

Duff on Hospitality Law

## **Online Travel Update: Travelport and Amazon Web Services announce travel startup accelerator; recent studies reveal Generation Z's online travel preferences**

By Greg Duff on 9.10.21 | Posted in Online Travel Update

Where did summer go? It was another quiet week in the online travel world, though I expect things may pick up in the weeks ahead as everyone returns from their summer breaks. Enjoy.

### **Travelport and Amazon Web Services Announce Travel Startup Accelerator**

*("Travelport Teams With Amazon Web Services to Support Travel Startups," September 2, 2021 via Skift Travel News) (subscription may be required)*

Recently, Travelport and Amazon Web Services (AWS) announced the launch of a travel startup accelerator designed to provide travel entrepreneurs access to data and channel expertise, potential supplier partners (including hotels) and prospective travelers. The inaugural session will feature 10 travel startups with a focus on digital marketing and personalization. Judges will include representatives from American Express GBT, Internova and Priceline.

### **Recent Studies Reveal Generation Z's Online Travel Preferences**

*("What do Gen Z travelers want from online travel brands?" August 31, 2021 via Phocus Wire)*

Generation Z travelers, those born between 1997 and 2021, are the focus of several recently issued traveler studies, including a recent study conducted by Phocuswright Research.

According to the studies, Generation Z travelers (who have never experienced life without readily available internet access) are increasingly likely to rely on online travel resources (particularly, OTAs) for travel inspiration, planning and booking. Of particular note, although this generation has less brand loyalty and are less likely to belong to loyalty programs generally, enrollment in OTA loyalty programs is higher with this demographic than just about any other generation. The Phocuswright study also noted that this generation is more open to booking travel through other unique intermediary options like Google or travel membership services.

What are Generation Z travelers looking for when they plan travel? The studies reveal inclusivity, diversity, sustainability, and safety and security take the highest priority.