

Hotel Management and the generational impact of Millennials and iGen

Escola Superior de Hotelaria e Turismo do Estoril

Master Degree in Hotel Management

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Millennials and iGen**

What can Hotel Market learn with generational cohorts?

March, 2017

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Abstract

Generation Z, born in the end of the XXth century/beginning of the new millennium, represents a new cluster of customers, who are digitally connected practically since their birth, often named iGen. This new group of potential consumers discloses a new reality for different sectors. What can there be said about this future demand?

Notwithstanding, other consumer who already is integrated in the market supply and demand of the Hotel Market is Generation Y consumer, also known as Millennial.

How can the Hotel sector benefit with knowing Millennials and iGen preferences, online behavior, and their consumption patterns?

By employing a quantitative method (questionnaire) to Generation Y, X and Baby Boomers, and a qualitative method (focus group) with the participation of Generation Y individuals, and iGen parents, the present study aimed to gather some valuable insights regarding Millennials and iGen.

Despite iGen customers young age, it is already evident the impact technology has in their lives. Compared with Millennials, they are growing up with wearables, constantly video connected, whereas Millennials, the first digital generation, are yet in transition to this new reality, valuing image.

Both generations are travelling more than their parents did at their children's age.

In a time where Millennials are more aware of the price they pay for accommodation, disposing of several travel aggregators, Hotels need to adapt to this new era rich in information, online-connected. By knowing which social media channels Generation Y is into, how they interact, and their travel purchase behavior, they can better customize their service, engaging sustainable customers.

On the other hand, iGen is growing exposed to Snapchat, YouTube, Instagram, constantly sharing videos and images, and following digital influencers. Even though they do not have a direct influence on their household travel decision, the references they create may be indirectly influencing their parents, more and more.

Hence, the research aimed to assemble certain behaviors of Millennials and iGen, consequently establishing some future directions for the Hotel Market.

Keywords: Millennials; iGen; Travel and consumer behavior; Hotel Market

Resumo

A Geração Z, nascida no final do século XX/início do novo milénio, representa um novo grupo de consumidores, conectados online praticamente desde o seu nascimento, sendo comumente designados como iGen. Este novo grupo de potenciais consumidores revela uma nova realidade para diversos sectores. O que poderá ser dito sobre esta futura procura de mercado? Não obstante, outro consumidor já fortemente presente na procura e oferta mercado do Sector Hoteleiro, é o consumidor da Geração Y, também conhecido como Millennial. Como poderá o Mercado Hoteleiro beneficiar com o conhecimento de preferências, comportamentos online, e padrões de consumo de Millennials e iGen?

Aplicando um método quantitativo de pesquisa (questionário) às Gerações Y, X e Baby Boomers, e um método qualitativo (focus group) à Geração Y e pais de iGen, a presente pesquisa pretendeu caracterizar Millennials e iGen.

Apesar da idade jovem da iGen, é evidente o impacto que a tecnologia tem na sua vida. Comparados com a Geração Y, iGen crescem ligados a diversos dispositivos online, conectados por vídeo, enquanto que a anterior, primeira geração digital, encontra-se em transição para esta nova realidade, valorizando ainda a imagem. Ambas as gerações viajam mais do que os seus pais na sua idade. Se Millennials são mais conscientes do preço do seu alojamento, dispendo de agregadores de preço, as unidades hoteleiras deverão reagir a esta era online e de informação. Conhecendo os seus *social media* preferenciais, como comunicam, e o seu comportamento de compra de viagem, o Mercado Hoteleiro poderá assim personalizar melhor o seu serviço, aproximando-se de consumidores sustentáveis.

Por outro lado, a iGen cresce exposta a Snapchat, YouTube, Instagram, absorva em vídeos, imagens, e influenciadores digitais. Apesar de não terem uma influência direta na decisão de viagem do seu agregado familiar, as referências que criam poderão influenciá-lo indiretamente, cada vez mais, alguns deles inclusive pedindo Wi-Fi no alojamento em férias, que o seu agregado escolha. Assim, o estudo pretendeu coletar comportamentos-chave de Millennials e iGen, posteriormente sugerindo direções futuras para o Mercado Hoteleiro.

Palavras-chave: Millennials; iGen; Comportamento de viagem, e do consumidor; Mercado Hoteleiro

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CHAPTER I: Methodology

1.1. Context and significance of the research

In order to better address the demand of a sector, the market supply must adapt its product/service to the needs of its customer, and his particularities. Specifically for hoteliers, information about their customers enables a sustainable engagement between the two market players.

"Marketers need to understand the process consumers go through in buying and consuming hospitality products. If we can understand who buys which hospitality products where, when and why, then the probability of success in striving to influence that demand will be enhanced. By understanding and meeting customer expectations, companies can better deliver customer satisfaction."

(Bowie and Buttle, 2004, p. 54)

As information technology (IT) systems integrated in the hospitality industry reality, the dynamic between the guest and the hotel unit changed. Management-facing technology (MFT), which consists in the combination of technology and management systems, allows the hospitality enterprise to control information, and use it acting in the customers' best interests, offering a better and more customized service. If before, consumers were merely receiving information, and processing it, nowadays they control it, pulling it whenever, and wherever they want to, via the internet, or even through mobile platforms (Coussement and Teague, 2012).

The hospitality and tourism sectors provide a service product, which implies that, among other features inherent to this type of product, is its intangibility (Evans, 2015). Prior to the consumption, it is difficult to evaluate whether a purchase is good or bad, or worth the price. This explains the impact of Web 2.0 and user-generated content in hospitality and tourism, in different ways. Generalist social media channels (e.g.: Facebook) develop their travel discussions, and online travel communities proliferate, facilitating the communication between consumers. Therefore, not only the consumer disposes of a much larger range of information, but also the market supply is aware of this change, through the use of social media to reach its customer (Ayeh, Au, Law, 2012).

In a context of flourishing global lodging supply, the market demand registers significant changes, not only in the way they interact with the supply, their purchase behavior, but also between consumers. As the market becomes increasingly competitive and transparent, to know how to adapt the supply to the heterogeneous demand starts with generational know-how.

Research has been led concerning the two future major players in the market demand-Generation Y, and Generation Z.

Generation Y, also known as Millennials, have grown in weight both in the workplace and as consumers. This generation conveys new ways of dealing with technology, booking, destination searching, and an increasing value upon experiences creation.

Generation Z, also known as iGen, born in the beginning of the XXI century, represents a new consumers' cluster, reshaping the way technology is used. This new group arises in the market as a representation of the new reality, growing as the potential future demand, and said to be a turning point for the hotel sector.

What can there be said about these two new generational clusters who will shape the dominant majority of the sector demand hereafter?

Do Millennials and iGen represent different patterns of consumption, regarding online behavior and travel search/purchase? In the medium/long term, which business models and practices can be put in perspective in the hotel business?

1.2. Research design and structure

The study was divided in five chapters.

Firstly, the Methodology consisted of a research panorama, existent data and studies on the topics covered, and an outline of the model used to test the hypothesis.

Secondly, a chapter focused on the concept of Generation throughout time, up until the present date. Narrowing the scope of the research to the generations subject to analysis, Generation Y and Z, a deeper look on what is already known about the different clusters, which was focused on their features, concretely those related with the hotel sector.

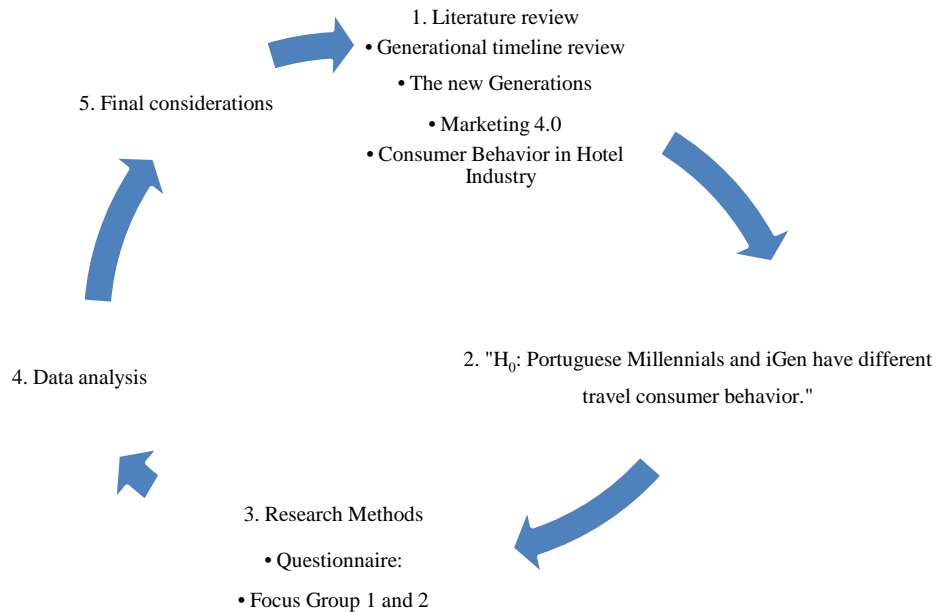
Thirdly, a deeper look on the demand side of the market, tracing an evolution of the Marketing, and a segmentation of the Hotel Market consumer.

Proceeding to the analysis of the data collected from a questionnaire and two focus groups representative, directly or indirectly, of the Generations studied, the forth chapter was structured in two parts, one for the quantitative method used, and the second for the qualitative method.

Finally, the fifth chapter was dedicated to final considerations on the research design, suggesting some modifications on the research methods used, and adjustments for future studies or developments on these matters.

Due to the lack of data regarding these two cohorts (namely, Millennials and iGen) in respect to the demand-led business models in hospitality for the Portuguese marketplace, the present dissertation adopted an inductive approach.

Figure 1: Research design and the cycle of empirical investigation



Source: adapted from Hill and Hill (2012)

If empirical investigation was defined in an image, it could be summarized in a cycle.

Literature review initiated the thorough process, with the search for previous findings in the subject field, revision of potential blank spaces in other author's research, possibly filled in by the upcoming research.

Following the research analysis, the operational hypothesis was structured, for the present study defined as "Portuguese Millennials and iGen have different travel consumer behavior".

Then, with the purpose of collecting data that supported the operational hypothesis, two types of research were led: a quantitative (questionnaire), and a qualitative method (focus group). After the methods were applied, the data obtained was interpreted.

Finally, considering the different steps of the research, and limitations found, some conclusions were taken and suggestions drawn for future studies.

As important as the service/product of a sector, is the consumer. What does he look for? Ultimately, how does he think? A customized product or service can be kept in the consumer's mind, and eventually, capture not only his mind, but also heart, keeping him for the long haul.

A fundamental concept in tourism is engagement. Customer engagement has to do with a constant communication between demand and supply, strengthening the bonds between the customer and the brand (Hollebeek et al., 2013).

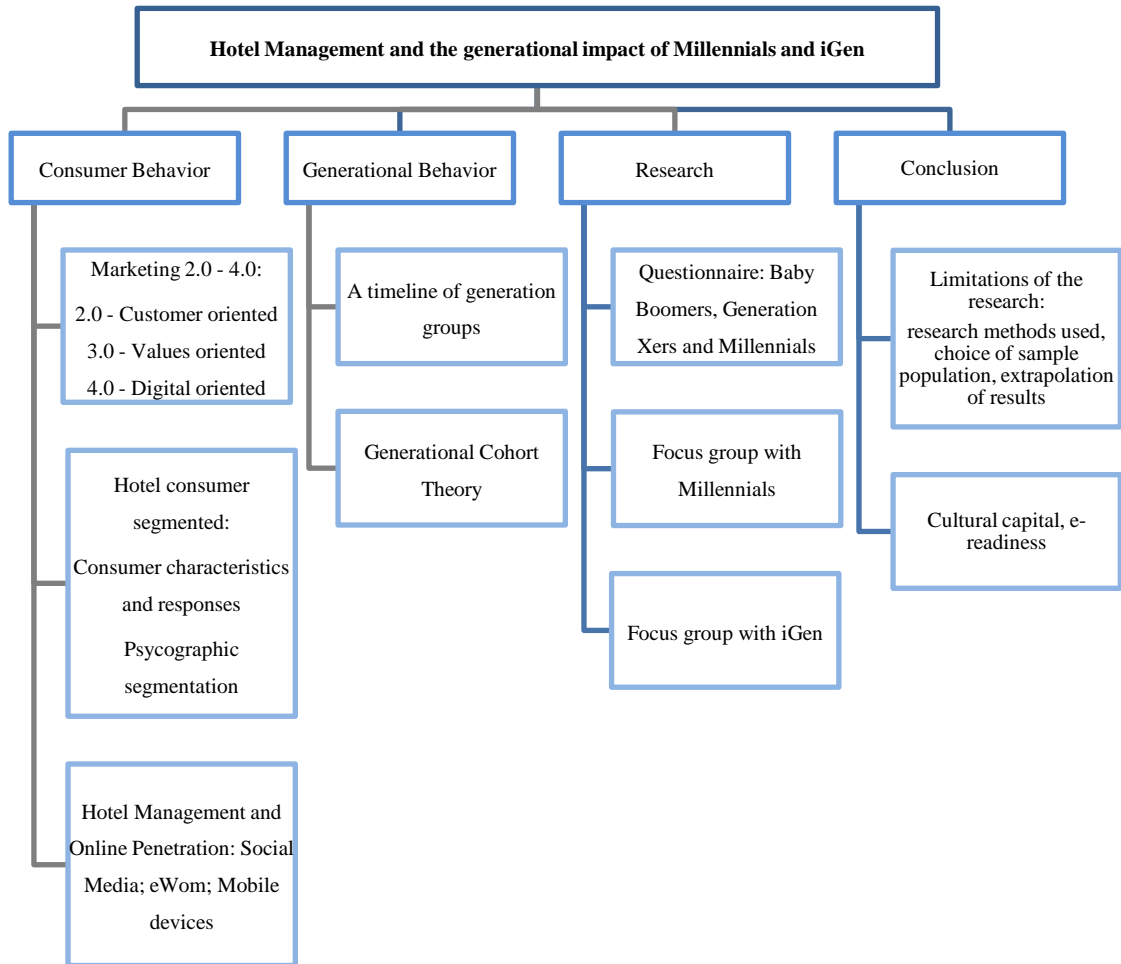
Therefore, with the aim of collecting some insights of the present, and the future Generation consumer, the research started by a review of the generations throughout the years, until the present moment. Then, the translation of the general to the operational hypothesis, having proceeded to the data collection methods, using a quantitative and a qualitative research method. After the observations were collected, and the descriptive statistics analyzed, some conclusions were drawn.

Lastly, the final considerations were established considering the first stage of the research cycle, confronting the insights obtained with the former literature review.

As referred by Hill and Hill (2012), the empirical research process resembles a round trip, since the literature review is in constant change, reason why a constant revision of the results and existent findings is required.

The research was structured as follows:

Figure 2: Research design



Source: Hotel Management and the generational impact of Millennials and iGen, 2017

1.3. Scope of the research

1.3.1. Research problem

In view of the fact that Millennials have solidified their presence in the market demand for a while now, they have been the core for diverse studies in areas such as marketing, human resources, aiming to draw some trends in consumer purchase behavior (spending, online shopping, choice criteria, for instance), workplace engagement (how to keep them motivated), among others.

Born in a digital world, and disposing of an ubiquitous technological world, is Generation Z, commonly referred as iGen. Little is yet known about this generation, other than they may be establishing a new parameter in the use of technology, one that will shape future generations' behavior.

Used as a leisure tool, present in their daily lives, also as a mean to be connected with their relatives and friends, mobile phones have become a constant for Generation Z (Leena, Tomi and Arja, 2005).

Both generations, Y and Z, are intense users of technology, and its updates, seeking new developments, information related to it (Freestone and Mitchell, 2004).

Furthermore, with the Internet event, these individuals are avid for information, short texts, communicating globally, and with a narrower attention, given the stimulus to which they are subject. This event portrays some positive and negative consequences to them, as it can easily accelerate certain tasks, both in a professional and a social way, foster connections worldwide and enable self-learning. Albeit all the good aspects, the major downside brought to these consumers is the addiction, to online devices, being connected 24/7, which then impacts in their social skills, memory, involvement in the tasks they are assigned (Issa, Isaias, 2016).

Considering these online new cohorts, it is necessary to know how to address their social media needs, while encouraging communication with the consumer.

Bearing in mind the positive and negative side of this Internet shift, it is important to have a straight forward communication with consumers, as they seek a fast and easy

communication. In this information age, it is thus possible to lose their attention within seconds.

Through the understanding of how consumers communicate, and more concretely, how they search and purchase travel, it is possible to trace the present Hotel consumer 's profile.

Therefore, the study had as main end the acknowledgement of travel and consumer behavior directions, subsequently applied to the Portuguese Hotel Market consumer.

1.3.2. Previous research

A wide range of articles has been written regarding Millennials growth, and forecasts on iGen digital connection, and online behavior. Also, the vast majority of existent studies has been more focused with the work environment for these generations, and how they coexist in their daily jobs. In spite of the already existent research approaching generations, none has focused on the hotel demand impact the sector has registered and will in the future, caused by this generational diversity.

The present research considered as a reference in terms of Generation classification one of the most cited readings in this subject, by Lancaster and Stillman (2003). Nonetheless, the reference did not yet approach Generation Z, reason why for analysis purposes, its commencement was defined as subsequent to Generation Y, 2001 and onwards.

The delimitation of each generation time span varies according to the reference considered, whereby the two authors, Lancaster and Stillman (2003), and their main work (*When generations collide :traditionalists, baby boomers, generation xers, millennials: who they are, why they clash, how to solve the generational puzzle at work*, 2002) were the principal reference considered to define the time span of each generation analyzed, and later adapted to the research methods employed.

Also, studies from Marktest, INE, Expedia, and other articles were considered regarding travel trends which were featured in the questionnaire, and online channel penetration for the targeted generations.

Yet, it was not found any research for the Portuguese market linking the Hotel Market, and Millennials and iGen consumer behavior.

1.3.3. Research questions and hypothesis

The research was led by a general hypothesis: "Millennials and iGen impact in the Hotel Management", which was transformed in an operational hypothesis, so that the research was carried out. In the broad sense, to explore their impact in a sector is hardly measurable, and the definition of impact itself is rather vague.

Considering that two generations are object of research, quantifying, or defining in a more tangible way the generational influence in the sector needs a keen attention to some behaviors, demand patterns, and trends.

Tourism is currently a fast-changing sector, impacted by fierce competition, facing new tendencies, at different levels. The demand is more volatile, incorporated in a worldwide market, with more alternative destinations. A significant evolution of taste, needs, and preferences in the population has occurred, as well as many other demographic and sociocultural changes (Turismo de Portugal, 2015). It is preponderant to bring up to date the Hotel supply, by better knowing who are the current and future players in the market, Generation Y and Z.

Hence, to study these new consumers, the operational hypothesis that constituted the foundation of the research was defined as:

"H₀: Portuguese Millennials and iGen have different consumer behaviors."

In pursuance of the understanding of the two targeted generations, for the Portuguese background, their consumer behavior was analyzed, through the cases comparison.

As Internet came to change the paradigm of Business, it is necessary to adapt to these new times, by adapting existent models of consumer behavior to the current purchase behavior (Karimi, Papamichail, and Holland, 2015). Consequently, using a mix of research methods, starting from a panoramic view of the market to a detailed view on the two

generations object of this research, it was possible to come grasp several attitudes of the sample population, to ultimately infer behavior patterns to the Portuguese population.

After the two phases of the empirical research were concluded, namely questionnaire and focus group, the results were analyzed and compared, having in consideration the consumer profile differences between generations (e.g.: age range, life cycle).

1.4. Methodological approach and Instruments of research

The research led had as a main goal to prospect the demand of the hotel sector, for the medium/long term.

Through two distinctive methods of research, a quantitative and a qualitative, the present investigation aimed to gather some tendencies the target accounted for, as well as to prospect potential directions for the industry.

As the fundamental part of the research was the study and characterization of the different generations, and posterior comparison, it was necessary to control the sample analyzed. Therefore, for a closer approach to the target population, the consumers selected were of Portuguese nationality, resident in the country, or abroad.

With this purpose, a questionnaire was applied to citizens who often travel in leisure, aged between 16 and 70 years, and two focus groups were designed and applied to selected groups of Generation Y, and Generation Z parents.

Tourism research can benefit a great deal using qualitative research, by looking at it from a different perspective, not only as a set of methods, but also as a new way of thinking and doing research (Belk, 2006).

In the Portuguese context, there is yet a lack of know-how regarding the demand Millennials and iGen embody. The combination of research approaches used tried to address this issue, using an inductive research process.

To obtain new data, and/or develop a theory, social sciences employ two types of processes, an inductive, and a deductive. Whereas the former is structured in the generalization of empirical data to ultimately conceive a theory, the latter is built upon a

theory, which is then used to predict new data (Hill and Hill, 2012). Thence, an inductive approach, starred by the two generations in study, was the key to highlight some upcoming trends for this business, ultimately sharing some insights with the totality of Hotel Market' stakeholders.

1.4.1. Questionnaire: Hotel Market and Consumer Behavior

Empirical observation is the foundation of all the natural and social sciences. The observations made in order to better understand a phenomenon allow the investigator to infer new explanations, and ultimately, new knowledge in a field, or specific subject.

First and foremost, it all starts with literature review, followed by the establishment of a general hypothesis, then translated into an operational hypothesis, selecting the right research methods for this effect. Finally, after the data is analyzed, it is transcribed in results, culminating into conclusions. This process is set as complete confronting the final conclusions with the literature considered for the research (Hill and Hill, 2012).

To begin with the empirical research, a questionnaire was designed to tap certain consumer responses to aspects such as online travel behavior, brand affiliation, lodging needs, the weight allocated to different features in the elected accommodation, choice between online and physical travel agencies, among others. Mainly, this research tool had as main goal to provide a big picture of the target demand in terms of travel and accommodation behavior. The questionnaire proposed was the result of a combination of previous questionnaires considered for the literature review, concerning generations' traits, statistics obtained in which regards social media used. As for the consumer characterization for socio-demographic and geographic items, the questions were designed taking into account surveys distributed in Portugal, adapting the questions to the population targeted (Censos).

The quantitative instrument of research was the result of a combination of research in diverse fields. Globally, the questionnaire aggregated questions targeting consumer characteristics, and his equivalent responses. The resulting questionnaire was also based on

previous findings in the USA, as well the adaptation of certain queries in others research methodologies to the present object of research.

After the total 27 questions were defined, and the respective variables for each, the questionnaire was inserted in Survey Monkey online survey development tool.

In a first phase, ten individuals answered to a pre-test version of the questionnaire, pointing out some technical issues that could interfere with its normal course, or difficulties with the interpretation. Overall, there were some minor changes, particularly in the question 3, where the maximum value for the range passed from 3000€ to 1500€, and a more significant change in the question 17, passing from 12 attributes to rank, to 10. This last modification had to do with some issues found in the interpretation and reply to the question.

After the alterations were made, the questionnaire was distributed online. So that the results could be more diversified, the quantitative instrument was sent by e-mail to at least one individual of each age group, who then resent the e-mail, creating a viral effect of the tool. Also, aiming the middle age group targeted, the questionnaire was distributed on Facebook travel groups.

The targeted respondents were citizens with Portuguese nationality, resident in the country or not, aged between 16 and 70 years, representative of three distinctive generations, namely Baby Boomers, Generation X, and Generation Y, born, in this order, from 1946 to 1964, 1965 to 1981, and 1982 to 2000.

The sample considered for the quantitative analysis was composed of 384 individuals, equivalent to the number of citizens with Portuguese nationality, distributed by their correspondent generational weights (122, 122 and 140, aged between 16-35, 36-50 and 51-70, respectively). These weights were calculated using data from Instituto Nacional de Estatística (INE, 2015), considering the statistics of the targeted age range. Even though the questionnaire was planned in 2016, the statistical data was not updated by that time, reason why both the minimum and maximum of each of the age ranges were added one year.

Parted in four sections, the respondent started the questionnaire by answering some questions regarding destination choice criteria, online and offline behavior in transport

selection and purchase, periodicity of travel, along with other aspects. Afterwards, a second section was dedicated to characterizing accommodation preferences, features influencing this choice, as well as local accommodation market penetration for the target population. Following this, two last sections aimed at tracing a travel profile for the respondent, and a socio-demographic and geographic characterization of the consumer.

