GEN Z HITS DIFFERENTLY: WINNING THER DOLLAR & **CARLY HEGSTAD** THER LOYALTY **& SARA WALDNER LAWRENCE & SCHILLER**

GEN Z

•• WHO IS GEN Z **HOW GEN Z SPENDS MONEY GEN Z'S TRAVEL TRENDS MARKETING TO GEN Z WORKING WITH GEN Z**

BUT FIRST, LET'S TEST YOUR GEN Z KNOWLEDGE 5 QUESTION QUIZ

WHICH EMOJI WOULD GEN Z USE TO SAY "I'N LISTENING" WHEN SOMEONE SPILLS THE TEA?



WHICH EMOJI WOULD GEN Z USE TO SAY "I'N LISTENING" WHEN SOMEONE SPILLS THE TEA?



IF GEN Z SAYS... "THIS SLAPS" WHAT DO THEY MEAN?

2

A. That's scary/surprising. B. That's awesome. C. They're offended.

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IF GEN Z SAYS SOMETHING IS... "Snatched" What do they mean?

3

A. Stolen. B. Fierce/on point. C. Frustrated.

IF GEN Z SAYS SOMETHING IS... "Snatched" What do they mean?

3

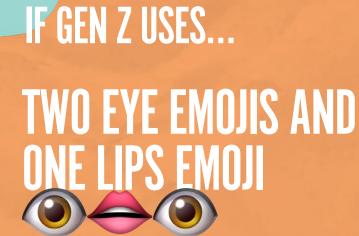
A. Stolen. B. Fierce/on point. C. Frustrated.

IF GEN Z SAYS... "NO CAP" What do they mean?

A. No lie/for real.
B. No stress.
C. Not cool.

IF GEN Z SAYS... "NO CAP" What do they mean?

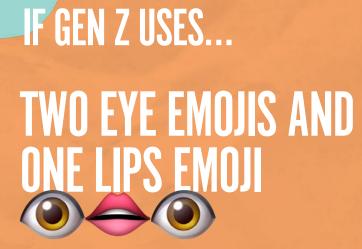
A. No lie/for real. B. No stress. C. Not cool.



5

WHAT DO THEY MEAN?

A. I see you, fam.
B. I'm so tired.
C. I'm shocked.



5

WHAT DO THEY MEAN?

A. I see you, fam.
B. I'm so tired.
C. I'm shocked.

BONUS Demonstrate a Gen Z heart sign with your hands

UNDERSTANDING THE ASSIGNMENT •• WHO IS GEN Z

THE BASICS

- Born between 1997 & 2012 (ages 12–28)
- 69 million Gen Z in the U.S.
 (20% of the population)
- The most diverse generation yet



