

A diverse group of young adults, including men and women of various ethnicities, are standing in a line against a background of diagonal stripes. They are dressed in casual, contemporary clothing like jeans, jackets, and blouses. The group is smiling and looking towards the camera. The text 'PARTNERING WITH MILLENNIALS IN MANAGED TRAVEL' is overlaid in large, bold, white letters across the center of the image.

**PARTNERING WITH  
MILLENNIALS IN  
MANAGED TRAVEL**

**#MILLENNIALS**

**#MILLENNIALS**

**\$1.3 trillion**

**Diverse**

**86 million**

**Born  
1980-2000**

**Gen-Y  
Gen Me**

**Educated**





**Nation in decline**



**Work / Life**



**No authority  
to access  
information**

*The*

**HOW  
MILLENNIAL  
ARE YOU?**

*Game*

**#MILLENNIALS**



**#MILLENNIALS**



hdwallpapers.in

**#MILLENNIALS**



#MILLENNIALS



**#MILLENNIALS**

Thanks for  
Playing!



CHARGING  
  
STATION

#MILLENNIALS



**#MILLENNIALS**



#MILLENNIALS

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

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

**DEMAND PERSONALIZATION**

**KNOWLEDGE > MONEY**

**VALUE > COST**

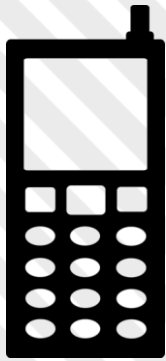
**EMERGING ADULTHOOD**

**ISOLATION IS DEAD**

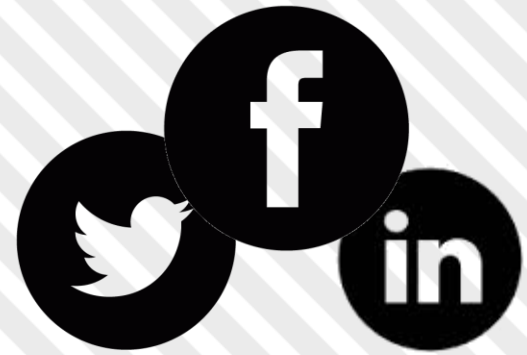
**EASE OF CONNECTING**

# IMPACT ON TRAVEL





**Tech Savvy**



**Social**

# **EMBRACE CHANGE**



**More  
Comfortable  
w/ Travel**



**Expect  
Customization**



**\$226  
Billion**



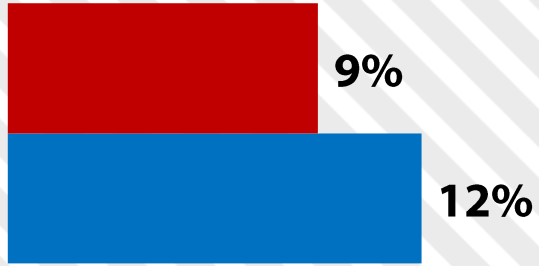
**“I want a comfortable, connected and entertaining flight. I’d rather book online. And I’ll tell others about my bad flight.”**

**4.9**

**#2**

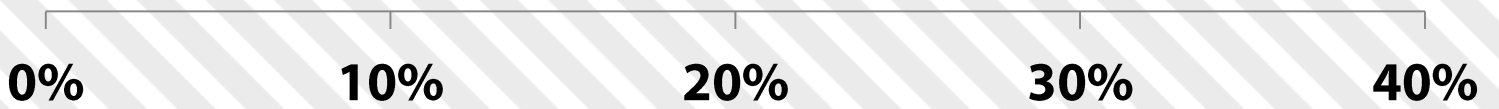
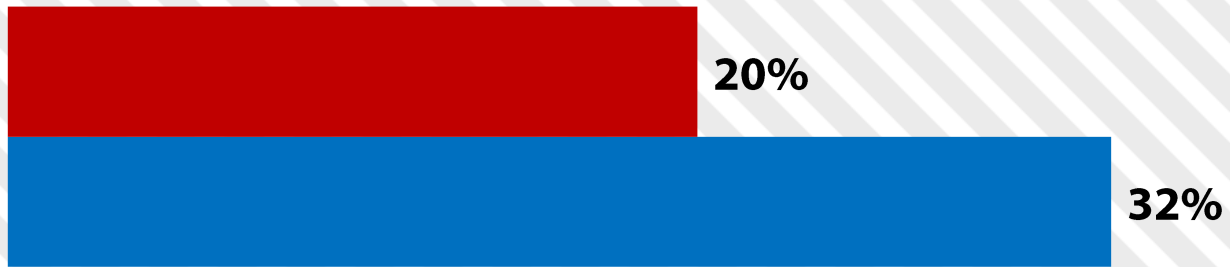
**13%**

