

APAC Millennial Travellers

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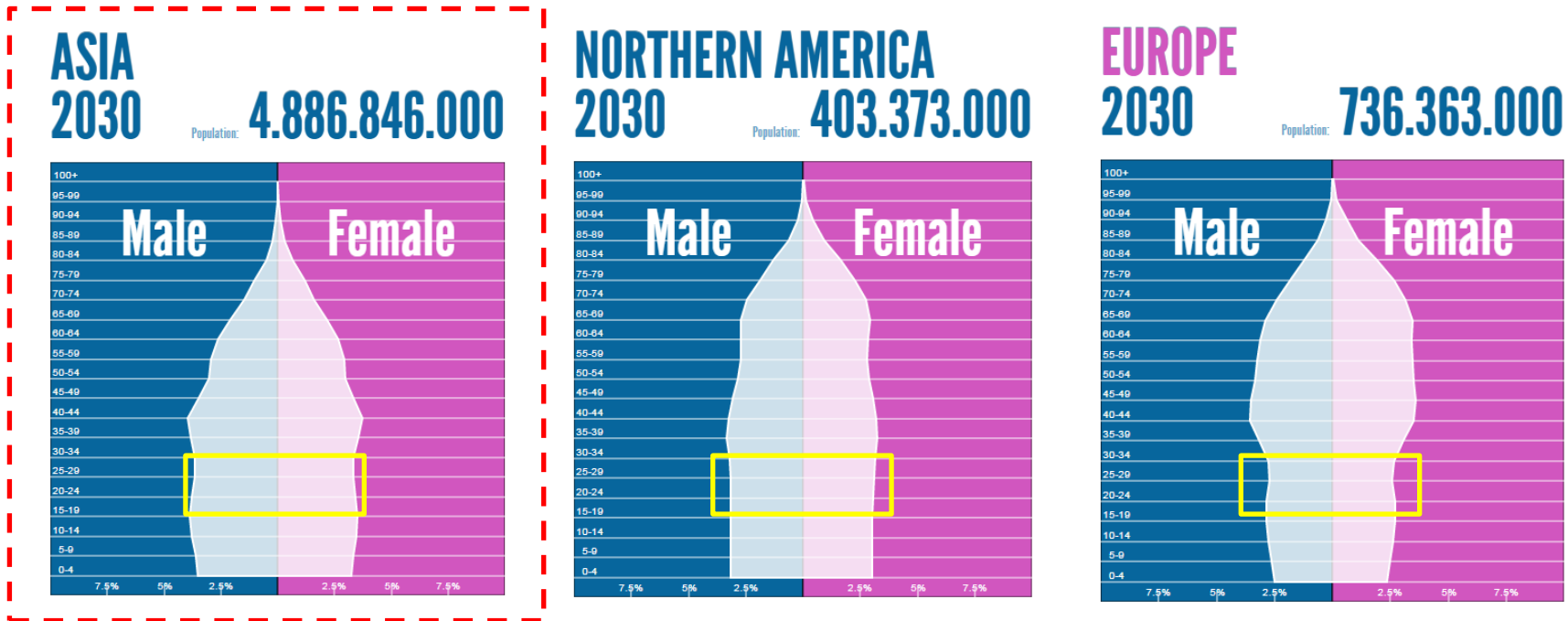
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Millennials will shape the travel industry in next 5-10 years **especially in Asia**

Millennials - Born 1980-1996 (18-34 years old)



Approximately **60%** of the world's millennials reside in Asia.

- McKinsey & Co

China a microcosm of the millennial traveller

400M millennials in **China** by 2020 (27% of Asia's total!)

88% of the outbound travelers from **China** are millennials

Some myth busting

- Confident and **adventurous**
- Have strong **English** capability
- Prefer **independent** travel experience
- Prefer **mobile** to search and book
- Book both **budget and luxury** accommodation