DIGITAL NATIVES

First generation to not know the world without internet

Information has always been at their fingertips





THE IMPACT ON MENTAL HEALTH

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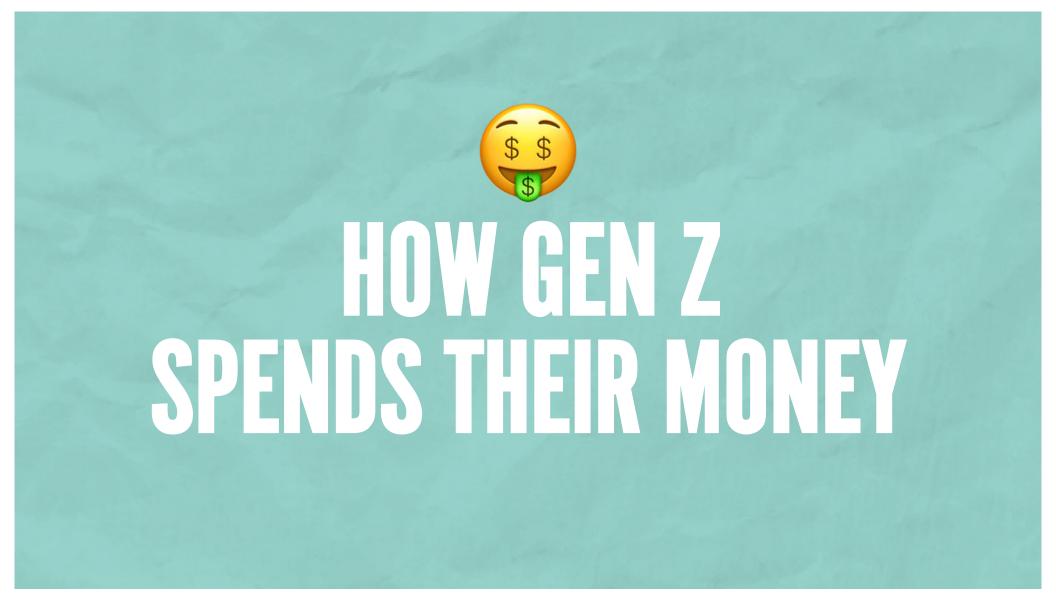
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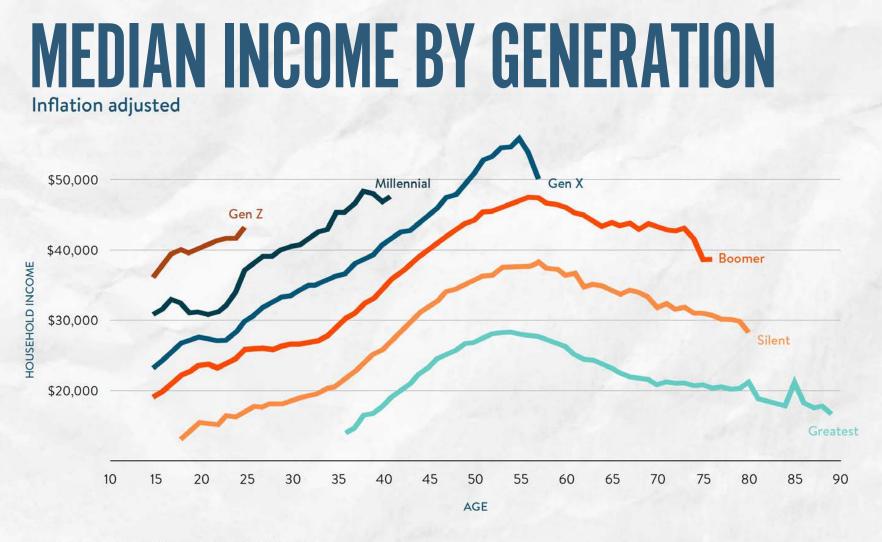
SKEPTICAL

FEARFUL OF DEBT

UNCERTAIN OF THE FUTURE

SO THEY VALUE... **TRUST & LOYALTY AUTHENTICITY SUCCESS & PERSONAL BRANDING STABILITY**





Source: Dakota Institute, Corinth, Kevin, and Jeff Larrimore (2024)

EST. OVER \$360 BILLION IN ANNUAL SPENDING POWER

INFLUENCE ON PARENTS

WORKFORCE & SIDE HUSTLES

FURTURE WEALTH & INHERITANCE



GEN Z SPENDS \$\$ ON PRACTICAL DECISIONS

- Not your VIP, first-class travelers
- Frequent, adventurous, enthusiastic travelers
- Conservative fiscal habits and practical decisionmaking to afford desire for travel

GEN Z ISN'T BUYING PRODUCT FOR THE SAKE OF OWNERSHIP

GEN Z'S PURCHASES ALIGN WITH WHAT **CREATES EXPERIENCES, BUILDS MEMORIES & SHOWCASES THEIR PERSONALITY**



GEN Z PURCHASERS SEEK VALUE

- Offer deals and promo codes
- Team up on a package deal with other attractions



GEN Z PRIORITIZES Mobile purchases

- Don't skimp on your mobile technology
- Ensure your online buying/booking experience is smooth and stress-free

FACTORS THAT INFLUENCE GEN Z TRAVEL DECISIONS

EXPECT SUSTAINABLE PRACTICES

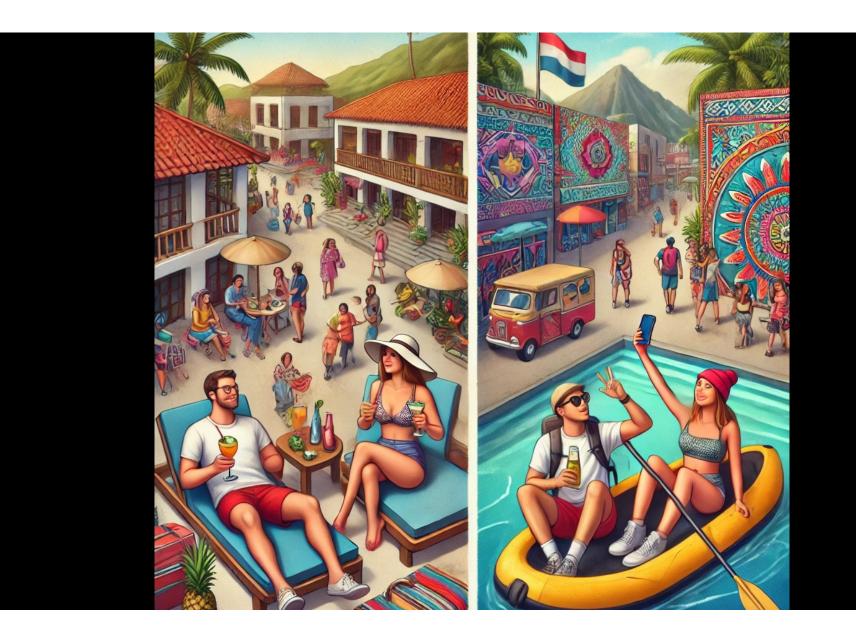
HALF OF RESPONDENTS IN A STUDENT UNIVERSE'S SURVEY ON GEN Z TRAVEL SAID: THEY'RE PRIORITIZING BOOKING WITH COMPANIES THAT HAVE STRONG GREEN CREDENTIALS.

