

Millennials and HOSPITALITY



**Demanding.
Practical.
Impatient.
Enterprising**



These are just a few of the descriptions that often label the millennial generation. But are they even accurate, and more importantly, how do such traits influence their behaviors as tech-savvy consumers and employees?

WHAT DO MILLENNIALS WANT FROM FOOD AND BEVERAGE OPERATORS?



52%

Want food and beverage loyalty programs they can manage on their mobile devices

51%

Want to be able to order food for delivery or takeout via mobile device



39%

Have already ordered food using their mobile devices

29%

Of US millennials have already paid for food and drinks using their mobile devices



94%

Use their smartphones in restaurants, bars, and coffee shops

THE BUSINESS VALUE

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Millennials have an annual spending power of **\$200 BILLION.**

Millennials eat in restaurants far more often than non-Millennials: **3.4** times per week versus **2.8** times per week

Source: Barkley American Millennials: Deciphering the Enigma Generation

HOW DO MILLENNIALS WORKING IN HOSPITALITY RATE THEIR EMPLOYERS' USE OF TECHNOLOGY?



36%

said that their employer made bad use of technology

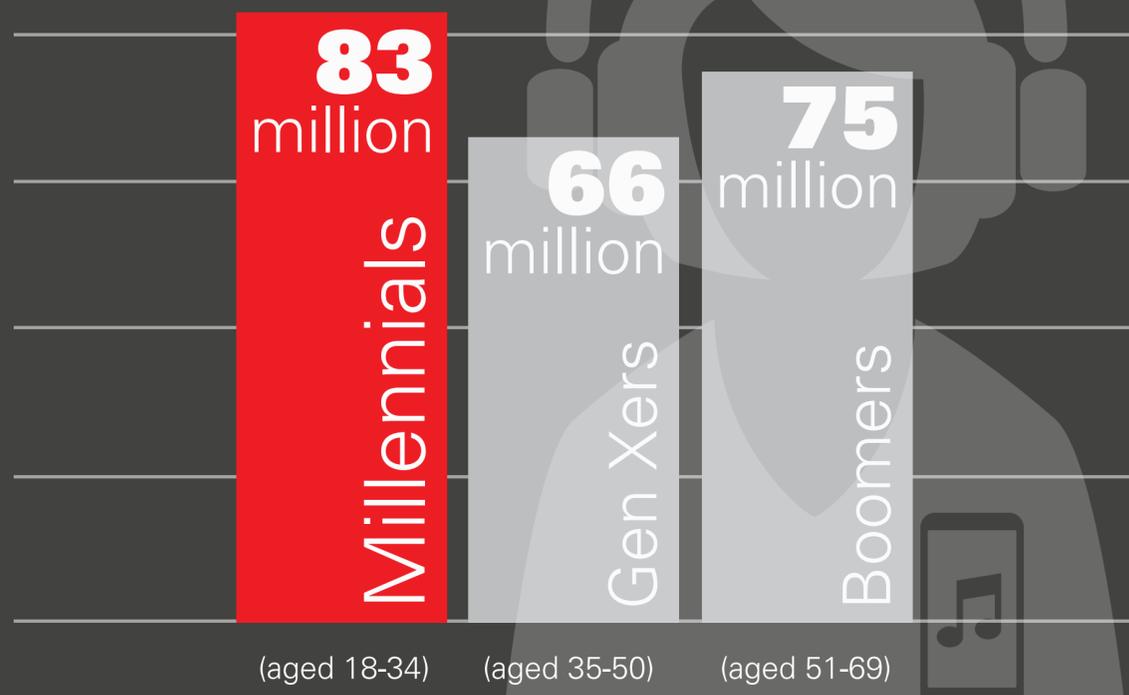


15%

said that their employer welcomed feedback from staff on technology

THE IMPORTANCE OF MILLENNIALS

Millennials are the biggest generation group in the US and represent a significant market for hospitality operators.



Source: US Census Bureau June 2015

Millennials represent a global, demographic tidal wave that, arguably, will be as impactful as the post-World War II baby boomers who shaped modern society. That's why Oracle Hospitality commissioned *Millennials and Hospitality: The Redefinition of Service*. The global study, conducted by an independent research firm, surveyed more than 9,000 millennials in 8 countries.

Find out more and download the report today
www.oracle.com/hospitality-millennials