

Millennials in Travel®

Presents

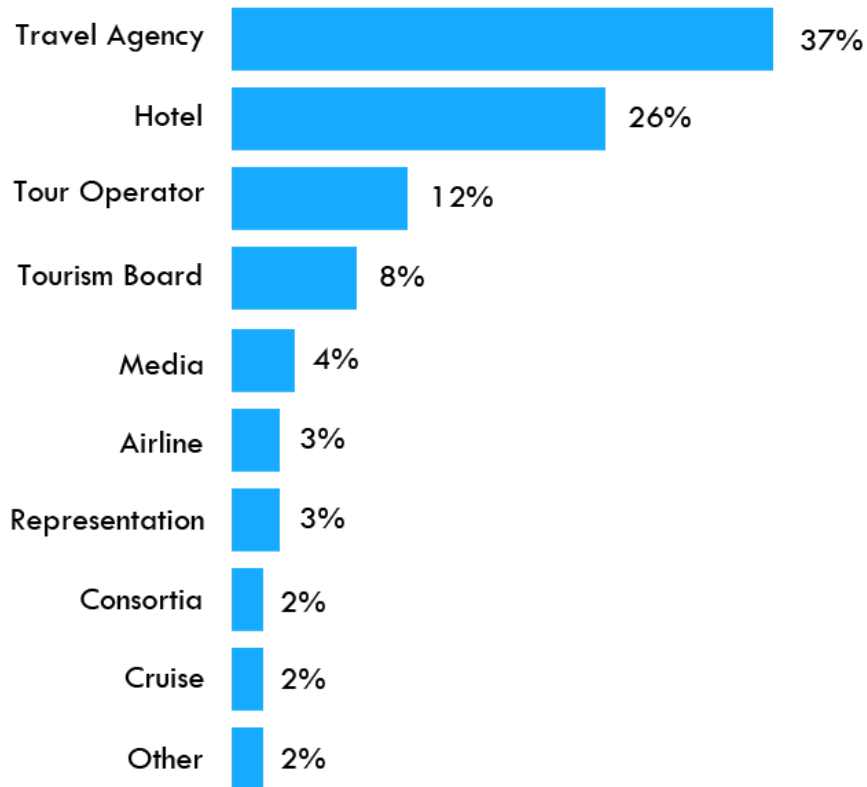
**“Millennial Travel Engagement:
Acquiring, Engaging & Working
with Millennials in the Travel Space”**

Moderator:

Naureen Kazi, Vice President,
Tourism Practice for **Turner** & Officer of
Development, Miami for **Millennials in Travel**



Millennials in Travel[®] is a career development and networking organization for young professionals in the travel industry.



31

Average Age

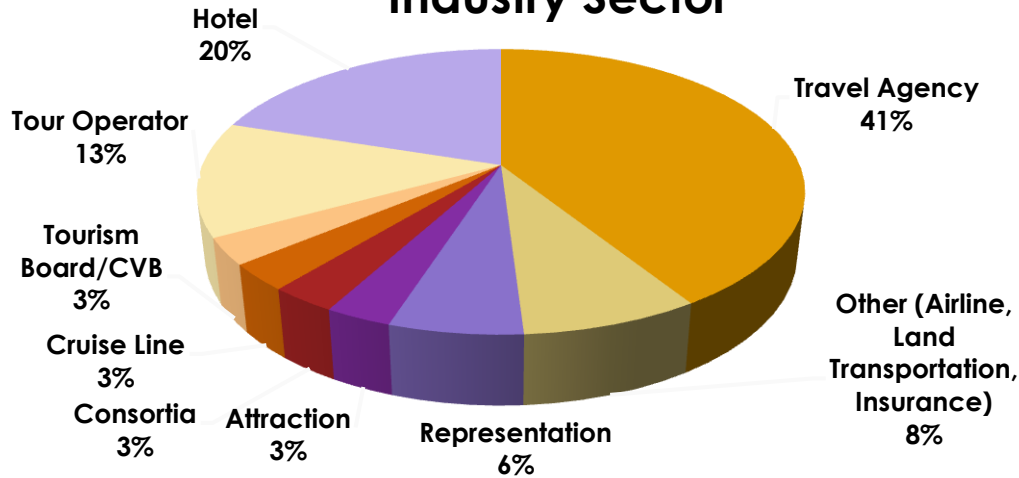
In January 2018, Millennials in Travel conducted a survey with its membership of 3,000 travel professionals* to determine:

- Engaging tactics employers can use for millennial talent acquisition & retention**
- Efficacy in sales strategies within the millennial travel trade space**
- The changing landscape of a work day in a millennial-driven environment**

***Survey was anonymous with no contact details (name, company, email address, phone number) collection. Total number of participants in survey was 100 people.**

