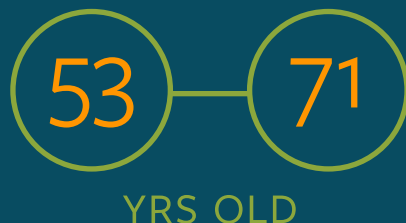- **85%** will not buy a product before researching.
- **71%** research via OTAs though they may end up booking direct. [6]

CONVERSION

- Nurture them for the long-haul; education over inspiration.
- Reassure them that you're the best choice for overall value.
- Craft messaging in your booking engine with images of the total hotel experience.

BOOMERS: CATERING TO LOYALTY

WHO THEY ARE

53 — 71 YRS OLD

Born between **1946** and **1964**.

75 — **75 million** in the U.S. alone.

Control about **70%** of all disposable income in the U.S. [7]

HABITS

- **99%** will take at least one leisure trip in 2017, 5 trips per year average.
- Spend more than **$120BB** annually on leisure travel.
- Brand and locale loyal. [8]
- **7 out of 10** use the word "economical" to describe their loyalty membership experience.
- Researching and shopping are their **3rd** and **4th** most important online activities.
- **1 in 5** still use offline methods to make room reservations. [9]

CONVERSION

- Generate guest-specific rates for loyalty programs in your booking engine.
- Use a shopping-cart metaphor from your booking engine to entice them to "shop."
- Engage your call centers and front desk help for offline booking.

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[1] Source: Daniela Yu and John Timmerman. 2014. "Engage Your Hotel Guests by Taking Care of Their Well-Being." Gallup News.

[2] Source: Mandich, Monya. 2016. "Experience-Seeking Millennials Are Turning the Travel Tide." Expedia Media Solutions Blog.

[3] Source: Hospitality Net. 2016. "The World of Millennial Travel."

[4] Source: Hospitality Net. 2016. "Millennial Travel Trends: A Look at the Largest Generations' Habits."

[5] Source: Peralta, Erin. 2015. "Generation X: The Small but Financially Powerful Generation." Centro.

[6] Source: Golberg, Betsy. 2015. "The Truth About How Different Generations Travel." The Virtuoso Life.

[7] Source: Lee, Laura. 2016. "Where Baby Boomers Spend Their Money and How to Profit From It." Fox Business.

[8] Source: Gelfeld, Vicki. 2016. "Travel Research: 2017 Travel Trends." AARP.

[9] Sources: Wilson, Marianne. 2017. "Top Baby-Boomer Shopping Habits Retailers Can't Afford to Ignore." Gelfeld, Vicki. 2016. "Travel Research: 2017 Travel Trends." AARP. eMarketer. 2015. "Online Still Primary Channel Used to Book Travel Accommodations."

SHR