Creating Loyalty in Travelling Millennials





Millennials don’t like being overtly marketed too. However, they are not averse to marketing messages, but only if those messages are delivered in the right format. Millennials react well to influencer marketing. Sell to them by educating them, not just by describing your product.

These are some of the insights on travel consumers in the 22-36 age bracket – sometimes called Millennials or Gen Y – that will be delivered by Bronwyn White co-founder of MyTravelResearch.com in a free webinar and Twitter chat on 2 May.

The online educational event is the first of a series of webinars planned with the Travel Massive Live Chapter. The focus of the first webinar, “Creating Loyalty in Travelling Millennials,” has been designed to help tourism marketers and organizations understand the needs of this key demographic.

Tourism businesses need to know their audience. White says that Millennials often seek instant gratification. “If your destination or business cannot provide the information or content they are looking for then they will simply abandon you and Google for another business or DMO who can service them in the micro-moment.”

On social media, White argues that the use of social media usage mitigates – and fans – Millennials’ fear of missing out (FOMO). They share current locations and check-in to validate their self worth.

“Your destination or business needs to ensure this is encouraged. Make sure you offer free Wi-Fi to facilitate these activities and needs. From the Gen Y perspective, free WIFI is a right, not a value option,” says White.

Kirsty Tanner, Travel Massive Live Chapter Leader, helped conceive the webinar.

“This will be one of the first webinars for the Travel Massive Live Chapter to help educate our travel community on a variety of industry topics,” says Tanner. “We hope to see travel industry members of all generations join the webinar.”

To sign up for the one-hour webinar, which starts at 11am (AEST) on Tuesday 2 May, visit the Travel Massive event sign up page, https://travelmassive.com/events/2017/05/creating-loyalty-travelling-millennials-webinar-twitter-chat-bronwyn-white.

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About MyTravelResearch.com
MyTravelResearch.com is a market research and marketing firm specializing in the travel, tourism and aviation industries. Its specialty is providing insights that are actionable.

Founded by principals with lifetime careers in travel, tourism and aviation, MyTravelResearch.com exists to build the visitor economy and successful tourism businesses. It does this by putting the voice of the customer and best practice business thinking into an easy to implement, hands-on approach via an innovative membership model. MyTravelResearch.com can help:

* National Tourism Organizations (NTOs) meet the expectations of their industry by acting as an extension of their research and marketing resources
* Businesses make more informed decisions. (It is like having your own research and/or marketing team)

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