

SERVING THE LODGING NEEDS OF MILLENNIALS

WHO ARE THEY?

Whether traveling for business or leisure, millennials aim to make every trip an experience.

BORN
1980-2000

DIGITAL NATIVES
Likely to use several devices to book a trip

SOCIALLY ENGAGED
80% consider reviews important for making travel decisions

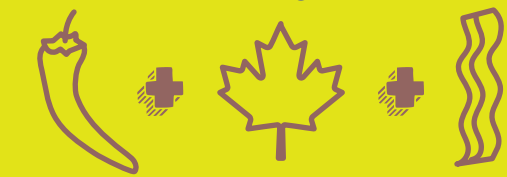
CULTURALLY DIVERSE
Make up the most diverse generation in American history

WORLD TRAVELERS
Make up 20% of all global tourists

WHAT ARE THEY EATING?

Millennials are motivated to find an authentic experience at their travel destination, starting with food.

45% of millennials look for **NEW OR UNIQUE FLAVORS** when choosing a snack.



3 IMPORTANT FACTORS IN FOOD CHOICES

Millennials seek transparency & authenticity

45%
Made with natural ingredients

35%
Made with organic ingredients

38%
Grown or produced locally

“...they’re not even looking for a great meal.”
FOOD TOURISTS
are actually looking for storytellers.”

WHAT ARE THEIR EATING PATTERNS?

An on-the-go lifestyle means a flexible eating schedule. Millennials look for small bites throughout the day to keep them going.

90% of consumers snack multiple times throughout the day

71% of those consumers forgo traditional meals altogether in favor of all-day snacking



KEY □ MEAL ○ SNACK

SNACKITARIANS

NOUN [SNAK-I-TAIR-EE-UH NZ]

Those that eat smaller, more casual and frequent meals or snacks

TAKE-AWAYS

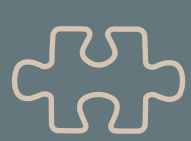
Accounting for \$200-\$300B in annual travel spending worldwide, millennials are the next big opportunity in lodging.



KEEP IT REAL
Offer products with natural, nutritious ingredients that keep millennials fueled.



THE EXPERIENCE
Give millennials an authentic experience unique to their travel destination.



FIT FOR THEM
Let millennials mix and match products for meals or snacks tailored to their 24/7 lifestyle.