Trending with NextGen travelers

Understanding the NextGen consumer-traveler
Who is the NextGen traveler?
Young adults age 18-30 who travel frequently, are tech-savvy, and are heavy Internet and social media users.

Why the NextGen traveler?

› Traveling has never been easier; evolution is occurring in the way consumers perceive travel.

› The direct channel is slowly becoming the first touch point for many savvy travelers.

› An abundance of free information online makes it easy.

Why NextGen is important

Amadeus research study: the NextGen traveler
Understanding trendsetters and future heavy consumers of travel is fundamental. It enables Amadeus and its travel agency partners to continually innovate to provide customers with tools and technologies that satisfy end traveler needs.

What do they really want from this information? What would make their lives easier and hassle-free when traveling? What do they really need at the time of planning a trip?

This report showcases key needs – both now and in the future for the NextGen traveler.
Behind the success of any shiny new product or application of technology is a multitude of enabling factors – social trends and needs, previous technological platforms and systems, and business and organizational models. It is therefore an oversimplification to identify the top five technologies that will change the world in any given area.

In this report, we have tried not to separate technologies from the context in which they’re developed, marketed and used. Our focus has not been technology itself – but where it can and will make the most difference.

“Travel agencies have all these touristy things to do, but personally, I wouldn’t want to look at these places. We want to go where we can meet the people and get to know the culture.”

– NextGen traveler

Three key themes: the smart consumer, uniqueness search and social interaction

In-depth qualitative research enabled Amadeus to develop insightful conclusions about what travelers want, both now and in the future. **Three key themes** emerged that satisfy these consistently evolving needs.

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<th>Uniqueness search</th>
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<td>• Digital natives, Internet experts</td>
<td>• Consider themselves “explorers” vs. tourists</td>
<td>• 24/7 engagement</td>
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<td>• Empowered to build personalized travel packages</td>
<td>• Crave differentiation &amp; uniqueness</td>
<td>• Friends &amp; family interaction is essential</td>
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<td>• Challenge status quo of traditional experts</td>
<td>• Want customized travel plans</td>
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<td>• Channel agnostics: “Online &amp; offline should be seamless”</td>
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<td>• Want only beginning &amp; end points</td>
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<td>• Create own unique path in between</td>
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Social media and me: It’s an ongoing battle to find balance between living in the real world and the online community. I have Twitter, Facebook, LinkedIn, ASW, Voyage Privé, MySpace, Skype and a website ... It’s a crazy way to live, but also fun!”

– NextGen traveler

NextGen traveler criteria

What defines a NextGen traveler?

› 18 - 30 years old
› Heavy Internet users
› Technology savvy people
› College students
› Heavy social media users
› Frequent travelers

“Social media and me: It’s an ongoing battle to find balance between living in the real world and the online community. I have Twitter, Facebook, LinkedIn, ASW, Voyage Privé, MySpace, Skype and a website ... It’s a crazy way to live, but also fun!”

– NextGen traveler
The shift from tourist to explorer

NextGens are accustomed to surfing travel review sites, photos, videos, blogs and communities – at no cost. They are more empowered than ever to decide what they want at the time of consumption or travel.

Savvy and empowered

NextGen power has increased through technology advances. With access to vast amounts of information, they are empowered to find almost anything online, making them savvy consumers, proud in knowing how to compare prices, read reviews, and get tips from blogs. Along with their distrust of authority and cynicism toward advertising, they like the independence they receive by making their own decisions.

Transparent cost offer

Although unbundled pricing structures may bring new and increased revenues, travelers want honest prices that are transparent upfront. Value is added through clarity and openness. Savvy travelers love surprises – but not unexpected additional costs.

Reliable brand prescriber

Brands can play an essential role in a world that lacks reliable references. Leading brands are those that make NextGens feel special and unique, and offer trendy travel ideas and aspirational activities. This leads to strong rapport and trust, which builds more secure emotional bonds and creates loyal customers.

Differentiation is a key selling proposition

Consumers are shopping smarter across all categories. It is more important than ever to provide an offering that is different and creative. Differentiation has always been key in travel, and for the NextGen, this is more important than ever.

24/7 support

Although they feel knowledgeable, NextGens will also accept support during the process, as long as they still feel in control. Using a travel agency is less popular because they enjoy working out their own solutions. Despite their “adventurer” and “explorer” mindsets however, NextGens still want the comfort and security of knowing that if they get into any trouble at any point on their journey, someone can help them.