The questionnaire was organized according to the following structure:

Table 1: Questionnaire distribution of variables

	Variables	Indicators	Question
Consumer characteristics	Socio-demographic and geographic	Genre	20. Genre:
		Age	21. Select your age range:
		Level of education	22. What is your current level of education, or the last one attended, even if incomplete?
		Household composition	24. Counting with you, how many people compose your household?
			25. Do you have children?
			26. How many of them are economically independent?
		Professional activity	27. Are you currently engaged in any professional activity?
	Disposable income for travel	3. In that same period, what is the average amount of money you spent per trip? (total of travel and individual accommodation)	
Current place of residence	23. In what region of the country do you currently live?		
Psychographic	PLOG model	18. Considering the two images above, which type of travel do you prefer?	
		19. How would you describe your traveler profile?	
Consumer responses	Behavioristic	Destination choice	1. When you travel to a certain destination in leisure, you mostly do it:
		Number of trips	2. In the past twelve months, how many times did you travel in leisure?
		Average length of stay	7. What is the average length of your stay in the travel destination?
		Trip planning	5. How far in advance do you plan and book your trip (travel, destination and accommodation)?
		Period of travel	4. What is your preferential quarter to travel?
		Transport chosen	6. What is the preferential means of travel to the destination chosen for a leisure trip?

		Destination choice criteria	9. When choosing the travel destination, which criteria influence your decision?
		Preferable lodging	16. Which type of accommodation do you usually look for?
		Travel company	8. How do you usually travel?
		Travel planning	10. From the following alternatives, which describe(s) better the planning of your leisure trip?
		Online vs. Offline	11. In which concerns the tourism product (destination, travel and accommodation), what is the preferential mean to:
		Online devices for means of transport	12. Do you use any of the following online devices to select the means of transport to the travel destination?
		Online Travel agencies	13. Do you usually go to online travel agencies? 14. Why do you go to an online travel agency in order to book your leisure trip? Select all the applicable alternatives.
		Local accommodation	15. Have you booked a stay at an Airbnb, HomeAway, or other similar accommodation in the last twelve months?
		Accommodation choice criteria	17. Bearing in mind the weight of the following criteria in the accommodation choice for your trip, assign numbers from 1-10, OR scroll up/down the options, assigning only one number to each alternative. Consider: "1-absolutely irrelevant" and "10-absolutely relevant".

Source: Hotel Management and the generational impact of Millennials and iGen, 2017

1.4.2. Focus Group

Despite some skepticism concerning the use of qualitative research in social sciences, in these recent years it has been considered a mean to produce theoretical knowledge, through the participants viewpoint. Therefore, qualitative research is relevant to the present investigation, as it is focused on the consumer perspective in the hospitality sector.

A qualitative research technique choice for this study, subsequent to the application of an online questionnaire was justified by the need to get to know directly the targeted consumer. The adoption of two different focus groups, demand customized, specifically to

Generation Y and Z, it was possible to determine similarities and differences both intra and inter-groups, despite the age range difference between groups.

The topics of the two discussions were based on previous findings by the Center for Generational Kinetics (2016), adapted to the sector under analysis. For each generation object of research, Y and Z, corresponded a different discussion through focus group.

When making the choice of the right participants for a focus group, between strangers or acquaintances, there is no objective answer. Genre differences of responses are shown, as a female participant may be more comfortable when discussing with acquaintances, and a male participant more at ease with strangers (Bristol, 1999). Considering this, the focus groups created had a mix of acquaintances and strangers. Furthermore, two forms of homogeneity can foster information sharing - exogenous, and issue - achieved through the participation of individuals who have a similar socio-cultural context and are knowledgeable in the subject debated (Belk, 2006).

1.4.2.1. Generation Y: "How do Millennials travel?"

Having as main reference a combined study between Choice Hotels and The Center for Generational Kinetics (2015) for a U.S. Millennials sample population, the discussion with this generation intended an exchange concerning their views on favorite social networks, socially and professionally, online shopping, online travel plan and purchase, travel nationally or abroad, finally narrowing the conversation with a few concrete ideas for the hotel sector.

Although the study taken into account was particularized to Millennials' travel mindset, the plan for the focus group conducted was broader, aiming a better understanding of this generation behaviorism.

Also, so that some inter-group analysis was ensured, the agendas for the discussions had some similarities. Then, during each discussion, depending on its flow, some other topics were added, linked to the shared views.

For this focus group, the plan followed this structure:

1. Individual presentation of each participant;
2. Social networks-which ones you use socially? And professionally?

3. Do you shop for goods or services online? What about travel?
4. Do you usually travel in national territory? And abroad? (Reasons for each yes/no to both);
5. Travel buying process from the idea to post-purchase;
6. Do you follow any hotel brand on social media?
7. Give an example of a good airline reference you may think of;
8. Give an example of a good reference you have in the Portuguese hotel sector? And abroad?
9. Online vs. Traditional travel agencies - do you use any?
10. Final considerations.

To discuss these topics, it was planned to have 5/6 participants, aged between 16-34 years, preferably having some age difference among the individuals.

1.4.2.2. Generation Z: "iGen - the instant online kids seen by their parents"

Looking at the Generation Z time span considered, a drawback may be acknowledged, since this generation's beginning is attributed to 2001, implying that the oldest iGen turned 15 years old in 2016. To dodge this setback, and this way obtain more structured insights about the generation, the participants of this focus group were Generation Z's parents, instead of the generation itself.

Hence, the discussion was developed as follows:

1. Individual presentation of each participant;
2. Do your children influence the goods you shop? Are they price-conscious? Do they ask for specific goods?
3. Online behavior - time spent, devices used;
4. Does your children have a smartphone? At what age did they receive it?
5. What type of online content do they see?
6. Do they have any social network?
7. What kind of influence, if any, do your kids have in your travel choice and plan? Do they have any special requirements?

8. What kind of tourism do you do? Accommodation choice
9. Post-purchase behavior: do your kids talk about their vacation and the accommodation you chose? Do they share those experiences with friends or other relatives?
10. Final considerations.

CHAPTER II: Generational Behavior

2.1. Generational boundaries

Narrowing the attention to one of the ways to segment the Hotel consumer, based on the customer's identity (Evans, 2015), it is necessary to know who are the two future major players in the market: Generation Y and Z. Even though those generations are the focus of the research, it is important to define the concept of generation, the ones now in the marketplace, and its correspondent predecessors.

A generation is defined by the group, cluster, or cohort, composed of individuals who are characterized by an identical background, consequently sharing some particular features (Beldona, Nusair, and Demicco, 2009).

Lancaster (2002), stated that the grouping of generations must not be the base for misattribution of features, or the establishment of stereotyped ideas.

From Traditionalists, passing by Baby Boomers, Generation Xers, Millennials, to iGen, and more recently, Generation Alpha, different events have occurred, all of which shaped the consumer behavior, distinct views on business for each generational cohort, as well as cultural changes. As the pioneers in the definition of a generation, Traditionalists were born pre-1946, generation who was affected by decisive wars, which defined its way of living. Baby Boomers, born between 1946-1964, were overall marked by strong-minded and looking to express themselves' personalities. Next came Generation X, born between the years of 1965-1981, one of more spared individuals and skeptical on their economy. In the period of 1982-2000 Generation Y was born, formed by consumers commonly named as Millennials, who were influenced by an important technology and media shift, looking for meaning in their experiences (Lancaster, and Stillman, 2002).

"The good news is that all generations basically want and value the same things. The bad news is that priorities, expectations, and behaviors may differ noticeably. People may want the same things, but they want them delivered in different packages, depending on when and how they grew up."

(Smith, 2008, p. 25)

When describing the three targeted generations for the present study, a way to summarize is through specific means of communication, as well as type of engagement, their differences. Barron, Leask and Fyall (2014) used these criteria to describe Baby Boomers, Generation X, and Y. Firstly, the authors described Baby Boomers as team players, preferring communication in person, very driven towards their work, and committed to self-growth. Secondly, Generation X was characterized by a higher work-life balance, requiring constant evaluation, some monitoring, and striving for opportunities to innovate, and be creative. Thirdly, Generation Y worked for meaning, expecting regular feedback and privileging communication via social media.

However, from the first defined generation, constituted by Matures/Traditionalists, to Generation Y, the duration of each generation has shortened, due to a combination of events and substantial changes (Koulopoulos and Keldsen, 2016).

The boundaries of generations may be altered when aspects such as communications preferences, aspirations, external events, are worth the note. That is the case for the definition of the first truly born digital native generation: Generation Z, otherwise known as iGen.

Comparing the generations so far seen, what distinguishes one from the other, can be traced in their way to use technology, and to communicate. Therefore, the younger the individual, the more attached to technology and the differentiated means of media communications, he is. Maturists (pre-1945), value face-to-face communication, or via formal letter, and, as a rule, they are not technology users, whereas Baby Boomers (1945-1960) started to deal with technology, and prefer television and telephone, as media. Generation X (1961-1980) is constituted by individuals who already adopted technology, and use it regularly, using personal computer, e-mail and text message as main product, and means of communication. Then, Generation Y (1981-1995) prefers tablet, smartphone, and text, social media, and online for general means of communication and products, which in the case of Generation Z (born after 1995) was substituted by Facetime, and all forms of digital products, such as Google Glass, nano-computing, 3-D printing, etc., reason why they are often referred as "technoholics" (Barclays, 2013).

More recently, another Generation has been defined, Alpha. Established in 2010, so far the knowledge concerning this generation is very limited, even though it is mainly said to transform wearables, reinventing the way mobile is used, and the five senses are integrated in their shopping experience (Food Tech Aus, 2015).

With such a deep research on the previously mentioned generations, namely Traditionalists, Baby Boomers, Generation Xers, and Millennials, the need to understand and integrate iGen individuals may seem an unfounded priority. Nevertheless, Generation Z is not just about a shift in the common paradigm, but as a new definition of the world as a post-generational world, as asserted by Koulopoulos and Keldsen (2014). This new generation comes to establish itself as a reference for older generations, with technology as the driving force for change.

2.2. Generational Cohort Theory

A generational cohort is the product of a historic, socio-cultural and behaviorist similar context, which is shared by a group of individuals at an early stage in their lives (Strauss and Howe, 1991). These events shape their personalities, attitudes and behaviors, their individuality, a combination of circumstances that is at the origin of generation cohorts definition, and differences between each cohort (Meredith et al., 2002).

Generational Cohort Theory, pioneered by Ryder (1965), and later developed by Tsui (2001), has been applied to diverse fields of study, using an approach customized to the generational cohort's object of research. Specifically, for Marketing, these cohorts are used to organize markets according to the cohorts specific traits, communication and general background.

During the formative years of each cohort, important views and values are established, that may be considered as a reference for specific behaviors, being the integration of these values and behaviors fundamental for marketers, a direct channel to communicate with the target consumer (Meredith et al., 2002).

2.3. Millennials and iGen

An acronym was defined to enclose the essential attributes to grab the attention of both a Millennial and an iGen customer: CRUSH - Coolness, Realness, Uniqueness, Self-identification with the brand, and Happiness (Bergh and Behrer, 2016, p. 475). Only through the involvement of these customers with the brand, along the whole process, can a brand stay relevant for these generations, generating word of mouth between its customers.

Millennials, in their majority, have travelled more than their parents (Valentine and Powers (2013). They view brands as a form of expressing who they are, their uniqueness (Gupta, Brantley and Jackson, 2010). Comparatively to previous generations, Generation Y is the protagonist of a consumer culture, fruit of a remarkable technological progress (Hanzaee, and Aghasibeig, 2010). These advances cemented an age where instant messaging, and media content are the norm for the generation (Barbagallo, 2003). The members of Generation Y dispose and feel engaged by a wide range of media, either in the form of blogs, reviews, or general social media, where they are able to share their experiences and emotions concerning a product/service (Hershatter and Epstein, 2010). As a consequence, the supply benefits from this, collecting reviews directly from their consumers via these channels (Engel et al., 2011). Briefly, a message that targets Millennials is ought to be straight-forward, and genuine (Pesquera, 2005).

Generation Y is a cohort defined by consumers who are active users of social media, which is intrinsically connected with their decision-making process. Besides, as they appreciate the power to influence other consumers in their products and services reviews, Millennials want to express their feelings and emotions, they have strong beliefs (Zhang, Omran and Cobanoglu, 2017).

Generation Z, is also named iGen, considered to be the Internet Generation, due to its composition of constantly online individuals, characterized by a heterogeneous presence on social networks, preferring iPads, and smartphones, wireless wearables (Ozkhan and Solmaz, 2015). iGen is considered to be the "up-ageing generation", as they, compared with other generational cohorts, have older parents, and in educational terms, older teachers (Levickaite, 2010). As a result, these individuals are growing up faster.

Millennials and iGen are the most important users of Internet, whether it is used professionally, or for communicational needs, spending a considerable time online, with their peers, colleagues, ... (Issa and Isaias, 2016). Additionally, both cohorts would rather read short pieces of information, when surfing on the Internet, using their mobile devices (Perez, 2008).

2.4. Technology adoption and cultural capital

The event of the World Wide Web, the development of online purchase, and social media have been breakthrough innovations. However, not every culture, or market, reacts the same way, or adopts equally each technology.

Some changes may be undertaken to adapt technological innovations to the sector, or the product/service provided. In order to increase satisfaction, capture the interest of more consumers, or improve general efficiency, from airlines to retailers, several adaptations may occur (Bitner, Ostrom, and Meuter, 2002, and Liljander, Gillberg, Gummerus and Riel, 2006).

Previous research states that a target-market preparation to use technology differs from one another, which is commonly named e-readiness, or technology readiness. Even at an individual level, and not just at a nationally one, e-readiness may be different, as a result of the individual's background, and specific consumer characteristics (Lin, and Hsieh, 2007).

Figure 3: Global Online Travel Overview



Source: Phocus Wright, 2014

As seen in the matrix represented in Figure 3, the online travel penetration varies depending on the region the market is inserted. Therefore, comparing markets such as the Italian, or the Spanish, with the US, the online leisure travel is much lower, as well as the annual volume of online sales. This implies that not only should technological innovations be adapted depending on the sector, and business market, but the online travel sales do not behave in a linear way between continents, or even between European regions.

Consequently, the online penetration may not only depend on the consumer himself, but the region in which he is inserted, impacting his travel behavior significantly.

CHAPTER III: Consumer Behavior

3.1. From Marketing 2.0, to 4.0

In line with what Kotler, Kartajaya, and Setiawan (2010) stated, today, the consumer is able to make a more informed decision, given the tools available for the decision-making process. Whereas in the past, the product value was defined by the producer, nowadays is the demand who defines it. This new marketing era represents a holistic vision of the consumer, seen as a complete human being, with both a physical dimension, and a spiritual one. Mind, body and soul are now looking for fulfillment through the products and services chosen. Marketing 3.0 paradigm is built upon three forces: the age of participation; the age of globalization paradox, and the age of creative society. These events pave the way for a consumer sharing opinions and experiences, seeking for cultural respect, and acting as a complete human being (Kotler, Kartajaya and Setiawan, 2010).

Despite the marketing approach having changed its focus to consumers as individuals with different backgrounds, personalities, and stories, a striking event came to change the rules of the market: connectivity (Kotler, Kartajaya and Setiawan, 2017).

From 1993 to 2016, worldwide internet users registered an exponential growth, being understood as a internet user the individual who can access the Internet at home, via any device type and connection (Internet live stats, 2016).

As of March 2017, the online penetration in the world reached 49,6% users, and particularly for Europe, attained 77,4% of the continent population (Internet world stats, 2017).

Focusing on the Portuguese online penetration, the consequences of Web 2.0 and Web 3.0 are visible through the change in the consumer, from a passive reader from 2000 to 2010 (Web 2.0), merely receiving information, to a content generator, inclusively by the production of multimedia content. This effect of a growing autonomy to generate online content through social media, blogs, and other means, is a result of the online influence of channels such as YouTube (ANACOM, 2015).

According to the United Nations Population Fund (2016), 66% of the world population is aged between 15-64 years, and 26% aged 0-14 years. Out of the total population, a significant 24% is aged between 10-24 years, very young consumers, some of them soon to enter in the market as the dominant majority.

One particular trait to younger consumers, is their willingness to defy the standards, try new products and services, and being in the center as opinion makers. They are certainly not afraid to experiment, take risks. Also, the youth behaves as a quick reactor to trends, and the ones to set them, too (Kotler, Kartajaya and Setiawan, 2017).

Directing the attention towards the Tourism and Hotel Market business, the digital world came to change both the consumer and business realities. The customer particularly, can pull information whenever and wherever he wants to, personalizing his travel experience (Coussement and Teague, 2013).

A digital economy is not only important for particular sectors, or enterprises, but for individuals too. Mobile technology, for instance, enables a local and always available use of the online channel to day-to-day tasks, or for communication, generally. Using Internet for a different set of activities can also be interpreted as an indicator of education, and economic development (OECD Digital Economy Outlook, 2015).

If before marketing was based on the definition of target segments, nowadays the demand works as an unified and interconnected mass, where the segment is now a community. In a fast-changing economy, with ever changing trends, technologies and communications, a brand must be quick to rapidly respond to the new needs and preferences. In a Marketing 4.0 approach, online and offline are intrinsically linked, and not only the customer continues to be the focus, but the constant connected communities changed the rules of the game (Kotler, Kartajaya and Setiawan, 2017).

3.2. The traveler of today

Tourism has seen its importance grow over the years, as a major player in the gross domestic product for diverse nations, as well as one important employer sector (Costa et al., 2014).

In economical terms, tourism is affected by globalization, external investment, trade, among other forces. By norm, in the context of any economic downturn, tourism is a sector directly affected, whether because the local market does not have funds to invest in its development, or external markets are not able to visit the local destination (Pendergast, 2010)

In which concerns the sociocultural context, tourists no longer see themselves in the traditional vision of a tourist, preferring to be called travelers, escaping the mainstream destinations, and seeking tourism for experiences, and pro-environment (Leask et al., 2014). Also, they are more worried with their wellness, their health (Benckendorff et al., 2012 and Gurtner and Soyez, 2016).

Generally speaking, today's traveler is more risk lover in his travel, looking for realness, and booking travel closer to the due date. He is more spontaneous, expecting somewhat a wow effect in his journeys. The demand now looks for his colleagues, friends, or others in an informal situation, to recommend destinations, accommodation. He is constantly connected, and available online, either for social, or professional purpose. The customer now searches for meaning, experiences, personal growth, authenticity, and a customized service, wherever they go to (Costa and Carvalho, 2016).

3.3. Travel purchase in the digital era

The impact of social media on marketing enabled not only online retailing, but a load of information for the consumer to consult before proceeding to any purchase he intends to (Hassan et al., 2015). Working as a combination of integrated marketing tools and digital word of mouth, social media has given the power of information to the market demand (Mangold and Faulds, 2009).

Describing the purchase decision process, Lewis (1898) proposed a model named AIDA: Attention, Interest, Desire, and Action. The model has been applied to different areas of study, and suffered several changes and updates to the present reality.

Nonetheless, with the breakthrough of Internet, the acronym suffered a significant change, including the role of online in the purchase process. By consequence, AIDA was

replaced by AISAS: Attention, Interest, Search, Action, Share. From the attention interest, passing to search, here counting with online search, comparing prices, browsing for alternatives, then passing to the online purchase, eventually, finishing in the share, possibly on social media (Dentsu, 2006).

Therefore, with a strong presence of online channels and devices, the purchase process has significantly changed. AISAS model can then be applied to travel, as the consumer first is aware of travel destinations, different alternatives. Considering he is interested in a specific alternative, he then searches online for destination, transport, and accommodation, compares alternatives and correspondent prices, purchasing the best product he considered, taking into account all the specific needs he had, through an online travel agency, or buying separately accommodation and transport, both online. Finally, he may share on social media his reviews, comments, or rate the purchase. Otherwise, he may opt by sharing his opinions with his peers, solely.

3.4. Segmenting the Hotel Market consumer

According to Evans (2015), markets have, generally, three ways to be characterized, either by the product they sell, by on a specific need they may satisfy, or on the customer's identity.

The hospitality consumer buyer behavior is influenced by three groups of characteristics, socio-cultural context, individual differences and contextual circumstances (Bowie and Buttle, 2004).

Another way to segment it is through psychographic segmentation. Plog (1974) defined an initial model to identify typologies of consumers, grouped in three general types of tourists, Allocentric, Midcentric, and Psychocentric, pointing out intermediary types too. The former are more practical in their travel, going for the adventure, and having higher incomes, whereas the later represented nearly the opposite extreme, as a tourist with lower income, look for more traditional destinations, and with a more complex tourism logistic.

3.5. Hotel Management and the Internet penetration

Drawing the dividing line between Tourism, Hospitality and Events (THE) is not an easy task, as due to its close relation, many authors have aggregated the hospitality and tourism fields, such as Ottenbacher et al. (2009), naming the ensemble "travel and tourism" (Walker, 2010). Tourism and hospitality are intrinsically related, since hospitality, the industry comprising accommodation, food and beverage (Harrison et al., 2005), strives to meet the tourist needs (Evans, 2015).

THE share some features in common, as posited by Evans (2015). The author highlighted characteristics such as its intangible and perishable nature, international scope, high dependence on human resources, inseparability of the production and consumption and rapidly changing means of distribution, all of which making THE largely interrelated.

Directly associated with THE sectors, are some traits: high cost, seasonality, ease of entry/exit, interdependence, impact on society, and the exposure to external shocks. Therefore, any strategy related to those has to consider the particularities above mentioned (Evans, 2015).

As a consequence of the growing expansion of the tourism and Hotel Market, as well as its prosperity in the global economic outlook, both at a micro and macro level, competition has become more intense (Tsai, Song and Wong, 2009).

Information technology arise as an important tool for consumers of service products such as tourism and hotels to have feedback before doing the purchase, and taking the risk of a purchase, they did not consider as worthy (Cosma, Bota and Tutunea, 2012).

With regard to the consumer behavior of a hotel possible customer, it all starts with a problem recognition, whether it is the need to travel, or to find an accommodation during a leisure stay. Considering he will try to satisfy that particular need, he proceeds to a search of alternatives, among all the information he disposes. Then, after putting much thought on every alternative he had, and assuming he will continue this process, he chooses the best alternative for him, after the assessment of all the decision factors considered. Finally, he aims to achieve a considerable degree of satisfaction with the purchase made (Cahill, 1997).

However, taking in consideration the intangibility of the hotel service product, the potential level of satisfaction may be difficult to grasp, as before the purchase, the consumer does not know whether it will satisfy his need, or not. As a consequence, online communities of travel have proliferated, and social media enables this digital economy, a sign of the Marketing 4.0 era.

The Hotel Market, in the end of the XXth century, did not embrace immediately the Internet as a powerful tool to communicate with its consumer. Yet, it has continuously integrated online practices, and worked towards a strong and efficient online present, adhering to new online and on-time opportunities such as mobile applications, user friendly websites, social media and search engine marketing optimization, among others (Aggarwal and Aggarwal, 2010).

Traditional and online purchase differ in the experimentation of the product or service, as in the latter type of shopping, the consumer is not able to assess whether the purchase was worth, or not (Dhanapal, Vashu and Subramaniam, 2015).

Nowadays, companies dispose of a direct channel to communicate with its customers, an online sales channel, thanks to the event of World Wide Web (Browne, Durett, and Wetherbe, 2004).

The generation of an individual is crucial to his online purchasing behavior. Generation Y has been proven to account for a higher percentage of online purchasing, the highest comparing to Generation X, and Baby Boomers, who, out of the three, purchase less goods/services online (Dhanapal, Vashu and Subramaniam, 2015).

Organized in two different groups, purchase goods can be classified in two types: goods constituted by search qualities, and goods with experience qualities. Tourism and Hotels serve goods that are attributed the latter type, since experience qualities are not verified before the good's consumption (Senecal and Nanel, 2004). For this reason, the Hotel Market is one where information is crucial to a conscious and premeditated decision.

Customers obtain information for their travel product decisions through several means: personal word of mouth, recommendations from their peers, colleagues, family, travel book guides, travel agents, among others (Stringam, Gerdes and Vanleeuwen, 2010).

Another form of word of mouth is digital, eWOM. This includes all the forms of online communication directed towards reviews on a good, service, or even its seller, created and intended for consumers (Litvin, Goldsmith, and Pan, 2008).

