

Millennials & Activities - Happy to spend on activities and prioritize experiences

<https://marketpublishers.com/r/M7CF8D0FC39EN.html>

Date: October 2017

Pages: 16

Price: US\$ 495.00 (Single User License)

ID: M7CF8D0FC39EN

Abstracts

Millennials & Activities - Happy to spend on activities and prioritize experiences

SUMMARY

An interesting trend that has developed in Millennial consumer culture is that ownership has declined somewhat, much of this can be attributed to reduced spare cash free for saving and making big purchases Millennials are also much more likely to spend their spare cash on experiences, unique activities, holidays, concerts, festivals and travelling than generations before regardless of how much they have to spend These experiences can be very wide ranging, from organized day events to gap years and backpacking The key trend here is that millennials typically expect a certain quality of life and pursue it regardless of their reduced means

KEY QUESTIONS ANSWERED

What products do millennials favor?

Why do millennials favor and purchase the types of products that they do?

How are they different from previous generations?

How is this affecting the food, marketing, technology and retail industries worldwide?

SCOPE

Learn about the key drivers behind millennial consumer behaviour and how companies are learning to tailor their products to suit

Examine which types of industries and businesses are doing particularly well with millennials and which are not

See how millennial consumer behaviour is changing our highstreets and online spaces

REASONS TO BUY

Whilst millennials do have a leaning towards experiences and activities when allocating their spare money, millennials do want much of the same things as the previous generations. Much has been said of the fact that millennial generations tend to marry later, have children later and purchase houses later, but a lot of the reason for this is because millennials are experiencing much tougher conditions than previous generations.

When it comes to activities and events that millennials and indeed younger generations emerging attend, the trend tends to be that they are certainly price conscious but willing to bypass cost concerns in the face of meaningful experiences that add to quality of life. In particular events that provide any kind of unique and unusual challenge can be extremely popular and attract heavy spending from millennials.

Types of experiences and activities that have been less popular in the past have found a new lease of life as millennials become the largest generation group. For instance one particular theme is that of camping or rather what it has become to this generation “glamping”. Camping is a popular activity for millennials and it links into various other trends for them, such as convenience, cost saving, active outdoors, health trends and adventure experiences.

Contents

Executive summary

Millennials & Activities: Happy to spend on activities and prioritize experiences

Millennials & Activities: happy to spend on activities and prioritize experiences

Cost is a major driver of purchasing choices, because of lower wages

Millennials are not willing to accept worsened quality of life despite less disposable income

It has been identified that millennials are more willing to spend on the “authentic” experience

Festivals and day events really connect with millennials and numbers are booming

Holidays with millennials are less traditional and tend to favor “instagramable” experiences

Attracting millennials to hotels is entirely possible with some changes

Unique experiences of all types can help to sell to millennials

Conclusions

Appendix

Further Reading

Ask the analyst

About MarketLine

Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: UK house prices 1950-2017

Figure 2: Millennials, Generation X and Baby Boomers spending compared US, (% asked willing to spend on)

Figure 3: Tough Mudder event provides a unique day experience

Figure 4: Survey of millennial interest in outdoor activities

Figure 5: Number of annual festival events 2007 & 2017 compared

Figure 6: Travelling focused on social media content

Figure 7: Hilton Canopy hotel room, Reykjavik

Figure 8: Nvidia at gaming convention

I would like to order

Product name: Millennials & Activities - Happy to spend on activities and prioritize experiences

Product link: <https://marketpublishers.com/r/M7CF8D0FC39EN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M7CF8D0FC39EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970