

Generation Z in 2022

MARRIOTT INC.



RESEARCH RESULTS

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AGENDA



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INTRODUCTIONS AND ABOUT US

*We are a group of students at DePaul University
collecting data for a research class.*

We are both experienced travelers who are
loyal Marriott customers and a part of the
future travel market: Generation Z.



Emma Forgarty



Caroline Tobin

MARRIOTT'S EVOLUTION

Marriott is one of the largest hotel companies today. The Marriott family started Marriott Inc. after success with other service industries, in 1957. They turned their small business into a diverse global enterprise in less than 25 years.



RECENT YEARS

Retention - capturing young consumers

Marriott has built brand loyalty with an older parents, but needs to start targeting the younger generation as they are the future long-term consumer.

Revenue - competing prices

Money is tighter and spending a large portion on hotels isn't always the best option.

Different Experiences

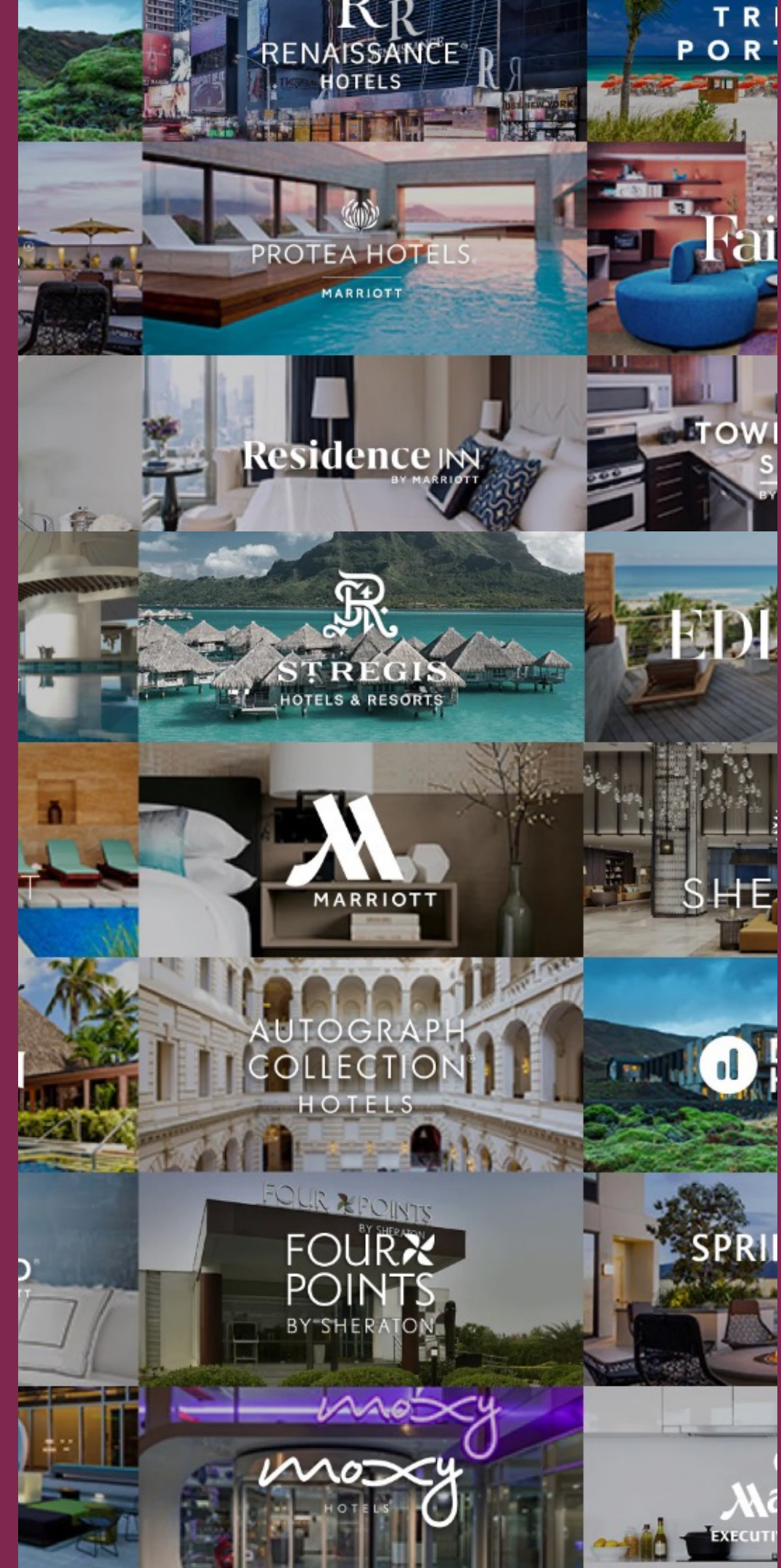
With changes in the hospitality industry and the threats of the growing shared economy, Marriott has been trying to keep up.



RESEARCH GOALS

Our hope is to better understand what about Marriott brands is appealing to Gen Z and what Marriott could do to appeal to a younger demographic and combat the threat of the sharing economy

- Trends in the marketplace
- Analyze differences between Gen Z and older generations' travel accommodations
- Examine the perceptions of travel accommodations
- Marriott current status and the threat of sharing economy
- Target Demographic and Generation Z



OUR RESEARCH STEPS

All good campaigns are based in research

SECONDARY RESEARCH

- Prior Research via DePaul library resources
- Analyzing Current Marriott Messaging
- Mass Media Articles

INTERVIEWS

- Identified people in our lives who know about the topic in the target audience
- Designed in-dept interview questions to ask over an hour

SURVEYING

- Created survey based on primary and secondary research
- Sampled a larger range of the population about Marriott and Airbnb

HIGHLIGHTS FROM OUR SITUATION ANALYSIS

The Marriott Bonvoy logo is displayed on a black rectangular background. The word "MARRIOTT" is in a smaller, white, sans-serif font. Below it, the word "BONVOY" is in a larger, white, sans-serif font, with a small orange horizontal bar under the letter "O". A trademark symbol (TM) is located to the upper right of the word "BONVOY".

