Meet the Millennials

• Born in the early 1980’s to early 2000’s (aged between 17yrs to 34yrs)

• They are the first generation born into the information age which has been defined by:
  • Globalisation and Terrorism.
  • Rapid Technological Advances – primarily the internet and mobile devices.
  • The shift from traditional print based media to digital communications.
Key Selling Points

• It’s all about **Experience** – meeting the locals, the stories they can share and uniqueness of their travels.
• **Digital** (and increasingly **mobile**) is core to all elements of their travels – researching, booking and sharing.
• **Brand** is important but they are weary of marketing spin.
• **Recommendations** from Friends, Family and Peers are highly valued.
• They are **ethically conscious** of the travel products they are purchasing.
Silk Road Insights

{Millennials}
Digital Important But Don’t Forget Traditional

Information Sources of Major and Moderate Level of Influence

- Guide Book
- Review Websites ie TripAdvisor
- Internet Search
- Advice from Family and Friends

Data Source: UNTWO, 2016
Millennials Are More Likely to Share Their Stories during Their Travels Along the Silk Road.

- **Messaged Their Friends**
  - Baby Boomers
  - Generation Y
  - Millennials (45%)

- **Posted Photos on Social Media**
  - Baby Boomers
  - Generation Y
  - Millennials (45%)

*Data Source: UNWTO, 2016.*
The Rise of Brand Ambassadors

• 24,000 viewers on the original site.
• Shared by National Geographic and various international media
• It was shared 10,800 times on Facebook

https://vimeo.com/187631721
Let’s Get Underway