Survey Demographics

Industry Sector



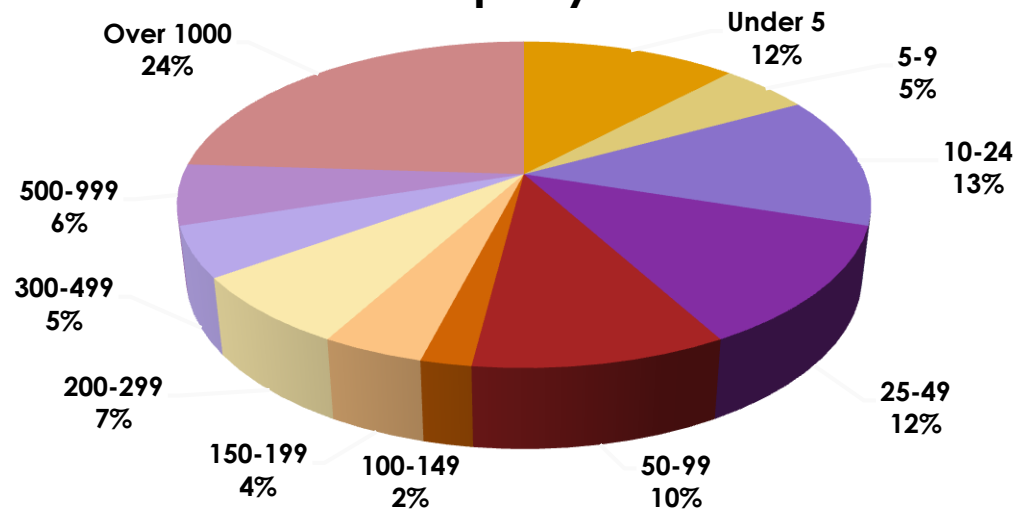
Average age is 31 years old.

