

The Art of Selling to Three Generations



Catlyn Origiano, PhD

Senior Content Marketing
Manager, Sojern



Estella Hale

Vice President
of Product, SHR



Kavita Patel

Director of Sales,
IDeaS – A SAS Company



Mark Oliver

Vice President, Business Dev.
GCommerce



Agenda

Sojern: Generational Introductions & Engagement Early On

SHR: Why Generations Matter & How to Get Them to Book

IDeaS: Market Intelligence: A Smart Approach to Optimal Performance

GCommerce: Marketing Beyond Your Traditional Generations

Roundtable Discussions

How to Inspire and Engage Generations at the Beginning of their Path to Purchase



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Travel's Direct Demand Engine

Specializing in traveler path-to-purchase data for over a decade, Sojern activates multi-channel branding and performance solutions built on predictive data science, billions of search and booking intent signals, and real-time analysis of the world's traveler profiles.

Partner with us to experience the difference in our results and see how we drive measurable brand lift and performance—delivering \$13B in bookings for our clients to date.

“Eric’s” Path to Purchase

451

Touchpoints
Across 5+ Months



Amusement
Park **241**



Hotel **113**



Air **40**



Brand & Misc **28**



Car **13**



Cruise **7**

Who are Millennials?

Born between the early 1980s and late 1990s.

Poised to be the **largest-ever consumer generation** and currently spend upwards of \$200B annually.



Source: Mandich, Monya. 2016. "Experience-Seeking Millennials Are Turning the Travel Tide." Expedia Media Solutions Blog.

How do millennials plan travel?

85%

**check multiple
sites**

74%

**search for
travel-related info
on a smartphone**

46%

**book travel
through a
smartphone or
tablet**

Source: Hospitality Net. 2016. "Millennial Travel Trends: A Look at the Largest Generations' Habits."

So, how can you reach millennials?

Use Facebook for more than 'Likes'

With **2 billion monthly active users**, there is loads of potential in reaching potential and current customers.

Techcrunch. 27 June, 2017. "Facebook now has 2 billion monthly users... and responsibility".



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Like Page

Treat yourself to an unforgettable adventure and stay a little longer.
#FairmontMoments



8:49PM
The moment Chicago visited you. Fairmont

Fairmont Chicago, Millennium Park
Stay Longer. Save More. Enjoy Up To 25% OFF* Plus, Fairmont President's Club members will be eligible to receive a room upgrade**

FAIRMONT.COM [Book Now](#)

Who are GenXers?

Born between 1965 and 1981, Generation X is a force to be reckoned with at roughly 66 million in the US.

GenXers have more spending power than any other generation, with 29% of the estimated net worth dollars and 31% of total income dollars.



Source: Peralta, Erin. 2015. "Generation X: The Small but Financially Powerful Generation." Centro.

How do GenXers plan travel?

85%

read reviews of places they want to visit before making a decision.

71%

research via OTAs, relying heavily on travel review sites when planning a trip.



Source: Hospitality Net. 2016. "Millennial Travel Trends: A Look at the Largest Generations' Habits."

So, how can you reach GenXers?

400%

boost in responses to retargeting ads, according to Adobe, making it one of the most effective tools for advertising.

Source: Abramovich, Giselle. CMO by Adobe. 2013.



Who are Baby Boomers?

America's 75 million Baby Boomers are generally between the ages of 52 and 70, (born 1946-64), and **control about 70% of all disposable income in the US.**



Source: Lee, Laura. 2016. "Where Baby Boomers Spend Their Money and How to Profit From It." Fox Business.

How do Baby Boomers plan travel?

3rd & 4th

where Boomers ranked the importance of researching and shopping for their online activities.

1 in 5

use offline channels to make room reservations.

69%

say the word that best describes their membership experience in a loyalty program is “economical,” as in special rates and perks.

Sources: Wilson, Marianne. 2017. “Top Baby-Boomer Shopping Habits Retailers Can’t Afford to Ignore.” Gelfeld, Vicki. 2016. “Travel Research: 2017 Travel Trends.” AARP. eMarketer. 2015. “Online Still Primary Channel Used to Book Travel Accommodations.”

So, how can you reach Baby Boomers?

SEO is important but increasingly SEM is important—especially for independent hotels.

