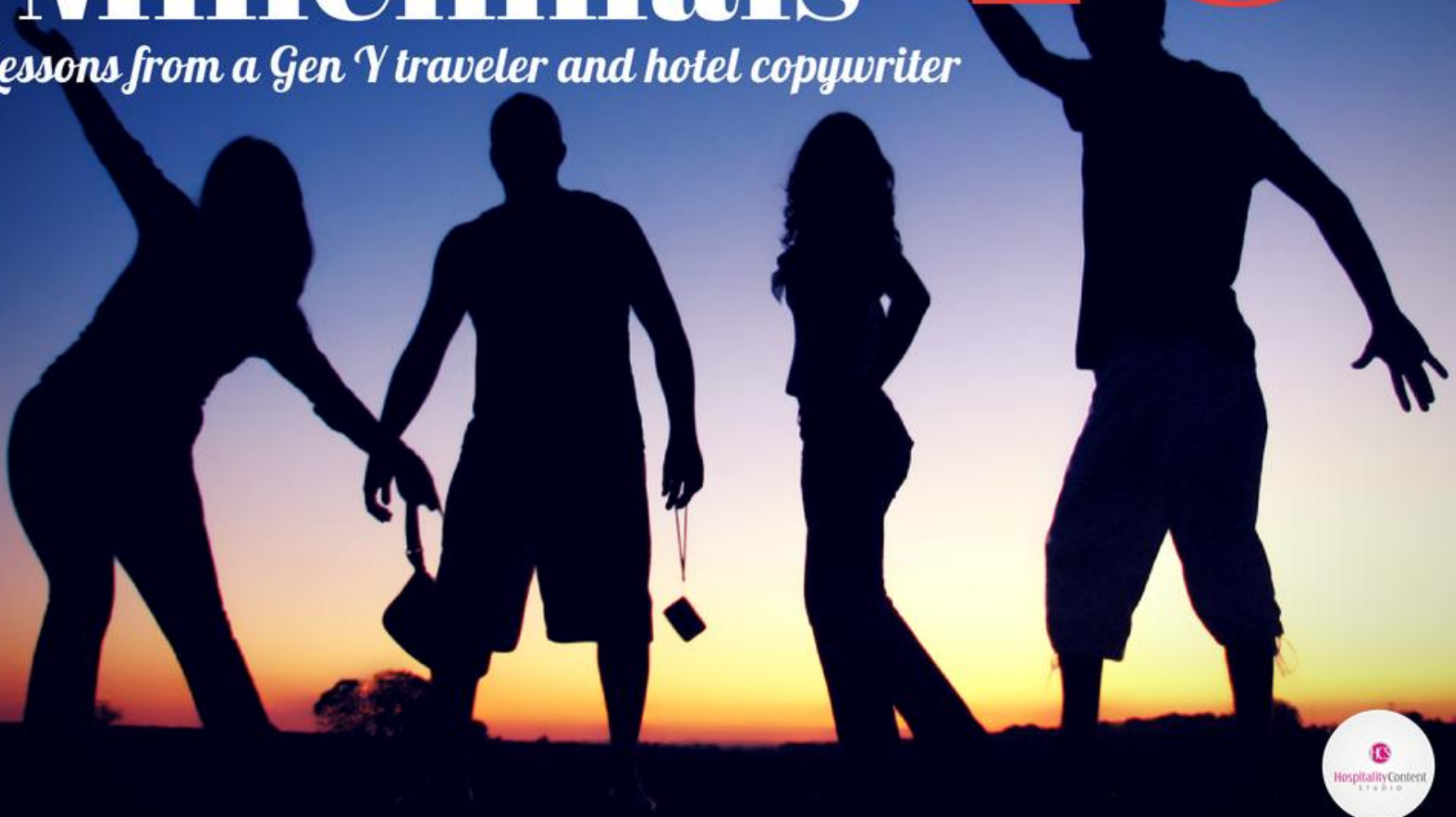


# Marketing Millennials

*Lessons from a Gen Y traveler and hotel copywriter*

# TO









# AGENDA



**WHO ARE MILLENNIALS?