



# HOW ARE MILLENNIALS INFLUENCING MARKETING AND PRODUCT DEVELOPMENT IN TOURISM?

10<sup>th</sup> UNWTO-PATA FORUM ON TOURISM TRENDS AND OUTLOOK

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**Peter Jordan**

Senior Tourism Analyst

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→ **Trend watcher, tourism industry analyst and Millennial traveller**

→ **Strategic advisor** on understanding and engaging with Millennials

→ **Background**

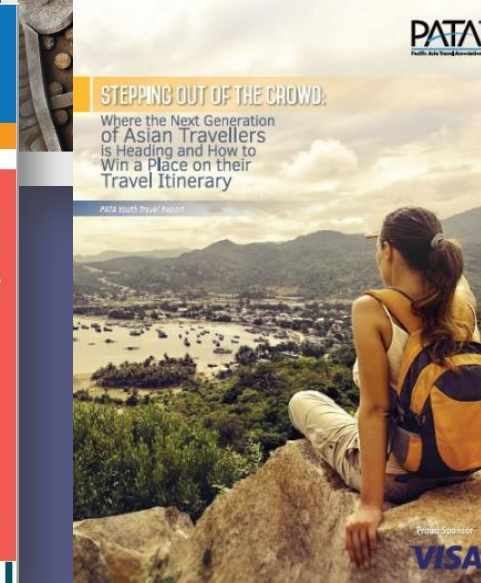
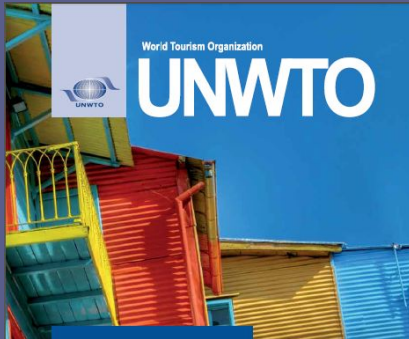
- UN World Tourism Organization, Madrid
- WYSE Travel Confederation, Amsterdam
- Consultant to PATA, Bangkok

→ **My own blog:** [GenCTraveller.com](http://GenCTraveller.com)

# TOPOSOPHY

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## INDUSTRY-LEADING INSIGHTS AND ANALYSIS