Google search results for "bohemia suites & spa". The results are categorized into three groups:

- OTAs SEM ads** (Blue border):
 - Bohemia Suites & Spa - booking.com**
www.booking.com/Bohemia-Suites-&-Spa
4.5 ★★★★★ rating for booking.com
Book at Bohemia Suites & Spa. No reservation costs. Great rates!
Best Price Guarantee · Get Instant Confirmation · 24/7 Customer Service · Read Real Guest Reviews
Ratings: Selection 10/10 · Website 9/10 · Travel info 9/10 · Service 9/10 · Prices 9/10
Secure Booking · Book for Tomorrow · Book for Tonight · No Booking Fees
 - Bohemia Suites And Spa - More Choices, Best Prices - expedia.com**
www.expedia.com/Hotels/Gran_Canaria
4.3 ★★★★★ rating for expedia.com
Book Your Hotel Here With Expedia. Bohemia Suites and Spa
11+ Million Hotel Reviews · Same Day Availability · Expedia+ Rewards
Ratings: Selection 10/10 · Website 9/10 · Prices 9/10 · Fees 9/10 · Travel info 8.5/10
Most Popular · Family Vacations · Expedia's Price Guarantee · Cheap Vacations · Luxury Hotels
 - Bohemia Suites & Spa - Adults only, San Bartolome de Tirajana**
www.hotels.com/Bohemia+Suites+&+Spa
4.5 ★★★★★ rating for hotels.com
Incredible Offers on Great Hotels. Bohemia Suites & Spa
Types: Boutique Hotels, Luxury Hotels, Motels, Hostels, Inns, Country Houses, Apart-Hotels
Ratings: Selection 10/10 · Service 9/10 · Fees 9/10 · Website 8.5/10 · Travel info 8.5/10
- Your SEO** (Red border):
 - Bohemia Suites & Spa**
bohemia-grancanaria.com/
The Bohemia Suites & Spa is a sophisticated design hotel for adults only surrounded by the volcanic beauty of Gran Canaria.
Special Offers · Video · 360° Restaurant
- OTAs SEO** (Green border):
 - Bohemia Suites & Spa (Playa del Ingles, Gran Canaria) - UPDATED ...**
https://www.tripadvisor.com › ... › Playa del Ingles › Playa del Ingles Hotels
★★★★★ Rating: 4.5 - 1,121 reviews · Price range: \$202 - \$558 (Based on Average Rates for a Standard Room)
#2 of 135 Hotels in Playa del Ingles. ... Estados Unidos, 28, 35100 Playa del Ingles, Maspalomas, Gran Canaria, Spain. ... 1,121 Reviews from our TripAdvisor Community.
 - Hotel Bohemia Suites & Spa - Adults Only, Playa del Ingles, Spain ...**
www.booking.com › ... › Gran Canaria › Gran Canaria South › Playa del Ingles Hotels
★★★★★ Rating: 9.1/10 - 421 reviews · Price range: Prices for upcoming dates start at \$280
Offering large rooms with balconies, the adults-only Bohemia Suites & Spa is 200 metres from Playa del Ingles Beach.



Thank You!

catlyn.origitano@sojern.com



Keeping Hotels Competitive.

Sceptre Hospitality Resources, developers of Windsurfer® CRS, helps hotels execute their best distribution strategy by providing advanced technology and services that delight guests and optimize profitability for thousands of properties around the globe.

A Changing Landscape

Some data to consider from [Gallup's latest Hospitality Industry study](#):

- Fully-engaged guests spent \$588 per visit compared with \$403 per visit for actively-disengaged guests—a difference of \$185 per guest.
- Only one in five guests on average are fully engaged: Generation X 22%, Millennials 20%, Baby boomers 25%.

Why are Millennials important to hoteliers?

- They're 23% more likely to travel abroad than any generation before.
- 58% prefer full service hotels. Only 11% prefer Airbnb type services.
- Tend to be reward-oriented with loyalty programs, not necessarily brand loyal.

Source: Hospitality Net. 2016. "The World of Millennial Travel."

Key Takeaways for Millennial Conversion

- Be serving ads cross-device as travelers hit the road, so you are still engaging with them.
- Make sure your content looks good on all devices, especially smart phones!
- Get them to convert “in the moment” with persuasive messaging.
- Make sure to use “instant gratification” techniques from your booking engine, like strike-thru, so they can see immediate benefits.
- Since they interact heavily with apps, try to capture that look and feel.



Why are GenXers important to hoteliers?

- GenX spends the most dollars each day while traveling.
- Their top priority when planning is the hotel stay.
- As heavy researchers, they will visit the source/brand sites more often.
- Their research doesn't stop at the OTA site, giving hotels more opportunities to impress them directly.

Key Takeaways for GenXer Conversion

- Nurture them for the long-haul; education over inspiration.
- Reassure GenXers that you're the best choice for overall value.
- Craft messaging via your booking engine that caters to them with images of the total experience of the hotel and the area, i.e. lots of photos, daytripping ideas, etc.



Why are Boomers important to hoteliers?

