

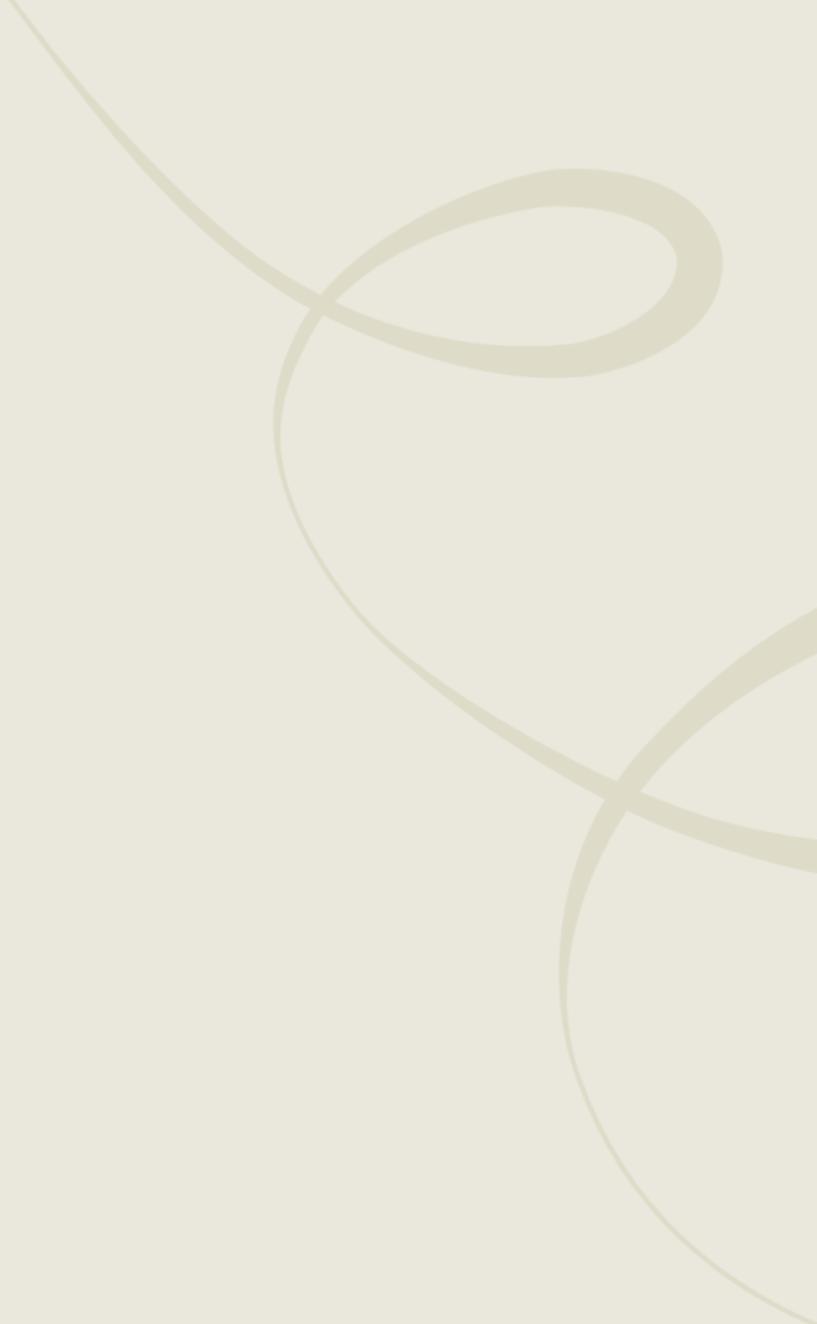
GEN Z TRAVELLERS

WHERE & WHEN ARE THEY SPENDING THEIR MONEY?

OCTOBER 2022

80 DAYS

HOTEL & TRAVEL MARKETING

- 
1. Why Gen Z?
 2. Who are Gen Z?
 3. Gen Z Booking Trends
 4. Marketing to Gen Z

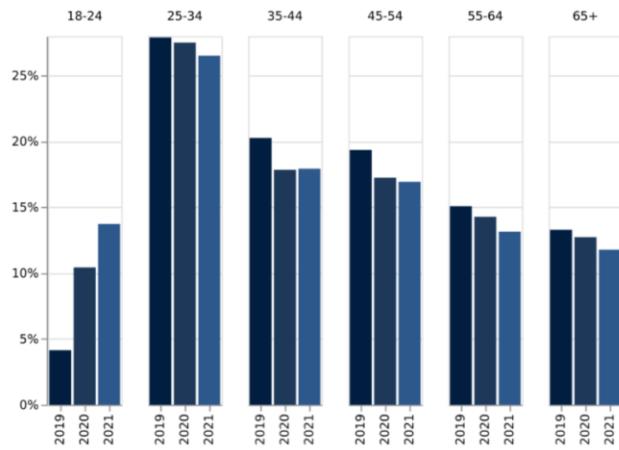
WHY GEN Z?

20% OF HOTELIERS REPORTED A
YOUNGER CUSTOMER BASE IN 2021

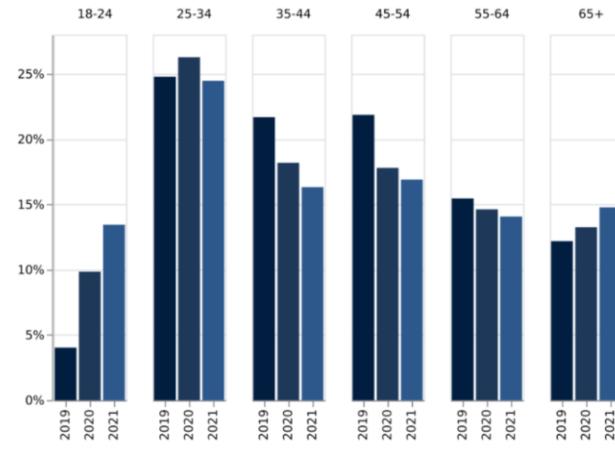
25% EXPECTED THAT TREND TO
CONTINUE INTO 2022