**



**WHAT ARE GEN Y TRAVEL PATTERNS?**



**HOW CAN YOU MARKET TO MILLENNIALS?**



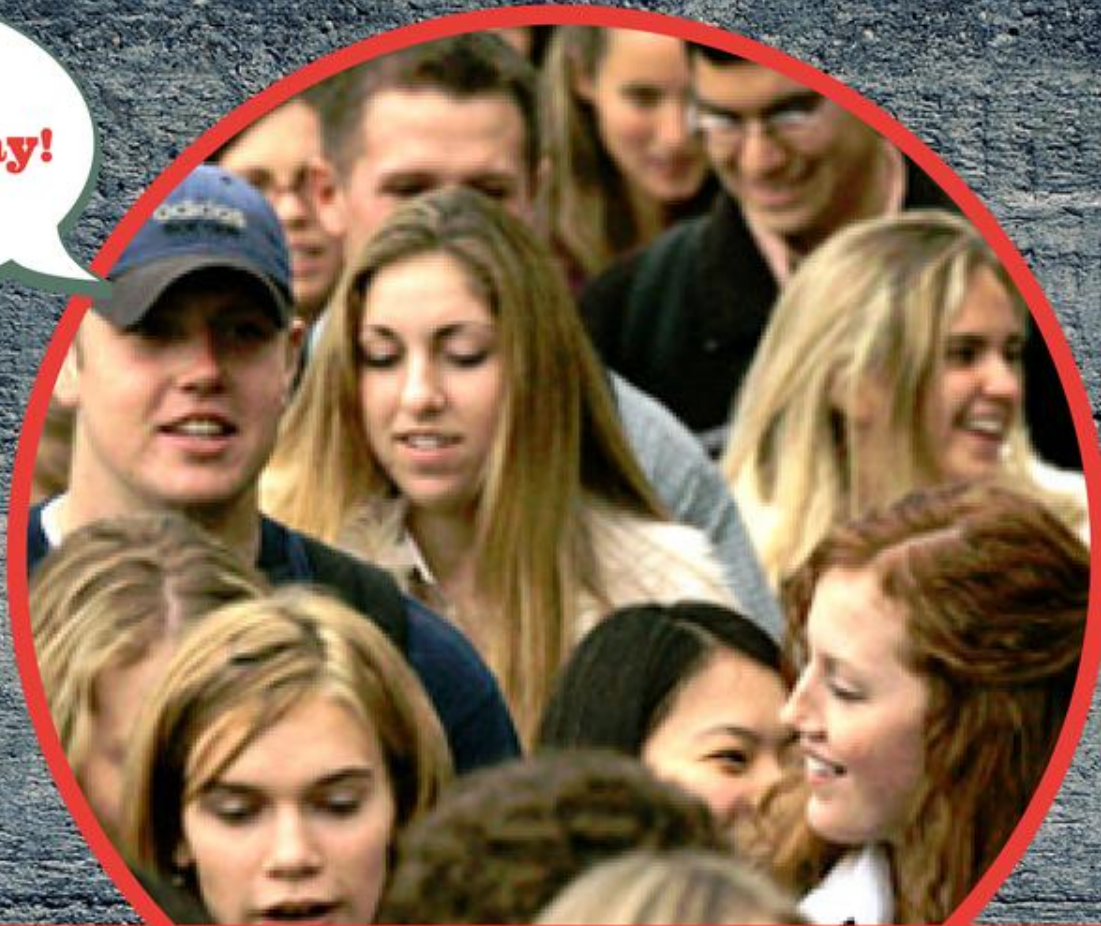
**WHAT ABOUT MILLENNIAL MEETING PLANNERS?**