GEN Z VALUES SUSTAINABILITY WHAT THIS MEANS FOR YOU

- Showcase sustainable transportation options
- Showcase responsible accommodation practices
- Highlight your eco-friendly initiatives like energy and water conservation, locally sourced food, waste reduction programs



GEN Z TRAVELERS AREN'T JUST SEEKING A DESTINATION – THEY'RE SEEKING MEANINGFUL CONNECTIONS & UNIQUE STORIES THAT ALIGN WITH THEIR VALUES & LIFESTYLES.



"A relaxing Millennials/Gen X vacation at a luxury resort, featuring lounge chairs, cocktails, and a pool."

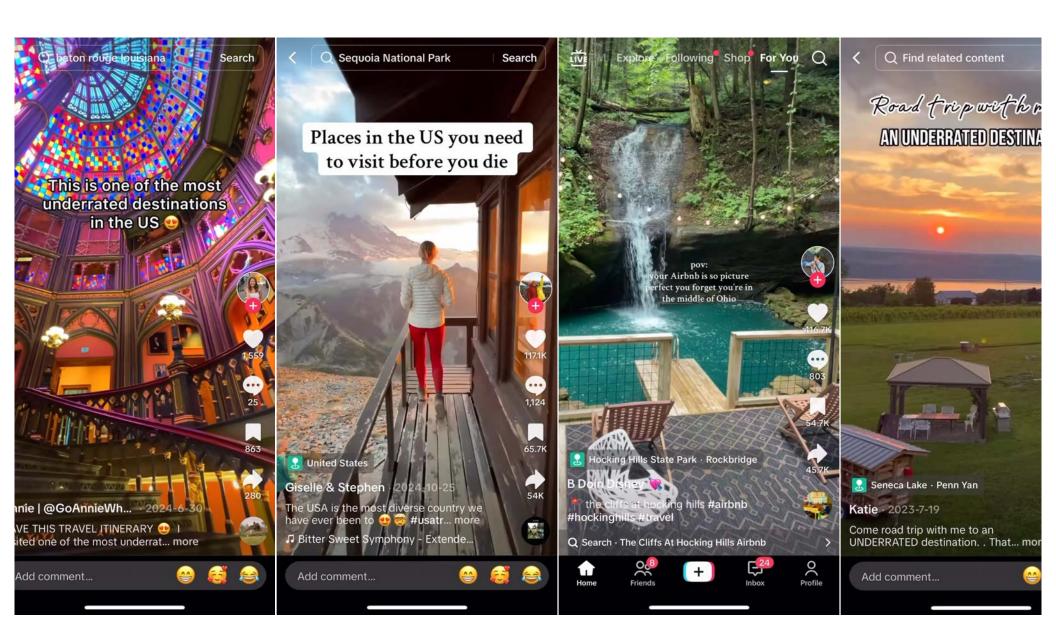


"A dynamic Gen Z vacation with active exploration, vibrant murals, and cultural engagement in an exotic marketplace."

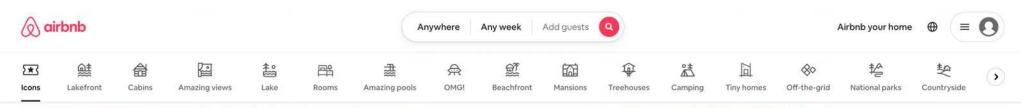
GEN Z VALUES LOCAL CULTURE WHAT THIS MEANS FOR YOU

- **Community-led or cultural walking tours:** Organize tours guided by local residents who share personal stories and insights about their culture and daily life.
- Local classes: special language classes; teach visitors how to prepare traditional dishes and beers/breweries using local ingredients.
- Artisan workshops: Engage with local craftspeople to learn traditional techniques like weaving, pottery, or wood carving.
- Local events: Highlight and provide access to local festivals, celebrations, food markets and cultural events











