



INSTITUTO
UNIVERSITÁRIO
DE LISBOA

LOCAL TOURISM AND THE MILLENNIALS:
THE DETERMINANTS INFLUENCING THE ACCOMMODATION CHOICE

Mariana Martins Rebelo

Master in Marketing

Supervisor:

Hélia Gonçalves Pereira, Assistant Professor of the Marketing, Operations and
General Management Department, Instituto Universitário de Lisboa – ISCTE-IUL

October, 2020



BUSINESS
SCHOOL

LOCAL TOURISM AND THE MILLENNIALS:
THE DETERMINANTS INFLUENCING THE ACCOMMODATION CHOICE

Mariana Martins Rebelo

Master in Marketing

Supervisor:

Hélia Gonçalves Pereira, Assistant Professor of the Marketing, Operations and
General Management Department, Instituto Universitário de Lisboa – ISCTE-IUL

October, 2020

Acknowledgements

Throughout the process of writing the present dissertation I have received an immense support which was essential to face one of the most important challenges in my student years.

Firstly, I would like to thank my supervisor, prof. Hélia Gonçalves Pereira for giving me the opportunity to work with her in this project and for dedicating time to guide me to this result. Her inputs helped me to improve my work and the encouragement was crucial to finalize my thesis.

I would like to acknowledge all the individuals who made themselves available to participate in my study and especially the ones who shared it with their network of contacts, it was very important for the conclusion of this thesis.

In addition, I would like to thank my family and friends who were always very supportive during these months. They were willing to be there for me for anything that I needed.

Finally, I would like to thank to my parents, sister and boyfriend because they were my pillars during these months and even during all my studies. They encouraged me to believe in my dreams and it was mainly because of them I could overcome this challenge.

Resumo

A presente tese foca-se no estudo dos atributos de escolha mais importantes que os Millennials consideram quando procuram alojamento hoteleiro e também reflete sobre a sua perceção do alojamento local em específico.

Recentemente, o mercado do Turismo enfrenta o maior desafio dos anos anteriores, a pandemia COVID-19, que reduziu significativamente a permanência de hóspedes em todos os tipos de alojamento em Portugal para férias. Apesar disso, verifica-se também que uma boa parte deste negócio passou a representar a fonte de rendimento principal do proprietário, portanto é importante refletir sobre uma estratégia para atrair o maior cliente do turismo - os Millennials.

O comportamento da Geração Y foi estudado no presente relatório para saber como o Alojamento Local pode responder às suas necessidades, tendo uma oferta com os atributos que mais valorizam. Além disso, foi feita uma análise sobre como as diferentes características demográficas e comportamentos de viagem afetam essas preferências. Para tal, foram recolhidas informações de artigos científicos e foi desenvolvido um inquérito online, que recolheu dados de 242 viajantes.

Da presente análise foi possível estruturar os atributos mais importantes por níveis de prioridade para o consumidor, que serão por consequência a ordem abordagem sugerida a ter pelo proprietário do estabelecimento.

Palavras-chave:

Marketing do Turismo, Millennials, Alojamento Local, Atributos de Escolha

JEL Classification System:

M31 Marketing

Z32 Tourism and Development

Abstract

The present thesis focusses their studies on the most important choice attributes that Millennials consider when searching for a hospitality accommodation and also reflects on their perception of Local Accommodation in specific.

Recently, the Tourism market is facing the biggest challenge of the previous years, the pandemic COVID-19, which reduced significantly the guests staying in all types of accommodations in Portugal for vacation. Despite of this, it also appears that a good part of this business has come to represent the owner's main source of income, so it is important to reflect on a strategy to attract the biggest customer of tourism - the Millennials.

The Generation Y behaviour was studied in the present report in order to know how Local Accommodation can meet their needs by having an offer with the attributes they value the most. Also, it was done an analysis on how the different demographic characteristics and travel behaviours affect these preferences. To achieve this a lot of information was collected from scientific articles and it was developed an online survey, which gathered data from 242 travellers.

From this analysis it was possible to structure the most important attributes by levels of priority for the consumer, which will consequently be the order of approach suggested to be taken by the owner of the establishment.

Keywords:

Tourism Marketing, Millennials, Local Accommodation, Choice Attributes

JEL Classification System:

M31 Marketing

Z32 Tourism and Development

Index

Acknowledgements	1
Resumo	3
Abstract	5
Index of Appendices	9
Index of Figures	9
Index of Graphs	9
Index of Tables	9
Introduction	1
Theme	1
Research Problematic	1
Objectives	3
Literature Review.....	3
Hospitality and Tourism	3
Millennial Generation.....	5
Selection of the accommodation	10
Hotel Attributes.....	10
Traveller characteristics.....	14
Influence of the gender.....	14
Influence of the income.....	15
Influence of the company	15
Framework.....	18
Hypothesis development	18
Methodology.....	19
Data Collection.....	19
Questionnaire Design	19

Data Analysis.....	20
Sample demographics and travel behaviour	20
Hypothesis development	21
Assumptions of the statistical tests.....	21
Overall Millennials’ attribute importance.....	21
Millennials and Non-Millennials.....	22
Millennial Generation	24
Female and Male Millennial Travellers.....	24
Different income Millennial Travellers	26
Different company of the Millennial Travellers	29
Perception of Local Tourism	33
Previous experiences.....	36
Conclusions	37
Hypothesis Conclusions.....	37
Managerial implications	39
Theoretical implications	42
Reflection on the COVID-19	43
Limitations of the study	43
Further Research.....	44
References	45
Appendices	54

Index of Appendices

Appendix 1 - Online Survey	54
Appendix 2 - Demographic results of the survey	58
Appendix 3 - Normality tests of the dependent variables	61
Appendix 4 - Involvement in the accommodation choice.....	63
Appendix 5 – Perception of the Local Accommodation	64

Index of Figures

Figure 1 - Attributes influencing the accommodation choice framework and the influence of the traveller characteristics. Self-elaboration.....	18
Figure 2 - Attributes associated by the Generation Y travellers to Local Accommodation. Self-elaboration.	18
Figure 3 - Attributes' pyramid. Self elaboration.	40

Index of Graphs

Graph 1 - Matrix of the attribute's presence and importance.....	35
Graph 2 - Age of the Respondents.....	58
Graph 3 - Gender of the Millennials respondents.....	59
Graph 4 - Income of the Millennial respondents	59
Graph 5 - Travel company of the Millennial respondents	60

Index of Tables

Table 1 - Important factors influencing hotel selection (adapted from Soulidou et al. 2018)	11
Table 2 - Attributes of accommodation choice. Self-elaboration.....	16
Table 3 - Importance of the accommodation attributes (from most important to least important).....	22
Table 4 - Attribute importance Millennials versus Non-Millennials.....	23
Table 5 - Attribute importance female versus male Millennials	25
Table 6 - Name of the groups and their incomes.....	26

Table 7 - Attribute importance according to the income of the Millennials	27
Table 8 - Attribute importance according to the income of the Millennials (only Group 0 and Group 4)	28
Table 9 - Name of the groups and their companies	29
Table 10 - Attribute importance according to the company of the Millennials	30
Table 11 - Attribute importance according to the company of the Millennials (Family vs Friends)	31
Table 12 - Attribute importance according to the company of the Millennials (Family vs Partner)	32
Table 13 - Attribute importance according to the company of the Millennials (Friends vs Partner)	33
Table 14 - Comparison between the average of attribute importance and the average of perception of presence	34
Table 15 - Normality Test for the accommodation attributes	61
Table 16 - Normality test for the variable presence of the attributes in local tourism.....	62
Table 17 - Normality test for the variable previous experiences with Local Accommodation	62
Table 18 - Normality test for the variable satisfaction with local tourism.....	62
Table 19 - Involvement in the accommodation choice: Millennials vs Non-Millennials .	63
Table 20 - Involvement in the accommodation choice according to the gender of the Millennials	63
Table 21 - Average of involvement per group.....	63
Table 22 - Involvement in the accommodation choice according to the income of the Millennials	63
Table 23 - Involvement in the accommodation choice according to the travel company of the Millennials.....	64
Table 24 - Average of involvement per profile	64
Table 25 - Difference between satisfaction and number of previous experiences	64

Introduction

Theme

The importance of the Tourism sector for a country is undeniable and Portugal is no exception. The number of tourists increased exponentially in the last years which resulted in a big offer raise for all tourism-related services, namely in accommodation. For this reason, the property owners saw a unique opportunity to take advantage of their houses and apartments to originate a new concept of accommodation - Local Tourism.

Such idea impacted the hospitality market panorama by challenging the traditional hotels with a more authentic experience and a stay with a closer experience with the location they are visiting.

Even though this market needed to solidify its credibility in the first years to be considered an option by the travellers, nowadays the online accommodation platforms make the renting processes easier and the feedback from another users makes it trustworthy. However, the ease of contact between citizens brought the evolution in technology also lead to a vast offer where it is harder to stand out. The owners of these establishments resort on various Local Accommodation platforms and some on their own website/social media without a defined strategy to attract consumers.

Since the market can be compared to a red ocean, due the high undifferentiated competition, an effective strategy should be developed to face competitors by focusing on the specific target of Millennials.

Hence, the goal of the present thesis is to get a better understanding about the Millennials' consumer behaviour and their perception of Local Tourism to help the property owners meet their needs. Also, some guidelines will be suggested to adapt their offer to the Millennial generation.

Research Problematic

Regardless of the dimension of the concept and the marked presence in the Portuguese market, the research on it is still limited and not many studies have been developed on it.

It is known that the offer in this market increases every year with a growth in the number of Local Tourism establishments of 17,2%, between August of 2018 and August of 2019, and 4,8% between August of 2019 and August of 2020 (Turismo de Portugal, 2020) and the demand

usually keeps up with it, especially because Portugal is now on the map for more travellers. As revealed by the many tourism awards Portugal received in the last years, such as “Best Tourism Destination of the World” by the World Travel Awards 2019 for the third year in a row, the popularity of the country increased among the tourists. Furthermore, the emerging flight low-cost companies allowed many new visitors and that was boosted earlier in the year of 2019 with the launch of 15 new destinations to the country (Público, 2019). As a result, Portugal achieved its record of 27 million guests in 2019.

However, the current year of 2020 faces a different reality: a world pandemic that is impacting negatively the market and leading to a reduction in guests of 62,2%, which equals 359 thousand tourists. comparing the month of July 2020 with the previous year (Turismo de Portugal, 2020). Specifically, for the Local Tourism market, when comparing the month of July 2020 with the previous year there was an income loss of 67,7%. Evidently, the decrease of the international travelling is harmful for the sustainability of the Tourism Market, but the national travelling helped to flatten the impact. During the month of July 2020, around half of the tourists were Portuguese (Turismo de Portugal, 2020).

With this, it can be concluded that it is necessary to help the Local Tourism in the country to improve and recover from the pandemic effects by reflecting on its strategy. Now, there are 111.689 establishments in Portugal (Turismo de Portugal, 2020) which means a big competition in the tourism market in general, but also for the Local Tourism in specific. The undifferentiated offer gives a property owner a hard time to stand out from the competitors, especially during these times. Lee & Hwang (2011) defend that to attract clients Hotel Managers can differentiate their strategies for different market segmentations.

The reasons behind the relevance of studying the Millennials preferences in the tourism market are related to the amount of people of this generation travelling at the moment. About 23% hotel guests is a young traveller (16-29 years old) (United Nations World Tourism Organisation & World Youth Student & Educational Travel Confederation, 2016) and they make 4-5 trips every year (Ovolo Hotels, 2013).

In addition, about 60% of them consider travelling important and they aim to continue to do it in the future (Ovolo Hotels, 2013). Many already defend that the Millennial generation is a very significant economic force and it was expected that their travelling equalled 400 billion dollars to this market in 2020 (UNWTO & WYSE Travel Confederation, 2016).

According to Ritchie & Hudson (2009) more research on how to measure the youth experiences in tourism need to be developed to have preparation for these future travellers. So, it is crucial to understand their changing needs to minimise the existent gap between what they are attracted by and what is currently offered to them (Cavagnaro & Staffieri, 2015).

Objectives

The main objective of this thesis is to conclude on strategies for the Local Tourism market to stand out in the eyes of the Millennials with an emphasis on their behaviour and the characteristics they look for when searching for accommodation.

Therefore, the research problem will be to identify the determinants influencing the Millennials' accommodation choice and what is their perception about Local Tourism. In other words, the research questions are: "Which determinants are important for the Millennials' accommodation choice?" and "What is the perception of the Millennials about the Local Tourism?".

In order to achieve that this structure is going to be followed:

1. Describe the role of Local Tourism inside the hospitality market;
2. Study the consumer behaviour of the Millennials in Tourism;
3. Analysis of the determinants of choice to be tested;
4. Create and statistically test hypothesis on the subject;
5. Study a sample of Millennials about their determinants of choice in Tourism, considering some influencing characteristics, and their perception of Local Tourism;
6. Conclude on their preferences and gather the information with guidelines on how to attract this target to Local Tourism;
7. Identification of the study's limitations and suggestions for the further research.