**MONDAY**  
**23**



■ >30 yrs

■ <30 yrs



**#MILLENNIALS**

**58% India**

**26% U.K.**

**37%  
world**

**45% Brazil**

**23% U.S.**



# 1 in 3

hotel guests are millennials



**#MILLENNIALS**



**#MILLENNIALS**



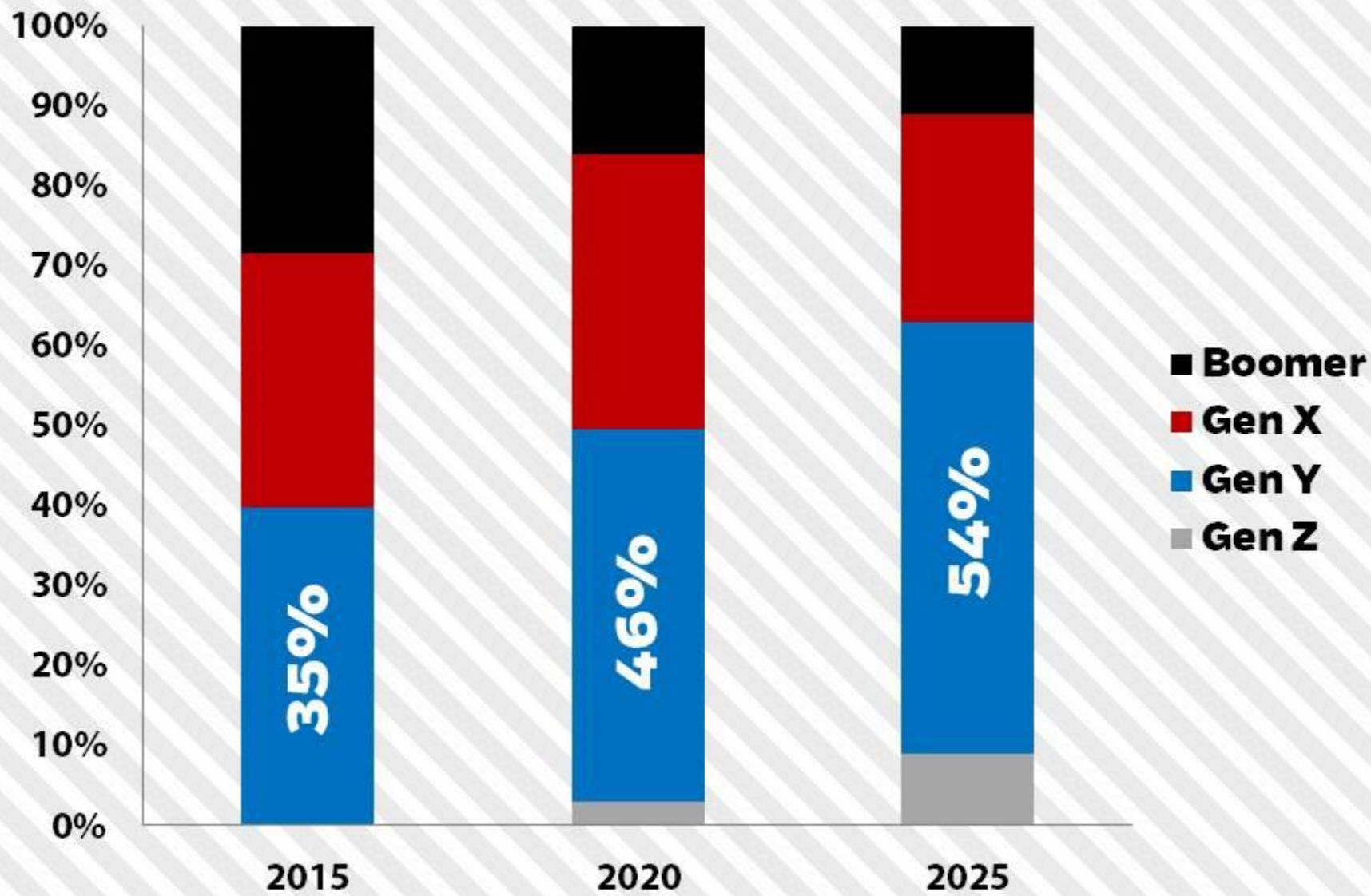
**4x**



**2x**



**60%**





**50%**

**of flights booked by 2020**

**BOOKING**  
**AIR**  
**HOTEL**  
**CAR**  
**CREDIT**  
**EXPENSE**

**- 35**

**47%**

**46%**

**43%**

**47%**

**46%**

**51%**

**35 to 54**

**67%**

**63%**

**61%**

**64%**

**71%**

**75%**

**55+**

**81%**

**76%**

