TECHNOLOGY

In MILLENNIALS’ Travel

By Darren Wang
Self-introduction

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Research Fields
Culture-themed Hotels, Private Clubs, Finance and Technology
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Personal Bio
Travel Enthusiast & Technology Fan
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PART ONE

Millennials, Technology and Travel Industry

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Why do millennials and technology matter?

- Starting birth years: 1970s to early 1980s
- Ending birth years: mid-1990s to early 2000s

**Millennials - Travel**
- Fun & feel at home
- Memory making
- Knowledge

**Millennials - Technology**
- Hunger for latest technologies
- Efficiency & Productivity
- Innovation

**Technology - Travel**
- TripAdvisor.com, StudentUniverse.com
- Mobile Apps, AR & VR
- New demand - new supply
PART TWO

Computer and Mobile Technology - New Trends

In Travel Industry

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New trends on Web and Apps

Cloud
Flexibility

One-stop Solution
Convenience

Apple
Amazon
Microsoft
Google
WeChat
Disney
Trend - Cloud

For Industry and Cities
- Infrastructure
- Economy
- Scalability
- Knowledge

For Enterprises
- Big Data
- Analysis
- Prediction
- Guidance

For Travelers
- Portability
- Consistency
- Feel of Home
- Cooperation
Trend – One-stop Solution

**Travelling Light**
- Ticket
- Key
- Wallet
- Identification

**Convenient and Organized**
- Itinerary
- Account book
- Photo album
- Customer Service

**Why we love our phones so much?**
- Technology’s role in our life
- Millennials’ psychology
PART THREE

AR, VR and Wearables
In Travel Industry

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Augmented Reality

Real-world environment whose elements are augmented.

BRING EXITEMENTS INTO BORED LIFE!

Museums, conferences, amusement parks...
Virtual Reality

Immersive simulation of a three-dimensional environment, controlled by movement of the body.

BREAK TIME AND SPACE LIMITATIONS!

Hotels, sports games, endangered nature worlds, OTAs…
AR, VR and Wearables

Google Glass
Apple Watch
Memolo Camera

WHAT’S THE WAY OUT?

Emphasis on lightness, portability, multi-functions……
Sharing is not news, but Sharing Economy is.

Tips: 
Changing factor: Technology

- Identify Needs.
- Be User-friendly.
- Do Safety Checks.
- Build Trust.

“60% of Millennials trust the sharing economy, compared to 37% of all other travelers.”
Millennials, Technology and Travel

- Millennials
  - Identify demands
- Devices
  - Satisfy needs
- Travels
  - Industry development
- Thoughts
  - Overall satisfaction

Trends

- Identify demands
- Satisfy needs
- Industry development
- Overall satisfaction
References


Thank you!

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Thank you!