

Millennial hotel guests want Netflix, Video Game Consoles and Wi-Fi, new research suggests

LEEDS, NORTH YORKSHIRE, UNITED KINGDOM, January 14, 2019 /EINPresswire.com/ -- Millennial hotel guests want Netflix, Video Game Consoles and Wi-Fi, [new research](#) suggests

- 70% would be more likely to book a hotel if it featured up to date technology, such as keyless entry, mobile payments, Smart TVs and smartphone charging points

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This study proves that technology and social media plays a huge role in how millennials find and book hotels.”

Alan Towns

- Powerful Wi-Fi and Smart TVs with Netflix are the top features that would encourage millennials to book a hotel – surprisingly, 40% of male guests want video games consoles at a hotel

- 73% of Millennials check the social media feed of a hotel before booking

To understand how hoteliers can win over the most competitive demographic in the hospitality sector – millennials – hotel furniture brand [Knightsbridge furniture](#) surveyed 1000 18-34-year-olds to understand how they find hotels and what would encourage them to book.

70% of those surveyed would rather stay in a hotel that includes modern technology, namely Smart Thermostats, Smartphone Door Entry, Online check-in, Smartphone charging points, Smartphone payment and Smart TVs.

70% of millennials say that powerful wireless internet would encourage them to book a hotel, while more than a half of 18-34-year-olds would return to a hotel if it had powerful Wi-Fi (57%).

54% of those surveyed would book a hotel if it included Smart TVs with Netflix, with 40% of men wanting a video games console in a hotel – compared to just 22% of women.

Social media proved to be an important factor for millennials when it comes to hotels and travel with 1 in 4 millennials using social media sites to find their holiday accommodation.

83% of millennials said they would be more likely to book a hotel after seeing images from someone they follow on social media, 73% check the social media feed of hotel before booking and 1 in 3 would be put off booking altogether if a hotel had no social media presence.

Website performance was another key area of investment for hotels – 80% of millennials find a hotel using Google and more than half of millennials wouldn't book a hotel if the website was difficult to use – with 49% put off if they couldn't book instantly online.

Alan Towns, CEO of [Knightsbridge furniture](#) explained more about the research “Our research shows a shift in the priorities of travellers as a generation used to sharing and documenting its experiences becomes the dominant demographic – it's telling that 57% of millennials would return to a hotel for a powerful wireless internet connection alone.”

"Another key finding was that 76% of those surveyed admitted to sharing an image of themselves in a hotel on social media, which illustrates the importance of interior design and key furniture pieces, and truly enlightened hoteliers can create environments that fit into the perfect Instagram shot."

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