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## **Strategy & Research**

**DESTINATION AUDITS**

**TOURISM MASTER PLANS**

**FEASIBILITY STUDIES**

**MARKET INTELLIGENCE**

**POLICY ADVICE &  
GOVERNMENT SUPPORT**

## **Marketing & Branding**

**BRAND DEVELOPMENT &  
EXECUTION**

**MARKETING PLANS**

**EXPERIENCE DESIGN**

**CONTENT STRATEGY &  
DEVELOPMENT**

**INFLUENCER MARKETING**



## DIGITAL



**DIGITAL CAMPAIGNS / WEB ANALYTICS & METRICS / SEO**

**WEB DESIGN, CONSTRUCTION & HOSTING / USER TESTING**

**EMAIL MARKETING / ELECTRONIC DISPLAY ADVERTISING**

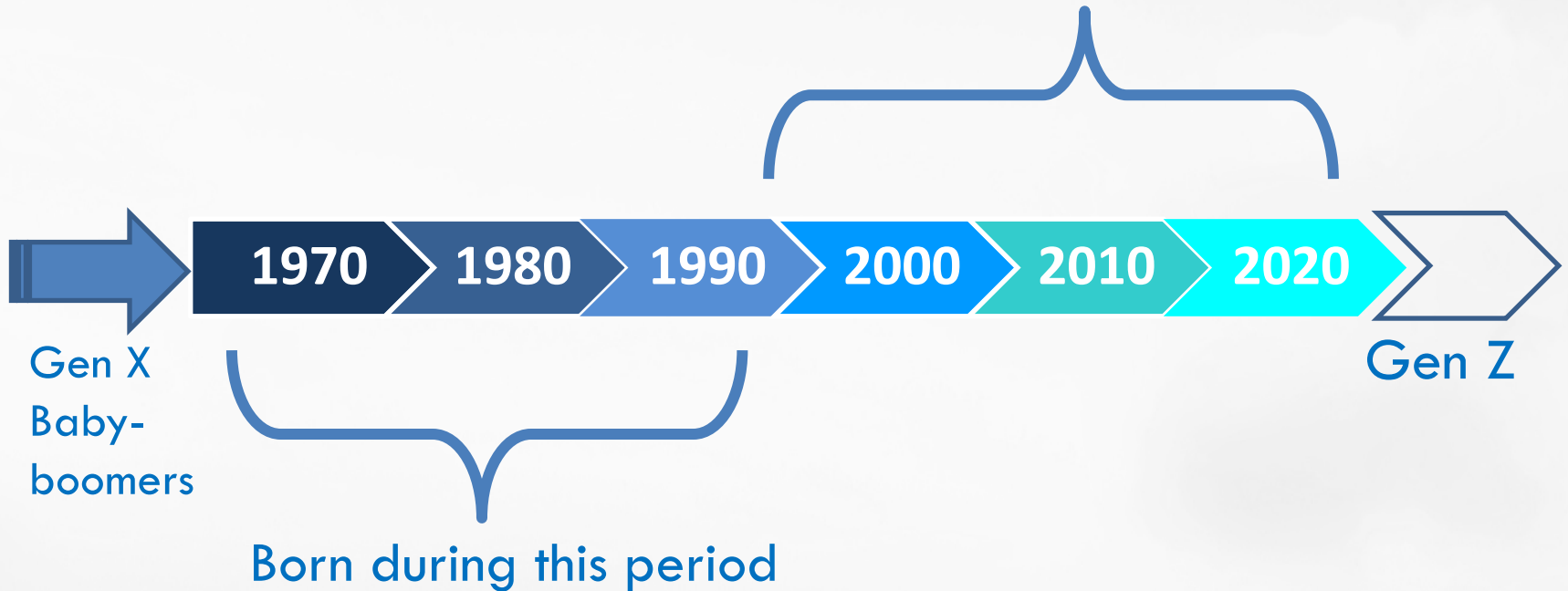
**DEVICE OPTIMISATION / 3D & VIDEO ANIMATION**

**PERSUASIVE DESIGN / CONVERSION RATE OPTIMISATION**

## Millennials:

- The *current* generation, aged 18-34
- Also known as Gen-Y and the 'Me' Generation

Enters teenage years – becomes an independent consumer, post-2000



# WHY MILLENNIALS?

- The **Millennial mind-set** is causing disruption in travel
- Millennials have are **driving change in technology and in society** around the world
- **Millennials' changing attitude towards work and leisure** is affecting the corporate world, and this has an influence on the travel world
- Within **10 years, Millennials** will make up **75% of the global workforce**
- They are already **family** and **business** travellers, but travelling differently
- **Now** the generation **driving growth** across the emerging markets

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By 2030, Asia will be  
home to 57% of the  
world's 15-34 year-olds



Population of 15-35  
year-olds by 2030:

(Forecast: UNDESA, 2014)

China: 333m

Indonesia: 82m

Philippines: 42m

Vietnam: 26m

Thailand: 19m



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So,  
How do Millennials **travel**  
differently?

5

defining characteristics

1

The obvious one...

# CONNECTIVITY



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## This is the generation that has grown up with:

- 'Internet everywhere' (3G, Wi-Fi)
- E-Commerce (Amazon, eBay, Google)
- Mobile devices
- Social media
- E-travel (leading in reviews, metasearch, last minute booking, group deals)
- ...All helping to create the effect of advertising travel as part of a **'personal brand'**



# 2

Right here, right now...

# LOOKING FOR INTERACTION



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## ONLINE

Comfortable with interacting with friends, relatives and colleagues







## OFFLINE

- Keen to meet the locals
- Appreciate 'fireside' moments
- Seeking authentic experiences & local 'insider' knowledge
- Creates an opportunity to develop soft skills

'The Mix', by  
Marriott's

*The Residence*

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3

HAPPY TO SHARE



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## DRIVING THE SHARING ECONOMY

- Prizes access over ownership
- Pushing demand and supply
- Confident smartphone entrepreneurs
- Comfortable with the concept, driven by trust and reviews
- A better way to get to know their chosen destination?



couchsurfing

misterbnb  
Gay-friendly apartments & rooms!