Literature Review

Hospitality and Tourism

Tourism covers a list of services that provide the travellers an answer to their needs, being it an airport shuttle, attractions or even a souvenir shop. However, the accommodation services are the biggest element of the tourism supply as it is usually the tourist's biggest expense and a basic need (Timothy, D., & Teye, V., 2009).

Nowadays, this market is more complex and more fragmented with the different types of accommodation that have different characteristics from the traditional hotels. Concepts such as local accommodation emerged with the help of the innovation in the communication technology to answer the need of more experienced customers that seek different offers (Scarinci & Richins, 2008).

The concept was originated in Europe (Nutsu, 2004) and it came a long way until being recognized for what it is today. With the creation in 2008 of the legal figure of local accommodation to regulate the provision of temporary accommodation services in units that do not meet the necessary conditions to be a tourist enterprise (Decree-Law No. 39/2008, of 7 March/ Decreto-Lei n.º 39/2008, de 7 de março) it was possible to legally cover this phenomenon and recognize it as global and consistent in the market.

Currently, this concept is divided in apartments, house and lodging establishment, but it can also be denominated by hostel when the main accommodation unit is a dormitory instead of a bedroom. In addition, it cannot exceed the capacity of 30 users and 9 rooms, except for the hostel (Turismo de Portugal, 2020).

Local accommodation differentiates itself as a hospitality option that assures a closer experience to the local culture, through the local cuisine, traditions and interaction with the locals (Gunasekaran & Anandkumar, 2012). Unlike the mostly standard hotel rooms, this type of accommodation usually offers a place with an identity inspired by city which can be very close to the centre, namely the historic part of the city.

Because of its smaller quantity of rooms and lower volume business, the host is usually more available to provide a personalized service to the guest by answering promptly to their specific needs (Gunasekaran & Anandkumar, 2012). Notably, in the cases where the guest has, for example, some issues with the check-in and check-out schedule, the local accommodation hosts have an easier time adapting it for them.

As these establishments were mostly previously private dwelling houses, they are also characterized by their homely atmosphere which allow a stay in a comfortable environment and different from the traditional hotels. In consequence, a certain sense of intimacy is brought to the guest-host relationship since they are living in an establishment that reflects the presence of the house owner.

Economic-wise, as the owners of the local tourism establishments do not need to meet any of the usual requirements or pay the commercial fees normally applied to the hotels, it is possible for them to offer competitive prices to their guests (Braun & Schäfer, 2016). On top of the lower fees for the stay, it can be considered the savings in transportation, as the accommodation is usually very well located, and the saving in food-related expenses, as usually these establishments include an equipped kitchen.

In short, the local tourism establishments have now a defined value proposition that is helping to stand out to the traditional hoteliers (Gunasekaran & Anandkumar, 2012), however it is important keep that advantage.

Millennial Generation

The Millennial's age group is not a certainty among the researchers. For example, Kotler & Keller (2012) suggest that it includes people born between 1979 and 1994 whereas Nusair et al. (2013) defend 1978 and 1994 and Pendergast (2010) defends 1982 and 2002. So, the present study is going to consider the last theory, which means Millennials are in 2020 between 18 and 38 years old.

However, it cannot be characterized by demographics alone, "but rather by a combination of their demographic cohort, values, life experiences, and buying behaviours" (Leung, 2003, pg. 107). Considering that this generation is the second biggest population in the history of the world, it can be concluded that their increasing presence and influence in the marketplace are redefining social, political, demographic, technological, and economic fabric worldwide (Garikapati et al., 2016). The tourism market is not an exception, which is why studying their behaviour it is crucial.

The Experience searches

Unlike the other generations, the Millennials tend to postpone life decisions such as moving out of the parents' house, getting married and starting a family until they are sure this is the best decision for them (Bolton et al., 2013).

In the same way, this target is found in a development phase where a wide range of experiences, such as travelling, will lead to the creation of their character (United Nations World Tourism Organisation & World Youth Student & Educational Travel Confederation, 2016).

In fact, in Western countries travelling is considered a fulfilling experience which leads to their development as an individual and, because of such, some consider taking a year dedicated to this activity (Lyons et al., 2012). The Gap Year, as it is known, usually happens just before the young traveller enters the labour market and it is seen as a way to complement the formal education (Paris & Teye, 2010).

When travelling, Millennials are motivated to visit new places, having a bigger preference than the generation before for international travelling (Gardiner et al., 2015). But, above all, they aim to be connected with other cultures and lifestyles while creating life experiences sometimes associated with learning opportunities outside the quotidian. They want to be physically and mentally present and if possible, to be co-producers in the experience.

They consider themselves travellers, instead of tourists, who are looking for the true identity of the places they are visiting and not the transformed version for tourists. Because of that, they don't want to go to the most visited places, "mainstream" in their words, but rather the places that people are yet to find out about, "underrated" in their words (UNWTO & WYSE Travel Confederation, 2016). When looking for accommodation, this generation puts the tourism resorts aside and prefers searching around the centre to be closer to these experiences (Leask et al., 2014) so, what can be a better match than Local Tourism?

They are looking for new experiences above the standard offers with new ideas and emotions for their adventures (Moisă, 2010). In other words, this target looks forward a self-transcendent experience where they can live as locals and make activities that can impact the world and the place they visited (Leask et al., 2014; UNWTO & WYSE Travel Confederation, 2016).

The social dimension it is crucial for them so that is why they have a strong necessity of expressing themselves, their desires and experiences to be recognizable among their peers (Parment, 2013; Nusair et al., 2013). Essentially, young travellers have a need to be part of the trends, socialise with their peers and also local people that they end up knowing while being in contact with nature (Cavagnaro & Staffieri, 2015). On the other hand, it is also important to consider that Millennials tend to get bored easily, looking for constant stimulation and new offers (William & Page, 2011).

Technology oriented generation

Millennials are recognized as first "digital native" generation, due to their early contact with the Information and Communications Technology, and the "Internet-in-its-pocket-generation",

due to the permanent connection to the Internet. Therefore, as technology enthusiasts they traditionally are early adopters and innovators on this field (Ordun, 2015) who believe that their mobile phones have the answer to solve all problems (Expedia, 2016).

Even though they are open to change and have a big learning capacity, Millennials are way less patient than the previous generations because they look for instant gratification (Bolton et al., 2013). The easy access to a lot of information online makes this generation have bigger standards for the speed for feedback, making them want to receive it right away (Pendergast, 2010). The information that they search it is also very important for them to try to minimize the risk when choosing products or services (Nusair et al., 2013).

The Generation Y is known for the mobile phone addiction so if they can use their smartphone in the tourism search, they will do it because it is convenient. In fact, accordingly to a study developed by Think with Google (2016), 64% of these young travellers usually book accommodation on a mobile device and 59% also book there their flights. The same study concludes that 66% of this generation thinks it would be adequate to plan an entire trip on a smartphone and even do the necessary reservations.

Furthermore, this affection for the technology also it is shown during their stay when travelling, not only because take as guarantee the free access to Wi-Fi will be provided (UNWTO & WYSE Travel Confederation, 2016) but also because 70% of them carry at least 2 devices with them (SITA, 2017).

They use technology not only as a way of connection to their peers but also as an entertainment channel where they can build relationships with other people with the same interests (Nusair et al., 2013). The communication with their peers depends a lot from the social media sometimes making it a big channel for maintenance of the relationships while sometimes avoiding personal contact (Lewis & West, 2009).

Millennials budget

The perspective of money usage from Millennials is different from the other generations (Veríssimo & Costa, 2018). For instance, this young generation eats out more often than Generation X or Baby Boomers however, they spend less because of their search for promotions (TD Bank, 2016). So, this great exposure to price promotions is the leading cause of the disloyalty they have with brands.

Some causes of this behaviour are their lower wages compared to previous generations and the high levels of youth unemployment both a consequence financial crisis in Europe (World Economic Forum, 2018). Another influential event that lead to uncertainty, mostly to the younger Millennials, include the most recent pandemic – the COVID-19 – which affected deeply the economy.

Specifically in the tourism services, the reality does not change. Millennials are very budget-oriented and they look for a good value for money in services but, they “put travel as one of life priorities and are willing to spend significant part of their budget to explore the world, meet new people and search for local experiences” (Veríssimo & Costa, 2018, pg. 59). The Generation Y makes the buying decisions faster than others because they search for information on it online and base their choice on the opinions of people who already bought the service/product (Moreno et al., 2017).

According to the research of the previous authors, Veríssimo & Costa (2018, pg. 66), “even though they (millennials) appreciate a good value for money, they look for spaces with a sort of social experience and local involvement” so they may be willing to pay a little extra for a more enriching experience (Jennings et al., 2010).

Attracting Millennials online

The usual communication channels used by the companies are no longer enough to get the attention of this generation, so they need to use a more elaborated strategy with storytelling and other more creative approaches (Kotler & Keller, 2012). Considering that when they are online searching Millennials are attracted to offers with a good relation between price and quality, fast services with quality and also credibility, so it can be concluded that they are demanding and the businesses should try to answer to that (Leask et al., 2014). This generation is attracted to brands that represent their personality and communicate their values through honest messages with humour and irony (Ayaydın & Baltacı, 2013; Williams & Page, 2011).

However, with so much information online it can be overwhelming to decide, so they try approach other consumers that have been through the experiences. They rely mostly on the advice of friends and family (Leask et al., 2014) and they are also very sensitive to electronic word of mouth (e-WOM) as it is seen as more trustworthy than the traditional advertising methods because it is recognized as the true evaluation of "people like me" (Allsop, Bassett & Hoskins, 2007, pg. 398). In other words, Millennials are more influenced by user-generated

content rather than the one advertised by Travel Agencies and other companies of the market (Fabricius & Eriksson, 2017).

For this generation the constant sharing of information will advertise effectively the services a company has to offer through the creation of a relationship with them. To complement this strategy, and accordingly to the lack of patience characteristic in these young travellers mentioned before, the products and the correspondent information must be available online, anywhere and anytime (Leask, 2014).

Considering that there are numerous accommodation options being offered to Millennials, it is important to reflect on the approaching strategy of the company (Leask et al., 2014). Millennials are very informed about the offers of the market, so sellers must clarify their value proposition as distinctly as possible in order to stand out (Rahman, 2015). One of the tactics should definitely be letting this target know about the purpose of the company by informing them that the purchases they are making are going to benefit some cause.

Economic and Environment Sustainability

The growth of trends such as the Volunteer Tourism and the concept Sharing Economy show the concern that the Generation Y has for the sustainable management in the tourism sector, concerning not only the environmental part but also the human, social and economic.

According to Cañizares et al. (2014), these travellers are very unsatisfied when the resources of the city are not being well managed and consequently when the locals perceive negatively the tourism development in the area. People who live in the touristic cities are object of over tourism and because of the non-responsible travelling methods tourists have been showing every year, that resulted in the creation of “We hate tourism tours” (Gordon, 2017). These tours help the travellers to visit the city in a more responsible way by showing them less crowded spots.

The promotion of healthy and sustainable life options, namely by the offer of options compatible with the new food regiments such as vegetarian and vegan is also very interesting for this target because it goes accordingly to their lifestyles (Leposa & Moseder, 2016).

In conclusion, Millennials are an opportunity for the tourism market as well as a challenge due to the influence of this target on the market dynamics which lead to new services and business models, so it is important to update the offer constantly (Williams & Page, 2011; Leask et al., 2014).

Selection of the accommodation

There is a three stage-model that defends people go through three different major stages when consuming products/services (Tsiotsou & Wirtz, 2012): the pre-purchase stage, the service encounter stage and the post-encounter stage. As the present study's goal is to reflect on the determinants influencing a specific target to choose Local Tourism, the phases after purchase should not be considered.

Results from the research developed by Tsiotsou & Wirtz (2012) reveal that in the pre-purchase phase the customers are triggered to start the process of information search to evaluate alternatives and decision on the service they are going to be purchasing.

When consumers are searching services, they tend to collect more information comparing to when searching products (Tsiotsou & Wirtz, 2012). This fact is justified by a big risk associated to their intangibility comparing to products (Bansal & Voyer, 2000) and the service firms' uncertain prices (Wirtz & Kimes, 2007). Because of such, they tend to gather information from different sources to reduce the risk and pay as less as possible (Tsiotsou & Wirtz, 2012).

While still searching, the consumers create a consideration set and key attributes they expect from the service in the decision part of the process (Lovelock & Wirtz, 2011). This model it is used to compare the options according to the importance given to each characteristic. It is after this process that the customers are ready to make a choice and purchase the selected option.

Hotel Attributes

To conclude in detail what are the variables that should be worked on by Local Tourism to make them the preferable choice in accommodation for the Millennials, it is important to conclude on the factors that convey the client to a choice. As studied by Yavas & Babakus (2005), the identification of the criteria used in the decision-making process is crucial to understand it. As there are no multi-item scales for Local Tourism is specific, the present study reflects on the existing studies about the hotel attributes.

Many researchers have studied which factors are influencing the hotel selection over the years and reflected on the level of impact each one has in the decision-process of different targets, considering their wants and needs. The table below summarizes the "studies" found, the respective analysed sample and which factors stood out for the researchers.