**I need a vacay!**



**WHO ARE MILLENNIALS?**





BORN IN LATE  
70'S - 90'S



LARGEST  
CONSUMER  
GROUP IN U.S.  
HISTORY



AVID  
TECH  
USERS



LOVE SOCIAL  
INTERACTION



PUSH FOR  
WORK-LIFE  
BALANCE



MOST  
INFORMED  
GENERATION



**Remember  
to tag me.**



**WHAT ARE THEIR TRAVEL PATTERNS?**





EXTEND  
BUSINESS  
TRIPS FOR  
LEISURE



SPEND MORE  
ON  
WORTHWHILE  
EXPERIENCES



LOW  
TOLERANCE  
FOR BS





TRAVEL UP  
TO 9X A YEAR



VOCAL WITH  
COMPLAINTS  
AND PRAISE



HEALTHY  
FOODIES



**YOLO!**



**Secrets to Marketing to Millennials**



# FOCUS ON THE EXPERIENCE



“

**Not on your awards or your  
"commitment to quality".**

”



**Use Storytelling**



**Not Sales**

**Show us an  
ACCURATE  
portrayal  
of  
your hotel.**

**We love  
videos!**





**Don't insult our intelligence**

**BEFORE WE TRAVEL, WE:**

- Research online for hours
- Consult with our social circles
- Read reviews on TripAdvisor and Yelp





**ADAPT QUICKLY**  
**DESIGNATE AT LEAST ONE STAFFER TO KEEP**  
**TABS ON EMERGING MARKETING TRENDS.**





**BE SPUNKY & CREATIVE**







**ASSUME WE'RE LOOKING  
@ MORE THAN ONE SCREEN**



# Clean up your web presence





# Aim for Word of Mouth



**3/4 of Millennials' travel decisions are influenced by their peers.**





**Start a  
Conversation.**

**Don't just 'go  
viral.'**

**We want more  
than 2 minutes  
of laughs.**



# Become a Social Concierge



**Hyatt Concierge** @HyattConcierge · Aug 30

Thanks for sharing. Safe travels! RT @jgibbs74: Thanks Hyatt Hill Country, awesome food, great space and amazing staff!



**Hyatt Concierge** @HyattConcierge · Aug 29

Looks delicious! RT @CleverHousewife: Corned beef hash from executive chef Jason Poole at the Hyatt @HyattConcierge [bit.ly/142Gjwt](https://bit.ly/142Gjwt)



**Hyatt Concierge** @HyattConcierge · Aug 29

Great shot! RT @CleverHousewife: View of the state capitol from my hotel room #gorgeous #travel @HyattConcierge [bit.ly/157ilev](https://bit.ly/157ilev)



**Hyatt Concierge** @HyattConcierge · Aug 29

RT @StrobesnPixels: @HyattConcierge love your iphone app. Just booked my room for friday night. Super easy. Love staying at Hyatt every time



**Hyatt Concierge** @HyattConcierge · Aug 28

Thank you @cityandsand! Hi @metrocorean we are here and happy to assist with your travel needs.