Withlocals   
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# 4

The essential ingredient to every trip...

# AUTHENTIC EXPERIENCES



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# AUTHENTIC EXPERIENCES

- In a globalised world, they are the key to discovering the **true character** of a destination
- Travel is a vehicle for indulging your **personal passion**

FOOD / DRINK / FASHION / DESIGN /  
ART / CRAFTS / WILDLIFE /  
ARCHITECTURE / LANDSCAPES /  
LANGUAGE / MUSIC / DANCE / SPORTS /  
WELLBEING / FESTIVALS / RELIGION /  
URBAN CULTURE / **PEOPLE**





# 5

Budget + luxury =

# SELECTIVE SPENDING



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*“Millennials are spending their money in a curated way that sends a message about themselves and their own brand”*

*Josh Wyatt*

*Chief Strategy Officer, Generator Hostels  
(Skift, 2016)*

- The internet makes this possible
- Conspicuous consumption isn't fashionable. Being a savvy spender is!
- Where does your product fit in the Millennial priority list?



“What can we learn from Asian Millennials’ travel behaviour to help cut future tourism congestion and give them the authentic experiences that they crave? ”

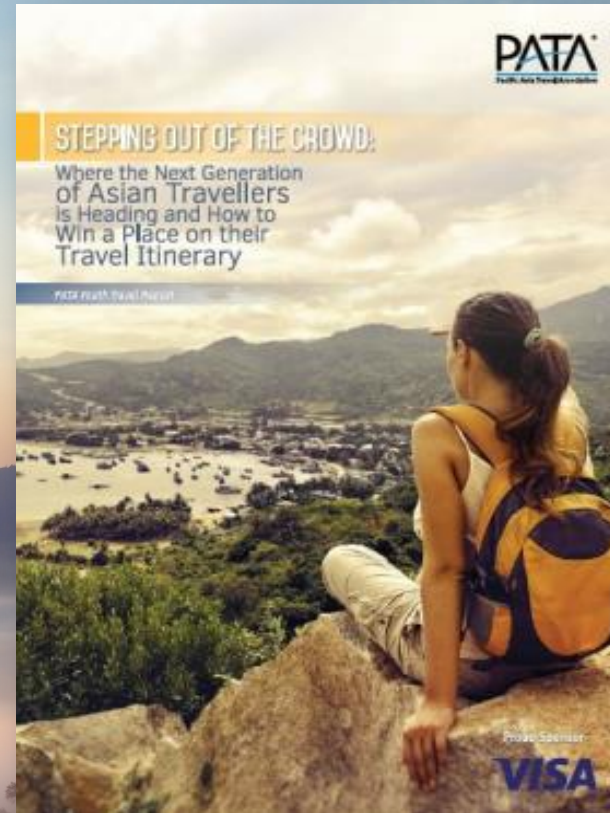


# Stepping Out of the Crowd: Where the Next Generation of Asian Travellers is Heading and How to Win a Place on their Travel Itinerary



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- 87 National, State and City tourism boards
- Global reference for travel to, from and within Asia
- Dedicated forecasting unit





