

## Abstract

Generation Z is comprised of individuals born between 1996 and the early 2000s. Research has shown that this generation has distinct preferences and ways of thinking. For those interested in the hospitality industry, it's important to understand how to market to the Generation Z population. The study focused on answering the questions of Generation Z's preferences, specifically in terms of hotels and lodging. The questions explored were: Does Generation Z prefer to lodge in the city or in a surrounding area? Does Generation Z prefer more amenities in the hotel and higher prices for the stay or less amenities and a lower price for the stay? Does Generation Z prefer a boutique hotel or a larger hotel? Does Generation Z prefer a gift shop, fitness center, and or bar/restaurant in the hotel?

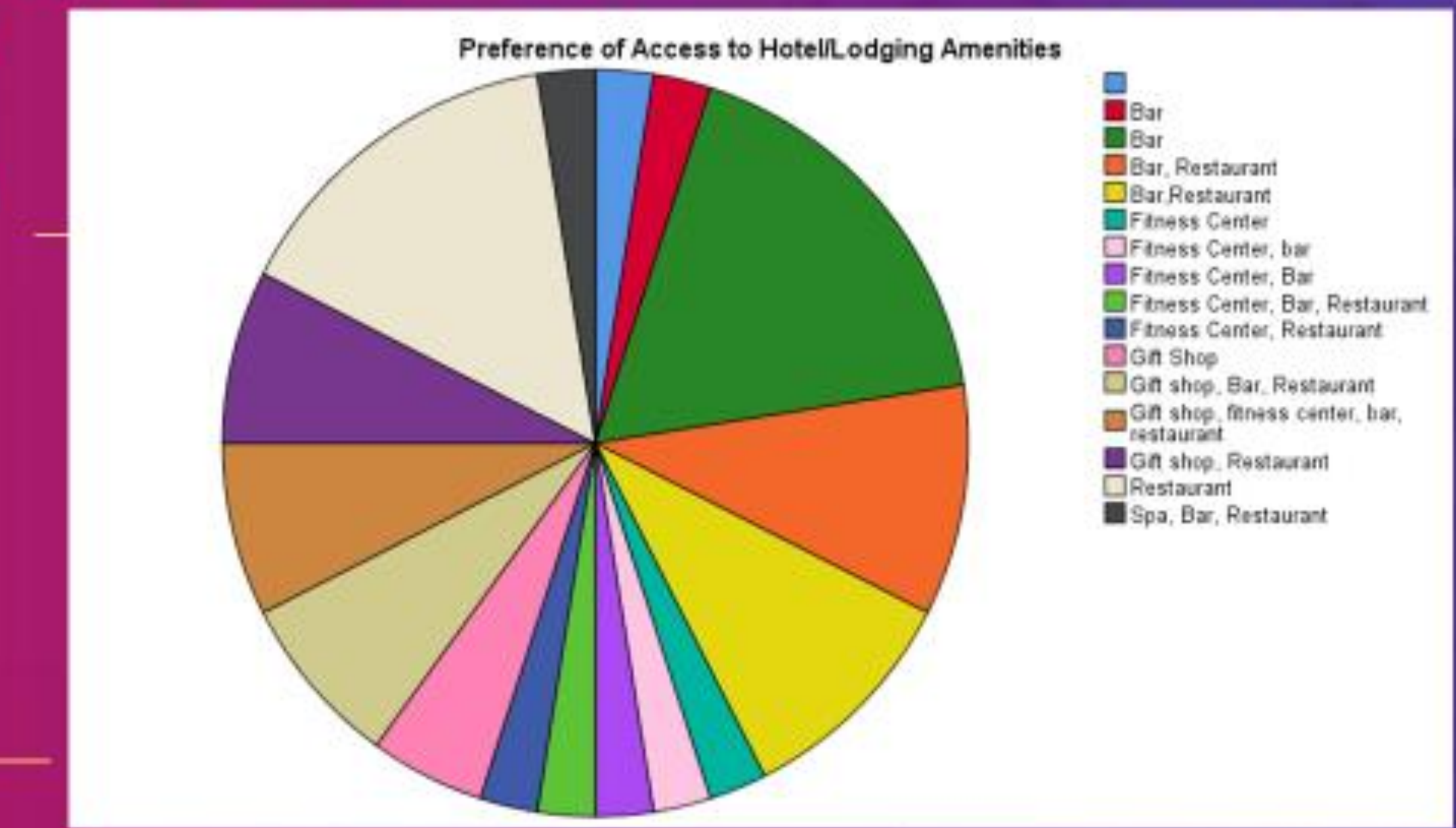
In order to best answer these questions, a survey was conducted with forty Gen Z students from Stephen F. Austin State University. The results of the survey determined that the majority of respondents preferred to stay in the city, were willing to pay more for the room if it meant having more amenities available to them, they preferred a mid-priced hotel, and they wanted access to a restaurant, bar, and fitness center in the lodging accommodation.