GEN Z & THE PANDEMIC

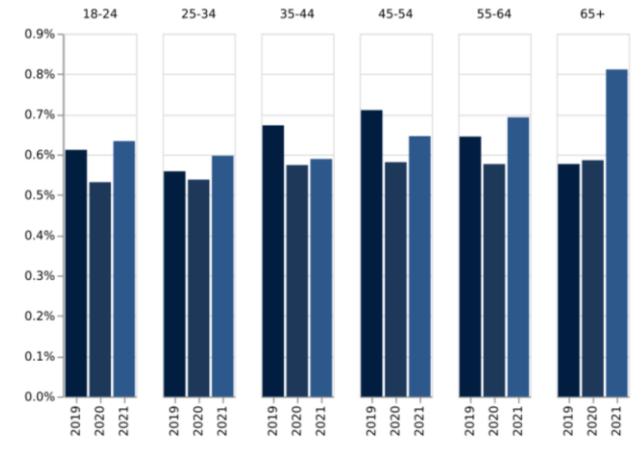
TRAFFIC



TRANSACTIONS

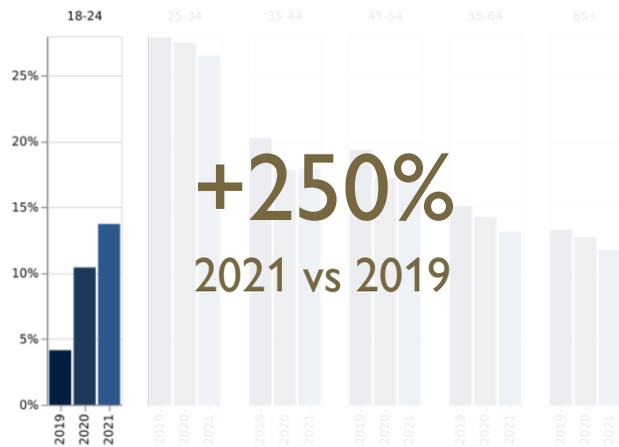


CONVERSION

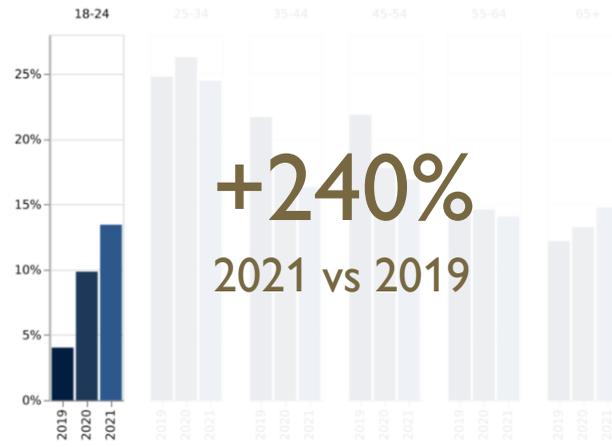


GEN Z & THE PANDEMIC

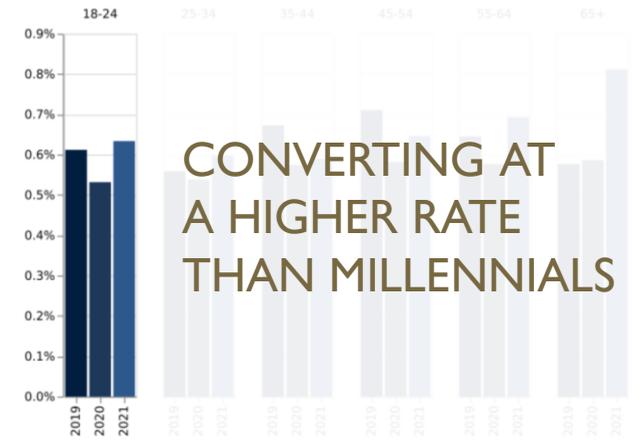
TRAFFIC



TRANSACTIONS

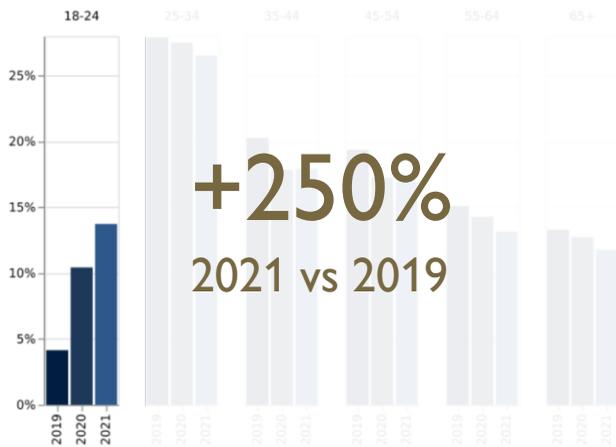


CONVERSION

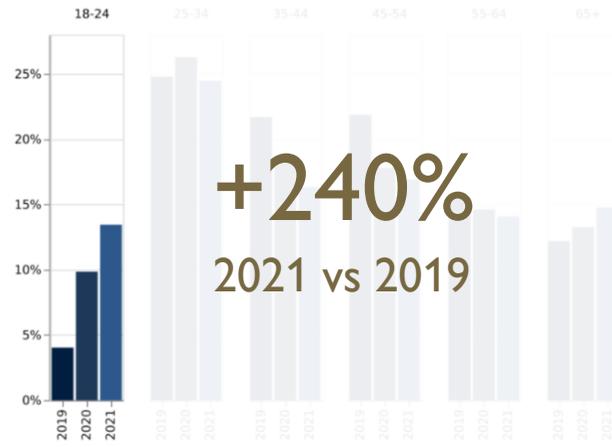


GEN Z & THE PANDEMIC

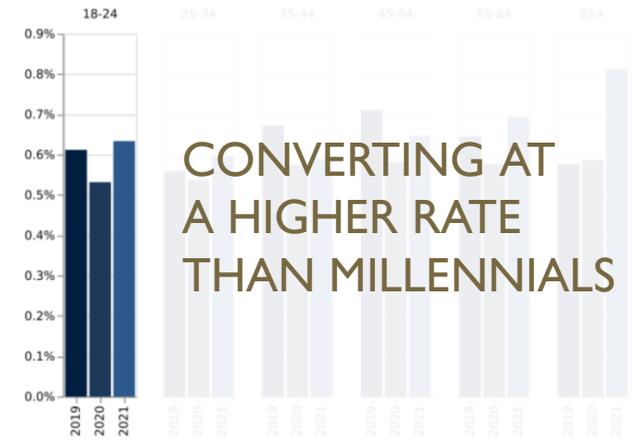
TRAFFIC



TRANSACTIONS



CONVERSION



HAS THAT MOMENTUM BEEN MAINTAINED?

WHO ARE GEN Z?

DIGITAL NATIVES

iGENERATION

ZOOMERS

INTERNET GENERATION

NET GEN

AGED 10 – 25 (BORN BETWEEN 1997 – 2012)



79% OF GEN Z SAY THEY 'CAN'T LIVE' WITHOUT THEIR SMARTPHONE



10.6

HOURS ON THEIR SMARTPHONE
EVERY. SINGLE. DAY.



**ON AVERAGE, GEN Z RECEIVE THEIR
FIRST SMARTPHONE AT 12**

MILLENNIALS RECEIVED THEIRS AT 17

GEN Z BOOKING TRENDS

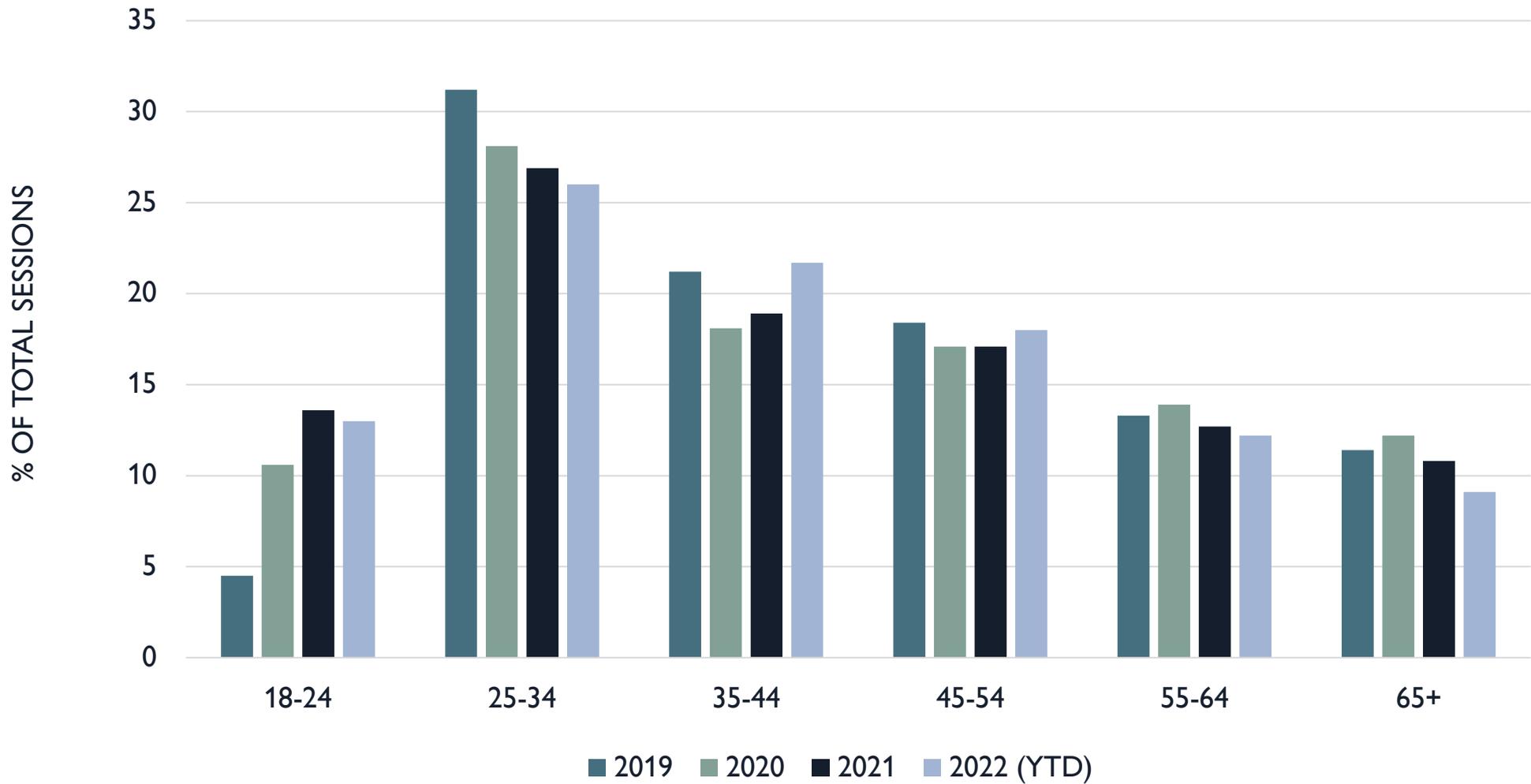
BEHIND THE DATA

- HOTEL BENCHMARK
- AGE DEMOGRAPHIC DATA FROM GOOGLE ANALYTICS (18 - 24)
- BASED ON THE DATA FROM NEARLY 200 HOTELS
- SAMPLED DATA – TYPICALLY 1/3 OF TRAFFIC
- A GOOD TREND INDICATOR