Average 6.8 years in the travel industry

Average 3.74 years with current company

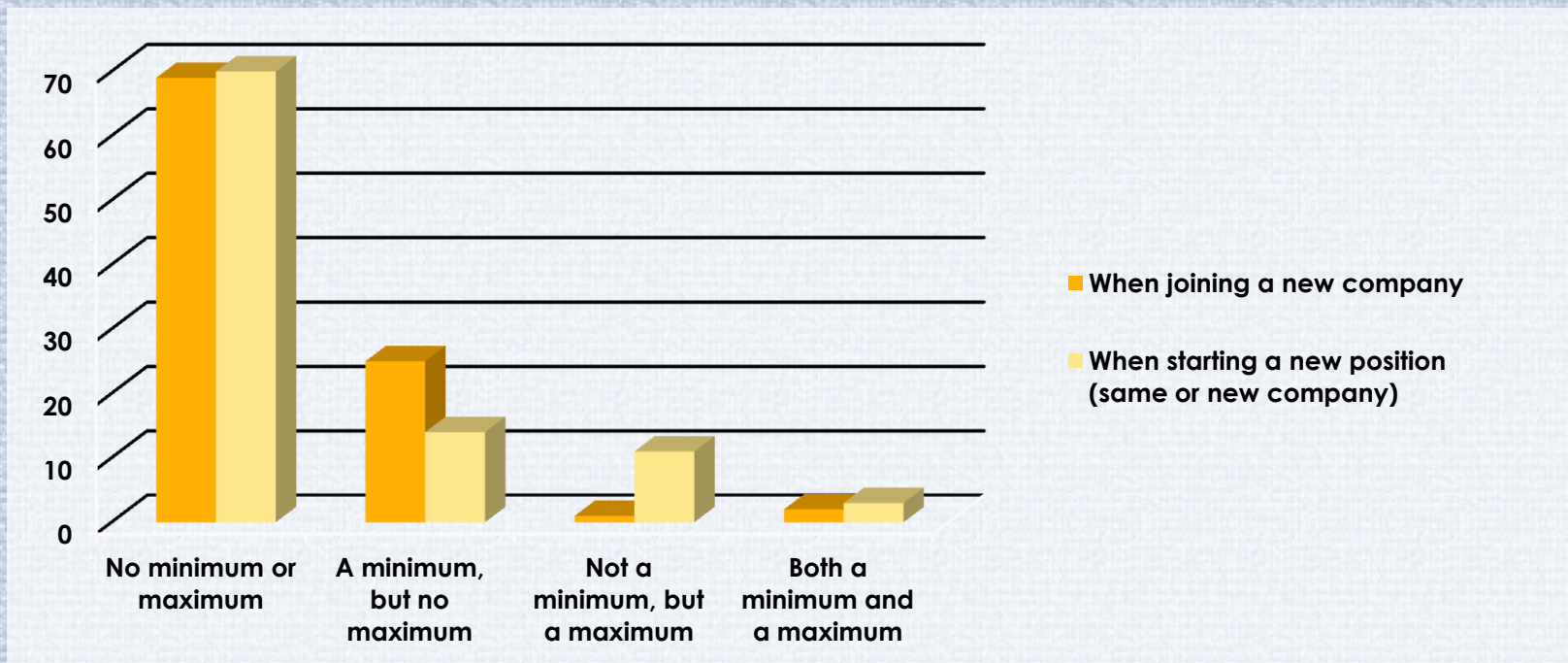
Average 2.63 years in current role

Company Size



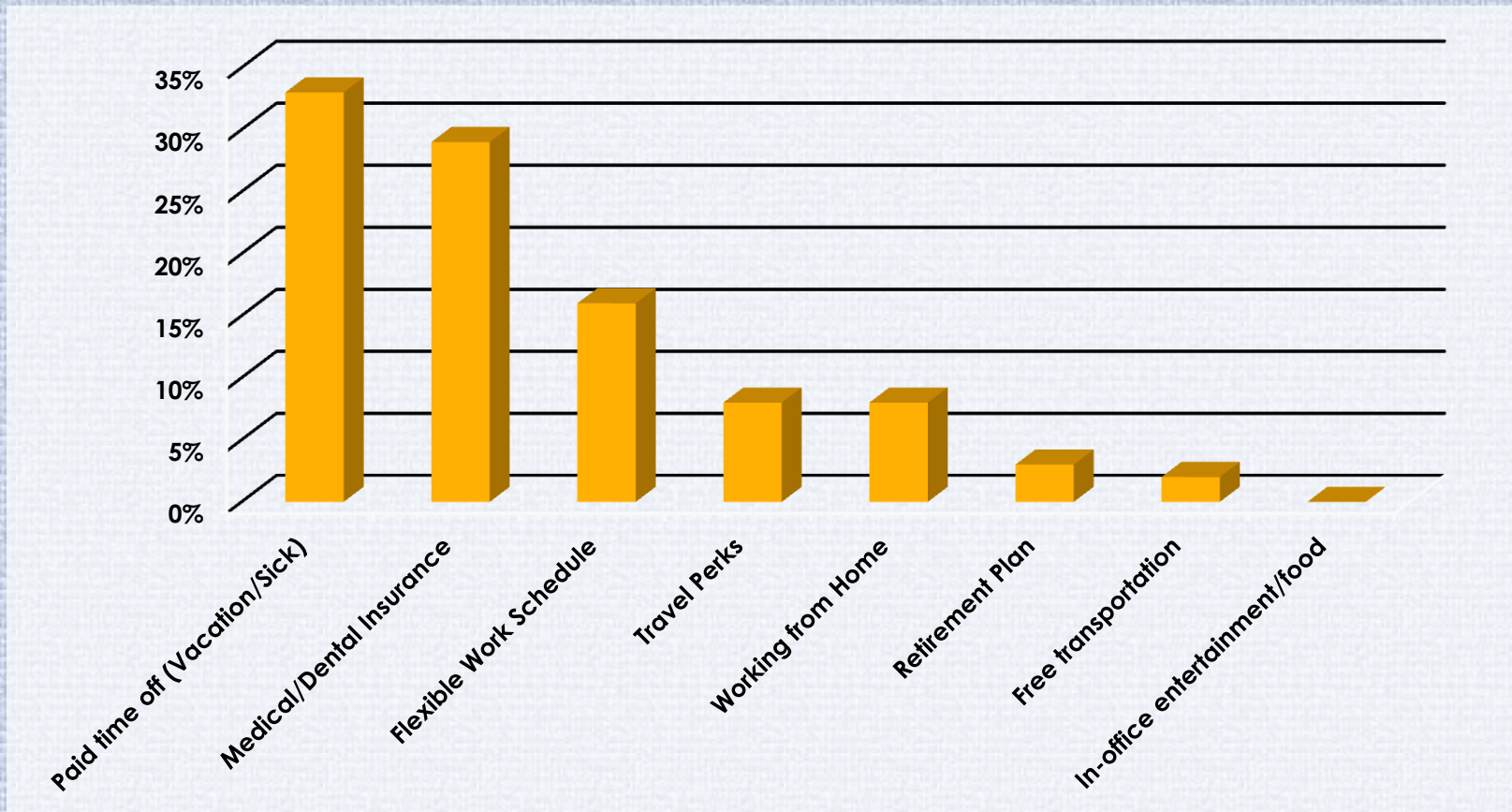
New Companies & New Jobs

Do you have a predetermined minimum or maximum length of time when beginning with a new company or a new position?



