



Selling Travel to Millennials

Presented by:
Charlie Funk
Co-owner, Just Cruisin' Plus
SI Nashville

Each generation identifies itself
with unique cultural images



Each generation identifies itself with unique cultural images



Birth Years for Millenials (Gen Y)y

- Generation Y (Millennials/Internet)



Four Generations: One Opportunity

- Generation Y (Millennials/Internet)
 - Born about 1981 to 2002 - 2004



Knowing Your Customer



Knowing Your Customer



- Has taken on a greater meaning



Knowing Your Customer



- Has taken on a greater meaning
- Today you will learn:



Knowing Your Customer



- Has taken on a greater meaning
- Today you will learn:
 - Characteristics of Millennials



Knowing Your Customer



- Has taken on a greater meaning
- Today you will learn:
 - Characteristics of Millennials
 - How they buy



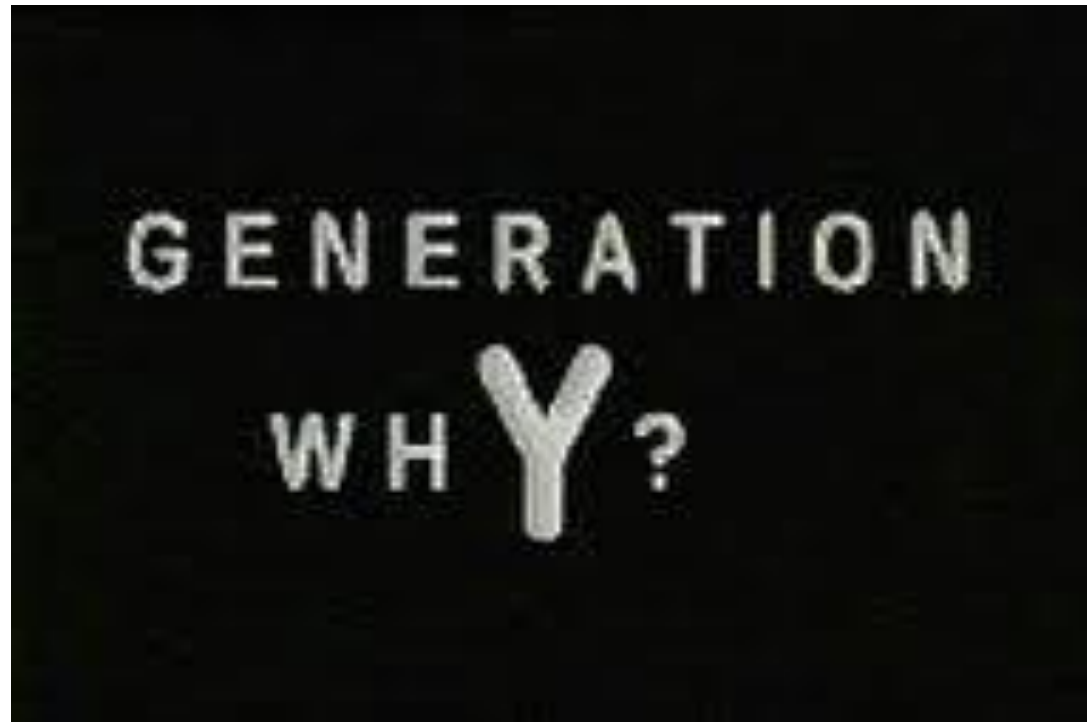
Knowing Your Customer



- Has taken on a greater meaning
- Today you will learn:
 - Characteristics of Millennials
 - How they buy
 - How to sell to them



Key Generational Characteristics



GENERATION
WHY?

Gen Ys (Millennials/Internet)



GENERATION
WHY?

Gen Ys (Millennials/Internet)



- Ages 12-33



GENERATION
WHY?

Gen Ys (Millennials/Internet)



- Ages 12-33
- Informal



GENERATION
WHY?

Gen Ys (Millennials/Internet)

- Ages 12-31
- Informal
- Collaborative



GENERATION
WHY?

Gen Ys (Millennials/Internet)

- Ages 12-31
- Informal
- Collaborative
- Frank



GENERATION
WHY?

Gen Ys (Millennials/Internet)

- Ages 12-33
- Informal
- Collaborative
- Frank
- 24/7 feedback



GENERATION
WHY?

Gen Ys (Millennials/Internet)

- Ages 12-33
- Informal
- Collaborative
- Frank
- 24/7 feedback
- Data solves problems



GENERATION
WHY?

Gen Ys (Millennials/Internet)

- Ages 12-33
- Informal
- Collaborative
- Frank
- 24/7 feedback
- Data solves problems
- Access to info



GENERATION
WHY?