"Rewards Reimagined"

Marriott Bonvoy is the new loyalty program that gives members discounts, point, better WIFI and faster check-in. Opening a Marriott credit card gets members additional benefits.

How does Gen Z pick where to stay

Just because generation Z are willing to spend, it doesn't mean they want to. In fact, many of them make it a pass time to browse travel websites and social media for inspiration and deals in their spare time



HIGHLIGHTS
FROM OUR
SITUATION
ANALYSIS

HIGHLIGHTS FROM OUR SITUATION ANALYSIS



Marriott is starting to adapt to Generation Z

In 2016, Marriott designed an Innovation Lab Hotel where they are trying a bunch of new concepts geared toward what younger consumers want. They have added culturally specific experiences to all their hotels, but they are specifically testing a wine bar, local independent coffee shop, local restaurants, and boutique fitness classes in place of a plain gym to appeal to young people in their Lab hotel in Charlotte, NC.

S

Strengths

- Strong luxury positioning and name recognition thus inherit consumer trust
- North American dominate sales, strong recovery from pandemic
- Dynamic pricing and brand variety. Lots of options to provide the right accommodations options for every destination and traveler
- Cost efficiency of hotels, lowered cost to operate recently

W

Weaknesses

- Struggled to find workers post pandemic, especially during the travel boom.
- Less space than renting a large home

O

Opportunities

- Growing Global Travel and Tourism Industry
- Business Expansion and partnering with new independent hotels

T

Threats

- Competitive Lodging industry and development of the sharing economy
- Increased costs of labor and supplies
- Unforeseen Circumstances like natural disasters, world events, and health crises



Adventurous Ava

21-25

Ava is an experienced adventurous traveler who loves going to new places. She wants to see the world, but on a budget, post-college and starting her new job.



Social Media Sally

18-25

Sally turns to social media and the internet to figure out where she will stay when she travels. Highly influenceable, she is willing to pay for what she wants.



Caring Carson

20-25

Carson wants to really experience a place when he travels. He loves to check out new coffee shops and local business to find something unique to bring home.

NEW TARGET CUSTOMERS

Generation Z

SIZE OF THE MARKET

Generation Z was born between 1997 - 2012

Global Generation Z Population:

