



From consumer thrills to innovation trails



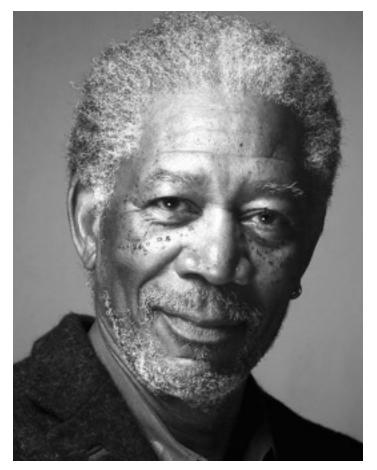
Millennials Redesign Family



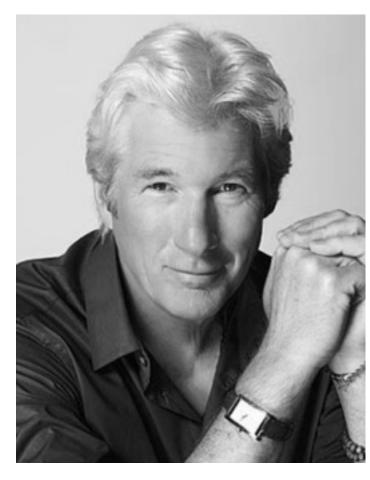




Global TRENT AGENCY, with a focus on YOUNG CONSUMERS & YOUNG FAMILIES Matching TRENTS with BUSINESS



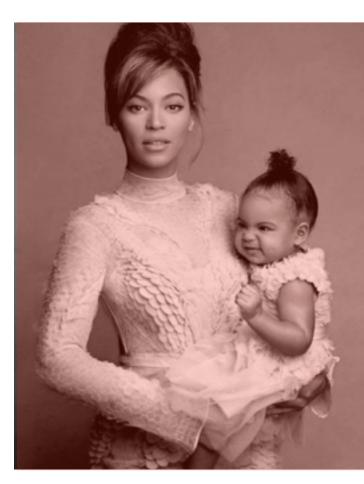
Silent Generation 1933 - 1945



Baby Boomers 1946 - 1964



Gen X 1965 - 1979



Gen Y 1980 - 1994



Gen Z 1995 - 2010



Gen Alpha 2011 - ...



"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





Millennial family travellers

Challenges

Trends

Expectations

Millennial family travellers

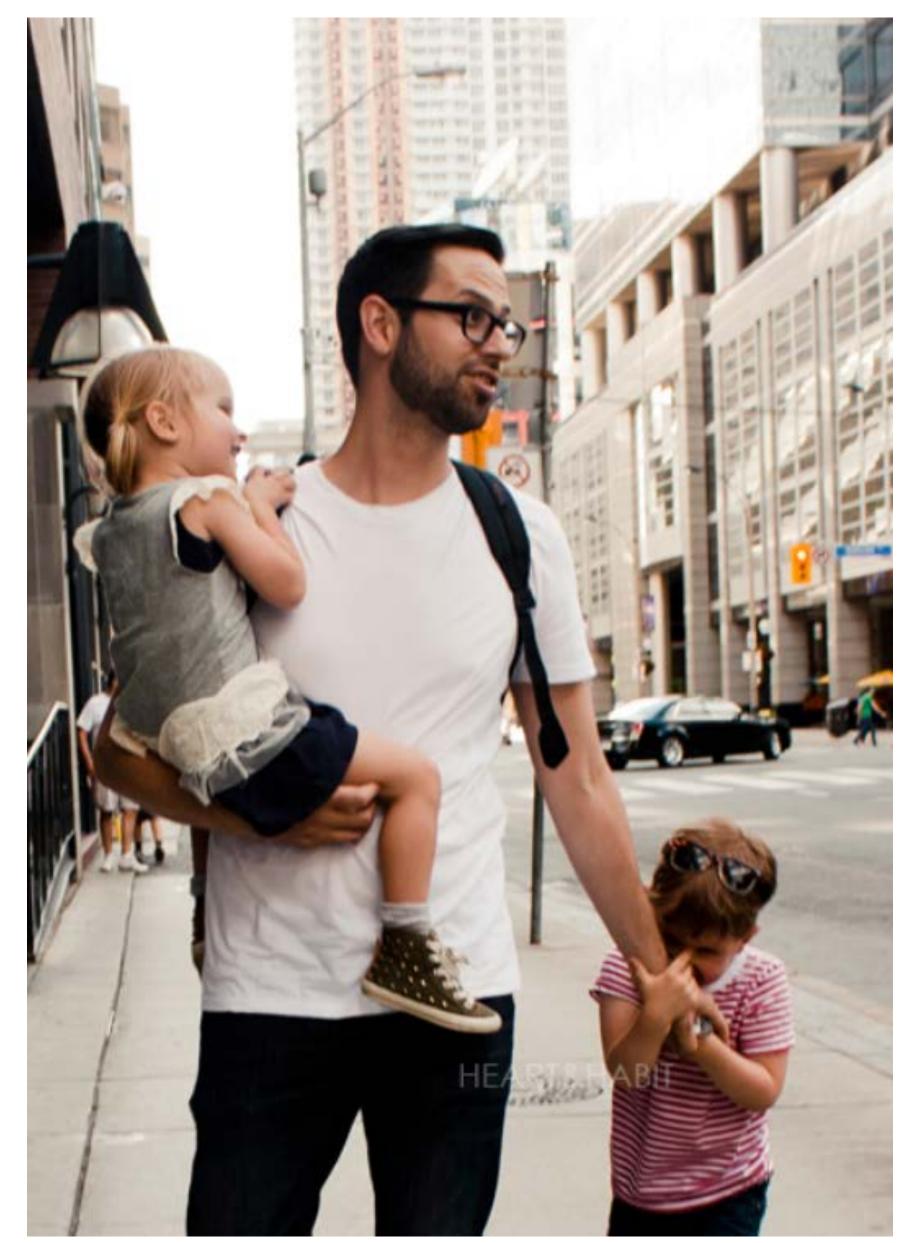
Challenges

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Google: FAMILIE - FAMILLE - FAMILY





... but a different story on blogs and social media.



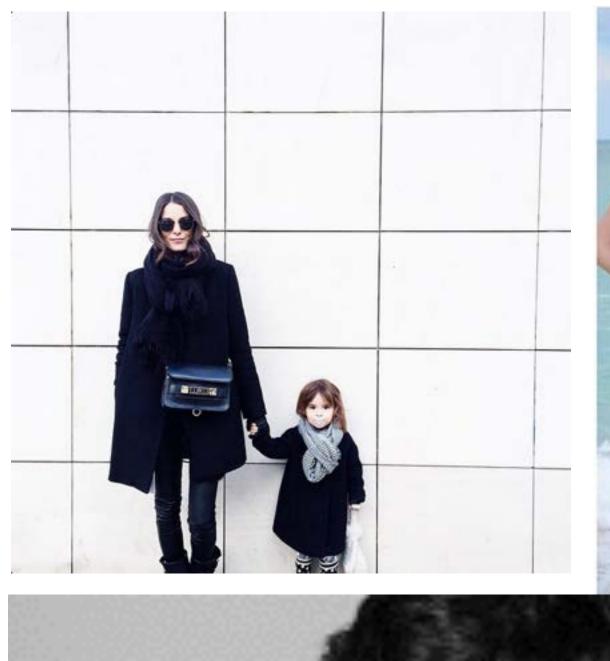
Millennial parents find it hard to relate with traditional families.