Table 1 - Important factors influencing hotel selection (adapted from Soulidou et al. 2018)

Autor(s) and year	Sample	Important factors identified
Ananth et al. (1992)	Mature travellers	Value for money, security, convenience of the location and room amenities
Barsky & Labagh (1992)	Business and leisure Travellers	Employee attitude, location and rooms
Weaver & Heung (1993)	Business travellers	Convenience for business, good reputation of the hotel and friendly staff
Chow et al. (1995)	Leisure travellers	Security, dependability, service quality, convenience and reputation
Chu & Choi (2000)	Business and leisure travellers	Service quality, business facilities, room and front desk, food and recreation, value and security
Dube & Renaghan (2000)	All type of travellers	Location, brand name and reputation
Lockyer (2000)	Business travellers	Room and its facilities, staff quality and service facilities, facilities overall, cleanliness of hotel, bath and shower, standard of bedroom maintenance, comfortable mattress and pillow
Lockyer (2005)	All type of travellers	Price, location, facilities and cleanliness
Yavas & Babacus (2005)	Business and leisure travellers	General amenities, core service, security/safety, convenience and room amenities
Chan & Wong (2006)	Frequent individual travellers	Price, convenient hotel location and good service
Choosrichom (2011)	International travellers	Security and safety, value, staff service quality, location, room and facilities
Jones & Chen (2011)	All type of travellers	Consideration: non-smoking, swimming pool, highspeed internet, hot tub, fitness centre, room service, set price range Choice: comparison, picture, reviews, star-ratings, sort by price

Sohrabi et al. (2012)	Travellers in Teheran Hotels	Hotel comfort factor: hotel staff and their services, promenade and comfort, pleasure, network services, cleanliness and room comfort, car parking Hotel compensatory factor: expenditure, new and recreational info, security and protection
Gunasekaran & Anandkumar (2012)	Travellers choosing alternative accommodation	Homely atmosphere, value for money, local touch and guest-host relationship
Dolnicar & Otter (2013)	All type of travellers	Convenience location, service quality, reputation, friendliness of staff, price, room cleanliness, value for money, hotel cleanliness, security, room standard, swimming pool, comfort of bed, parking facilities, room size
Baruca & Civre (2012)	International travellers	Personal experience, recommendation of friends and tourist agencies, advertising, recommendations, hotel facilities, good location, price, value for money
Hao & Har (2014)	Malaysian Female business travelles	Safety and location
Ady & Quadri-Felitti (2015)	Travellers in U.S.A.	Cleanliness and comfort Business Travellers: wi-fi Travelling with friends: food Romantic vacations: room Family travellers: room, comfort and amenities
Naletova (2017)	Business and leisure travellers	Leisure travellers: price, pet allowance Business travellers: hotel facilities, quality of internet connection, reviews by previous guests
Soulidou et al. (2018)	Greek travellers	Cleanliness and room comfort, price and staff

One of the most referred variables in the studies is related to the hotel facilities, namely room amenities, which are important factors of decision for the travellers (Barsky & Labagh, 1992; Chu & Choi, 2000; Lockyer, 2000; Lockyer, 2005; Yavas & Babacus, 2005; Jones & Jen, 2011; Choosrichom, 2011; Sohrabi et al., 2012; Baruca & Crive, 2012; Dolnicar & Otter, 2013; Ady & Quadri-Felitti, 2015; Navelota, 2017). Some of the referred are parking (Sohrabi et al., 2012; Dolnicar & Otter, 2013), swimming pool (Jones & Chen, 2011; Dolnicar & Otter, 2013), fitness centre and hot tub (Jones & Chen, 2011).

Secondly, studies show that the security (Ananth et al., 1992; Chow et al., 1995; Chu & Choi, 2000; Yavas & Babacus, 2005; Choosrichom, 2011; Sohrabi et al., 2012; Dolnicar & Otter, 2013) is an important consideration of the clients alongside with comfort of the accommodation, in particular of the bed (Lockyer, 2000; Lockyer, 2005; Dolnicar & Otter, 2013; Sohrabi et al., 2012; Ady & Quadri-Felitti, 2015).

The cleanliness of the spaces and the hotel in general was proven to be a crucial attribute in the past (Lockyer, 2000; Sohrabi et al., 2012; Dolnicar & Otter, 2013; Ady & Quadri-Felitti, 2015) however, with the most recent pandemic it increased its value for the customer. The sanitary and hygienic concerns are on its highest, which can be seen through the many online critics left by the guests travelling in the last few months and evaluations given in the platforms (Turismo de Portugal, 2020).

Following, there is price (Ananth et al., 1992; Lockyer, 2005; Jones & Chen, 2011; Baruca & Civre, 2012; Dolnicar & Otter, 2013; Naletova, 2017) and that seems to be seen even when a specific target is being analysed, namely frequent individual travellers (Chan & Wong, 2006) and Greek travellers (Soulidou et al., 2018). Above all, the conclusions of Lockyer (2005) inform that price is mostly the first information being asked by the travellers.

As a result of comparing the previous variable with the hotel's offer, it is obtained the criteria value for money that balances what the hotel is providing with the price they are asking for it. Accordingly to Ananth (1992), the relevance of this factor is high for younger consumers as well as more mature ones.

Some studies also refer the impact of the staff service on the hotel choice (Barsky & Labagh, 1992; Weaver & Heung, 1993; Chow et al., 1995; Chu & Choi, 2000; Lockyer, 2000; Dolnicar & Otter, 2013; Yavas & Babacus, 2005; Chan & Wong, 2006; Choosrichom, 2011; Sohrabi et al., 2012; Solidou et al., 2018), however it is important to reflect on the fact that this

variable is a satisfaction criteria rather than a choice criteria because, unless the client had a previous experience in that accommodation space, it is not aware of the quality of the service. Furthermore, the evolution of the technology also had an impact on the service and the existence of staff.

Also several researches pointed out the importance of the hotel's location for the traveller (Ananth, 1992; Barsky & Labagh, 1992; Chow, 1995; Lockyer, 2005; Dolnicar & Otter, 2013; Chan & Wong, 2006; Choosrichom, 2011; Baruca & Crive, 2012; Hao & Har, 2014), specifically its convenience to do tourism around and, for the particular case of alternative accommodation, to experience the destination closely (Gunasekaran & Anandkumar, 2012).

The literature above underlines the relevance of the hotel's reputation to attract the customers' choice (Weaver & Heung, 1993; Chow et al., 1995; Dube & Renaghan, 2000; Dolnicar & Otter, 2013). Bull (1998, pg. 28) identifies the tourism accommodation sector as a "place-sensitive product" in the sense that relies on the brand placement to stand out from the competition.

Finally, these customers look out for the reviews online to make a decision (Jones & Chen, 2011; Baruca & Civre, 2012; Naletova, 2017) and that is a behaviour that appears to be frequent no matter the type of accommodation they choose (Tran et al., 2019).

Traveller characteristics

Influence of the gender

Segmentation by gender is one of the most common practices in the Marketing fields because men and women are likely to differ in the information search and decision-making process (Kim et al., 2007). According to Meyer-Levy (1988), men tend to be more objective and to make quicker decisions based on their own opinion, while woman also rely on the opinion of others. In the Tourism context, it was concluded that females invest more in the process of searching online by visiting websites more frequently than males (Kim et al., 2007).

A study developed by Jackson V. et al. (2011) concluded that the gender influences the importance given to mall attributes, namely hygiene, which it is interesting to understand if this also verified in the tourism market. On top of that, it is also considered important to reflect on the impact of the gender as a Millennial consumer (Cavagnaro et al., 2018).

Influence of the income

Another variable that is affecting the consumer's choices is their income due to the fact that it may be a constraint for their travels. They may not even be able to afford a trip at all (Bernini & Cracolici, 2015).

When going through more periods of economic instability, such as the Economic crisis between 2008-2010, consumers reduced their budget to travel and became more conscious of their spending, meaning that the tourism sector is sensitive to economic changes (Graf, 2011). On the other hand, larger incomes increase the probability of consumers to travel (Bernini & Cracolici, 2015), trade up the accommodation option (Graf, 2011) while decreasing the probability to choose to stay at motels (Tran et al., 2019).

Influence of the company

It is defended that who guests travel with influences the importance given to the hotel attributes (Ady & Quadri-Filitti, 2015; Shanahan, 2003; Weaver & Oh, 1993). As concluded by the study developed by Ady & Quadri-Filitti (2015), some attributes show different relevance for clients travelling with family compared to when travelling with friends or with the life partner.

For people travelling with children in specific, there are expected to be present certain attributes adapted to their needs (Shanahan, 2003) and pet-owners usually see the allowance of their furry friends as a value-adding attribute (Naletova, 2017).

Having concluded on the studies of the variables that impact the customer's choice, it needs to be acknowledged that there are differences in the importance given to the choice criteria over the years and a limitation affecting the inquiries above is the usage of attributes determined by the researchers at the time of the study (Jang & Kang, 2018). Therefore, with the inclusion of variables collected while having in mind the consumer behaviour at the moment, the results should provide us more accurate results on the variables they value.

To achieve such goal, there were collected variables of preference in the hospitality market from the literature review above. The factors that were referred were: the search for experiences and local/cultural touch; technology innovations; value for money; importance given to the peers' recommendation; and the sustainable values of the businesses.

To sum up the tested attributes and the concluded from the literature review, there was elaborated the following table:

Table 2 - Attributes of accommodation choice. Self-elaboration.

Nr	Variable	Description	Source
1.	Cleaning	Hygienic and orderly spaces.	Lockyer (2000), Sohrabi et al. (2012), Dolnicar & Otter (2013), Ady & Quadri-Felitti (2015)
2.	Comfort	Cosy space.	Lockyer (2000), Lockyer (2005), Dolnicar & Otter (2013), Sohrabi et al. (2012), Ady & Quadri-Felitti (2015)
3.	Local experience	Connection with the city, the locals and their experiences.	Gunasekaran & Anandkumar (2012), Leask et al. (2014), Cavagnaro & Staffieri, 2015), Verissimo & Costa (2018)
4.	Location	Convenient location to get to know the travel destination.	Ananth, (1992), Barsky & Labagh (1992), Chow (1995), Lockyer (2005), Chan & Wong (2006) Choosrichom (2011), Baruca & Crive (2012), Dolnicar & Otter (2013)
5.	Online Reviews	Reference from online reviews.	Allsop, Bassett & Hoskins (2007), Jones & Chen (2011), Baruca & Civre (2012), Naletova (2017)
6.	Pet Adaptation	Authorize the guests' pets inside the establishments.	Naletova (2017), Shanahan (2003)
7.	Children Adaptation	Environment appropriate to kids and with some kitchen appliances.	Shanahan (2003)
8.	Price	Cost for the stay.	Ananth et al. (1992), Lockyer, (2005), Jones & Chen (2011), Dolnicar & Otter (2013), Baruca & Civre (2012), Naletova (2017)

9.	Recommendation from peers	References from the family or friends.	Weaver & Heung (1993), Chow et al. (1995), Allsop, Bassett, & Hoskins (2007), Baruca & Civre (2012), Dolnicar & Otter, (2013), Leask et al. (2014), Fabricius & Eriksson (2017)
10.	Reputation	Brand placement and presence of the accommodation.	Dube & Renaghan (2000), Ayaydın & Baltacı (2013), Williams & Page (2011)
11.	Security	Safety of the accommodation.	Ananth et al. (1992); Chow et al. (1995), Chu & Choi (2000), Yavas & Babacus (2005), Choosrichom (2011) Sohrabi et al. (2012), Dolnicar & Otter (2013)
12.	Sustainability concern	Sustainable concerns and responsible contributions of the accommodation.	Cañizares et al. (2014)
13.	Staff Friendliness	Attentive behaviour from the employees or hosts.	Weaver & Heung (1993), Dolnicar & Otter (2013)
14.	Technologic innovation	Process adaptation to the innovations in technologies.	Ordun (2015), Leposa & Moseder (2016)
15.	Value for money	Comparison of the offer provided with the price.	Ananth et al. (1992), Gunasekaran & Anandkumar (2012), Baruca & Civre (2012), Dolnicar & Otter (2013), Veríssimo & Costa (2018)
16.	Wi-Fi	Access to Wi-Fi connection.	Ady & Quadri-Felitti (2015)

Framework

The present study focuses around the Millennial Generation and pretends to conclude on the attributes they value most as well as their perception of local tourism. Hence, it can be found above the model framework to visually clarify the structure.

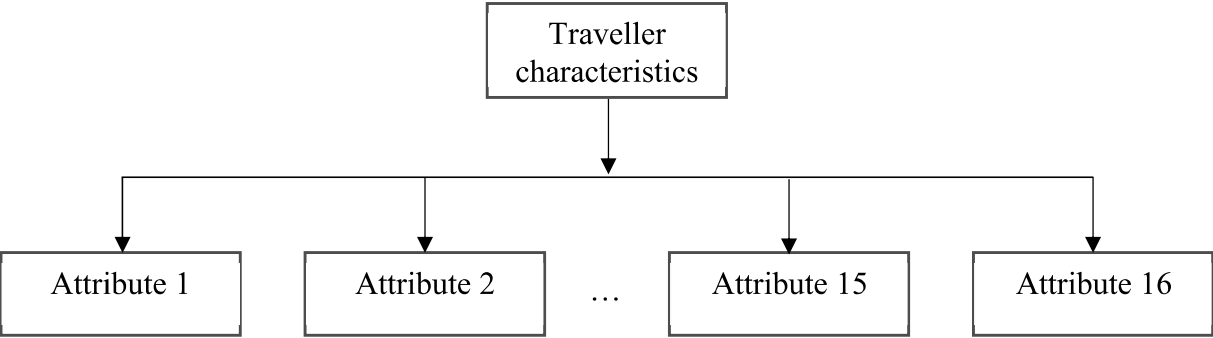


Figure 1 - Attributes influencing the accommodation choice framework and the influence of the traveller characteristics. Self-elaboration.