# Insights from 10 APAC National Tourism Organisations on how they work for better tourism dispersal

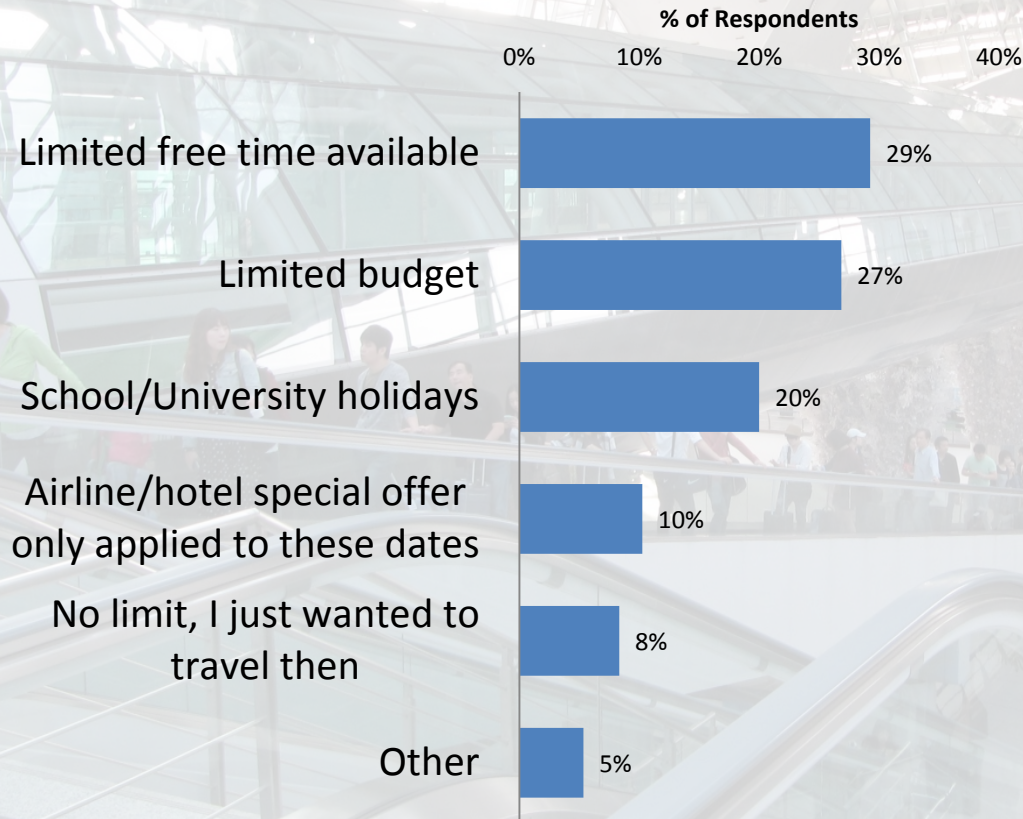
# Insights from 10 APAC National Tourism Organisations on how they work for better tourism dispersal