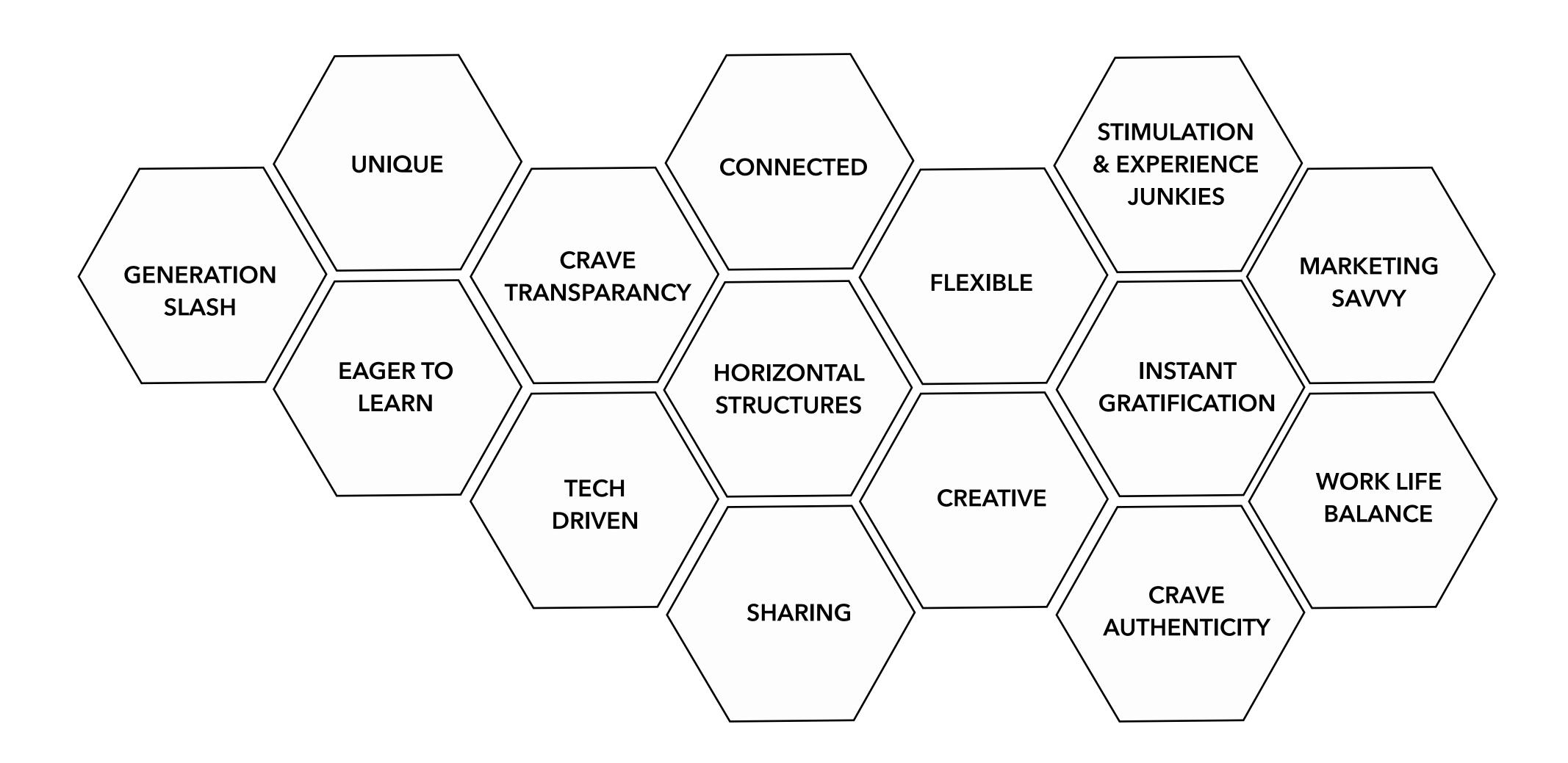




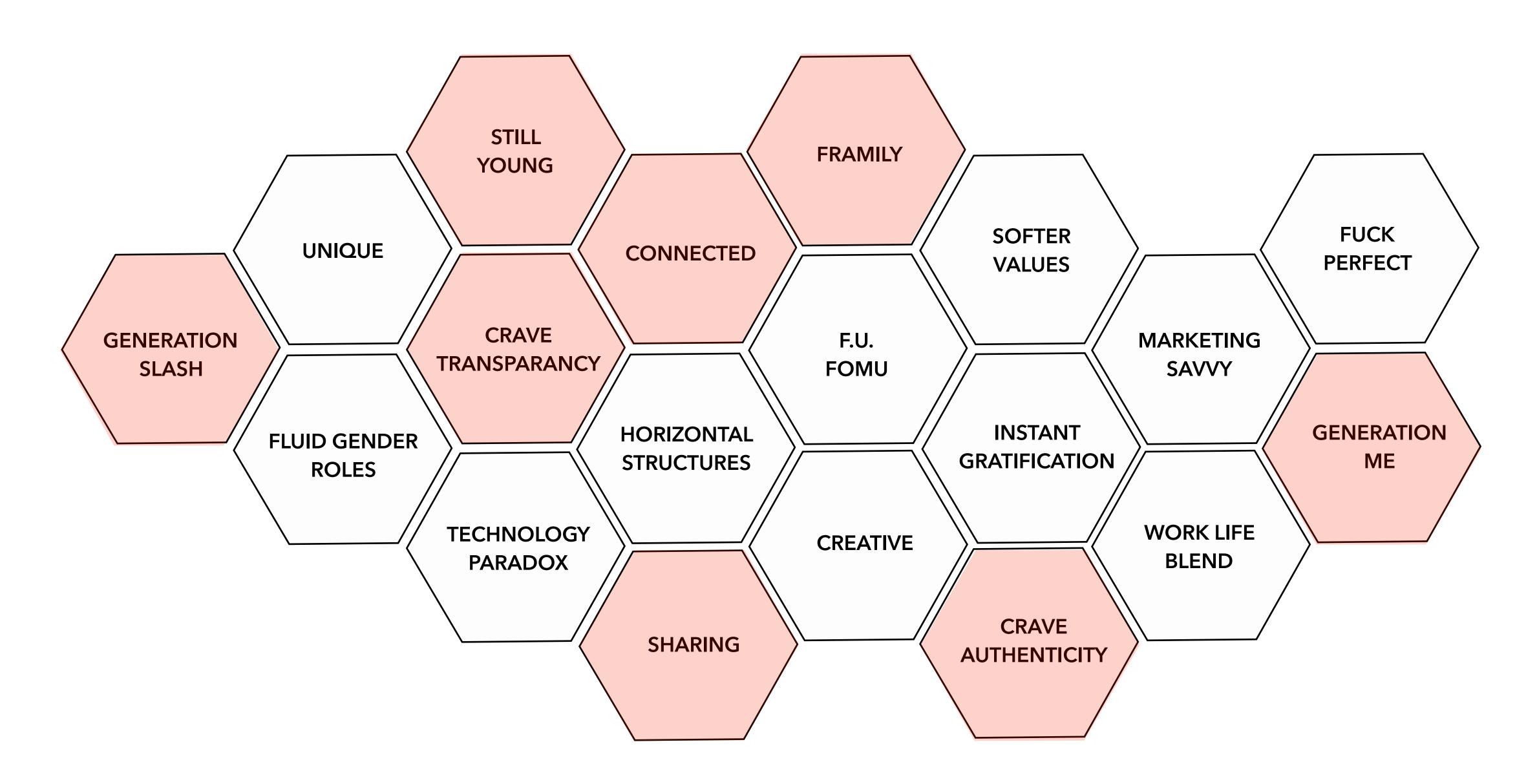




More diverse and complex, with new needs and expectations.











Generation Slash



Self development is their way to differentiate from the rest.

CAFE DE LUSTIGE SCHUTTERS

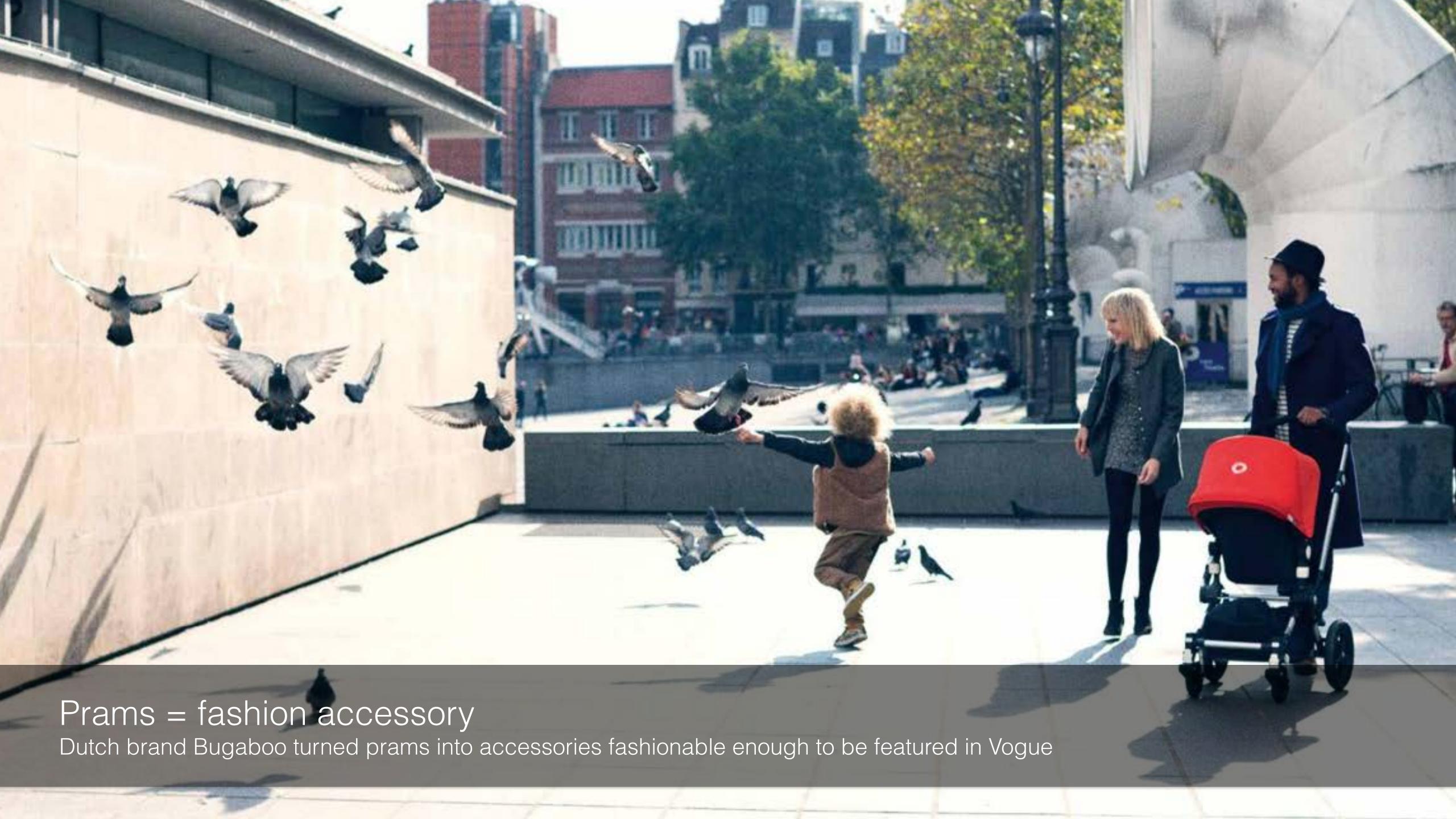


Believe that sharing international travel with children will expose them to new cultures.



Don't want to be identified solely as a parent









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.'