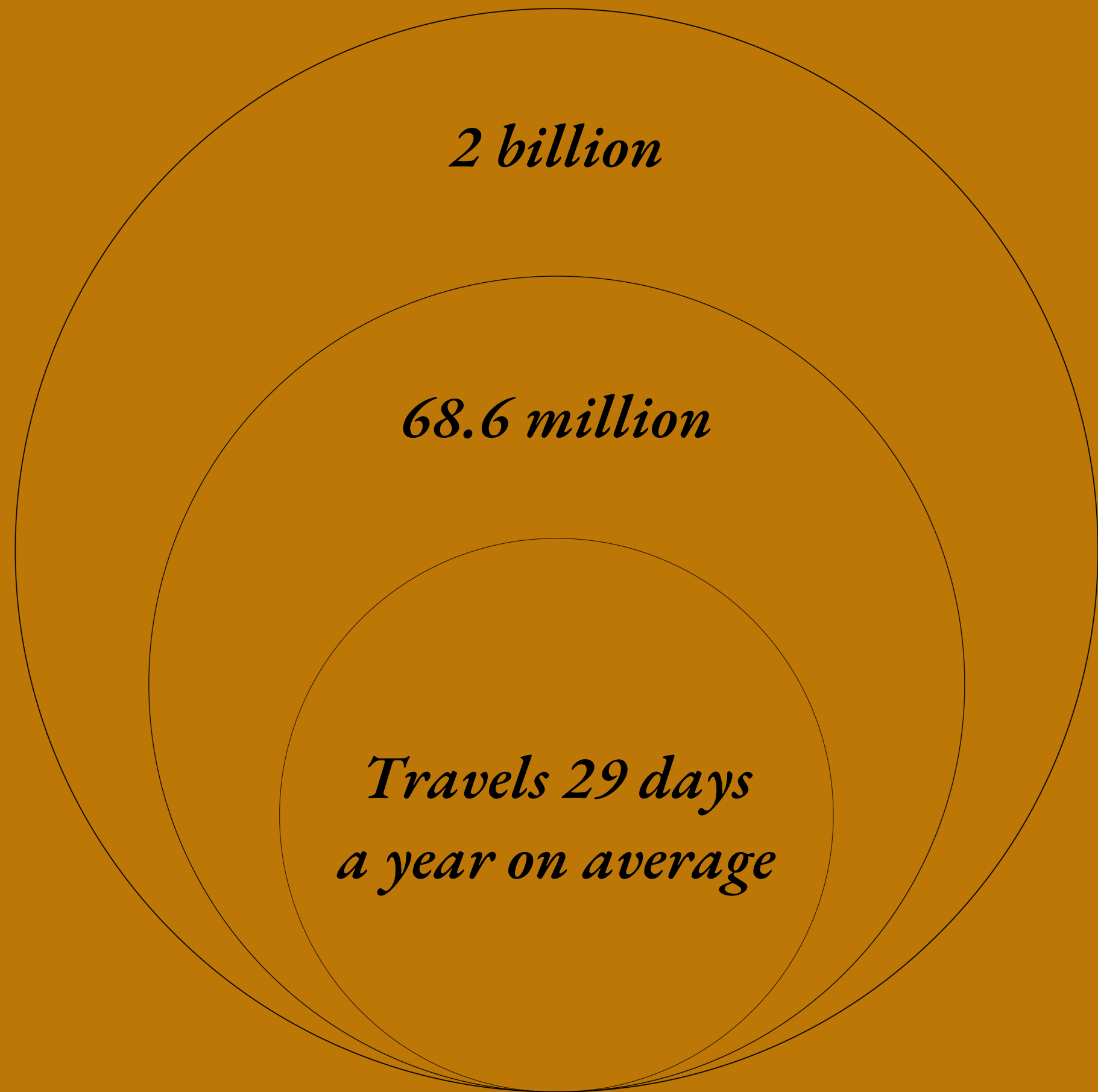
2 Billion

National Generation Z Population:

68.6 million

Number of Travel Days

29 days a year



INTERVIEW WITH HALLY

“At the end of the day, your only really get a hotel to get somewhere to sleep” but doesn’t want to stay in “shit places” either.

Hally is a white young woman, age 24, from a middle-class family, and lives in the suburbs of Saint Louis. She is a recent graduate of university and has a new stable job. She is independent and in a new relationship.





Following her parents footsteps

Hally had lots of good experiences with Marriott and grew up going to them. She seems very satisfied with her experiences and will likely vacation with them in the future.



Just needs a Bed

Hally travels a lot and prefers to stay at a budget-conscious hotel. She feels that \$100 a night is reasonable and is mostly just looking for a comfortable safe bed to sleep in.

HALLY'S INSIGHTS



Vacation Planner

Hally looks for accommodations by browsing google, second-party websites, and company websites to compare options. She is part of the Marriott Rewards Bonvoy program and likes to use their app.



“You get what you pay for”

Hally prefers hotels and Marriott because it is just comfortable and a safe bet. She feels they are worth the cost most of the time and has only rarely stayed in Airbnbs.

HALLY'S INSIGHTS

INTERVIEW WITH ROBERT

Robert is a 22 year old Nursing student who currently resides in Chicago. He has a job in his field and is very busy, but loves to travel. He is currently single, but used to travel extensively with his significant other.





Childhood to Now

Rentals
Limited hotels
Has limited brand
awareness of Marriott



Current times

Almost always chooses
Airbnb because of various
amenities that are not
available in the hotel
setting



With Others

With others he stays normally
wherever they pick because
oftentimes he is with friends
and their family, normally these
are hotels or resorts

