

BREAKOUT SESSION C

E-TRAVEL BEHAVIOUR: HOW TO ATTRACT THE GENERATION Y

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Summary

Liebrich/Senn: Why insights into the intergenerational smartphone usage matter

- Swiss are less active on social media
- **surprise: when booking flights on mobile, generation Y is lacking behind generation X**
- onsite: generation Y is leading in booking on mobile when booking services
- 50+ people use mobiles when searching for information
- **mobile behavior: intergenerational gap is closing very rapidly**
- heavy users feel more comfortable getting push-messages than light users

HRS: The industry perspective: What does the industry know about Gen Y?

- generation Y: very tech savvy, fluent seeking, investment in education, freedom to choose the right job, price conscious
- Gen Y already constitutes 30% of hotel market share --> fastest growing group when it comes to spend
- **in 5 years from now, Gen Y will be 50% of all guests staying in hotels, it is the new mass market**
- they are global travelers due to low—cost airlines and budget hotels
- 70% extend business trip into personal vacation
- stay in locally owned or private accommodations (2/3 boutique hotels)
- connectivity is crucial: when you do not have free Wi-Fi, then you are not chosen

- freedom to choose: give the Gen Y the freedom to express themselves (e.g. self-check in or check out)
- HRS is developing new guest experiences by customizing them on premise

Nick Hall: Real time marketing, mobile, customer engagement, social influence and the digital experience

- Gen Y is looking for real engagement, experiences, share moments, immediacy, inspiration...
- travel planning cycle is changing (TripAdvisor, Pinterest, YouTube...)
- destinations have a strong identity, hotel rooms do less
- contents are wanted: blogger stories, videos, user-generated content
- the art of storytelling
- people are experiencing things through devices
- **key for communicating with generation Y: creating & owning shareable moments**

Discussion & Questions

- if you have 1 Mio. users, you have 1 Mio. segments
- behavioral findings might not be a “generational matter” but just a “life-cycle matter”
- many parents are only on facebook in order to check what their children are doing
- we are talking about “online tribes” with different behaviors, etc.
- involving customer in the experience, makes the experience digital
- use technology to keep in touch with the customers
- Gen Y’s decision-taking is different: independently, etc... so what is the point of loyalty? Gen Y loves following interesting loyalty programs e.g. of Starbucks
- metasearch is empowering the customers to look for the best solution
- word of mouth is still the strongest promotion tool
- personalize services/experiences creates loyalty, new loyalty is created around services
- rewarding the customer for being loyal (e.g. free nights)
- **ethics: there seems to be a larger willingness to share information when getting something back for it**

What is next?

- hopefully a more ethical way of doing business in the future