## A Study on the Preferences of Generation Z on Hotel/Lodging Amenities

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## Q4: Does generation Z prefer a gift shop, fitness center, and or bar/restaurant in the hotel?



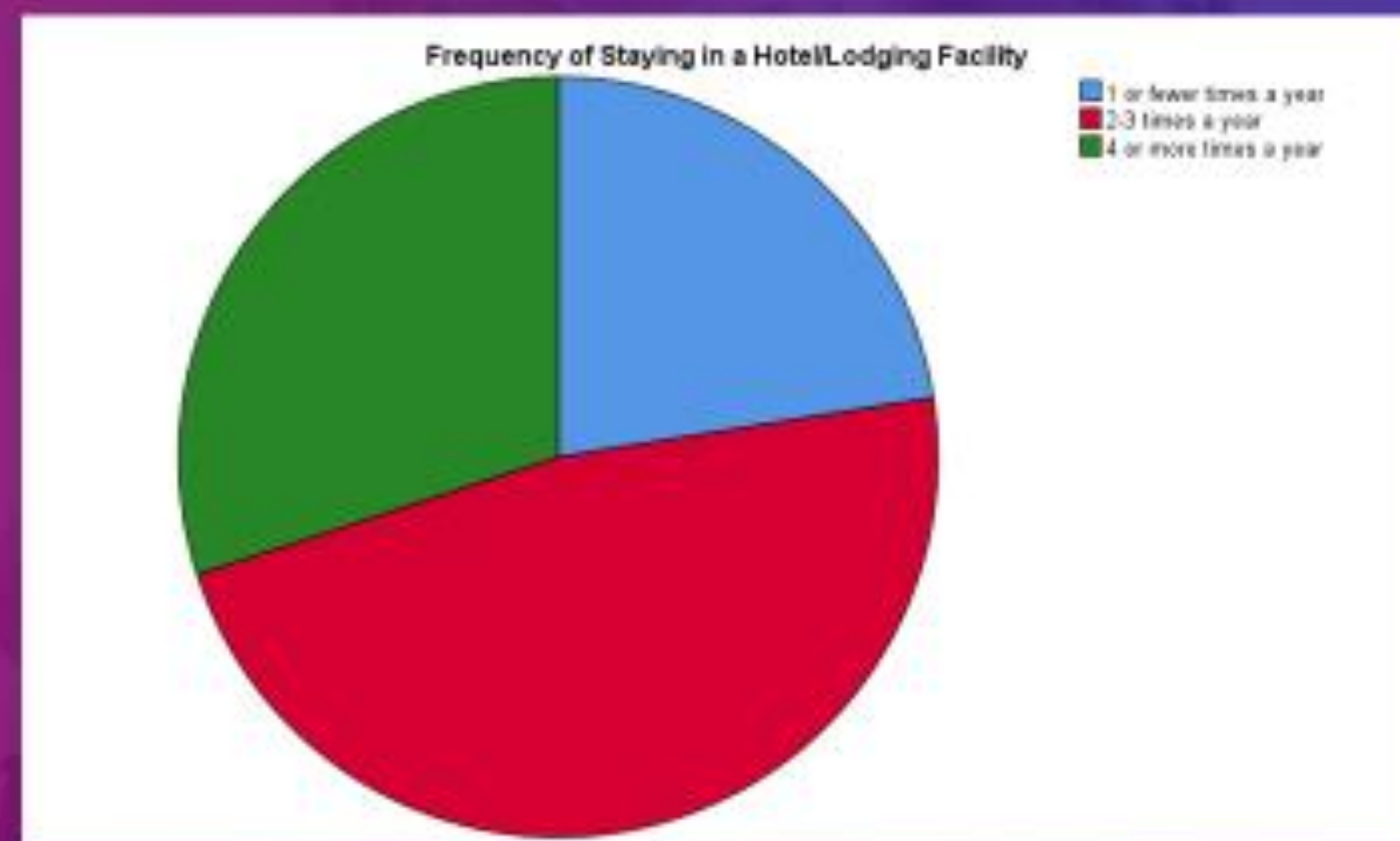
## Research Questions

1. Does Generation Z prefer to lodge in the city or in a surrounding area?