ROBERT'S INSIGHTS

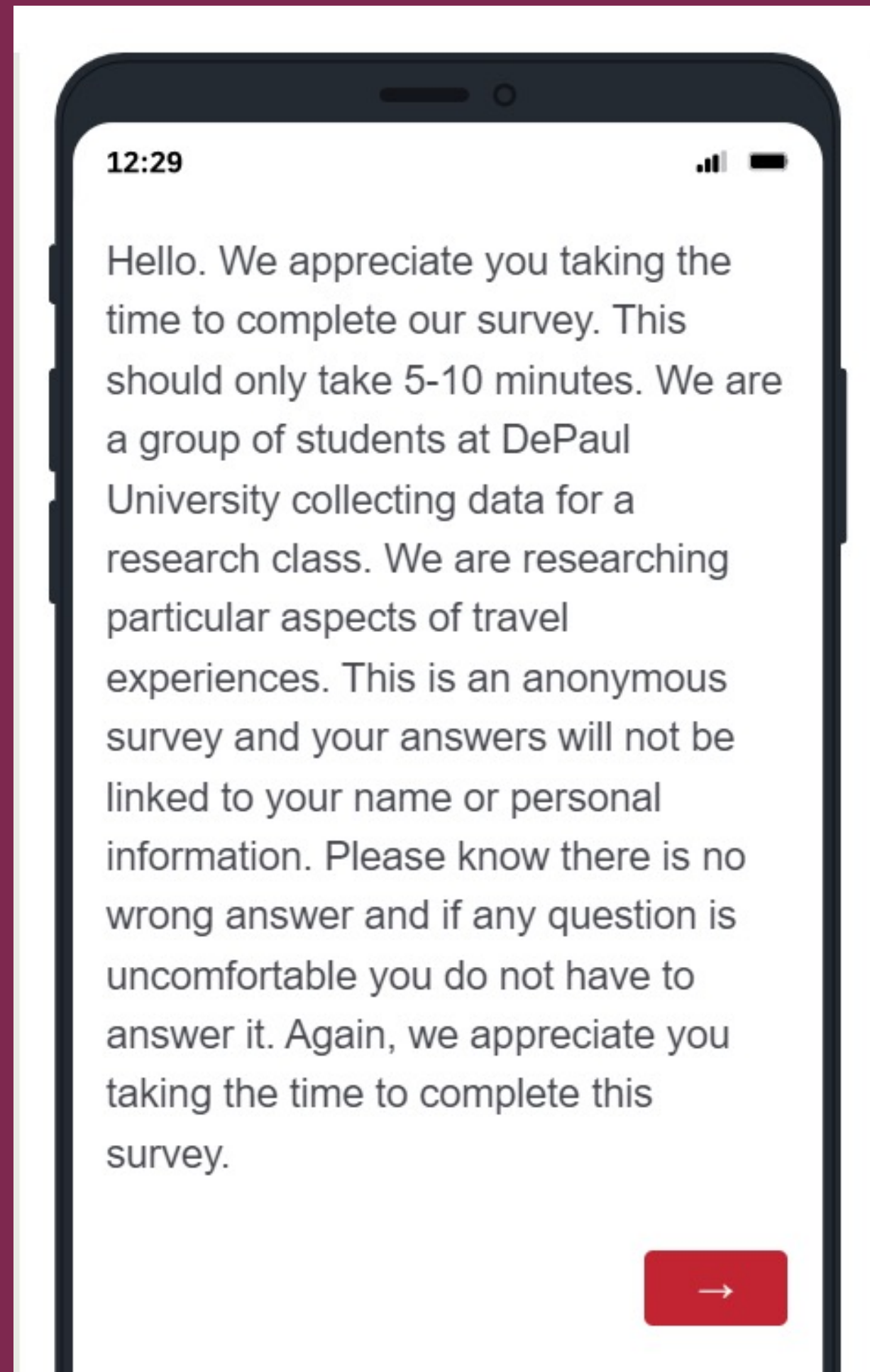
He prefers Airbnb

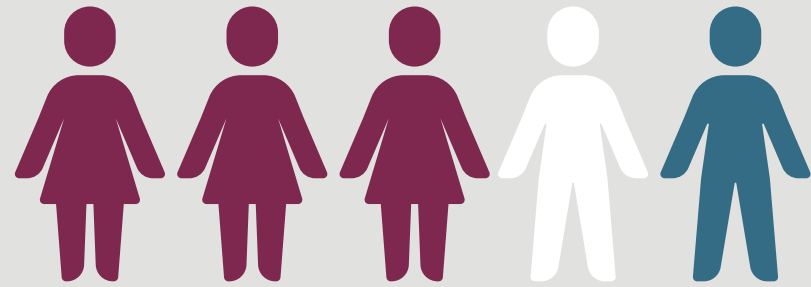
Airbnb provides him with more space and allows for him to be able to get to know the locals. He is less concerned about price, but rather likes privacy.

"I prefer staying somewhere new even if it isn't always the same experience. Reviews help make my decision and usually result in an amazing experience."



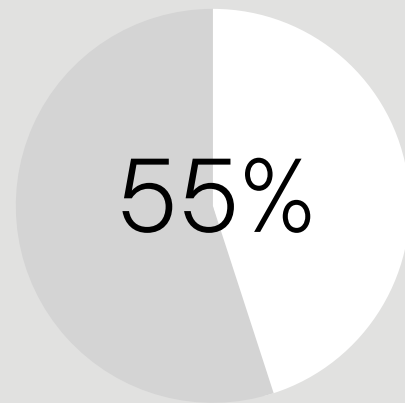
OUR SURVEY RESULTS





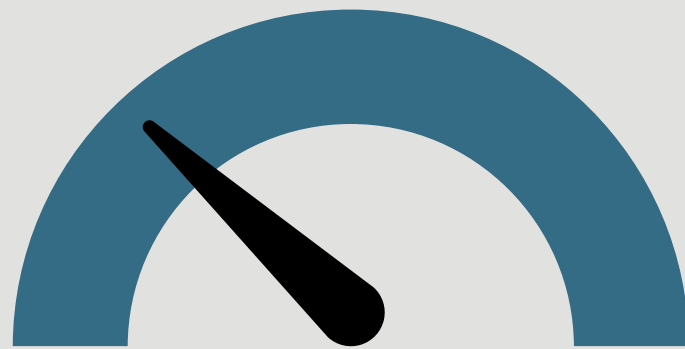
**3/5 Respondent were women, 1/5 were men,
and 1/5 were non-binary or prefer not say**

Over 200 people responded to our survey and while most were women, we feel this survey has many key insights to take away from it.



135 respondents were in the Target Audience

But obviously, all responses provide valuable insights. We can look at the answers filtered just to the target or as a large group



