Millennial Marketing in Hospitality Presentation
Millennials + Hospitality

#YOLO

YOU ONLY LIVE ONCE
320 million international trips expected by Millennials by 2020, up 47% (from 217 million) in 2013

Source: World Youth Student and Educational Travel Confederation
Millennials take on average 4 – 5 trips per year
Over 60% consider travel an important part of life

Source: Phocuswright
BUSINESS TRIPS ARE LIFE TRIPS
THEY WANT EVERYTHING... ANYTIME... ANYWHERE
Their travel spending is unprecedented

Source: Phocuswright

$3,217 VS $3,381

Them vs Their parents
A MATCH MADE IN DIGITAL

MILLENNIALS & OVOLO
Providing effortless living to today’s travellers
Founder and CEO is Mr. Girish Jhunjhnuwala – a man who didn’t come from hospitality background, but truly believed Ovolo could provide something different and attractive. Attention to detail has always been key to Ovolo’s success – things as little as getting charged for peanuts and water on a sensor fuelled his goals for Ovolo.
A goal met by providing guests with every amenity necessary for a quality stay for free.
Not just born between 1980s – 2000s

It’s a mindset, not an age bracket
Technology is a way of life – they own at least 1 computer and smart phone, and love gadgets
Wi-Fi isn’t a privilege, it’s a right
Mojo Nomad: Hotel Sharing Economy 2.0
The Issue?

- From 2010 – 2016, Hong Kong saw a 1,000% percent rise in available co-workspace. (Source: SCMP)

- More entrepreneurs were coming to set up or grow their businesses in the SAR

- But overnight visitor figures were decreasing – recently as high as 5.8% year-to-date 2016

- These entrepreneurs were seeking alternative accommodations from hotels & serviced apartments
THE STRATEGY?

- An all-in-one haven for entrepreneurs
- Create the ultimate family garage/college dorm setting
- Make it flexibly & cost-effectively available
MOJO NOMAD -

THE CASE STUDY: HOW IT CAME TO MARKET?

- Solid & simple tagline: The first 24/7 live-in co-workspace in Hong Kong

- Multi-channel communication execution:
  - A website – www.mojonomad.org
  - Engaging stories through Ovolo’s popular Lifestyle Blog
  - Numerous posts to Ovolo Group’s Facebook fans
  - Brand Introduction Video
  - Launch Press Release
  - Digital Advertising
  - Promotion on Ovolo 95,000+ member monthly e-Newsletter (The OMG)
  - Promotion Flyer production and distribution to start-up hubs and other co-workspaces
MOJO NOMAD -
THE CASE STUDY: THE RESULTS?

- Secured 25+ pieces of coverage in industry outlets
- Over 1,000 sign-up requests to Ovolo’s monthly newsletter
- More than 100 booking enquiries with 50% successful conversion rate
- Over 1,000 room nights booked at Ovolo Southside
- Over $560,000 in group revenue generation
- Strategic business partnerships with accelerator programmes
  - Nest Venture Capital
  - AIA
  - DBS Bank
  - Infiniti Motors
How do we understand? Because we’re Millennials!

OVOLO’S MARKETING TEAM