**Monitor keywords for your city (Twitter) and  
chime in with helpful tips on other pages (Facebook)**



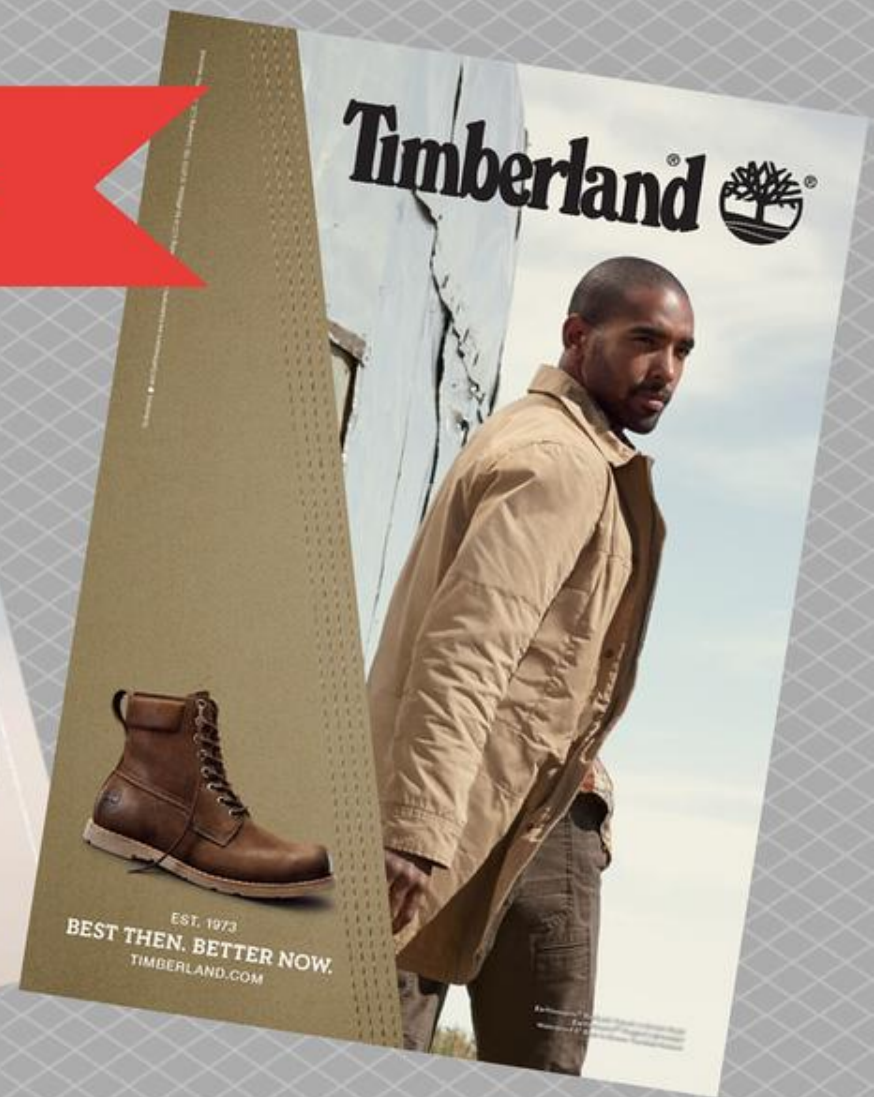
**You Suck**

We waited  
30 min  
NO SERVICE

**Stay On  
Top  
of All  
REVIEWS!**



# Show You're Current



**Especially important for older brands our parents loved**





**Give Us Something  
To Brag About**

.....  
*Travel Selfie*





**Text me an  
update**



**Working with Millennial Meeting Planners**



# BE BRIEF. BE BRILLIANT. BE GONE

## THIS

**G'MORNING LINDA!**

**AWESOME TO FINALLY  
MEET YOU.**

**LET ME KNOW IF YOU  
HAVE ANY QUESTIONS  
ABOUT MY PROPOSAL.**

**WOULD BE GREAT TO  
WORK WITH YOU!**

**VS**

## NOT THIS

**It was a real pleasure to meet you. On behalf of the staff at Blah Blah Hotel, I'd like to welcome you to experience our blah blah blah and our award winning blah blah blah. I am confident you will be impressed with our service and our wonderful amenities. I am here to answer any of your questions, whether about our event space or our city. I look forward to showing you our beautiful property.**