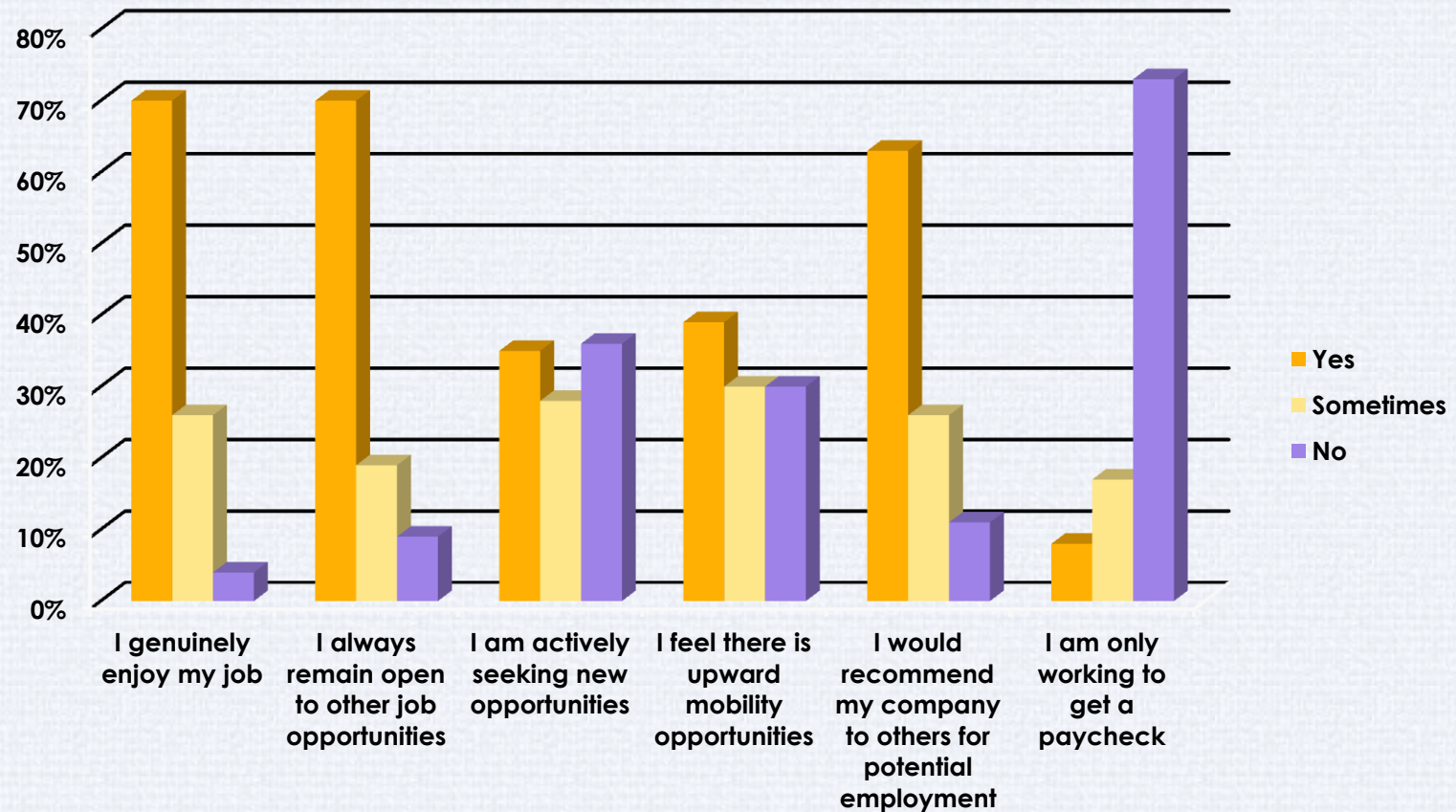
Non-Financial Benefits

Tactics to Acquire & Retain Millennials
(Percentage who ranked tactic as #1)