A very important content to the travel industry, as well as Hotel Market, is the user generated content (UGC). This form of content created and enriched by its users, facilitates views sharing on tourism and hospitality products. UGC may be shared to different social media channels (Grieve, 2016, and Ruzic, and Bilos, 2010).

Today, eWOM is a primary source of information, present on social media, and mobile devices. Albeit eWOM has to be treated as a key part of the business, and well managed, in Hotel and Tourism sectors it should be seen by the determinant role it plays in these sectors. In fact, even though any company benefits from a good management of this digital form of word of mouth, these industries, particularly, given their intangibility and experience nature, a positive, or negative eWOM can change the rules of the game, for better, or for worse (Zhang, Omran, and Cobanoglu (2017).

CHAPTER IV - Data analysis

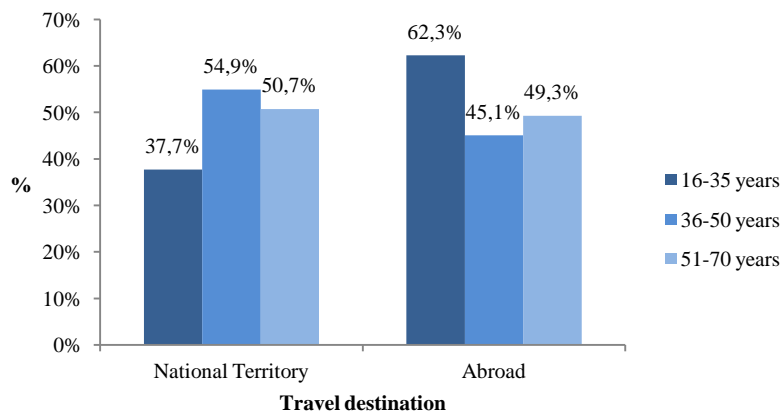
4.1. Questionnaire: "Hotel Market and Consumer Behavior"

After the pre-test was done, the questionnaire was shared through e-mail, travel groups only composed by Portuguese individuals, on Facebook, also recurring to snowball sampling, in order to reach the specific age ranges studied.

When distributing the questionnaire, during the month of January 2017, the respondents aged between 16-35 years showed a high degree of response, whereas Generation Xers were more difficult to target, at first. Baby Boomers represented a higher response through a viral effect on e-mail, recurring to acquaintances, and their relatives.

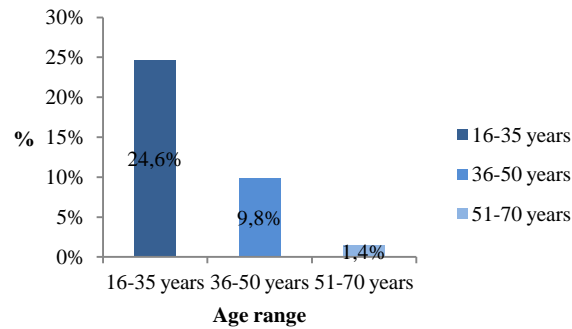
The questionnaire data was exported first from Survey Monkey to Excel. Afterwards, the data was ordered by age, organizing the respondents in groups of answer to the question number 21, proceeding to a random selection in each generation group, recurring to SPSS 20.0 software. As the answer rate was higher than the sample size needed for a confidence level of 95%, out of the 433 respondents, 384 were selected, considering there would have to be 122 respondents, representative of Millennials, 122 Generation Xers, and 140 Baby Boomers in the sample collected and analyzed.

Figure 4: "Q1.: When you travel to a certain destination in leisure, you mostly do it:" percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017

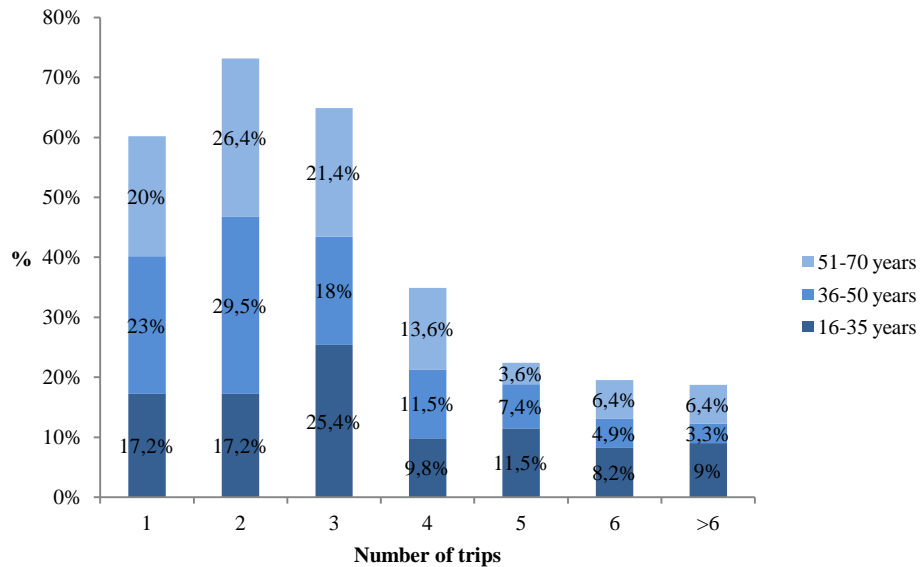
Figure 5: Absolute value of the difference in responses to Q1, by age group



Source: Hotel Market and Consumer Behavior, 2017

Regarding the preferred travel destination, both Generation Xers and Baby Boomers tend to choose Portugal, to the detriment of travelling abroad. In an opposite way, 62,5% of the Millennials respondents chose travelling abroad, contrarily to 37,7% of them who chose national territory as their first destination option. Additionally, when calculating the answers variation for each generation group' respondents, even though the difference of 24,6% for respondents aged between 16-35 years, for the ones aged between 51-70 years the difference is more even, of 1,4%, the majority of them preferring Portugal as travel destination.

Figure 6: "Q2.: In the past twelve months, how many times did you travel in leisure?" percentage distribution by age group



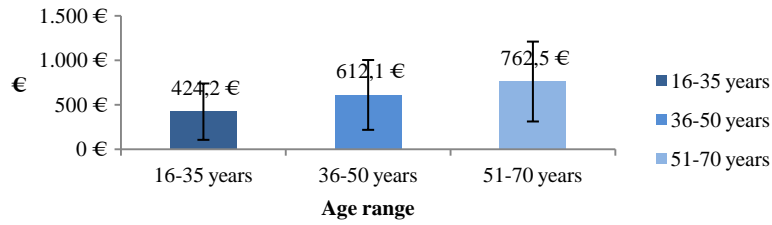
Source: Hotel Market and Consumer Behavior, 2017

As the target of the questionnaire would ideally travel often in leisure, the part of the respondents who said they had not travelled in leisure in the last twelve months (8 respondents, see table 19) was not considered for analysis purposes.

A first observation of the results obtained shows a clear higher frequency of a number of trips between 1 and 3, in the last twelve months.

Millennials tended to travel more frequently, being responsible for the highest number of trips in the results. In the lowest number of trips registered, Baby Boomers and Generations Xers were the most frequent travelers. Could Millennials be responsible for shorter stays, and yet travelling more frequently?

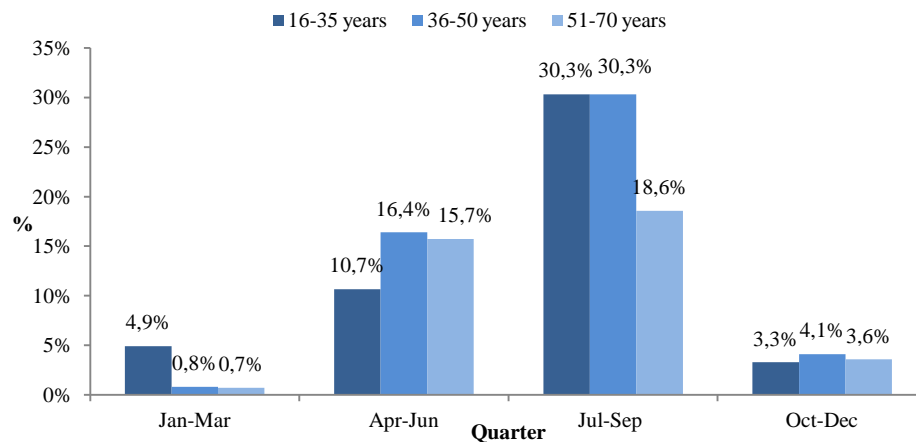
Figure 7: "Q3.: In that same period, what is the average amount of money you spent per trip? (total of travel and individual accommodation)" mean value and standard deviation by age group



Source: Hotel Market and Consumer Behavior, 2017

Overall, it was possible to observe a clear direct proportion between age range and expense in travel and individual accommodation. However, it is important to account for the disadvantage of using a mean value in this analysis, as the answers inside each generation group may have differed significantly. For that reason, another key reference to these results was the standard deviation for each group. In fact, the standard deviation was significant for each age group, being Millennials comparatively more concordant in group (see table 21).

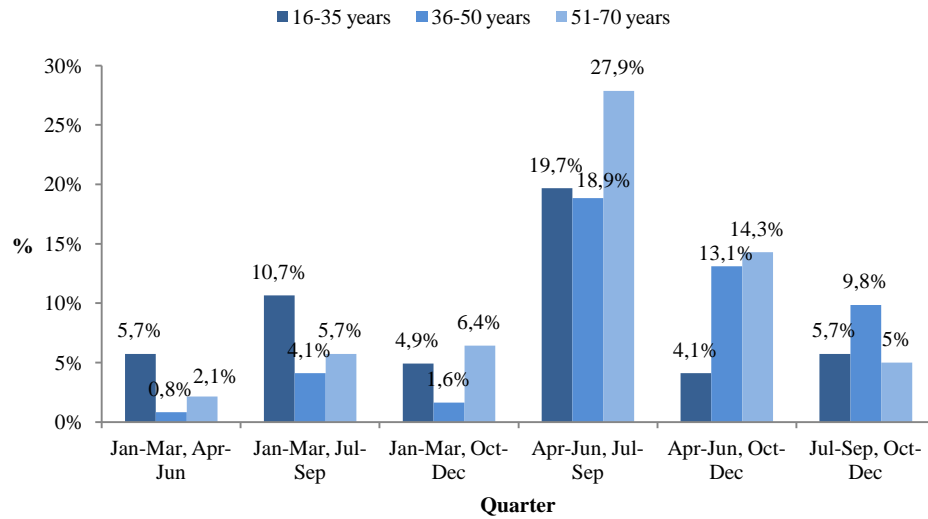
Figure 8: "Q4.: What is your preferential quarter to travel? (Choose up to two options)" percentage distribution by age group for a single quarter chosen



Source: Hotel Market and Consumer Behavior, 2017

When asked about their preferential quarter to travel, the three age groups had a similar response, all choosing April-June, and July-September as their main options, choosing the later as their number one option for leisure travel.

Figure 9: "Q4.: What is your preferential quarter to travel? (Choose up to two options)" percentage distribution by age group for two quarters chosen



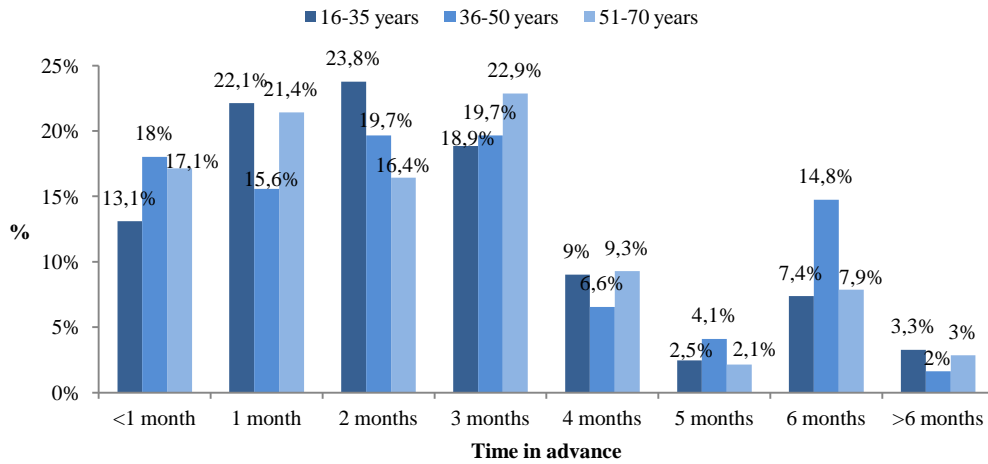
Source: Hotel Market and Consumer Behavior, 2017

However, the respondents in each group who chose two preferential quarters to travel, showed different response patterns. In fact, 10,7% of Millennials respondents chose both January-March and July-September as their preferential quarters to travel, the second highest value for this age range, considering they the ones who had chosen two quarters as their preference. Additionally, 19,7% of them also elected April-June and July-September as a preferred option, also a frequent choice for 18,9% and 27,9% of Generation Xers and Baby Boomers, respectively.

The answers obtained, which, on the whole, show a more uniform concentration of travel for Generation Xers in April-June and July-September (16,4% and 30,3%), may possibly be explained by their life cycle stage, granting them less flexibility to take holidays. Even though some different answers in and inter groups were obtained when some respondents chose two quarters to take travel, the ones who chose just one were

considered to be more relevant. By choosing just one quarter, the respondent may possibly select their preferential/most frequent option to travel, whereas another respondent who chose two periods may vary significantly along the years, not establishing a response type for its age group.

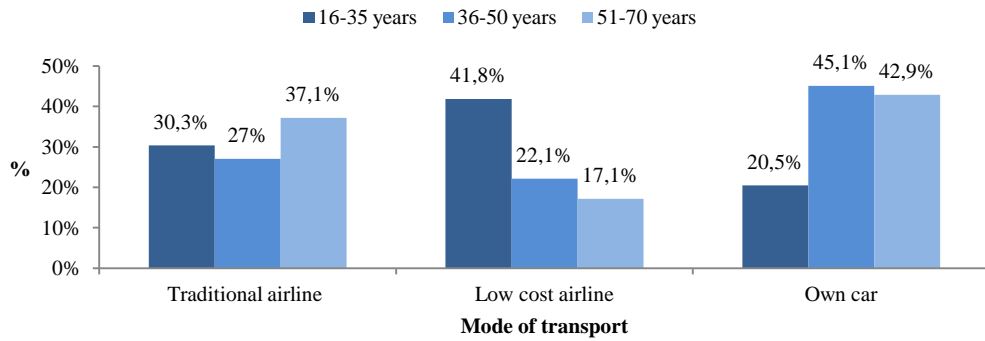
Figure 10: "Q5.: How far in advance do you plan and book your trip (travel, destination and accommodation)?" percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017

In which concerns planning and booking phases for the targeted respondent of the questionnaire, the three age groups tend to do so for the short run, proceeding to these tasks closer to the due date to travel. So, as a whole, the majority of the three generations analyzed stated that they plan less than one month to three months before travelling in leisure. It is also important to point out that six months in advance to plan and book a travel also registered a very high value, specially for Generation Xers (14,8%), while Millennials and Baby Boomers out of the other options chose four months in advance as a preferred option (9% and 9,3%). Could these two sides of the responses - short run, and medium run - mean two types of tourism? Would they choose to plan with more time and attention a trip when doing a longer stay? Or when travelling overseas and/or in another continent?

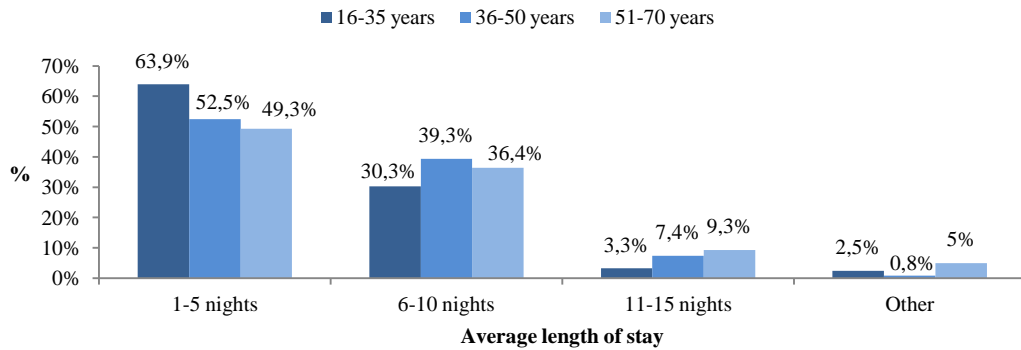
Figure 11: "Q6.: What is the preferential means of travel to the destination chosen for a leisure trip?" percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017

According to the data collected, bus, train, maritime transport and rental car account for a minor percentage of the preference for means of travel to the destination, altogether reporting only 5,2% of the total answers (see figure 31). On the other hand, traditional and low cost airline, as well as own car account for 94,8% of the preference, and in particular, the airlines only are responsible for a cumulative percentage of 58,% of the targeted population. Taking a closer look at the age range variations, there is a clear preference of low cost airlines instead of the legacy one, and even over the own car for Millennials. In a reverse way, Generation Xers preferred driving their own car, followed by traditional and low cost airlines. This behavior was supported by Baby Boomers, who showed the same response pattern. Could this mean an opportunity for low cost airlines in younger generations? Or is just a result of budget constraints, or age?

Figure 12: "Q7.: What is the average length of your stay in the travel destination?" percentage distribution by age group

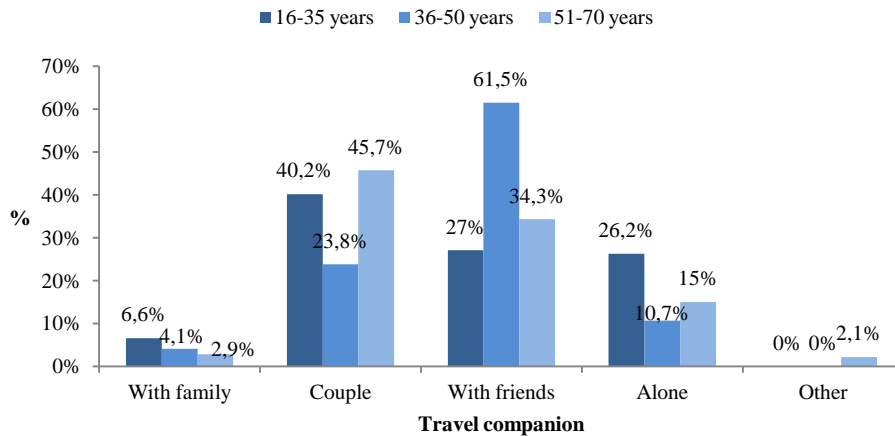


Source: Hotel Market and Consumer Behavior, 2017

Millennials are responsible for shorter stays, only 4 out of the 122 respondents saying they stay in the destination for 11-15 nights (see table 27).

A visible proportion too, is the proportion between age, and stays, meaning that the oldest age groups were responsible for longer stays. Out of the 5% of Baby Boomers who answered "Other", one respondent mentioned a 30 days average length of stay. The other ten respondents who also chose this alternative option mentioned their stay would depend on the destination.

Figure 13: "Q8.: How do you usually travel?" - percentage distribution by age group

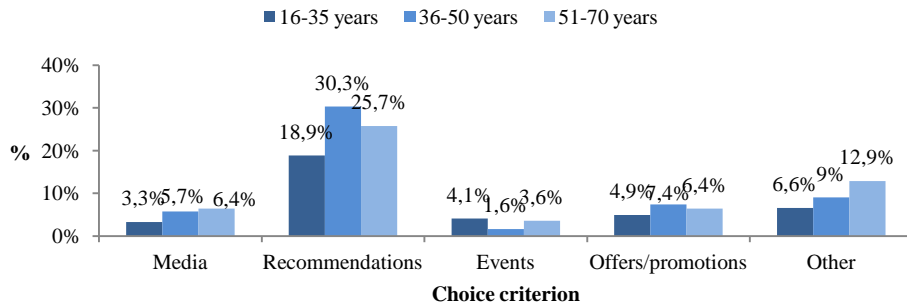


Source: Hotel Market and Consumer Behavior, 2017

The sample population of Millennials who answered the questionnaire replied they often travel either in couple (40,2%), with friends (27%), and a significant percentage alone (26,2%). When travelling with family, the targeted population revealed a tendency to travel less with family the older the age group. Out of the three Baby Boomers who answered "Other", two of them said they frequently travel with family and friends, whereas the third answered in couple and friends.

Overall, the results tended for a concentration of answers for the travel companion as couple, and with friends.

Figure 14: "Q9.: When choosing the travel destination, which criteria influence your decision? (Choose up to two alternatives)" percentage distribution by age group



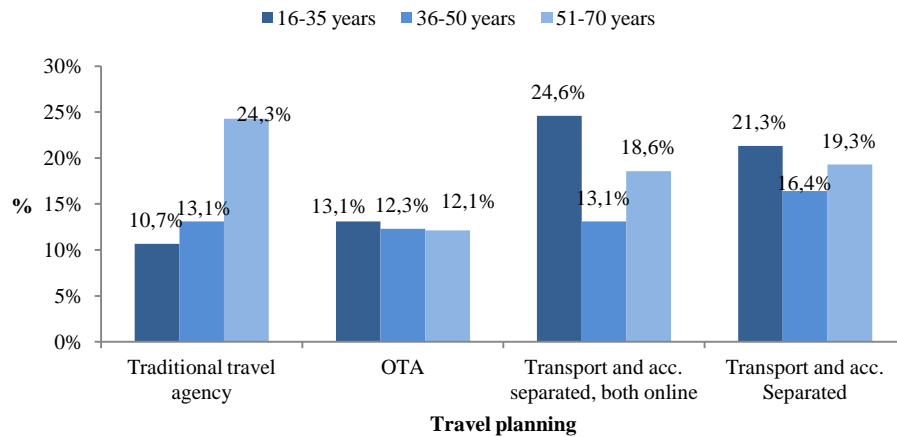
Source: Hotel Market and Consumer Behavior, 2017

Considering the part of the respondents who only chose one alternative of the question, the response behavior of the sample population was similar, highlighting recommendations from recommendations from friends/family/colleagues as the main choice criteria. Despite this tendency, 37 of the total respondents answered "Other" as the only alternative. When examining the text responses for this option, some information is common in and inter-groups. Several respondents mentioned personal interest in the destination, culture, or a specific type of tourism (e.g.: sea and sun, sports, museums and art) as their main choice criterion. A few Millennials mentioned comfort, price, quiet as destination's important traits. Baby Boomers and Generation Xers also emphasized a specific attention to culture, and visiting family, as important decision factors (consult table 33).

For the respondents who selected two alternatives, both 22,1% Millennials and 31,1% of Generation Xers selected recommendations and offers/promotions as prevailing criteria in the tourism destination decision. In an opposite way, only 12,9% were influenced by the latter.