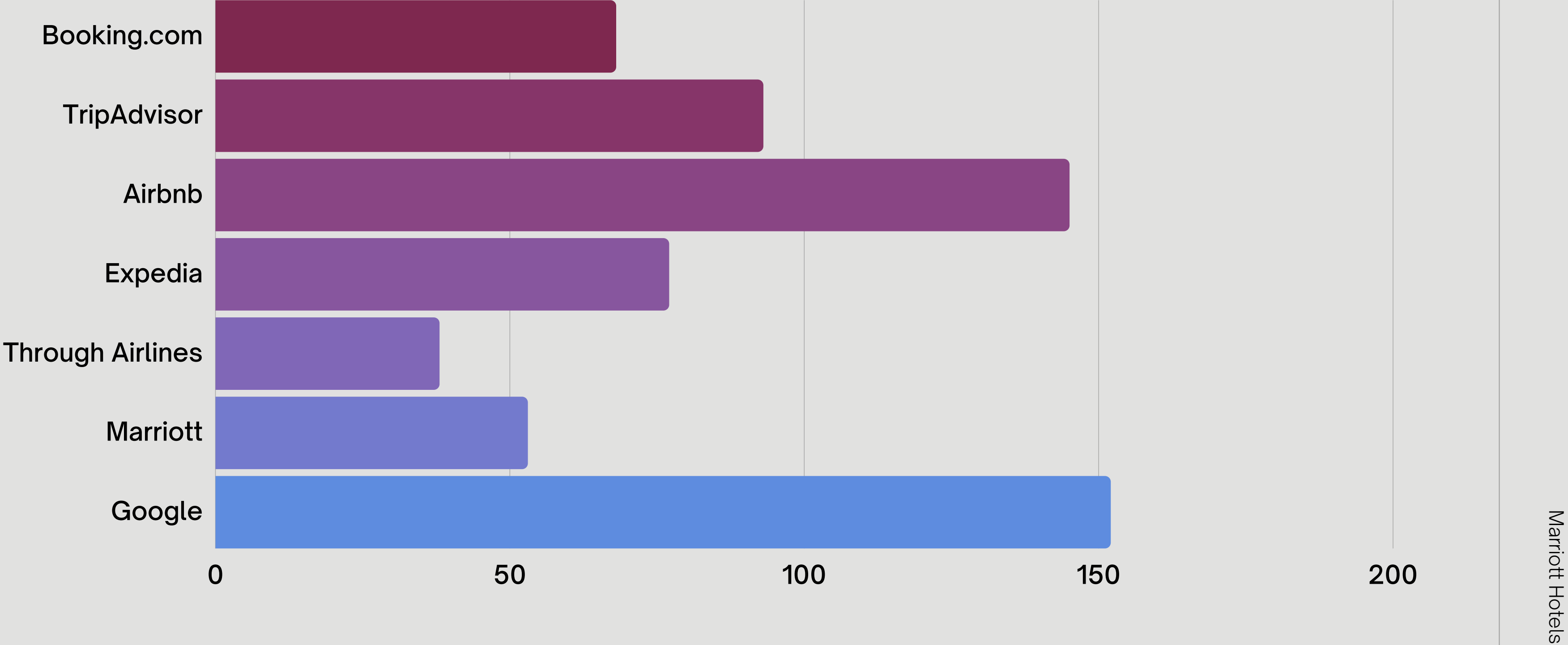
Most respondents traveled 1-3 time per year

The mean was 2.88 times per year across all responses. The target group travel less, an average of 2.5 times but they will also have more years to travel than any other group and priorities travel more than priors generations

DEMOGRAPHIC OF SURVEY RESPONDENTS

HOW THEY PLAN

These were the top websites used by respondents



GETTING THE LOCAL EXPERIENCE



#	Field	Unlikely		Not Likely		Neutral		More Likely		Very Likely	
1	Hotel Decor has a theme fits the location (ex New York theme in NYC hotel)	5.91%	13	11.36%	25	43.18%	95	29.55%	65	10.00%	22
2	Hotel uses local business products in their hotel (ex using locally grown produce or local artist's art)	3.64%	8	4.55%	10	37.73%	83	38.64%	85	15.45%	34
3	Hotel has locations of local stores or restaurant in hotel (example local coffee shop location in the hotel lobby)	1.36%	3	3.64%	8	20.91%	46	48.18%	106	25.91%	57

They Like Local

While this question was complex to analysis and answer, the data was clear...

50% of respondents in the target audience range said they were more likely or very likely to book a hotel with local business or restaurants in it.