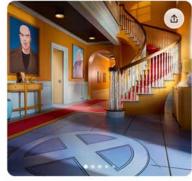
Design your Incredibles Supersuit Hosted by Edna Mode Sold out



Go on tour with Feid Hosted by Feid Sold out



Game with Khaby Lame Hosted by Khaby Lame Sold out



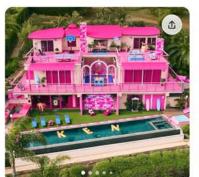
Crash at the X-Mansion Hosted by Jubilee Sold out



Spend the night in the Ferrari Museum Hosted by Marc Gené Sold out



Shrek's Swamp



Barbie's Malibu DreamHouse, Ken's Way Ted Lass



Ted Lasso's Favorite Pub



Houseplant Retreat



Home Alone Holiday



GEN Z THRIVES IN THE **"PLAY ERA"** OF TOURISM, WHERE **THEY PRIORITIZE HANDS-ON ADVENTURES AND "INSTAGRAMMABLE"** MOMENTS.

GEN Z'S "PLAY ERA" OF TOURISM WHAT THIS MEANS FOR YOU

- Offer activities beyond the typical tourist itinerary to attract younger travelers – discover hidden gems, off-the-beaten-path exploration, unconventional tours
- Consider offering quirky or unusual accommodations
- Lean into interactive events, unique outdoor adventures, and themed attractions
- Create flexibly itineraries, allowing them to tailer experience to their interests, budgets and personal passions

CREATE EXPERIENCES THAT FULFILL THEIR THRILL-SEEKING SPIRIT, WHILE BEING CONSCIOUS OF SUSTAINABLE PRACTICES

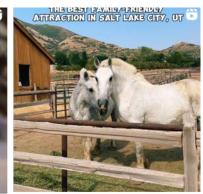




SOCIAL MEDIA IS A PRIMARY **SOURCE OF RESEARCH &** PLANNING















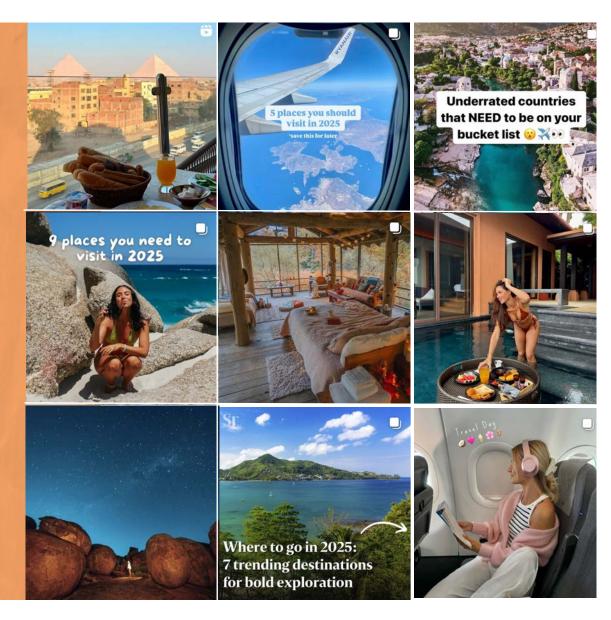


PROVIDE INFORMATION NOT JUST INSPIRATION

GEN Z USES SOCIAL MEDIA FOR:

- Finding hidden gems and off-the-beaten-path spots.
- Identifying iconic landmarks, scenic views, and aesthetic restaurants.
- Exploring local cultural experiences, food tours, and nature hikes.
- Seeking out viral restaurants, street food stalls, and must-try dishes.
- Learning practical advice, such as packing tips, budgeting tricks, and ways to save.
- Watching "travel on a budget" videos to see how to explore destinations affordably.
- Watching content on avoiding tourist traps and navigating the local area.
- Discovering unique stays like boutique hotels or glamping spots.
- Browsing real-life reviews and tours of hotels shared by content creators.
- Learning about deals and offers through promoted travel content.
- Using itineraries from influencers or travel enthusiasts to plan day-by-day activities.
- Researching cultural practices, norms, and languages.

SOCIAL MEDIA IS A SOURCE OF TRUSTED INFORMATION



61% of Gen Z follows travel influencers 40% have booked a trip after seeing one recommended by one

SOCIAL MEDIA IS ONE OF THEIR 1st impressions

GEN Z IS QUICK TO JUDGE A DESTINATION'S APPEAL BASED ON ITS ONLINE PRESENCE.

A POORLY MANAGED OR OUTDATED PROFILE MIGHT SIGNAL THAT A DESTINATION ISN'T WORTH EXPLORING.