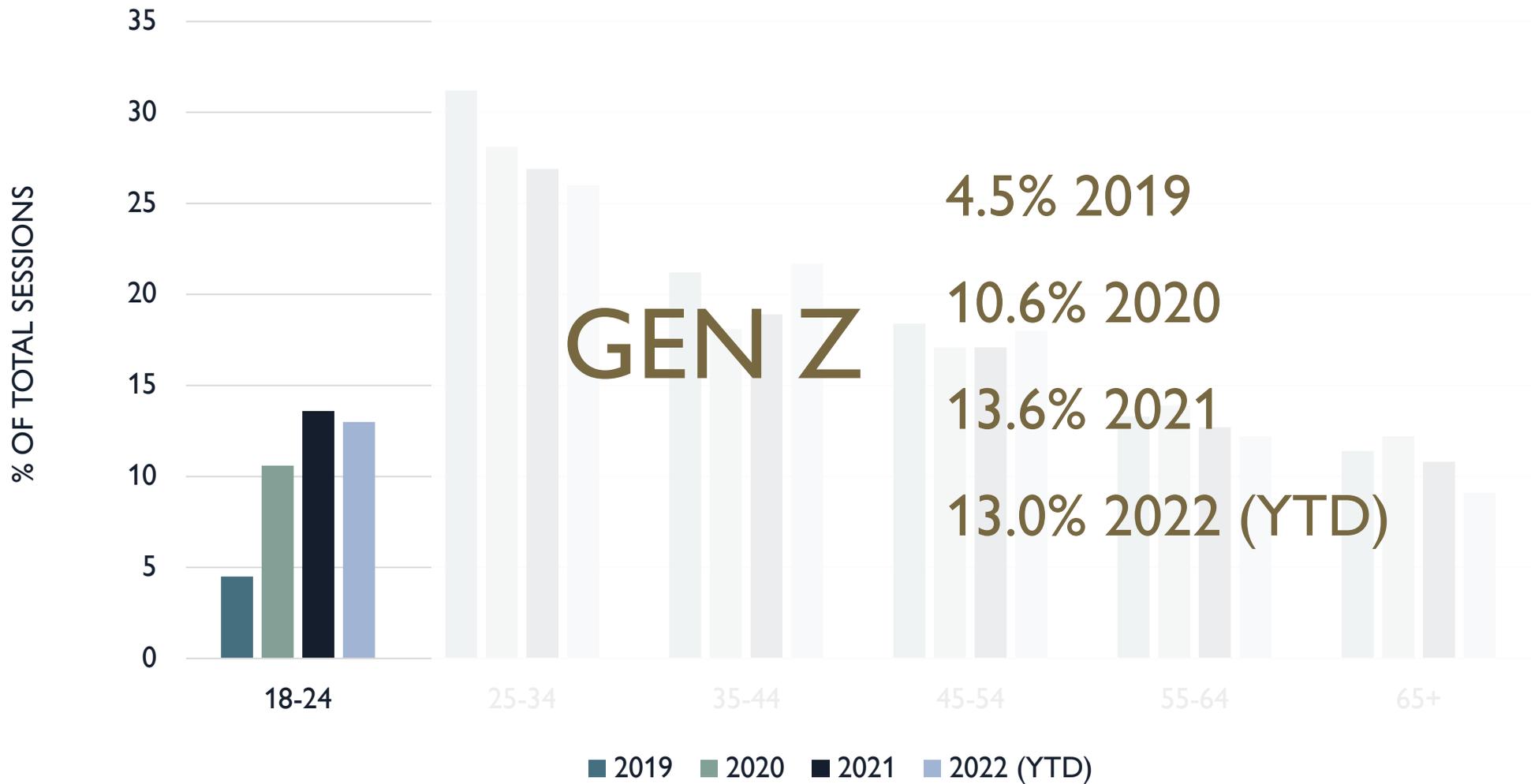
Analytics

TRAFFIC, TRANSACTIONS & CONVERSION

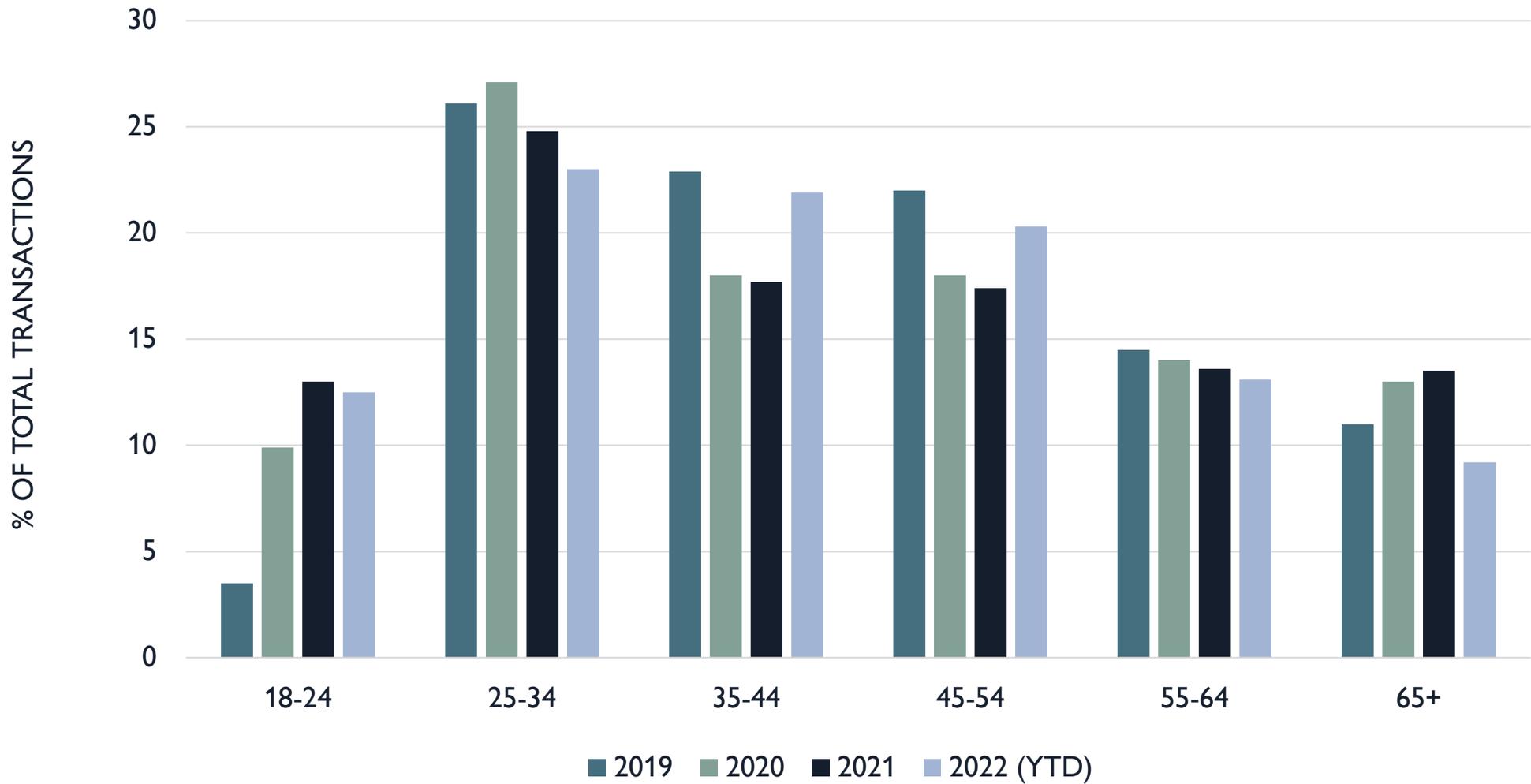
WEBSITE SESSIONS



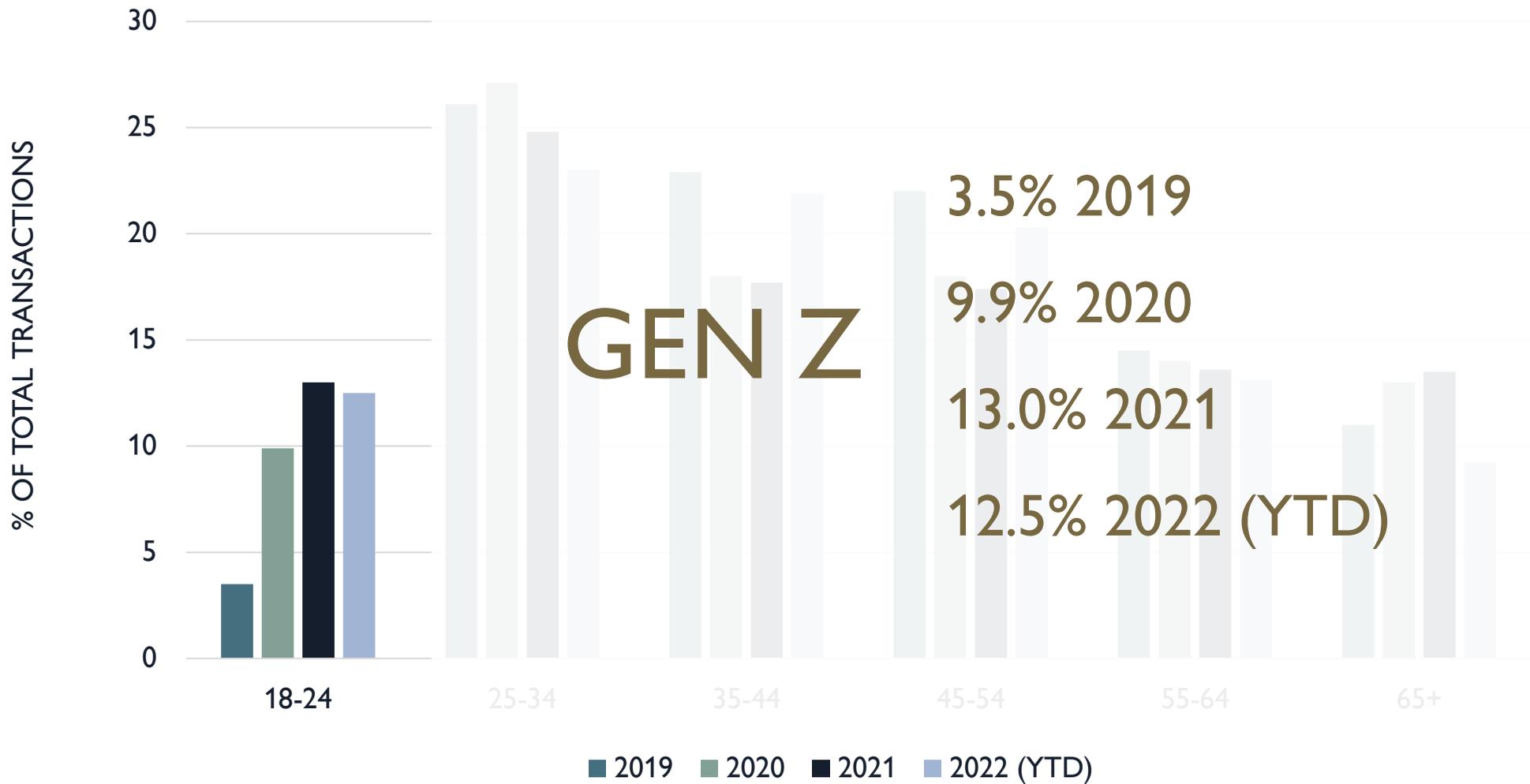
WEBSITE SESSIONS



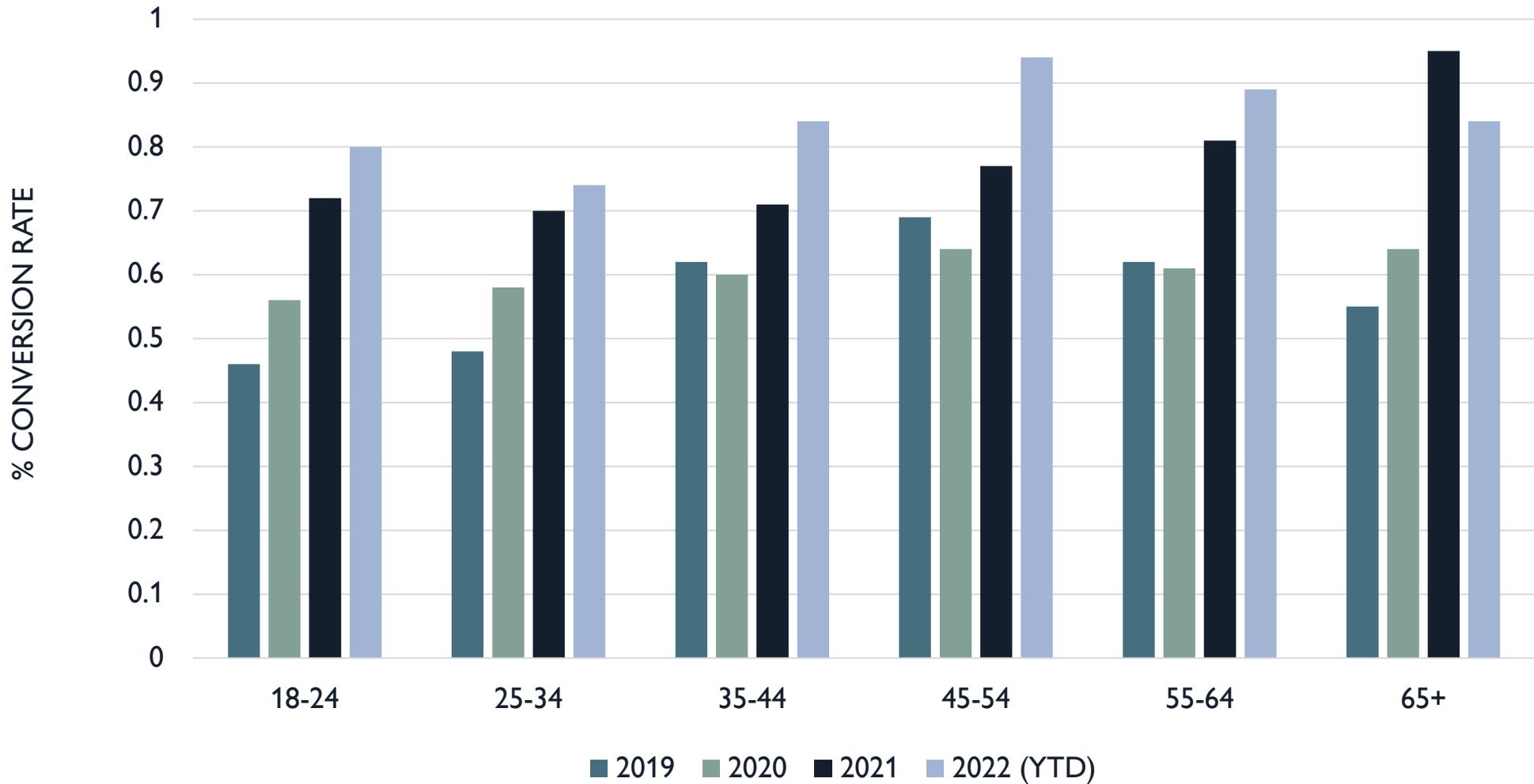
WEBSITE TRANSACTIONS



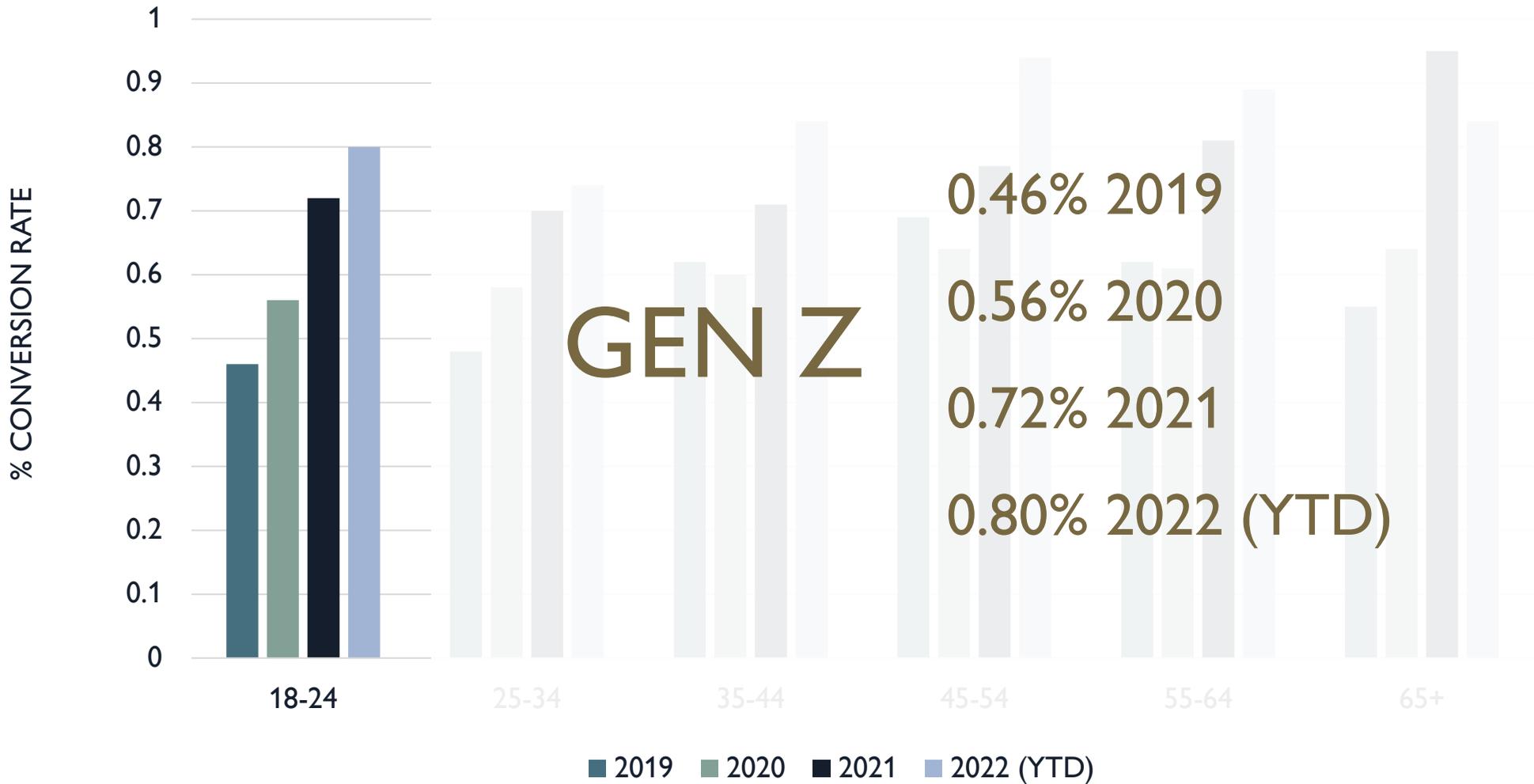
WEBSITE TRANSACTIONS



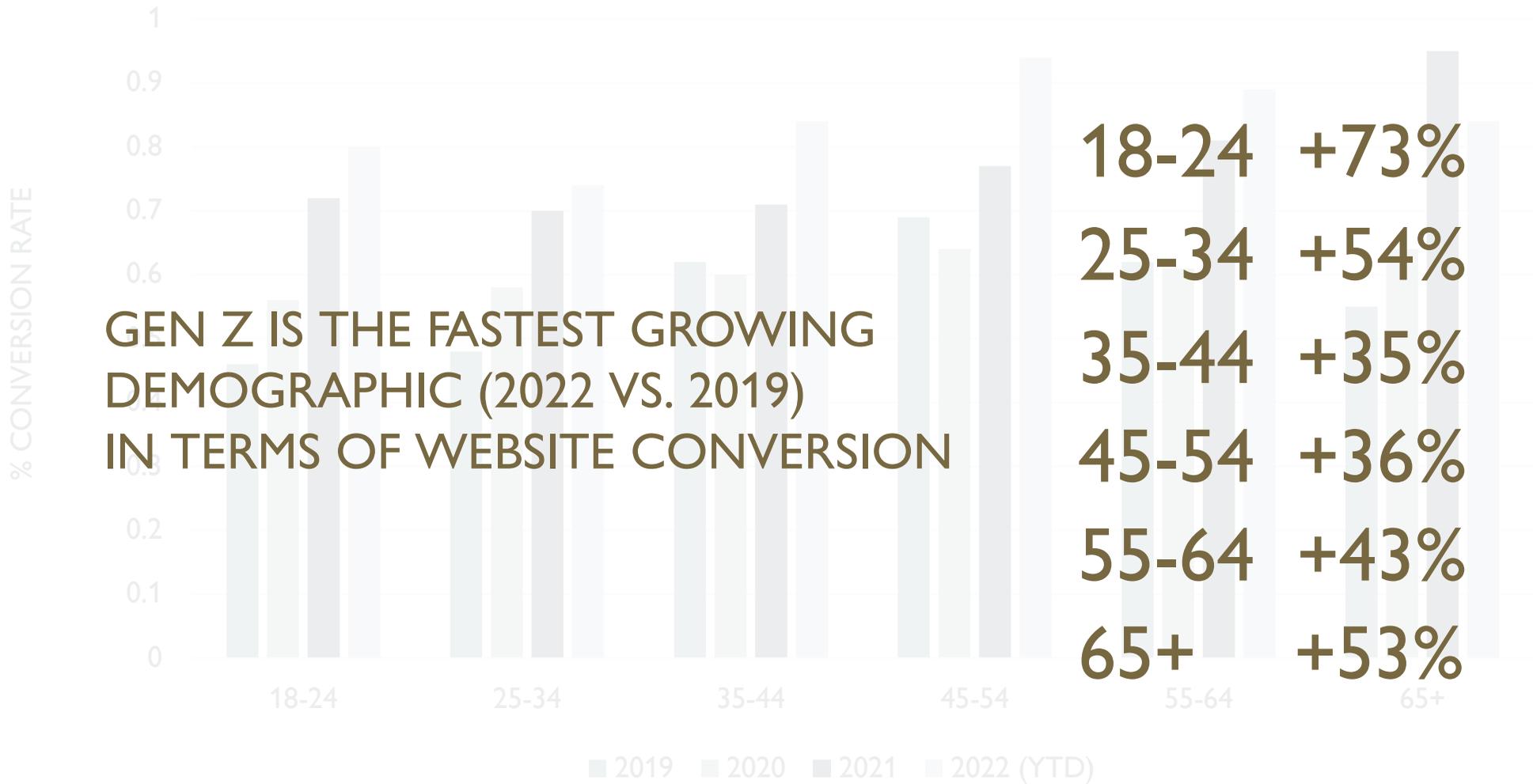
WEBSITE CONVERSION RATE



WEBSITE CONVERSION RATE



WEBSITE CONVERSION RATE



IN 2022

GEN Z

13.0%

OF SESSIONS

12.5%

OF TRANSACTIONS

0.80%

CONVERSION RATE

BY STAR RATING

BY STAR RATING – 2/3 STARS

AGE RANGE	TRAFFIC	TRANSACTIONS	CONVERSION RATE
18-24	12%	11%	0.88%
25-34	29%	30%	0.92%
35-44	25%	24%	0.85%
45-54	17%	17%	0.92%
55-64	10%	11%	0.96%
65+	7%	7%	0.92%

GEN Z ACCOUNT FOR:

