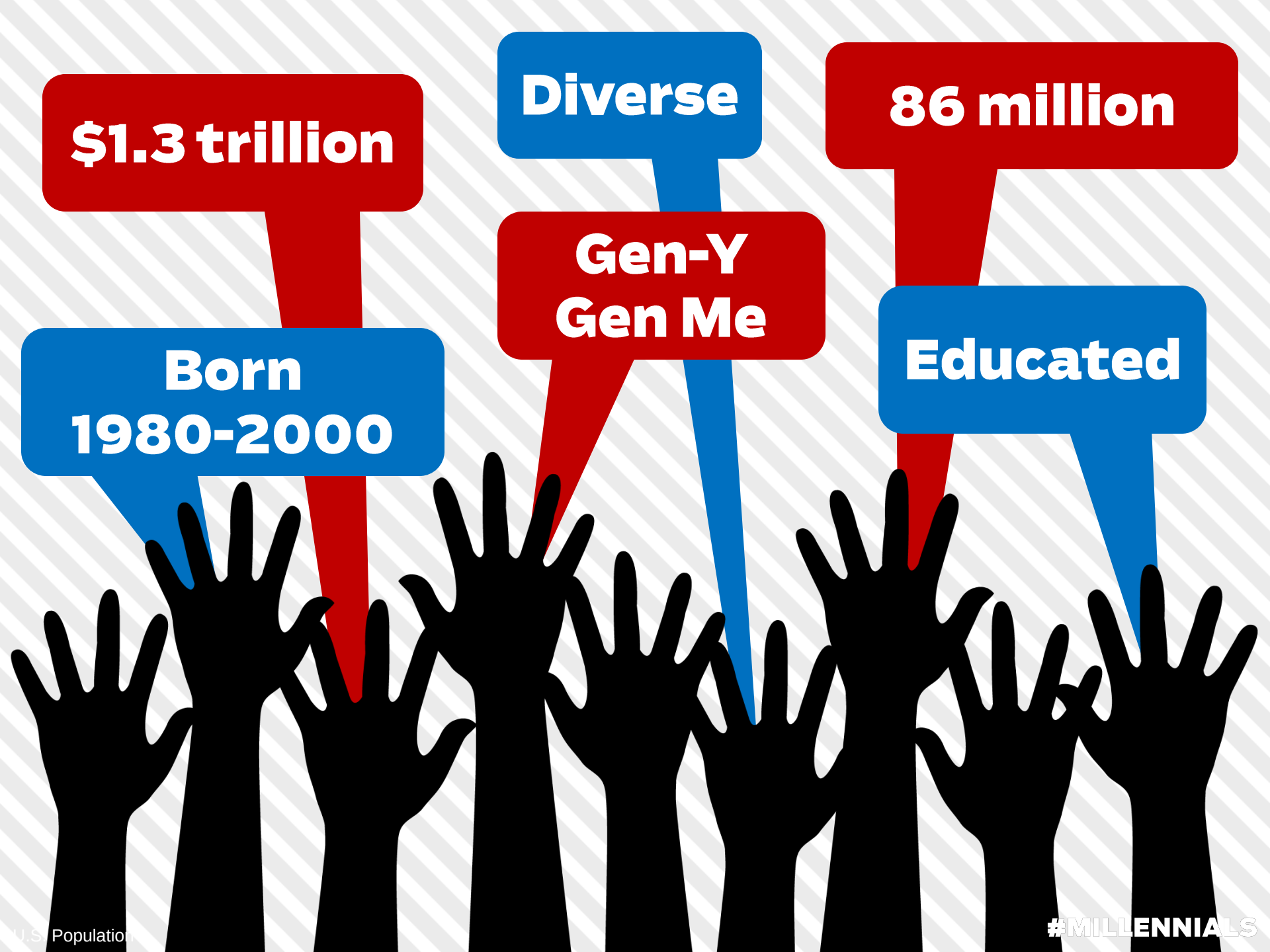
# PARTNERING WITH MILLENNIALS IN MANAGED TRAVEL

AZBTA

Sep. 16, 2015

# #MILLENNIALS

#MILLENNIALS


$1.3 trillion
Diverse
86 million
Gen-Y
Gen Me
Born
1980-2000
Educated
#MILLENNIALS