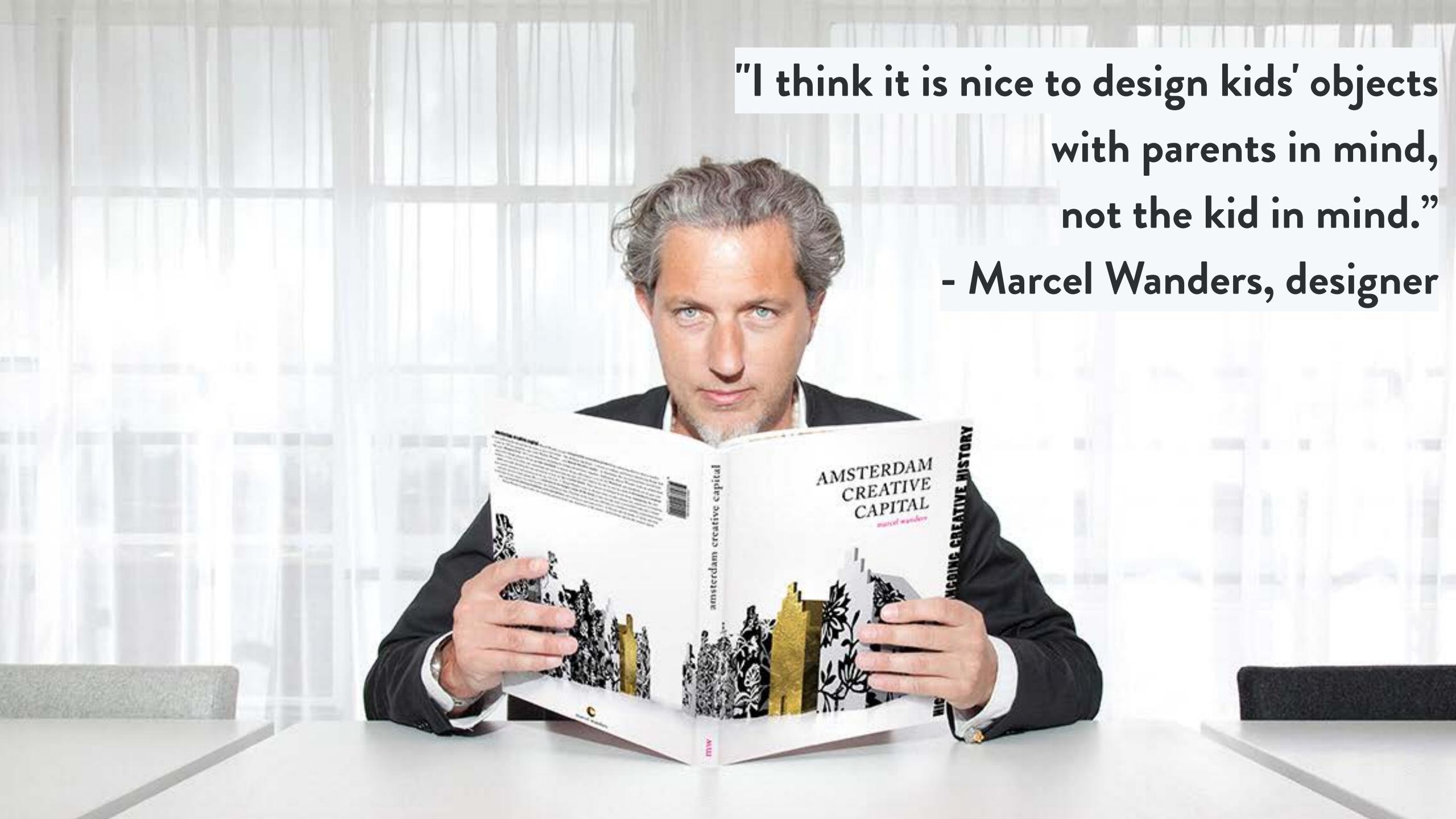




'Book a family holiday?

No thank you. I like a holiday which also happens to be suitable for the children.

(An)

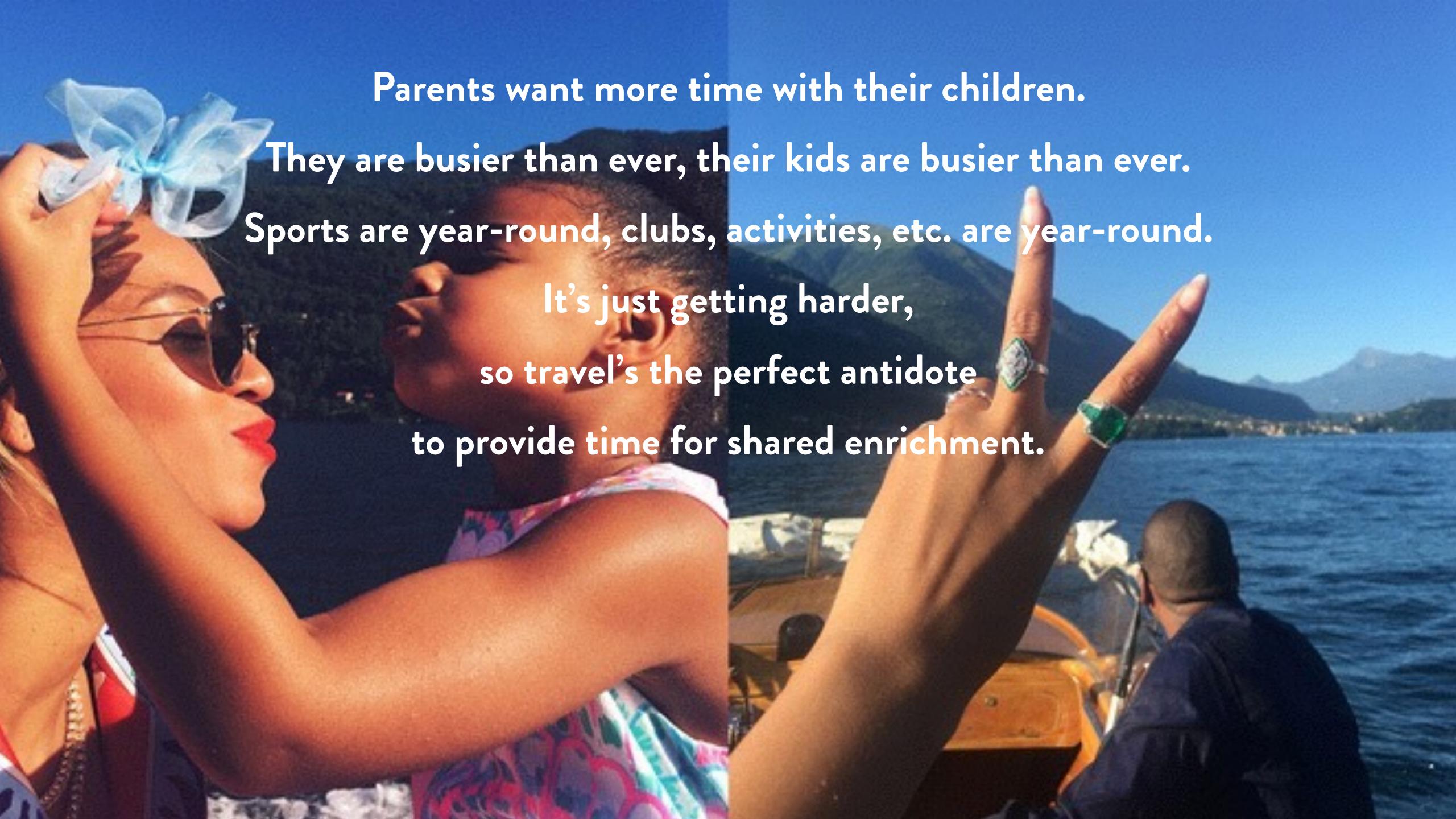




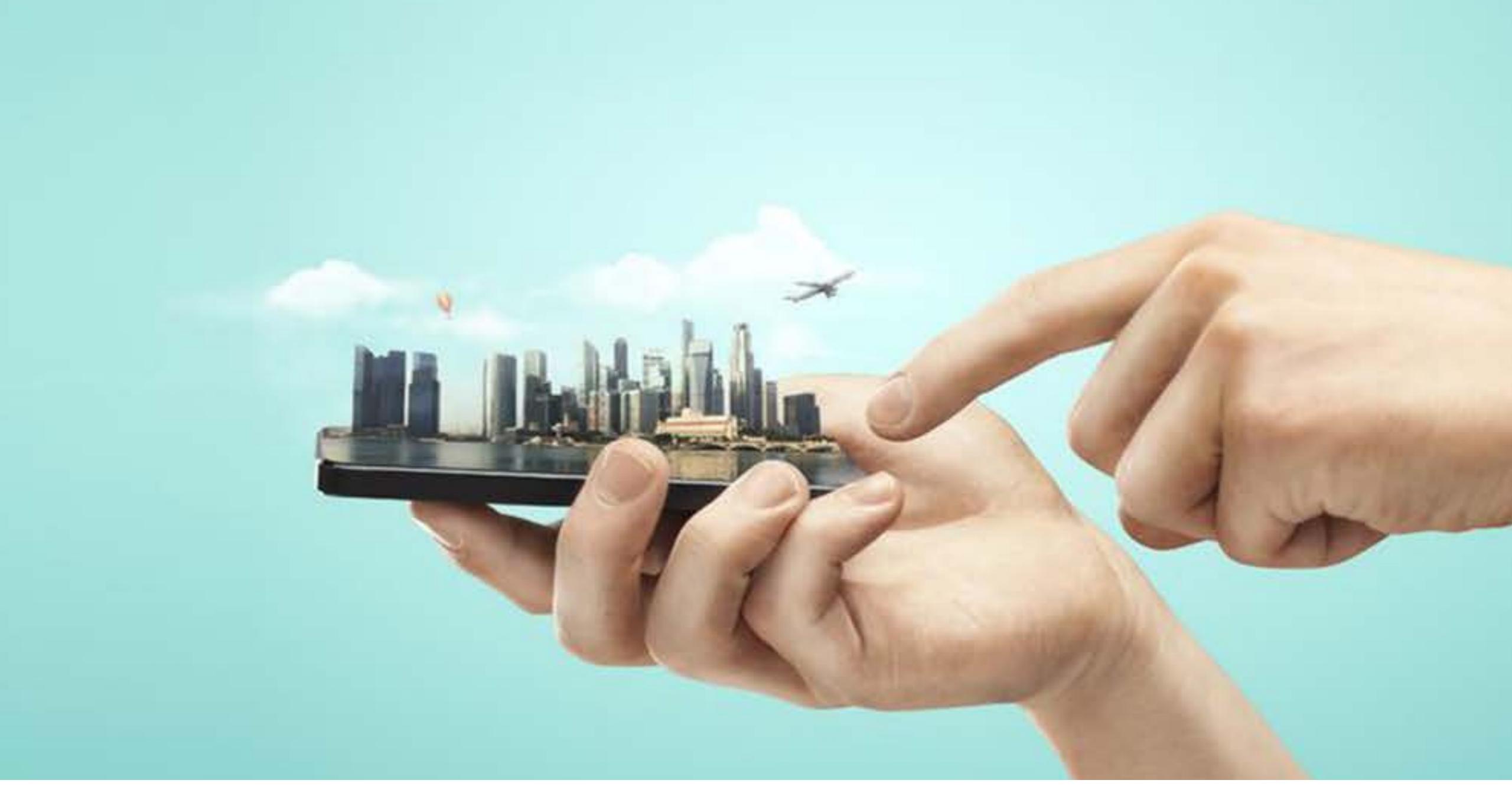


Hectic lifestage









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)