As far as question 10 was concerned, the results were somewhat inconclusive, as the responses were widely dispersed. However, considering the data present in the table 34, 13,1% of Millennials already recur frequently to online travel agencies for both accommodation and transport booking. Also, a part of them books the two parts separately (21,3%), and 24,6% of them said they also separated transport and accommodation booking, despite doing both online. The online presence for travel planning was possible to examine through the following distribution:

Figure 15: "Q10.: From the following alternatives, which describe(s) better the planning of your leisure trip?:" percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017

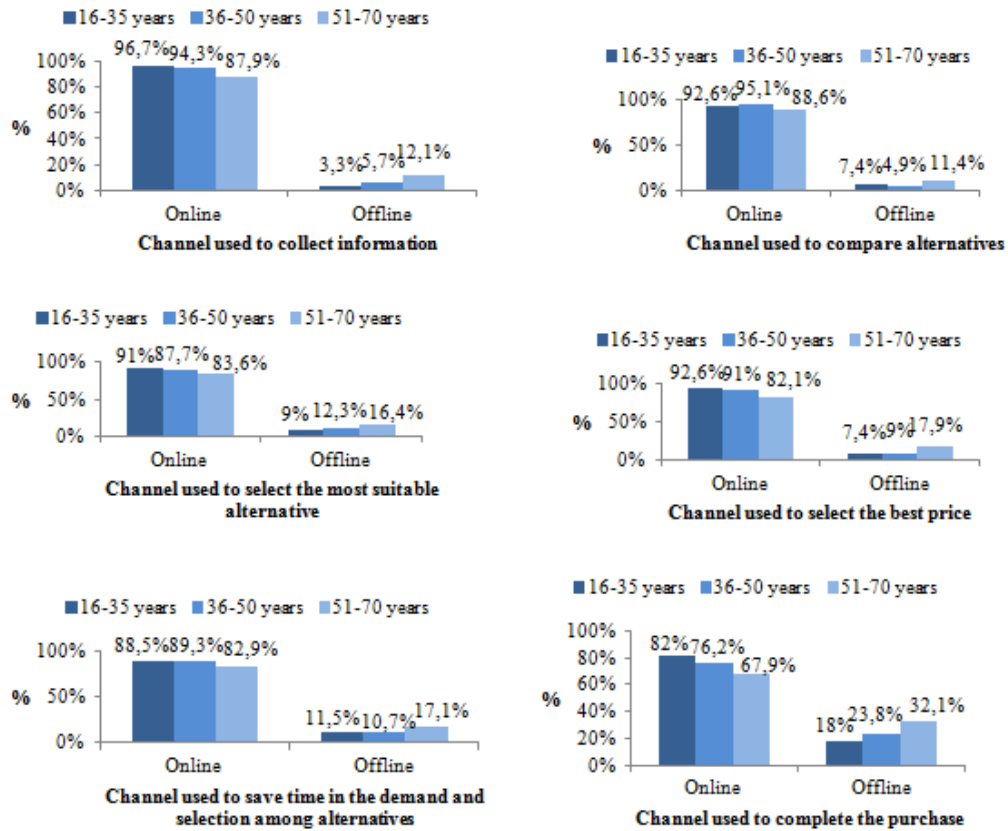
The alternatives selected for analysis did not represent the total sample population scenario, solely the extremes of travel planning for each age range, defined as the traditional travel agency, and the online travel agency (OTA in the figure above). Another alternative considered, with a significant percentage of responses, was the separation of

booking between accommodation and transport, and concretely, when both phases were done online.

It is evident in table that the alternatives represented shaped the largest branch of the population, being visible a clear antagonism of online and offline travel plan (traditional and online travel agencies, 16,4% and 12,5%), even though the physical travel agency continues to contribute with the highest weight in planning, specially to older age ranges.

In the statistical data process of question 11, the answers, recurring to SPSS 20.0 software, were distributed in six variables, in order to better comprehend the online behavior of the respondents. Therefore, the population followed the subsequent behavior in age groups:

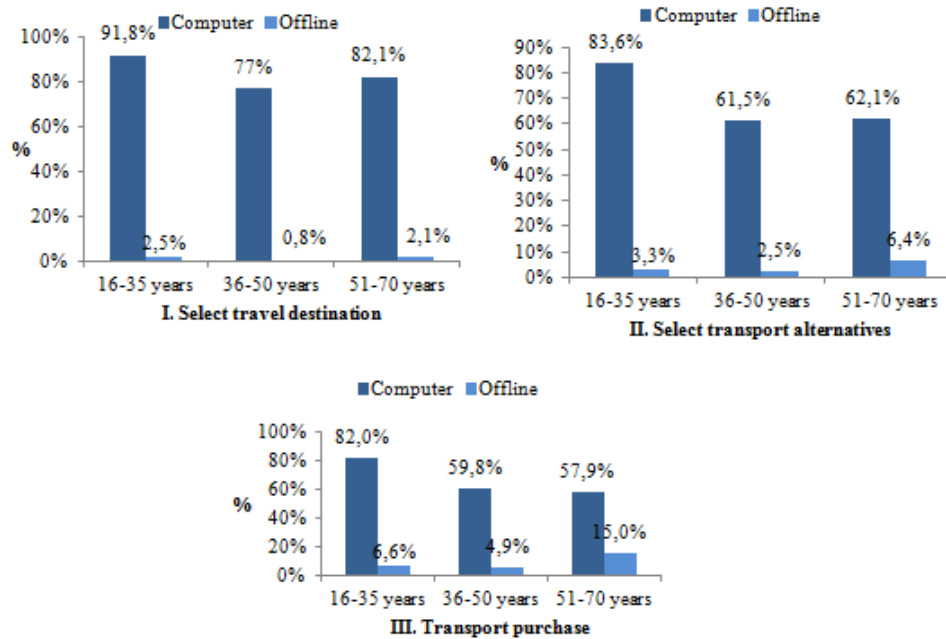
Figure 16: "Q11.: In which concerns the tourism product (destination, travel and accommodation), what is the preferential channel to:" percentage distribution by age group for each variable of the question



Source: Hotel Market and Consumer Behavior, 2017

The online channel plays a key role for the targeted sample population, from the idea/need to travel, to the purchase of the product itself, for all age groups analyzed. Albeit its significant part in the consumer buying process, a decreasing percentage of the online channel use is noticeable as the stage in the process progresses.

Figure 17: "Q12.: Do you use any of the following online devices to select the means of transport to the travel destination?" I-III: percentage distribution by age group

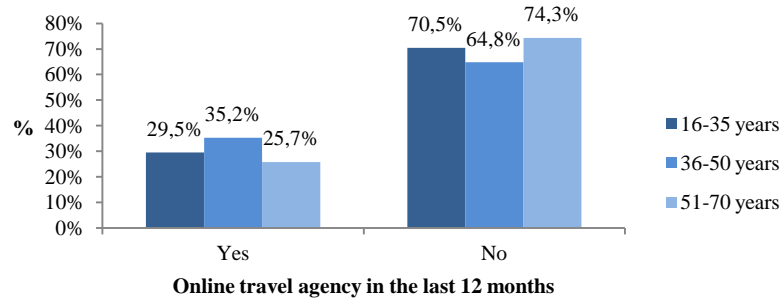


Source: Hotel Industry and Consumer Behavior, 2017

In addition, a strong presence of the online channel is seen in Millennials, from the moment they start collecting information to the moment the purchase is complete.

Through the table 36 is possible to observe the dominant presence of computer for the three steps in selecting and proceeding to the purchase of the transport to the travel destination. Considering the dominant presence of the computer in the three stages inquired, obtaining the sum of all the answers which included the use of computer as online device, and comparing to offline channel for this process, a strong use of the computer by Millennials was verified:

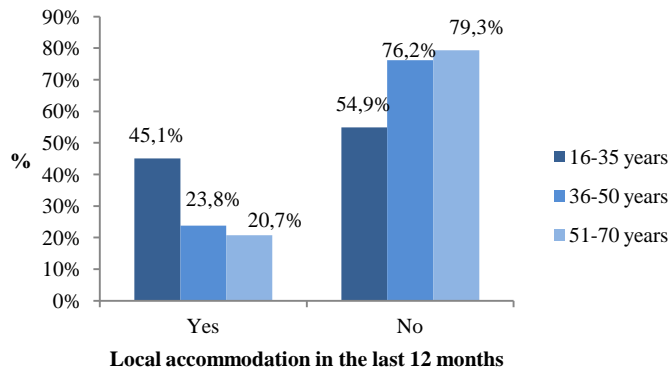
Figure 18: "Q13.: Do you usually go to online travel agencies?" percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017)

Despite the strong presence of online channels in younger generations, Millennials and Generation Xers did not showed a willingness to recur to online travel agencies. A minority of 29,5% Millennials stated they usually go to online travel agencies, which could mean the other 70,5% would still go to a traditional travel agency, or, as seen previously, treat accommodation and transport separately, customizing the channel they prefer to use for each one. Question 14 was not considered in the analysis, as it was not responded by all the participants, not being conclusive.

Figure 19: "Q15.: Have you booked a stay at an Airbnb, HomeAway, or other similar accommodation in the last twelve months?" percentage distribution by age group



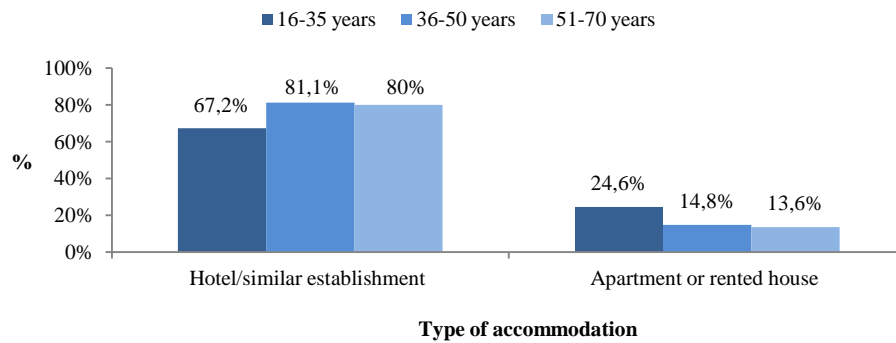
Source: Hotel Market and Consumer Behavior, 2017

Even though 70,6% of the respondents did not stay in a local accommodation in the past twelve months (table 39), out of the 113 respondents who had used, 55 of them were

Millennials. In fact, the youngest age group showed a very equitable distribution of the responses, with 45,1% replying they had stayed in a local accommodation in the last year.

Could this mean a shift of the hotel Portuguese demand for the future? Or is it just a consequence of the consumer age, meaning that as he gets older, the more traditional hotel offers he will look for?

Figure 20: "Q16.: Which type of accommodation do you usually look for?" percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017

A substantial part of the respondents claimed they usually look for a hotel, or similar establishment (76,3%), and others, also a considerable part of the target, stated they look for an apartment or rented house (17,4%). Taking into account these two types of accommodation, Generation Xers and Baby Boomers were responsible for 81,1% and 80% of the demand for hotel or similar establishment, whereas the demand starring Millennials was more distributed among the different alternatives, even though the majority of them chose hotel/similar establishment as preferred option for accommodation.

Towards the understanding of the most valuable features for a consumer, and concretely, to Millennials, the population was asked an order of features, from the least to the most relevant for them. They could only attribute one weight to each item, obtaining a final ranking. Yet, the statistical treatment of this question could not be done through a simple mean, as the dispersion of the responses could be far from the average ranking calculated. Therefore, the data interpretation was made through the analysis of the table 41,

by pointing out the most frequent values for each item, according to the age group who responded.

By observing the frequencies for the total population and every item, a potential ranking was established. Therefore, the highest frequency value for every criterion would be the weight a random respondent would have answered.

The least relevant feature for the population, overall, was accessibility, and in the other extreme, as the most relevant feature, the price of the accommodation. However, both amenities and common spaces, as well as accommodation rating and social media images had a similar weight attribution. Even so, the amenities relevance for the population varied along the weights, being a relatively irrelevant feature, contrarily to the existence of common spaces, that was especially unanimous as weighting 1 or 2 in the ranking. As for the conflict presented between the attribution of weight 6, the image had a higher relevance for the general population, contributing to higher frequencies than the accommodation rating, that tended to medium values of the ranking.

Taking a closer look to each feature and the response pattern by age range, the least relevant feature was accessibility, for each group, and price the most relevant. Social media comments had also a medium relevance for Millennials and Generation Xers (5-7), and social media images were especially important for Millennials. The brand of the accommodation was considered generally irrelevant for Baby Boomers and Generation Xers, but for Millennials the responses varied along the scale. Also, location feature did not have a homogeneous relevance for the latter, in opposition to the other age groups, who generally considered it as very relevant.

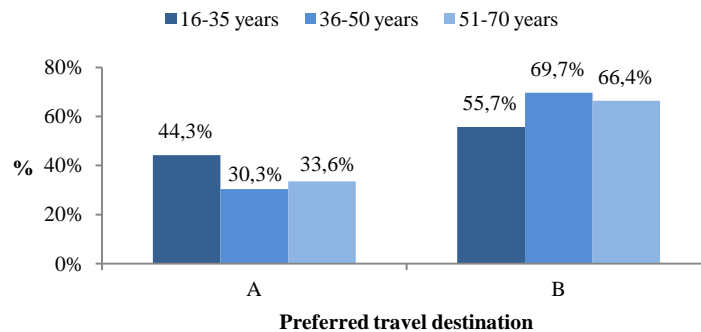
Table 2:"Q17.: Bearing in mind the weight of the following criteria in the accommodation choice for your trip, assign numbers from 1-10, OR scroll up/down the options, assigning only one number to each alternative. Consider: '1-absolutely irrelevant' and '10-absolutely relevant'" estimation of a population ranking

Classification attributed	Feature
1	Accessibility
2	Amenities/Common spaces
3	-
4	Social media rating
5	-

6	Accommodation rating/Social media images
7	Social media commentaries
8	-
9	Location
10	Price

Source: Hotel Market and Consumer Behavior, 2017

Figure 21: "Q18.: Considering the two images above, which type of travel do you prefer?" percentage distribution by age group

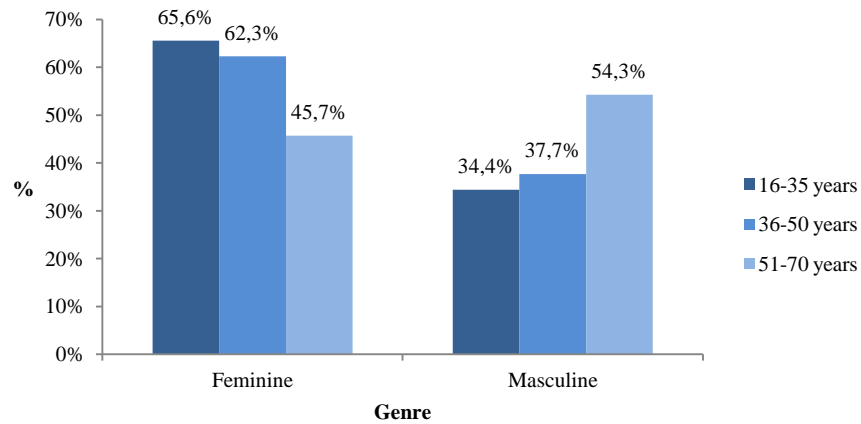


Source: Hotel Market and Consumer Behavior, 2017

Faced with the choice between the travel destinations represented by the two opposite pictures, a safari in Tanzania, and a resort in the Maldives, 64% of the population chose the resort as ideal trip. In spite of this tendency, Millennials were less consonant, as the difference in group was significant, with 44,3% of them choosing A over B, showing a potential propensity for adventure destinations, as the safari in the picture. As for Baby Boomers and Generation Xers, the difference in group was less significant, as the large majority of them chose destination B.

The total population, for question 19, as seen in table 44, did not follow a particular tendency for an Allocentric, or a Psychocentric consumer, as the answered varied considerably throughout the Likert scale, for the different age groups. Also, there were not considerable differences between groups, as respondents generally showed eagerness for adventure, a somewhat low readiness to spend money on travel, willingness to plan their own travel, and preferably travelling with company.

Figure 22: "Q20.: Genre:" percentage distribution by age group

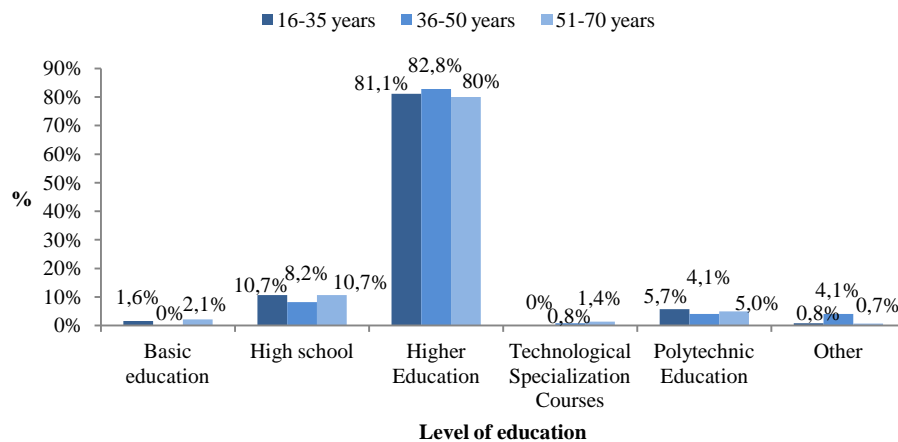


Hotel Market and Consumer Behavior, 2017

The targeted population for this questionnaire was composed of a majority of women aged between 16-50 years, and men aged between 51-70 years.

Question 22 was the basis of the study, with the distribution of ages as estimated in table 16, 122 respondents per each age group between 16-35 and 36-50 years, and 140 respondents between 51-70 years.

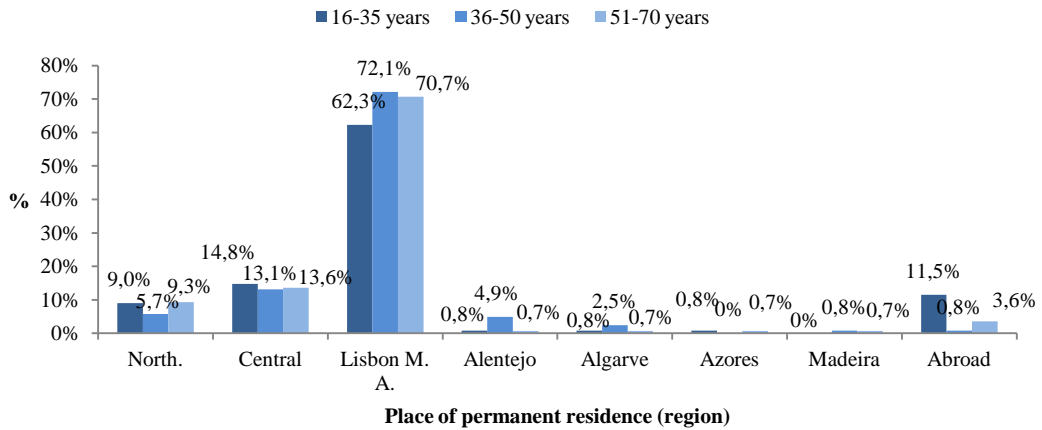
Figure 23: "Q22.: What is your current level of education, or the last one attended, even if incomplete?" percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017

In which concerns the level of education of the respondents, 81,25% of them had higher education. Overall, the age groups had a similar level of education. The respondents who answered "Other" mentioned a PhD and a MBA.

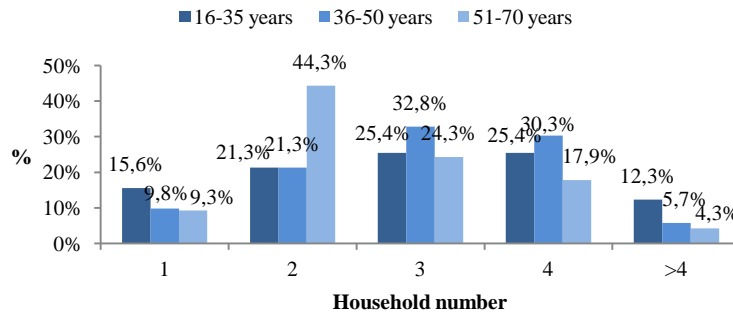
Figure 24: "Q23.: In what region of the country do you currently live?" percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017

The majority of the respondents (68,5%) live in Lisbon Metropolitan Area, followed by Central and Northern Region. Out of the 5,2% of the respondents who live abroad, 70% were Millennials. The respondents who live abroad answered cities Zurich, Brussels, Macao, Beijing, London, Luxembourg, Luanda, Basel, Paris, Manchester, New York, Geneva and Venice.

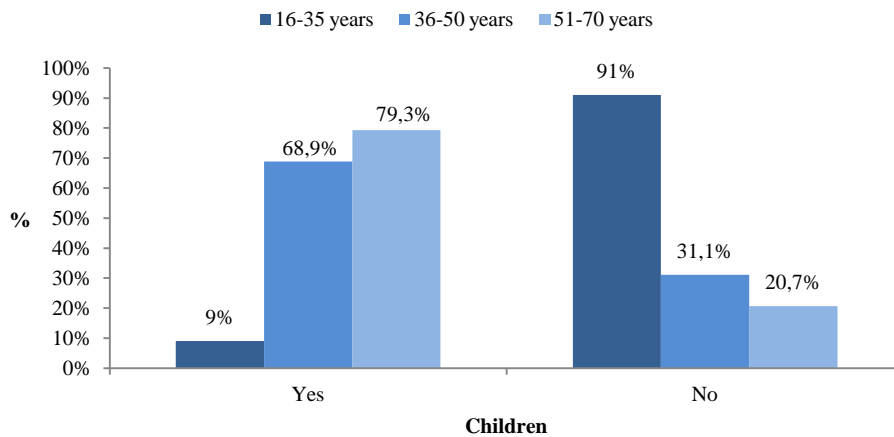
Figure 25: "Q24.: Counting with you, how many people compose your household?" percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017

A considerable majority of the respondents had households composed of two people (29,7%), even though the most frequent response was a household composed of 2 to 4 people. Millennials showed larger households, even three of them having 6 people household. Baby Boomers were responsible for a more frequent response of 2 people household (44,3%).

Figure 26: "Q25.: Do you have children?" percentage distribution by age group

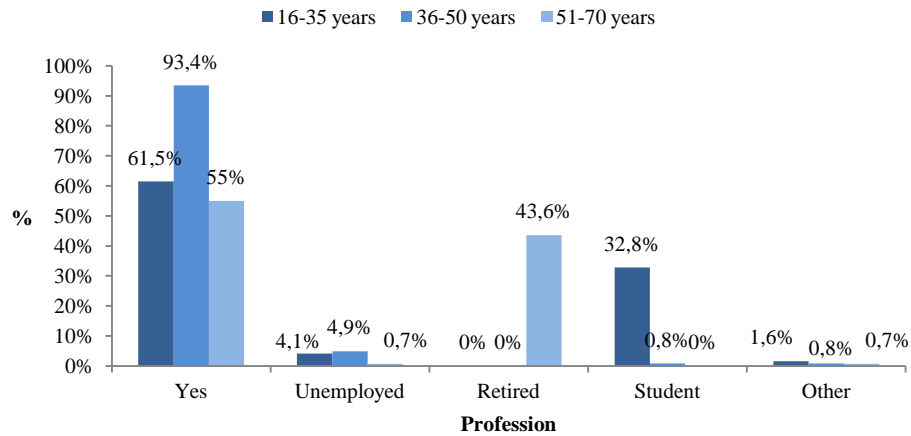


Source: Hotel Market and Consumer Behavior, 2017)

The great part of the Millennials stated they do not have children (91%), contrarily to Baby Boomers, 79,3% who said they have. A large percentage of the Generation Xers also affirmed to have children, 68,9% of them.

The answers obtained for question 26 were not considered for analysis, as they were conclusive, because the majority of the people who had children did not reply to the question.

Figure 27: "Q27.: Are you currently engaged in any professional activity?" "percentage distribution by age group



Source: Hotel Market and Consumer Behavior, 2017

As for the professional activity, a significant majority of the Millennials (61,5%), and particularly Generation Xers (93,4%) are currently working. The population of Baby Boomers analyzed were distributed mainly in workers, and retired.

4.2. Focus Group

Following the literature review considered previously, the focus group were aimed to target participants with some distance from the interviewer, and among themselves, too. Both the focus groups took place in Lisbon, in the end of January, lasting one hour.

4.2.1. How do Millennials travel?

The first focus group, focused on Millennials, was composed of three participants, aged 25, 25 and 20 years old, hereinafter represented as, in the order mentioned, as participants 1, 2 and 3. Two of them knew each other, and were friends, travelling in different ways, both with family, and friends/in couple. The other participant was more distant to the others, having travelled many times since a very young age. To ensure a more comfortable environment for the participants, one where they could feel at ease to share their opinions, the focus group occurred at a café terrace.

Mainly, the participants were chosen through friends, and acquaintances, asking for people who travelled often in leisure, and having had different experiences through the years, choosing

different types of accommodation. This way it was possible to generate a richer discussion, providing different insights, concerning travel, means of transport, and accommodation purchased.