Figure 1 explains the goal of studying the attribute importance considering the conclusions represented on the Table 2. Moreover, the level of importance will be compared to the characteristics of the traveller to evaluate if variables such as generation, gender, income and company influence their preferences.

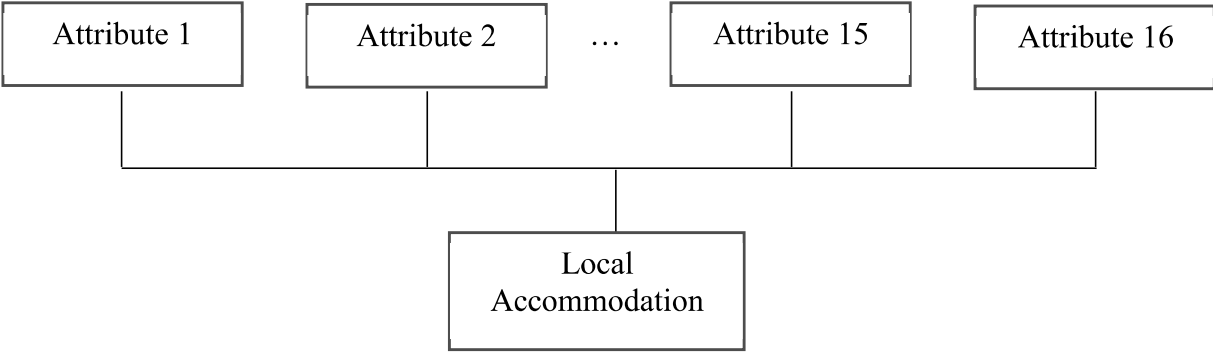


Figure 2 - Attributes associated by the Generation Y travellers to Local Accommodation. Self-elaboration.

On the other hand, the Figure 2 reflects the collection of information on the Millennials characterization of Local Tourism. It is aimed to understand if this generation associates such factors to this type of accommodation.

Hypothesis development

Based on the sequential framework, attained through literature review, the following hypothesis have been defined:

H1: The Millennials guests' attribute importance weights vary from guests from other generations

H2: The Millennials guests' attribute importance weights vary depending on their gender

H3: The Millennials guests' attribute importance weights vary depending on their income

H4: The Millennials guests' attribute importance weights vary depending on their travelling company

H5: Millennials relate the presence of the attributes of cleaning, comfort, local experience, location, online reviews, children adaptation, pet adaptation, price, recommendation from peers, reputation, security, sustainability concern, staff friendliness, technologic innovation, value for money and wi-fi to Local Tourism

Methodology

Data Collection

The survey collected 280 valid responses from the 15th of September to the 1st of October 2020, however all questions from respondents who had less than 17 years old were excluded as they are underage. Without these responses, the sample was reduced in 38 responses (13.6%) to a total of 242.

Questionnaire Design

To conclude on the hypothesis defined, data was collected through an online questionnaire (Appendix 1). The questionnaire was organized in three parts. The first approached some habits of the travellers, namely "who they usually travel with", "how involved are they in the accommodation decisions" and the importance they allocate to the determinants of accommodation choice, which were the ones based on the literature review. According to van Ittersum et al. (2007), the direct rating method is considered to be a good way of measuring the relevance of attributes. Considering this, the present survey asked the sample to rate with a 5-point Likert Scale, where 1= "Not important at all" and 5 = "Extremely Important", all the attributes presented in a list format. This scale was used as well in some studies referred above in the Literature Review to achieve the same goal (Ananth, 1992; Barsky & Labagh, 1992; Lockyer, 2002; Weaver & Oh, 1993).

The question is focused on highlighting the behaviour of the Generation Y by comparison with the other travellers outside this generation, so the answers given by other generations will

not be excluded. Two other questions were joined with the goal of identifying other decision attributes that the sample may consider relevant and the level of importance to them, however these were not mandatory because the respondents could not consider any other factor of choice.

Secondly, it collected the perception of Local Accommodation through the evaluation of the presence or absence of the studied attributes. The Likert 5-point scale was once again used as the present study aims to compare the importance of the attributes and the perception of their presence in Local Tourism with the 1= “Never present” to 5= “Always present”. It was also questioned if the sample had previous experiences with Local Tourism and, if so, how satisfied they were with their stay, where 1 = “Not satisfied at all” and 5 = “Very satisfied”. The survey also asked about attributes that the sample associates with this hospitality concept and how present they are. However, unlike the previous section, this question will consider only the answers from the Millennials.

Finally, the third part, aimed to collect the demographic characteristics of the sample (gender, age, monthly income) to conclude on some of the hypothesis being tested as well.

Data Analysis

After gathering the data, the program SPSS 26 was used to analyse it and conclude on the hypothesis defined. The methods applied to the data gathered from the survey were the Mann-Whitney U and Krukal Wallis tests.

Sample demographics and travel behaviour

During the survey it was asked to the respondents their profile information and some travelling habits which can be resumed in the below. Please check the graphics in the appendix 2.

- After exclusion of the underage respondents, the sample of the survey had 150 millennials, which corresponded to 62% of the total;
 - A little over half of the respondents of the sample were women (58%), thereupon the male sample corresponds to 41% and only 1% of the sample preferred not to reveal their gender;
 - Concerning the monthly income, around 33% of the millennials do not earn an income yet, about 28% of them earn between 1001€ and 1500€ and about 21% earn between 600€ and 1000€;

- Almost one fourth of the Generation Y respondents (24%) shared that they exclusively travel with their family, while 13,33% travels both with family and friends and 12% travel with both their family and their partner;
- On average this target is very participative in the accommodation selection process and in fact around 57% claimed to be totally involved on it;
- Most of the Millennials from the present sample already experienced Local Tourism more than once (52%) and the rest is divided between Millennials who experienced one time only (28%) and 20% that never experienced it.

Hypothesis development

Assumptions of the statistical tests

Before proceeding to the analysis of the data with the Mann-Whitney U and Kruskal Wallis tests, it is important to assure their assumptions are met. Firstly, the data is randomly sampled because the survey was shared online on social media, namely to some groups created to answer study questionnaires and some contacts. Secondly, the participants of the survey are not in more than one group, so the data is independent from one another.

Thirdly, the dependent variables of the cases are in an ordinal scale. Variables such as the “importance of the attributes”, “presence of the attributes”, “involvement in the decision-making process” and “satisfaction with the experience in local accommodation” are ranked using a 5-point Likert scale, meaning that they are ordinal.

Lastly, not all of the dependent variables verify the normal distribution (please check Appendix 3) which was verified and accessed for each group.

Overall Millennials’ attribute importance

The present study targets the Millennials and their preferences when choosing accommodation, so it is important to reflect on the overall preference provided to each hospitality attribute by analysing the data collected on the survey. The five most important attributes for the Generation Y travellers are: value for money, cleaning, price, security and location. On the other hand, the ones they consider less important are technology innovation, sustainability concern and adaption to children and pets.

The Table 3 allows the conclusion that almost half of the attributes gathered from the Literature Review studies are in fact very important for this target because seven of them were

rated with an average importance above 4 points. However, to understand the highlights of their preferences it is important to compare with the sample outside the Millennial generation.

Table 3 - Importance of the accommodation attributes (from most important to least important)

Rank	Attribute	Mean
1	Value for money	4,62
2	Cleaning	4,45
3	Price	4,44
4	Security	4,38
5	Location	4,28
6	Comfort	4,09
7	Wi-Fi	4,02
8	Online Reviews	3,81
9	Staff Friendliness	3,66
10	Local experience	3,64
11	Reputation	3,60
12	Recommendation from peers	3,54
13	Technologic innovation	3,05
14	Sustainability	2,94
15	Children Adaptation	1,90
16	Pet Adaptation	1,84

Relatively to the answers to the question “Is there any other attribute you consider when choosing you accommodation?”, it was mostly referred the existence of parking, food offers/breakfast and pool. Interestingly, the millennials appreciate not only when these characteristics are present but also when they are included in the price. Parking facilities were in fact an attribute supported as important by the studies from Sohrabi et al. (2012) and Dolnicar & Otter (2013), while the accommodation food offers were present in the papers from Chu & Choi (2000) and Ady & Quadri-Felitti (2015). Additionally, the search from consumers for the presence of a swimming pool was concluded by Jones & Chen (2011) and Dolnicar & Otter (2013). Considering the value for money is the most important attribute, these factors are great to improve it by directly increasing the offer provided to the consumer.

Millennials and Non-Millennials

A Mann-Whitney U test was run to understand the attributes that receive different importance from a specific target, Millennial or not Millennial, to the accommodation characteristics. Looking at the mean of the results, the Millennials evaluated all of the attributes with an average

of 3,64 compared to the average of 3,80 from sample from the other generations so it cannot be concluded that there is a group that gives more importance to the overall attributes. Even so, the Table 4 shows that there are 7 attributes which means are significantly different between the two groups, that is they have a level of significance inferior to 0.05.

Table 4 - Attribute importance Millennials versus Non-Millennials

Attribute	Average Millennials	Average Non-Millennials	p-value	More important for
Cleaning	4,45	4,64	0,025	Non-Millennials
Comfort	4,09	4,22	0,354	Non-Millennials
Local experience	3,64	3,74	0,306	Non-Millennials
Location	4,28	4,17	0,157	Millennials
Online Reviews	3,81	3,77	0,834	Non-Millennials
Children Adaptation	1,90	3,22	0,000	Non-Millennials
Pet Adaptation	1,84	1,98	0,327	Non-Millennials
Price	4,44	4,10	0,002	Millennials
Recommendation from peers	3,54	3,70	0,193	Non-Millennials
Reputation	3,60	3,74	0,160	Non-Millennials
Security	4,38	4,24	0,169	Millennials
Sustainability concern	2,94	3,54	0,000	Non-Millennials
Staff Friendliness	3,66	4,12	0,001	Non-Millennials
Technologic innovation	3,05	3,33	0,039	Non-Millennials
Value for money	4,62	4,37	0,011	Millennials
Wi-Fi	4,02	3,89	0,366	Millennials
Total	3,64	3,80	-	Non-Millennials

Before that, it is important to stand out the fact that the attributes of price, security comfort, local experience and location are generically identified as “Very important” for both groups. The table also reveals that both groups give a slightly importance of the accommodation pet adaptation and moderate importance of the technology innovation presence.

On the contrary, a statistical difference is observed for the variables cleaning, children adaption, price, sustainability concern, staff friendliness, technologic innovation and value for money. Millennials are the ones considering more the price of their stay and the value for money. This conclusion agrees with the studies from Veríssimo & Costa (2018) that defend they are a very budget-friendly generation looking for a good value for money. Another study refers their willingness for paying more to have a more local experience (Jennings et al., 2010)

which could be supported in this table by closer values of importance between the attribute “Local experience” and “Price”, which is not the case because price has an average of almost 1 point above.

Travellers outside the Millennial generation, that is with 39 years old or more, value significantly more the attributes of cleaning, children adaptation, sustainability concern, staff friendliness and technology innovation. The children concerns can be easily justified by the fact of this being an older generation with more probability of travelling with kids. As it was seen before, Millennials are now between 18 and 38 years old and tend to postpone the decision of starting a family (Bolton et al., 2013). However, on the contrary to the Literature Review, the sustainable concerns are significantly bigger for the non-millennial part of the sample.

Also unlike expected from the Literature Review conclusions (Ordun, 2015), the technology innovation it is not more valued by the Millennials, but it is significantly more important for Non-Millennials.

Furthermore, it was compared the level of involvement in the accommodation choice between the generations. The goal was to understand how much Millennials participate in the decision-making process compared to other generations because the hospitality businesses aim to focus on the clients who are more involved. Although the difference of the means was very close to the accepted significance level of 0.05, it was still above it (please check Table 19). In other words, it can't be said that one of the groups is significantly more involved in the process of accommodation choice.

Millennial Generation

Female and Male Millennial Travellers

Once again, to compare two independent samples it was used the Mann-Whitney U tests and the Table 5 reflects the obtained output. Even though there are people with different genders in most of the travelling groups, it is still interesting to reflect on their preferences specially inside the Millennial generation.

As this analysis aims to characterize consumers based on their gender, it is only possible to exclude from this study the sample that preferred not to say their gender, which reduced the sample from 150 Millennials to 149.