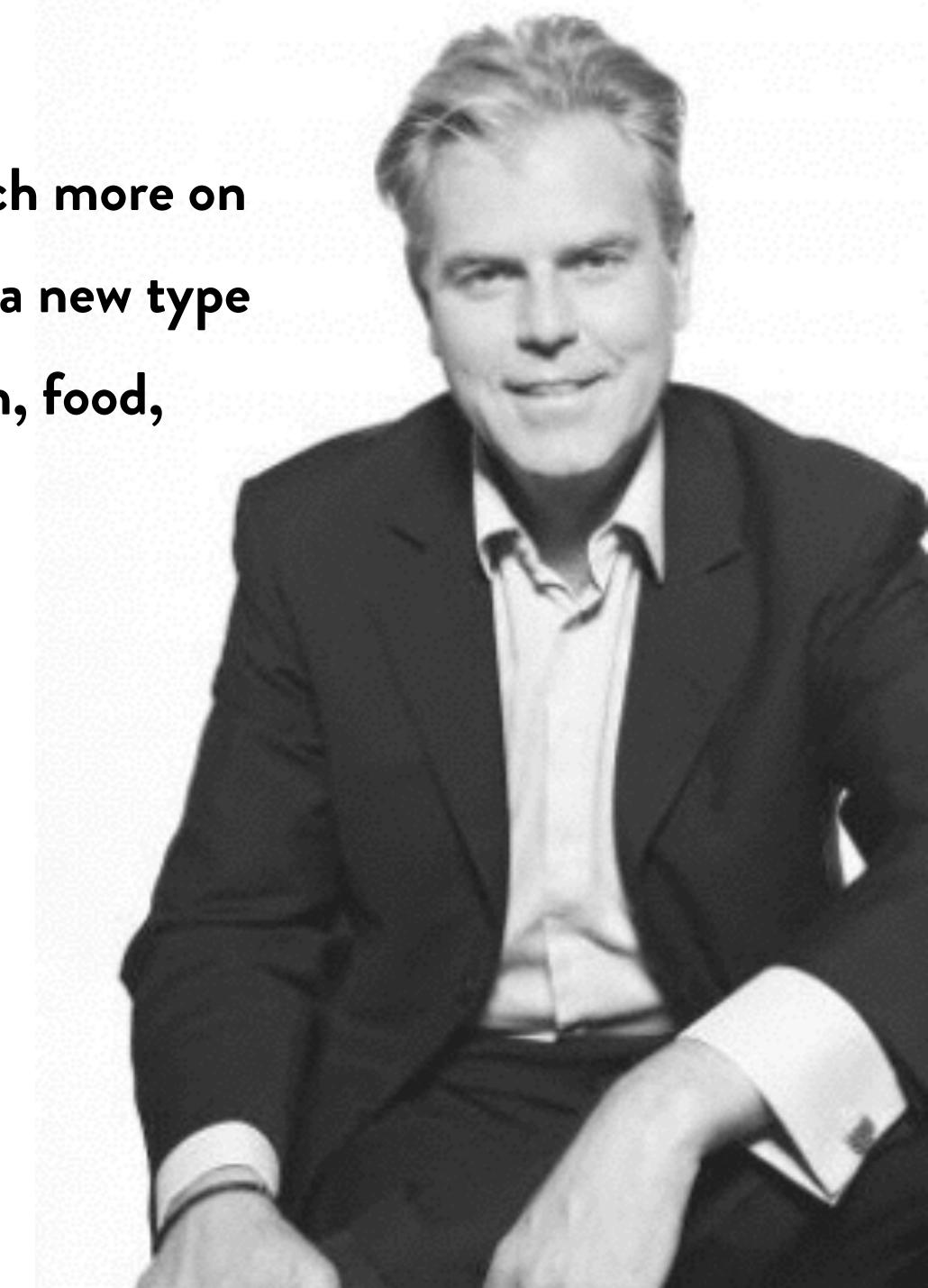


"Generator, Freehand, Mama Shelter are focusing much more on the experience in the hostel and in the community for a new type

of guest we call a 'seeker,' by investing heavily in design, food,

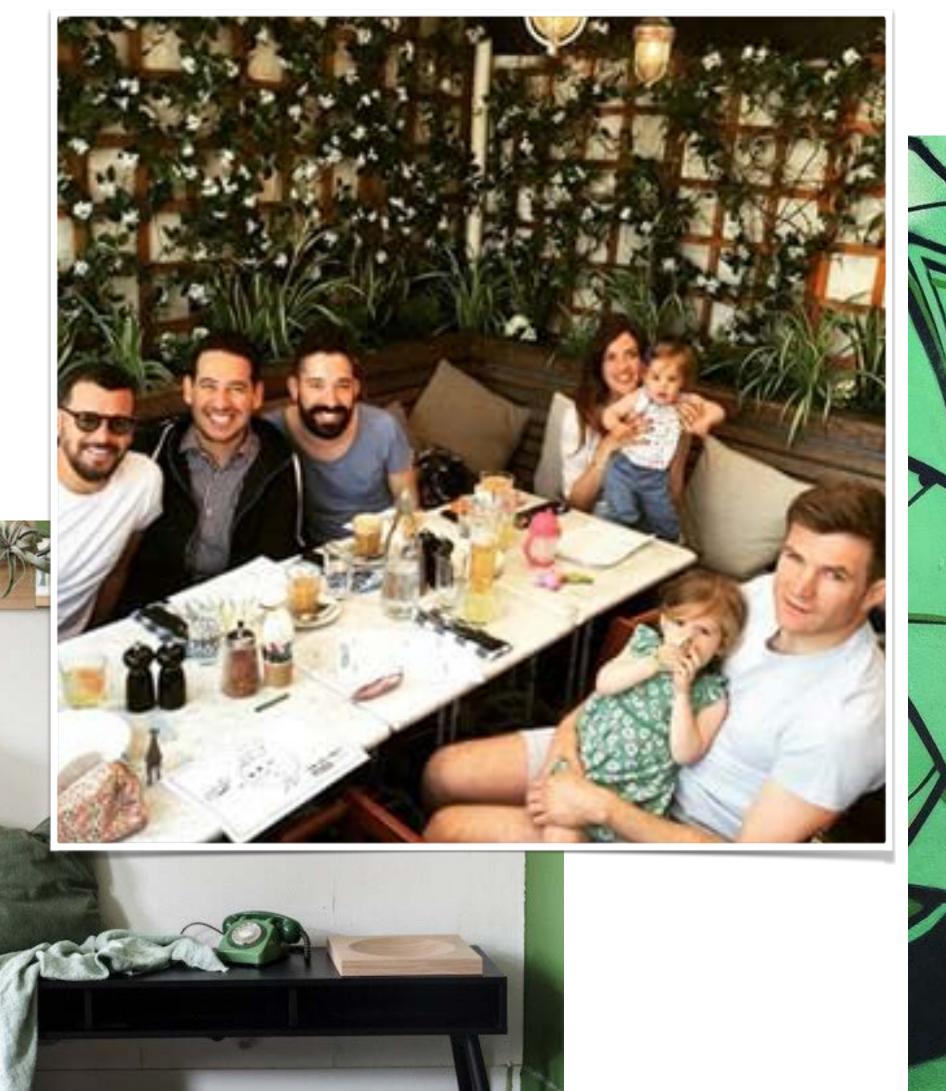
fashion, culture, and web content."