Table 3: Focus Group with Millennials-results by discussion topic

Question	Participant 1	Participant 2	Participant 3
1. Individual presentation	<ul style="list-style-type: none"> • Male • 25 years old • 2 people household: mother and him • Works on behalf of someone • Travels 2/3 times per year • Does regular city breaks in Portugal, with his mother • Takes usually two weeks to explore a country when travelling with friends • Uses Facebook, Instagram for social purpose; LinkedIn for professional reasons • Facebook Messenger, Whatsapp for messaging 	<ul style="list-style-type: none"> • Male • 25 years old • Works on behalf of someone • 4 people household: parents, 1 sister, and him • 1 brother already independent • Backpacking type of travel • Mainly travels in Europe, mostly trips with friends • City breaks with girlfriend • Uses Facebook, Instagram for social purpose; LinkedIn, Facebook and Pinterest for professional reasons • Whatsapp, Viber, Facebook Messenger for messaging 	<ul style="list-style-type: none"> • Female • 20 years old • Student • 5 people household: parents, 1 brother and 1 sister • Travels two times a year, on average • Rural tourism with family • Travelled in North and Central America, Asia, Africa, and Europe • Travels without much planning • Uses Facebook (little), and Instagram (very much) for social purpose; LinkedIn for professional reasons • Whatsapp for messaging
2. Online shopping	<ul style="list-style-type: none"> • Books • Sound and Image • Events tickets • Travel 	<ul style="list-style-type: none"> • OLX: items such as clothing, accessories • Travel 	<ul style="list-style-type: none"> • Only travel
3. Plan holidays	<ul style="list-style-type: none"> • Hostel Bookers • Hostel World 	<ul style="list-style-type: none"> • eDreams • Booking 	<ul style="list-style-type: none"> • Jetcost
4. Travel in Portugal vs. Travel abroad?	<ul style="list-style-type: none"> • "Usually, for convenience, if given the alternative, choose travel abroad, as inside I can go whenever I want to. in my late 20's, 30's, maybe I'll travel more in Portugal." 	<ul style="list-style-type: none"> • "If I have a low budget to travel, then I travel inside the country, otherwise abroad." 	<ul style="list-style-type: none"> • "The same as participant 1, more exciting to go abroad, than travelling in Portugal. If I have a low budget, I'd still go abroad, maybe I would even feel more need to."
5. Type of tourism	<ul style="list-style-type: none"> • Study in France, but 	<ul style="list-style-type: none"> • Mainly cultural 	<ul style="list-style-type: none"> • Study in England,

	<p>leisure in general</p> <ul style="list-style-type: none"> • Sun and sea tourism • Cultural tourism • City breaks 	<p>trip. Travel as an experience, as a way of personal growth.</p>	<p>then many other countries, European and other continents, always in leisure</p> <ul style="list-style-type: none"> • Romania as an exchange/leisure trip after the exchange was finished, planned more previously just to have information to show responsibility, but usually does not like to plan.
6. Physical travel agencies	<ul style="list-style-type: none"> • "No, it was a traditional way to travel, a guarantee. Nowadays it is somewhat old fashion." 	<ul style="list-style-type: none"> • No, prices are usually too high. • Takes out flexibility to travel. 	<ul style="list-style-type: none"> • "No, at all. The further the distance of the travel destination, it would be worthier for me to go for the adventure."
7. Social media and travel	<ul style="list-style-type: none"> • Only consult for feedback (e.g.: João Cajuda). But it would depend on the destination, maybe. 	<ul style="list-style-type: none"> • Too much information nowadays, maybe hard to filter. 	<ul style="list-style-type: none"> • Travel alone probably not, need to share the experiences (same for the other two). Maybe if alone, have a program to meet locals, but not be too formatted by an initial plan.
8. Travel alone?	<ul style="list-style-type: none"> • Would like to. 	<ul style="list-style-type: none"> • Never did, but maybe would not, as travel with company there are two important elements-share, and safety. • If I'd travel alone, it'd be to meet friends elsewhere. 	<ul style="list-style-type: none"> • Never did, would like to.
9. Travel importance	<ul style="list-style-type: none"> • 9/10 • Save a lot for travel. Travel for retirement, and travel. 	<ul style="list-style-type: none"> • 9/10 • Travel, immediate pleasure shopping, and save for a possible extravagant purchase. 	<ul style="list-style-type: none"> • 9/10 • "I can give up other things - going out, even charging my phone, but I need to travel."
10. Average stay	<ul style="list-style-type: none"> • 1 week, even though when exploring a country, usually goes two weeks. City breaks for weekends. 	<ul style="list-style-type: none"> • 1 week, either nationally or abroad. 	<ul style="list-style-type: none"> • It varies a lot, but average of 2 weeks.
11. Planning	<ul style="list-style-type: none"> • With family, we can plan around December, and be travelling in April. • With friends the planning is very close to the travel 	<ul style="list-style-type: none"> • Very improvised planning, with friends, the transport is planned first, then the lodging, always separate phases. 	<ul style="list-style-type: none"> • As soon as possible, I travel. By norm, little planning, but for the next exchange, in South Korea (August), I already am planning

	period, little advance.	<ul style="list-style-type: none"> I think about the destination first, and take a long while to definitely plan, then the plan is very 'improvised'. 	some destinations.
12. Giving feedback	<ul style="list-style-type: none"> No, I don't receive anything, so I don't give any, either bad or good experience. More important the pre-feedback, than giving after the experience. 	<ul style="list-style-type: none"> The way to give feedback is by sharing the place on social media (namely, IG), but comments no. 	<ul style="list-style-type: none"> No, just consult on TripAdvisor, or a local version of it, before going to some place.
13. What do you pay attention to, when looking for a place to stay (accommodation)?	<ul style="list-style-type: none"> Bathroom images Hygiene Rating Commentaries >85% on Hostel world 	<ul style="list-style-type: none"> Rating Review Quality Comments with content 	<ul style="list-style-type: none"> Comments have to exist, otherwise I may not trust. Price as no1 Comments Images 3. Rating
14. Transportation	<ul style="list-style-type: none"> Airplane 	<ul style="list-style-type: none"> Airplane - big distances Train - if the route is more worth it by train 	<ul style="list-style-type: none"> Airplane always
15. Transport/Accommodation	<ul style="list-style-type: none"> Separate 	<ul style="list-style-type: none"> Separate 	<ul style="list-style-type: none"> Separate
16. Planning and purchase	<ul style="list-style-type: none"> Laptop 	<ul style="list-style-type: none"> Laptop Mobile only locally 	<ul style="list-style-type: none"> Laptop App if applicable
17. Good marketing airline	<ul style="list-style-type: none"> Singapore Airlines TAP 	<ul style="list-style-type: none"> KLM 	<ul style="list-style-type: none"> Emirates
18. Good marketing hotel chain	<ul style="list-style-type: none"> Don't notice it Don't consider the service of hotel chain as genuine Grupo Pestana 	<ul style="list-style-type: none"> Vila Galé 	<ul style="list-style-type: none"> Don't notice it, not important for me
19. Type of accommodation	<ul style="list-style-type: none"> Hostel 	<ul style="list-style-type: none"> Hostel 	<ul style="list-style-type: none"> Hotel with parents, any other depending on the destination. Always go for the cheapest option-Germany case, went for hotel, was cheaper than hostel.
20. Book accommodation	<ul style="list-style-type: none"> Platform, never directly (eDreams) Will only check the website to see if I chose the cheapest/best option 	<ul style="list-style-type: none"> If hotel, directly, it's simpler, and won't have other fees. 	<ul style="list-style-type: none"> Platform

21. Accommodation most relevant features	<ul style="list-style-type: none"> • Location • Ambience 	<ul style="list-style-type: none"> • Location • Safety 	<ul style="list-style-type: none"> • Location • Breakfast included
22. Would you consider FB Messenger to communicate with a member of the accommodation' staff?	<ul style="list-style-type: none"> • More practical talk in person. 	<ul style="list-style-type: none"> • Same as participant 1. 	<ul style="list-style-type: none"> • Could text, would be more practical in some cases, time saving.

Source: How do Millennials travel?, 2017

The participants of the focus group which intended to get to know better Millennials, and their general behavior, showed a clear will to travel often, an observation patent on all participants. In the group, each participant knew at least one of the other speakers, as it was thought to leave them more at ease to show their travel habits. It was noticeable how travel is very exciting for these Millennials, and how it has been, more and more, a priority in their savings.

Moreover, all the interveners showed the need to share their experiences, to communicate, even if travelling alone, they would look for locals. Also, they do not look for strict plans, guides, or intensive tips on what they should do, places they should go to. The three of them revealed the use of social media, or other online resources to organize better their travel, essentially taken as a reference.

It was clear a difference in life cycle stage, as the youngest participant, still a student, displayed a higher flexibility in her travel planning, which for the other participants, both working, as shown, had to be more cautious, given the job constraints.

Also confirming the previous questionnaire results, these Millennials, even if valuing their roots, and wanting to know better their countries, still prefer to travel the world, and grasp the locals culture, to truly experience a destination. Another validation of the questionnaire's results was the online travel agencies and the use of travel search engines and aggregators, all of the respondents of the focus groups giving priority to price, and willing to going for more adventure, if justifiable. Participant 3, the youngest of the group, showed a significant attention to price, over quality, if that means she could travel, contrarily to participants 1 and 2, who still referred their worry with the accommodation, and previous customer feedback, through rating and comments.

Uniformly, the respondents tend to stay in a hotel only with parents, choosing hostel as number one choice, only recurring to another option if cheaper in the destination.

Opposed to the literary review, the sample analyzed through this methodology did not affirm to give feedback on websites such as TripAdvisor, neither about their accommodation, nor regarding good/bad experiences in the destination. Yet, they affirm the consult of this type of information to choose an accommodation, used as a criterion of exclusion. Only in the case they could get a future discount, any reward, or any other specific system that would benefit them, then they could share some feedback with the accommodation, or even the mode of transport used to travel. Nevertheless, it was verified that Instagram was the number one choice for them to share their experiences, and eventually there, share photos of good experiences they have, either in restaurants placed in the destination, images of the places visited, or the accommodation itself, if different enough in its landscapes, facilities, or other extra feature, worth the disclosure. Finally, the mobile presence pointed out as striking in this generation was not applicable to the travel planning, as computer still is the option considered more efficient to the purchase, being the mobile used in the destination, for social media and price comparison mainly.

4.2.2. iGen - the instant online kids seen by their parents

The discussion between parents of iGen individuals had as location a university classroom, where the participants had a language course. They were asked through e-mail to participate in the discussion, taking into account their travel experience with their sons and daughters, and the online behavior the latter revealed at their different ages.

In the case of this second focus group, the participants were colleagues in the course, each one of them with one or more kids.

For analysis purposes, the participants of this focus group were renamed as participants 4, 5 and 6.

Table 4: Focus Group with Generation Z parents - results by discussion topic

Question	Participant 4	Participant 5	Participant 6
<p>1. Individual presentation</p>	<ul style="list-style-type: none"> • Male • 66 years old • Retired • A son and a daughter already independent, 43 and 40 years old • Household: wife, daughter with 13 years old, and him • The youngest daughter was the focus of the research • She is in the eighth grade • He worked for the aviation industry • The family (household) travels very often, twice a year • Weekends often travel in Portugal 	<ul style="list-style-type: none"> • Female • 45 years old • Full time mother • 1 son, 11 years old, and 2 daughters-twins, 9 years old) • Household: the three children, her, and usually husband, who works abroad • Son in the sixth grade, twins in the fourth grade • Father of the kids works abroad, so they travel every month, not necessarily abroad, but always stay in a hotel • Travel twice a year, with kids, and with husband 	<ul style="list-style-type: none"> • Female • 43 years old • One daughter, 8 years old • Daughter in the second grade • Household: husband, her and daughter • Travel as household 2/3 times a year, usually in the country
<p>2. Do your children influence the goods you shop? Are they price-conscious? Do they ask for specific goods?</p>	<ul style="list-style-type: none"> • She already has a good notion of prices, high or low, does not care about brands yet, even though it is already noticeable some influence of their peers in what she likes 	<ul style="list-style-type: none"> • Notices some differences between her kids, especially in terms of genre. Overall, they already know what is a high or low price, and if the family can afford what they want, a toy, or other good. 	<ul style="list-style-type: none"> • Her daughter is starting to be price aware, even though sometimes she still asks for some toy seen in YouTube, or TV • She is already aware of the money they spend on groceries, may not yet know the relevance of what they shop, but notices how much money they pay for goods/services in general
<p>3. Online behavior - time spent, devices used; online content</p>	<ul style="list-style-type: none"> • Already notices some generation difference, as everything they contact with is mobile, even his daughter references, how she communicates with friends, class groups on Facebook • She uses Instagram, specially, not much Facebook; Also uses Snapchat 	<ul style="list-style-type: none"> • Son has computer and cellphone restrictions, much time spent in the computer playing games, and cellphone messaging on whatsapp • Son has a class group on Whatsapp for school purpose and simple communication • At 9pm all the cellphones go to the kitchen, hers included • Youtube - many 	<ul style="list-style-type: none"> • Since she was 3 years old, she used the parents computer, knew the password, and to a certain extent, learned by herself how to go to the websites, or games she wanted • Uses a lot YouTube, follows very often some famous YouTubers, or Tvshows she likes

	<ul style="list-style-type: none"> The time spent on mobile is very controlled by her school, they notice too much time spent online by the students "Everything needs to be explained, and talked about, as there is a significant difference in era, it is different from before, we just have to adapt to this new mobile context, where they are constantly online." Much time spent on YouTube The daughter uses very much Whatsapp for messaging Some of her classmates' parents are starting to use mobile as a trade-off for good behavior - if you show a good behavior, you can keep your cellphone Some of her homeworks are done on iPad 	<p>documentaries the son watches, the twins also use the website a lot, but for tutorials, to see some digital influencers their age/teenagers</p> <ul style="list-style-type: none"> The twins watch many world manuals, YouTubers and their tutorials, where they explain everything Son spends long hours in computer and mobile, altogether average of 4h/day Twins spend an average of 2h per day of the weekend, the only time where they use more the parents phone, or laptop 	<ul style="list-style-type: none"> No more than a hour, daily
<p>4. Do your children have a smartphone? At what age did they receive it?</p>	<ul style="list-style-type: none"> Yes, she received it when she was 11 years old 	<ul style="list-style-type: none"> The son has cellphone since he was 10 years old, fifth grade It was a transition year, and also with the father abroad, it was important for messaging, or in case of any urgency At the twins school, cellphone is not allowed Between 8am and 4pm at the son' school phones are not allowed, even though some kids dodge the rule by going to the bathroom, or to their lockers, and message each other, or go to YouTube The twins have not cellphone yet, maybe later, but later than the son, probably 	<ul style="list-style-type: none"> No cellphone yet, maybe around 11 years old she will have one, it will probably depend on their peers, when they first have it, and she starts insisting on it
<p>5. Do they have any social network?</p>	<ul style="list-style-type: none"> Instagram, Snapchat, Facebook 	<ul style="list-style-type: none"> No social networks yet 	<ul style="list-style-type: none"> No social networks yet

<p>6. How would you describe the influence of your children in travel?</p>	<ul style="list-style-type: none"> • Only asks for Wi-Fi • "We (parents) usually ask for her (the daughter) opinion, if she likes the accommodation and travel destination chosen, although her opinion is not decisive, just a reference." • We usually travel using a legacy airline, and she has travelled from a very young age, due to my profession • "We try to show her different cultures too, and for this effect we already travelled by train a few times, but mainly by airplane (traditional airline)" • The daughter influences in the sense that the parents look for leisure common areas, and she usually asks for Wi-Fi, otherwise she does not consider a good accommodation, a priori 	<ul style="list-style-type: none"> • As they are three kids in a household of five, and even more having two different ages, and genres, they do not weight in the decision, usually ask for a pool, or common spaces with children, with whom they can interact • In case they have different alternatives, the kids may participate in the decision, however it is hard to reach a consensus in the family • They influence in an indirect way, as they usually look for connecting rooms for the kids, at least until a certain age • The twins already know the 4/5 stars category in a hotel will have the best facilities, and attention to the customer - experience with fun juices with the kids • Need for connecting rooms • Common areas needed for the kids to spend some time with other children • They usually are happier with comfort, and they refer/memorize a good breakfast 	<ul style="list-style-type: none"> • The accommodation would preferably have a pool • She likes comfort, likes the general setting of hotels, not so much local accommodation, overall she prefers the service, or the communication with the staff she usually experiences in a hotel • She already notices the influence of cookies in the internet - experience with finding out her parents were looking for an accommodation and a travel destination • The daughter is starting to notice some destinations through TV shows (e.g.: Ellen), and shares that with her parents, not imposing the destination, but mentioning some type of tourism (e.g.: Ellen TV show offering cruises to the audiences) she would like to do/place to go
<p>7. Post-purchase behavior: do your kids talk about their vacation and the accommodation you chose? Do they share those experiences with friends or other relatives?</p>	<ul style="list-style-type: none"> • Not so much, she may remember some vacation they did together, and some special attention that was given to her by the accommodation staff, but will not comment with friends, even though she sometimes shares the friends' experience as a reference 	<ul style="list-style-type: none"> • Yes, one of the twins specially. They (parents) mention to the kids they should not be over sharing their vacations and accommodation they were in, but one of the twins always shares with her peers • The other twin and the son remember a customized service for them, the common areas, and always look for a staff interaction, they already like to go and order what their parents wanted/ask for an information their parents/themselves needed 	<ul style="list-style-type: none"> • Yes, she is very talkative, and very descriptive when talking about her vacations to her peers, the destination, and specially the accommodation • She does remember sun and sea type of tourism, and that she did not like to be in a local accommodation in Winter, as she could not go out and play, she had no communication with other people inside the lodging

Source: iGen - the instant online kids seen by their parents, 2017

The children object of research in the focus group targeting Generation Z validated some already existent research, and showed some other insights not so influenced by their generation, but by their socio-economic context, their household income, as well as their overall education.

Participant 4, given its former job, makes it possible for his iGen daughter to have, since a very young age, the opportunity to travel often, to different destinations, cultures, and exposed to different types of tourism, from sea and sun, to sports tourism. The kid may have had very different experiences, as an exception, and not a rule for her generation.

The case for participant 5 may represent a frequent case for the Portuguese society, as her husband, due to work reasons, lives mostly abroad, which exposes her children to a scenario of more frequent travel, as said by her, to compensate the absence of the father when working overseas. Consequently, they have travelled many times, in different conditions, and planned their travel in different ways. If before they recurred more to traditional travel agencies, nowadays they use Booking for accommodation, and separately buy the transport.

As for participant 6, her daughter was the youngest of the iGen sample analyzed. In fact, it was evident, in particular for this kid, the online presence at an early stage of her life, besides of her ease in learning and mastery of online devices' operations, as example, the iPad, laptop, and a smartphone.

The 9 and 8 years old kids analyzed were said to be easily impressionable, in particular with features as accommodation comfort, attention to detail in aspects such as the service of a kids juice, decoration, and the general settings of accommodation, as well as the landscapes in the destination. Regardless of the generation effect in these observations, it could be attributed to genre, or younger age, a more thorough visual experience.

A common insight about the sample, was the online content they look for, on YouTube. Contrarily to the previous focus group, which revealed a preference for Instagram, these iGen consume video content, frequently. If the Millennials were visual, iGen are video consumers.

CHAPTER V - Conclusion

5.1. Final considerations

The operational hypothesis which guided the research was the following:

"H₀: Portuguese Millennials and iGen have different travel consumer behavior."

The research developed by the Center of Generational Kinetics (2016), as well as Lancaster and Stillman (2003) guided the generations' classification and characterization. Notwithstanding, the classification considered, the behavioral traits considered for the research were selected according to two main topics: online and travel behavior.

As the Portuguese hotel demand market, in particular, for these two cohorts was not yet defined in previous findings, the methodology adopted consisted of a questionnaire distributed to Baby Boomers, Generation Xers and Millennials, so that a few ideas were subsequently explored in a following focus group. To facilitate the data collection, both the research methods were applied to citizens with Portuguese nationality, resident in Portugal, or abroad. Traditionalists were not considered for this study, as they did not constitute a significant part of the Portuguese population who is currently travelling in leisure.

Overall, the questionnaire employed in the beginning of the empirical research highlighted some of the distinguishable features of Millennials, in this case, for their travel behavior. The majority of the Millennials respondents affirmed to travel often, for shorter periods, spending the less of the targeted generations, and planning, to a certain extent, last-minute.

Generation Y broadly revealed a preference for low cost airlines, followed by legacy airlines, usually travelling in groups, or in couple. In the destination choice criteria, they affirmed to be more influenced by recommendations, even though a considerable number of respondents mentioned the interest for culture in the destination elected.

When planning their travel, Millennials were not so consistent in their responses, albeit they assumed their preference for separated bookings, mainly using online channels for both accommodation and transportation. However, few were the Millennials who shared a preference for online travel agencies in planning.

Concerning the tourism product, the responses resulted in very homogeneous results, as a general online channel preference was stated throughout the distinct stages of the travel purchase process.

Contrarily to previous findings in the literature review attributed to Generation Y, the respondents, mostly, did not show a frequent use of online devices such as tablet, or smartphone, for the transport purchase. They did yet prefer the computer, or even offline.

Relatively to local accommodation, and considering the period established for the last 12 months mentioned in the question, a significant percentage of the Millennials affirmed to have already stayed in a local lodging. Additionally, when asked about their accommodation preferences, a vast majority chose hotel or similar accommodation, and rented housing.

Regarding the accommodation most valued criteria, the generational cohorts behaved somewhat in a similar way, valuing the price on top of all, and considering to be more irrelevant amenities, accessibility, or even the existence of common spaces. The latter criterion's results contradicted the literature review concerning Generation Y, said to value the communication of customers, in hostel business models, for instance.

As for the tourist type of traveler Generation Y affirmed to be, the results were quite even, as there was not a significant difference in results.

The Psychographic traits question was not conclusive, due to very dispersed results in-between cohorts. Despite that, respondents tendentiously affirmed to be more spared with their travel, preferring to plan their travels, choosing destinations not so popular.

Even though the ratio of women and men respondents was not very equal, the aimed proportions of population were attained in the questionnaire, and with respondents from quiet some different regions of residence.

The subsequent focus groups applied were very distinct from each other, not only in generational terms, but in backgrounds and research instrument conditions.

As far as the qualitative research is concerned, two focus groups were conducted.

Primarily, a focus group targeting Portuguese Millennials assembled some ideas in which respects travel research aggregators preferred, social media, accommodation, among others.

Secondly, a discussion with iGen parents contributing with their kids experience online, and travelling.

Validating the literature review considered, Millennials are travelling frequently, even if for short stays, specially abroad, and using low cost transport. Travel has become a priority for them in their income distribution.

As for eWOM, a major feature in the reality of today, it was not assumed as part of their purchase behavior. On the one hand, they posited to frequently read reviews of other customers in accommodation alternatives, being an important decision choice criterion. On the other hand, they were simply readers of those reviews, not giving their own reviews, or ratings to accommodations they had stayed, regardless of a positive or negative experience.

Another key note on the first focus group was the unanimity in accommodation choice, the hostel model. When asked for the reasons not to choose a hotel, they linked it with older age ranges, and higher prices. Furthermore, they did not remember brand names in hotels, only those linked with personalities, such as Grupo Pestana (e.g.: Cristiano Ronaldo), or famous commercials, as for the case of airlines (e.g.: Emirates).

Consistent with the questionnaire results, the participants referred high degrees of research, mainly for destination, but last-minute plans to travel, using travel aggregators such as Booking.

Millennials were found to be constantly looking for alternative destinations, or authentic, and meaningful experiences. They confirmed too, the influence in-between peers, through social media, in the form of Instagram, Pinterest, although all of them affirmed a desire to express themselves, and for travel personalization, to the most they could. Nonetheless, the participants showed very different travel planning, dependent on their current professions. In fact, participant 3 showed more flexibility in her planning, revealing some Allocentric traveler traits, to a certain extent, whereas the other two participants, despite their will to travel often, and to diverse destinations, were more conditioned by their work to take holidays, also influencing the type of destination and tourism.

In the second focus group, which in turn, approached iGen, through their parents views, the age discrepancy in some of the individuals of Generation Z cohort was

confirmed, as in the case of participant 4, who was a Baby Boomer father (66 years old) with a Generation Z adolescent (13 years old).

Even though the focus group targeting the youngest generation considered had as limitation the passive voice represented, it was also found that their experiences and equivalent memories was yet short and not as relevant to draw conclusions. Being at a young age, they are strongly dependent and influenced by their parents experience, having a small participation to the accommodation choice. Also, for the kids of the participants, the smartphone was not yet a strong presence, at least at a personal level, as the majority did not have one until the moment of the data collection.