- 4TH HIGHEST TRAFFIC
- 4TH HIGHEST TRANSACTIONS
- 3RD HIGHEST CONVERSION RATE

BY STAR RATING – 4 STARS

AGE RANGE	TRAFFIC	TRANSACTIONS	CONVERSION RATE
18-24	13%	13%	1.05%
25-34	24%	22%	0.93%
35-44	22%	22%	1.01%
45-54	18%	20%	1.11%
55-64	13%	13%	1.04%
65+	10%	10%	0.98%

GEN Z ACCOUNT FOR:

- 4TH HIGHEST TRAFFIC
- 3RD HIGHEST TRANSACTIONS
- 2ND HIGHEST CONVERSION RATE

BY STAR RATING – 5 STARS

AGE RANGE	TRAFFIC	TRANSACTIONS	CONVERSION RATE
18-24	14%	12%	0.56%
25-34	27%	24%	0.55%
35-44	22%	22%	0.64%
45-54	18%	21%	0.75%
55-64	11%	12%	0.71%
65+	8%	9%	0.66%

GEN Z ACCOUNT FOR:

- 4TH HIGHEST TRAFFIC
- 4TH HIGHEST TRANSACTIONS
- 5TH HIGHEST CONVERSION RATE

IN 2022

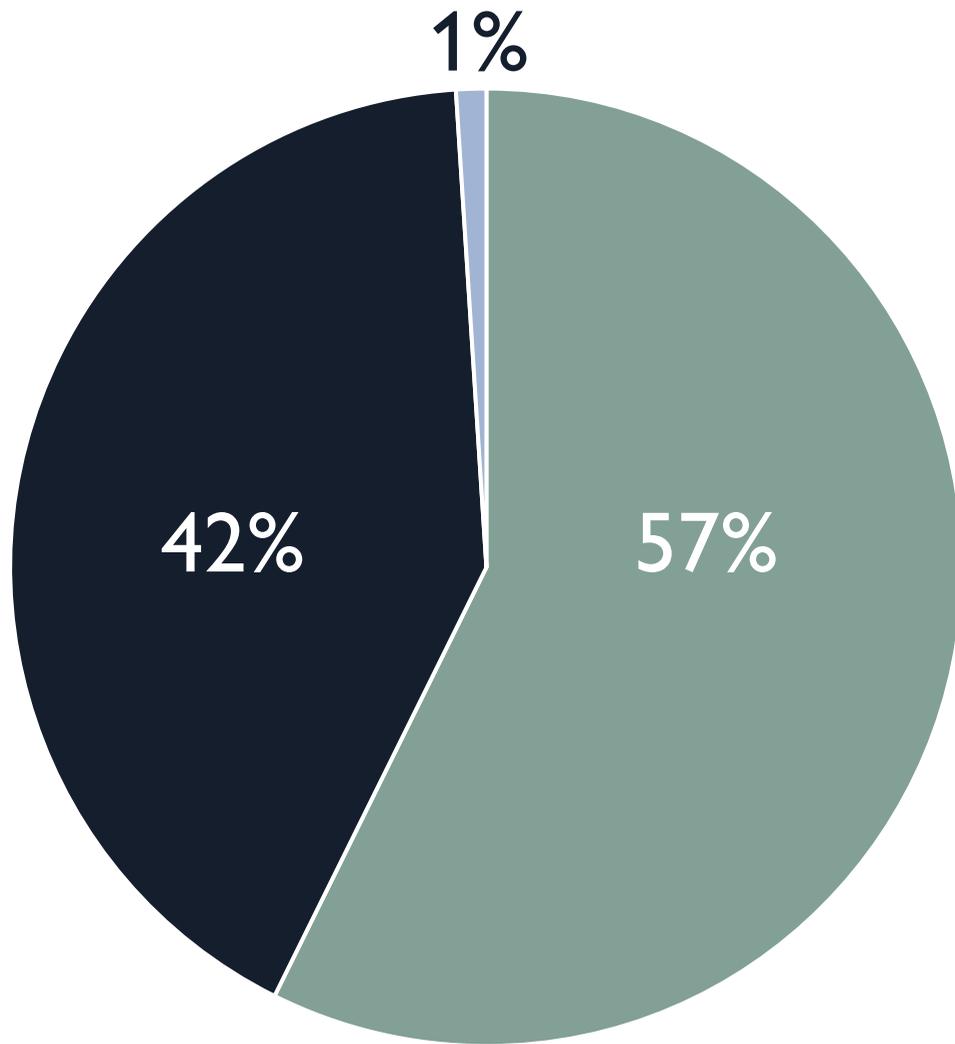
GEN Z

STAR RATING	TRAFFIC	TRANSACTIONS	CONVERSION RATE
2/3 STAR	12%	11%	0.88%
4 STAR	13%	13%	1.05%
5 STAR	14%	12%	0.56%

- APPEAR TO BE LESS PRICE SENSITIVE - BOOKING MORE 4-STAR THAN 2/3-STAR
- ARE MOST LIKELY TO CONVERT FOR 4-STAR PROPERTIES
- ACCOUNT FOR A HIGHER % OF TRAFFIC TO 5-STAR PROPERTIES THAN 45-54 AND 65+
- BUT ARE LESS LIKELY TO CONVERT FOR A 5-STAR PROPERTY

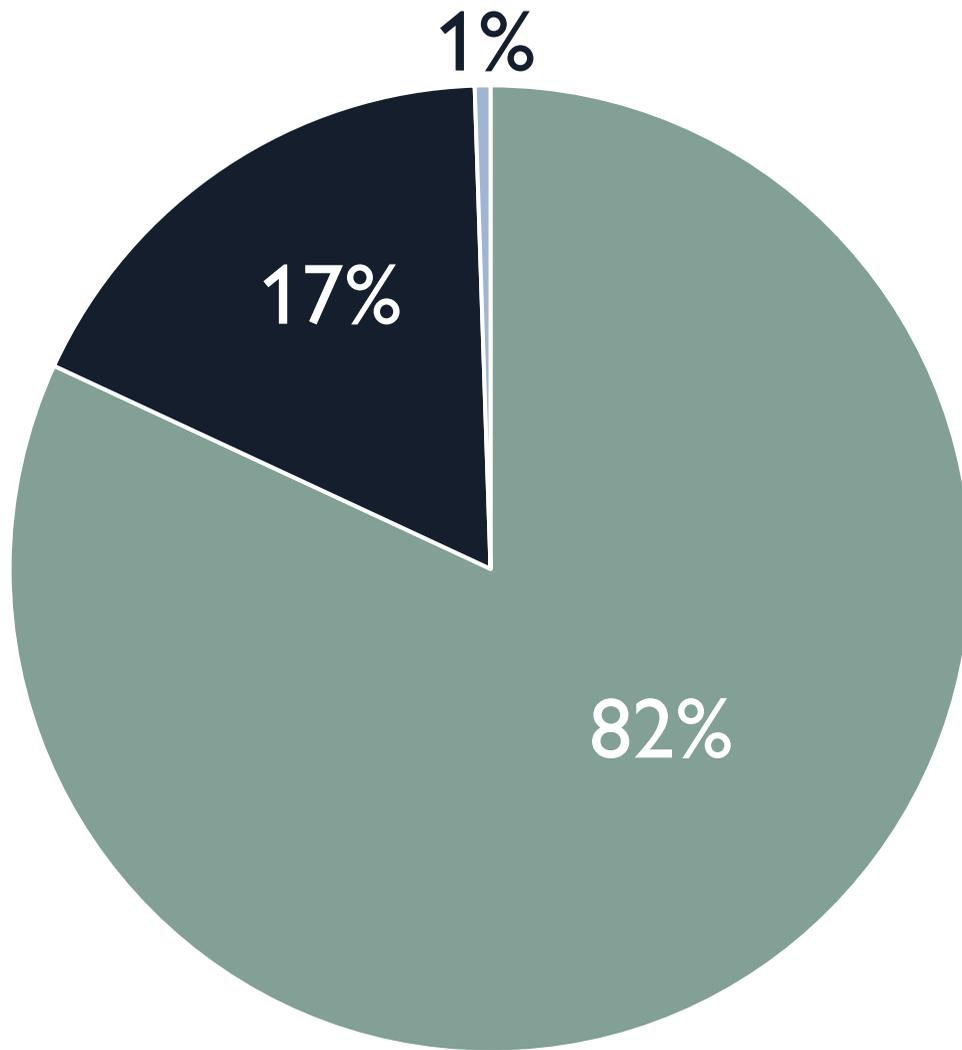
BY DEVICE

BY DEVICE - SESSIONS



	Desktop	Mobile	Tablet
18-24	57%	42%	1%
25-34	51%	48%	1%
35-44	48%	50%	2%
45-54	53%	43%	4%
55-64	49%	44%	8%
65+	49%	34%	17%

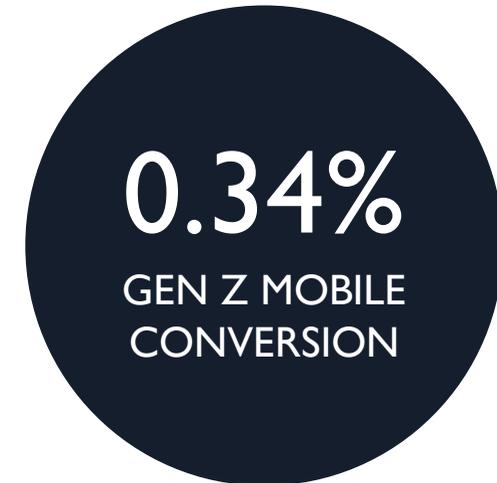
BY DEVICE - TRANSACTIONS



	Desktop	Mobile	Tablet
18-24	82%	17%	1%
25-34	78%	21%	1%
35-44	80%	19%	1%
45-54	86%	12%	2%
55-64	85%	12%	3%
65+	85%	9%	6%

BY DEVICE - CONVERSION RATE

	Desktop	Mobile	Tablet
18-24	1.14%	0.34%	0.41%
25-34	1.13%	0.33%	0.44%
35-44	1.39%	0.32%	0.47%
45-54	1.52%	0.26%	0.48%
55-64	1.55%	0.25%	0.33%
65+	1.46%	0.21%	0.31%