Fredrik Korallus, CEO of Generator Hostels





Sharing



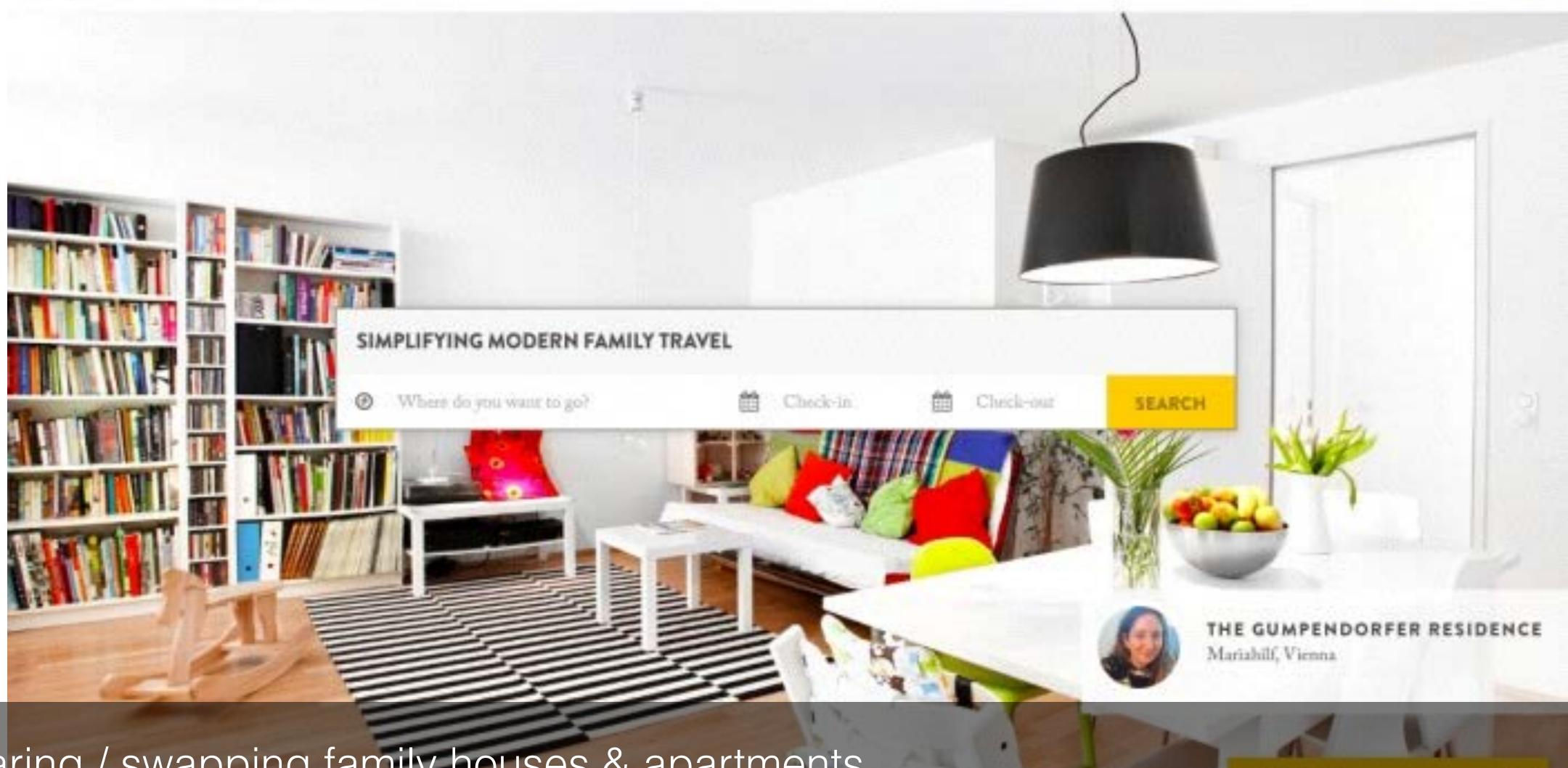


The millennial traveller wants a shared local experience

coziness created

food, drinks and the company of friends

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,



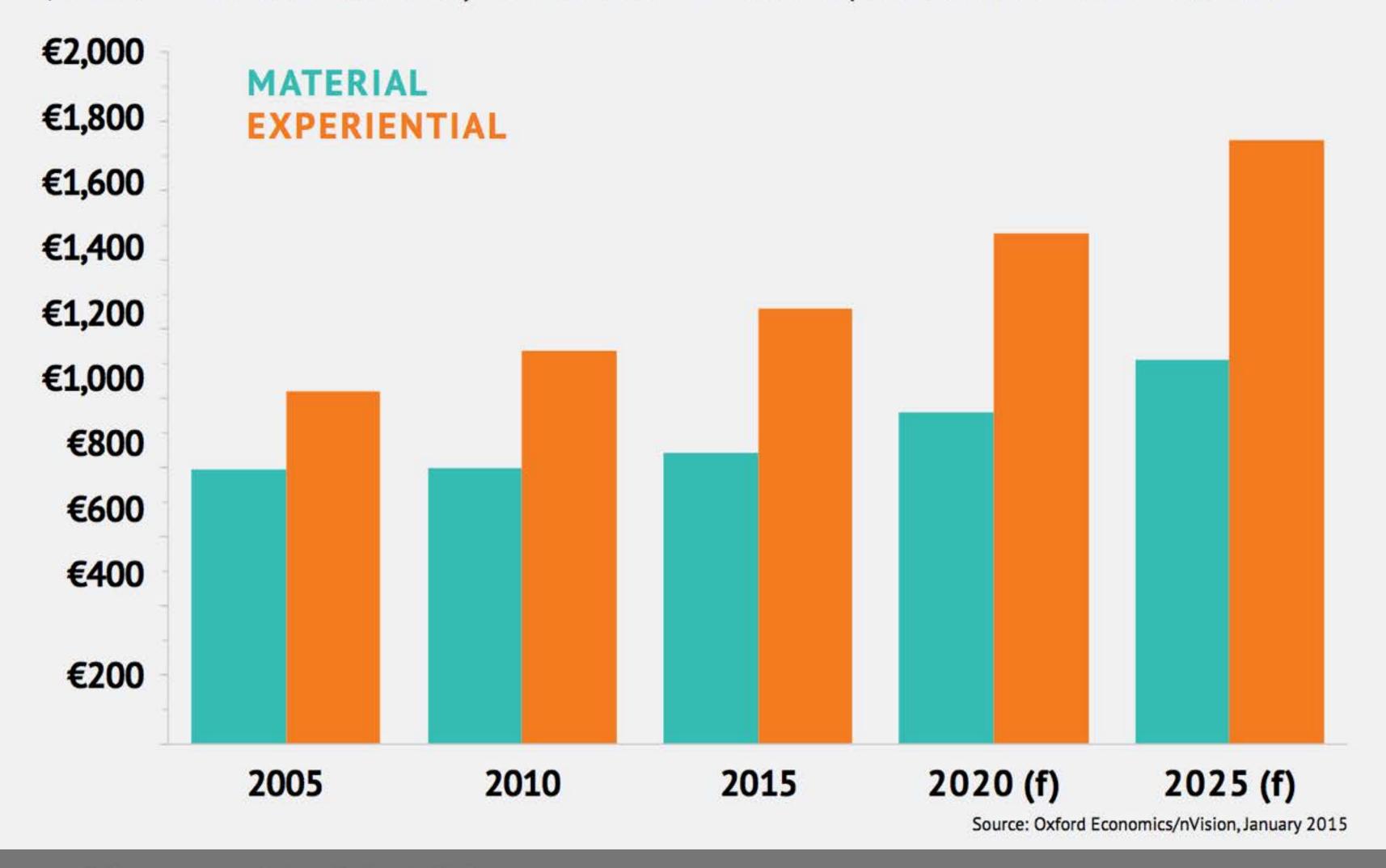
Sharing / swapping family houses & apartments Kid&Coe, USA



Hybrid consumers



TOTAL ANNUAL EXPENDITURE ON ENRICHMENT VS. MATERIAL GOODS (IN BILLIONS OF EUROS, AT CURRENT PRICES | JANUARY 2015 FORECAST



People spend more money on experiences than material goods 2015: € 800 billions on material goods vs € 1200 billion (Oxford Economics, 2015)





FRAMILY

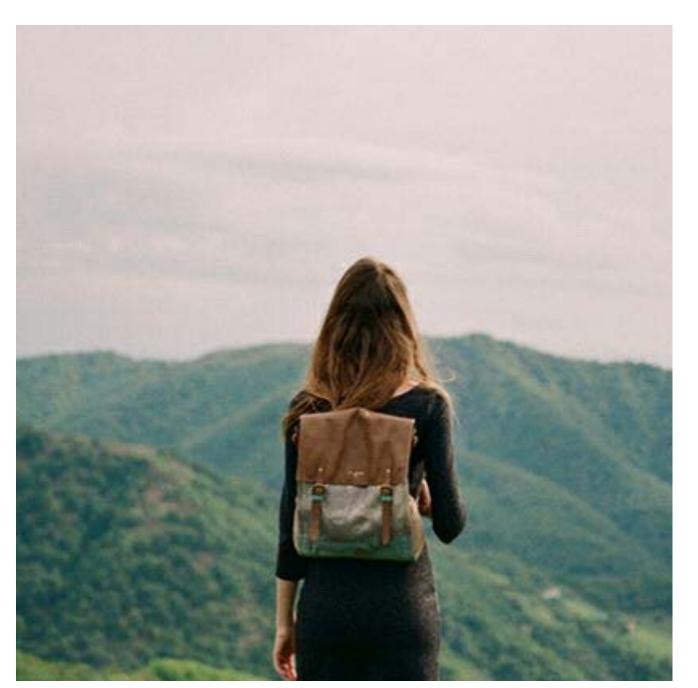
(noun - /'fræməli/ plural: framilies)