Nation in decline

No authority to access information

Work / Life

#MILLENNIALS

# The HOW MILLENNIAL ARE YOU? Game

#MILLENNIALS

#MILLENNIALS

#MILLENNIALS

#MILLENNIALS

#MILLENNIALS

# Thanks for Playing!

#MILLENNIALS

CHARGING STATION
#MILLENNIALS

#MILLENNIALS

#MILLENNIALS

LAZY
ENTITLED
CASUAL
DIS-LOYAL
ANTI-AUTHORITY
NO MORAL COMPASS
SELF-CENTERED
EASILY DISTRACTED

#MILLENNIALS

SOCIALLY CONSCIOUS
ENTREPRENEURIAL
EARLY ADOPTERS
TECH-LOVERS
THRIFTY
CREATIVE
OPEN-MINDED
ADAPTIVE
FAST LEARNERS

#MILLENNIALS

DEMAND PERSONALIZATION

KNOWLEDGE > MONEY

VALUE > COST

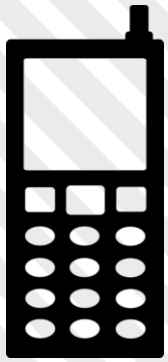
EMERGING ADULTHOOD

ISOLATION IS DEAD

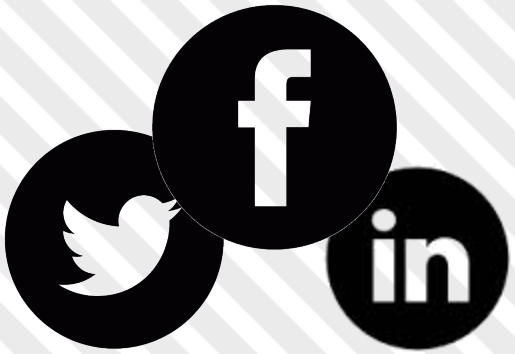
EASE OF CONNECTING

#MILLENNIALS

IMPACT ON TRAVEL



Tech Savvy



Social

# EMBRACE CHANGE

More Comfortable w/ Travel

Expect Customization

#MILLENNIALS

# $226 Billion

Source: Harris Poll survey

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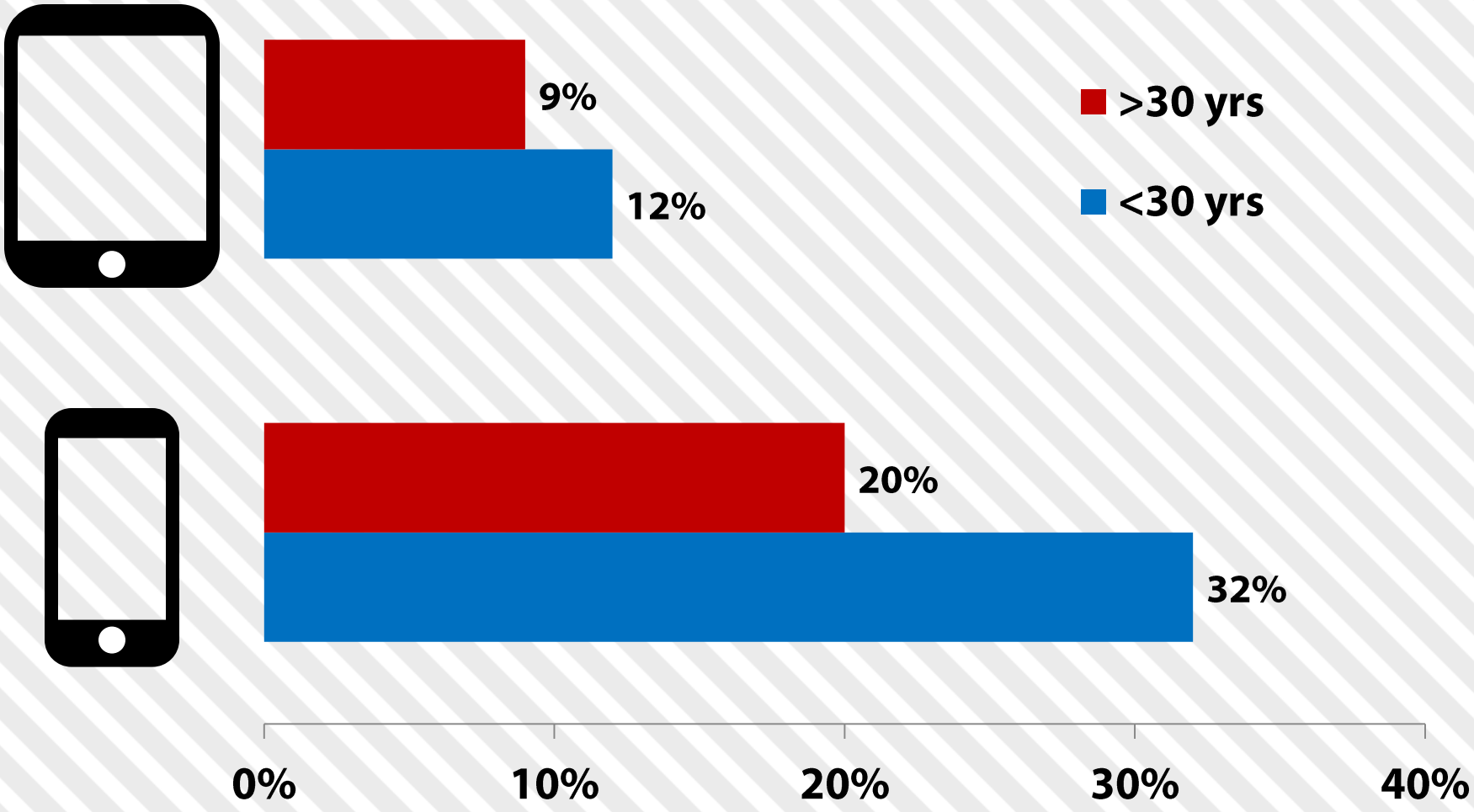
**“I want a comfortable, connected and entertaining flight. I’d rather book online. And I’ll tell others about my bad flight.”**