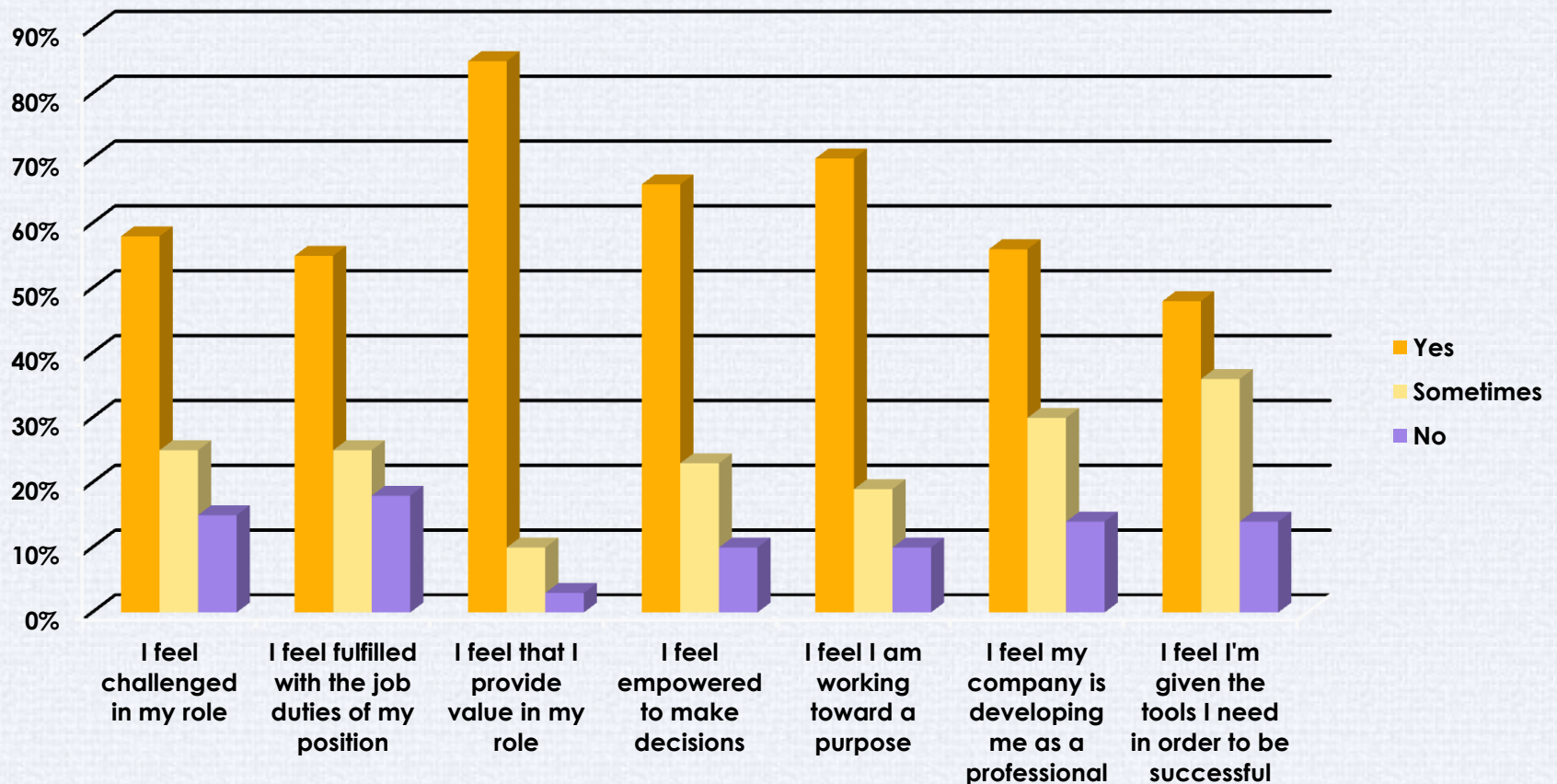
Job Interest

Enjoyment & Recruitment Opportunities



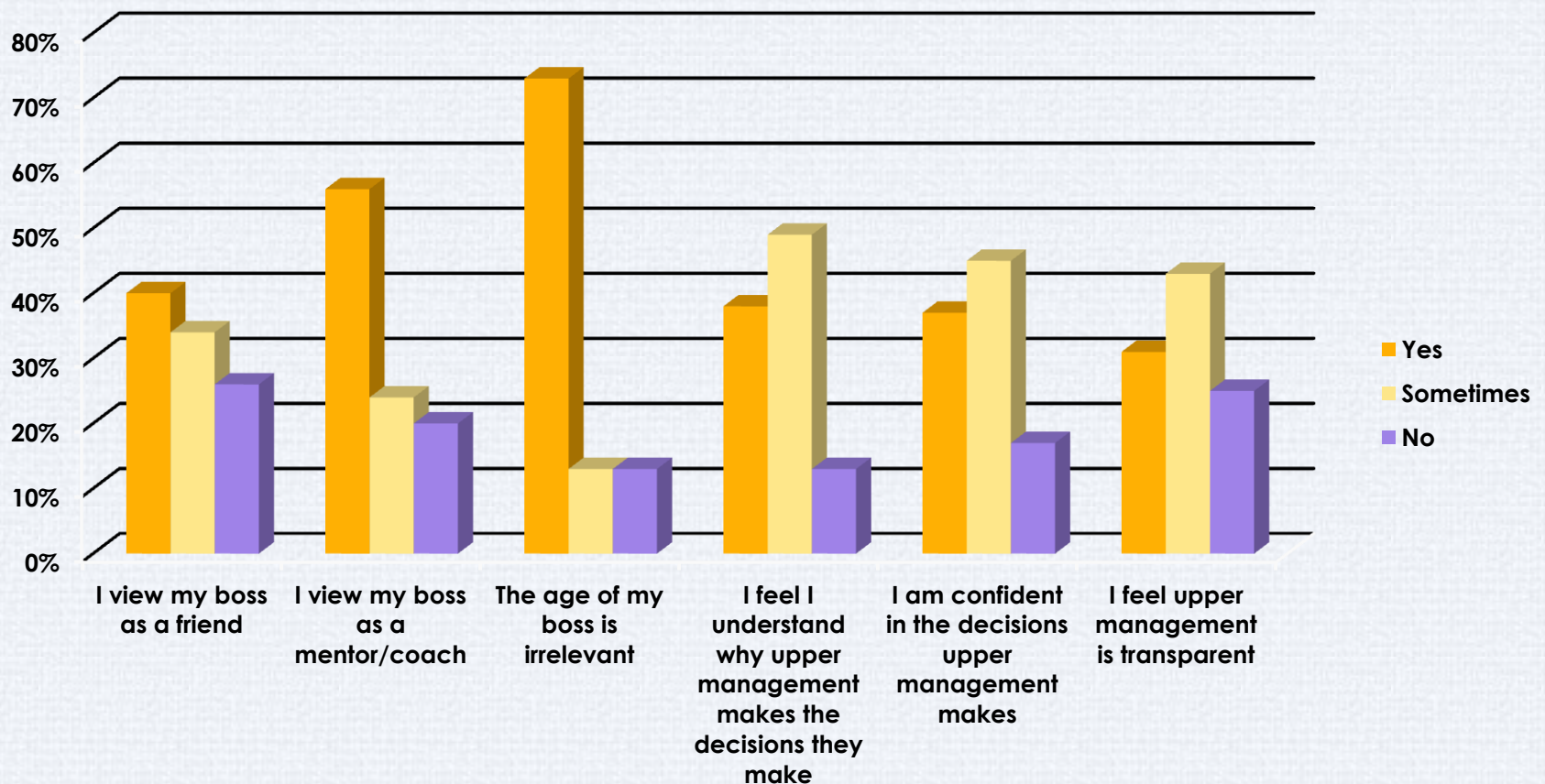
Feelings on Job Fulfillment

Empowerment & Purpose Opportunities



Thoughts on Management