BY CHANNEL

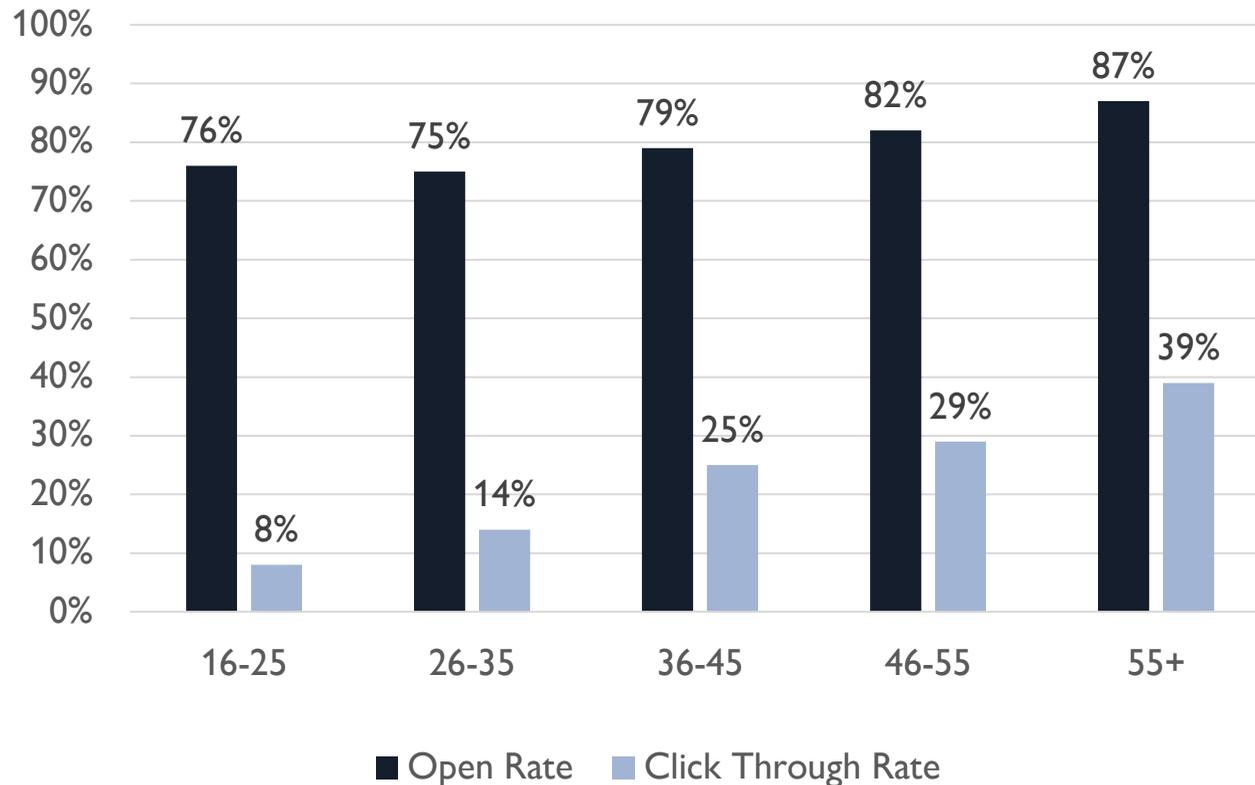
BY CHANNEL - ORGANIC & PPC

	ORGANIC			PPC		
	SESSIONS	TRANSACTIONS	CONVERSION	SESSIONS	TRANSACTIONS	CONVERSION
18-24	41.01%	39.71%	0.77%	19.88%	22.06%	0.88%
25-34	40.10%	40.06%	0.74%	21.44%	22.64%	0.78%
35-44	36.99%	39.35%	0.89%	21.88%	20.98%	0.80%
45-54	35.48%	37.76%	1.00%	22.48%	20.41%	0.85%
55-64	34.35%	37.71%	0.98%	23.40%	19.64%	0.75%
65+	33.96%	37.91%	0.94%	23.81%	20.66%	0.73%

BY CHANNEL - EMAIL & SOCIAL

	EMAIL			SOCIAL		
	SESSIONS	TRANSACTIONS	CONVERSION	SESSIONS	TRANSACTIONS	CONVERSION
18-24	0.97%	0.91%	0.75%	2.24%	0.46%	0.17%
25-34	0.83%	0.67%	0.60%	2.78%	0.42%	0.11%
35-44	1.05%	0.91%	0.73%	4.35%	0.36%	0.07%
45-54	1.27%	0.65%	0.48%	4.76%	0.39%	0.08%
55-64	1.53%	0.47%	0.28%	4.20%	0.44%	0.09%
65+	1.89%	0.65%	0.29%	3.70%	0.50%	0.11%

BY CHANNEL - EMAIL



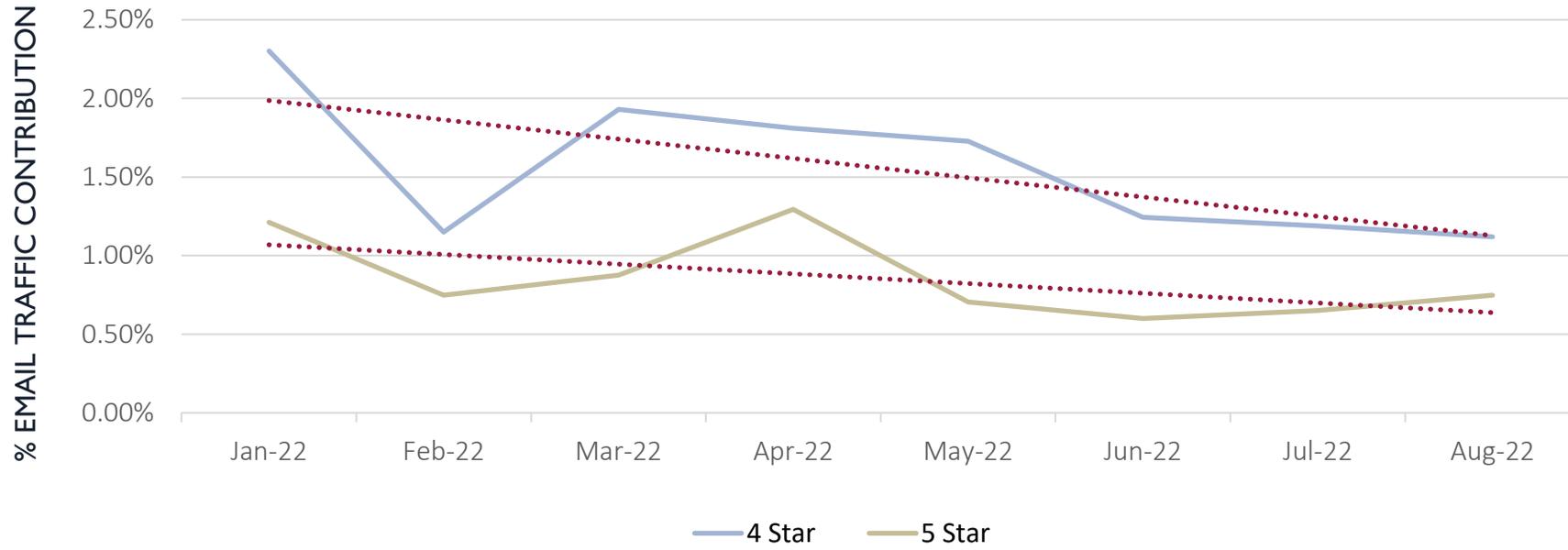
“Messaging and personalisation are clearly working well with the more mature demographics, but it would appear that there’s value in segmenting your database and refining your messaging to speak to the unique needs and wants of the younger demographics, like Gen Z”

