

# Key Travel Priorities of Generation Z

## Getting to Know Gen Z

### Birth Years



1997 - 2012<sup>[1]</sup>

### Core Values

- Authenticity
- Eco Consciousness
- Financial Literacy
- Immersive Experiences
- Local Economic Impact
- Work/Life Balance

## Key Gen Z Travel Survey Insights

60%

HAVE STRONG DESIRE FOR WORLD TRAVEL

SECOND ONLY TO MILLENNIALS. [2]

55%

PREFER TO TRAVEL OUTSIDE THE U.S.

WHEN GOING ON VACATION. [2]

80%

BELIEVE THEY ARE FINANCIALLY LITERATE

MAKING BUDGET-FRIENDLY TRAVEL IMPERATIVE. [3]

57%

PRIORITIZE EXCITEMENT OVER RELAXATION

WHILE TRAVELING FOR PLEASURE. [2]

73%

CONSIDER LOCAL CUISINE

WHEN SELECTING TRAVEL DESTINATIONS. [2]

49%

FOLLOW FOOD INFLUENCERS

THAT SHAPE THE DECISION MAKING PROCESS. [2]

## Gen Z's Top 4 Travel Priorities Hotels Need to Know

### 1 Environmental Sustainability

Gen Z travelers are mindful of their impact on the places they visit. Zoomers are more likely to make travel plans that prioritize responsible, ethical tourism.

#### Travel Preferences



Low-Impact Lodging



Remote Destinations



Minimizing Waste



Renewable Energy

### 2 Travel Economics

Instead of lavish all-inclusive resorts, Gen Z travelers seek affordable options that provide greater experiential value for their hard-earned money.

#### Travel Preferences



Budget-Friendly Deals



Local Economic Impact



Experiential Value

### 3 Authentic Experiences

Gen Z travelers want to disconnect from work, seeking out travel opportunities not found in tourist guides. They opt for destinations with unique experiences unmatched by traditional hotel chains.

#### Travel Preferences



Local Cuisine



Non-Traditional Lodging



Immersive Exploration



Vacation Mode

### 4 Smart Technology

Gen Z travelers have high expectations when it comes to hospitality technology to provide frictionless, streamlined services that allow them to exercise their independence.

#### Travel Preferences



Online Booking



Mobile Check-In



Smart Room Keys



Digital Concierge

## Adapt Your Hotel for Gen Z Guests with Next-Level Managed WiFi

Discover how Blueprint RF can help hotels better accommodate Gen Z guests, from solutions like secure hotel WiFi to mobile check-ins and other tech-centric solutions by contacting Blueprint RF today.

#### Sources Cited

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