Seamless channel experience

Consumers are most comfortable when combining “the best of both worlds.” They are channel agnostic. They want the speed and convenience of an online purchase, coupled with a more broadening, satisfying and social experience. They seek a full and enriching customer experience, as well as a stimulating “touch and feel” environment that still takes them to a “different world.”

“If you are going to book the travel, you tell your agency what you already know from your own research. This gives you the feeling of being independent of the agency in terms of decision-making, and the agency just arranges everything.”

– NextGen traveler
Complete social integration will power the future

Socializing is the essence of life for NextGens. They like to be in contact with others, sharing experiences and hobbies that reflect how they want to be viewed by peers. Mobile adds to their 24/7 connected lifestyle. Access to unlimited information has major implications for retail – especially travel.

Project personality

Travelers don’t just want to be a number; they want to be valued as individuals. They have online “personalities” showcased through their photos, friends, interests and hobbies. Consumers are more transparent than ever; understanding and engaging with them is now a real possibility.

Personalized brand content

Engage travelers with personal content. Success cannot be gauged by the number of likes/followers a brand has, but rather engagement with its audience. Travelers want content that adds value and supports them like a friend in a group. This personalized interaction is key to relationship building.

Social media is the “personal assistant” to their social life

Social networks inform NextGens about relevant news, enable them to share photos, communicate with friends, and invite others to events. Blogs and forums provide a platform for communication among brands, peers and experts who can provide purchasing and decision-making advice.

Stay connected

For today’s ever-connected travelers, a world of amazing opportunity abounds. Consumers now demand interaction on a regular basis just as they do with friends. Brands must become part of their social circle and serve as the “go-to guy” for any travel-related question.

Across borders

One barrier for travelers is the cost of using a mobile device when traveling outside their home country. While limitations still exist, giving travelers opportunities to still engage with content will create happy customers. This includes making information pre-downloadable, available offline, or “light” for limited data usage when abroad.

“An online Facebook page provides a touch point for customers, linking those who booked through that particular agency, with others who will visit the same city, country or location in the future. All travelers – current and future – who have visited that place can participate in chats that share information.”

– NextGen traveler
Finding the unfound, telling the untold, searching for uniqueness

NextGens want products, services, experiences and information that deliver “something different” and do not duplicate what they already have or know. They also want content specifically tailored to them, not intended for mass consumption.

Co-creation
Positive collaboration between both the NextGen traveler and brand will lead to an increased overall experience. Since NextGen travelers have their own defined views about what would make their perfect trip, brands can help by adding value through collaboration with the consumer in a personal way.

Inspiration – not dictation
NextGen travelers have strong opinions about what they want, but are equally open to ideas and suggestions. Similar to co-creation, the best way to build strong, long-lasting relationships with NextGens is to inspire them with activities that are different from the “typical tourist.”

Authenticity
Imperfect is the new perfect. When travelers visit a new place, they want the most local experience possible. They don’t want to be branded a “tourist.” Enabling travelers to connect with people on a local level will fulfill the need for authenticity.

Personal fulfillment and growth
Every experience must enhance a person and fulfill needs and expectations. Because NextGens crave uniqueness, the opportunity to improve themselves becomes more compelling than ever. Providing a base for NextGens to achieve personal fulfillment is key in satisfying their needs. Being able to pinpoint unique excursions and “hidden gems” in global destinations will develop rapport, longevity and loyalty.

“I want to meet locals, so I can soak up the local culture from someone who truly knows the area, somewhere off the beaten path.”

– NextGen traveler
The Amadeus difference

Amadeus provides superior, sustainable solutions that boost your operational performance, drive growth, and transform your business.

**World-class technology**
With Amadeus as your technology partner, you can rely on innovative, advanced IT solutions that are easy to use and implement. Our future-proof and scalable technology delivers fast, tangible results and proven business benefits for both you and your customers.

**True partnership**
Count on Amadeus to provide customized and customer-focused solutions that match your business needs. We are committed to investing in your success, and pride ourselves on the strong, long-term relationships we develop with our customers.

**Proven results**
Amadeus technology and solutions are carefully designed to give you the competitive edge. Our in-depth experience and expertise delivers better content, service and solutions that drive proven results.

**Global footprint**
As a truly global company, Amadeus combines extensive industry-wide expertise with in-depth local knowledge to provide efficient, effective travel technology solutions – backed by outstanding support and consulting services to customers – in more than 195 countries.

Find out more.
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