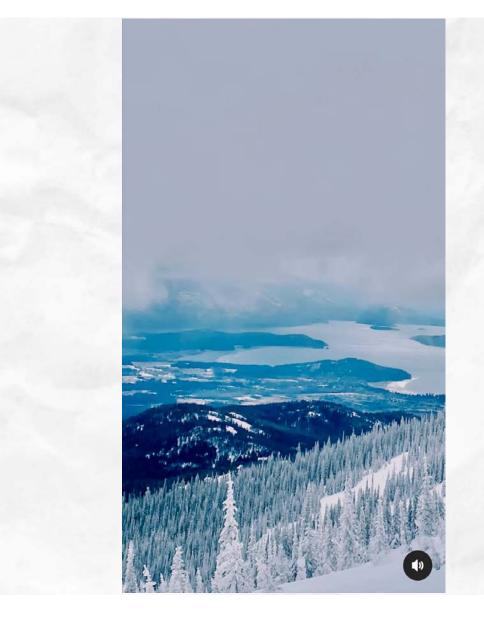


VIDEO IS STILL KING









GEN Z VALUES AUTHENTICITY Above all else.

They want to see genuine, unfiltered content that shows the true essence of a place.

YOUR GEN Z VIDEO STRATEGY SHOULD:

Use vertical video formats
Focus on relatable narratives that feel authentic
Not be overly polished
Deliver quick bursts of entertainment
Align with current trends & pop culture references
Align with social causes & values that matter to Gen Z
Reflect the diverse perspectives of Gen Z
Focus on content and entertainment instead of length of video

GEN Z WANTS TO BE A COLLABORATOR, NOT A CONSUMER

LAWRENCE & SCHILLER



A CREATOR NETWORK



50% of Gen Zers agree that MY ALGORITHM KNOWS MY TASTES AND INTERESTS BETTER THAN MY PARENTS D0.77

Source: Vogue Business

| ticketmaster | Q Wh | nat are you looking for? | My Account Help | | | | | |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------|----------------------|--|--|--|--|--|
| | Categories Of Interest | | | | | | | |
| North & South Dakota | The TicketAlert will be created expressly for you based on the categories of interest selected below. | | | | | | | |
| My Account | Music | | | | | | | |
| | Alternative Rock | Cabaret | Classical | | | | | |
| Manage My Alerts | Comedy | Country and Folk | Dance/Electronic | | | | | |
| | Festivals | Hard Rock/Metal | Jazz and Blues | | | | | |
| Location | 🗌 К-Рор | 🗌 Latin | Miscellaneous | | | | | |
| Select your favorite enterta | New Age and Spiritual | R&B/Urban Soul | Rap and Hip-Hop | | | | | |
| events in your area. Add a | Rock and Pop | World Music | More Concerts | | | | | |
| North & South Dakota | - | | | | | | | |
| Your current zip code is 57 Note: Changing your zip co | Sports | | | | | | | |
| | Baseball | Basketball | Boxing | | | | | |
| Add a second area Sele | Bull Riding | Competitions | Curling | | | | | |
| Categories Of Interest | Field Sports | Football | Golf | | | | | |
| | 🗌 Handball | Hockey | Lacrosse | | | | | |
| The TicketAlert will be crea | Mixed Martial Arts | Motorsports | Rodeo | | | | | |
| Music | Skating | Soccer | Tennis | | | | | |
| Alternative Rock | ☐ Volleyball | ☐ Wrestling | More Sports | | | | | |
| Comedy | | | | | | | | |
| Festivals | Arts & Theater | | | | | | | |
| 🗌 К-Рор | Broadway | Off-Broadway | ☐ Ballet and Dance | | | | | |
| New Age and Sp | | | Museums and Exhibits | | | | | |
| Rock and Pop | 0 | Comedy | | | | | | |
| Sports | Musicals | Opera | Plays | | | | | |