2. Does Generation Z prefer more amenities in the hotel and higher prices for the stay or less amenities and a lower price for the stay?
3. Does Generation Z prefer a boutique hotel or a larger hotel?
4. Does Generation Z prefer a gift shop, fitness center, and or bar/restaurant in the hotel?

## Profile of Respondents

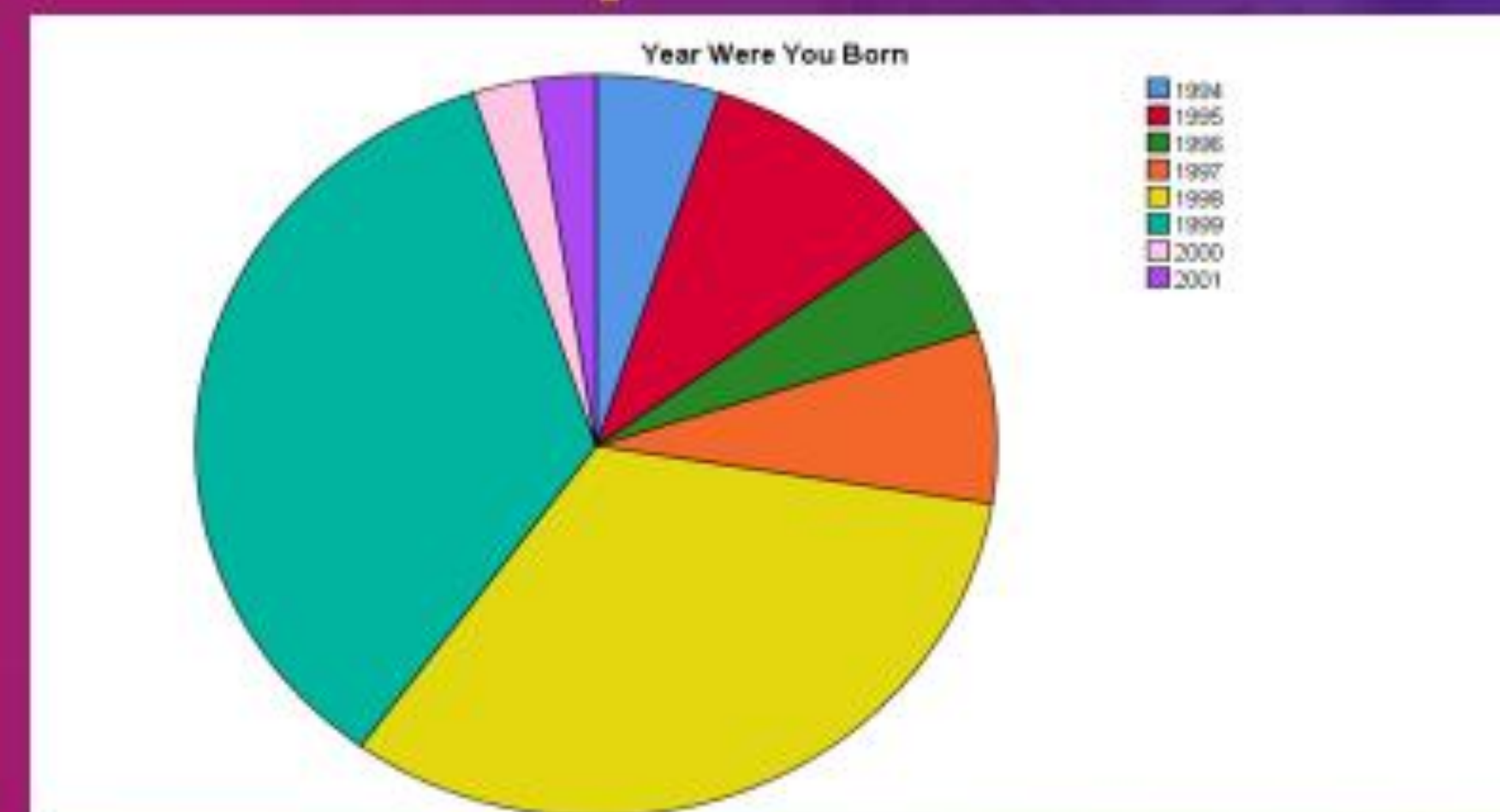
100% of respondents are SFA students.