Particularly concerning their online behavior, they are becoming more and more aware of price differences, and, at a certain level, online tools too, such as search engine marketing (e.g.: one of the participant's kid noticed some previous research thanks to suggested words on Google). Social media is also solidifying its presence for this age range, as YouTube becomes a constant in their daily routines, and peer's conversations.

The focus group targeting iGen followed a different setting, as it was not developed with the participation of iGen directly, but their parents.

As the age group defining Generation Z is constituted by very young customers, who, in their majority, and in regular circumstances, are not yet economically independent, it was defined a different approach to collect some observations concerning them. This way, the discussion was conducted with Generation Z parents, who, at the generation's young age, are normally the closest to them, and individuals who already are conscious of attitudes, behaviors, and general purchase behavior.

Although the target of the discussion was Generation Z kids, it was insightful to have three generations in the discussion room, as two of the parents were Generation Xers, and one Baby Boomer, the three of them discussing their iGen children attitudes and behaviors.

The five children represented were very different, some portrayed as more extrovert, other more outgoing, and preferring outdoor activities, ... Despite their differences, two of the parents, due to their life, had travelled often in family, specially abroad. Participant 4 worked for the airline industry, reason why his daughter, from a very

early age, had already done long distance trips, and to diverse destinations, cultures, and practicing different types of tourism. Participant 5, due to her husband's profession, had travelled frequently, either to national territory, or abroad, but in all of those trips the household stayed in a hotel. In this participant's case, with a household of 5 people, where 3 of them are young kids, she mentioned the need for communicating rooms, and that, *per se*, was considered by Participant 5 as an indirect influence of the iGen in their accommodation choice. Therefore, they would need space, communication, common areas for her kids to play and interact with others, and, if possible, the kids would mention a pool. As for Participant 6, her household had travelled with the children frequently, but mainly for national territory.

The participants did not reckon specific or direct influence their kids had on the accommodation, or transport choice, although the oldest iGen represented frequently demanded for Wi-Fi in the accommodation chosen.

Concerning the media habits of their kids, all of the parents mentioned YouTube as the great influencer for their kids, mentioning particular contents such as tutorials and vlogs with famous digital influencers. As for smartphone used, even though only 2 of the 5 children had a smartphone, and having received it at a similar stage in life, it was referred the strong control their kids' schools have had with cellphones, restricting it, or, in some cases, even forbidding its use. Despite the youngest iGen represented not having a personal smartphone, they frequently used their parents iPad, or laptop.

The results of the second focus group conducted reinforced the digital connection of the iGen, seen previously in the literature review. In fact, as viewed in the research, one of the iGen, the oldest, even used iPad for group works from school, whereas the second oldest iGen communicated with his school peers via Whatsapp.

On the whole, both focus groups were not far from the literature review analyzed. However, in each group some differences were found, namely the media appropriation (iGen), and travel plan (Millennials).

Despite the more intuitive difference to point out between Millennials and iGen in the discussions organized, their age difference, a significant change in type of content was verified in the groups. In the first focus group, the main content was visual, the preferred

social media mentioned was Instagram, whereas in the second focus group, the most used content was YouTube, and general video content, viewed in different mobile devices.

With regard to accommodation preferences, whereas Millennials saw it as a basic need when travelling, but not requiring sophisticated facilities, iGen children showed some awareness of hotel rating, an appreciation of comfort, common spaces, attention to detail, and a willingness to communicate directly with the accommodation staff, when their parents allowed them to.

Hence, even though some attitudes of the targeted generations, Millennials and iGen, revealed through the questionnaire, and focus group, did not match the literature review findings considered, and other specific traits may be attributed to life stage, and not to a particular generation, the shift of paradigm standing out between generations was technology. Also, it would have been important to have a more heterogeneous group, one where the possibility to travel could not be so easily assured, eventually enabling a different travel behavior.

Customers may be attracted, be driven, by different features, at different stages in life, but, as shown in the research employed, it is technology which defines these specific generations. Both were born digital, but iGen have blended technology with their daily lives, even if via their parent's wearables.

Recapitulating the operational hypothesis:

"H₀: Portuguese Millennials and iGen have different consumer behaviors."

Given the research methods used, and the limitations of the study (e.g.: Generation Z age), the hypothesis cannot be validated. It is evident that travel was a constant for both cohorts, with different online and travel purchase behavior, however, as iGen are not yet old enough, mainly, to purchase their travel, and search for destination and accommodation, the comparison between the two generations is not feasible.

5.2. Limitations of the study

Firstly, the definition of generational cohorts did not match the age groups statistical data available. Consequently, the data collected to calculate the Portuguese total population

was adapted to the time span of the generation time span, which could possibly bias the results.

Secondly, the methodology employed and time constraints may have also limited the conclusions of the research. In fact, the choice to initiate with a questionnaire was justified by the need to validate the Generation Y distinctive travel behavior, choosing two other generations to compare with it. The focus group employed after, with Generation Y as object of the instrument, even though it resulted in a durable and insightful discussion, had three participants, due to impossibility of the other two participants, who were planned to be there, to participate. Then, the parallel focus group with iGen had too, a low number of participants, despite representing five children in total. The total of participants in these discussions was very low for significant conclusions to be extrapolated for the market they belong to. However, the observations may be considered as a reference for future research development.

Thirdly, concerning technical issues mentioned by some respondents to the questionnaire, on question 17 there were many respondents leaving it on that point. Others, who also said they struggled at first, answering the questionnaire, may have answered in a less conscious way, not being aware of the result ranking, or, from that part on, answering without a proper thinking on their responses.

The questionnaire was in fact very long, for the content analyzed, which made some questions left unanswered, or inconclusive. Possibly, some questions concerning the online general and travel behavior should have been shortened, more synthesized, and with closed answers, to facilitate its interpretation.

One possible alternative approach to the study would have been the application of a questionnaire only after an initial focus group, in order to narrow better the topics object of research, and have more conclusive data.

Finally, taking into account Figure 3 in the Literature Review, it is possible to see that, according to the market, the online channels penetration and subsequent volume of sales varies considerably. This explains why some trends defined in a market research, or, in the research case, a generation, may differ significantly depending on the market the individual lives, his life experiences through travel, level of education he could afford,

reason why a generational cohort should be a reference for study, but not a frame for thought.

5.3. Suggestions for further research and lessons learned

In which concerns the focus group, even though there was not an opportunity to explore an eventual focus group comparing the two generations analyzed, it was common to all the participants the frequency of travel, either abroad, or in Portugal.

For future research, considering the behavioral content of the study, even if recurring to quantitative research, in order to get to grips with behaviors particularities, a qualitative method should be employed, such as the focus group. However, instead of randomly select participants representative of the generation(s), for following research, the focus group could approach specific aspects of the participants, avoiding the bias in the analysis. Thus, either varying the age of the participants, and having other control variables, such as level of education, income, or assuming a fixed age for all the participants, and varying the others, the results obtained could be more conclusive, and so its generalization facilitated.

Also, as in the research which was conducted all the participants travelled frequently, it would be interesting to have participants who travelled less, as they could show less online channels penetration, or even a lower use of social media, and wearables, or, in the extreme, no use at all. This methodology would enable data collection regarding the reasons for a limited online behavior, and low number of trips effectuated.

Eventually, considering the focus group instrument was chosen, it could be the first method used, targeting the generations analyzed in the questionnaire of the present research, or others defined, so that several common views, disagreements on others, could be collected. After the observations defined and organized, the qualitative data would be proceeded to a screening of the most important behaviors to be interpreted through quantitative research methods.

On the other hand, alternative operational hypothesis could be analyzed, to have more precise data.

For instance, considering hypothesis such as:

H₁.: Millennials who had a smartphone at an early stage of life prefer high-tech accommodations.

H₂.: iGen influence their parents travel destination choice, after seeing their favorite YouTubers choice.

H₃.: Millennials and iGen react differently to eWOM.

For future investigation for the Portuguese scenario, the research could be narrowed to a single generation, exploring more fields of study, so that the findings were more conclusive and insightful, regarding the cohort analyzed, presenting specific case scenarios for the Hotel Market.

Even though the research did not run as initially planned, not matching entirely the assumptions initially postulated in the literature review and research design, some insights and open questions concerning the Hotel Market may be defined:

1. A hotel should have a strong presence online, on social media, particularly on Instagram, and follow regularly the images shared of its customers stay; Hostels compete with low prices and efficient facilities and accommodation in general. What can hotels do differently to have a fresh presence in Millennials consumer' minds?
2. To engage children, hotels could have media rooms adapted for kids, where they could meet with others their age, but disposing of a range of wearables, always guaranteeing that the time a kid spent on each, would be regulated, and adapted to the parents stipulation;
3. If applicable to a hotel's marketing plan, when wanting to target younger generations such as Millennials, the hotel unity could invest in membership cards, with special plans customized to the consumer characteristics (age, income, profession, ...), and their frequency of travel (a frequent traveler to that unity could have premium amenities, for instance);
4. To incentivize reviews, hotels could dispose of a trade-off for consumers, following business practices such as Zomato company, segmenting the customer by the number of stays, reviews done, commentaries posted, images and videos shared, and other relevant content;

5. Hotels, specially designed to iGen, could invite sporadically a digital influencer in the generation's age range, organizing some activities with these customers: thematic days, weekend city breaks customized for them in national hotel unities, nature tours, among others events, possibly enlarging the stay to their household.
6. Have a simple marketing message, efficient, visual, when targeting Millennials, and in video, when targeting iGen. Tell a story that relates to them, to their life stage, or personal references.

The research was too ambitious in terms of the scope of behaviors, as the generations studied were too different in ages, and life cycle, to establish a credible comparison. Despite that, if in future research the population targeted is narrower, the conclusions may draw more important practical implications for the Portuguese hotel market.

Considering some of the results obtained, hotels must invest in a strong online presence, strategic alliances with means of transport, good destination promotion, as well as look for appealing branding, through video and image, to draw the attention of the two targeted populations.

Also, in future developments, the research could be divided solely in means of transport, and accommodation, as the behaviors vary significantly, and the online penetration in the different phases.

Thus, to explore better the Portuguese demand, it is necessary to consider not only individuals, their ages, the generation they may be attributed too, but essentially the communities they belong to. Marketing 4.0 is a reality, as each consumer is not independent from one another, making him the result of his behaviors, and interaction with his community.

CHAPTER VI - References

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CHAPTER VII - Attachments

Hotel Management and the generational impact of Millennials and iGen

Dissertation under the supervision of Professor Nuno Gustavo

Ana Mafalda Neves Costa Silva e Sá

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7.1. Sample population

Table 5: Generations' timeline

	Generations	Time span	Age (by 2016)
3	Baby Boomers	1946-1964	52-70
2	Generation Xers	1965-1981	35-51
1	Millennials	1982-2000	16-34

Source: Hotel Management and the generational impact of Millennials and iGen, 2017

Table 6: Resident population by age groups

	1			2				3			
Age	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69
Total	556.368	549.120	561.977	654.341	774.210	802.182	756.007	756.831	699.135	649.375	590.041

Source: INE, 2015

Table 7: Number of immigrants in Portugal, by Nationality

	1				2			3			
Age	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69
Total	2.138	3.724	4.374	3.525	2.840	2.283	1.747	1.442	1.054	999	1.003
Portugal	988	1.694	2.225	1.727	1.511	1.234	972	857	519	359	361
Foreign	1.150	2.030	2.149	1.798	1.329	1.049	775	585	535	640	642
Unknown	0	0	0	0	0	0	0	0	0	0	0

Source: INE, 2015

Table 8: Estimation of the number of residents with Portuguese nationality

	1				2			3			
Age	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69
Total	555.218	547.090	559.828	652.543	772.881	801.133	755.232	756.246	698.600	648.735	589.399

Source: Hotel Management and the generational impact of Millennials and iGen, 2017

Table 9: Total number of permanent emigrants by age group

Age	0 - 4	5 - 9	10-14	15-19	20-24	25-29	30-34	35-39	40-44
Total	527	764	808	2.705	7.266	8.146	5.601	4.189	3.652

Source: INE, 2015

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Table 10: Total number of permanent emigrants by age group

Age	45-49	50-54	55-59	60-64	65-69	70 - 74	75 - 79	>79	Total
Total	3.147	1.878	1.048	290	200	128	28	0	40.377

Source: INE, 2015

Table 11: Total of permanent emigrants by nationality

Nationality	Total
Total	40.377
Portugal	39.847
Foreign	530
EU 27 (without PT)	
Extra EU - 27	
EU 28 (without PT)	327
Extra EU - 28	203
Stateless	0
Unknown	0

Source: INE, 2015

Table 12: Estimation of permanent Portuguese emigrants by age group and total

Age	0 - 4	5 - 9	10-14	15-19	20-24	25-29	30-34	35-39	40-44
Total	520	754	797	2.669	7.171	8.039	5.527	4.134	3.604

Source: Hotel Management and the generational impact of Millennials and iGen, 2017

Table 13: Estimation of permanent Portuguese emigrants by age group and total

Age	45-49	50-54	55-59	60-64	65-69	70 - 74	75 - 79	>79	Total
Total	3.106	1.853	1.034	286	197	126	28	0	39.847

Source: Hotel Management and the generational impact of Millennials and iGen, 2017

Table 14: Estimation of the Portuguese total population, by age groups - Generations Y and X, and Baby Boomers

Age	1				2			3				1-3 Total sample population
	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	
Total	557.8	554.2	567.8	658.0	777.0	804.7	758.3	758.0	699.6	649.0	589.5	7.374.527
al	87	61	67	70	15	37	38	99	34	21	96	

Source: Hotel Management and the generational impact of Millennials and iGen, 2017

Table 15: Estimation of the sample size needed for a 95% confidence level

Confidence level	95%
Confidence interval	5%
Population size	7.374.527
Sample size	384

Source: Survey System, 2016

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Table 16: Estimation of the number of respondents for each generation (95% confidence level)

	Millennials	Generation Xers	Baby Boomers
Generation weight	32%	32%	37%
Total respondents	122	122	140

Source: Hotel Management and the generational impact of Millennials and iGen, 2017

7.2. Questionnaire: "Hotel Market and Consumer Behavior"

Questionnaire distributed online, original (solely in Portuguese) and English version

A HOTELARIA E O COMPORTAMENTO DO CONSUMIDOR

O seguinte questionário é parte integrante de uma investigação realizada no âmbito de uma tese de mestrado em Gestão Hoteleira (Escola Superior de Hotelaria e Turismo do Estoril), sobre padrões de consumo de diferentes gerações (nomeadamente gerações Y e Z) em Hotelaria.

Agradeço que disponibilize cerca de 5 minutos para responder. Este questionário é confidencial.

Muito obrigada.

A HOTELARIA E O COMPORTAMENTO DO CONSUMIDOR

Como viaja em lazer?

Considere uma viagem em lazer como a deslocação e estadia no destino turístico por período inferior a um ano, implicando a sua pernoite.

(As zonas de residência onde possa deslocar-se habitualmente não são entendidas como destino turístico.)

* 1. Quando viaja para um determinado destino turístico em lazer, maioritariamente viaja para:

Território nacional

Estrangeiro

* 2. Nos **últimos doze meses**, qual o número de viagens que realizou em lazer?

* 3. Nesse mesmo período, qual o montante **médio** que gastou por **viagem?** (total de deslocação e alojamento **individual**)

0€ 1500€

* 4. Qual o seu período preferencial para viajar? (Escolha até duas opções)

Janeiro-Março

Abril-Junho

Julho-Setembro

Outubro-Dezembro

* 5. Com quanto tempo de antecedência costuma planear e reservar a sua viagem (destino turístico, deslocação e alojamento)?

* 6. Qual o meio de transporte **preferencial** para o destino turístico escolhido em lazer?

- Autocarro
- Avião de companhia aérea tradicional
- Avião de companhia aérea *low cost*
- Comboio
- Transporte marítimo
- Viatura alugada
- Viatura própria

* 7. Qual a **duração média** da sua estadia no destino turístico?

- 1-5 noites
- 6-10 noites
- 11-15 noites
- Outro (especifique):

* 8. Com quem é **mais frequente** viajar?

- Sozinho(a)
- A dois
- Com família
- Com amigos
- Outro (especifique):

* 9. Na escolha do destino turístico, que critérios influenciam a sua decisão?

(Escolha **até duas** alternativas)

- Media* (e.g.: TV, cinema, jornais/revistas, redes sociais);
- Recomendações de amigos/família/colegas;
- Eventos a decorrer no destino (e.g.: festivais, campeonatos);
- Ofertas/promoções;
- Outro (especifique):

* 10. Das seguintes alternativas, qual/quais descreve(m) melhor o **planeamento** da sua viagem em lazer?

- Recorro a agência de viagens *online* (e.g.: eDreams, Netviagens) para reserva de alojamento e deslocação;
- Recorro a agência de viagens física (e.g.: Halcon Viagens, Viagens Abreu) para reserva de alojamento e deslocação;
- Reservo a deslocação para o destino turístico *online*, através do *website*;
- Reservo a deslocação para o destino turístico numa das localizações físicas da empresa (e.g.: balcão da companhia aérea, stand de aluguer de uma viatura);
- Reservo o alojamento e a deslocação separadamente;
- Reservo o alojamento através do *website* do hotel, hostel, Airbnb, ou outro alojamento aplicável;
- Reservo o alojamento diretamente no local selecionado para a viagem em lazer.

* 11. No que diz respeito ao **produto turístico** (destino, deslocação, alojamento), qual o meio **preferencial** para:

	<i>Online</i> (e.g.: plataforma, <i>website</i> , aplicação, ...)	<i>Offline</i> (e.g.: agência de viagens tradicional, revistas, estabelecimentos hoteleiros, ...)
Recolher informação	<input type="radio"/>	<input type="radio"/>
Comparar ofertas	<input type="radio"/>	<input type="radio"/>
Selecionar a oferta mais indicada	<input type="radio"/>	<input type="radio"/>
Selecionar o preço mais apelativo	<input type="radio"/>	<input type="radio"/>
Dispensar o menor tempo possível na procura e seleção entre opções	<input type="radio"/>	<input type="radio"/>
Finalizar a compra	<input type="radio"/>	<input type="radio"/>

* 12. Recorre a algum dos seguintes **dispositivos online** para a seleção do **meio de deslocação** para o destino turístico?

	<i>Computador</i>	<i>Tablet</i>	<i>Smartphone</i>	<i>Offline</i>	Não aplicável
Seleção do destino turístico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seleção de alternativas de transporte (e.g.: meio de transporte, empresa)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compra do transporte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* 13. Costuma recorrer a agências de viagens *online*?

Sim.

Não.

14. Por que recorre a uma agência de viagens **online** para reserva da sua viagem em lazer? Selecione todas as alternativas aplicáveis. (Ignore esta questão se tiver respondido "Não" na pergunta anterior)

- O seu *website* é bastante intuitivo, fácil de usar.
- Estou habituado(a) a viajar desta forma.
- Confio na agência.
- Agências de viagens *online* têm, por norma, os melhores preços.
- É mais prático reservar o produto turístico por uma única via.
- A variedade de escolha do *website* é grande.
- É mais fácil mudar/cancelar a minha reserva.
- Gosto da aplicação da agência de viagens *online* a que recorro.
- Não encontrei outra forma para reserva do produto turístico que procuro.
- Sou membro do programa de fidelização da agência de viagens *online*.

A HOTELARIA E O COMPORTAMENTO DO CONSUMIDOR

Que tipo de alojamento procura?

* 15. Reservou alguma estadia em Airbnb, HomeAway, ou outro alojamento semelhante nos **últimos doze meses**?

Sim.

Não.

* 16. Na sua viagem, por norma, que tipo de alojamento procura?

Estabelecimento hoteleiro/similar

Apartamento ou casa arrendada (e.g.: HomeAway, Airbnb)

Quarto arrendado em casa particular

Segunda residência

Alojamento fornecido gratuitamente

Outro (especifique):

Considere agora o seu processo de compra do alojamento em viagem de lazer (ou no caso de não ser o(a) próprio(a) a escolher, tenha em linha de conta os fatores aos quais atribui maior importância).

Vários critérios poderão influenciar a sua escolha: a marca da cadeia hoteleira, hostel, etc.; o preço mais competitivo; a posição do alojamento nas redes sociais; as instalações disponíveis, entre outros critérios.

* 17. Tendo em conta o peso dos seguintes critérios na **escolha do alojamento** para a sua viagem, **atribua** números de **1-10** por ordem de relevância, **OU arraste as opções**, atribuindo sempre **apenas um número** a cada alternativa.

Considere: "**1-absolutamente irrelevante**" e "**10-absolutamente relevante**".

<input type="checkbox"/>	<input type="text"/>	Acessibilidade (Turismo para todos, para qualquer cliente, com alguma necessidade especial decorrente de deficiência ou idade avançada)
<input type="checkbox"/>	<input type="text"/>	Amenities (e.g.: itens de higiene pessoal, Wi-Fi, TV, ginásio, ...)
<input type="checkbox"/>	<input type="text"/>	Classificação objetiva do alojamento (e.g.: classificação do hotel por estrelas)
<input type="checkbox"/>	<input type="text"/>	Classificação do alojamento em redes sociais por outros consumidores (e.g.: classificação em Booking.com, TripAdvisor)
<input type="checkbox"/>	<input type="text"/>	Comentários de consumidores em redes sociais (e.g.: Facebook, TripAdvisor)
<input type="checkbox"/>	<input type="text"/>	Existência de espaços comuns para conhecer e interagir com outros hóspedes
<input type="checkbox"/>	<input type="text"/>	Fotografias disponibilizadas em <i>website</i> , e/ou redes sociais
<input type="checkbox"/>	<input type="text"/>	Localização
<input type="checkbox"/>	<input type="text"/>	Marca (e.g.: Marriott, Airbnb, Generator hostels, ...)
<input type="checkbox"/>	<input type="text"/>	Preço

A sua viagem ideal?

A - Safari na Tanzânia



B - *Resort nas Maldivas*



* 18. Considerando as duas imagens acima, que tipo de viagem prefere?

A

B

* 19. Como descreve o seu perfil de viajante?

	Discordo totalmente	Discordo	Não concordo nem discordo	De acordo	Totalmente de acordo
Sou aventureiro(a), gosto de explorar o destino turístico.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho facilidade em gastar dinheiro em viagens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho preferência por novos produtos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de ser eu a planear a minha viagem em lazer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Procuro destinos turísticos diferentes, que não sejam a escolha habitual de um viajante.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de viajar sozinho(a).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prefiro ambientes familiares, a destinos de aventura.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sou cauteloso(a) com o dinheiro que gasto em viagens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Procuro marcas conhecidas na escolha do alojamento no destino.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elejo pacotes turísticos pré-definidos/agências de viagens, para evitar planear a minha viagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Procuro destinos populares, com maior afluência turística no período em que planeio a minha viagem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gosto de viajar em grupo/acompanhado(a).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 20. Género:

- Feminino
 Masculino

* 21. Selecione o intervalo correspondente à sua idade:

- 16-35 anos
 36-50 anos
 51-70 anos

* 22. Qual o seu nível de escolaridade atual, ou o último que frequentou, mesmo que incompleto?

- Ensino Básico (1º-9º ano)
 Ensino Secundário (10º-12º ano)
 Ensino Superior
 CET
 Ensino Politécnico
 Outro (especifique):

* 23. Em que região do país reside atualmente?

* 24. Contando consigo, quantas pessoas compõem o seu **agregado familiar**?

* 25. Tem filhos?

Sim.

Não.

26. Quantos são economicamente independentes?

(Ignore esta questão se tiver respondido "Não" na pergunta anterior)

* 27. Atualmente encontra-se a desenvolver alguma atividade profissional remunerada?

Sim, por conta de outrem/por conta própria.

Não, desempregado(a).

Não, reformado(a).

Não, estudante.

Outra (especifique):

HOTEL INDUSTRY AND CONSUMER BEHAVIOR

The following questionnaire is part of an investigation carried out within the scope of a master's thesis in Hotel Management (Estoril Higher Institute for Tourism and Hotel Studies) concerning consumer trends among different generations (namely, Generation Y and Z) in the Hotel Industry.

Thank you for taking time answering the questionnaire, which should take around 5 minutes to complete. This questionnaire is confidential. Thank you.

HOTEL INDUSTRY AND CONSUMER BEHAVIOR

How do you travel in leisure?

Consider a leisure trip as travel and stay in the destination for less than a year, implying your overnight.
(The residence areas where you usually travel are not regarded as travel destinations.)