DELIVER ON THE TAILORED EXPERIENCES

| | | | ~ BEB ~ | SEARCH Q. | |
|-----------------------------------------|-------------------------------------------------------------------------------------|----------------------|-----------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | THINGS TO DO $\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!$ | Bouth PLAN YOUR TRIP | | 25.0 | 11:06 Messages |
| | | NG ACTIVITIES | | 1.5 | ii view.email.travel |
| Narrow Your Results REGIONS | | | | | PLACES TO GO FREE TO |
| CITIES | | | SURT BY ALPHA SHOWING 1 - 6 OF 27 | | |
| | Hate Recreation Ana FARM ISLAND STATE RECR PIERRE VISIT WEBSITE » | REATION AREA | LEANN MORE | | |
| | Camping MOUNT RUSHMORE KOA A HILL CITY VISIT WEBSITE » | T PALMER GULCH | LEARN MORE | | Out Ord COZY UP TO THESE GL SPOTS |
| A | Lameina | | | | Outdoor adventure with all the comfort hotel? Where can we sign up? Stay in sty unique glamping quide fraturing destin either side of the state. For anyone who lik luxury, or has grapped air mattress. thu: |
| TT: | | | the second second | | Siner side of the state. For anyone who lik luxury, or has grappied with gravity on a hal air mattress, this inspiration is for yo |
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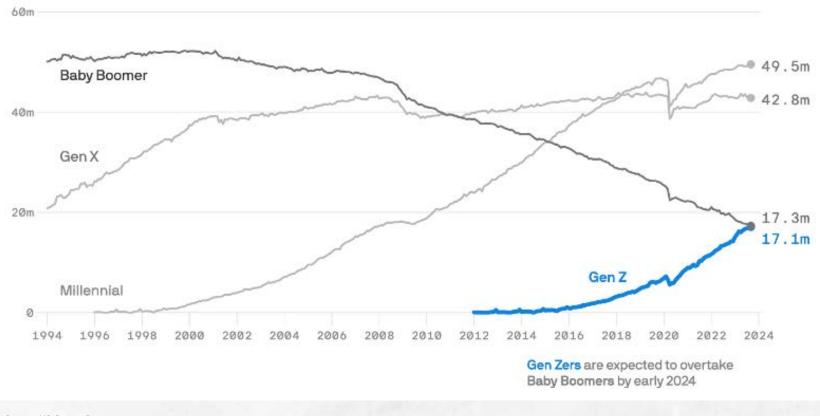
WE LIVE IN AN ATTENTION ECONOMY

HOW TO RECRUIT GEN Z TO YOUR WORKFORCE

NOW ENTERING THE CHAT: GEN Z EMPLOYEES

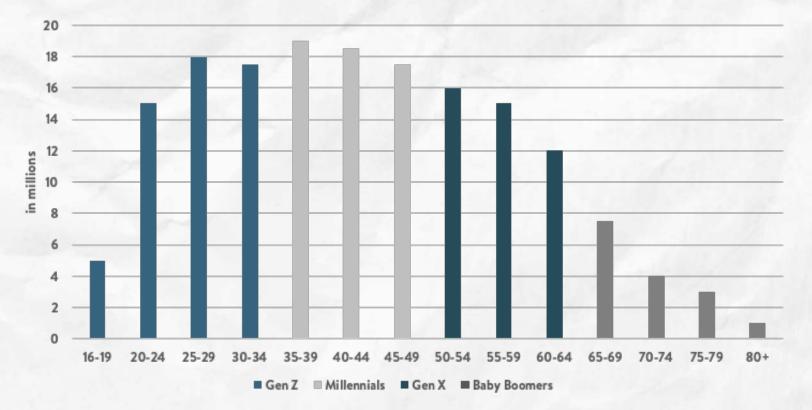
WORKFORCE BY GENERATION

Seasonally adjusted; Monthly, January 1994 to September 2023



Source: US Census Bureau





Source: US Department of Labor

GEN Z PERSPECTIVE

Research Reveals Majority of Gen Z is Pessimistic About the Economy – 71% Plan to Tighten Budgets and Be Selective on Purchases 73% of Gen Z Say Economic Environment Has Made it More Challenging to Save; 75% Seeking Ways to Earn Additional Income

Young adults are getting used to living on a financial cliff

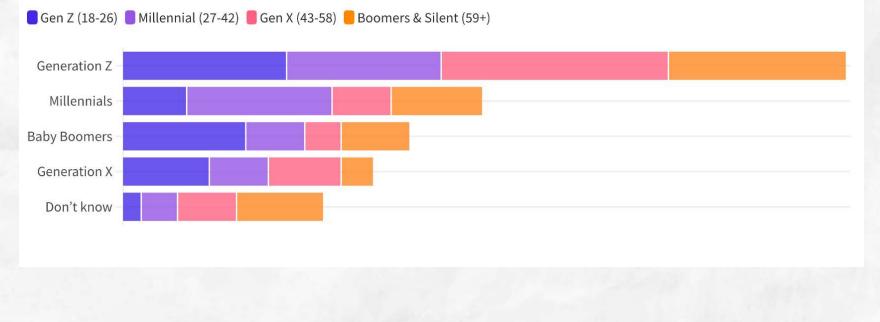
Millennials and Gen Zers are pulling in bigger paychecks, but much of their spending power is fueling short-term purchases like groceries and vacations, not savings.