Views on relationships & confidence

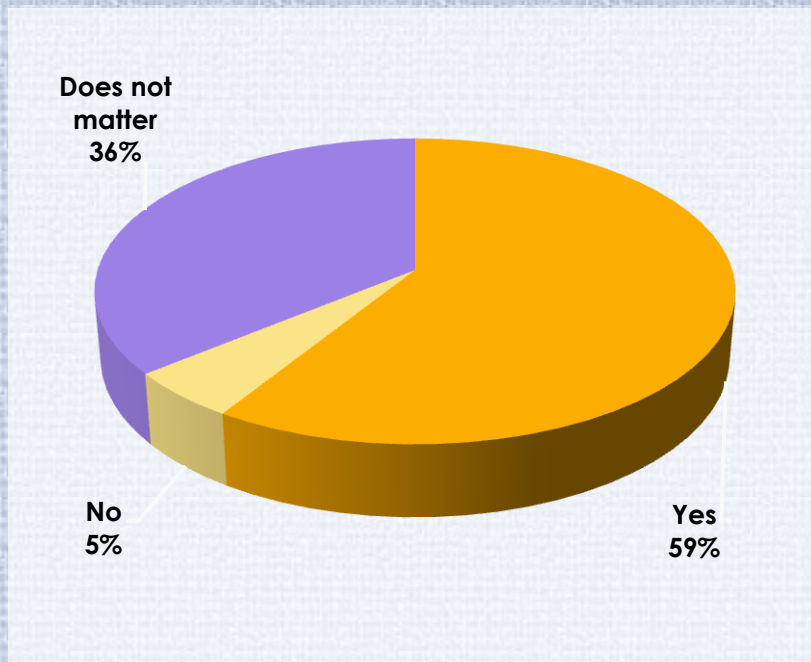


***75% are managed by a non-millennial**

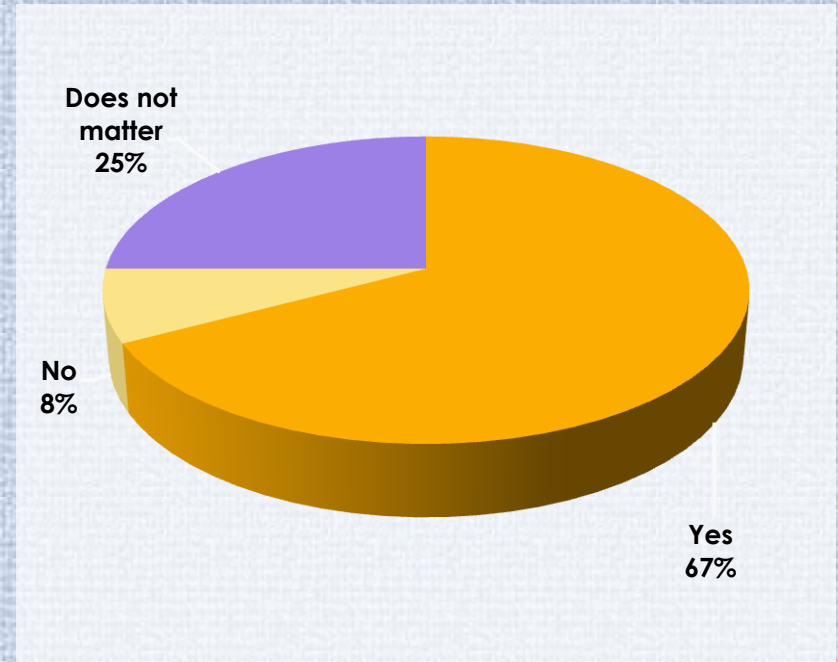
Sales Strategies

I believe a sales presentation should be tailored to my age demographic