**76%**

**82%**

**78%**

**88%**

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%

**Allow  
Customization**

**Use Mobile  
Apps**

**Leverage  
Social Tools**

**Make  
Adjustments**

**Explore New  
Communication**

**Understand  
Gen Needs**

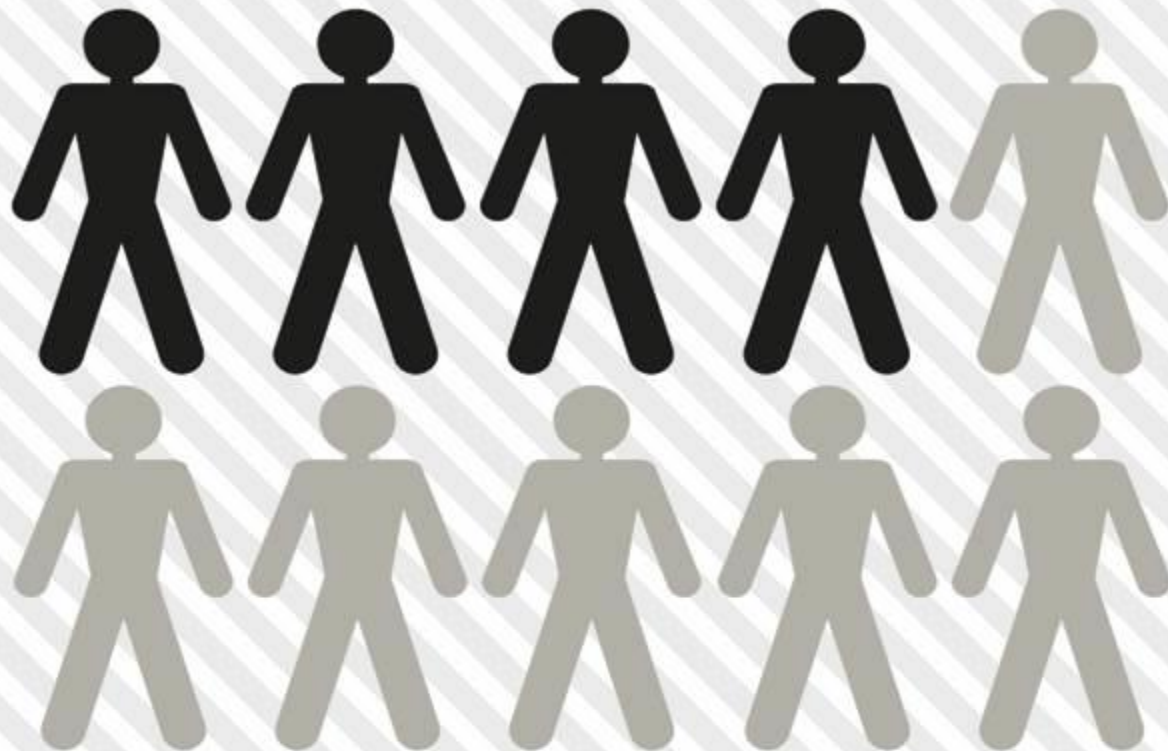




**WORKING  
TOGETHER**



**#MILLENNIALS**



**40%**

**of workforce by 2020**



**92%**

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

**#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**

**TIM HINES**  
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