# **Millennials and** DRAC HOSPITALITY HOSPITALITY

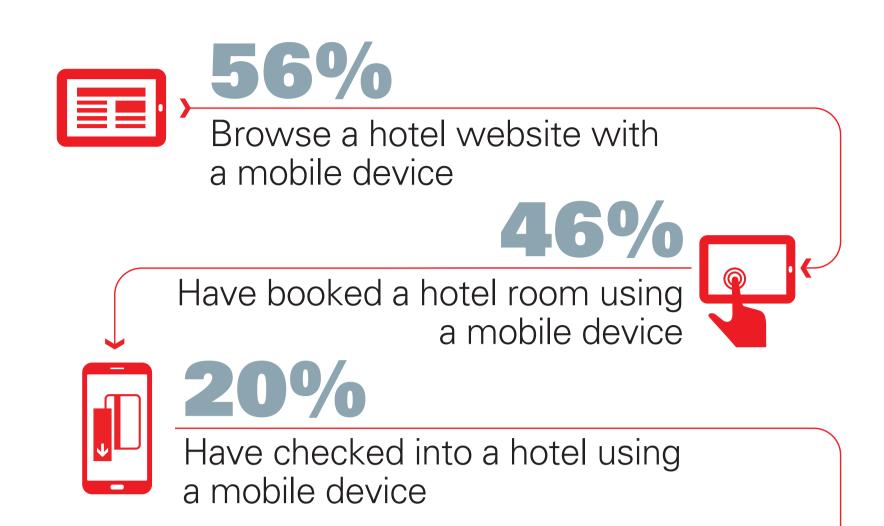




These are just a few of the descriptions that often label the millennial generation. But are they even accurate, and more importantly, how do such traits influence their behaviors as tech-savvy consumers and employees?

#### **HOW ARE MILLENNIALS ENGAGING WITH HOTELS?**

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Want to access their owr content in their room





Are willing to pay for access to their own content as well as hotel content

## **THE BUSINESS VALUE**

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## Millennials have an annual spending power of **\$200 BILLION**

Each US millennial will spend an average of \$3,900 on travel in 2015, an increase of **40%** on last year.

Source: 2016 TripAdvisor TripBarometer

#### HOW DO MILLENNIALS WORKING IN HOSPITALITY RATE THEIR **EMPLOYERS' USE OF TECHNOLOGY?**

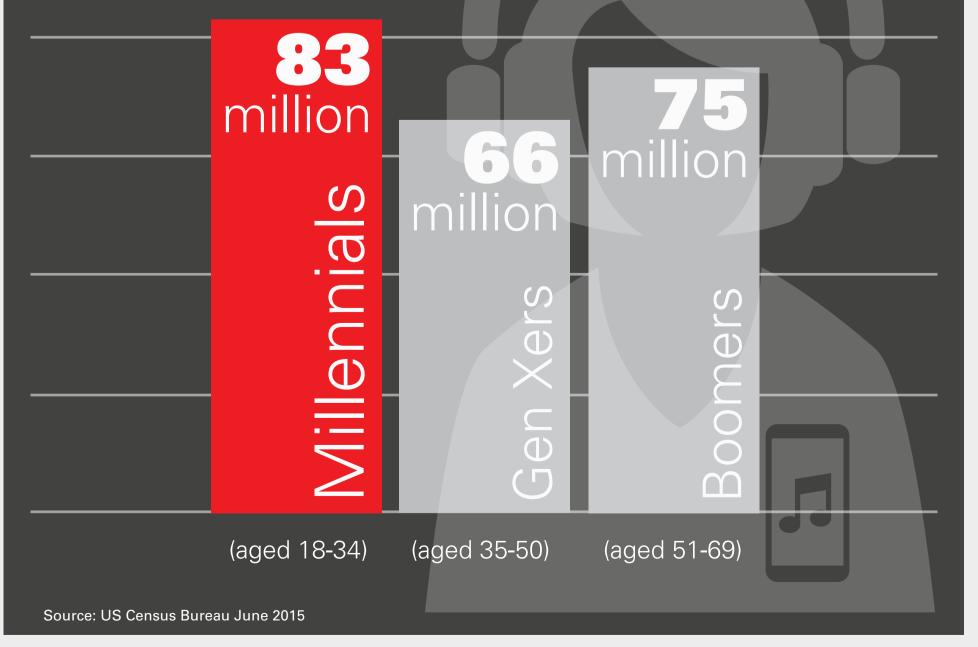


**36%** said that their employer made bad use of technology

**15%** said that their employer welcomed feedback from staff on technology

# **THE IMPORTANCE OF MILLENNIALS**

Millennials are the biggest generation group in the US and represent a significant market for hospitality operators.



Millennials represent a global, demographic tidal wave that, arguably, will be as impactful as the post-World War II baby boomers who shaped modern society. That's why Oracle Hospitality commissioned Millennials and Hospitality: The Redefinition of Service. The global study, conducted by an independent research firm, surveyed more than 9,000 millennials in 8 countries.

### Find out more and download the report today

www.oracle.com/hospitality-millennials

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