# Quit the Weird Formalities



*Formal = Old School*



“

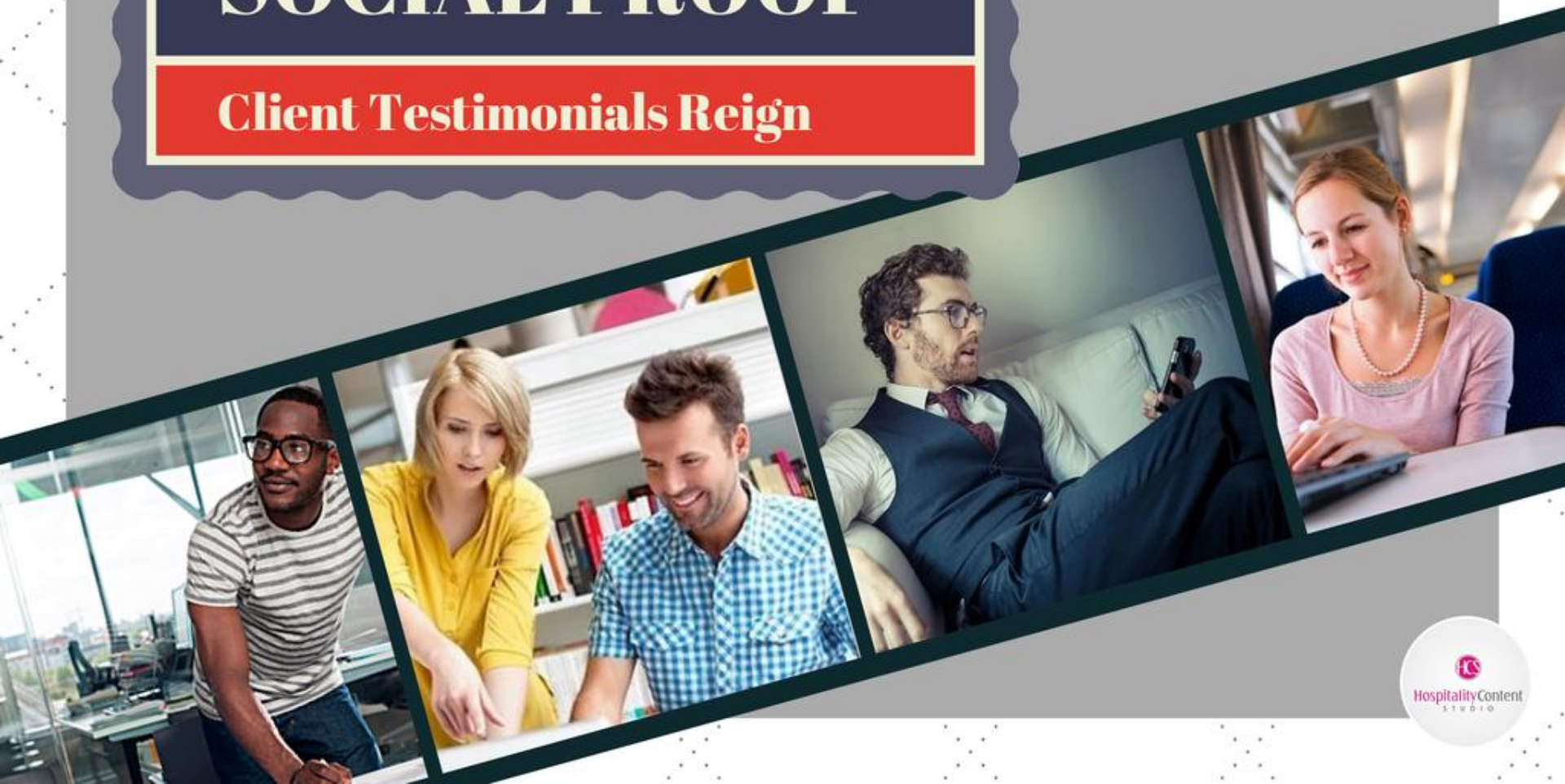
**Get real and personal  
with us.**

”



# SHOW SOCIAL PROOF

**Client Testimonials Reign**





## RECAP

- 1. Focus on the EXPERIENCE**
- 2. Use STORYTELLING, not hard sells**
- 3. Keep up with MARKETING TRENDS**
- 4. Market with SPUNK & CREATIVITY**
- 5. Assume we're looking at MORE THAN ONE SCREEN**
- 6. Clean up your WEB PRESENCE**
- 7. Aim for WORD OF MOUTH**
- 8. Be WORTHY OF A CONVERSATION, instead of going viral**
- 9. Be a SOCIAL CONCIERGE**
- 10. Monitor all of our REVIEWS**
- 11. Show your brand is CURRENT**
- 12. Give us SOMETHING TO BRAG ABOUT**
- 13. Be Brief. BE BRILLIANT. Be gone.**
- 14. Skip the FORMALITIES. Instead, be casual and authentic.**
- 15. Use SOCIAL PROOF and leverage your client testimonials**

**Pass It On**



# Hire Me to Tell Your Story



## ◀ For What?

Press Releases | Website Copy | Trade Articles  
| Blogs | Brochures | Sales Kits | Advertisements  
| Email Newsletters | Scripts | Destination  
Guides | Email Marketing | Slogans

## ▶ How?

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