* 1. When you travel to a certain destination in leisure, you mostly do it:

- To national territory
 Abroad

* 2. In the past **twelve months**, how many times did you travel in leisure?

* 3. In that same period, what is the **average** amount of money you spent **per trip**? (total of travel and **individual** accommodation)

0€ 1500€

* 4. What is your preferential quarter to travel? (Choose up to two options)

- January-March
 April-June
 July-September
 October-December

* 5. How far in advance do you plan and book your trip (travel, destination and accommodation)?

* 6. What is the **preferential** means of travel to the destination chosen for a leisure trip?

- Bus
- Legacy airline airplane
- Low cost airline airplane
- Train
- Maritime transport
- Rental car
- Own car

* 7. What is the **average** length of your stay in the travel destination?

- 1-5 nights
- 6-10 nights
- 11-15 nights
- Other (specify):

* 8. How do you **usually** travel?

- Alone
- Couple
- With family
- With friends
- Other (specify):

* 9. When choosing the travel destination, which criteria influence your decision?

(Choose **up to two** alternatives)

- Media (e.g.: TV, cinema, newspapers/magazines, social networks);
- Recommendations from friends/family/colleagues;
- Events taking place in the destination (e.g.: festivals, championships);
- Offers/promotions;
- Other (specify):

* 10. From the following alternatives, which describe(s) better the **planning** of your leisure trip?

- I go to an online travel agency (e.g.: eDreams, Netviagens) to book the accommodation and travel;
- I go to a traditional travel agency (e.g.: Halcon Viagens, Viagens Abreu) to book the accommodation and travel;
- I book the travel to the destination online, through a website;
- I book the travel to the destination in a physical location of the company (e.g.: airline counter, car rental stand);
- I book the accommodation and travel separately;
- I book the accommodation through the hotel/hostel/Airbnb's website (or other accommodation);
- I book the accommodation directly in the chosen destination for the leisure trip.

* 11. In which concerns the **tourism product** (destination, travel and accommodation), what is the **preferential** channel to:

	<i>Online</i> (e.g.: platform, website, application, ...)	<i>Offline</i> (e.g.: traditional travel agency, magazines, accommodation establishments, ...)
Demand information	<input type="radio"/>	<input type="radio"/>
Compare alternatives	<input type="radio"/>	<input type="radio"/>
Select the best offer	<input type="radio"/>	<input type="radio"/>
Select the best price	<input type="radio"/>	<input type="radio"/>
Spare less time in the demand and selection of the best alternative	<input type="radio"/>	<input type="radio"/>
Complete the purchase	<input type="radio"/>	<input type="radio"/>

* 12. Do you use any of the following **online devices** to select the means of transport to the travel destination?

	Computer	Tablet	Smartphone	Offline	Not applicable
Tourist destination selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alternatives' selection for means of transportation (e.g.: means of transport, company)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* 13. Do you usually go to online travel agencies?

Yes.

No.

14. Why do you go to an **online** travel agency in order to book your leisure trip? Select all the applicable alternatives.

(Ignore this question if you answered "No" in the previous question)

- Its website is very intuitive, user friendly.
- I am used to travel this way.
- I trust the agency.
- Online travel agencies have, as standard, the best prices.
- It is simpler to book the tourist product through one single channel.
- The range of choice is wider.
- It is easier to change/cancel my booking.
- I like the online travel agency application that I use.
- I did not find other way to book the tourist product that I look for.
- I am a member of the online travel agency loyalty program.

HOTEL INDUSTRY AND CONSUMER BEHAVIOR

Which type of accommodation do you look for?

* 15. Have you booked a stay at an Airbnb, HomeAway, or other similar accommodation in the **last twelve months**?

Yes.

No.

* 16. Which type of accommodation do you usually look for?

Hotel/similar establishment

Apartment or rented house (e.g.: Home Away, Airbnb)

Rented room in private house

Second residence

Accommodation provided free of charge

Other (specify):

Now take into account your accommodation buying process in a leisure trip (or in the case you do not participate in the choice, consider the most relevant factors for you).

Several criteria may influence your choice: the hotel chain brand, hostel, etc.; the cheapest alternative; the social network's accommodation ranking; the available facilities, among other criteria.

* 17. Bearing in mind the weight of the following criteria in the accommodation choice for your trip, **assign** numbers from **1-10**, **OR scroll up/down the options**, assigning **only one number** to each alternative.

Consider: "**1-absolutely irrelevant**" and "**10-absolutely relevant**".

<input type="checkbox"/>	<input type="text"/>	Accessibility (Tourism for all, for each customer, with some special need arising from any disability or advanced age)
<input type="checkbox"/>	<input type="text"/>	Amenities (e.g.: personal hygiene items, Wi-Fi, TV, gymnasium, ...)
<input type="checkbox"/>	<input type="text"/>	Absolute rating of the accommodation (e.g.: hotel rating by stars)
<input type="checkbox"/>	<input type="text"/>	Accommodation rating on social networks by other consumers (e.g.: Booking.com rating, TripAdvisor)
<input type="checkbox"/>	<input type="text"/>	Consumers' comments on social networks (e.g.: Facebook, TripAdvisor)
<input type="checkbox"/>	<input type="text"/>	Existence of common spaces to meet and interact with other guests
<input type="checkbox"/>	<input type="text"/>	Images available on the website, and/or on social networks
<input type="checkbox"/>	<input type="text"/>	Location
<input type="checkbox"/>	<input type="text"/>	Brand (e.g.: Marriott, Airbnb, Generator hostels, ...)
<input type="checkbox"/>	<input type="text"/>	Price

Your ideal trip?

A - Safari in Tanzania



B - Resort in the Maldives



* 18. Considering the two images above, which type of travel do you prefer?

A

B

* 19. How would you describe your traveler profile?

	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
I am adventurous, I like to explore the tourist destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I spend money on travel easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have preference for new products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to be the one to plan my leisure trip.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look for different tourist destinations, out of the ordinary choice for a traveler.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to travel alone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer family environments, to adventure destinations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am cautious with the money I spend on travel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look for well-known brands when choosing an accommodation in the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I choose pre-defined tour packages/travel agencies, to avoid planning my trip.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look for popular destinations, with high tourist turnout in the time period I plan to travel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to travel in group/with company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 20. Genre:

- Feminine
 Masculine

* 21. Select your age range:

- 16-35 years
 36-50 years
 51-70 years

* 22. What is your current level of education, or the last one attended, even if incomplete?

- Basic education (1st-9th grade)
 High school (10th-12th grade)
 Higher Education
 Technological Specialization Courses
 Polytechnic Education
 Other (specify):

* 23. In what region of the country do you currently live?

* 24. Counting with you, how many people compose your **household**?

* 25. Do you have children?

Yes.

No.

26. How many of them are economically independent?

(Ignore this question if you answered 'No' in the previous question)

* 27. Are you currently engaged in any professional activity?

Yes, on behalf of someone/on my own.

No, unemployed.

No, retired.

No, student.

Other (specify):

7.3. Questionnaire: Support data

Table 17: "Q1.: When you travel to a certain destination in leisure, you mostly do it:" frequencies and percentage distribution

Area of travel	Frequency	Percent	Valid Percent	Cumulative Percent
Abroad	200	52,1%	52,1%	52,1%
National territory	184	47,9%	47,9%	100%
Total	384	100%	100,0%	

Source: Hotel Market and Consumer Behavior, 2017

Table 18: "Q1.: When you travel to a certain destination in leisure, you mostly do it:" frequencies distribution by age group

Age group	National Territory	Abroad	Total
16-35 years	46	76	122
36-50 years	67	55	122
51-70 years	71	69	140

Source: Hotel Market and Consumer Behavior, 2017

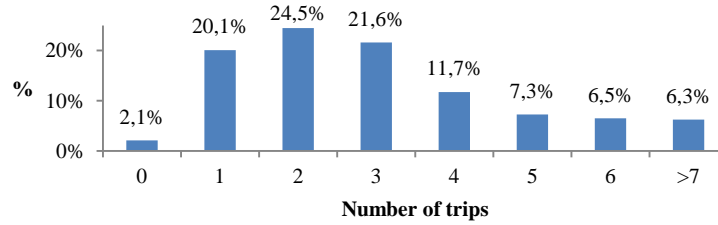
Table 19: "Q2.: In the past twelve months, how many times did you travel in leisure?" frequencies and percentage distribution by age group

Number of trips	Frequency	Percent	Valid Percent	Cumulative Percent
0	8	2,1%	2,1%	2,1%
1	77	20,1%	20,1%	22,1%
2	94	24,5%	24,5%	46,6%
3	83	21,6%	21,6%	68,2%
4	45	11,7%	11,7%	79,9%
5	28	7,3%	7,3%	87,2%
6	25	6,5%	6,5%	93,8%
7	9	2,3%	2,3%	96,1%
8	6	1,6%	1,6%	97,7%
9	2	0,5%	0,5%	98,2%
10	4	1,0%	1,0%	99,2%
14	1	0,3%	0,3%	99,5%
15	1	0,3%	0,3%	99,7%
20	1	0,3%	0,3%	100%
Total	384	100%	100%	

Source: Hotel Market and Consumer Behavior, 2017

CHAPTER VII - Attachments

Figure 28: "Q2.: In the past twelve months, how many times did you travel in leisure?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

Table 20: "Q3.: In that same period, what is the average amount of money you spent per trip? (total of travel and individual accommodation)" statistical data

Mean	607,3 €
Median	503,5 €
Std. Deviation	415,5 €
Minimum	0 €
Maximum	1500 €

Source: Hotel Market and Consumer Behavior, 2017

Table 21: "Q3.: In that same period, what is the average amount of money you spent per trip? (total of travel and individual accommodation)" mean and standard deviation by age group's expense

Age range	Mean	N	Std. Deviation
16-35 years	424,2 €	122	316,4 €
36-50 years	612,1 €	122	392,0 €
51-70 years	762,5 €	140	448,4 €

Source: Hotel Market and Consumer Behavior, 2017

Table 22: "Q4.: What is your preferential quarter to travel? (Choose up to two options)" frequencies and percentage distribution

Quarter	Frequency	Percent	Valid Percent	Cumulative Percent
Jan-Mar	8	2,1%	2,1%	2,1%
Apr-Jun	55	14,3%	14,3%	16,4%
Jul-Sep	100	26%	26%	42,4%
Oct-Dec	14	3,6%	3,6%	46,1%
Jan-Mar, Apr-Jun	11	2,9%	2,9%	49%
Jan-Mar, Jul-Sep	26	6,8%	6,8%	55,7%
Jan-Mar, Oct-Dec	17	4,4%	4,4%	60,2%
Apr-Jun, Jul-Sep	86	22,4%	22,4%	82,6%
Apr-Jun, Oct-Dec	41	10,7%	10,7%	93,2%
Jul-Sep, Oct-Dec	26	6,8%	6,8%	100%
Total	384	100%	100%	

Source: Hotel Market and Consumer Behavior, 2017

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Table 23: "Q4.: What is your preferential quarter to travel? (Choose up to two options)" frequencies distribution by age group

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar, Apr-Jun	Jan-Mar, Jul-Sep	Jan-Mar, Oct-Dec	Apr-Jun, Jul-Sep	Apr-Jun, Oct-Dec	Jul-Sep Oct-Dec	Total
16-35 years	6	13	37	4	7	13	6	24	5	7	122
36-50 years	1	20	37	5	1	5	2	23	16	12	122
51-70 years	1	22	26	5	3	8	9	39	20	7	140
Total	8	55	100	14	11	26	17	86	41	26	384

Source: Hotel Market and Consumer Behavior, 2017

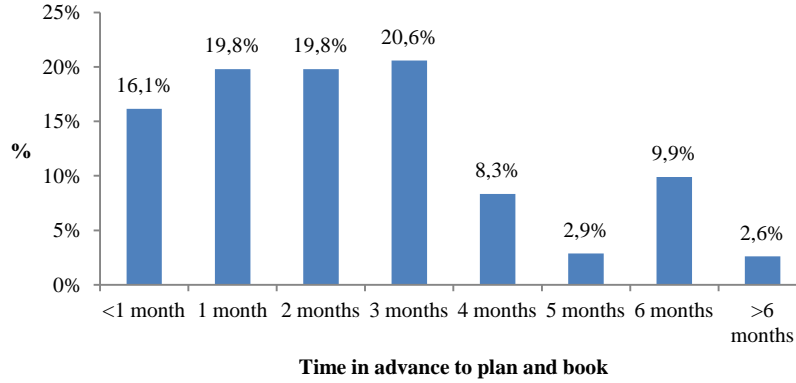
Table 24: "Q5.: How far in advance do you plan and book your trip (travel, destination and accommodation)?" frequencies and percentage distribution

Time in advance	Frequency	Percent	Valid Percent	Cumulative Percent
<1 month	62	16,1%	16,1%	16,1%
1 month	76	19,8%	19,8%	35,9%
2 months	76	19,8%	19,8%	55,7%
3 months	79	20,6%	20,6%	76,3%
4 months	32	8,3%	8,3%	84,6%
5 months	11	2,9%	2,9%	87,5%
6 months	38	9,9%	9,9%	97,4%
8 months	1	0,3%	0,3%	97,7%
9 months	3	0,8%	0,8%	98,4%
10 months	2	0,5%	0,5%	99%
11 months	1	0,3%	0,3%	99,2%
1 year	2	0,5%	0,5%	99,7%
>1 year	1	0,3%	0,3%	100%
Total	384	100%	100%	

Hotel Market and Consumer Behavior, 2017

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Figure 29: "Q5.: How far in advance do you plan and book your trip (travel, destination and accommodation)?" percentage distribution



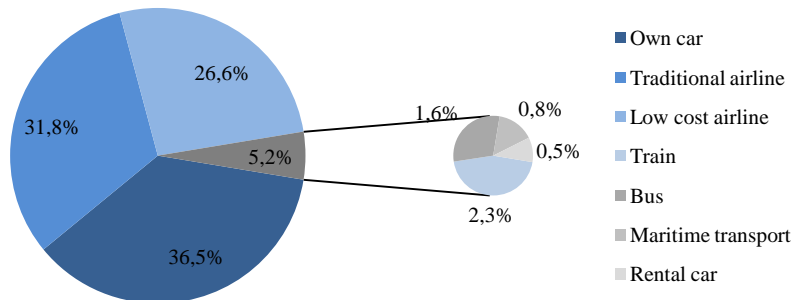
Source: Hotel Market and Consumer Behavior, 2017

Table 25: "Q6.: What is the preferential means of travel to the destination chosen for a leisure trip?" frequencies and percentage distribution

Mode of transport	Frequency	Percent	Valid Percent	Cumulative Percent
Bus	6	1,6%	1,6%	1,6%
Traditional airline	122	31,8%	31,8%	33,3%
Low cost airline	102	26,6%	26,6%	59,9%
Train	9	2,3%	2,3%	62,2%
Maritime transport	3	0,8%	0,8%	63%
Rental car	2	0,5%	0,5%	63,5%
Own car	140	36,5%	36,5%	100%
Total	384	100%	100%	

Source: Hotel Market and Consumer Behavior, 2017

Figure 30: "Q6.: What is the preferential means of travel to the destination chosen for a leisure trip?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

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Table 26: "Q6.: What is the preferential means of travel to the destination chosen for a leisure trip?" frequencies distribution by age group

	Bus	Traditional airline	Low cost airline	Train	Maritime transport	Rental car	Own car	Total
16-35 years	2	37	51	6	1	0	25	122
36-50 years	3	33	27	2	0	2	55	122
51-70 years	1	52	24	1	2	0	60	140
Total	6	122	102	9	3	2	140	384

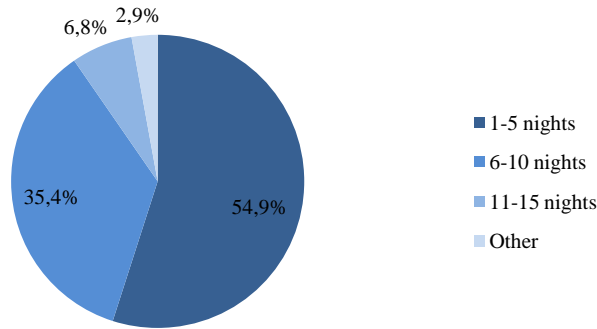
Source: Hotel Market and Consumer Behavior, 2017

Table 27: "Q7.: What is the average length of your stay in the travel destination?" frequencies and percentage distribution

Average length of stay	Frequency	Percent	Valid Percent	Cumulative Percent
1-5 nights	211	54,9%	54,9%	54,9%
6-10 nights	136	35,4%	35,4%	90,4%
11-15 nights	26	6,8%	6,8%	97,1%
Other	11	2,9%	2,9%	100%
Total	384	100%	100%	

Source: Hotel Market and Consumer Behavior, 2017

Figure 31: "Q7.: What is the average length of your stay in the travel destination?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

Table 28: "Q7.: What is the average length of your stay in the travel destination?" frequencies distribution by age group

	1-5 nights	6-10 nights	11-15 nights	Other	Total
16-35 years	78	37	4	3	122
36-50 years	64	48	9	1	122
51-70 years	69	51	13	7	140
Total	211	136	26	11	384

Source: Hotel Market and Consumer Behavior, 2017

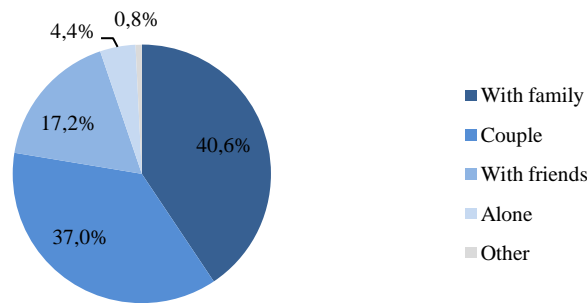
CHAPTER VII - Attachments

Table 29: "Q8.: How do you usually travel?" frequencies and percentage distribution

Companion	Frequency	Percent	Valid Percent	Cumulative Percent
With family	156	4,4%	4,4%	4,4%
Couple	142	37%	37%	41,4%
With friends	66	40,6%	40,6%	82%
Alone	17	17,2%	17,2%	99,2%
Other	3	0,8%	0,8%	100%
Total	384	100%	100%	

Source: Hotel Market and Consumer Behavior, 2017

Figure 32: "Q8.: How do you usually travel?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

Table 30: "Q8.: How do you usually travel?" frequencies distribution by age group

	With family	Couple	With friends	Alone	Other	Total
16-35 years	8	49	33	32	0	122
36-50 years	5	29	75	13	0	122
51-70 years	4	64	48	21	3	140
Total	17	142	156	66	3	384

Source: Hotel Market and Consumer Behavior, 2017

Table 31: "Q9.: When choosing the travel destination, which criteria influence your decision? (Choose up to two alternatives)" frequencies and percentage distribution

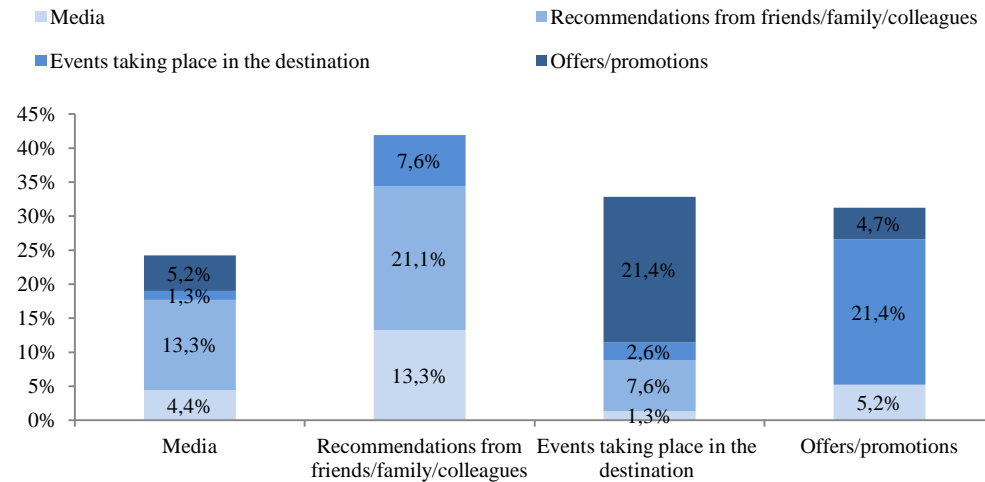
Choice criterion	Frequency	Percent	Valid Percent	Cumulative Percent
Events taking place in the destination and Offers/promotions	82	21,4%	21,4%	21,4%
Recommendations from friends/family/colleagues	81	21,1%	21,1%	42,4%
Other	71	18,5%	18,5%	60,9%
Media and Recommendations from	51	13,3%	13,3%	74,2%

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friends/family/colleagues				
Recommendations from friends/family/colleagues and Events taking place in the destination	29	7,6%	7,6%	81,8%
Media and Offers/promotions	20	5,2%	5,2%	87%
Offers/promotions	18	4,7%	4,7%	91,7%
Media	17	4,4%	4,4%	96,1%
Events taking place in the destination	10	2,6%	2,6%	98,7%
Media/Events taking place in the destination	5	1,3%	1,3%	100%
Total	384	100%	100%	

Source: Hotel Market and Consumer Behavior, 2017

Figure 33: "Q9.: When choosing the travel destination, which criteria influence your decision? (Choose up to two alternatives)"
percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

Table 32: "Q9.: When choosing the travel destination, which criteria influence your decision? (Choose up to two alternatives)"
frequencies distribution

	16-35 years	36-50 years	51-70 years
Media	4	7	9
Recommendations from friends/family/colleagues	23	37	36
Events taking place in the destination	5	2	5
Offers/promotions	6	9	9
Media and Recommendations from friends/family/colleagues	22	10	19
Media and Events taking place in the destination	2	0	3
Media and Offers/promotions	8	1	11
Recommendations from friends/family/colleagues and Events taking place in the destination	13	4	12

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Events taking place in the destination and Offers/promotions	4	3	1
Recommendations from friends/family/colleagues and Offers/promotions	27	38	17
Other	8	11	18
Total	122	122	140

Source: Hotel Market and Consumer Behavior, 2017)

Table 33: "Q9.: When choosing the travel destination, which criteria influence your decision? (Choose up to two alternatives)" frequencies distribution for option "Other" by age group

	16-35 years	36-50 years	51-70 years
Events taking place in the destination and Other: knowing the destination	0	0	1
Events taking place in the destination and Other: personal preference	0	0	1
Media and Other: culture	1	0	0
Media and Other: usual travel destination, and other new destinations	0	0	1
Media and Other: personal preference	0	0	1
Offers/promotions and Other: travel agencies	1	0	0
Offers/promotions and Other: personal preference	0	2	0
Offers/promotions and Other: culture	1	1	0
Recommendations from friends/family/colleagues and Other: interest for the destination	0	2	0
Recommendations from friends/family/colleagues and Other: looking for new destinations	1	0	3
Recommendations from friends/family/colleagues and Other: Sports	0	1	0
Recommendations from friends/family/colleagues and Other: personal preference	2	1	0
Recommendations from friends/family/colleagues and Other: culture	2	0	0
Recommendations from friends/family/colleagues and Other: online research regarding potential destination	0	1	0
Recommendations from friends/family/colleagues and Other: online research regarding potential destination, previous curiosity about the destination, or an old interest about it	0	1	0
Other:visit friends	1	0	0
Other: art, landscapes	0	0	1
Other: specific destination features	0	1	0
Other: granted accommodation, or destinations we wanted to visit	1	0	0
Other: weather, culture	1	0	0
Other: getting to know the destination	0	1	0
Other: culture	0	3	3
Other: culture, natural landscape	0	0	1
Other: culture and leisure	0	0	1
Other: getting to know the destination	0	1	0

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Other: granted accommodation, or package tours	0	0	1
Other: visit family	0	2	4
Other: personal preference	1	3	4
Other: readings, books	0	0	1
Other: alternative destinations, usually found online	1	0	0
Other: landscapes, visit friends	1	0	0
Other: friends experience	0	0	1
Other: sun and sea, price	1	0	0
Other: calm destination	1	0	0
Other: price	0	0	1

Source: Hotel Market and Consumer Behavior, 2017

Table 34: "Q10.: From the following alternatives, which describe(s) better the planning of your leisure trip?:" frequencies distribution by age group