Frequency of Staying in a Lodging Facility.

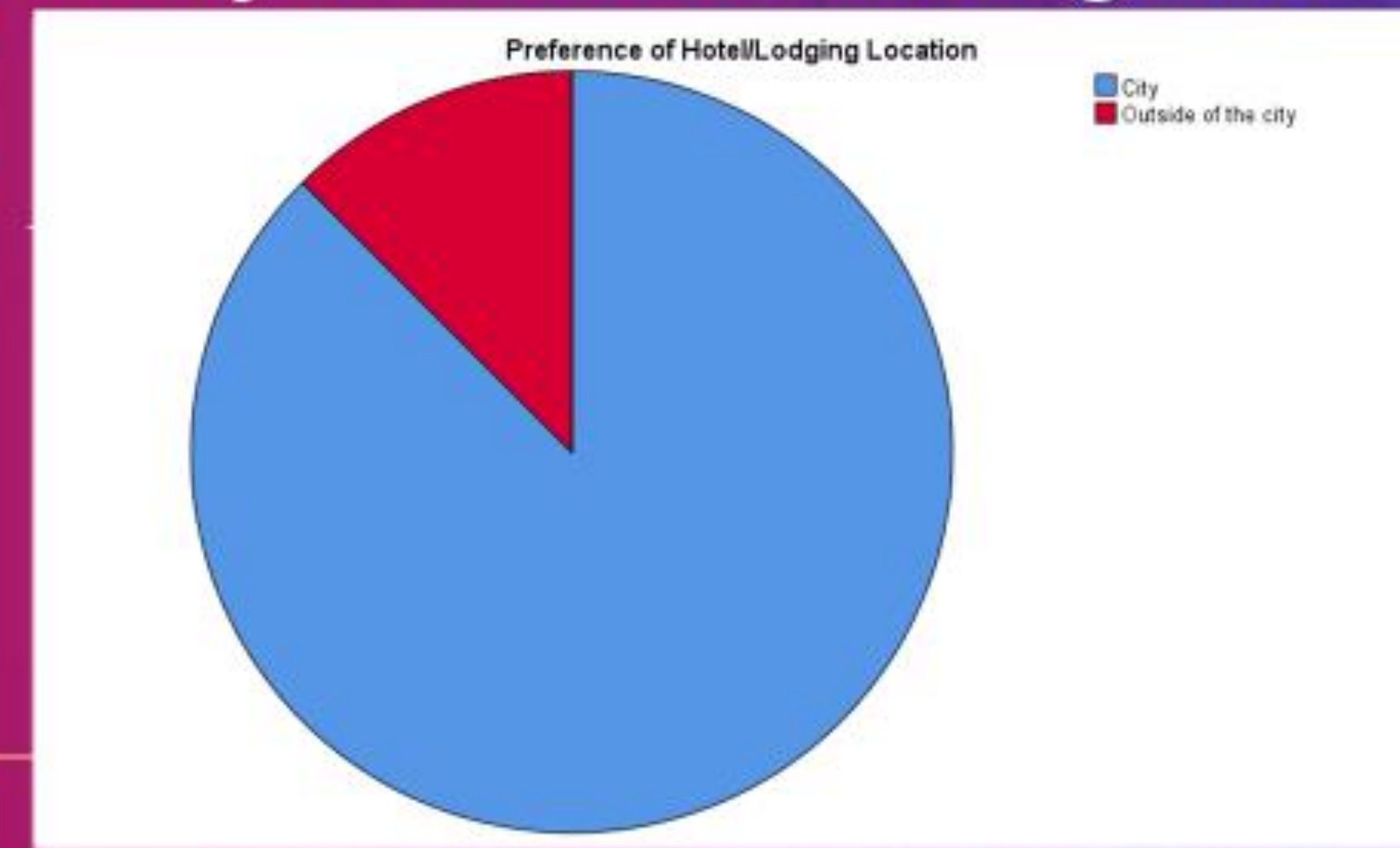


