

2008-2009 Global Leadership Designation Program Harness the Power of the Millennial Generation* - Survey and Study Key Findings -

Beginning in August 2008, a team of travel management professionals working towards the Global Leadership Program Designation, sponsored by the National Business Travel Foundation, developed a survey to uncover the differences between generations as it relates to corporate travel behaviors. While significant research on travel buying behaviors between generations exists, there was little or no research available to identify the differences as it relates to corporate travel. The online survey was completed in May 2009, with responses coming from 351 adults (age 18+) in the United States. Of the 351 respondents, 326 adults took at least one business trip in the previous year. Analysis of that data revealed the following key finding on the differences in business travel behaviors across multiple generations.

Survey Highlights:

- **3rd party sites and circles of friends** are more persuasive than Travel Management Departments.
- **Use of Company Travel Management and Intranet** - over 40% of Non-Millennials used this source the most, and only 20% of Millennials used this source the most. Surprisingly, 50% of Millennial said they use this source the least. 80% of Millennial use Supplier 3rd party sites the most and 40% use 3rd party review and community sites. More than 70% of non-Millennial used 3rd party review sites the least.
- **Information Trusted** – While almost 40% of non-Millennials trust company travel management and company intranet the most, almost 40% of Millennial trusted this source the least. More the 55% of Millennial trust supplier sites the most compared to only 35% of non-Millennials. Millennials trusted colleagues and friends the most while non-Millennials trusted Company Travel Management and the company intranet the most.
- **What should be provided** – Ranking higher in terms of importance to Millennials was access to 3rd party product reviews, recommendations from colleagues, and social networking when compared to non-Millennials

Additional Findings and Recommendations:

- Provide social networking for managed travel - Millennials expect it
- More than 70% of Millennials would use social networks to obtain recommendations and advice (hotels, local destination, general travel, etc.) compared to 50% of non-Millennials
- 50% of Millennials desire a way to provide feed on their travel experience to peers while only 37% of non-Millennial found this to be very important
- A resounding 58% of Millennials wanted to incorporate leisure travel into business trips and only 30% of non-Millennials found this to be very important
- 48% of Millennials found it very important to socialize / network with colleagues and other travelers compared to less than 30% o non-Millennials
- Millennials will help drive cost savings in video conferencing adoption
- Significant differences between generations

What's Next?

We asked each of our panelists to provide key take away recommendations at the conclusion of our Educational Session at the NBTA Convention. Here is what they shared:

Sara Kling (Millennial)

- Social networking is an amazing way to keep in touch, informed and get your message out. Use it.
- Having less rigid rules make it easier for Millennials to travel; meaning, we can use technology to research the best way/practice and make it our own without strict restrictions.
- Trust us, we grew up with technology and are very comfortable using it to our advantage. We can make educated travel decisions.

John Gabos (Iceberg Wireless)

- The youth of today, the M's embrace technology from a couple positions.
- They just enjoy technology for technology sake. They will try almost anything.
- The technologies they have available to use, improve their life experience (e.g. Mobile Google Maps on the Phone).
- The M's who are avid users of technology will push technology upward within their companies. (Young dog teaching Old dog new tricks). Older folks will adopt the new technologies.
- As the M's learn to do things digitally from mobile devices, they will insist that all of their service partners, (Banks, Airlines other travel partners, retailers etc...) make it as easy to do business with them as possible. Travel industry partners will be required to enable digital interaction to keep the M's as customers.

April Bridgeman (BCD Travel)

- Find the common thread between your newest travelers and your road warriors – what makes them satisfied might look more similar than you think.
- Get to know travel programs that are dealing with a different demographic so you can predict for your own program what may work well in the future.
- Expand the boundaries of your program to include functions and services that you might never have considered in the past to meet the emerging need and still give you (the travel manager) the control you need to manage a successful program – perhaps just in a different way.

Dorian Stonie (Salesforce.com)

- Embrace change, think young, and watch your kids.
- Leverage new technology/paradigm shifts to help build your program and provide more access points for your travelers.
- Twitter, LinkedIn, YouTube, Facebook, etc.. are your friends. Even if you don't use them every day, give them a try. It's important to understand them.

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* Definition of the Millennial generation:

The Millennial generation (also know as Gen Y, Generation Next, Net Generation or Echo Boomers) is usually defined by birth dates ranging somewhere from the mid 1970s to the late 1990s.