Table 5 - Attribute importance female versus male Millennials

Attribute	Average Female	Average Male	p value	More important for
Cleaning	4,45	4,45	0,885	Equal
Comfort	4,13	4,06	0,678	Female
Local experience	3,65	3,62	0,790	Female
Location	4,26	4,29	0,792	Male
Online reviews	3,94	3,65	0,029	Female
Children adaptation	1,75	2,07	0,151	Male
Pet adaptation	1,78	1,91	0,718	Male
Price	4,48	4,39	0,428	Female
Recommendation from peers	3,49	3,61	0,522	Male
Reputation	3,74	3,45	0,080	Female
Security	4,28	4,51	0,039	Male
Sustainability concerns	3,01	2,86	0,485	Female
Staff friendliness	3,61	3,71	0,777	Male
Technologic innovation	2,84	3,30	0,005	Male
Value for money	4,61	4,62	0,444	Male
Wi-fi	3,95	4,10	0,633	Male
Total	3,62	3,66	-	Male

Generally, it is possible to conclude that the average importance given to all of the attributes is similar, the female respondents evaluated in average 3,62 points and the male respondents evaluated in average 3,66. Also, it can be concluded that just as defended by Kim et al. (2007) the gender does influence the preferences of the consumers. In fact, the table above shows that there are three attributes that have significantly different means between the two groups.

The Table 5 stands out the significance level of importance of online reviews for women, which also agrees with the research developed by Kim et al. (2007) that concluded that female consumers invest more than male consumers in the process of online searching. Male travellers, on the other hand, give a bigger importance to technology innovations and security on their stay.

Unlike what Meyer-Levy (1988) defended, it was verified a general agreement on the importance of the recommendations from peers between female and male respondents. On top of this, it could also be expected a significant difference in the level of importance given by female consumers to the cleaning factor because a study developed by Jackson V. et al. (2011),

focused in mall attributes, concluded that this gender gives a bigger importance to the attribute hygiene. However, that was not observed and both genders value the cleanliness of the establishment.

Concerning the participation in the accommodation decisions, the Generation Y travellers do not show a bigger involvement depending on their gender. With a statistical test it could be concluded that there is no significant difference between the involvement of women and men (please check table 20) which can mean that both female and male consumers should be targeted as clients.

Different income Millennial Travellers

To measure if there is any impact of income on attribute importance, it was run a Kruskal-Wallis test, due to the number of groups in the independent variable.

Even though there were considered 6 monthly income intervals in the survey, from the option “0€” to “>2001€”, it was decided to merge the options “1501€-2000€” and “>2001€” because each option had a sample inferior to 10. The two groups had respectively a sample of 9 and 8 so, considering that these options are sequential, it was possible to gather them and formed a group with a more consistent number of samples – Group 4. Please check Table 6 below to see the data groups based on their income.

Table 6 - Name of the groups and their incomes

Name of the group	Monthly income	N
Group 0	0€	49
Group 1	< 599€	10
Group 2	600€ - 1000€	32
Group 3	1001€ - 1500€	42
Group 4	> 1501€	17

As illustrated by the Table 7, the groups generally agree on the importance of cleaning, security and wi-fi on the place of their stay. However, there are only two factors that show a significant difference among the five groups: children adaptation and recommendation from peers. Even though it is not growing along with the income, the attribute of children adaptation is seen to be more important for people with income, that is from Group 1 to Group 4, than those who have not an income at all, that is Group 0. It can also be seen that the importance given to this attribute grows between the respondents from Group 2 to Group 4.

Recommendation from peers is also considered more important for people with income above 1501€ per month, that is the Group 4, than for people without an income.

Table 7 - Attribute importance according to the income of the Millennials

Attribute	Average Group 0	Average Group 1	Average Group 2	Average Group 3	Average Group 4	p value	More important for
Cleaning	4,37	4,50	4,41	4,52	4,59	0,762	Group 4
Comfort	3,98	4,20	4,09	4,29	3,94	0,208	Group 3
Local experience	3,51	3,60	3,81	3,76	3,47	0,464	Group 2
Location	4,24	4,20	4,22	4,45	4,12	0,342	Group 3
Online reviews	3,82	3,90	3,53	4,00	3,76	0,235	Group 3
Children adaptation	1,57	2,20	1,72	2,02	2,82	0,037	Group 4
Pet adaptation	1,67	2,30	1,91	2,05	1,59	0,707	Group 1
Price	4,47	4,80	4,44	4,48	4,00	0,060	Group 1
Recommendation from peers	3,24	3,80	3,75	3,52	4,00	0,032	Group 4
Reputation	3,43	3,50	3,69	3,62	4,00	0,205	Group 5
Security	4,31	4,40	4,47	4,43	4,35	0,979	Group 2
Sustainability concern	2,94	3,50	3,13	2,74	2,82	0,360	Group 1
Staff friendliness	3,41	3,80	3,81	3,81	3,71	0,569	Group 2 and 3
Technologic innovation	2,84	3,40	3,44	3,05	2,88	0,155	Group 2
Value for money	4,55	4,90	4,44	4,76	4,65	0,133	Group 1
Wi-fi	4,02	4,30	4,03	4,02	3,88	0,801	Group 1
Total	3,52	3,83	3,68	3,72	3,66	-	Group 1

Interestingly, even though the variable price is not significantly different among the groups it is possible to verify that the people without income value way more the price than people from Group 4.

Therefore, it was developed a Mann-Whitney U test to compare these groups and understand the differences among them. With such analysis it was possible to find two more attributes with significant difference: price and reputation (Table 8).

Table 8 - Attribute importance according to the income of the Millennials (only Group 0 and Group 4)

Attribute	Average Group 0	Average Group 4	P value	More important for
Cleaning	4,37	4,59	0,336	Group 4
Comfort	3,98	3,94	0,705	Group 0
Local experience	3,51	3,47	0,844	Group 0
Location	4,24	4,12	0,260	Group 0
Online reviews	3,82	3,76	0,732	Group 0
Children adaptation	1,57	2,82	0,001	Group 4
Pet adaptation	1,67	1,59	0,924	Group 0
Price	4,47	4,00	0,022	Group 0
Recommendation from peers	3,24	4,00	0,008	Group 4
Reputation	3,43	4,00	0,025	Group 4
Security	4,31	4,35	0,852	Group 4
Sustainability concern	2,94	2,82	0,731	Group 0
Staff friendliness	3,41	3,71	0,425	Group 4
Technologic innovation	2,84	2,88	0,958	Group 4
Value for money	4,55	4,65	0,868	Group 4
Wi-fi	4,02	3,88	0,486	Group 0
Total	3,52	3,66	-	Group 4

As revealed by the table, price is more important for people without income compared to people with income above 1500€, which could mean that travellers from Group 0 have to consider more the costs of their stay while travellers from Group 4 maybe can afford to spend more for another characteristics to be more present, for example friendliness of the staff and cleanliness of the space. It is also shown that travellers do not give as much importance to the reputation of the place they are staying as the travellers from Group 4.

In summary, it is possible to agree with Bernini & Cracolici (2015) and conclude that the income does influence the traveller's choices because they value some attributes differently.

Contrarily to what was observed before, the involvement in the accommodation choice process does vary accordingly to the income of the traveller (please check table 21 and 22). In fact, the Millennials with lower incomes, that is with salaries below 1000€, are not as involved as the ones with bigger incomes, that is above 1000€.

Different company of the Millennial Travellers

The collected data also allows some conclusions concerning the company of the traveller, or in other perspective the type of groups travelling. The survey asked the respondents to select with whom they travel with and the options were: Alone, Family, Friends, Partner and Pet. Because they could select more than one option it was chosen to create profiles for the travellers with the different combination of their company (Table 9). Due to insufficiency of sample, there will not be analysed profiles who travel alone or with pets.

Table 9 - Name of the groups and their companies

Profile number	Description	N
Profile 1 (P1)	Travels exclusively with family	36
Profile 2 (P2)	Travels with family and/or friends	20
Profile 3 (P3)	Travels with family and/or partner	18
Profile 4 (P4)	Travels with family and/or friends and/or partner	13
Profile 5 (P5)	Travels exclusively with partner	13
Profile 6 (P6)	Travels exclusively with friends	11

The Table 10 shows in general this groups moderately values the importance of Technology Innovation and only slightly values the importance of pet adaptation. On the other hand, there is a significant difference in the importance given to the attributes of comfort, online reviews, children adaptation and recommendation from peers.

Looking at the comfort averages it can be seen that the group who values it the most is the profile 5, that is the people only travelling with their partner. Contrarily, people travelling with friends only don't consider it as important. The groups travelling with family and others, in other words the profiles from 1 to 4, also evaluate this attribute has very important.

Online reviews are more important for travellers with the Profile 3 and 5 which could be associated with the fact that both groups usually travel with their partners. Children adaptation is once again significant for a certain type of group and as defended by the studies of Shanahan (2003) families expect certain attributes adapted to the needs of the kids, when travelling with them. Recommendation from peers is also another attribute which is more important for people traveling with family.

Table 10 - Attribute importance according to the company of the Millennials

Attribute	Average P1	Average P2	Average P3	Average P4	Average P5	Average P6	p value	More important for
Cleaning	4,53	4,50	4,44	4,54	4,46	3,91	0,368	Profile 4
Comfort	4,08	4,25	4,22	4,23	4,46	3,45	0,039	Profile 5
Local experience	3,64	3,30	3,67	3,77	3,62	3,64	0,667	Profile 4
Location	4,19	4,45	4,11	4,00	4,38	4,18	0,511	Profile 2
Online Reviews	3,75	3,65	4,17	3,92	4,00	3,00	0,018	Profile 3
Children Adaptation	2,75	1,40	1,39	2,31	1,54	1,64	0,001	Profile 1
Pet Adaptation	1,89	1,70	1,44	1,38	1,46	1,45	0,650	Profile 1
Price	4,42	4,70	4,39	4,23	4,69	4,00	0,248	Profile 2
Recommendation from peers	3,92	3,70	3,11	3,23	3,38	3,55	0,027	Profile 1
Reputation	3,81	3,45	3,50	3,54	3,69	3,91	0,440	Profile 1
Security	4,47	4,20	4,28	4,46	4,08	4,00	0,453	Profile 1
Sustainability concern	3,06	2,80	3,17	2,23	3,08	2,91	0,241	Profile 3
Staff Friendliness	3,97	3,50	3,44	3,00	3,54	4,09	0,066	Profile 6
Technologic innovation	3,06	2,85	3,22	3,00	3,23	3,36	0,741	Profile 6
Value for money	4,56	4,65	4,67	4,69	4,77	4,18	0,198	Profile 5
Wi-Fi	4,06	3,80	4,22	4,00	4,54	3,91	0,159	Profile 5
Total	3,76	3,56	3,59	3,53	3,68	3,45	-	Profile 1

In order to deeply analyse the influence of the factor company on the hospitality preferences, it was decided to compare the Profiles 1, 5 and 6, which are the exclusive travellers with family, partner and friends, respectively. For a clearer understanding, the terms Profile 1, 5 and 6 were exchanged for the terms “Family”, “Partner” and “Friends”.

Comparing Family and Friends (please check Table 11 below), it can be seen a general agreement on the importance of the variables local experience and location. On the other hand,

there is a significant difference on the importance of cleanliness, comfort, online reviews and children adaption for the families. Overall, they give more importance to these attributes comparing to the travellers accompanied only by friends. Indeed, this conclusion matches with the fact that and families are usually the ones who have kids in the group and agrees with the studies of Ady & Quadri-Filitti (2015) that people traveling with their family seek more comfort.

Table 11 - Attribute importance according to the company of the Millennials (Family vs Friends)

Family VS Friends				
Attribute	Average Family	Average Friends	p value	More important for
Cleaning	4,53	3,91	0,048	Family
Comfort	4,08	3,45	0,031	Family
Local experience	3,64	3,64	0,978	Family
Location	4,19	4,18	0,754	Family
Online Reviews	3,75	3,00	0,022	Family
Children Adaptation	2,75	1,64	0,042	Family
Pet Adaptation	1,89	1,45	0,320	Family
Price	4,42	4,00	0,195	Family
Recommendation from peers	3,92	3,55	0,113	Family
Reputation	3,81	3,91	0,606	Friends
Security	4,47	4,00	0,133	Family
Sustainability	3,06	2,91	0,753	Family
Staff Friendliness	3,97	4,09	0,661	Friends
Technologic innovation	3,06	3,36	0,285	Friends
Value for money	4,56	4,18	0,154	Family
Wi-Fi	4,06	3,91	0,582	Family
Total	3,76	3,45	-	Family

Looking at the attribute preferences between exclusive travellers with Family and Partners (Table 12), there is once again the agreement on the importance of the Local experience, as there is in all of the three groups.

The people who travel with their partner seem to find more relevant the presence of comfort in the establishment and Wi-Fi. Unlike the research from Ady & Quadri-Filitti (2015) this group

values comfort more than families. However, the ones travelling with their family value significantly more the children adaption and the recommendation from their peers.

