

NEW TARGET OF THE TOURISM INDUSTRY – GENERATION Z



What is "Generation Z"? After the baby boomers (born between 1946 and 1965) and the generations X (1965 – 1980) and Y (1980 – 2000, also called "Millennials"), the time has come for a new consumer segment – the Generation Z. These young individuals born after the year 2000 have their own specific desires and trends of consumption.

Despite their young age and lack of financial means, Generation Z individuals are the new targets of the tourism industry. **By 2020, they will account for 40% of consumers**, according to the Digital Tourism Think Tank.

Knowledgeable companies do not wait for this generation to enter the labor market, they study them and plan to attract them already. Before becoming consumers, the young generation Z are influencers. Most of them are still living with their parents who are affected by the young ones. When it comes to choosing a vacation, they have a certain decision-making value at home.

The relationship of young people to the digital world is radically different from their predecessors. Unlike Millennials, who grew up discovering mobile devices and m-commerce, Generation Z grew up with mobile in their hands. Multi-tasking and multi-screen, this generation is exposed to social networks, and therefore to clichés and holiday videos, from a very young age. This would make them want to think outside the box and experiment with new services and destinations, or at least more exotic ones.

The desire to live out of the ordinary is a typical feature of the new generations. In order to get their attention (within about 8 seconds, according to the Digital Tourism Think Tank), marketers must always be more innovative and adapted to the Generation Z traits. It would indeed be a mistake to not collaborate with the influencers, who not only share content but create more than previous generations. Platforms like Snapchat, Whisper, YouTube or Instagram specifically attract younger generations, not, for example, Facebook – about 25% of them have left this social network since 2014.

Thus, it is up to brands to adapt to the new playgrounds of consumers and travelers, by offering them innovative content that they would like to share. The Marriott hotel chain now shares its tag, like other hotels, museums or tourist spots. Airlines also appear on Snapchat to attract the youngest. This is the case of Transavia or WOW air, which even persuaded its customers to compete with their most beautiful snaps; the winner is to travel around the world.

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