Source: Boston Consulting Group

#MILLENNIALS




Source: Expedia Future of Travel Report

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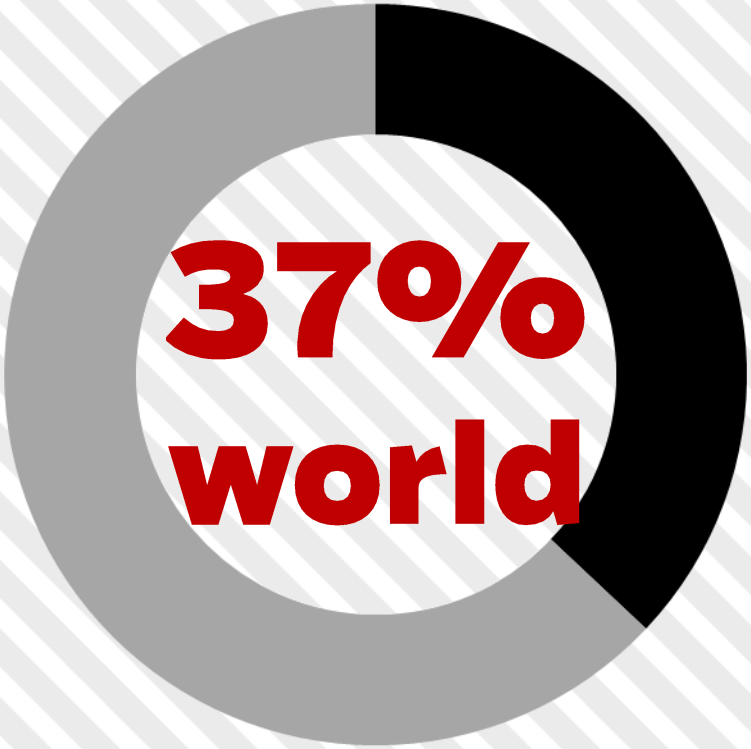
58% India

26% U.K.




45% Brazil

23% U.S.