- Most Boomers (99%) will take at least one leisure trip in 2017.
- On average, Boomers take 5 trips per year.
- Boomers spend more than \$120 billion annually on leisure travel.
- Tend to be more loyal to the brand or locale itself.

Source: Gelfeld, Vicki. 2016. "Travel Research: 2017 Travel Trends." AARP.

Key Takeaways for Boomer Conversion

- Boomers use multiple screens, so ensure that your ads are going cross-device with an attribution model that can keep up with them.
- Generate guest-specific rates for loyalty programs.
- Since Boomers tend to shop for everything online but their hotel, use a shopping-cart metaphor from your booking engine to entice them.
- Do not underestimate or forget the importance of solid call centers and front desk help!





Thank You!



Keeping Hotels Competitive.

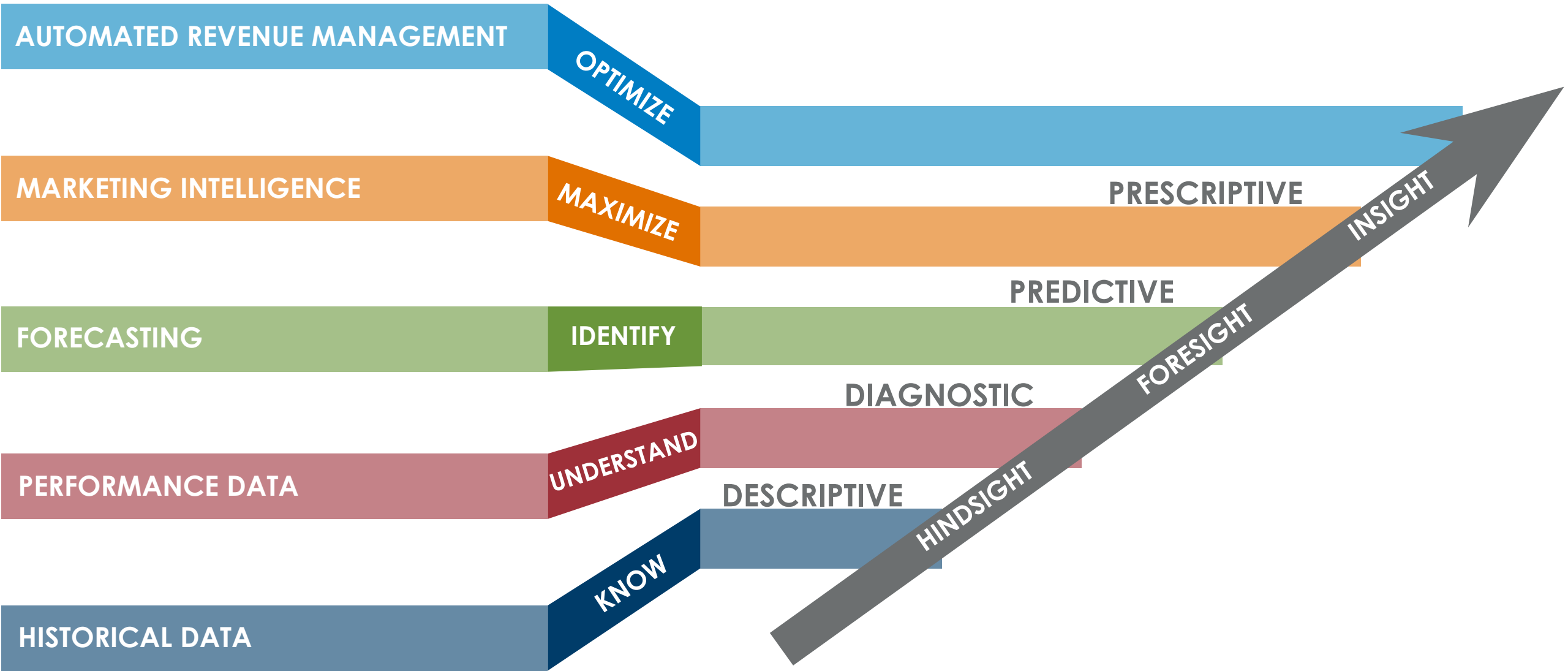
Market Intelligence: A Smart Approach to Optimal Performance

IDEASTM
A sas COMPANY

An overhead view of a group of business professionals sitting around a large, light-colored wooden table. They are all focused on their mobile devices, including smartphones and tablets. The devices display various data visualizations such as bar charts, line graphs, and maps. The individuals are dressed in business casual attire. The scene is brightly lit, and the wood grain of the table is clearly visible.

