



# TOP FIVE TIPS for marketing to millennials

Millennials have been characterized as a generation with an appetite for travel and a fear of missing out that drives them to embrace experiences and share their memories on social media. They are less concerned with possessions, and value authenticity and the personal connections that come with travel.

Millennials speak the language of technology, which is why it is so important for tourism operators and businesses to have an online presence and to be able to provide information to these young travellers when and how they want it. Here are some tips to get your information on their radar.

## 1. BE MOBILE

Do you have an online presence? Is your website up-to-date and mobile-enabled? Millennials rely on mobile devices and digital platforms to plan their trips. Two-thirds of them use their phones to book their entire trip. Millennials have grown up with technology and use their phones to conduct business transactions and connect with friends on social media. Providing them with the mobile experience and service that they expect at every point along their journey is a win-win.

## 2. PROMOTE UNIQUE EXPERIENCES

Millennials seek personalized, unique experiences. They appreciate authenticity and want to immerse themselves in local culture and cuisine. They like nostalgia – the things they did as kids, from summer camp adventures to carnivals, still carry appeal. Their curiosity, sense of adventure and desire for activities motivate them to explore untraditional destinations or communities and neighbourhoods off of the beaten path. Their schedules are flexible and they are open to shoulder season travel.

## 3. MARKET YOUR EXPERIENCES ON MULTIPLE CHANNELS

Millennials consult multiple sources for travel planning and use a variety of channels for travel inspiration. Peer reviews and word-of-mouth are important to them. They are social media savvy and follow multiple channels (*Facebook, Instagram, YouTube*) for ideas as they plan their trips. They have strong peer-to-peer networks and trust the recommendations of their friends. To reach

them, ensure that you have a presence on popular channels. If they are happy with the service and experiences that you provide, they may become your best advocates and will champion your business on their social channels.

## 4. RESPOND QUICKLY TO INQUIRIES

Without a moment to waste and instant communication as their standard, millennials expect quick responses to their questions. Providing them with information that they seek, when and how they want it, is a positive step along the customer journey and demonstrates your commitment to great service. Delaying a response suggests that you are not interested in their business. They want quick and timely information, and will soon look to another operator if you fail to reply.

## 5. PACKAGE IT UP

Millennials are interested in travel packages that offer value and can provide them with authentic, engaging experiences. Do your homework and research packages that are designed to appeal to millennial travellers. Keep in mind their interest in discovering something new and different about a destination. Consider creating shoulder season packages that offer authentic experiences and position destinations in new, untraditional ways.