Source: CWT Global Transaction Data

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# 1 in 3

hotel guests are millennials

#MILLENNIALS

#MILLENNIALS

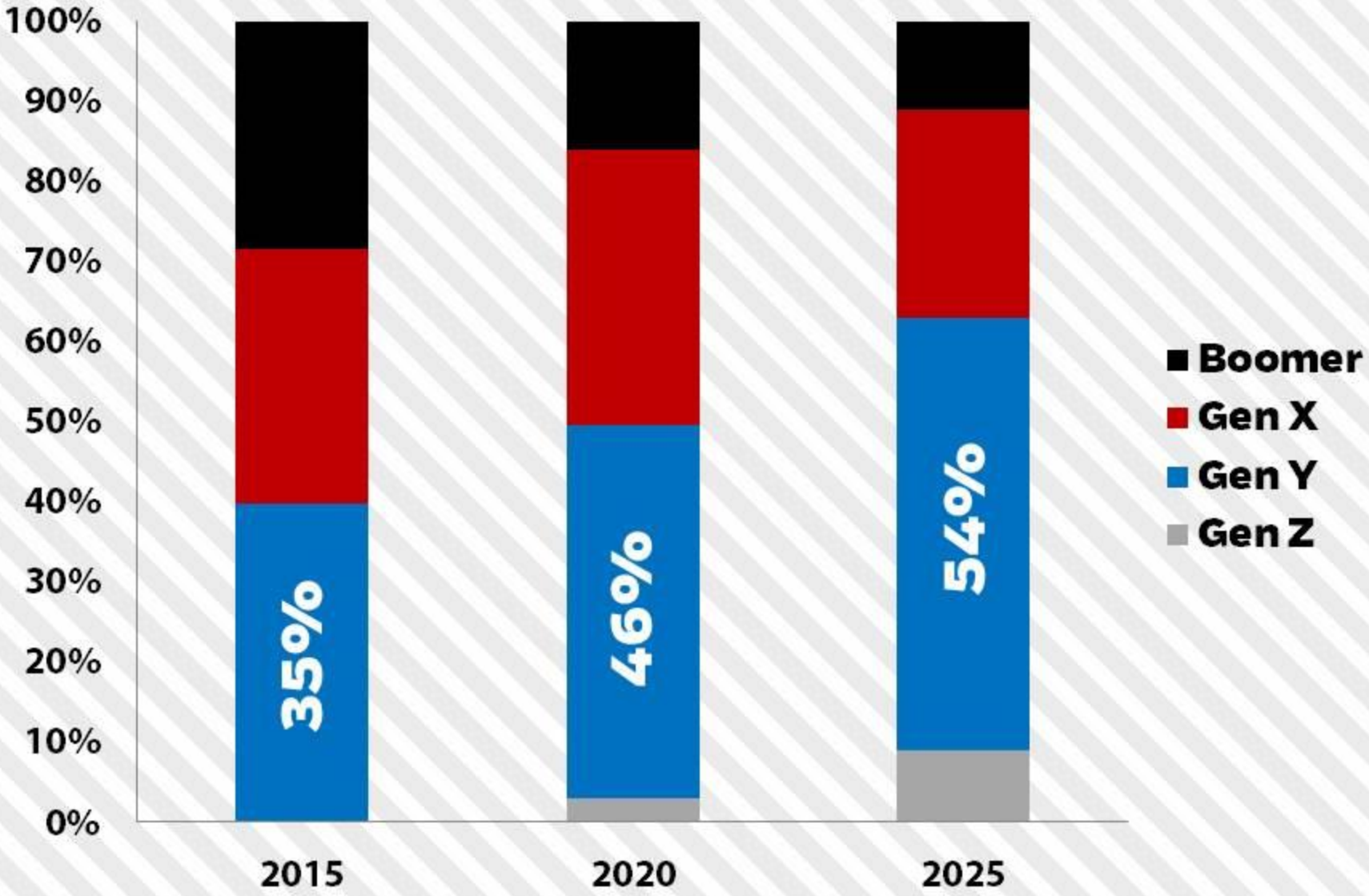
4x

2x

60%

Source: Boston Consulting Group

#MILLENNIALS




Source: Boston Consulting Group

#MILLENNIALS

# 50%

of flights booked by 2020

Source: Boston Consulting Group

#MILLENNIALS

| | - 35 | 35 to 54 | 55+ |
|---|---|---|---|
| BOOKING | 47% | 67% | 81% |
| AIR | 46% | 63% | 76% |
| HOTEL | 43% | 61% | 76% |
| CAR | 47% | 64% | 82% |
| CREDIT | 46% | 71% | 78% |
| EXPENSE | 51% | 75% | 88% |