WE LIVE IN A DATA-DRIVEN WORLD

The Path to Optimal Performance

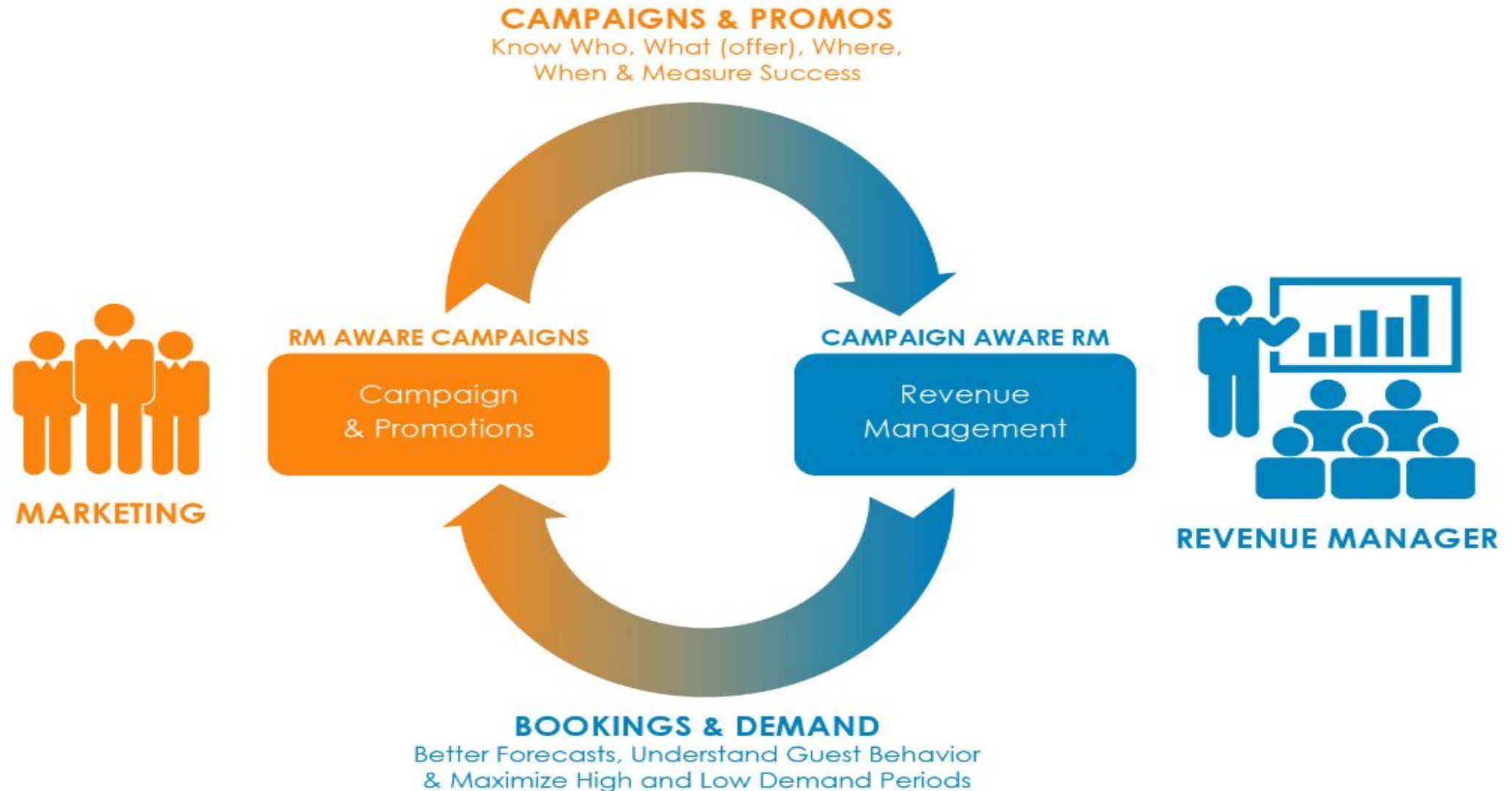


A man in a dark suit and red tie is shown from the chest up. He is holding a glowing, golden clock in his hands. The clock is surrounded by various digital and business-related icons, including email envelopes, a smartphone, a laptop, and abstract geometric shapes. The background is a light blue sky with white clouds.