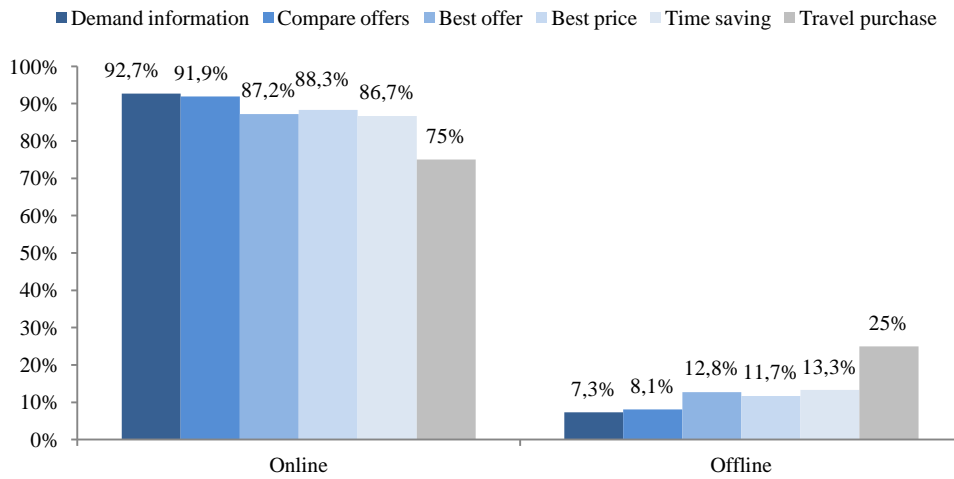
	16-35 years	36-50 years	51-70 years	Total	Total (%)
Traditional travel agency	13	16	34	63	16,4%
Traditional travel agency/Transport booked online, website	1	0	2	3	0,8%
Traditional travel agency/Transport booked online, website/Website for accommodation	0	2	0	2	0,5%
Traditional travel agency/Website for accommodation	0	2	0	2	0,5%
Online travel agency	16	15	17	48	12,5%
Online travel agency/Transport booked online, website	0	3	0	3	0,8%
Online travel agency/Accommodation separated from transport	3	4	3	10	2,6%
Online travel agency/Accommodation separated from transport/Website for accommodation	3	1	2	6	1,6%
Transport booked online, website	5	14	14	33	8,6%
Transport booked online, website/Accommodation separated from transport	8	8	4	20	5,2%
Transport booked online, website/Accommodation separated from transport/Website for accommodation	30	16	26	72	18,8%

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Website for accommodation	8	13	6	27	7%
Accommodation booked locally	3	4	2	9	2,3%
Accommodation separated from transport	26	20	27	73	19%
Accommodation separated from transport/Website for accommodation	6	3	2	11	2,9%
Accommodation separated from transport/Accommodation booked locally	0	1	1	2	0,5%
Total	122	122	140	384	100%

Source: Hotel Market and Consumer Behavior, 2017

Figure 34: "Q11.: In which concerns the tourism product (destination, travel and accommodation), what is the preferential channel to:" percentage distribution



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Table 35: "Q11.: In which concerns the tourism product (destination, travel and accommodation), what is the preferential mean to:" frequencies distribution by age group

		ONLINE	OFFLINE	TOTAL
Demand information	16-35 years	118	4	122
	36-50 years	115	7	122
	51-70 years	123	17	140
	Total	356	28	384
Compare alternativas		ONLINE	OFFLINE	TOTAL
	16-35 years	113	9	122
	36-50 years	116	6	122

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	51-70 years	124	16	140
	Total	353	31	384
		ONLINE	OFFLINE	TOTAL
Best alternative	16-35 years	111	11	122
	36-50 years	107	15	122
	51-70 years	117	23	140
	Total	335	49	384
		ONLINE	OFFLINE	TOTAL
Best price	16-35 years	113	9	122
	36-50 years	111	11	122
	51-70 years	115	25	140
	Total	339	45	384
		ONLINE	OFFLINE	TOTAL
Time saving	16-35 years	108	14	122
	36-50 years	109	13	122
	51-70 years	116	24	140
	Total	333	51	384
		ONLINE	OFFLINE	TOTAL
Complete the purchase	16-35 years	100	22	122
	36-50 years	93	29	122
	51-70 years	95	45	140
	Total	288	96	384

Source: Hotel Market and Consumer Behavior, 2017

Table 36: "Q12.: Do you use any of the following online devices to select the means of transport to the travel destination?" I- III: frequencies distribution

I. Select travel destination	16-35 years	36-50 years	51-70 years	Total
Computer	54	53	91	198
Computer and Offline	1	1	2	4
Computer and Smartphone	35	11	6	52
Computer and Tablet	3	15	10	28
Computer, Tablet and Smartphone	19	14	6	39
Not applicable	2	11	9	22
Offline	3	1	3	7

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Smartphone	2	3	1	6
Tablet	1	7	11	19
Tablet and Smartphone	2	6	1	9
II. Select transport alternatives	16-35 years	36-50 years	51-70 years	Total
Computer	53	45	65	163
Computer and Offline	1	0	2	3
Computer and Smartphone	29	9	6	44
Computer and Tablet	3	11	10	24
Computer, Tablet and Smartphone	16	10	4	30
Not applicable	8	25	34	67
Offline	4	3	9	16
Smartphone	5	6	3	14
Tablet	1	8	6	15
Tablet and Smartphone	2	5	1	8
III. Transport purchase	16-35 years	36-50 years	51-70 years	Total
Computer	60	49	62	171
Computer and Offline	5	0	2	7
Computer and Smartphone	17	7	5	29
Computer and Smartphone, or Offline	5	0	0	5
Computer and Tablet	2	12	9	23
Computer, Tablet and Smartphone	11	5	3	19
Not applicable	8	31	31	70
Offline	8	6	21	35
Smartphone	5	2	3	10
Tablet	1	7	3	11
Tablet and Smartphone	0	3	1	4

Source: Hotel Market and Consumer Behavior, 2017

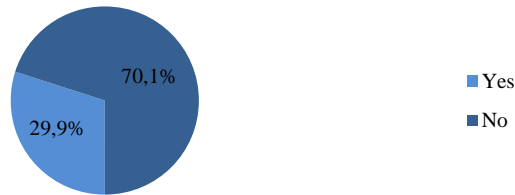
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Table 37: "Q13.: Do you usually go to online travel agencies?" frequencies and percentage distribution

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	115	29,9%	29,9%	29,9%
No	269	70,1%	70,1%	100%
Total	384	100%	100%	

Source: Hotel Market and Consumer Behavior, 2017

Figure 35: "Q13.: Do you usually go to online travel agencies?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

Table 38: "Q13.: Do you usually go to online travel agencies?" frequencies distribution by age group

	Yes	No	Total
16-35 years	36	86	122
36-50 years	43	79	122
51-70 years	36	104	140
Total	115	269	384

Source: Hotel Market and Consumer Behavior, 2017

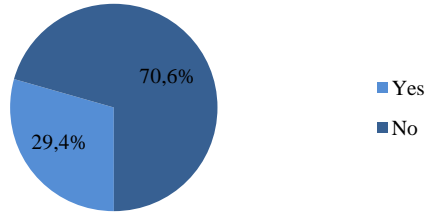
Table 39: "Q15.: Have you booked a stay at an Airbnb, HomeAway, or other similar accommodation in the last twelve months?" frequencies distribution by age group

	Yes	No	Total
16-35	55	67	122
36-50	29	93	122
51-70	29	111	140
Total	113	271	384

Source: Hotel Market and Consumer Behavior, 2017

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Figure 36: "Q15.: Have you booked a stay at an Airbnb, HomeAway, or other similar accommodation in the last twelve months?"
percentage distribution



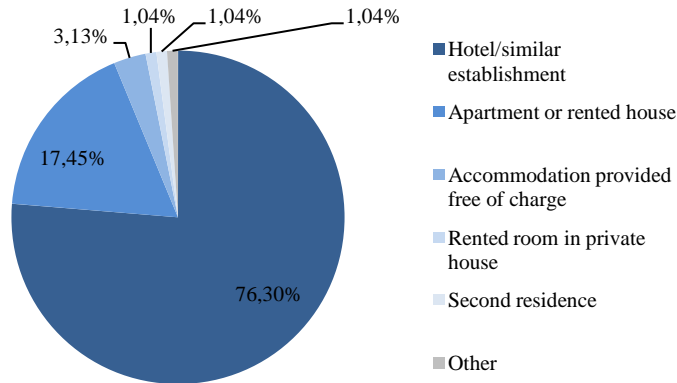
Source: Hotel Market and Consumer Behavior, 2017

Table 40: "Q16.: Which type of accommodation do you usually look for?" frequencies distribution by age group

	16-35 years	36-50 years	51-70 years	Total
Hotel/similar establishment	82	99	112	293
Apartment or rented house	30	18	19	67
Rented room in private house	2	2	0	4
Second residence	0	1	3	4
Accommodation provided free of charge	7	2	3	12
Other	1	0	3	4

Source: Hotel Market and Consumer Behavior, 2017

Figure 37: "Q16.: Which type of accommodation do you usually look for?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

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Table 41: "Q17.: Bearing in mind the weight of the following criteria in the accommodation choice for your trip, assign numbers from 1-10, OR scroll up/down the options, assigning only one number to each alternative. Consider: "1-absolutely irrelevant" and "10-absolutely relevant"." I-X frequencies distribution for each ranking number

	I. Accessibility										Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	34	17	13	15	4	4	5	8	14	8	122
36-50 years	35	16	10	13	16	4	9	10	4	5	122
51-70 years	38	20	17	8	13	5	9	13	7	10	140
Total	107	53	40	36	33	13	23	31	25	23	384
	II. Amenities										Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	6	16	17	12	10	21	14	14	9	3	122
36-50 years	12	18	13	16	8	13	13	14	9	6	122
51-70 years	15	21	10	13	17	13	21	10	10	10	140
Total	33	55	40	41	35	47	48	38	28	19	384
	III. Accommodation rating										Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	6	5	17	23	20	22	13	9	7	0	122
36-50 years	4	11	24	15	18	18	10	9	10	3	122
51-70 years	4	10	21	20	15	26	14	13	12	5	140
Total	14	26	62	58	53	66	37	31	29	8	384
	IV. Social media rating										Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	6	5	13	19	18	17	13	14	8	9	122
36-50 years	6	10	13	22	10	13	15	12	15	6	122
51-70 years	4	11	17	18	14	17	25	20	10	4	140
Total	16	26	43	59	42	47	53	46	33	19	384
	V. Social media commentaries										Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	4	7	11	12	20	9	25	14	12	8	122
36-50 years	9	5	14	10	17	18	25	13	4	7	122
51-70 years	11	13	14	22	21	15	19	13	7	5	140
Total	24	25	39	44	58	42	69	40	23	20	384
	VI. Common spaces										Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	25	20	15	12	12	6	5	9	11	7	122
36-50 years	22	34	9	11	21	9	3	5	7	1	122
51-70 years	30	25	24	15	11	13	6	5	6	5	140
Total	77	79	48	38	44	28	14	19	24	13	384
	VII. Social media images										Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	1	4	7	8	21	22	25	27	5	2	122
36-50 years	4	5	13	15	15	24	20	15	9	2	122

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51-70 years	3	11	19	17	19	26	19	14	9	3	140
Total	8	20	39	40	55	72	64	56	23	7	384
VIII. Location											Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	12	11	5	7	4	7	8	14	35	19	122
36-50 years	4	6	2	4	4	10	6	21	39	26	122
51-70 years	7	4	2	2	4	7	10	30	37	37	140
Total	23	21	9	13	12	24	24	65	111	82	384
IX. Brand											Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	15	28	18	11	10	4	5	10	8	13	122
36-50 years	21	12	20	13	9	9	10	8	12	8	122
51-70 years	25	16	15	19	18	10	10	9	11	7	140
Total	61	56	53	43	37	23	25	27	31	28	384
X. Price											Total
	1	2	3	4	5	6	7	8	9	10	
16-35 years	13	9	6	3	3	10	9	3	13	53	122
36-50 years	5	5	4	3	4	4	11	15	13	58	122
51-70 years	3	9	1	6	8	8	7	13	31	54	140
Total	21	23	11	12	15	22	27	31	57	165	384

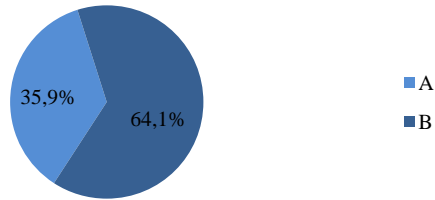
Source: Hotel Market and Consumer Behavior, 2017

Table 42: "Q18.: Considering the two images above, which type of travel do you prefer?" frequencies distribution by age group

	A	B	Total
16-35 years	54	68	122
36-50 years	37	85	122
51-70 years	47	93	140
Total	138	246	384

Source: Hotel Market and Consumer Behavior, 2017

Figure 38: "Q18.: Considering the two images above, which type of travel do you prefer?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

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Table 43: "Q19.: How would you describe your traveler profile?" variables attribution to each traveler specific feature

	Traveler profile examples	Variable
Allocentric	" I am adventurous, I like to explore the tourist destination."	Adventurous
	"I spend money on travel easily."	Travel spender
	"I have preference for new products."	New products
	"I like to be the one to plan my leisure trip."	Plan travel
	"I look for different tourist destinations, out of the ordinary choice for a traveler."	Original destination
	"I like to travel alone."	Travel alone
Psychocentric	"I prefer family environments, to adventure destinations."	Family destination
	"I am cautious with the money I spend on travel."	Travel restrictive
	"I look for well-known brands when choosing an accommodation in the destination."	Known products
	"I choose pre-defined tour packages/travel agencies, to avoid planning my trip."	Organized travel
	"I look for popular destinations, with high tourist turnout in the time period I plan to travel."	Popular destinations
	"I like to travel in group/with company."	Group travel

Source: Hotel Market and Consumer Behavior, 2017

Table 44: "Q19.: How would you describe your traveler profile?" I-XII: frequencies distribution for Allocentric and Psychocentric traits, by age group

I. ADVENTUROUS	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	1	7	10	53	51
36-50 years	3	7	23	60	29
51-70 years	11	12	37	57	23
Total	15	26	70	170	103
II. TRAVEL SPENDER	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	4	29	41	40	8
36-50 years	5	36	45	28	8
51-70 years	9	50	50	28	3
Total	18	115	136	96	19
III. NEW PRODUCTS	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	2	15	55	40	10
36-50 years	2	14	54	45	7
51-70 years	5	24	52	51	8
Total	9	53	161	136	25
IV. PLAN TRAVEL	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	1	2	13	44	62
36-50 years	1	8	11	47	55
51-70 years	1	6	15	55	63
Total	3	16	39	146	180

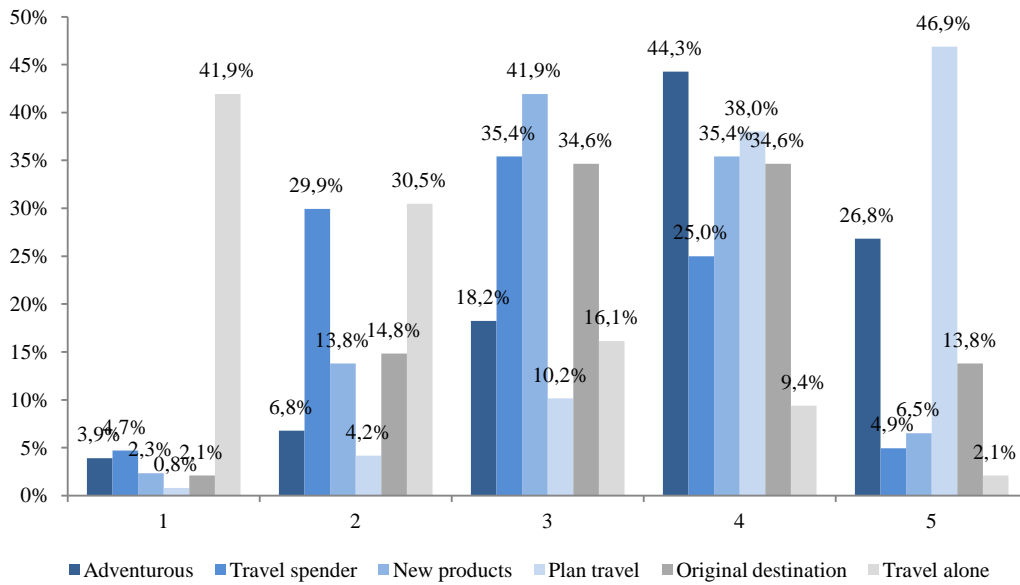
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V. ORIGINAL DESTINATION	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	4	16	42	39	21
36-50 years	2	19	41	46	14
51-70 years	2	22	50	48	18
Total	8	57	133	133	53
VI. TRAVEL ALONE	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	33	47	19	18	5
36-50 years	59	29	24	9	1
51-70 years	69	41	19	9	2
Total	161	117	62	36	8
VII. FAMILY DESTINATION	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	17	49	41	13	2
36-50 years	8	21	47	32	14
51-70 years	6	37	42	46	9
Total	31	107	130	91	25
VIII. TRAVEL RESTRICTIVE	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	1	15	24	55	27
36-50 years	1	8	26	58	29
51-70 years	2	5	26	73	34
Total	4	28	76	186	90
IX. KNOWN PRODUCTS	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	18	40	36	26	2
36-50 years	12	31	36	35	8
51-70 years	9	24	47	53	7
Total	39	95	119	114	17
X. ORGANIZED TRAVEL	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	59	34	20	9	0
36-50 years	38	42	23	14	5
51-70 years	40	48	33	13	6
Total	137	124	76	36	11
XI. POPULAR DESTINATION	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	37	34	37	13	1
36-50 years	32	52	33	4	1
51-70 years	49	50	34	7	0
Total	118	136	104	24	2
XII. GROUP TRAVEL	Totally Disagree	Disagree	I do not agree, or disagree	Agree	Totally agree
16-35 years	6	2	17	49	48
36-50 years	8	8	24	49	33
51-70 years	15	24	32	50	19
Total	29	34	73	148	100

Source: Hotel Market and Consumer Behavior, 2017

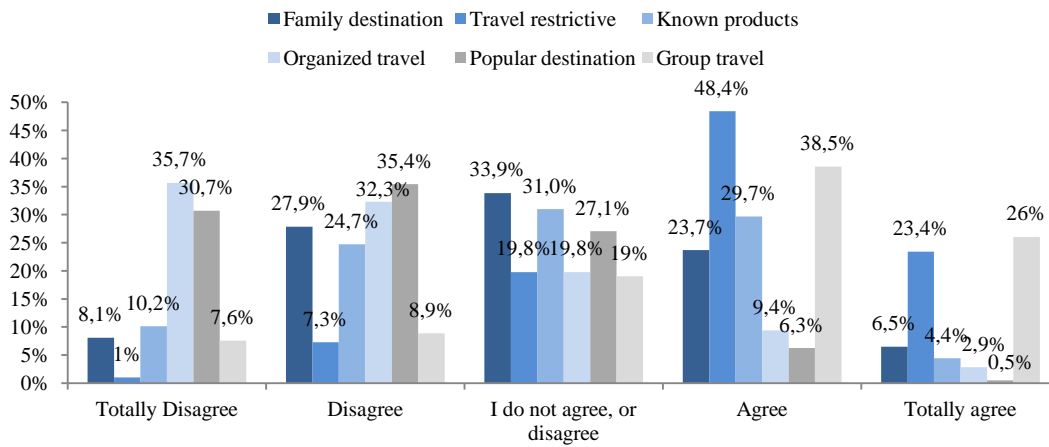
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Figure 39: "Q19.: How would you describe your traveler profile?" percentage distribution for the total sample population Allocentric traits



Source: Hotel Market and Consumer Behavior, 2017

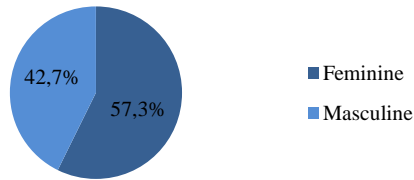
Figure 40: "Q19.: How would you describe your traveler profile?" percentage distribution for the total sample population Psychocentric traits



Source: Hotel Market and Consumer Behavior, 2017

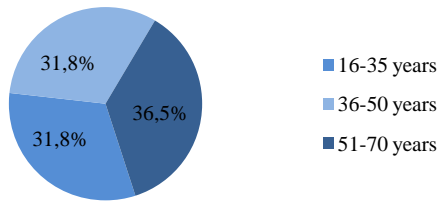
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Figure 41: "Q20.: Genre:" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

Figure 42: "Q21.: Select your age range:" percentage distribution by age group



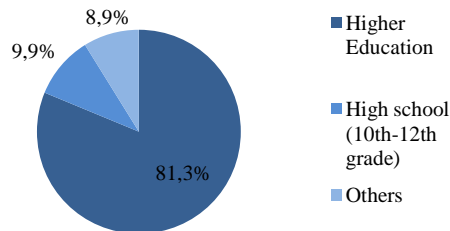
Source: Hotel Market and Consumer Behavior, 2017)

Table 45: "Q22.: What is your current level of education, or the last one attended, even if incomplete?" frequencies distribution by age group

	Basic education	High school	Higher Education	Technological Specialization Course	Polytechnic Education	Other
16-35 years	2	13	99	0	7	1
36-50 years	0	10	101	1	5	5
51-70 years	3	15	112	2	7	1
Total	5	38	312	3	19	7

Source: Hotel Market and Consumer Behavior, 2017

Figure 43: "Q22.: What is your current level of education, or the last one attended, even if incomplete?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

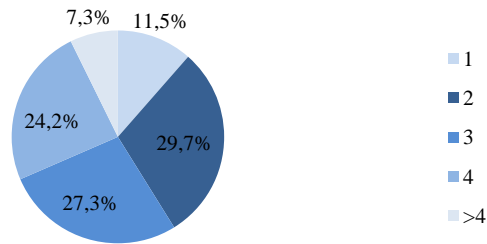
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Table 46: "Q23.: In what region of the country do you currently live?" frequencies distribution by age group

	Northern	Central	Lisbon Metropolitan Area	Alentejo	Algarve	Azores	Madeira	Abroad
16-35 years	11	18	76	1	1	1	0	14
36-50 years	7	16	88	6	3	0	1	1
51-70 years	13	19	99	1	1	1	1	5
Total	31	53	263	8	5	2	2	20

Source: Hotel Market and Consumer Behavior, 2017

Figure 44: "Q24.: Counting with you, how many people compose your household?" percentage distribution



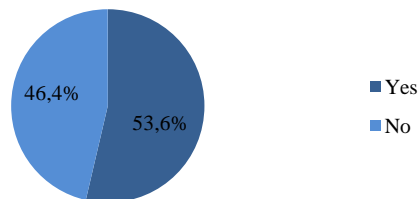
Source: Hotel Market and Consumer Behavior, 2017

Table 47: "Q25.: Do you have children?" frequencies distribution by age group

	Yes	No
16-35 years	11	111
36-50 years	84	38
51-70 years	111	29
Total	206	178

Source: Hotel Market and Consumer Behavior, 2017

Figure 45: "Q25.: Do you have children?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017

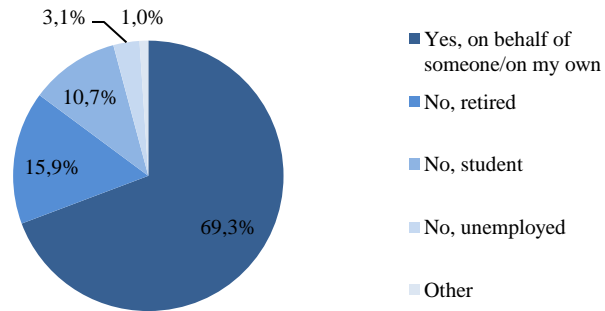
CHAPTER VII - Attachments

Table 48: "Q27.: Are you currently engaged in any professional activity?" frequencies distribution by age group

	Yes	Unemployed	Retired	Student	Other
16-35 years	75	5	0	40	2
36-50 years	114	6	0	1	1
51-70 years	77	1	61	0	1
Total	266	12	61	41	4

Source: Hotel Market and Consumer Behavior, 2017

Figure 46: "Q27.: Are you currently engaged in any professional activity?" percentage distribution



Source: Hotel Market and Consumer Behavior, 2017