Gen Z Is Frustrated, and It's Not for Nothing

If you have a job, a house and some stocks, you're probably doing just fine. But America's two-track economy is leaving many behind, particularly young adults.

HARDEST TO MANAGE?

In your opinion, members of which of the following generations are the hardest to manage in a workplace setting?



Source: Redfield & Wilton Strategies

HOW TO SLAY GEN Z WORKFORCE RETENTION

HOW DOES GEN Z FIND JOBS?

LinkedIn, Handshake, Indeed & social media

Word of mouth (career centers, professors, job fairs, high schools)

75% begin their search prior to their senior year

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| | | | |

CAUTIOUS

SKEPTICAL

FEARFUL OF DEBT

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SO THEY VALUE... **TRUST & LOYALTY AUTHENTICITY SUCCESS & PERSONAL BRANDING STABILITY**

GEN Z VALUES TRUST & LOYALTY

PICTURE THIS



"GEN Z IS DIFFICULT TO WORK WITH"

"GEN Z IS LAZY"

GEN Z EMBRACES DISRUPTION & Challenges traditional Work Norms.

VALUE TRUST & LOYALTY WHAT THIS MEANS FOR YOU

- Allow Gen Z to seek understanding of why things are the way they are, then be willing to improve processes.
- Offer opportunities for Gen Zers to provide their perspective and collaborate on goals and quickly implement feedback.
- Accept that Gen Z sees loyalty differently they've witnessed massive layoffs throughout their lifetime, so they don't see themselves as longterm employees.

| STAY | MONTHLY | ACCESSIBLE |
|------------|-------------|------------|
| INTERVIEWS | ONE-ON-ONES | LEADERSHIP |
| REMOTE | FLEXIBLE | BOOMERANG |
| OPPS | WORK | EMPLOYEES |

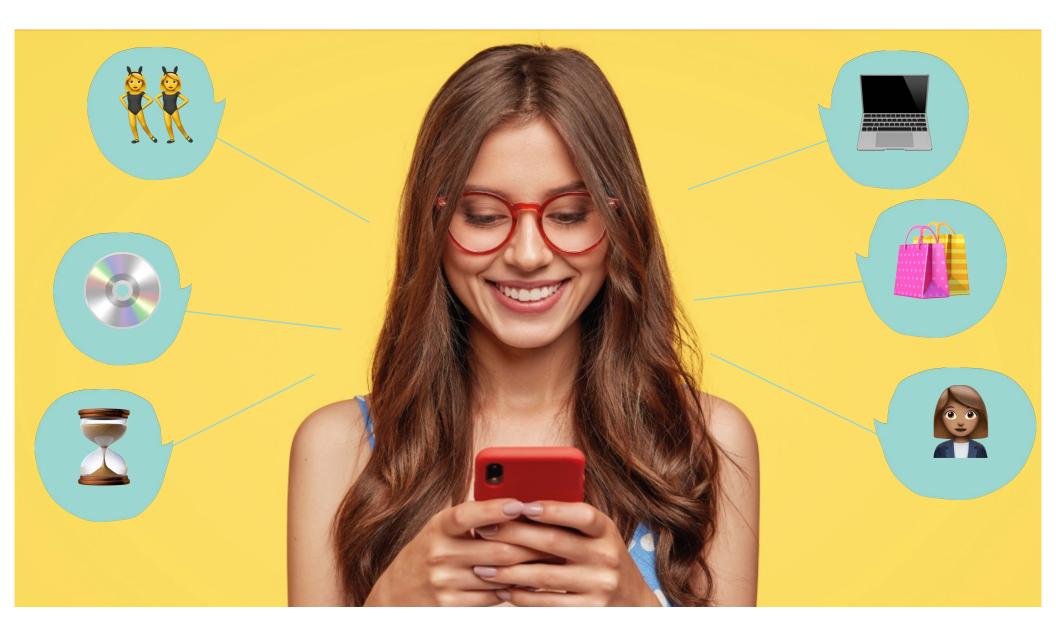


GEN Z WILL SEEK OUT INTEL









Mental health

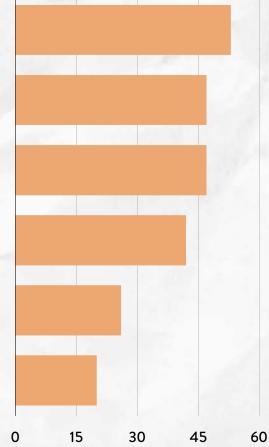
The environment/climate change and sustainability

Racial & gender equity

Ethical labor practices (Fair trade/ethical sourcing, livable wages)

LGBTQ+ rights

Civic engagement and political activism



VALUES THAT US GEN Z WANTS BRANDS & COMPANIES TO SUPPORT, MARCH 2023

% of respondents

Note: ages 16-26 Source: ICSC and Big Village, "The Rise of the Gen Z Consumer," June 7, 2023

WHICH OF THESE ATTRIBUTES CAN YOUR COMPANY AUTHENTICALLY ALIGN WITH?