Buyers

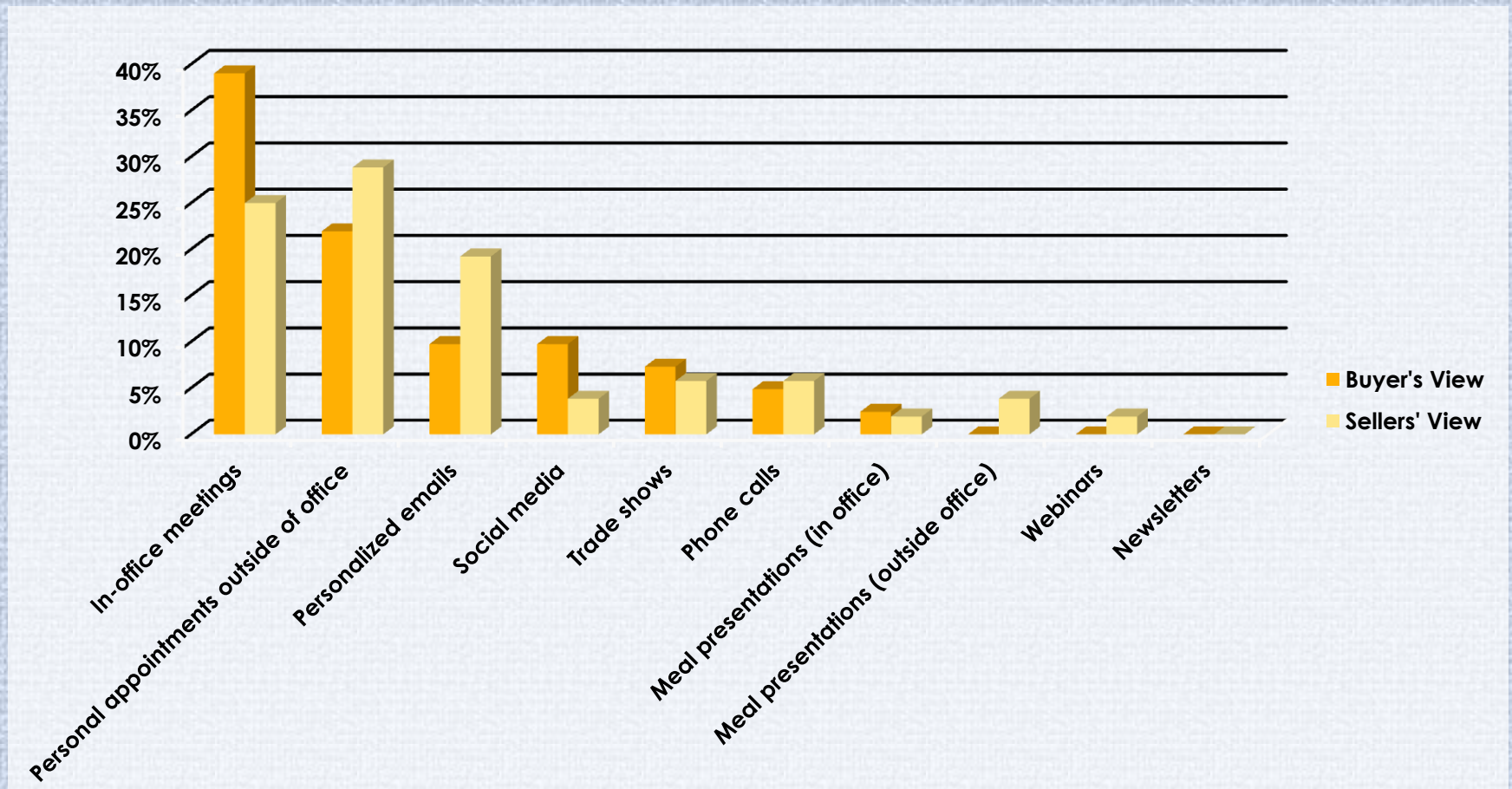


Sellers



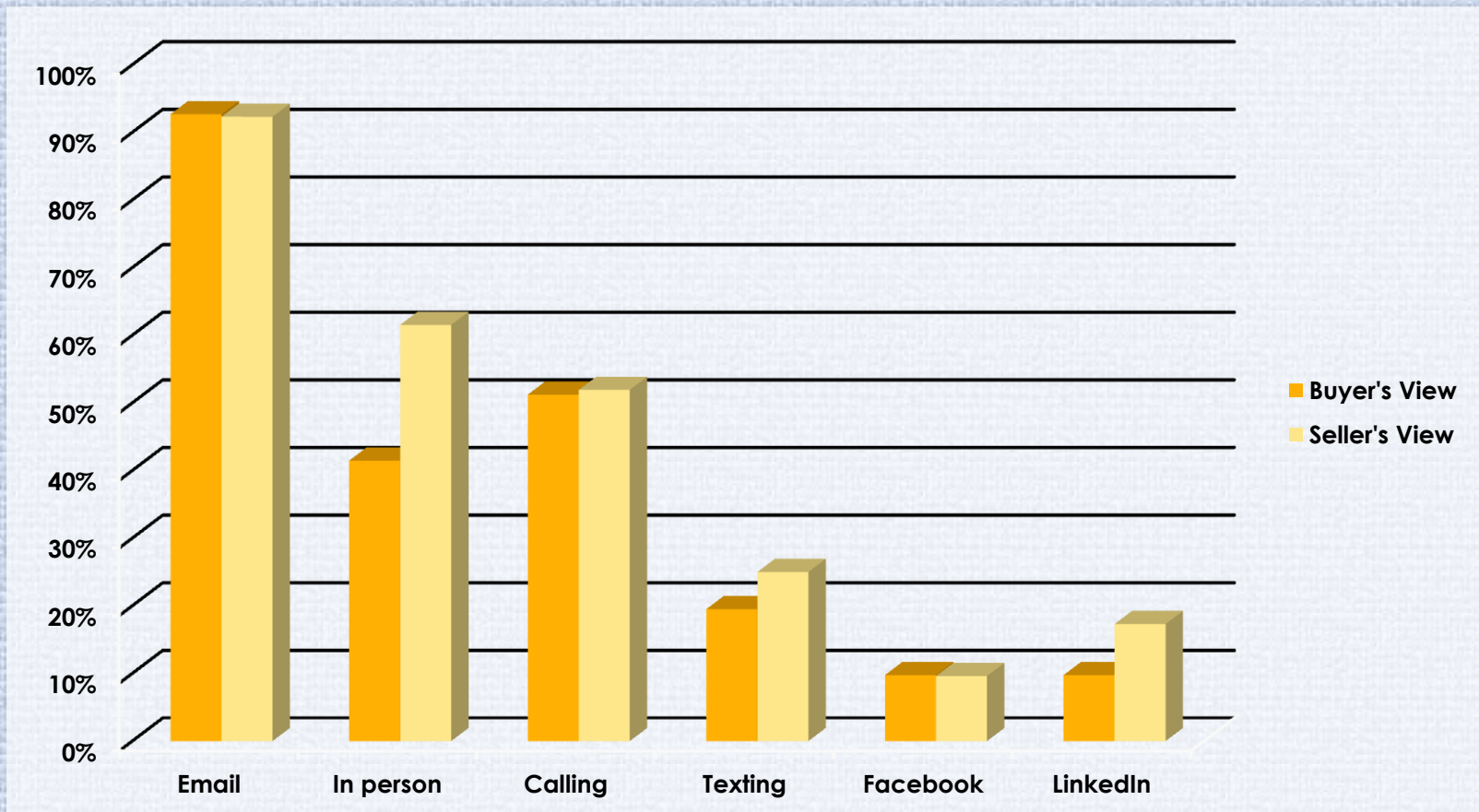
Sales Strategy Activities

What sales tactics do you find most effective?
(Percentage who selected tactic as #1)