# What did we find?

## Q10: What was the main influence on the amount of time you could take for your last main trip?

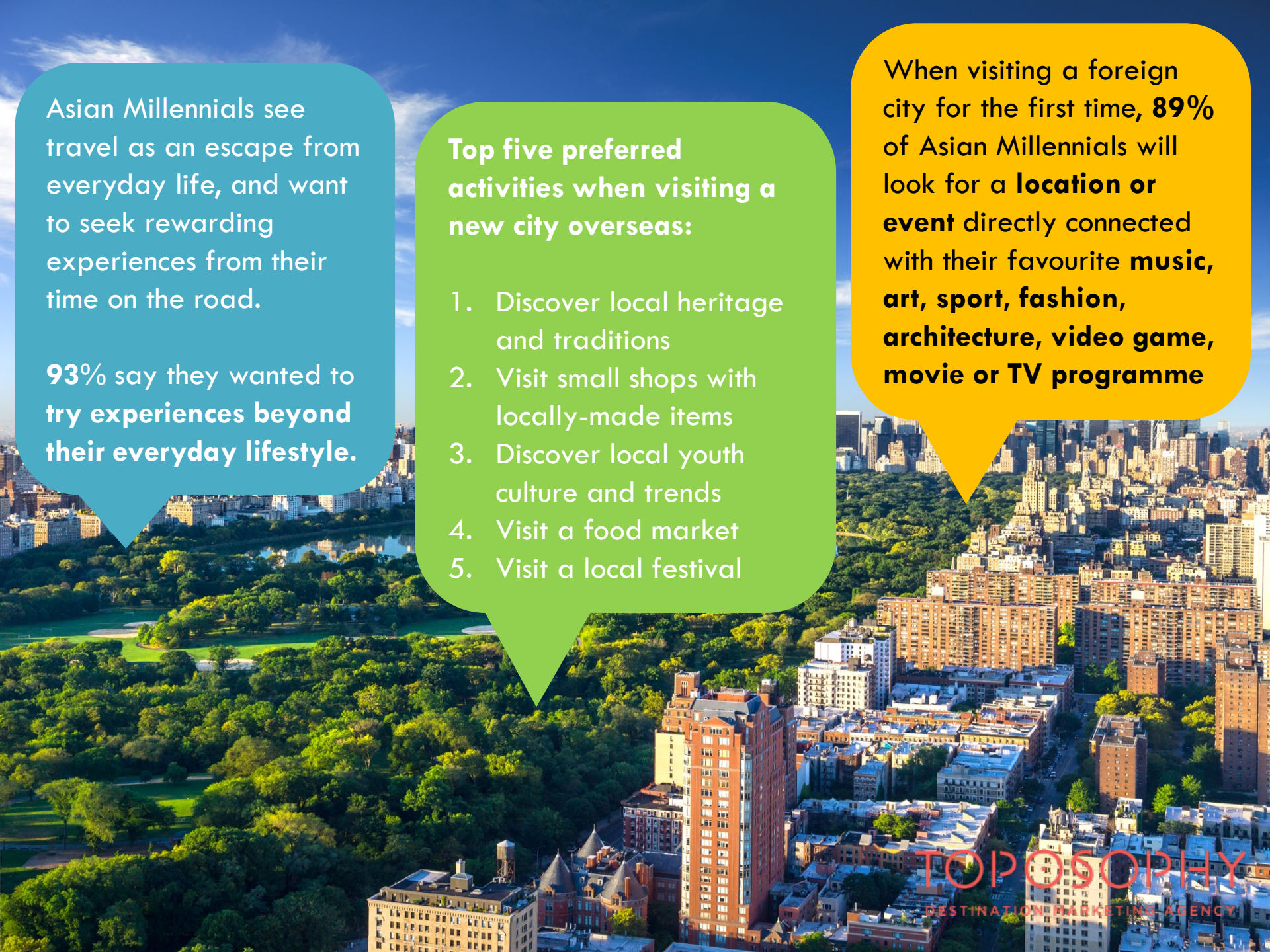




## Q16: While on your last main trip, what was your preferred way of finding out about new locations, cuisine or activities?





An aerial photograph of Central Park in New York City, showing the lush green trees and the surrounding dense urban landscape of Manhattan. The image is used as a background for the infographic.

Asian Millennials see travel as an escape from everyday life, and want to seek rewarding experiences from their time on the road.


**93%** say they wanted to **try experiences beyond their everyday lifestyle.**

**Top five preferred activities when visiting a new city overseas:**

1. Discover local heritage and traditions
2. Visit small shops with locally-made items
3. Discover local youth culture and trends
4. Visit a food market
5. Visit a local festival

When visiting a foreign city for the first time, **89%** of Asian Millennials will look for a **location or event** directly connected with their favourite **music, art, sport, fashion, architecture, video game, movie or TV programme**



A woman with long brown hair, wearing an orange long-sleeved shirt, grey trousers, and a large purple and blue backpack, stands on a rocky ledge overlooking the ancient ruins of Machu Picchu. She is holding a camera up to her eye, taking a photo. The ruins are built into a steep, terraced hillside, surrounded by lush green mountains and a clear blue sky with some clouds. Other tourists are visible in the background, some walking on the stone paths and others standing near the ruins.

43% of Asian Millennials didn't leave the city because they didn't have time to spare

Top five reasons for taking a trip outside of a major urban hub:

1. See beautiful landscapes
2. Visit family and friends
3. Try traditional or unique foods
4. Visit the coast
5. See specific historic or cultural sites

'Experiencing the lifestyle of the local people' and visiting famous places from film and TV are also popular

2-3 nights is the preferred length of excursions away from the city.

# Key takeaways...



1. Know your Millennials: different age groups, source markets, life experiences
2. Take time to understand the issues that matter to Millennials
3. Innovate your product, and personalise!
4. Think about where you are on the 'path to purchase'
5. Engage with the sharing economy
6. Work closely with your own Millennials



NICE TO  
MEET YOU!

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