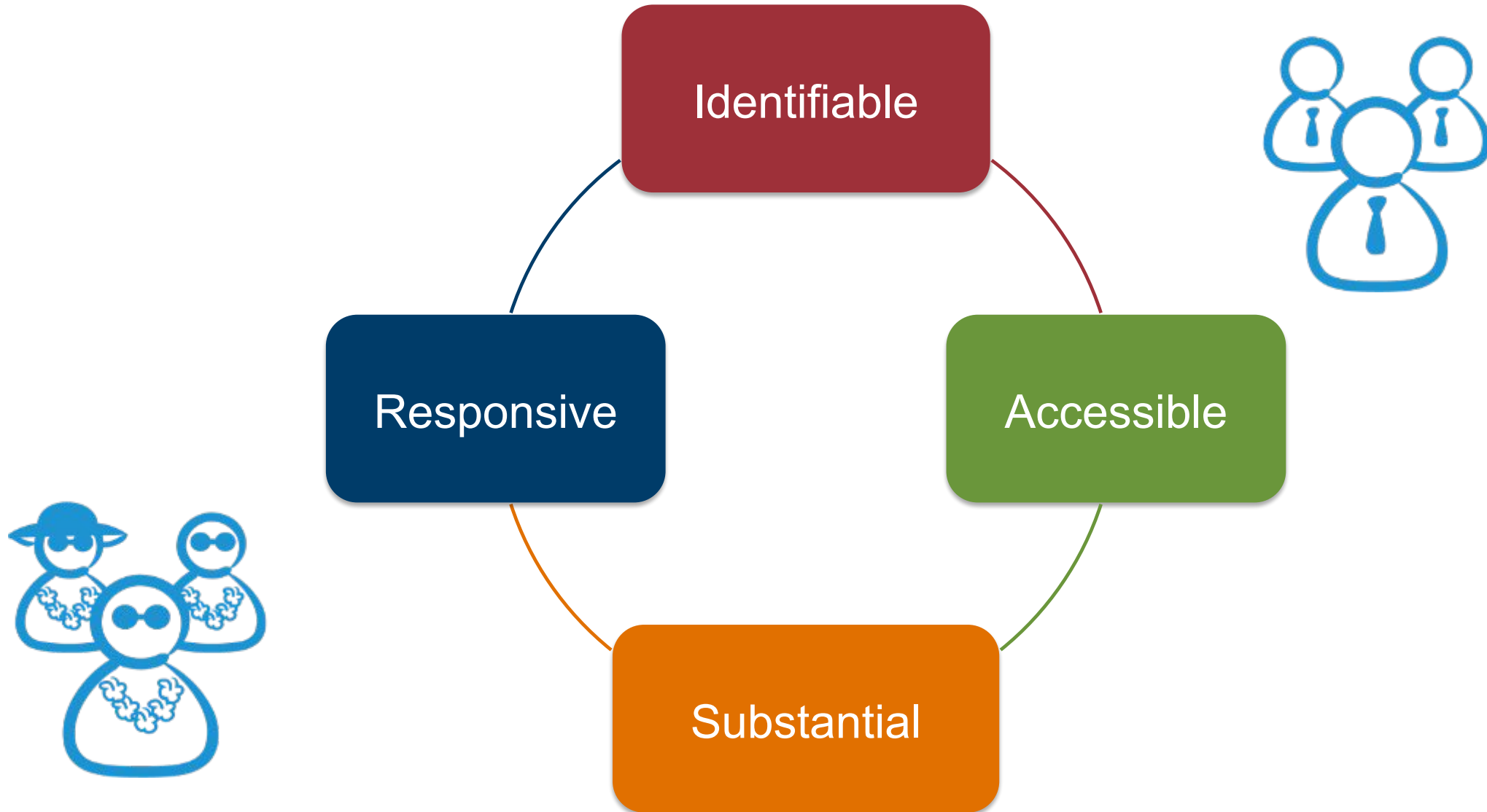
**Take that
data and
maximize
profitability**

THE DYNAMIC DUO:

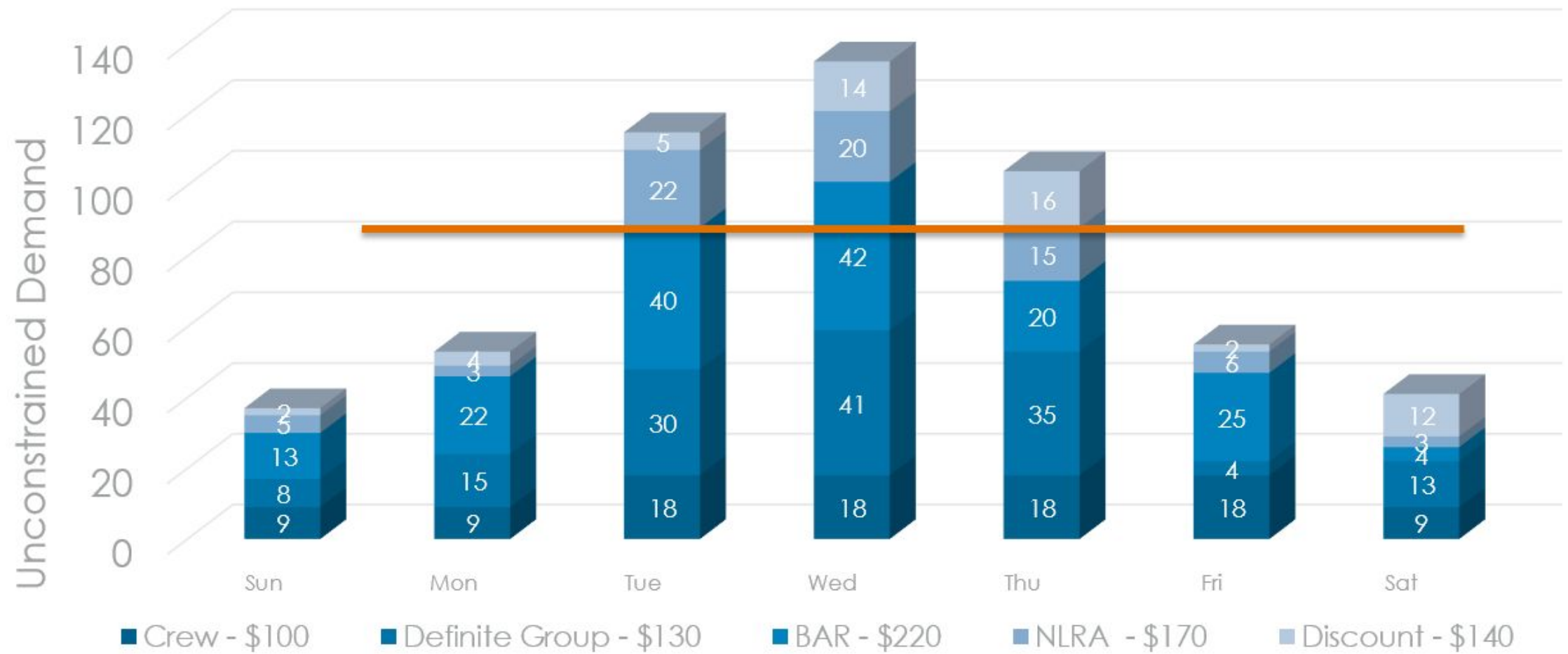
Marketing & Revenue Management



Some of the criteria to help us identify segments

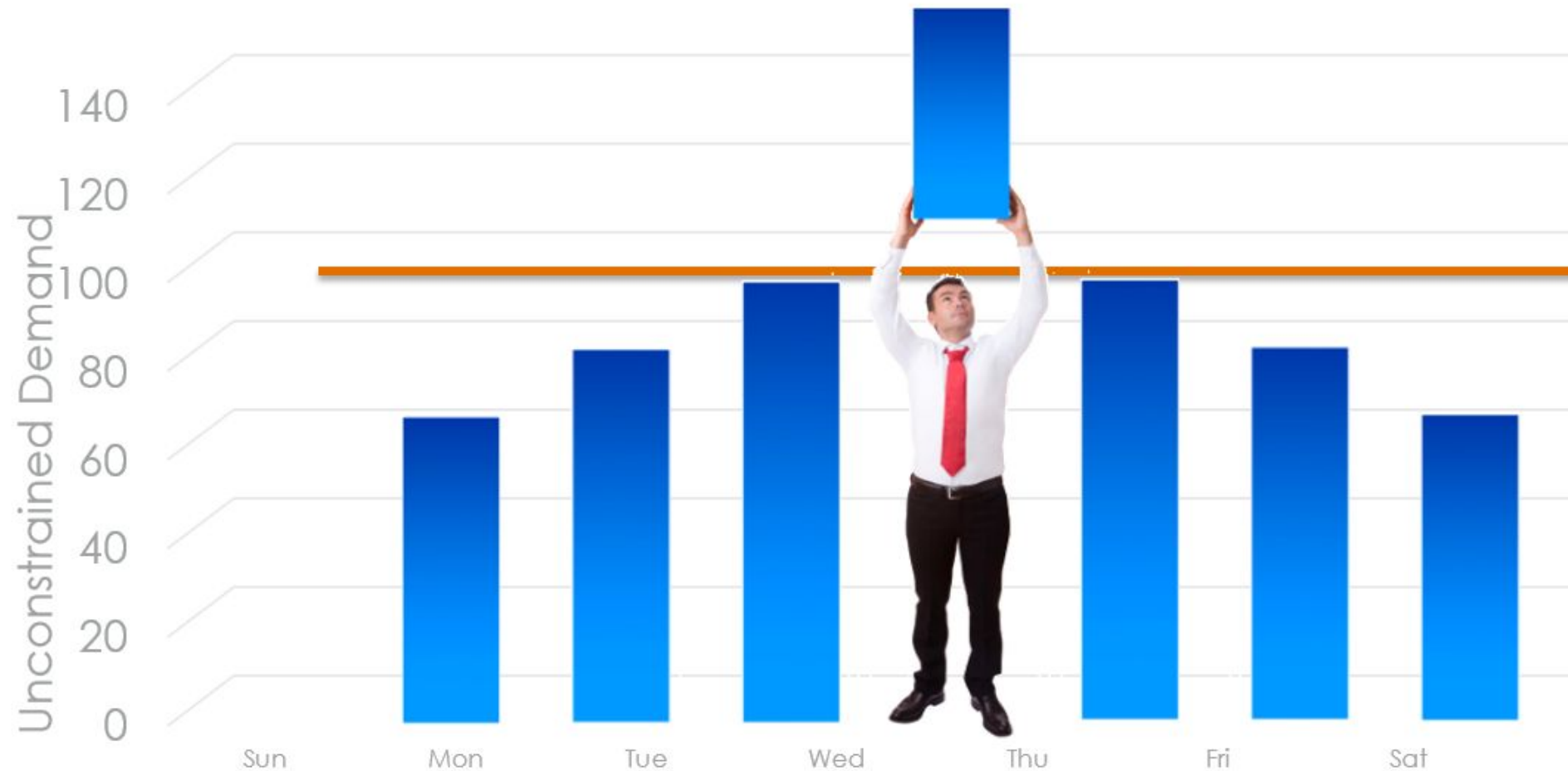


Using Segmentation to Optimize Performance



Choose the right business for our hotel...

We need to make sure we keep our most valued guests



...Using the True Value of Demand...



“What is apparent from the way technology continues to develop and penetrate our lives in all realms of consumer activity, is that the consumer is expecting that you know ever more about them and their preferences.”

-J. Allen Smith, President and CEO,
Four Seasons Hotels and Resorts

Source: Skift, The Future of Guest Experience, E-book, p41.

Powerful Data Drives Optimal Results

**Competitor
Rates**



**Reputation
Scores**



**Demand
Intelligence**