Gen Ys (Millennials/Internet)

- Ages 12-33
- Informal
- Collaborative
- Frank
- 24/7 feedback
- Data solves problems
- Access to info
- Largest population



GENERATION
WHY?

Gen Ys (Millennials/Internet)



- Hopeful



GENERATION
WHY?

Gen Ys (Millennials/Internet)



- Hopeful
- Public activism



Gen Ys (Millennials/Internet)



- Hopeful
- Public activism
- Dislike anything slow



Gen Ys (Millennials/Internet)



- Hopeful
- Public activism
- Dislike anything slow
- Digital Adaptives/Natives



Gen Ys (Millennials/Internet)



- Technology is an expectation, not an extra



Gen Ys (Millennials/Internet)



- Technology is an expectation, not an extra
 - Are very media savvy



Gen Ys (Millennials/Internet)



- Technology is an expectation, not an extra
 - Are very media savvy
 - Will go on-line for travel information before they will look in a printed brochure



Gen Ys (Millennials/Internet)



- Technology is an expectation, not an extra
 - Are very media savvy
 - Will go on-line for travel information before they will look in a printed brochure
- Rapid change IS their way of life



Gen Ys (Millennials/Internet)



- Defining Events
 - Experienced the Gulf War and 9/11 through the realism of TV



Gen Ys (Millennials/Internet)



- Defining Events
 - The fall of the Berlin Wall



Gen Ys (Millennials/Internet)



- Defining Events
 - Soccer moms and Helicopter parents



Gen Ys (Millennials/Internet)



- Defining Events
 - The birth of the Web



Gen Ys (Millennials/Internet)



- Defining Events
 - Nickelodeon



Gen Ys (Millennials/Internet)



- Defining Events
 - The dotcom boom and bust



Gen Ys (Millennials/Internet)



- Defining Events
 - Monica Lewinsky



GENERATION
WHY?

Gen Ys (Millennials/Internet)



- Generational Campaigns

Gen Ys (Millennials/Internet)

- Generational Campaigns
 - Old Navy
 - Retro TV parodies



Gen Ys (Millennials/Internet)



- Generational Campaigns
 - Old Navy
 - Retro TV parodies
 - Mountain Dew soda
 - Do the Dew



Gen Ys (Millennials/Internet)



- Feel that preceding generations have made huge mistakes



Gen Ys (Millennials/Internet)



- Feel that preceding generations have made huge mistakes
 - Think Boomers and Gen Xs held a party and then left the mess for the Gen Ys to clean up



GENERATION
WHY?

Gen Ys (Millennials/Internet)



Gen Ys (Millennials/Internet)



- Believe they have more educational opportunity than their parents



Gen Ys (Millennials/Internet)



- Believe they have more educational opportunity than their parents
 - Also believe that educational institutions are not doing an adequate job



Gen Ys (Millennials/Internet)



- Believe they have more educational opportunity than their parents
 - Also believe that educational institutions are not doing an adequate job
- Optimistic



Gen Ys (Millennials/Internet)



- Believe they have more educational opportunity than their parents
 - Also believe that educational institutions are not doing an adequate job
- Optimistic
- Programmed – well cared for



GENERATION
WHY?

Gen Ys (Millennials/Internet)



- Strong sense of individuality



Gen Ys (Millennials/Internet)



- Strong sense of individuality
- Instant gratification



Gen Ys (Millennials/Internet)



- Strong sense of individuality
- Instant gratification
- Busy and stressed



Gen Ys (Millennials/Internet)



- Strong sense of individuality
- Instant gratification
- Busy and stressed
- Raised as their parent's friends



Gen Ys (Millennials/Internet)



- Strong sense of individuality
- Instant gratification
- Busy and stressed
- Raised as their parent's friends
- Future is very short term



Gen Ys (Millennials/Internet)



- Strong sense of individuality
- Instant gratification
- Busy and stressed
- Like Gen Xs, raised as their parent's friends
- Future is very short term
- Huge goals



Gen Ys (Millennials/Internet)



- Strong sense of individuality
- Instant gratification
- Busy and stressed
- Raised as their parent's friends
- Future is very short term
- Huge goals
 - Clueless on the execution



GENERATION
WHY?