- Mental health
- The environment/climate change and sustainability
- Racial & gender equity
- Ethical labor practices (Fair trade and ethical sourcing, livable wages)
- LGBTQ+ rights
- Civic engagement and political activism



VALUE AUTHENTICITY WHAT THIS MEANS FOR YOU

- Share your brand's values and be transparent about how those come through in the workplace.
- Anticipate an audit of your digital footprint & be responsive to online reviews.
- Be transparent in your job descriptions the devil is in the details.

Pay/Benefits | Culture | Day-to-Day Responsibilities

Opportunity to Growth | Education Reqs | Ability to Impact the Greater Good







SUCCESS & PERSONAL BRANDING

When considering potential employers, what is most important to you about the work experience? **Gaining skills to advance career (67%) Pathways to promotion** (29%) **Professional development opportunities (29%)**

Source: National Society Of High School Scholars 2022 Career Interest Survey



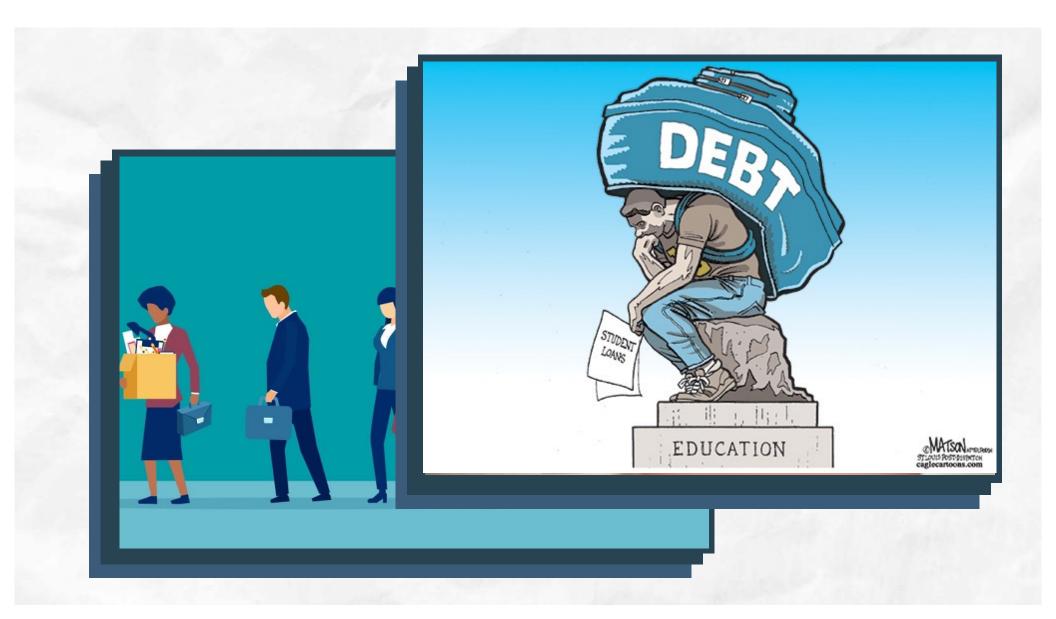


VALUE SUCCESS & PERSONAL BRANDING WHAT THIS MEANS FOR YOU

- Provide opportunities for learning & skill development for Gen Z employees.
- Create clear career paths for transparency about growth opportunities.
- Collaborate with Gen Z to understand what success means to them.







88% of graduating seniors this year chose their major with a job in mind

63% of Gen Z anticipates they will stay at their first full time job for two years or less.

VALUE STABILITY WHAT THIS MEANS FOR YOU

- Provide growth opportunities & skill building for employees.
- Reward longevity and tenure to encourage Gen Z employees to stay longer-term.
- Create an environment that allows for emotional stability for this generation – keeping in mind that this generation values mental health and recognizes the toll that workplace stress can play.
- Recognize that Gen Z measures growth & job satisfaction differently than other generations.





EARNING THE W

- •• Gen Z makes up 20% of US population, are ages 12-28.
- Ihey prioritize mobile purchases and spend money on practical, value-based things.
- Sustainability, local culture & unique experiences play a role in their travel choices.
- **Gen Z marketing strategies should include social media, video & personalization.**
- 🤐 Gen Z in the workforce value trust, authenticity, personal branding & stability.