## Profile of Respondents

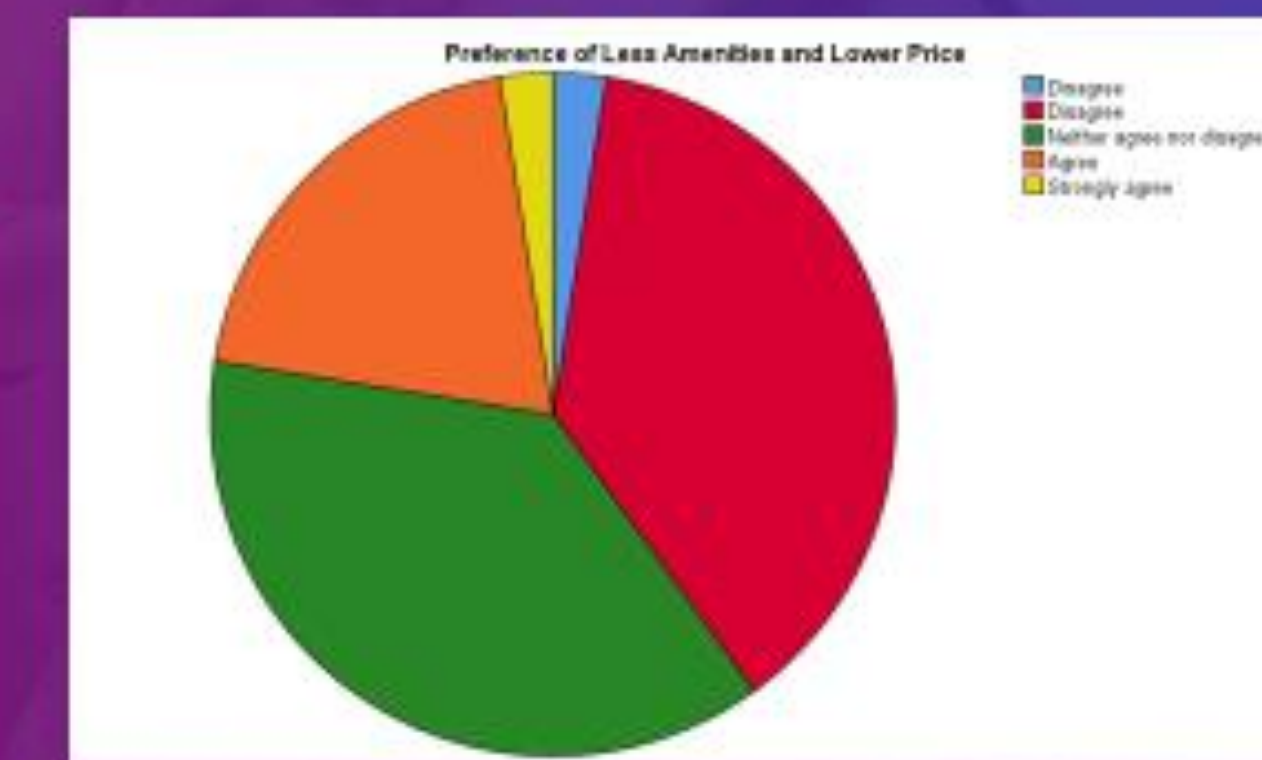