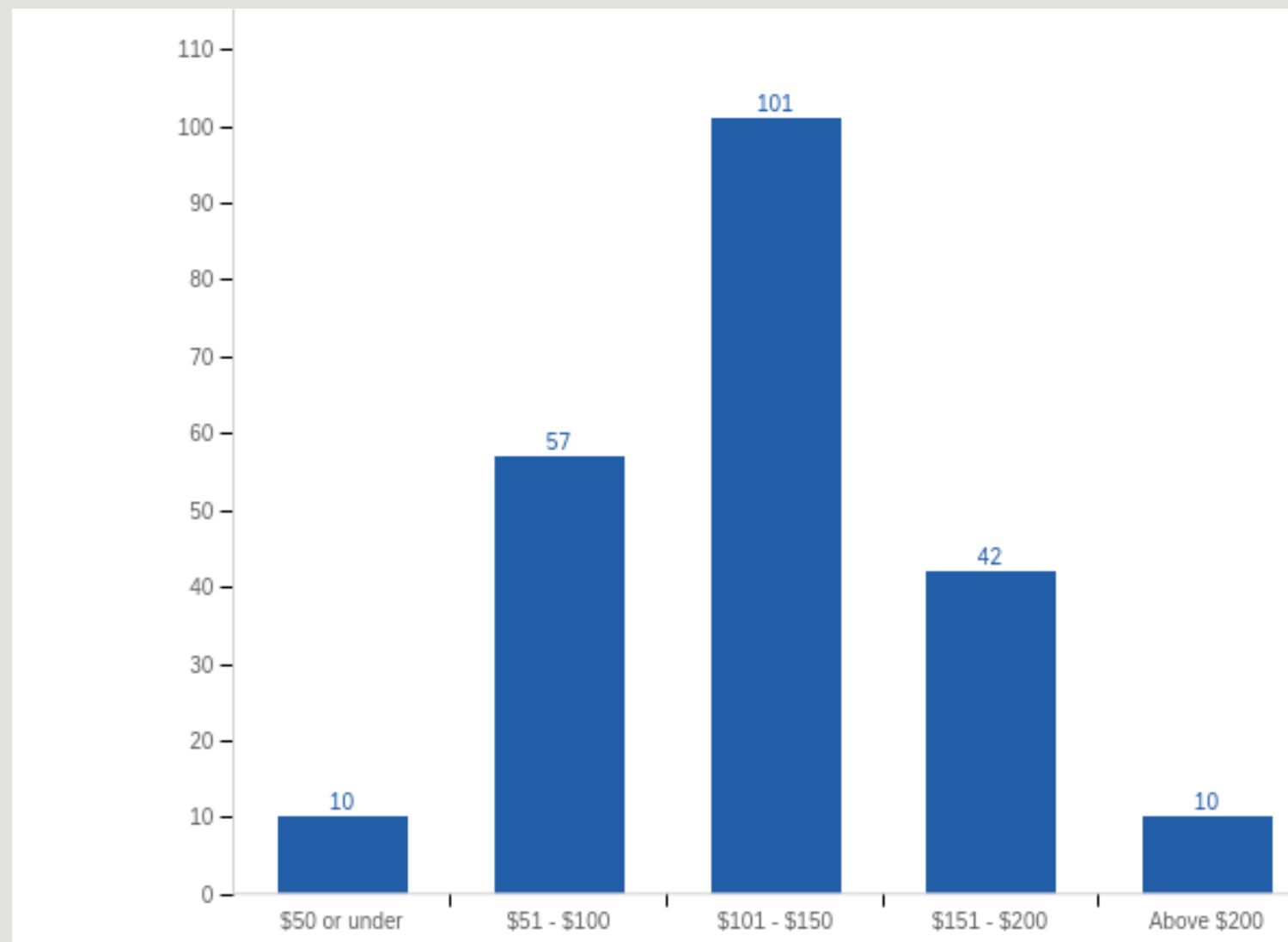


TARGET AUDIENCE'S OPINION

ROOM INSIGHTS

Room Costs

Most people prefer to spend \$101-150
However the target audience prefers lower costs like \$50-100



Most Preferred

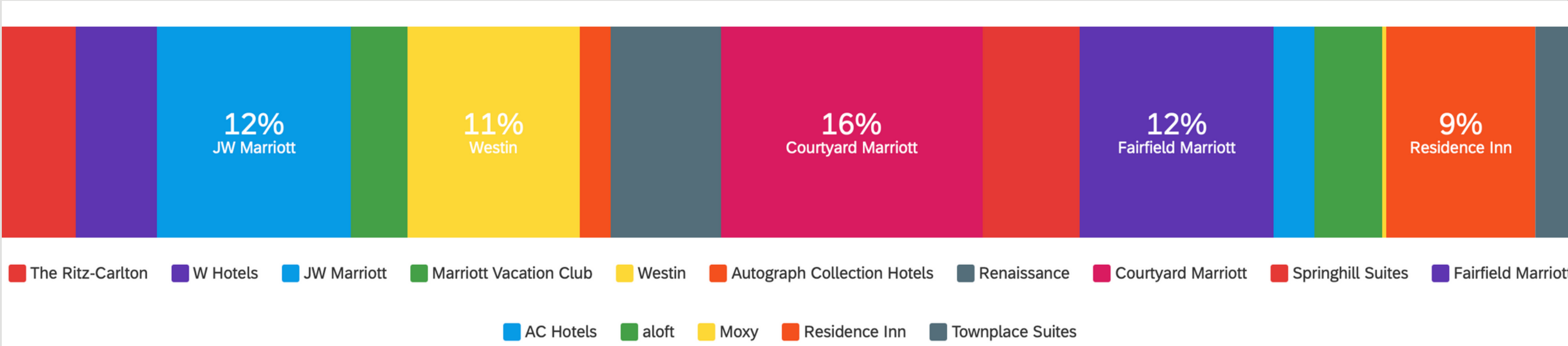
When surveyed, this image was the most popular room choice, followed by a beachy look. Both have distinct look which are simple, yet more stylish than your average room.



What do people think when you say Marriott



MARRIOTT'S MOST KNOWN BRANDS



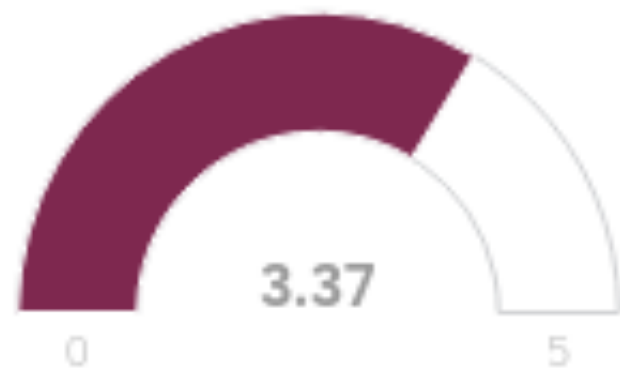
MOST STAYED AT WAS COURTYARD

Target Audience mostly stayed at Courtyard, Fairfield, and JW Marriott
Which are all mid-tier hotel options

GENERAL SATISFACTION OF MARRIOTT CUSTOMERS

Of the people who had stayed at Marriott's, they were then asked to rank them on these important characteristics on a scale of 0-5.

