

The iGeneration is the new travel and hospitality disruptor

 By Josephine Wawira

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The incessant tale of the [millennials taking over the travel industry](#) has brought with it the rise of another group, the iGeneration, commonly referred to as Generation Z. Perhaps the mere fact that they were tagging along on their parents' expeditions, is likely to be the cause of their adventurous nature from a tender age. Now in their teenage years, Gen Zs are more intrepid than ever before and are causing a real-time disruption in the travel and hospitality industry.



Image: YanLev

A Virtuoso's [2017 Luxe Report](#), shows that by 2020 the iGeneration will account for approximately 40% of all consumers with disposable income to travel. More than their predecessors, this venturesome lot is extremely interested in more personalised hospitality services and products. Immersion travel thus becomes a catchphrase that service providers strive at attaining when offering travel options.

While they can best be described as sophisticated, these post-millennials views travel through a more open-minded perspective and are ready to sample as many offerings from the umpteen tourist destinations worldwide. They embrace multiculturalism, are involved with global issues such as environmentalism and are not afraid to explore bohemian odysseys.

Whether on a safari in Africa, an ice climbing expedition on Iceland's glaciers, or volcano boarding in Nicaragua, the search for lifetime thrills is endless among the iGeneration. Noticeably all their moments are captured and shared on social media since they are deeply ingrained into the internet of things. They will review online, recommend, and even dissuade their peers not to try certain destinations or accommodation properties if their expectations are unmet.



Image: My Good Images

This calls for an emphasis on innovative approaches by hospitality players especially boutique hotel owners, as these are the most preferred residences for Gen Zs due to their provision of privacy. Furthermore, providing 24hr internet or free Wi-Fi and incorporating tailored sports facilities, as well as social amenities such as a well-stocked onsite bar/club among others, will go a long way in profiting hoteliers who aim at tapping into this highly gainful playfield created by the ruling iGeneration.

ABOUT JOSEPHINE WAWIRA

Josephine Wawira is a consultant in communication and public relations with over six years of progressive writing and broadcast experience. She is currently a writer for Africa's online hotel booking portal, Jumia Travel, focusing in the areas of travel, tourism, and hospitality as it relates to Africa.

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