Table 12 - Attribute importance according to the company of the Millennials (Family vs Partner)

Family VS Partner				
Attribute	Average Family	Average Partner	p value	More important for
Cleaning	4,53	4,46	0,578	Family
Comfort	4,08	4,46	0,038	Partner
Local experience	3,64	3,62	0,980	Family
Location	4,19	4,38	0,333	Partner
Online reviews	3,75	4,00	0,298	Partner
Children adaptation	2,75	1,54	0,009	Family
Pet adaptation	1,89	1,46	0,217	Family
Price	4,42	4,69	0,276	Partner
Recommendation from peers	3,92	3,38	0,033	Family
Reputation	3,81	3,69	0,592	Family
Security	4,47	4,08	0,112	Family
Sustainability concern	3,06	3,08	0,773	Partner
Staff friendliness	3,97	3,54	0,081	Family
Technologic innovation	3,06	3,23	0,498	Partner
Value for money	4,56	4,77	0,277	Partner
Wi-Fi	4,06	4,54	0,050	Partner
Total	3,76	3,68	-	Family

Finally, when comparing the groups Friends and Partner (Table 13), there is an agreement on the high importance of the security and, once again, local experience. However, the people travelling with partners value significantly more the comfort, online reviews, value for money and Wi-Fi.

Just like the analysis on Table 11, people travelling exclusively with friends do not give a more significant relevance to the present list of attributes, which could mean that when travelling their not as concerned with some needs as the ones travelling with their partners and families.

Table 13 - Attribute importance according to the company of the Millennials (Friends vs Partner)

Friends VS Partner				
Attribute	Average Friends	Average Partner	p value	More important for
Cleaning	3,91	4,46	0,181	Partner
Comfort	3,45	4,46	0,008	Partner
Local experience	3,64	3,62	0,972	Friends
Location	4,18	4,38	0,628	Partner
Online Reviews	3,00	4,00	0,010	Partner
Children Adaptation	1,64	1,54	0,446	Friends
Pet Adaptation	1,45	1,46	0,848	Partner
Price	4,00	4,69	0,057	Partner
Recommendation from peers	3,55	3,38	0,731	Friends
Reputation	3,91	3,69	0,478	Friends
Security	4,00	4,08	0,901	Partner
Sustainability concern	2,91	3,08	0,807	Partner
Staff Friendliness	4,09	3,54	0,085	Friends
Technologic innovation	3,36	3,23	0,687	Friends
Value for money	4,18	4,77	0,041	Partner
Wi-Fi	3,91	4,54	0,024	Partner
Total	3,45	3,68	-	Partner

Concerning the involvement in the decision-making process, a Kruskal-Wallis test allowed the conclusion that this variable is significantly different concerning who the Millennial traveller travels with (please check the tables 23 and 24). Actually, the travellers who shown to be totally involved are the ones who have their partner as company in the vacation, namely profile 3, 4 and 5. On the other hand, the profiles who show less involvement are the ones who travel with friends (Profile 1 and 6).

Perception of Local Tourism

Local Tourism is not a new concept for the Generation Y travellers and, in fact, for every five millennial respondents of the survey developed in the present thesis four of them already stayed at one. Although most of them have a perception formed through the experience, it is also important to consider the opinion of the ones that are yet to stay in a Local Accommodation.

To achieve that information, it was questioned on the survey how present are the attributes that, accordingly to the Literature Review, are the decision-making factors when choosing accommodation. After collecting the data, the means of the points evaluated by the Millennial respondents were compared with the means of the importance they associate to each attribute.

The output from that question, reflected on the Table 14 and the following graph, allowed the conclusion that the attributes perceived as most present in the local accommodation are the location, cleaning, price, comfort and wi-fi. In other words, these are the characteristics mostly associated with this concept. Interestingly, the table shows that Millennials associate more this concept to cleanliness than to local experience, which is a main differentiating characteristic of the concept (Gunasekaran & Anandkumar, 2012). On the other hand, the least present attributes are pet adaptation, sustainable concerns, children adaptation, technology innovation and reputation.

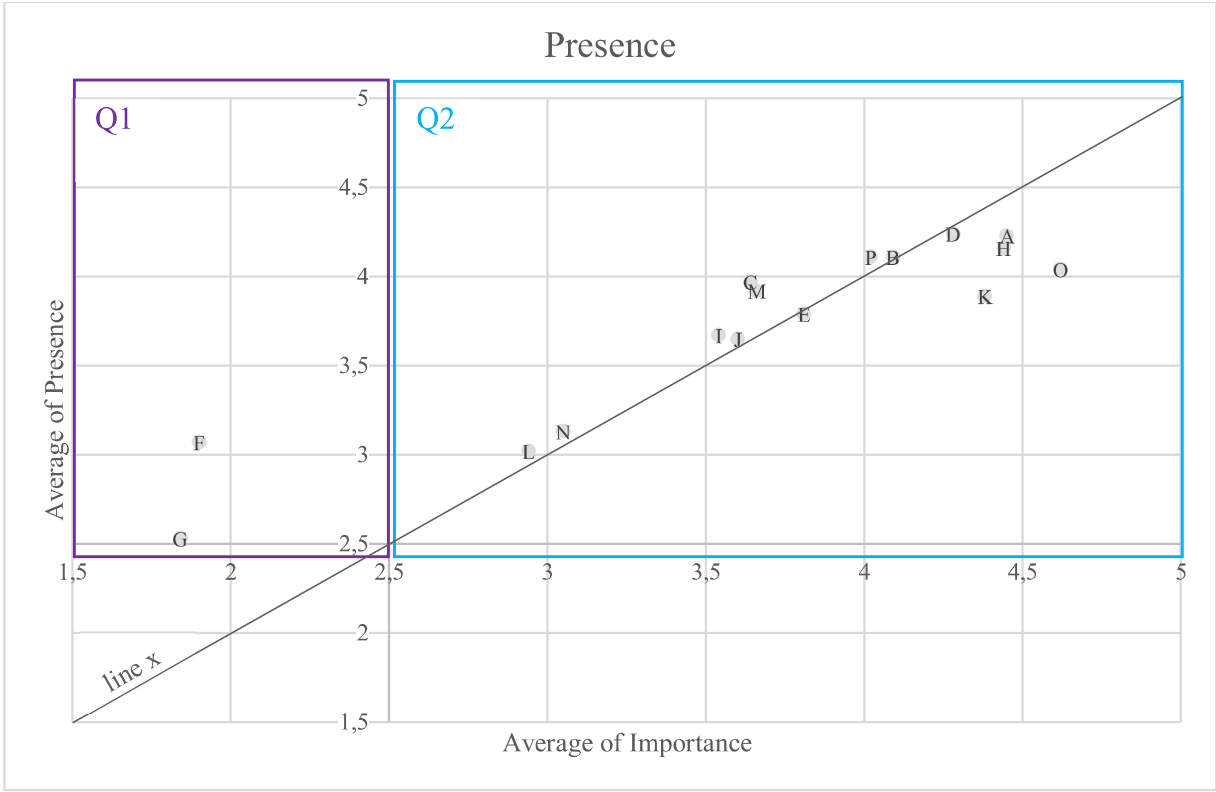
Table 14 - Comparison between the average of attribute importance and the average of perception of presence

Attribute	Letter	Average Importance	Average Presence
Cleaning	A	4,45	4,23
Comfort	B	4,09	4,11
Local experience	C	3,64	3,97
Location	D	4,28	4,24
Online Reviews	E	3,81	3,79
Children Adaptation	F	1,90	3,07
Pet Adaptation	G	1,84	2,53
Price	H	4,44	4,16
Recommendation from peers	I	3,54	3,67
Reputation	J	3,60	3,65
Security	K	4,38	3,89
Sustainability concern	L	2,94	3,02
Staff Friendliness	M	3,66	3,92
Technologic innovation	N	3,05	3,13
Value for money	O	4,62	4,04
Wi-Fi	P	4,02	4,11

But it is with the comparison to the importance given to the attributes that the most interesting conclusions are obtained. The Graph X illustrates the means (importance of the

attributes and presence of the attributes in local tourism) in matrix with 4 different quadrants divided by the axis of importance and presence, that cross themselves on the value 2,5 which is half of their scales. To facilitate the interpretation of the matrix, each point in the graph was labelled with a letter that with the help of Table 14 can be associated to an attribute and the matrix was zoomed in to distinguish the points easily.

The outputs of the matrix include the attributes to only 2 quadrants: Quadrant 1 (Q1), which reflects higher values of importance and lower values of perceived presence, and Quadrant 2 (Q2), which reflects both higher values of importance and perceived presence. The line in the matrix represents all the points were the level of importance would exactly match the level of perceived presence evaluated by the respondents of the survey.



Graph 1 - Matrix of the attribute's presence and importance

So, with the help of the line x, it can be stood out the difference for the attributes significantly below the line, which should be more present than they are to meet the necessities of the Millennials, and above the line, which are more present than what Millennials usually need.

Firstly, the attributes significantly below the line are security and value for money, respectively K and O. The attribute value for money, is recognized in average by the millennials as the most important attribute compared to the others but it is the in 6th place on the list of the

presence list which a difference of most than half a point. In other words, it can be concluded that the Generation Y believes the relationship between the local tourism offer and price could be improved significantly.

Similarly, security is the 4th most important factor for this target, but it is seen as the 9th most present. The positive difference of exactly half a point can illustrate that millennial travellers do not feel as safe in this hospitality concept as they aimed to. A further study with more specific analysis on this topic would be ideal to understand the reasoning behind this, however the present thesis it is limited to assume that, as the local accommodations are very frequently family homes, the clients can be reticent to stay in a local accommodation.

On the other hand, there are characteristics that are above the needs of the millennial consumer, those being local experience, pet adaptation and children adaptation, respectively C, F, G and M. It is important to consider that the average of importance of the attributes pet and children adaptation are highly decreased by the travellers without kids/pets. For the particular example of the people who travel accompanied by their pets (n=12), it is seen through the statistics that in average they consider “pet adaptation” as very important (rate of 4,67). Also, these travellers do not associate the concept of local tourism as a pet-friendly accommodation because the given evaluation average was 2,75 points. Apart from it, the averages about local experience and staff friendliness show that this attribute is more present than what the travellers need.

Previous experiences

Having reflected on the way Millennials perceive local tourism, it is now valuable to study briefly the actual experiences they had with this type of tourism hospitality. As referred before, four in each five Generation Y travellers already stayed at a local accommodation which proves their big familiarity with the concept. With this question it was also possible to understand if the respondent experienced this concept only one time or more (please check the survey on appendix 1). Thereupon, the results show more than half of the Millennials (52%) repeated the choice of local tourism.

Moreover, it was also asked to the travellers who have already stayed at a local accommodation what was their satisfaction with the experience and the majority (56,7%) answered they were very satisfied. Hence, 23,3% of the millennials were totally satisfied while 13,3% were only moderately satisfied. In other words, there is a clear opportunity for the Local Tourism to improve in the eyes of this consumer.

Subsequently, the previous variables were compared through a Mann-Whitney U test with the goal of understanding if travellers who only stayed once are less satisfied than those who chose local accommodation more than once. As illustrated by the Table 25, there is no significant difference between these variables, which means that satisfaction is not influenced by single experiences or multiple.

Conclusions

Hypothesis Conclusions

Hypothesis	Hypothesis 1	Hypothesis 2	Hypothesis 3	Hypothesis 4	Hypothesis 5
Result	Partially Accepted	Partially Accepted	Partially Accepted	Partially Accepted	Rejected

Hypothesis 1: The Millennials guests’ attribute importance weights vary from guests from other generations

To check the H1, it was developed a Mann-Whitney U test, where the evaluation of importance data was evaluated considering if the respondent was a Millennial or not (Non-Millennials). It is important to remember that the respondents with 17 years old or less were not considered for this study. The results showed that the attribute’s importance does vary between people from this generation and outside of it, through five variables which have a significant difference in means bigger than 0.05 (Table 4). However it cannot be admitted that the hypothesis is totally acceptable because there in a total of 16 variables only 5 showed a statistically relevant difference.

For the Millennials, the variables price and value for money are more relevant compared to the other generations. Indeed, both attributes are very related to the budget-conscious travellers this generation are (Veríssimo & Costa, 2018). Contrarily, they demonstrate a smaller concern than the other generations for the cleanliness and children adaptation of the accommodation, friendliness of their staff and, unlike expected by the literature review, the sustainable concerns.

Hypothesis 2: The Millennials guests’ attribute importance weights vary depending on their gender

To test the Hypothesis 2 it was necessary to verify the equality of means through test statistic that assumed the equality of variances. Hence, it was used a Mann-Whitney U test and it was concluded that there are three significantly different attributes (sig.<0.05) between male and female consumers.

It is shown by the Table 5 that women invest more than male consumers in the process of online searching where male travellers give a bigger importance to technology innovations and security during their stay. The results obtained sustain the study from Kim et al. (2007) who concluded that female travellers prefer online searching to male. However, these conclusions also contrast with the studies of Meyer-Levy (1988) which expected a significant difference for the attribute recommendations from peers, with a higher mean of importance for women. However it cannot be admitted that the hypothesis is totally acceptable because there in a total of 16 variables only 3 showed a statistically relevant difference.

Hypothesis 3: The Millennials guests' attribute importance weights vary depending on their income

Considering the income variable had more than two groups, instead of the previous test it was used the Kruskal-Wallis test. Once again there were found attribute which were significantly different among the groups: Children adaptation and Recommendation from peers (Table 7). Both are more important for people with monthly income above 1500€.