Millennials **book travel** a bit differently

81%

value **speed** and **convenience** over friendly service

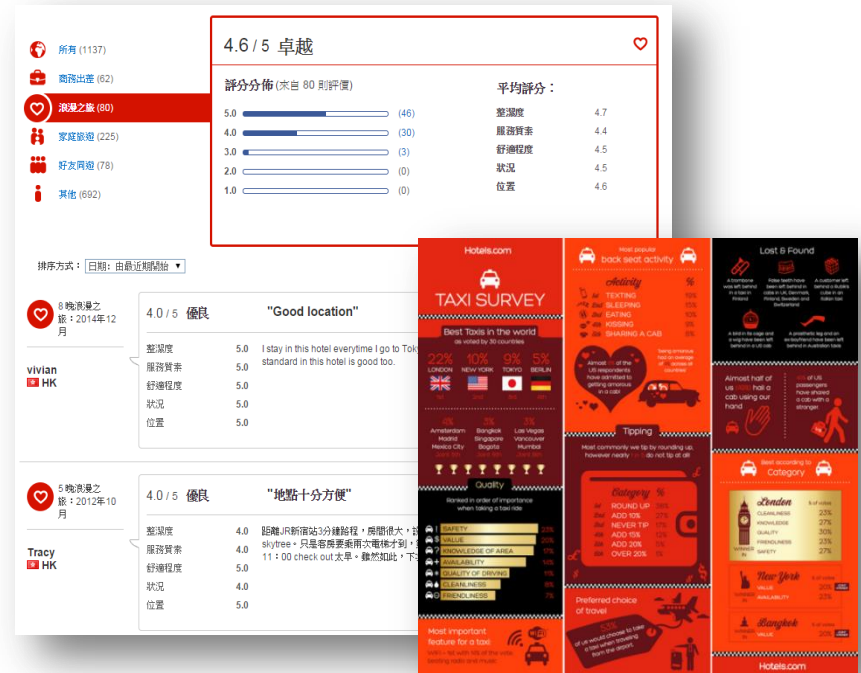


42%

consult **social media** when planning a trip away



They love to look at **reviews** and are not afraid to **share** their experiences



And **engage** with brands differently

3x



more likely demonstrate
strong **brand loyalty**
than other generations



Value **status, luxury, adventure,**
and excitement more than any
other generation



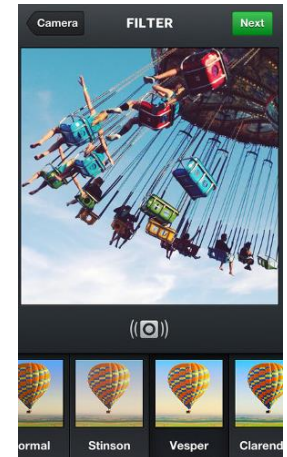
More likely to **broadcast negative**
experiences than positive ones

Millennials **on travel** are different too



93%

share their experiences and photos on social media while away



54%

spend the most money on **shopping** when abroad

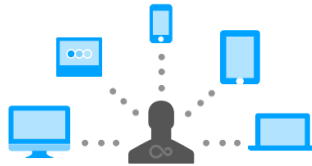


They just can't stay away from their **mobile** devices!

What can we do to **attract** the millennials?

1

Design for **multi-devices & sharing experiences** on Social media

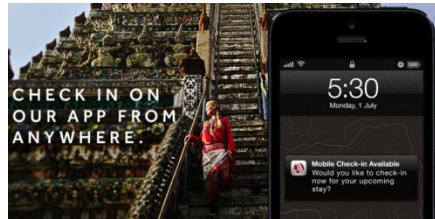


3

Focus your product portfolio on “**interest**” cater to **experiences**

2

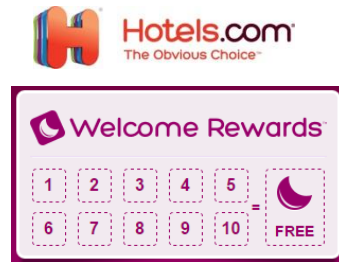
Make **speed** a core feature



What can we do to **keep them** coming

1

Invest in your
brand & loyalty
program



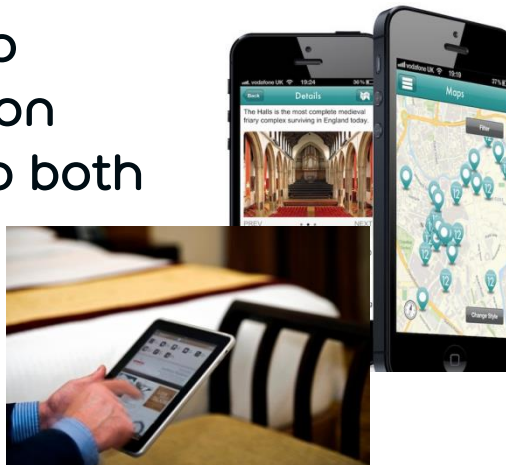
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Connect to
local
environment &
culture