JAMIE MCBRIDE
HEAD OF MARKETING

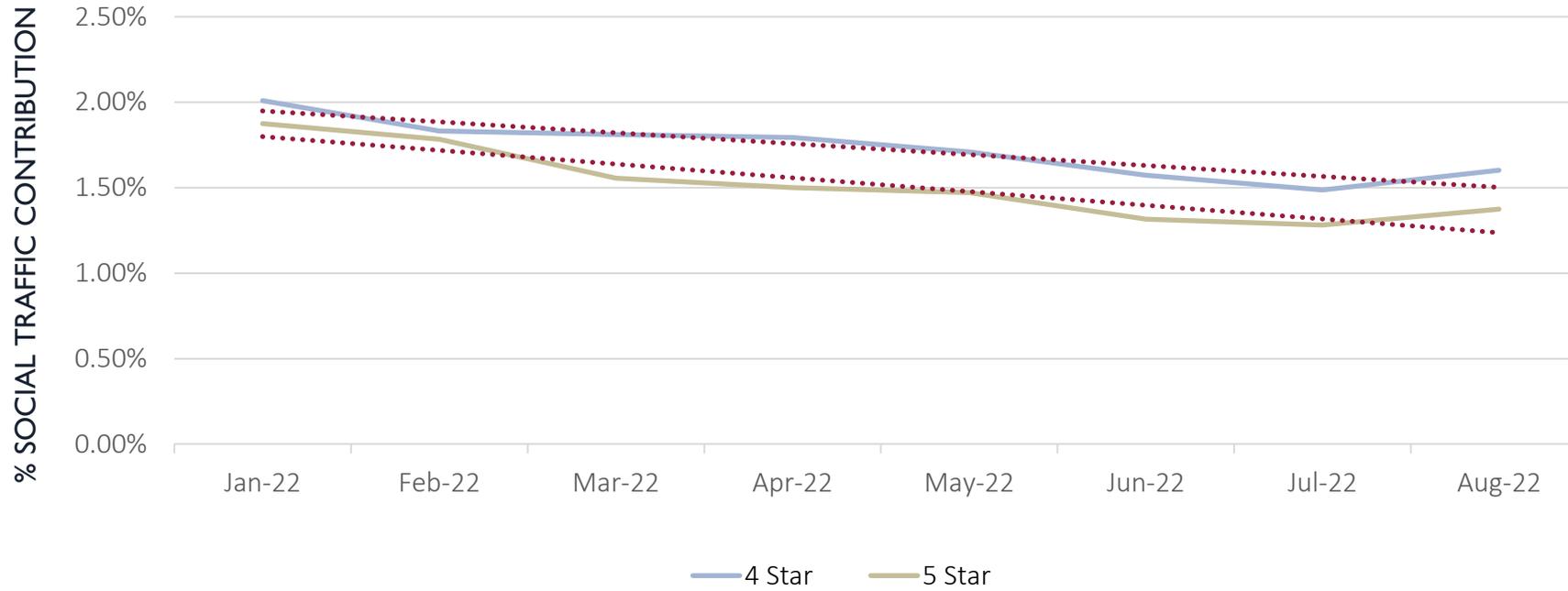
FOR-SIGHT

STAND 1221

EMAIL



SOCIAL

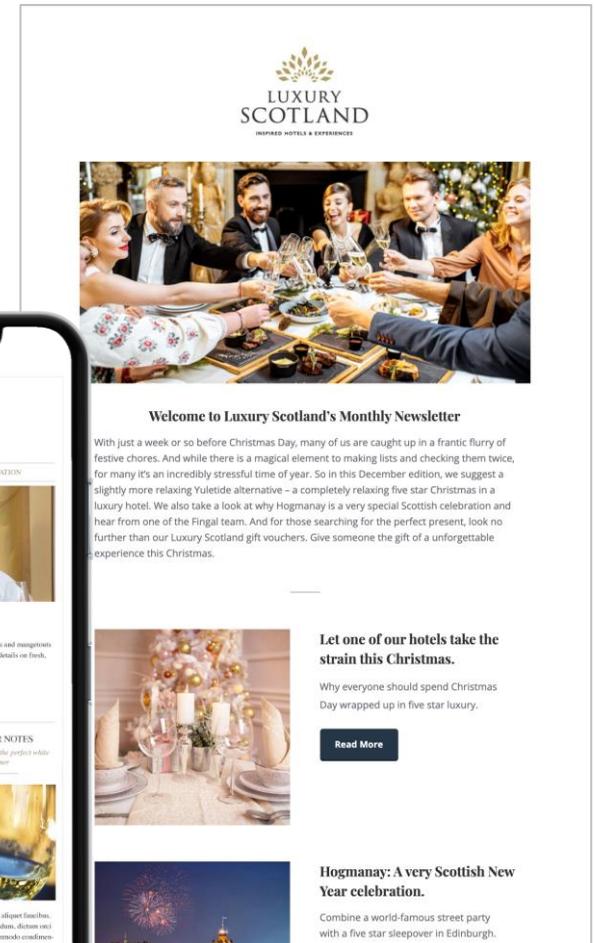
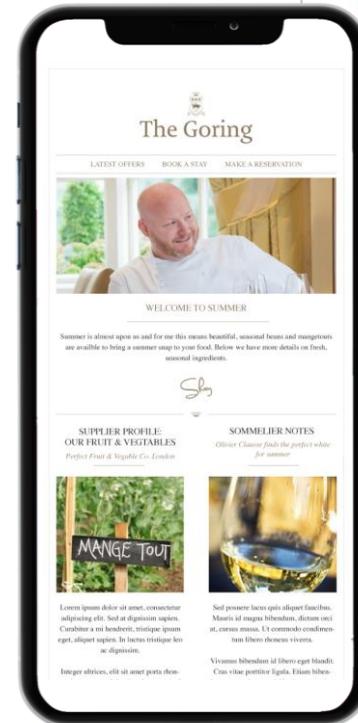


KEEP COMMUNICATING!

During the height of the pandemic in Spring 2020 we saw the average traffic to hotel websites drop by 84%.

However, those who continued to engage with their audiences saw a vastly reduced drop off, down between 40 and 55%.

The learning here is perhaps obvious: **continued communication with your audience is absolutely vital during challenging market conditions.**



MARKETING TO GEN Z



How do you do, fellow kids?



50%

**MORE LIKELY TO BUY WHEN A BRAND
DEMONSTRATES AN UNDERSTANDING
OF WHAT THEY NEED AND WANT**

SOURCE: SPROUT SOCIAL

How do you do, fellow kids?

IT STARTS WITH KNOWING YOUR
AUDIENCE...

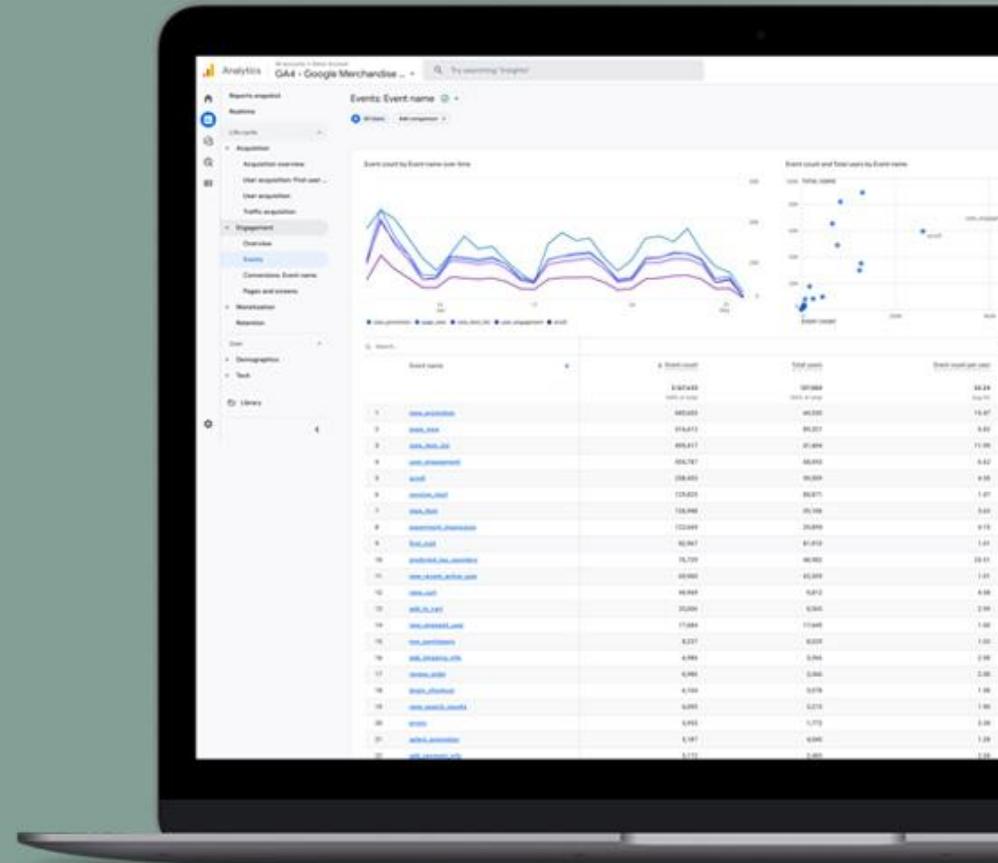
WELCOME TO THE 'NEW FRONTIER'

- A FIRST PARTY FUTURE
- AUDIT YOUR DATA COLLECTION
- ENSURE GDPR COMPLIANCY
- AUDIT YOUR SYSTEMS
- PLAN AHEAD
- SET UP GOOGLE ANALYTICS 4, YESTERDAY

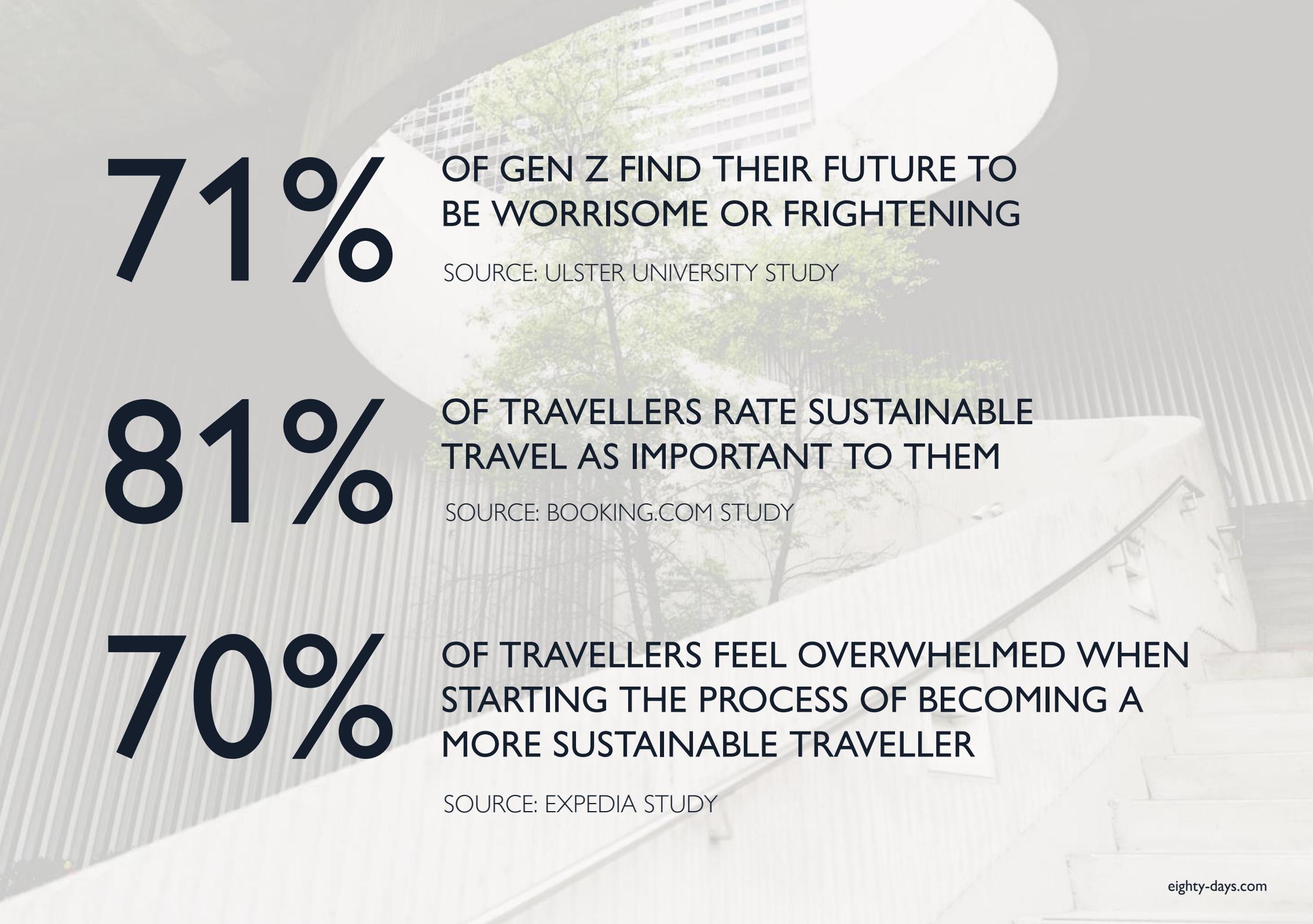
GOOGLE ANALYTICS 4



A HOTELIER'S GUIDE TO GA4
eighty-days.com/blog



SUSTAINABILITY



71%

**OF GEN Z FIND THEIR FUTURE TO
BE WORRISOME OR FRIGHTENING**

SOURCE: ULSTER UNIVERSITY STUDY

81%

**OF TRAVELLERS RATE SUSTAINABLE
TRAVEL AS IMPORTANT TO THEM**

SOURCE: BOOKING.COM STUDY

70%

**OF TRAVELLERS FEEL OVERWHELMED WHEN
STARTING THE PROCESS OF BECOMING A
MORE SUSTAINABLE TRAVELLER**

SOURCE: EXPEDIA STUDY

SUSTAINABILITY ACCREDITATION



 Greener choice - 29% less CO₂ [Less info](#)

 This flight emits **29% less CO₂** than the average for your search

Greener flights are calculated based on **aircraft type, capacity and number of stops**

[Learn more](#)



 Hotel Sustainability Basics



STAND-OUT SUSTAINABILITY



Travel

Explore

Things to do

Flights

Hotels

Holiday rentals

All filters

Under £100

4+ rating

4- or 5-star

Spa

Pool

Price

The Waldorf Hilton, London £263

4.3 ★ (2,764) · Excellent location · Eco-certif...