Furthermore, it was proceeded a Mann-Whitney test to compare the Group 0, millennial travellers without an income, and Group 4, millennial travellers with an income above 1500€. The analysis made possible to identify two more attributes with significant difference: price and reputation (please check Table 8). So, overall, it can be seen that the income does influence a difference on the importance given to the accommodation attributes yet, it cannot be admitted that the hypothesis is totally acceptable because there in a total of 16 variables only 4 showed a statistically relevant difference.

Hypothesis 4: The Millennials guests' attribute importance weights vary depending on their travelling company

To facilitate this analysis there were created profiles with the options of company (please check Table 9). Through a Kruskal-Wallis test it was possible to verify a significant difference in the importance given to the attributes of comfort, online reviews, children adaptation and recommendation from peers. When comparing travellers who exclusively travel with one type of company it was also possible to highlight some preferences. The Millennials that only travel with family have a bigger preference for cleanliness, comfort, children adaptation and recommendation. On the other hand the Millennials that only travel with their partner value more the comfort, online reviews, value for money and Wi-Fi (Tables 12 and 13). Nonetheless,

it cannot be admitted that the hypothesis is totally acceptable because there in a total of 16 variables only 4 showed a statistically relevant difference.

Hypothesis 5: Millennials relate the presence of the attributes of cleaning, comfort, local experience, location, online reviews, children adaption, pet adaption, price, recommendation from peers, reputation, security, sustainability concern, staff friendliness, technologic innovation, value for money and Wi-Fi to Local Tourism

Although it can be concluded that Millennials see a presence of most attributes in local tourism, there are some that showed a bigger importance for this target while not being considered the most present, that is value for money and security (Table 14). On the other hand, it can be concluded that these travellers consider that this hospitality concept offers a local experience above their needs. On top of that, children and pet adaptation are also above what they consider important however the importance level was highly influenced by the travellers who don't have kids or pets.

Managerial implications

Most of the Local Tourism hosts do not have a defined strategy to attract guests let alone a strategy to attract Millennials. Usually, the owners do not rent houses as their main occupancy and do not reflect beyond the competitors' tactics to attract new clients. In consequence, the market has numerous offers where it is hard to stand out. However, Generation Y is in fact someone they need to focus on because they are a huge socioeconomic opportunity for the tourism market (UNWTO & WYSE Travel Confederation, 2016).

With the goal of defining guidelines for the local accommodation managers attract Millennials, the present thesis aimed to study their needs through the usage of attributes previously collected from scientific articles and later tested through the survey. The analysis allowed the understanding of the prioritization of the hospitality characteristics in the Millennials' mind. To structure the suggestions for the owners, there was developed a pyramid that structures the outputs of the present thesis and organizes them in a new perspective.

Figure 3 shows a pyramid inspired by Maslow that includes instead four different groups of attributes with different levels of importance. Just as it is verified in the Maslow's pyramid, the lower levels are the most important to the person, which in this case is the Millennial consumer, while the upper levels are only important after the previous being fulfilled.

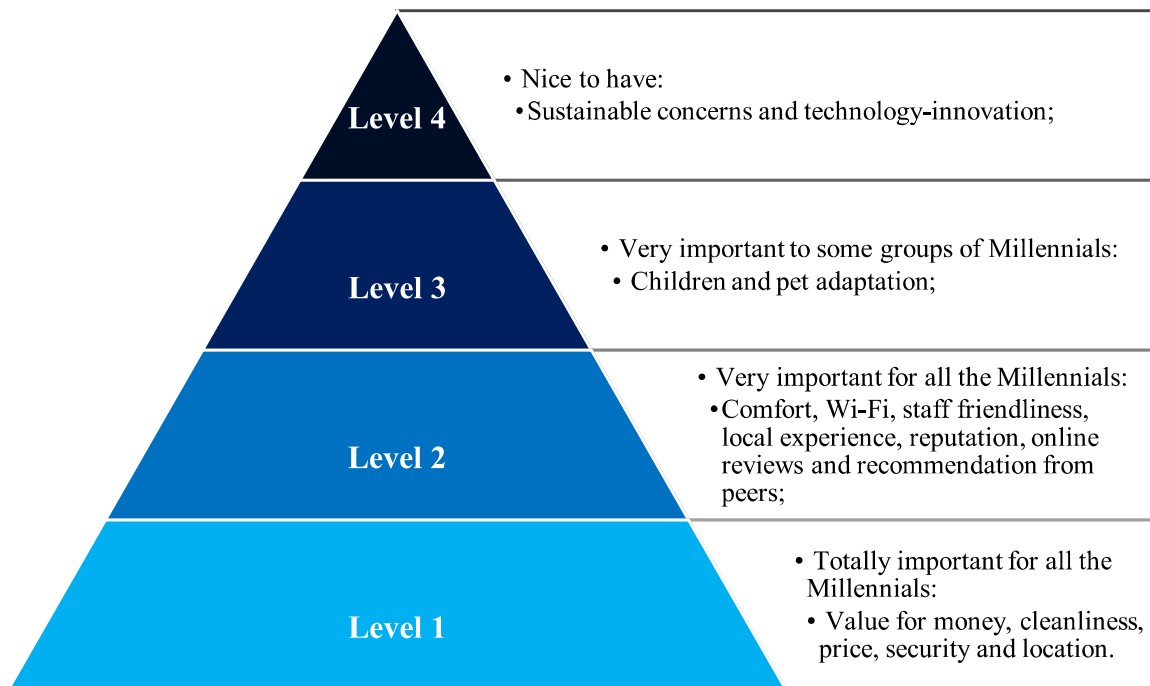


Figure 3 - Attributes' pyramid. Self elaboration.

The bottom line represents the attributes that are “eye catchers” for the Millennials and are essential to be present in good for their choice. Here there are included the attributes of value for money, cleanliness, price, security and location. The Generation Y travellers are mainly very conscious about what they are getting for what price and the variables that can compete with that are how hygienic and safe the accommodation is and where is located.

Considering the final analysis on the Millennials perception, it was possible to conclude that Local Tourism managers should improve on their value for money relationship. These consumers are always looking for the best deal and with some suggestions gathered from the questionnaire it can be assumed that they see the value increase when there are offers such as parking and breakfast being included on the overall price.

The attribute security is not corresponding in presence to the needs of the Millennial so the hosts should work on that to guarantee they feel safe inside the accommodation, specially to attract male customers because they consider it more important than female customers. On the other hand, the Generation Y travellers feel like in general the cleanliness, price and location are very close to their necessities. Concerning the cleanliness, this is a factor that needs a big investment during the present times because the pandemic requires the establishment’s hygiene is guaranteed from customer to customer so they can still feel safe while travelling.

Subsequently, the attributes of the level 2 are next in importance, however just like the Maslow's pyramid this are only relevant after the level 1 is sufficiently satisfied. Here are included the variables of comfort, Wi-Fi, staff friendliness, local experience, online reviews, reputation and recommendation from peers. Unlike the previous level, all the attributes have a very small gap between their presence in the accommodation and how important they are for the consumer. However, the local experience is a factor which is really associated to this hospitality concept by the Millennials and they do not consider it as essential for their stay as it was expected from the Literature Review (Leask et al., 2014). This can be a consequence of the aging of this generation where now they are more likely to have their own families and more responsibilities, which could mean they do not travel as freely as before.

Even though these are not generally imperative for the traveller when choosing accommodation, their high presence will for sure increase the likeliness of a Millennial to select that local accommodation. On another perspective, their complete absence can put in risk the choice of that hospitality option. So, the establishment owners should invest on the development of this attributes.

Firstly, the improvement of the comfort during their stay is especially important for consumers travelling with their partner and secondly to the ones travelling with their family, these profiles look for an accommodation where they can be cosy. However, the people travelling with friends do not find this as important. Secondly, the Wi-Fi is as seen as something Millennials take as a guarantee, but it was evaluated as more important for the people travelling with their partner. Also, the attribute of online reviews is one to be considered more important by female consumers and people travelling with their partners, so it is crucial to have some information on the accommodation platforms about their stay. The reputation of the hotel is an attribute which is most relevant for the travellers with higher monthly incomes. Concerning the importance given to the recommendation of their peers, the family travellers and the millennials with bigger incomes are the ones taking this factor more into consideration.

The level 3 reflects the variables which are way more important to target with specific characteristics, namely children adaptation and pet adaptation. It was concluded that people with higher incomes (> 1500€) find the attributes of children adaptation way more important than average and in the case of the travellers who are accompanied exclusively by family, they also value this attribute above the average. Considering this was the profile with more presence in the randomly selected sample, with 24% of the respondents travelling exclusively with their

family it is essential to assure the presence of the elements that allow a smooth stay for children and their parents. The pet owners on the other hand, were not very representative in the sample, however the small group of pet owners do value more this attribute.

In the upper level of the pyramid it can be found the attributes which are only nice to have because they low levels of importance for this generation. Interestingly, male travellers consider the technologic innovations significantly more important than female consumers, but it is a moderately level of relevance for them. Even though the hospitality business has is sustainable concerns and is innovate technology-wise are good characteristics, Millennials see in them a lower importance when compared to attributes such as price. So, it can be assumed that these attributes can be appreciated, but the Generation Y travellers will most likely choose an option with a lower price because their main concern is the budget. Of course that when comparing hospitality offers with an extreme resemblance all the attributes can benefit one's business and increase the likeliness of being the chosen option, however the elements in the lower levels are the ones making a bigger impact in that process.

Theoretical implications

The present thesis contributed to the investigation regarding the study of the Portuguese Millennial as a travelling consumer and the Local Accommodation businesses. Overall, it reflected on the attributes the Generation Y finds important and if they are, in the consumer perception, usually present in the local hospitality establishments. On top of that, it was possible to understand that the demographic characteristics of the Millennials, namely age and income, do influence the importance associated to some accommodation attributes. Moreover, the present study looks into with who the consumer travels with which also showed to be a big influencer on the Millennials decision when choosing a place to stay.

Furthermore, it was also included an analysis on the level of involvement of the Millennial in the decision-making process, concluding that these consumers are usually very involved. Also, reflecting on it according to the demographic characteristics referred above and their travel company, it was possible to evaluate that some consumers are more prone to make the choice.

Concerning the study of the Local Accommodation concept, the present thesis reflects on the way these consumers see this type of hospitality offer accordingly with the studied attributed gathered from the Literature Review. Hence, the perception of the customers on Local Tourism was analysed and points of improvement were highlighted. In particular, the data from the

survey reflected the big familiarity Millennials have with the Local Accommodation and how satisfied they are with the previous experiences. Overall, it concluded that there is a window for improvement to answer to the Millennial needs.

Reflection on the COVID-19

Local Accommodation is now representing a bigger part of the property's income, so it is important to adapt to the current reality being faced in the world. Before anything, it is important to enforce the imperative need to stay up to date with hygienic tourism regulations that allow the travellers to still do tourism, namely the seal "Clean & Safe" which ensures the compliance with the necessary hygienic norms to face the COVI-19. With these initiatives, the travellers feel safer to continue to travel.

Another solution is improving the hospitality strategy towards the Millennials and that can be a great solution for two reasons. Firstly, as referred the Generation Y is a big portion of the clients now and they will be a bigger one as time passes by. Secondly, as they are not in the age risk group of the current pandemic it can be assumed that they are the first to adventure on going in vacation as COVID-19 slows down. Even on the scenario that this pandemic continues full force, the travellers will learn more on how to live more safely with it.

Finally, it is important to consider that national travellers will opt by staying inside their country so these owners should focus on targeting in specific based on that.

Overall, it can be concluded, that local accommodation owners should take advantage of this times and prepare themselves to be present full force in the market, delivering an offer more adapted to their main client, the Millennials.

Limitations of the study

As any investigation, the present thesis also met some limitations. On the present case the limitations were related with the survey and the data obtained.

Firstly, it is important to consider that the survey was shared online so it was only possible to approach Internet-users at that moment. The questionnaire was only shared that way due to time constraints and even some approach limitations due to the pandemic being faced. Without those, it would have been possible to develop some paper surveys to the sample that the online survey could not reach.

Secondly, the survey was mainly formed by closed questions and even though there were open questions they were not fulfilled by most of the sample as they were not mandatory. These

were open questions purposely so the sample could only add other attributes they consider important if they could think of any.

On top of that, a bigger size of the sample would be more representative of the population and the information would be more dependable.

Even though the present study considered some demographic variables, such as age, gender and income, it did not approach other travel behaviours which could also led to some conclusions namely the duration of the trip or the type of vacation destiny.

Further Research

Future research could reflect on the influence of the previously referred factors, duration of the trip and the type of vacation destiny, while also considering both leisure and business travellers. Possibly, this would help the local accommodation owners to improve even more their offer to Millennials.

Moreover, with the evolution of the needs of the Millennial consumer and the innovations in the hospitality offers, other relevant accommodation attributes could be studied. By increasing the list of factors the Generation Y travellers could consider important, it can be achieved a better and more up to date explanation on how to attract them.

Considering this dissertation is about a specific sector, that is accommodation, it could be developed more research on, for example, the experiences outside their stay or even the factors influencing the Millennials in the destination choice. Together, it would be possible to understand this target as a traveller on a deeper level.