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

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Rise of the singleton

Millennial family travellers

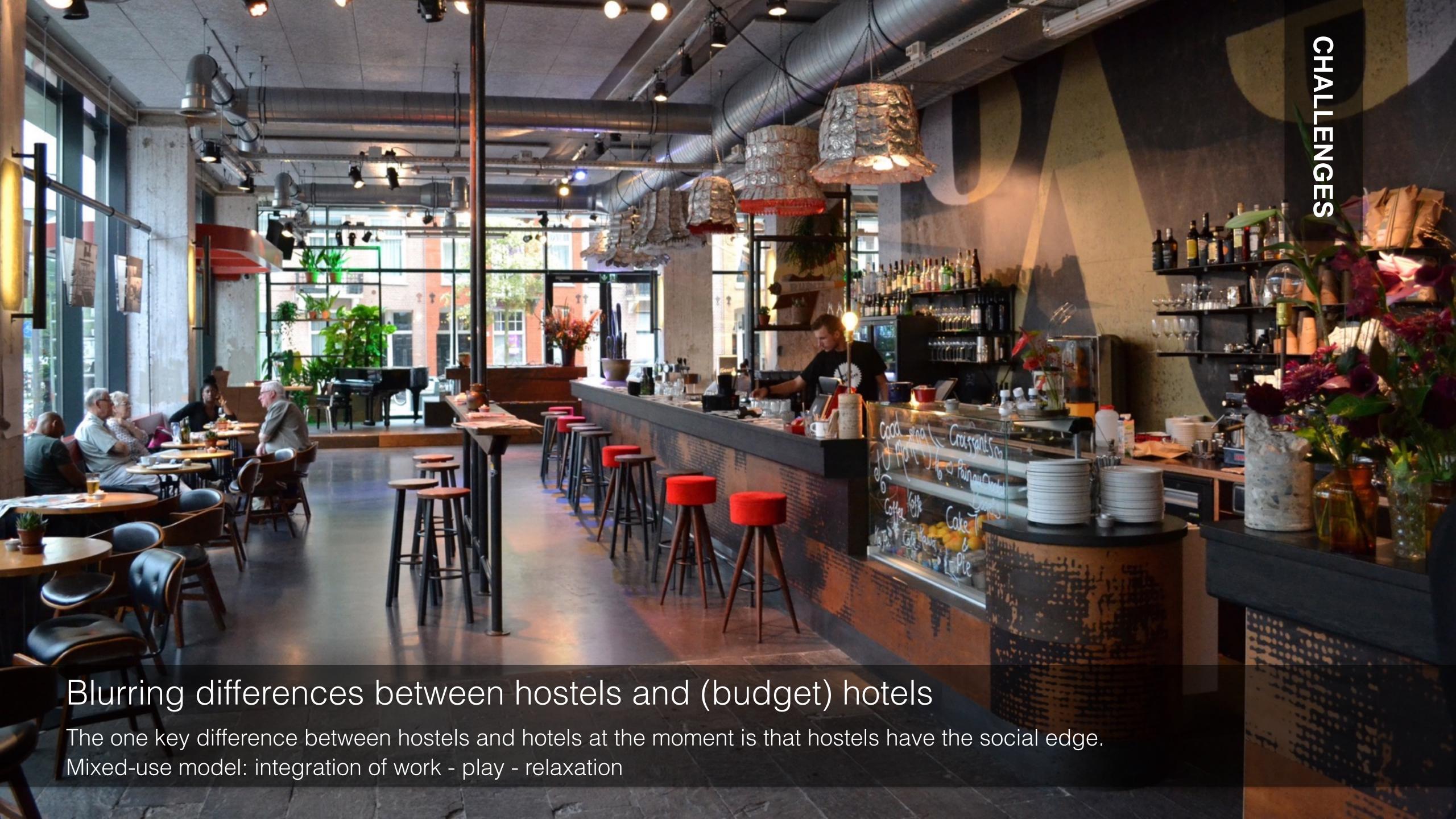
## Challenges

Trends

Expectations







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Pinot Bianco 2013 11/44 Chablis 2012 13/52 A Torrontes 2012 12/48 Sauvignon Blanc 2013 12/48

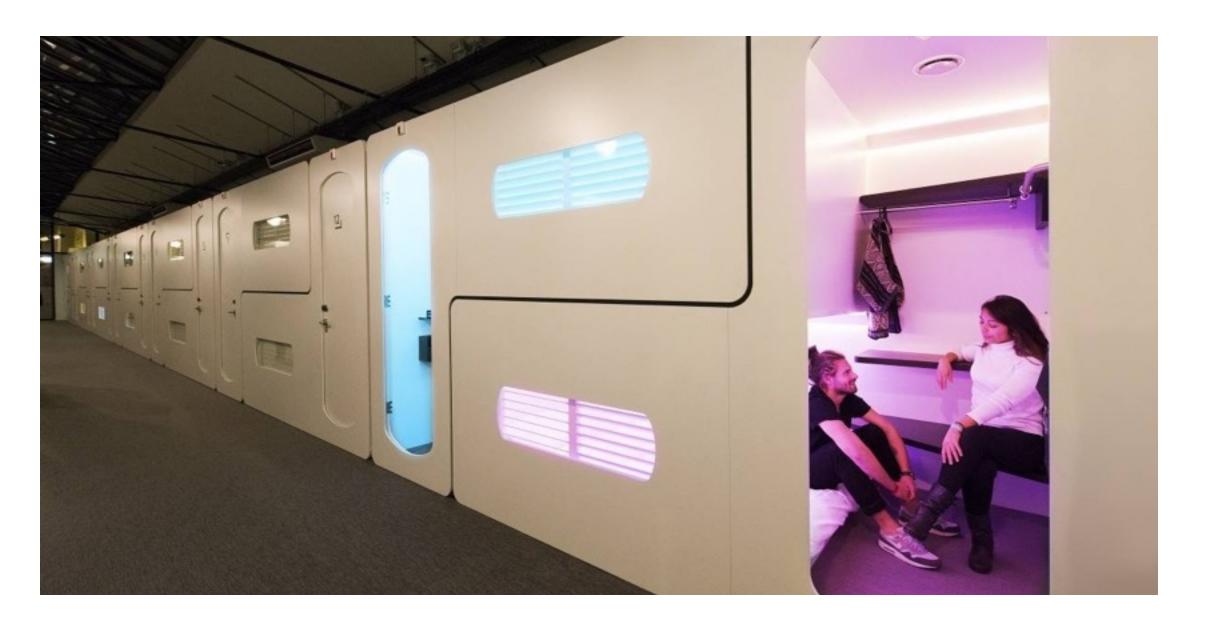
li di San Gregorio 2013 12/48

## Bottle

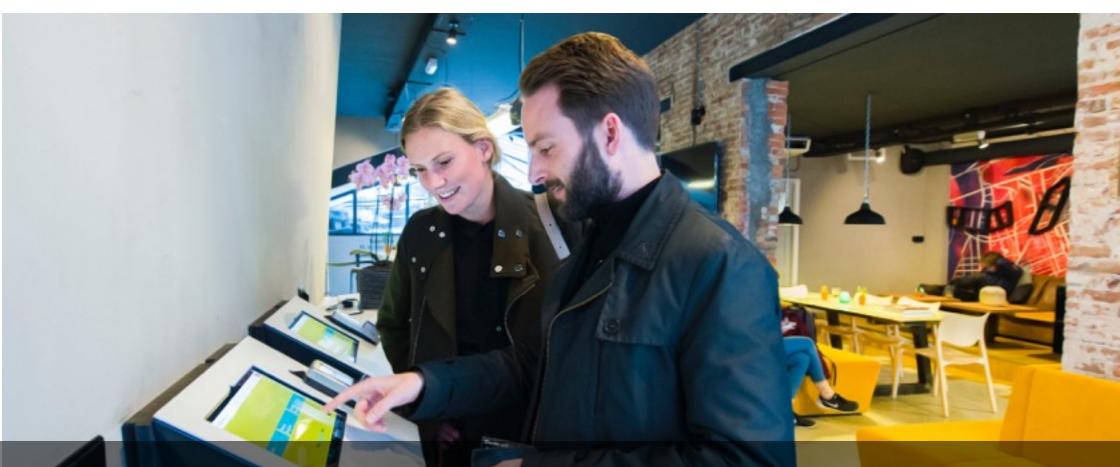
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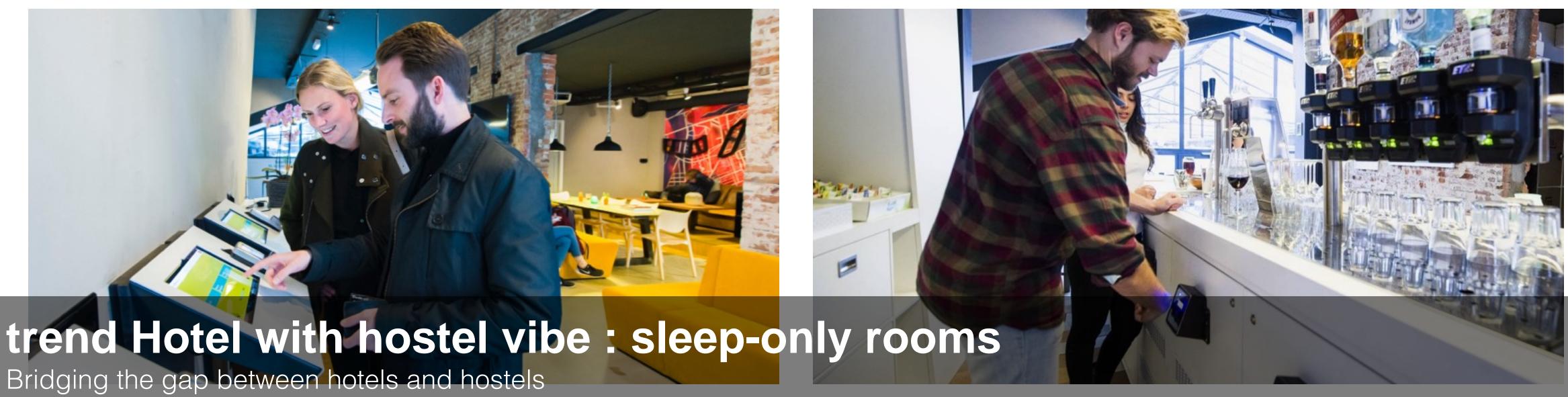
et Fils Pouilly Fuisse 2013 80 raminer, Grand Cru Alsace 2011 112







