

Key Travel Priorities of Generation Z

Getting to Know Gen Z

Birth Years 1997 - 2012[1]

Authenticity

Core Values

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

Key Gen Z Travel Survey Insights



MILLENNIALS. [2]



VACATION. [2]



TRAVEL IMPERATIVE. [3]

MAKING BUDGET-FRIENDLY



Gen Z's Top 4 Travel Priorities

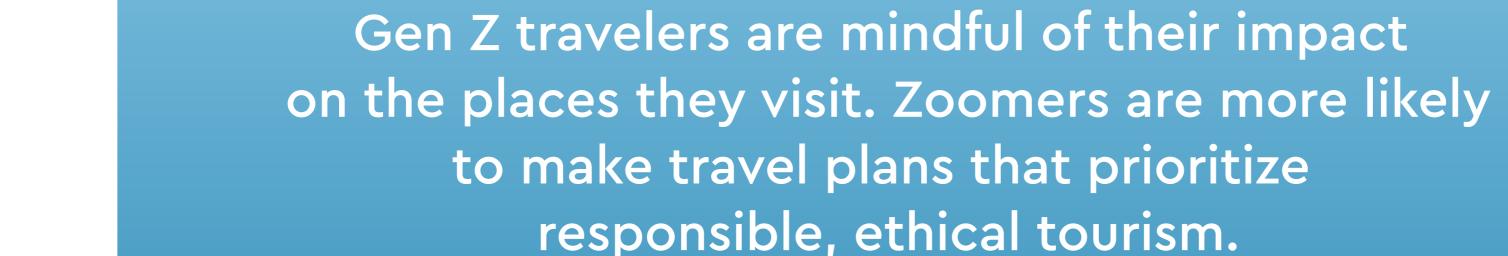




MAKING PROCESS. [2]

Environmental Sustainability

Hotels Need to Know



Travel Preferences

Instead of lavish all-inclusive resorts, Gen Z

travelers seek affordable options that provide

greater experiential value for their



Low-Impact

Lodging



Remote

Destinations



Minimizing

Waste



Renewable

Energy

Travel Preferences



Local Economic Budget-Friendly Impact Deals



Gen Z travelers want to disconnect from work,

Experiential

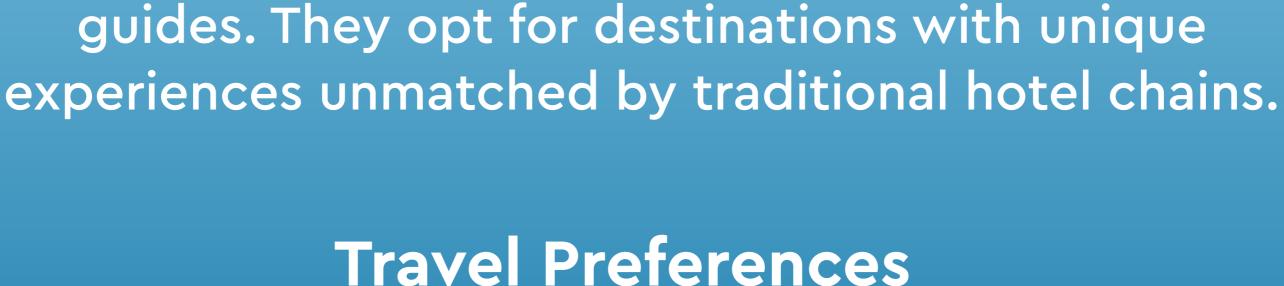
Value



Travel Preferences

Non-Traditional Local **Immersive** Cuisine Lodging **Exploration**

Smart Technology



Vacation

Mode

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

Mobile

Check-In

Online

Booking



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.

https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-zbegins/[1]

the-world/[2]

Sources Cited

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