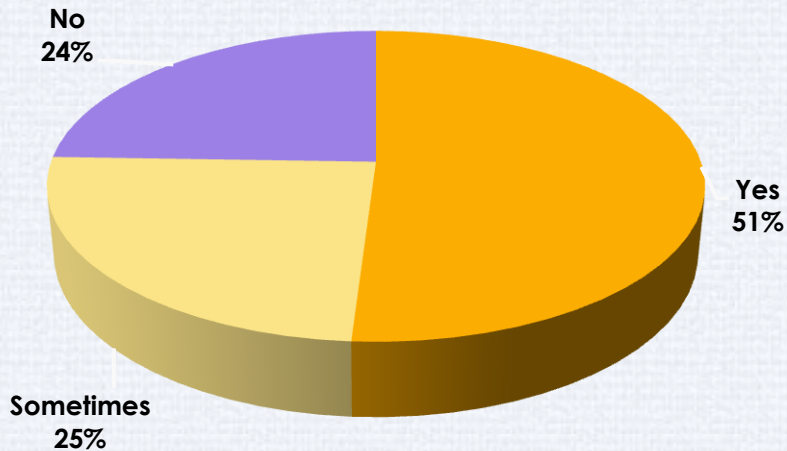
Sales Communication

What sales channels do you prefer to use?



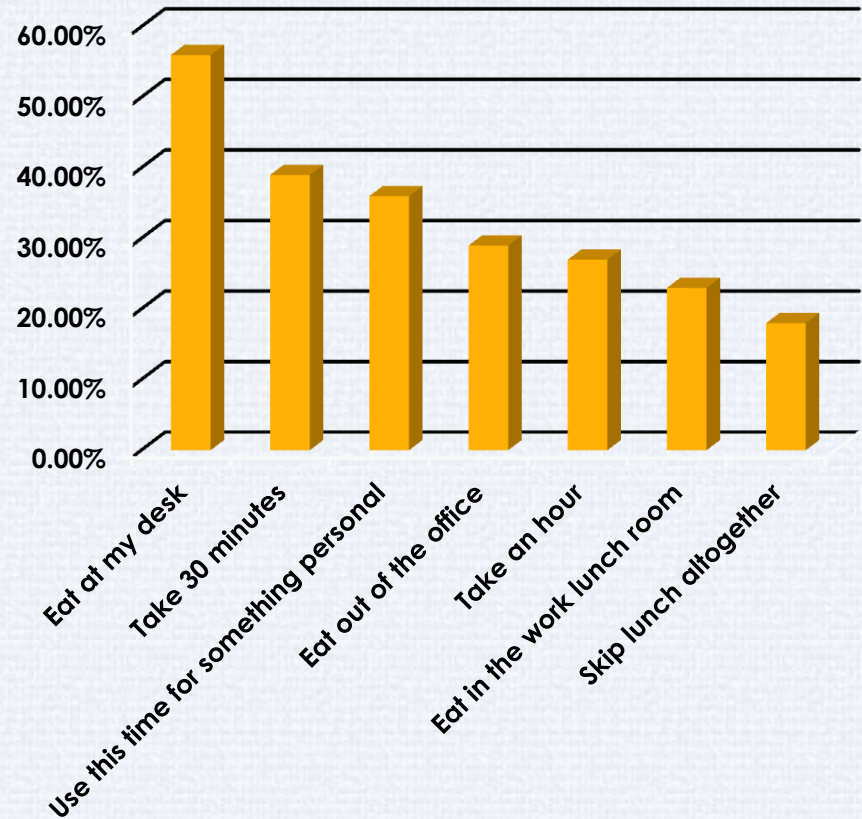
Work Day for a Millennial

I would prefer to work longer hours, but less days



“Work hard, play hard”

For lunch, I usually
(check all that apply)



Panelists:

Laura Matar – Director of Marketing Services for ***Myriad Marketing***

Sam McDiarmid – Director of Business Development, Agency Sales for ***Shangri-La Hotels & Resorts***

Ashley Les – Leisure & Corporate Travel Specialist for ***Protravel International***

Aizaz Sheikh – Director of Marketing, Canada for ***G Adventures***

Table Discussions:

- 1. Question: As an employer, what challenges do you find with millennial employees?**
- 2. Question: Which technology limits or aids in sales efforts with millennials?**
- 3. Question: What can millennials do to help employers gain a better understanding of the workplace?**
- 4. Question: What are you doing to help attract new millennial talent for the organization?**

Questions?



For more information, please
visit www.millennialsintravel.com

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