

Millennials and HOSPITALITY



**Demanding.
Practical.
Impatient.
Enterprising**



These are just a few of the descriptions that often label the millennial generation. But are they even accurate, and more importantly, how do such traits influence their behaviors as tech-savvy consumers and employees?

HOW ARE MILLENNIALS ENGAGING WITH HOTELS?



56%

Browse a hotel website with a mobile device

46%

Have booked a hotel room using a mobile device



20%

Have checked into a hotel using a mobile device

55%

Want to access their own content in their room



35%

Are willing to pay for access to their own content as well as hotel content

THE BUSINESS VALUE

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Millennials have an annual spending power of **\$200 BILLION.**

Each US millennial will spend an average of \$3,900 on travel in 2015, an increase of **40%** on last year.

Source: 2016 TripAdvisor TripBarometer

HOW DO MILLENNIALS WORKING IN HOSPITALITY RATE THEIR EMPLOYERS' USE OF TECHNOLOGY?



36%

said that their employer made bad use of technology



15%

said that their employer welcomed feedback from staff on technology

THE IMPORTANCE OF MILLENNIALS

Millennials are the biggest generation group in the US and represent a significant market for hospitality operators.

83
million

Millennials

(aged 18-34)

66
million

Gen Xers

(aged 35-50)

75
million

Boomers

(aged 51-69)



Source: US Census Bureau June 2015

Millennials represent a global, demographic tidal wave that, arguably, will be as impactful as the post-World War II baby boomers who shaped modern society. That's why Oracle Hospitality commissioned *Millennials and Hospitality: The Redefinition of Service*. The global study, conducted by an independent research firm, surveyed more than 9,000 millennials in 8 countries.

Find out more and download the report today
www.oracle.com/hospitality-millennials