



GROUP TOUR MEDIA PRESENTS

# EXPERT TIPS // GROW YOUR SALES

## How 3 CVBs Successfully Reached Millennial Groups and How You Can, Too

Millennials are the majority of the U.S. population, being those who were born between the early 1980s and 2000s. Soon, they won't even be referred to as millennials. Instead, they will just become travelers and potential customers, no longer the up and coming, but the here and now. Are you ready?

### Dive into the Digital Age

The Cleveland Cavaliers won their spot in the NBA playoffs and Destination Cleveland seized the opportunity to boost its ROI with a fun campaign. Using Cavalier hashtags and taking group photos around town with Fatheads of the players, Destination Cleveland created buzz on social media and got folks excited about Cleveland. Celebrate your area's accomplishments with a campaign that is 100% sharable on social media through hashtags, check-in offers on Facebook and photo tags to generate hype and buzz about your area.<sup>1</sup>

### Embrace the Local Vibes

Millennials don't want to feel like tourists. They would rather spend their time acting like locals. Use this to your advantage and partner with popular local vendors around town to develop a brew tour, a café crawl or a cocktail craze that comes with a phone app or downloadable map. Design the route to take guests through other interesting sights. Experience Columbus used this concept and produced a "passport" for visitors to have stamped by cooperating vendors. Collect all the stamps on the map and get a prize, like a custom pint glass or a custom pin.<sup>1</sup>

### Focus on "Bleisure"

Bowling Green Area CVB recognized the hands-on tendencies of millennials and began adding interactive things to do for twenty-somethings in the area. Especially with business travel, millennials don't just want to go back to the hotel after a meeting. They want to experience the area in a unique way. Cue the Bleisure! The CVB sales team partnered with cultural attractions to offer unique experiences like Sip & Paint classes and improv classes at the Kentucky Performing Arts Center. Partner with your area's attractions to create activities that are fun, socially engaging and offer an experience that can't be found anywhere else.<sup>1</sup>

#### Did you know?

Millennials now enjoy cruises more than boomers do! Read about it here.<sup>2</sup>



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1 : [www.skift.com/2015/09/02/millennial-travel-habits-force-tourism-bureaus-to-shift-strategy](http://www.skift.com/2015/09/02/millennial-travel-habits-force-tourism-bureaus-to-shift-strategy)  
2 : [www.skift.com/2017/05/08/millennials-now-enjoy-cruising-more-than-boomers](http://www.skift.com/2017/05/08/millennials-now-enjoy-cruising-more-than-boomers)