

# Major industry trends

## Future growth demographics

Driving business with the younger generation

Despite baby boomers having the highest disposable income, >60% think that **Millennials** and **Generation X** have the biggest potential to drive business over the next 5 years



## Investment choices

Opportunities for the innovators

Over a third say they would **invest** their own money in **small innovative hotel** companies over traditional/established hotel companies or the OTAs and shared economy



## Technology and big data

Capturing the consumer

Almost two thirds say the biggest potential for technology and data lies in an improved **booking experience for the user** (#1) and **improved personalised customer communication** (#2)

**Operational optimisation** is #3 and represents another key focus area, especially in light of concerns around **rising operating costs** across the UK and Europe