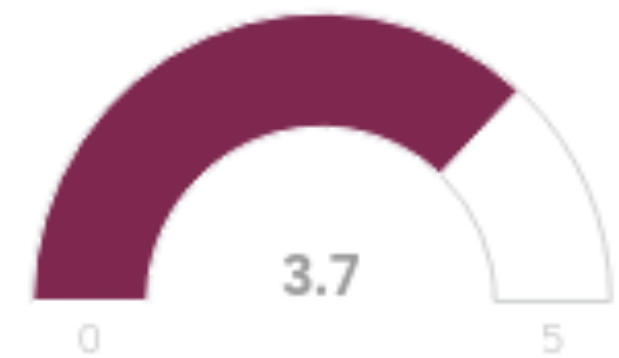
Price



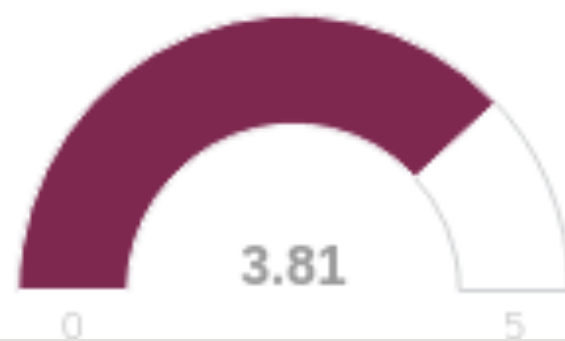
Comfort



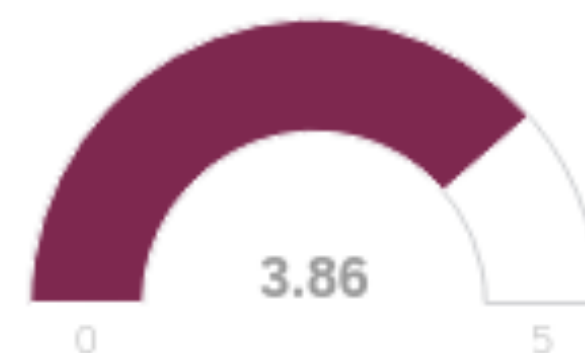
Amenities



Service

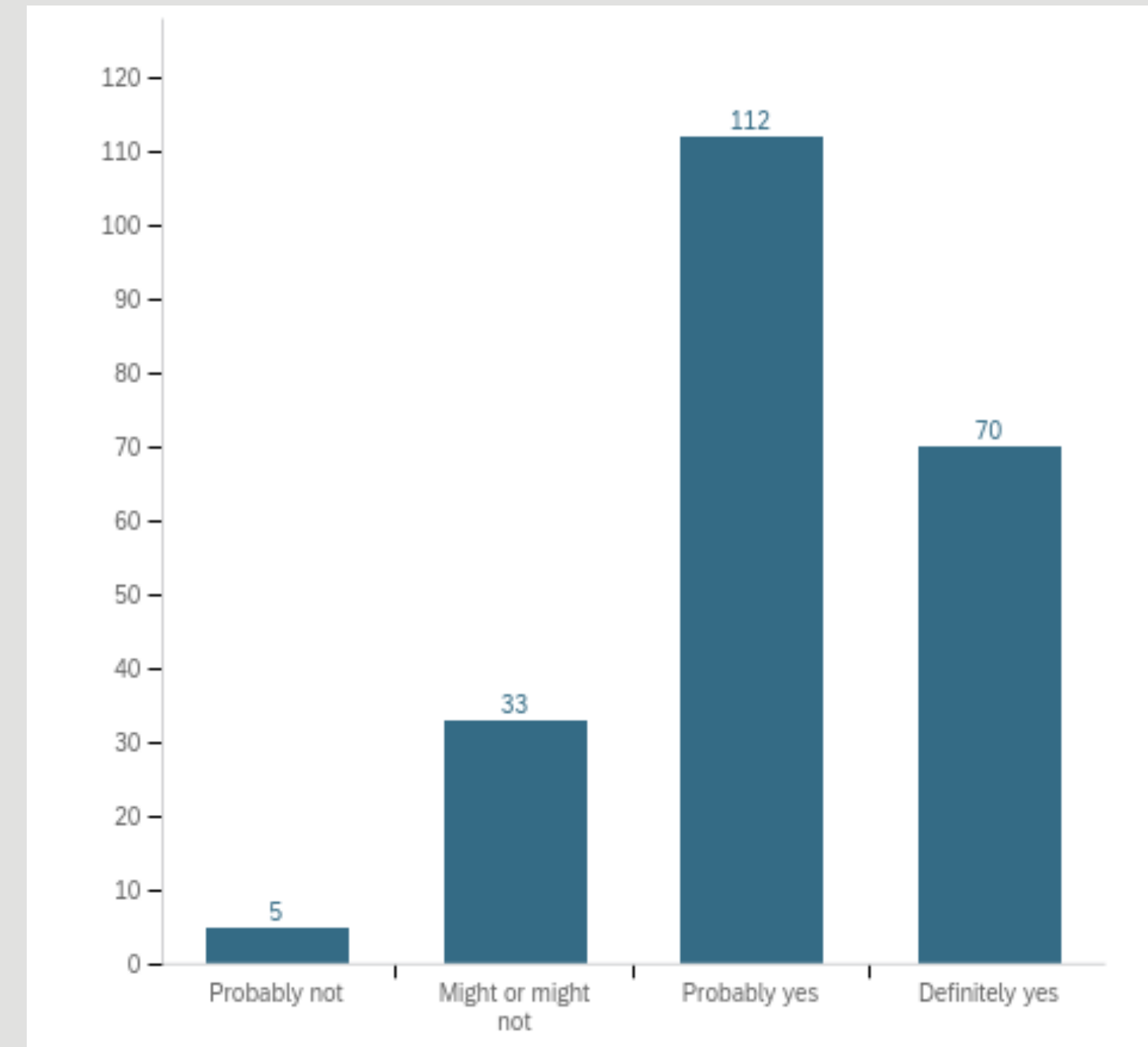


Privacy



BRAND LOYALTY

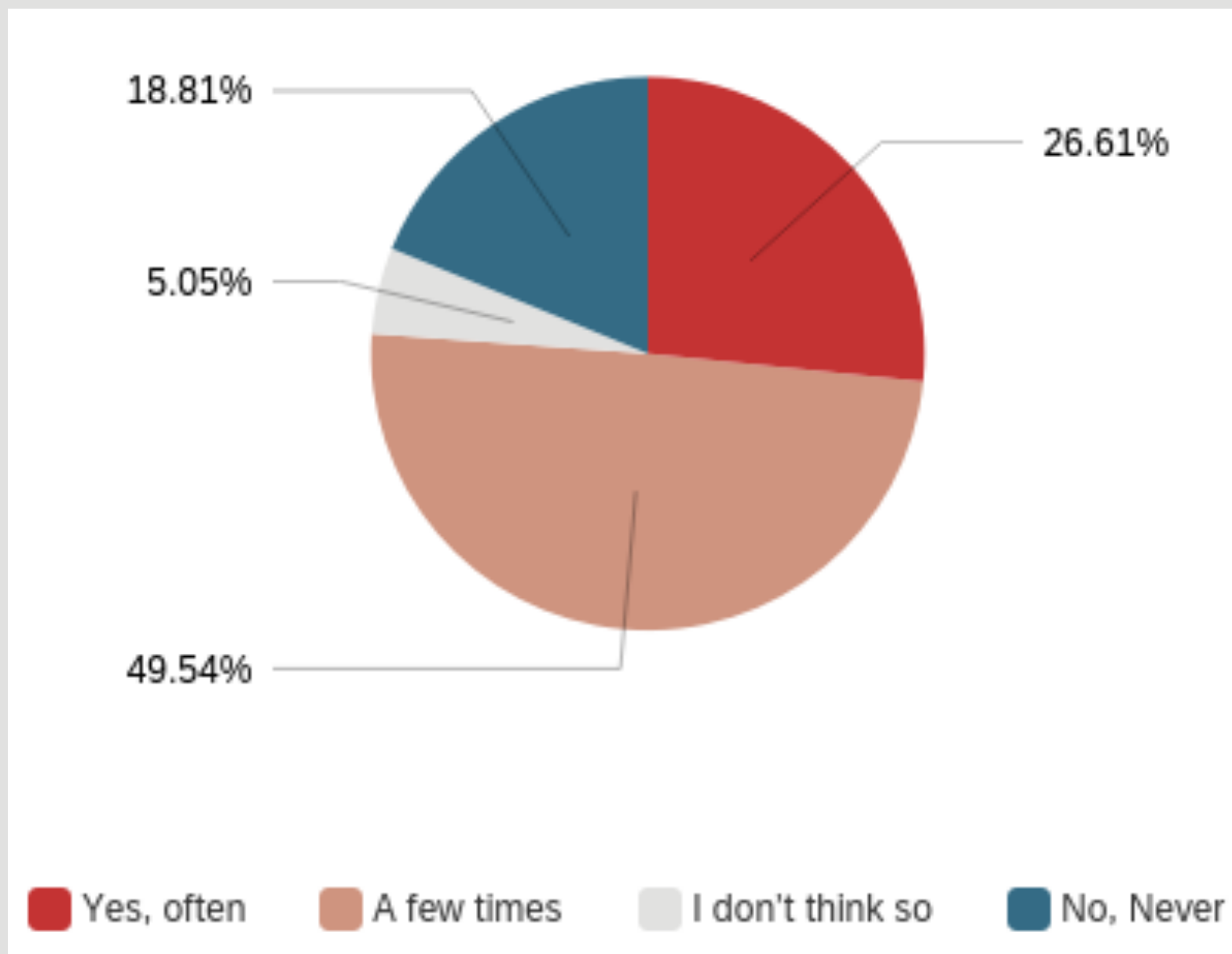
What brands do you feel a sense of loyalty to?



Do your past positive experiences with a brand make you more likely to remain brand loyal and stay with that brand in the future?

AIRBNB EXPERIENCE

Have you stayed at an Airbnb before?



Top reasons why people choose an Airbnb over a hotel...

cost-efficient/cost-effective
24.27%
116 people

Space
20.29%
97 people

more "homey" than a hotel
18.83%
90 people

Comfort
16.74%
80 people

OUR RECOMENDATION

01

Marketing

02

Philanthropy and
Local Businesses

03

Brand Changes

04

More research

SOCIAL MEDIA AS THE WAY OF THE FUTURE

Social media such as TikTok is capturing the minds of gen z and other generations alike. Utilizing this platform and Instagram more with tailored advertisements and working with influencers could cause an uptick in bookings from younger people





PHILANTHROPY AND LOCAL BUSINESSES

BRAND CHANGES

More sustainability initiatives such as composting and donating leftover food are amazing ways to connect with the more sustainable generations.

Adding another brand of more group style accommodations for friends and people wanting a more cost effective solution to the common hotel.



MORE RESEARCH

GEN Z
AND
HOTEL
TRENDS

HOTEL
TRENDS
POST-
COVID

WHAT
YOUNG
PEOPLE
LOOK
FOR IN A
HOTEL

DATA ON
SPECIFICS
OF HOTEL
VS
AIRIBNB

THANK YOU

Reach out to us for inquiries or comments



MARRIOTT BONVOY
MOMENTS™

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