Source: BTN Group, Connection with Managed Travelers

#MILLENNIALS

| Rank | Priority | Respondents |
|---|---|---|
| 1 | Driving air & ground savings | 61% |
| 2 | Improving compliance | 64% |
| 3 | Optimizing hotel spend | 59% |
| 4 | Optimizing online adoption | 55% |
| 5 | Optimizing travel policy | 49% |
| 6 | Enhancing traveler experience | 43% |
| 7 | Consolidating travel program | 33% |
| 8 | Developing performance indicators | 34% |
| 9 | Addressing safety & security needs | 25% |
| 10 | Tackling meetings & events | 16% |

Source: CWT Travel Manager Survey

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Allow Customization

Use Mobile Apps

Leverage Social Tools

Make Adjustments

Explore New Communication

Understand Gen Needs

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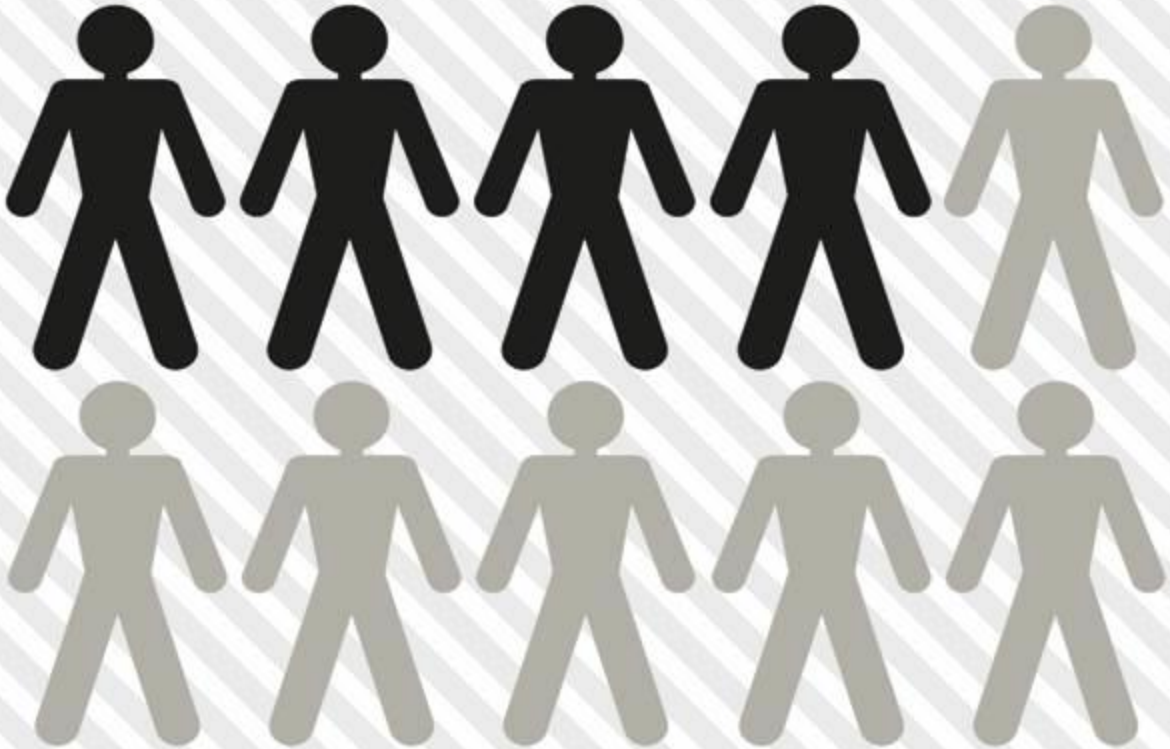
WORKING
TOGETHER

#MILLENNIALS



# 40%

of workforce by 2020

Source: U.S. Bureau of Labor Statistics

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# 92%

**believe success is measured by more than profit**

Source: Deloitte Millenial Survey 2011

**#MILLENNIALS**

# No-Collar Workers

Address Generational Divide

Don't Call Mills. "Entitled"

Integrate Consumer & Customer

Be brief, informative & clear

Know your limits

Embrace technology

Be empowering

#MILLENNIALS

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