Gen Ys (Millennials/Internet)



- Core Values



Gen Ys (Millennials/Internet)



- Core Values
 - Optimists much like Boomers



Gen Ys (Millennials/Internet)



- Core Values
 - Optimists much like Boomers
 - Goal and marriage oriented



Gen Ys (Millennials/Internet)



- Core Values

- Optimists much like Boomers
- Goal and marriage oriented

- Focused on their own plan for their future



Gen Ys (Millennials/Internet)



- Core Values

- Optimists much like Boomers
- Goal and marriage oriented
 - Focused on their own plan for their future
- Admire their parents, but trust their grandparents even more



Gen Ys (Millennials/Internet)



- Core Values

- Optimists much like Boomers
- Goal and marriage oriented
 - Focused on their own plan for their future
- Admire their parents, but trust their grandparents even more
- Most are color-blind when they relate to other people



Gen Ys (Millennials/Internet)



- Core Values
 - Street smarts that previous generations do not have, and it comes at a fairly early age



Gen Ys (Millennials/Internet)



- Core Values

- Street smarts that previous generations do not have, and it comes at a fairly early age
- Have grown up in the computer age and many cannot remember a home without this technology



Gen Ys (Millennials/Internet)



- Core Values
 - Achievement oriented,



Gen Ys (Millennials/Internet)



- Core Values
 - Achievement oriented, they are also strong believers in civic duty



Gen Ys (Millennials/Internet)



- Core Values

- Achievement oriented, they are also strong believers in civic duty
- Flexibility is learned early since many come from divorced families that shared parenting at separate homes



How do different generations buy?



How do different generations buy?



- Age plays a critical role in customer buying decisions



How do different generations buy?



- Age plays a critical role in customer buying decisions
 - Has as much impact on buying decisions as income and education



How do these generations buy?



- Millennials will
 - Buy online



How do these generations buy?



- Millennials will
 - Buy online
 - From a source they do not know



How do these generations buy?



- Millennials will
 - Buy online
 - From a source they do not know
 - Will never talk with



How do these generations buy?



- Millennials will
 - Buy online
 - From a source they do not know
 - Will never talk with
 - Will do it on a Sunday at 2 a.m.



How do we sell to them?



How do we sell to them?



- Travel agents tend to sell the same way we like to buy

How do we sell to them?



- Travel agents tend to sell the same way we like to buy
 - One-size fits all approach can be a complete turn-off to someone not in your generation



How do we sell to them?



- Travel agents tend to sell the same way we like to buy
 - One-size fits all approach can be a complete turn-off to someone not in your generation
 - Be cautious selling to others counting solely on tactics that work well within your OWN generation



How do we sell to them?



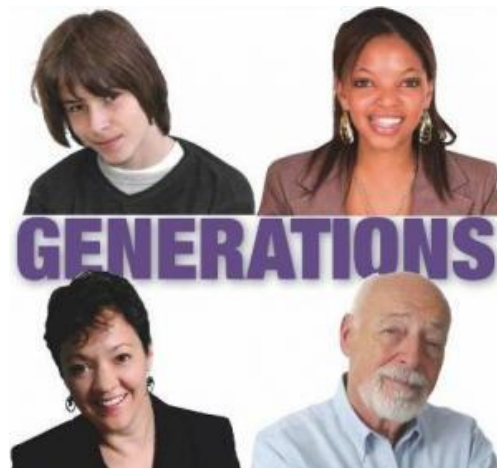
- Travel agents tend to sell the same way we like to buy
 - One-size fits all approach can be a complete turn-off to someone not in your generation
 - Be cautious selling to others counting solely on tactics that work well within your OWN generation
 - Platinum Rule



How do we sell to them?



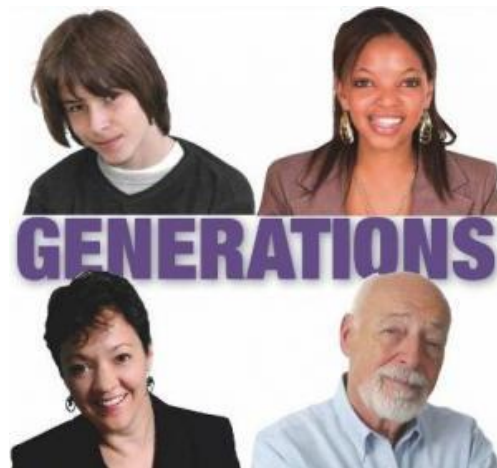
- Selling to Millennials affects the way travel agents promote travel products and services



How do we sell to them?



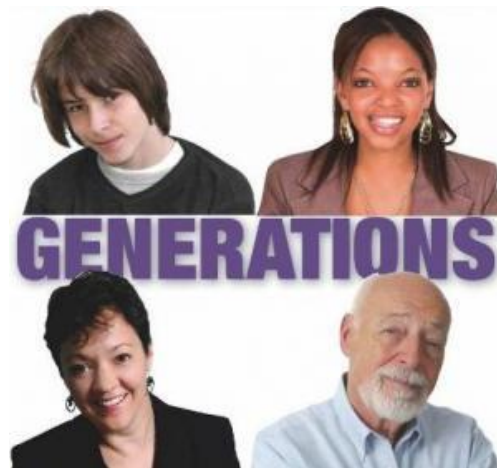
- Selling to Millennials affects the way travel agents promote travel products and services
 - Involves selling to the individual



How do we sell to them?