4-star hotel

Free Wi-Fi

Air conditioning

Breakfast (\$)

Indoor pool

Fitness centre

View prices

DUKES LONDON £336

4.5 ★ (816)

5-star hotel

Free Wi-Fi

Pet-friendly

Free breakfast

Air conditioning

Fitness centre

You've searched for this hotel before

View prices

The Marylebone Hotel £360

4.4 ★ (790)

5-star hotel

Free Wi-Fi

Hot tub

Breakfast (\$)

Indoor pool

Air conditioning

You've searched for this hotel before

View prices

MANAGE YOUR GOOGLE LISTINGS

The Waldorf Hilton, London

4-star hotel • Eco-certified

Aldwych, London WC2B 4DD • 020 7836 2400

£393

12-13 Jun

Website

Directions

Save

Share

Book a room

4.3 Very good | 2,774 reviews

Refined rooms in a landmark 1908 hotel, plus a grand restaurant, 2 elegant bars and an indoor pool.

Eco certifications

Green Globe

Water conservation

Water-efficient taps, toilets and showers

Towel and linen reuse programme

Sustainable sourcing

Responsible purchasing policy

Vegetarian meals

Energy efficiency

Energy conservation programme

Energy-efficient heating and cooling systems

Energy-efficient lighting

Electric vehicle charging stations

Waste reduction

Recycling programme

Food waste reduction programme

Donates excess food

Soap donation programme

No single-use plastic straws

Energy Efficiency	Response	Comments
Energy conservation programme		
Energy use audited by an independent organisation		
Energy from carbon-free sources		
Energy-efficient heating and cooling systems		
Energy-efficient lighting		
Energy-saving thermostats		
Water Conservation	Response	
Water use audited by an independent organisation		
Water-efficient taps		
Water-efficient toilets		
Water-efficient showers		
Towel reuse programme		
Linen reuse programme		
Waste Reduction	Response	
Recycling programme		
Food waste reduction programme		
Donates excess food		
Composts excess food		
Soap donation programme		
Toiletry donation programme		
Safely handles hazardous substances		
Safely disposes of electronics		
Safely disposes of batteries		
Safely disposes of lightbulbs		
Refillable toiletry containers		
Water bottle filling stations		
Compostable food containers and cutlery		
polystyrene food containers		
single-use plastic water bottles		
single-use plastic straws		
Sustainable Sourcing	Response	
Responsible purchasing policy		
Organic food and beverages		
Locally sourced food and beverages		
Responsibly sourced seafood		
Organic cage-free eggs		
Vegetarian meals		
Vegan meals		
Eco-friendly toiletries		

VIBRANT VISUALS

81%

**OF GEN Z SAY INSTAGRAM & YOUTUBE
ARE THEIR PREFERRED SOCIAL NETWORKS**

SOURCE: SPROUT SOCIAL

35%

**OF GEN Z & MILLENNIALS WANT TO SEE
BRANDS USING TIKTOK MORE**

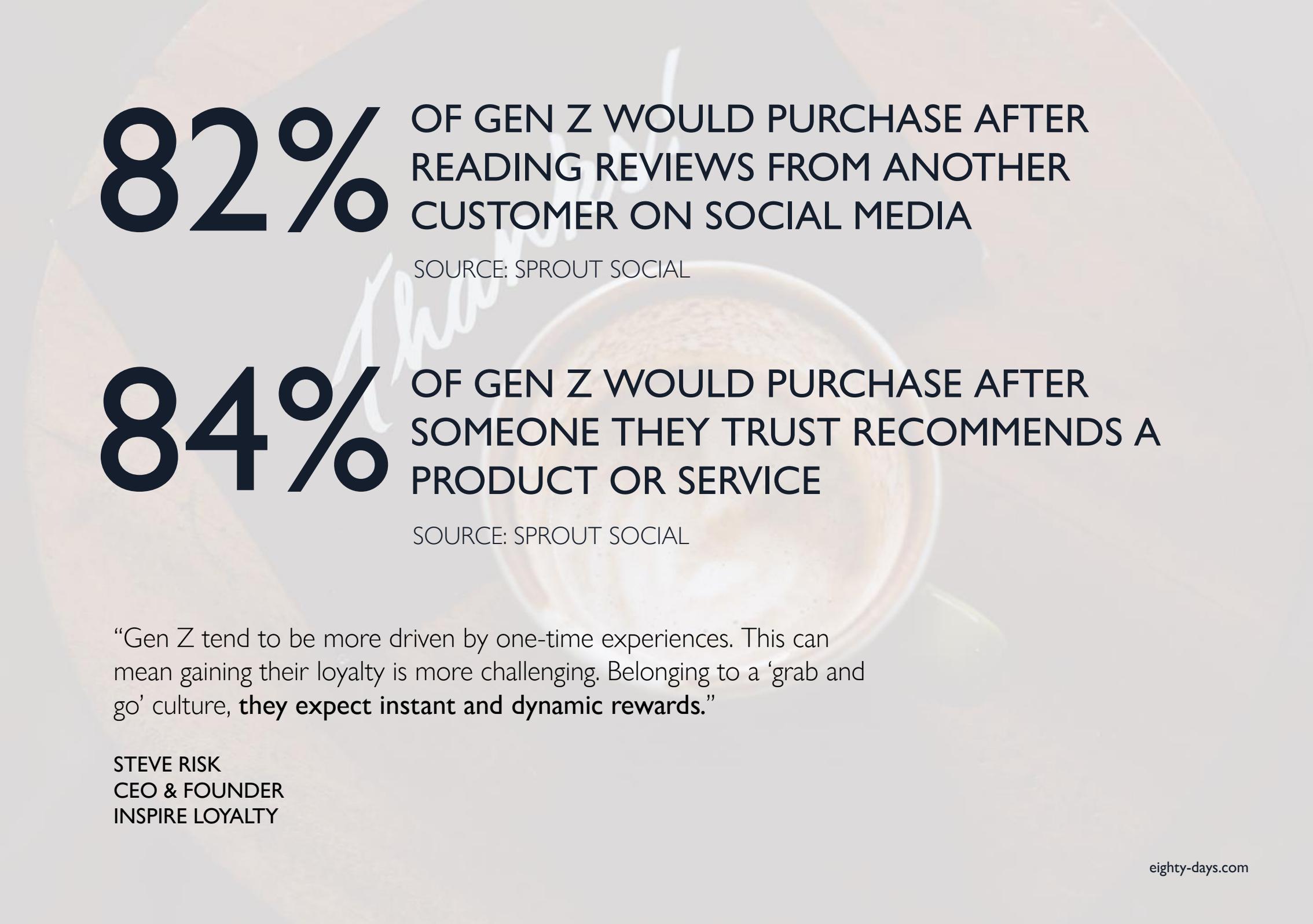
SOURCE: SPROUT SOCIAL

59%

**WATCH LONGER VERSIONS OF VIDEOS THAT
THEY DISCOVER ON SHORT-FORM VIDEO APPS**

SOURCE: GOOGLE

INFLUENCE & LOYALTY



82% OF GEN Z WOULD PURCHASE AFTER
READING REVIEWS FROM ANOTHER
CUSTOMER ON SOCIAL MEDIA

SOURCE: SPROUT SOCIAL

84% OF GEN Z WOULD PURCHASE AFTER
SOMEONE THEY TRUST RECOMMENDS A
PRODUCT OR SERVICE

SOURCE: SPROUT SOCIAL

“Gen Z tend to be more driven by one-time experiences. This can mean gaining their loyalty is more challenging. Belonging to a ‘grab and go’ culture, **they expect instant and dynamic rewards.**”

STEVE RISK
CEO & FOUNDER
INSPIRE LOYALTY

METAVVERSE & NFT'S



60%

OF METAVERSE USERS ARE GEN Z

SOURCE: DELOITTE STUDY

64%

OF ALL CONSUMERS HAVE PURCHASED A
VIRTUAL PRODUCT OR ENJOYED A VIRTUAL
EXPERIENCE IN THE LAST 12 MONTHS

SOURCE: ACCENTURE SURVEY



Citizen M Hotels aim to become the first hotel group to build a hotel in the metaverse, with the purchase of a site in the Sandbox. They also plan to sell NFT's (Non-Fungible Tokens) and owners will directly impact the group's real-world expansion plans.



1. Why should we enter the metaverse?
2. What business objectives do we hope to achieve by operating in the metaverse?
3. What value can we bring our guests in the metaverse?
4. Are our guests in the metaverse already?
5. Is this about driving revenue, awareness or both?
6. How can we maintain a brand consistency and uphold our brand values in the metaverse?



A HOTELIER'S GUIDE TO THE METAVERSE

eighty-days.com/blog

HOTEL BENCHMARK

The comprehensive analytics solution for hotels

Audit, Set-Up, Benchmark and Report. Join Hotel Benchmark below or view our [analytics products](#).

Join for free at hotelbenchmarking.com



QUESTIONS?

sam.weston@eighty-days.com

www.eighty-days.com

80 DAYS

HOTEL & TRAVEL MARKETING