From consumer thrills to innovation trails

Millennials Redesign Family

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Global **Trend Agency**, with a focus on **Young Consumers & Young Families**

Matching **Trends** with **Business**
“It’s wrong to assume that hostels are only for budget-minded backpackers. It’s also for smart savvy people who consider the accommodation side to be the least important part of their journey.”
Fredrik Korallus, CEO Generator Hostels
In terms of accommodations, Millennial travellers with children are interested in renting a house or villa (33%), camping (27%), renting an apartment or condo (24%) and staying at a hostel (15%).
Millennial family travellers

Challenges

Trends

Expectations
Millennial family travellers

Challenges

Trends

Expectations
Google: FAMILIE - FAMILLE - FAMILY
... but a different story on blogs and social media.
Millennial parents find it hard to relate with traditional families.
More diverse and complex, with new needs and expectations.
/ARTIST
/BLOGGER
/STYLIST
/DESIGNER
/DJ
/PARENT
Self development is their way to differentiate from the rest.
Believe that sharing international travel with children will expose them to new cultures.
Don’t want to be identified solely as a parent
Prams = fashion accessory

Dutch brand Bugaboo turned prams into accessories fashionable enough to be featured in Vogue
Millennials = Generation ME, mind the strong identity
‘We will never make a decision based completely on the children. There are four of us, so it has to appeal to us all.’

(Evert)

‘Book a family holiday? No thank you. I like a holiday which also happens to be suitable for the children.’

(An)
“I think it is nice to design kids’ objects with parents in mind, not the kid in mind.”

- Marcel Wanders, designer
Millennial families are attracted to destinations because of parents’ interest, but parents also like to discover a destination through the eyes of their children.
Hectic lifestage
Parents want more time with their children. They are busier than ever, their kids are busier than ever. Sports are year-round, clubs, activities, etc. are year-round. It’s just getting harder, so travel’s the perfect antidote to provide time for shared enrichment.
“Millennials in the workplace are under very heavy pressure... in a way, vacation is even more important. Time is their most valuable asset. The reality is that families want adult time to reconnect with their spouse on vacation and they want time to spend with kids as a family. We also know when they aren't with their own kids, they'd rather spend time together instead of being around other families.”

- Henri Giscard d’Estaing, CEO of Club Med
Tech driven & connected (digital intuitives)
#1 travel inspiration source for Millennial parents: social networks, video and photo sites.
1 in 2 rely on advice from friends and family.
40% of travel search queries are made with a mobile device.

(Google)
Transparency & authenticity
Review sites and feedback, used to do some extended research before making a purchase
“Generator, Freehand, Mama Shelter are focusing much more on the experience in the hostel and in the community for a new type of guest we call a ‘seeker,’ by investing heavily in design, food, fashion, culture, and web content.”

Fredrik Korallus, CEO of Generator Hostels
The millennial traveller wants a shared local experience
Fewer amenities in the rooms because the shared space is the crux of the modern hostel.
In these common areas, guests have curated local art, design, music, cocktails, and food,
Sharing / swapping family houses & apartments
Kid&Coe, USA
Hybrid consumers
Millennial families do not think cheapest is best, but their budget is under pressure. Education and time together rank higher in value than the lowest price. They want a memorable experience.
People spend more money on experiences than material goods

2015: €800 billions on material goods vs €1200 billion (Oxford Economics, 2015)
Millennial families need new class of hospitality product

Urban cores such as London, Paris, Stockholm, Berlin, Amsterdam, Rome and others are becoming more expensive every year, to the point of pricing themselves out of their Millennial-age traveller markets.
FRAMILY

(noun - /ˈfræməli/ plural: framilies)

merging of 'friends' and 'family'
a network of friends and relatives
evolution of family
Millennial trend within family

Friends & Family = FRAMILY
Millennials travel in packs.
Nog meer korting bij Friends & Family.
Weg voordat je het weet!
Bekijk alle deals
Single and fabulous, exclamation point.
Millennial family travellers

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Making hotels millennial proof and meet their fragmentised needs

Starting from 2017 millennials will outspend boomers in hotels (Jason Dorsey, 2015)
In 2020, they will be 50% of world’s total hotel guests (Millennial 20-20, 2016)
Airbnb is on the rise

Airbnb expects $10 billion in revenue by 2020, with profits of $3 billion before interest, taxes, depreciation, and amortization.

In November 2015, London had 11,000 Airbnb listings alongside the existing 134,000 hotel rooms (7.6% of total market) (Wells Fargo, 2015).
Blurring differences between hostels and (budget) hotels

The one key difference between hostels and hotels at the moment is that hostels have the social edge.

Mixed-use model: integration of work - play - relaxation
Millennial family travellers

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Expectations
trend Hotel with hostel vibe: bar-centric

Monkey Bar & Neni Restaurant (25hours Bikini Hotel, Berlin)
Part of community
trend Hotel with hostel vibe: local collaboration

virgin hotel bow truss

Partnership with local roastery
trend Hotel with hostel vibe: sleep-only rooms

Bridging the gap between hotels and hostels

Unique concept with small rooms, large community area, hotel app, local guides, DIY bar and digital check-in (City Hub, Amsterdam)
trend Hotel with hostel vibe: sleep-only rooms
Small hotel room
(Qbic Hotel, London)
trend Lifestyle Hostel

for people who want the global communal spirit inherent in the hostel model, as well as the boutique style that's more typical of a trendy neighborhood lifestyle hotel. (Cocomama, Amsterdam)
trend Experience Hostel
Langholmen, Stockholm
trend Luxury Hostel
Generator, Paris
trend Luxury Hostel
Oddsson Hostel, Reykjavik
trend Niche Hostel
Wellness Hostel 4000, Switzerland
trend Brand Collaboration
Gap x Virgin Hotels
trend Brand Collaboration

Hublot Suite 107, Hotel Atlantis by Giardino, Zurich, Switzerland
trend Extended stay
Infinite rooms that help convert the room into a variety of multipurpose spaces
(Zoku Hotel, Amsterdam)
trend Eco-conscious
Desire for green and ethical hospitality
Purpose Hotel: A hotel where everything is connected to a cause or a need
trend Grab & go
Hilton introduces Grab & go outlet
Business & time-pressed travellers
Millennial family travellers

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Expectations
There will be a boom in travellers

International arrivals will reach almost 1.6 billion by 2020, this compared to 1 billion in 2010 (UNWTO Tourism 2020, 2013)
Rising middle class: Chinese tourists travelling abroad will double by 2020

In 2013, 97 million Chinese tourists travelled abroad; by 2020, this will more than double to over 200 million (China Briefing, 2014)
Bleisure will become more important

53% of young business travellers work in leisure time during business travel (4 Hoteliers, 2016)
“FRAMILY. Millennials redefine the concept of family.”

“This book is a reflecting tool for Millennial parents and a manual for professionals who want/need to understand them better.”
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