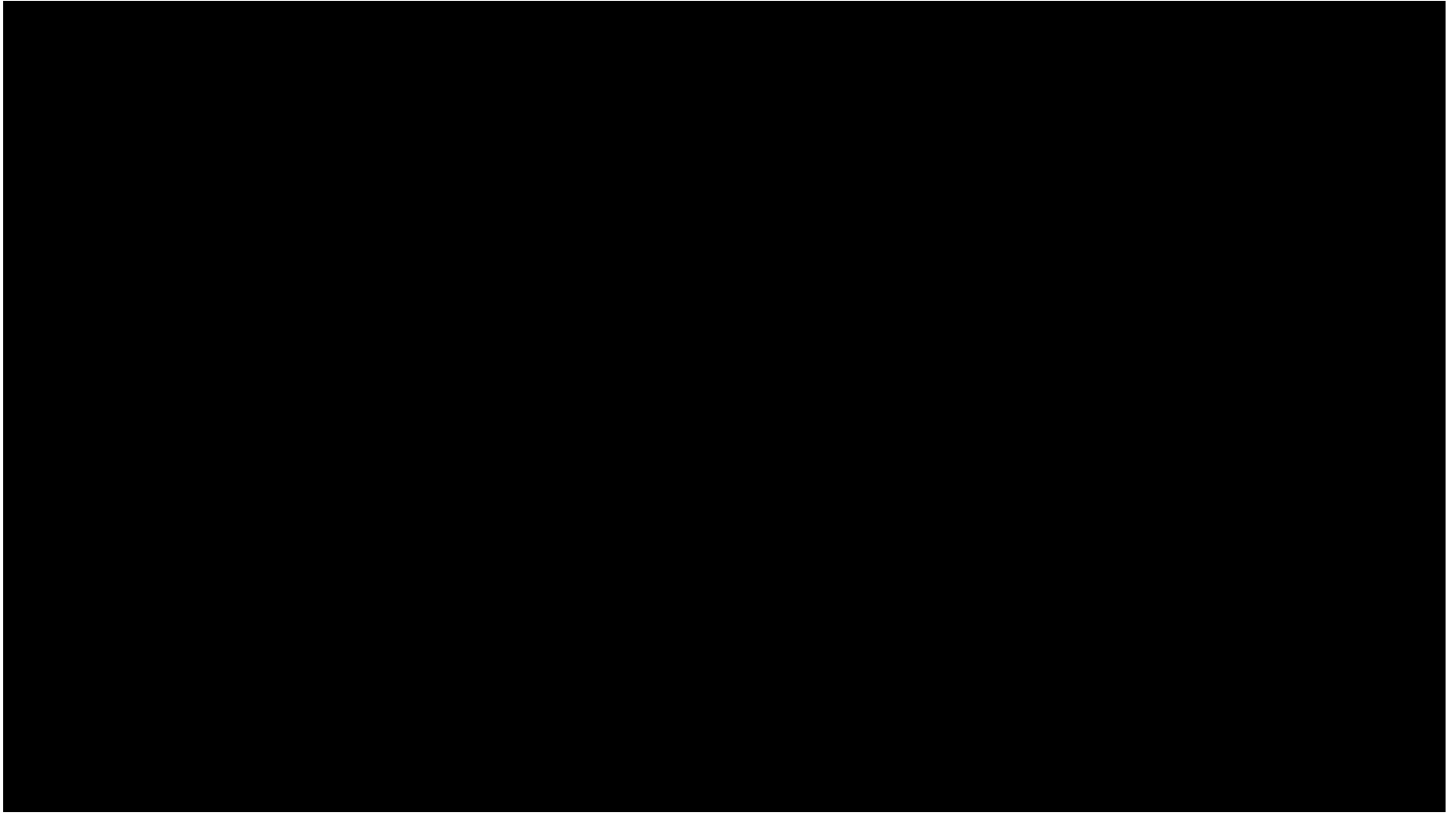


2

Leverage **mobile** to
maintain connection
throughout the trip both
"on-site" and "in-
destination"



Mobile + Social + Fun...





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