**Historical
Data**



**Ancillary
Revenue Data**



Performance Optimization

**Building
Loyalty**



**Personalized
Experience**



**Marketing
ROI**



**Optimal
Business Mix**



**Market
Performance**



**What are you
doing with the
data that is
available?**



Thank You.



DRIVING BETTER REVENUE

www.ideas.com

THE CREATIVE CLASS

WHO THEY ARE AND WHY THEY SHOULD MATTER TO YOU



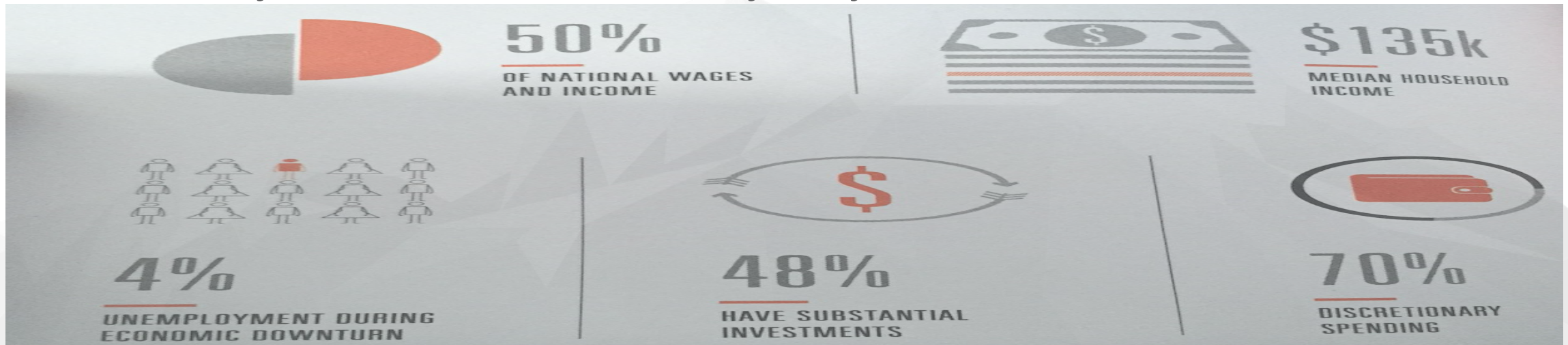
“THE REAL POSITIVE FORCE THAT IS GOING
TO CARRY US FORWARD IS HUMAN
CREATIVITY AND THE CREATIVE CLASS ARE
LEADING THE WAY”

RICHARD FLORIDA
AUTHOR OF: THE RISE OF THE CREATIVE CLASS



THE DEMOGRAPHICS & ECONOMICS

- 42 million in the U.S. AND 150 million worldwide
- 52% are women
- 35% are minorities
- 60% have college degrees
- Some key economic stats on why they matter...