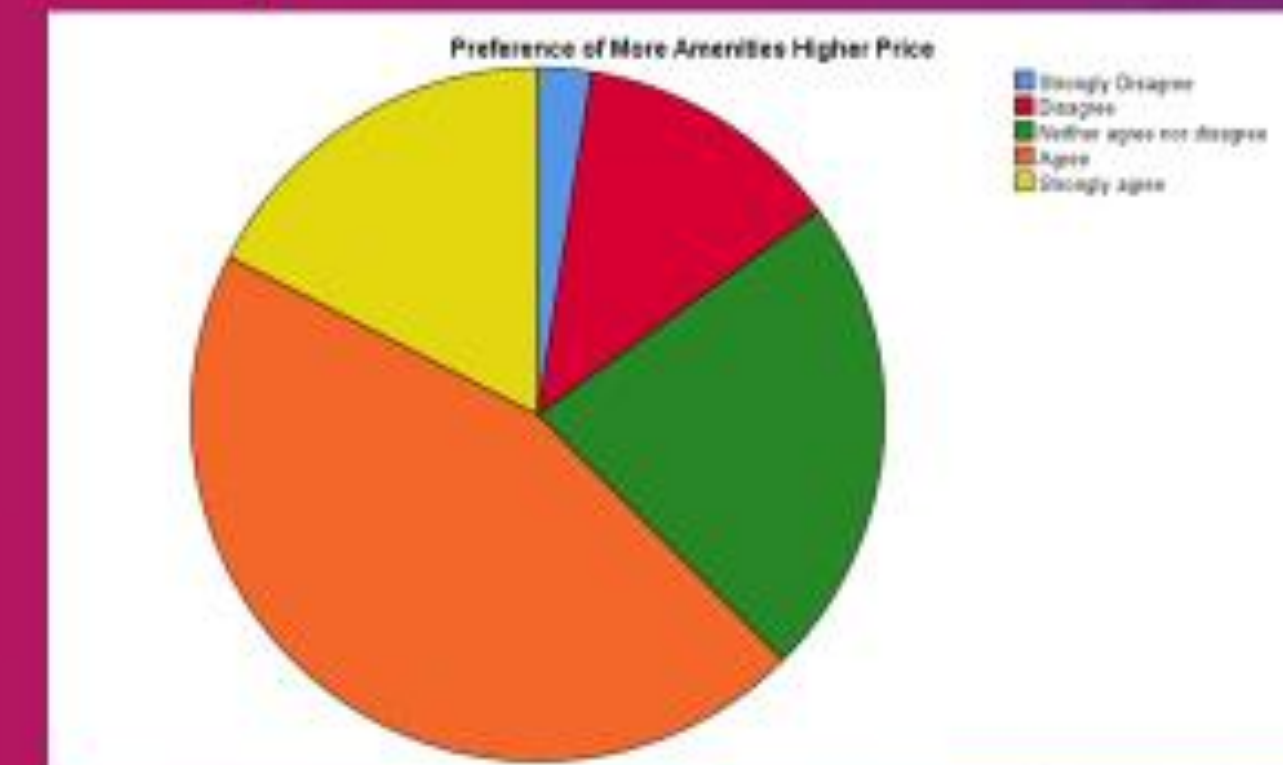
Year the Respondent was Born