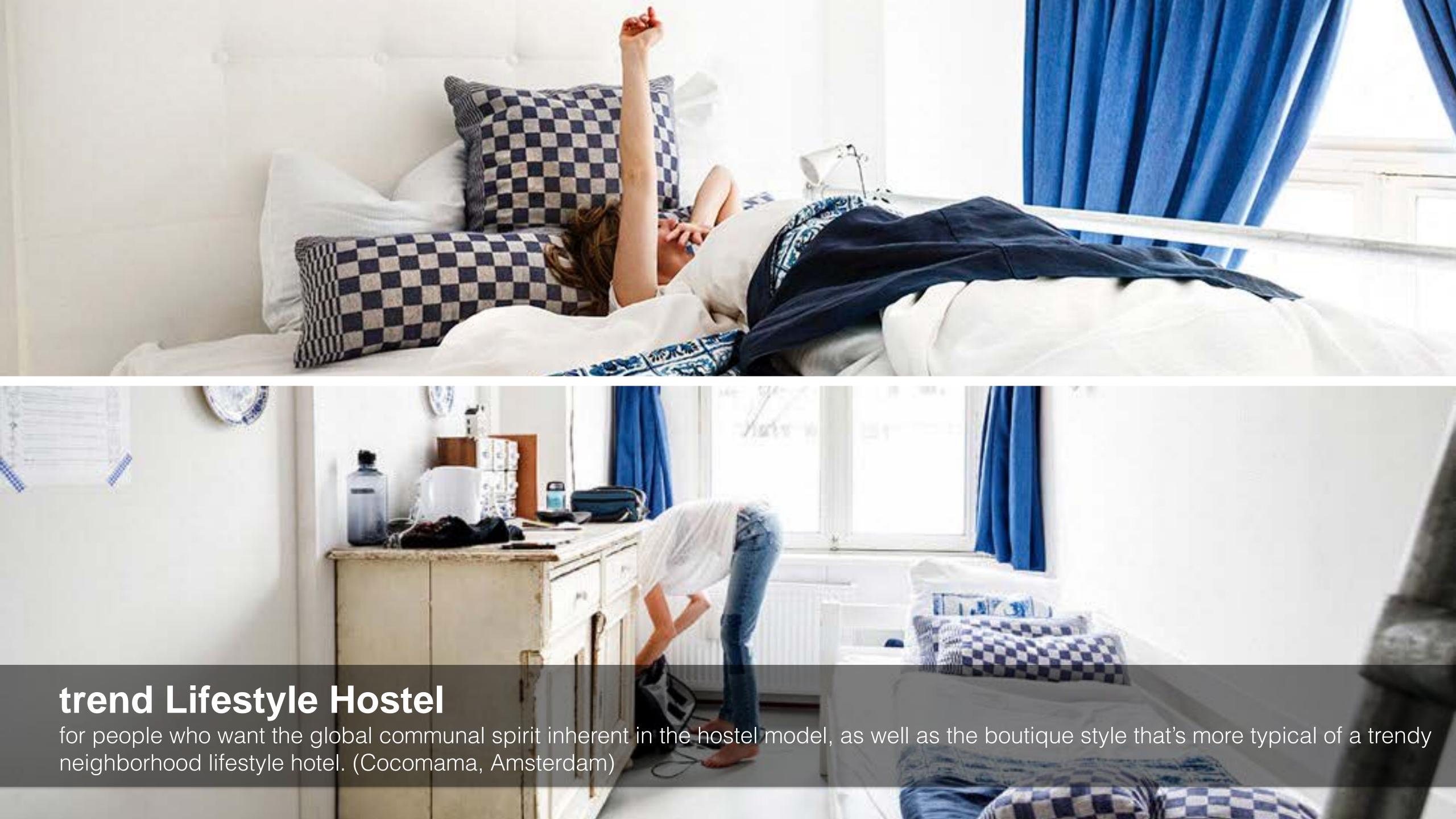




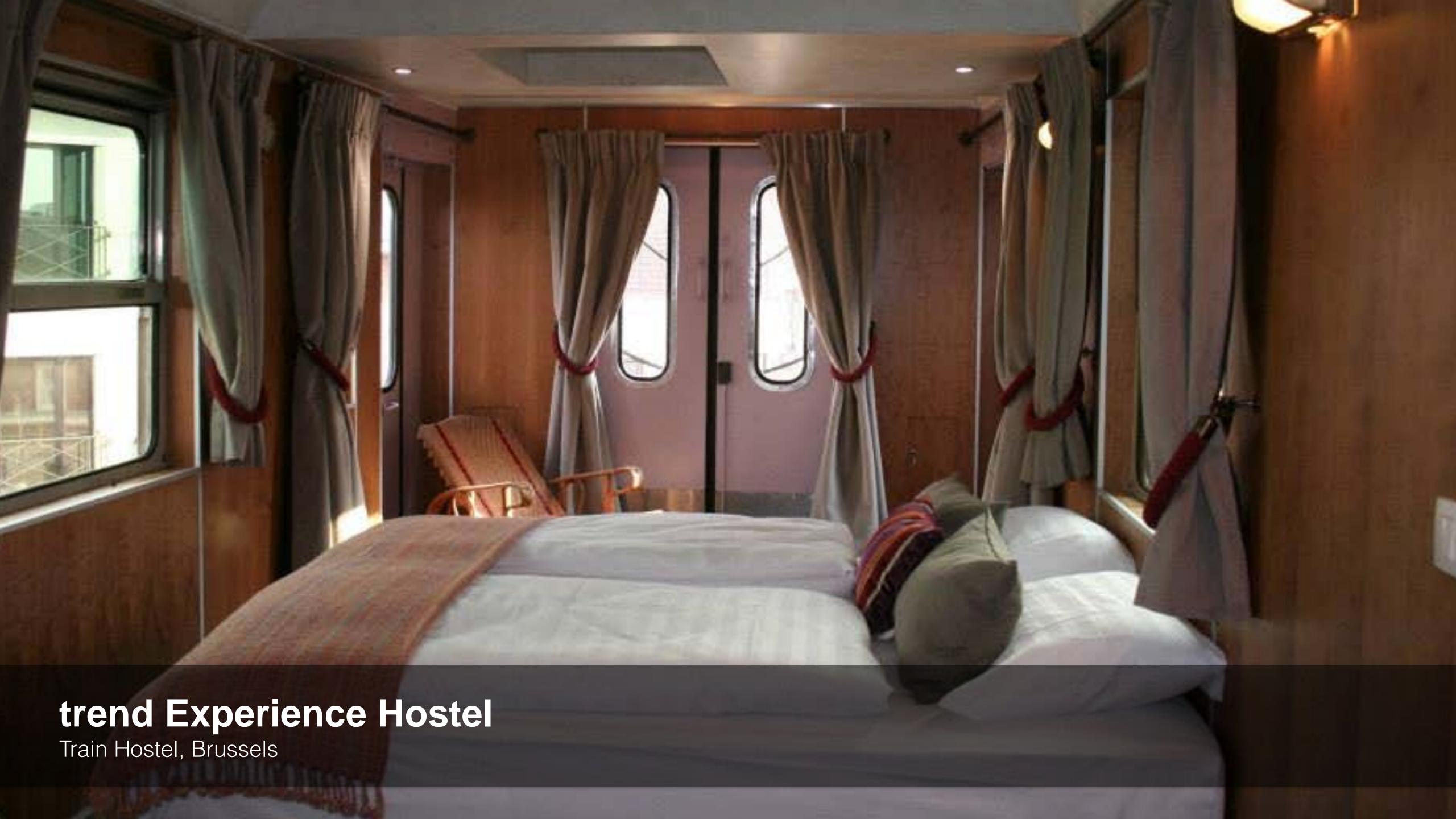
Bridging the gap between hotels and hostels

Unique concept with small rooms, large community area, hotel app, local guides, DIY bar and digital check-in (City Hub, Amsterdam)