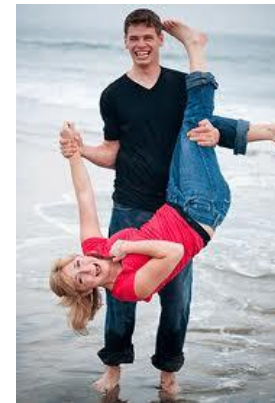
- Selling to Millennials affects the way travel agents promote travel products and services
 - Involves selling to the individual
 - Selling to a targeted customer rather than selling to the masses



How do we sell to them?



- Adjust ads, signage, and direct mailing to focus on Millennials





Tips for Selling to Millennials



Selling Tips for Matures



Tips for Selling to Gen Ys



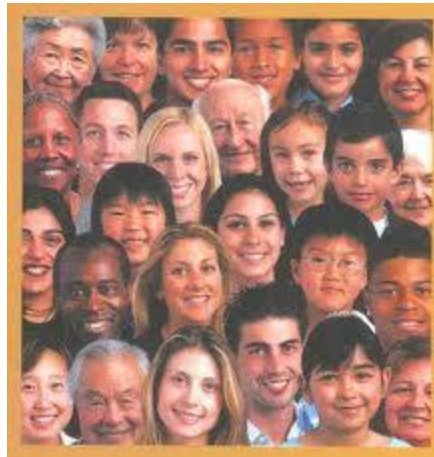
- Never underestimate a Gen Ys reliance on technology for massive amounts of vacation information



Tips for Selling to Gen Ys



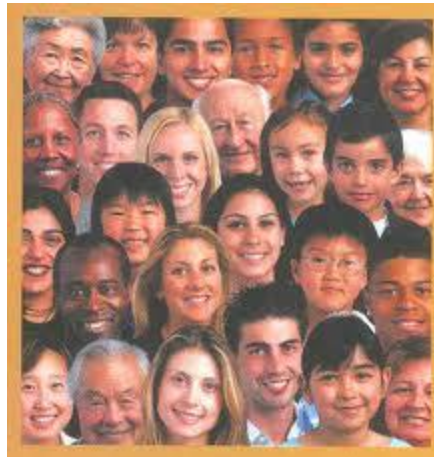
- Gen Ys are truly democratic



Tips for Selling to Gen Ys



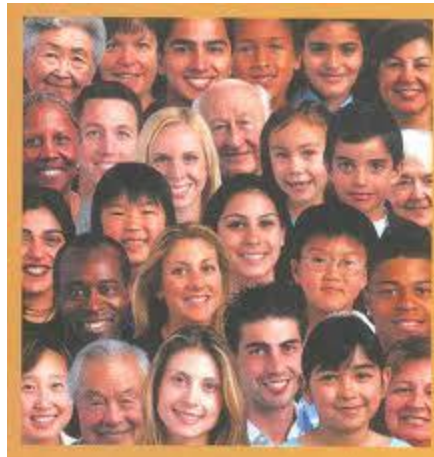
- Gen Ys are truly democratic
 - Don't rely on traditional travel agents to tell them what or where it's safe to buy a vacation



Tips for Selling to Gen Ys



- Gen Ys are truly democratic
 - Don't rely on traditional travel agents to tell them what or where it's safe to buy a vacation
 - Rely more on community, especially online, virtual communities for referrals



Tips for Selling to Gen Ys



- Are open to all forms of communication



Tips for Selling to Gen Ys



- Are open to all forms of communication
 - Face-to-face



Tips for Selling to Gen Ys



- Are open to all forms of communication
 - Face-to-face
 - Cellphones



Tips for Selling to Gen Ys



- Are open to all forms of communication
 - Face-to-face
 - Cellphones
 - Text messages



Tips for Selling to Gen Ys



- Are open to all forms of communication
 - Face-to-face
 - Cellphones
 - Text messages
 - Instant messaging



Tips for Selling to Gen Ys



- Are open to all forms of communication
 - Face-to-face
 - Cellphones
 - Text messages
 - Instant messaging
 - The more communications media you can handle, the better to accommodate their needs



Final Thoughts



- Each generation responds to its own type of advertising



Final Thoughts



- Each generation responds to its own type of advertising
 - Fine tune the type of distribution and promotion of your travel products to meet Millennial expectations



Final Thoughts



- Each generation responds to its own type of advertising
 - Fine tune the type of distribution and promotion of your travel products to meet Millennial expectations
 - Snail mail, email, text messaging, Smart phone apps



THANKS FOR ATTENDING!!



Thank You
Mahalo
Kiitos
Tack
Grazie
Obrigado
Takk
Gracias
Toda
Thanks
Merci