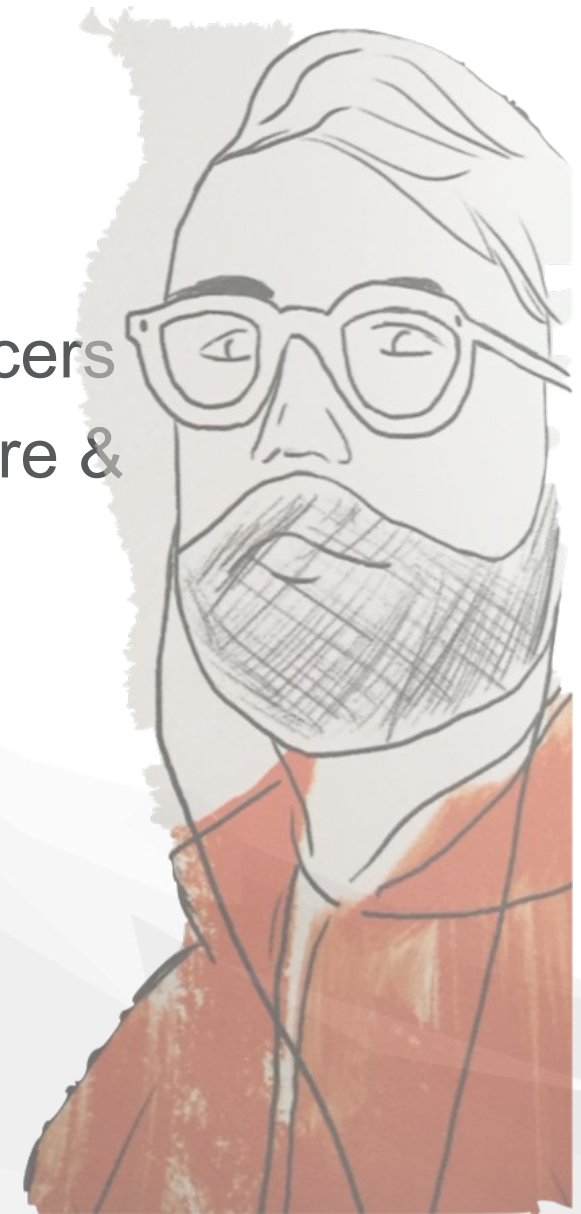
WHY DOES THIS MATTER TO HOTELS

- First to adopt new technologies, products & experiences
- The Creative Class has been driving the shift towards experience based consumerism, which travel play's a big part
- They drive 70% of discretionary spending
- Highly responsive to personalization of experience, which you can deliver

THE SUPER CREATIVES

4.5 MILLION IN U.S.

- These are the risk takers, early adopters & influencers
- Employed in computers & mathematics, architecture & engineering, science & education, art, design, entertainment & media
- Overwhelmingly concentrated in urban areas
- Thrive on uniqueness & authenticity
- Want to design & curate their own experiences



THE CORE CREATIVES

20.5 MILLION IN U.S.

- Core Creatives bring products, brands & concepts into the mainstream
- They are doctors, lawyers, business people – Well-educated, hard-working & forward thinking
- Have loads of discretionary income
- They value community & culture
- Focused on personal achievement & individual advancement – think educational opportunities



THE FAST-FOLLOWERS

12 MILLION IN U.S.

- Tend to work & play in groups – strong ties to friends and family
- Engaged in work that helps others realize their potential
- They are notable for their role in fostering complete, widespread buy-in of products, services and experiences



THE HARD TO REACH

4 MILLION IN U.S.

- A more insular group that avoids the limelight and are homebodies – streaming Netflix at home or gaming with friends online
- They are tech-oriented – often concentrated in software or other technology industries
- Their role in product & service adoption is limited because they are so hard to reach



CREATIVE CLASS TAKEAWAYS

- They are not driven by price alone – they focus on quality, authenticity & unique experiences
- Difficult to cater to all segments of the Creative Class, as they are motivated differently
- The Creative Class travelers are always looking to soak in culture & tap into their passions
- They are hungry for learning & authentic local experiences

ADA COMPLIANCE

- How many people in the US have a disability?
 - 56.7M have a disability*
 - 24.1M have a severe disability
 - 34.2M have a functional limitation
- WCAG 2.0 Double-A Standard
- WAVE Tool – Website Accessibility Evaluation Tool
www.wave.webaim.org

* US Census Bureau 2012

THANK YOU!

Visit our Website: www.GCommerceSolutions.com

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The Art of Selling to Three Generations: Roundtable Discussions



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