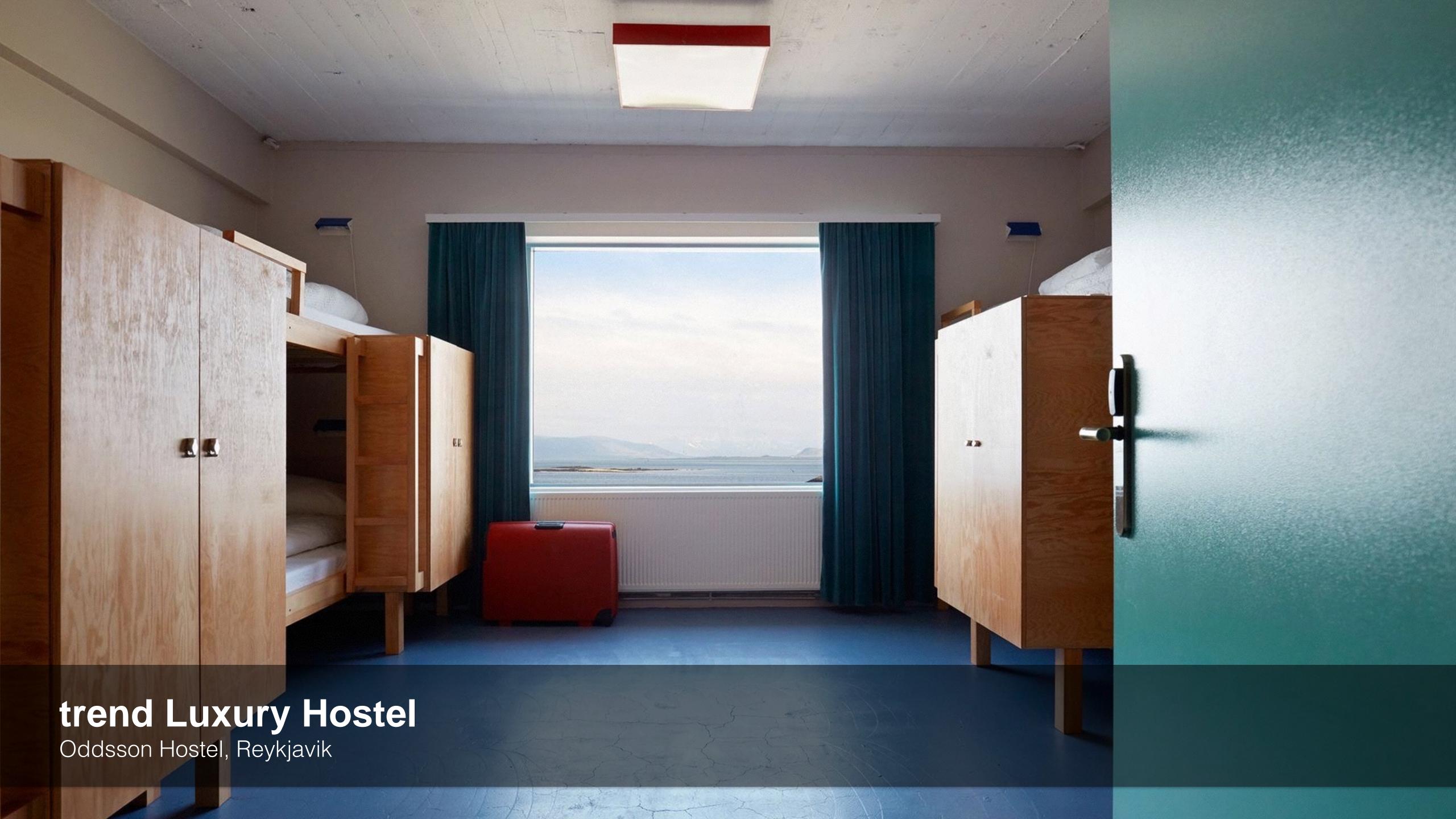










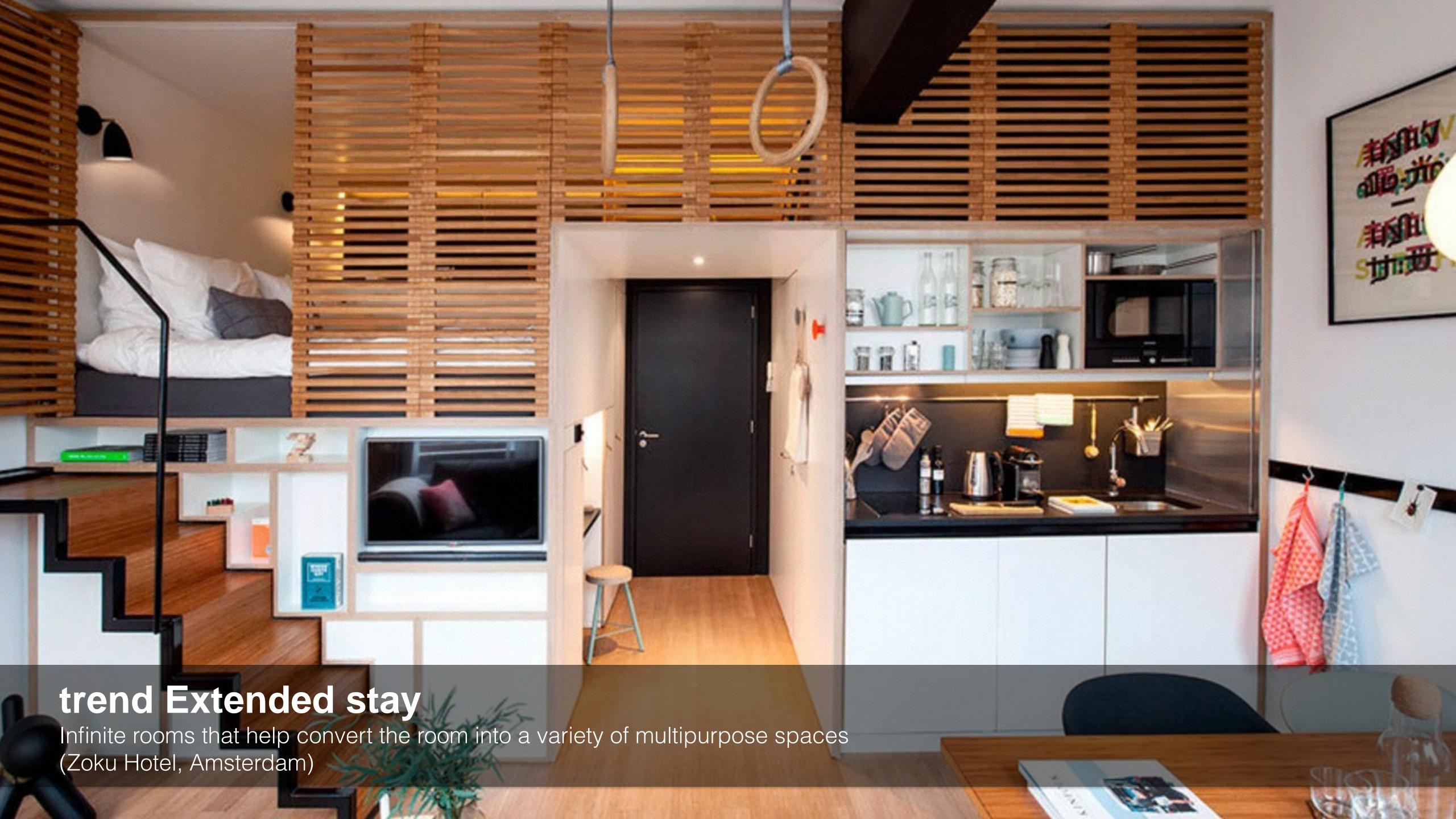


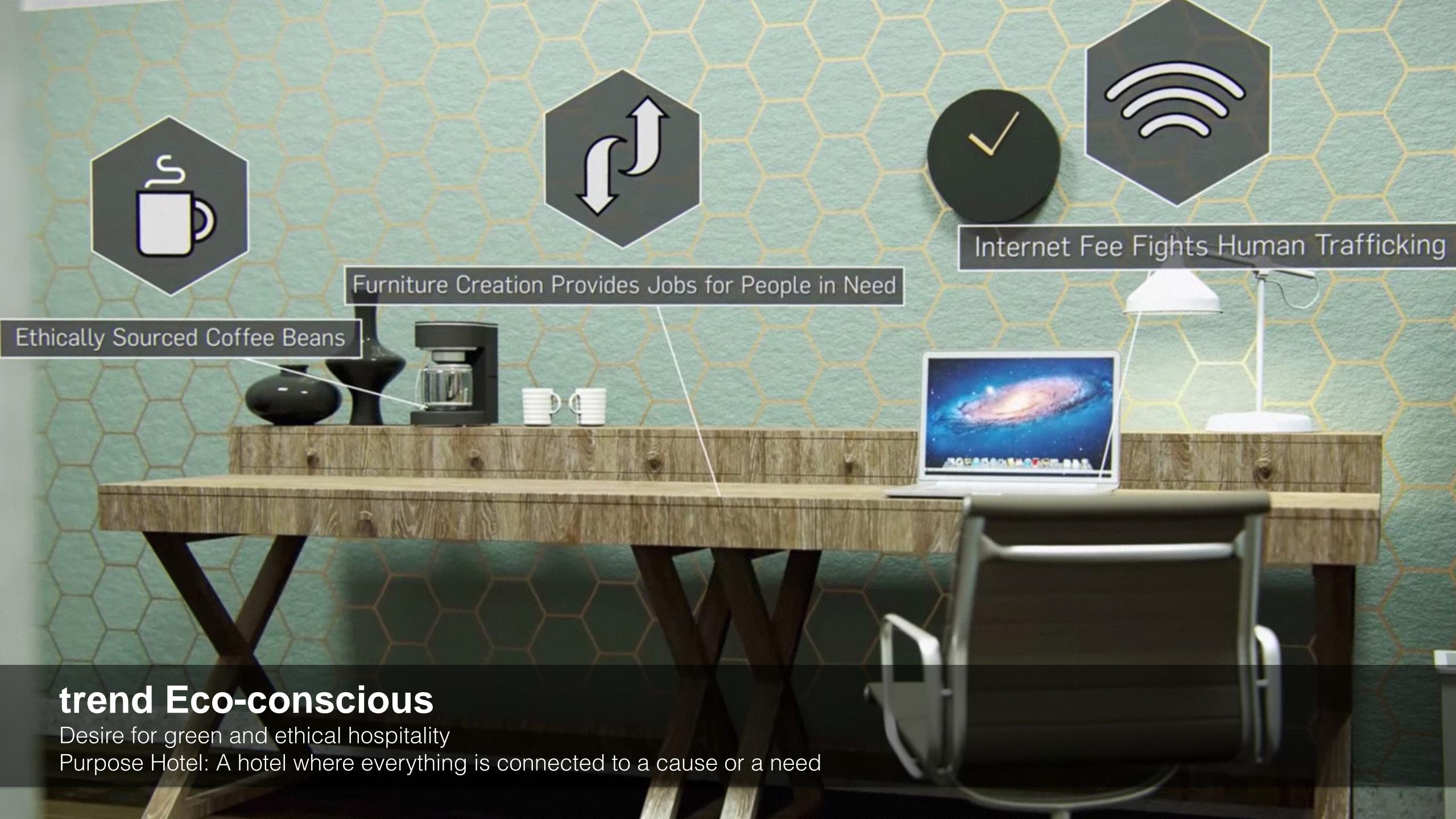














Millennial family travellers

Challenges

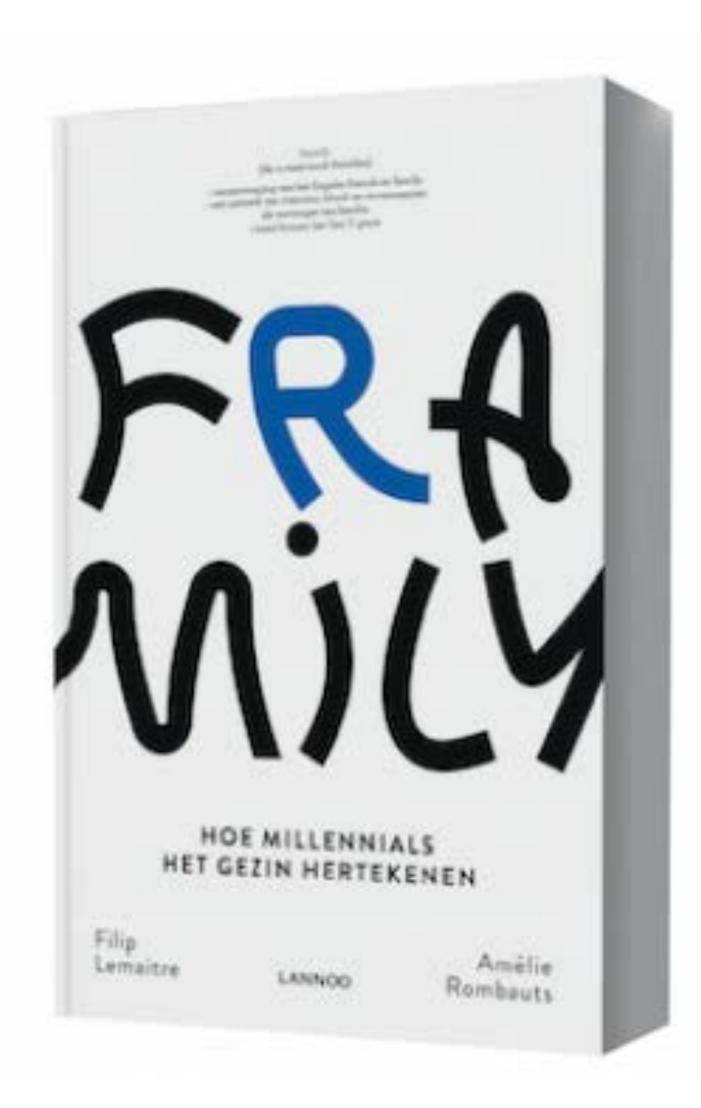
Trends

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"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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Millennials Redesign Family