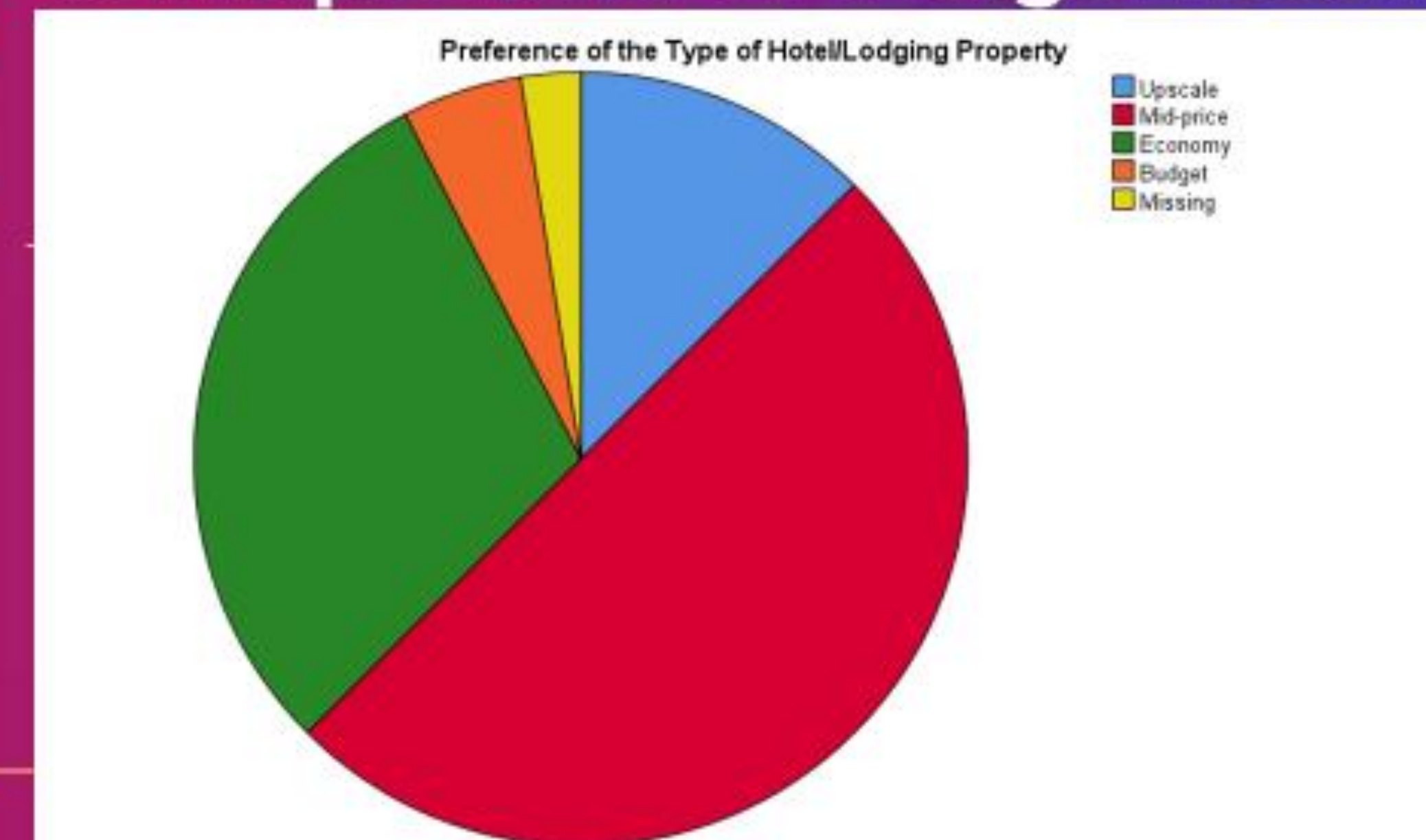
## Q1: Does Generation Z prefer to lodge in the city or in a surrounding area?



## Q2: Does Generation Z prefer more amenities in the hotel and higher prices for the stay or less amenities and a lower price for the stay?



## Q3: Does Generation Z prefer a boutique hotel or a larger hotel?



## Conclusion

- This data revealed the preferences of Generation Z when choosing a lodging accommodation; more specifically the breakdown of location, the types of amenities preferred and the style of the hotel desired.
- Generation Z will have a large impact on the hospitality industry in upcoming years and their preferences can positively or negatively impact the lodging industry.
- This research will help prepare the hospitality and tourism industry to better meet the demands of the Generation Z population.

## References

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Affordable

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