Finally, as the Generation Y is the most important for tourism now, the Generation Z will be the next to follow. So, a similar study applied to these future tourists will certainly be helpful for the hospitality market.

References

- Ady, M. & Quadri-Felitti, D. (2015). Consumer Research Identifies Which Attributes Are Most Important to Travelers When Booking A Hotel. Retrived from: <https://static1.squarespace.com/static/56dd934137013bc69c80ae95/t/582ae9155016e1e43d9add7b/1479207191827/Trustyou+review.pdf>.
- Allsop, D. T., Bassett, B. R., & Hoskins, J. A. (2007). Word-of-mouth research: Principles and applications. *Journal of Advertising Research*, 47(4), pp. 398-411.
- Ananth, M., DeMicco, F.J., Moreo, P.J. & Howey, R.M. (1992). Marketplace lodging needs of mature travellers. *The Cornell Hotel and Restaurant Administration Quarterly*, 33(4), pp.12–24.
- Ayaydin, H., & Baltacı, N. (2013). European Journal of Research on Education. *European Journal of Research on Education Human Resource Management*, pp. 94-99.
- Bansal, H.S. & P.A. Voyer. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research*, 3(2), pp. 166–177.
- Bargeman, B., & van der Poel, H. (2006). The role of routines in the vacation decision-making process of Dutch vacationers. *Tourism Management*, 27, pp. 707–720.
- Barsky, J. D. & Labagh, R. (1992). A Strategy for Customer Satisfaction. *Cornell Hotel Restaurant Administration Quarterly*, 33(5), pp. 32–40.
- Barton, C., Haywood, J., Jhunjhunwala, P. & Bhatia, V. (2013), Travelling with millennials, The Boston Consulting Group. Retrived from: www.bcg.com/documents/file129974.pdf. Consulted in 20/10/2019.
- Baruca, P.Z. & Civre, Z. (2012). How do guests choose a hotel?. *Academica Turistica*, 5(1), pp. 75-84.
- Bernini, C., Cracolici, M.F. (2015). Demographic change, tourism expenditure and life cycle behaviour. *Tourism Management*, 47, pp. 191–205.
- Bolton, R. N.; Parasuraman, A.; Hoefnagels, A.; Migchels, N.; Kabadayi, S.; Gruber, T.; Loureiro, Y. K.; & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3), pp. 245-267.

- Braun, N., & Schäfer, P. (2016). Misuse through short-term rentals on the Berlin housing market. *International Journal of Housing Markets and Analysis*, 9(2), pp. 287-311.
- Bull, A. (1998). The effects of location and other attributes on the price of products which are place-sensitive in demand. Griffith University, Brisbane: ADT.
- Cañizares, S.M.S., Tabales, J.M.N. & Garcia, F.J.F. (2014), "Local residents' attitudes towards the impact of tourism development in cape verde", *Tourism and Management Studies*, 10(1), 87-96.
- Cavagnaro, E. & Staffieri, S. (2015), "A study of students' travellers values and needs in order to establish futures patterns and insights". *Journal of Tourism Futures*, 1(2), 94-107.
- Cavagnaro, E., Staffieri, S. & Postma, A. (2018), "Understanding millennials' tourism experience: values and meaning to travel as a key for identifying target clusters for youth (sustainable) tourism", *Journal of Tourism Futures*, 4(1), 31-42.
- Chan, E. & Wong, S. (2006). Hotel selection: When price is not the issue. *Journal of Vocation Marketing*, 12(2), pp. 142-159.
- Choosrichom, J. (2011). Factors influencing the selection of hotel/resorts in Landa Yai Island, Krabi, Thailand by International Travelers. Master Thesis. Program of Hotel and Tourism Management, Silpakorn University.
- Chow, K., Garretson, J. & Kurtz, D. (1995). An Exploratory Study into the Purchase Decision Process Used by Leisure Travelers in Hotel Selection. *Journal of Hospitality & Leisure Marketing*, 2(4), pp. 53-72.
- Chu, R.K.S. & Choi, T. (2000). An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travellers. *Tourism Management*, 21(4), pp. 363-377.
- Dolnicar, S., & Otter, T. (2013). Which hotel attributes matter? A review of previous and a framework for further research. In: T. Griffin, & R. Harris (Eds.), *Asia Pacific Tourism Association 9th annual conference*, Sydney, Australia, pp.176-188.
- Dube, L., & Renaghan, L. M. (1999). How hotel attributes deliver the promised benefits: Guest's perspectives on the lodging industry's functional best practices (Part I). *Cornell Hotel and Restaurant Administration Quarterly*, pp. 78-88.

- Expedia. (2016), "Millennial traveller report: Why millennials will shape the next 20 years of travel", pp. 1-39.
- Fabricius, S. & Eriksson, N. (2017), "Young-elderly individuals' use of social media for travel purpose", *Tourism & Management Studies*, 13(1), pp. 27-32.
- Fratu, D. (2011). Factors of Influence and Changes in the Tourism Consumer Behavior. *Bulletin of the Transilvania University of Brasov, Series V*, 4(53), pp. 119-126.
- Garikapati, V.M., Pendyala, R.M., Morris, E.A., Mokhtarian, P.L. & McDonald, N., (2016). "Activity patterns, time use, and travel of millennials: a generation in transition?" *Transp. Rev.* 36(5), pp. 558–584.
- Gardiner, S., Grace, D., & King, C. (2015). Is the Australian domestic holiday a thing of the past? Understanding baby boomer, Generation X and Generation Y perceptions and attitude to domestic and international holidays. *Journal of Vacation Marketing*, 21(4), pp. 336-350.
- Gordon, Y. (2017). Lisbon We Hate Tourism Tours Teach Visitors How to Travel Responsibly. *Independent*. Retrieved from: <https://www.independent.co.uk/travel/europe/lisbon-tourists-we-hate-tourism-tours-locals-responsible-travel-portugal-a7919571.html>.
- Gnanapala, W.K.A. (2015). Tourist perception and satisfaction: Implications for destination management. *American Journal of Marketing Research*, 1(1), pp. 7-19.
- Graf, N.S. (2011). Market structure and demand-side substitutability of chained urban hotel segments. *International Journal of Hospitality Management*, 30(1), pp. 82–90.
- Gunasekaran, N., & Anandkumar, V. (2012). Factors of influence in choosing alternative accommodation: A study with reference to Pondicherry, a coastal heritage town. *Procedia-Social and Behavioral Sciences*, 62, pp. 1127–1132.
- Hao, J. S. C., & Har, C. O. S. (2014). A study of preferences of business female travellers on the selection of accommodation. *Procedia-Social and Behavioral Sciences*, 144, pp. 176–186.
- Himmel, B. (2008). Different Strokes for Different Generations. *Rental Product News*, 30(7), pp. 42-46.
- Jackson, V., Stoel, L., & Brantley, A. (2011). Mall attributes and shopping value: Differences by gender and generational cohort. *Journal of Retailing and Consumer Services*, 18(1), pp.1-9.

- Jang, Sungha, Tian Liu, Ji Hye Kang, & Huichen Yang (2018), Understanding Important Hotel Attributes from the Consumer Perspective over Time. *Australasian Marketing Journal*, 26(1), pp. 23-30.
- Jennings G, Cater C, Lee Y-S, Ollenburg C, Ayling A, Lunny B. (2010). Generation Y: perspectives of quality in youth travel experiences in an Australian backpacker context. *Tourism and Generation Y*, pp. 58–72.
- Jones, P & Chen, M.M. (2011). Factors determining hotel selection: Online behaviour by leisure travellers. *Tourism and Hospitality Research*, 11, pp.83–95.
- Kim, D.-Y., Lehto, X., & Morrison, A. M. (2007). Gender differences in online travel information search: Implications for marketing communications on the internet. *Tourism Management*, 28 (2), pp. 423-433.
- Kotler, P. & Keller, K.L. (2012), *Marketing Management*, Pearson Prentice Hall, Upper Saddle River, NJ.
- Leask, A., Fyall, A. & Barron, P. (2014), Generation Y: an agenda for future visitor attraction research, *International Journal of Tourism Research*, 16(5), pp. 462-471.
- Lee, J.H. & Hwang, J., (2011). Luxury marketing: the influences of psychological and demographic characteristics on attitudes toward luxury restaurants. *International Journal Hospitality Management*, 30, pp. 658–669.
- Leposa, A.; & Moseder, D. K. (2016). Accommodating Millennials. *Travel Agent*. Retrieved from: <http://www.travelagentmagazinedigital.com/article/MILLENNIAL+REPORT/2584078/336306/article.html>.
- Leung, L. (2003). Impacts of net-generation attributes, seductive properties of the internet, and gratifications obtained on internet use. *Telematics and Informatics*, 20(2), pp. 107-129.
- Lewis, J., & West, A. (2009). Friending: London-based undergraduates' experience of Facebook. *New Media & Society*, 11(7), pp. 1209-1229.
- Lockyer, T. (2000). A New Zealand investigation into the factors influencing consumers' selection of business hotel accommodation. *Australian Journal of Hospitality Management*, 7(2), pp. 11–23.

- Lockyer, T. (2005). The perceived importance of price as one hotel selection dimension. *Tourism Management*, 26, pp. 529-537.
- Loda, M. D., Coleman, B. C., & Backman, K. F. (2009). Walking in Memphis: Testing One DMO's Marketing Strategy to Millennials. *Journal of Travel Research*, 49(1), pp. 1-10.
- Lovelock, C.H. & Wirtz, J. (2011), *Services marketing - people, technology, strategy*, 18(5) pp. 26-50, Pearson Education, Edinburgh.
- Lyons, K., Hanley, J., Wearing, S. & Neil, J. (2012), Gap year volunteer tourism: myths of global citizenship?, *Annals of Tourism Research*, 39(1), pp. 361-378.
- Treloar, P.; Hall, C. M.; & Mitchell, R. (2004). Wine tourism and the generation Y market: any possibilities?. *CAUTHE: Creating Tourism Knowledge*, Brisbane, Queensland, Australia. Retrieved from: <https://ourarchive.otago.ac.nz/handle/10523/687>
- Meyers-Levy, J. (1988). Influence of sex roles on judgment. *Journal of Consumer Research*, 14 (4), pp. 522–530.
- Moisă, C. (2010), Aspects of the youth travel demand, *Annales Universitatis Apulensis Series Oeconomica*, 12 (2), pp. 575-82.
- Money, R. B., & Crofts, J. C. (2003). The effect of uncertainty avoidance on information search, planning, and purchases of international travel vacations. *Tourism Management*, 24(2), pp. 191–202.
- Moreno, F.M., Lafuente, J.G., Carreón, F.Á., Moreno, S.M. (2017). The Characterization of the Millennials and Their Buying Behavior. *International Journal of Marketing Studies*, 9(5), pp. 135-144.
- Moutinho, L. (1993). Consumer behaviour in tourism. *European Journal of Marketing*, 21(10), pp. 5–44.
- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), pp. 1009–1030.
- Naletova, V. (2017). "How travellers choose accommodation online", Master Thesis in Tourism. Haaga-Helia- University of Applied Sciences, Finland.
- Nusair, K.K., Bilgihan, A., Okumus, F. & Cobanoglu, C. (2013). Generation Y travelers' commitment to online social network websites. *Tourism Management*, 35(1), pp. 13-22.

- Nuntsu, N., Tassiopoulos, D., Haydam, N. (2004). The bed and breakfast market of Buffalo City (BC), South Africa: Present status, constraints and success factors. *Tourism Management*, 25(4), pp. 515–522.
- Ordun, G. (2015). Millennial (Gen Y) Consumer Behavior, Their Shopping Preferences and Perceptual Maps Associated with Brand Loyalty. *Canadian Social Science*, 11 (4), pp. 40-55.
- Ovolo Hotels (2013), “Millennial marketing in hospitality. Presentation given at UNWTOs 5th global summit on city tourism”, 1-2 November 2016, Luxor, Retrieved from: http://cf.cdn.unwto.org/sites/all/files/pdf/3_3_amadou_doumbia-ovolo_hotelsmillennial_marketing_in_hospitality.pdf. Consulted in 21/10/2019.
- Paris, C. M., & V. Teye. (2010). Backpacker Motivations: A Travel Career Approach. *Journal of Hospitality Marketing & Management*, 19(3), pp. 465–477.
- Parment, A. (2013). Generation Y vs baby boomers: shopping behavior, buyer involvement and implications for retailing. *Journal of Retailing and Consumer Services*, 20 (2), pp. 189-99.
- Pendergast, D. (2010). “Getting to know the Y generation”, in Benckendorff, P., Moscardo, G. and Pendergast, D. (Eds), *Tourism and Generation Y*, CABI, Oxfordshire, pp. 1-15.
- Público (Ed.). (2019, February 28). Ryanair lança 15 novas rotas em Portugal e promete "recorde" no Outono/Inverno. *Ryanair Lança 15 Novas Rotas Em Portugal E Promete "recorde" No Outono/Inverno*. Retrieved from: <https://www.publico.pt/2019/02/28/fugas/noticia/ryanair-lanca-15-rotas-novas-portugal-promete-recorde-outonoinverno-1863728>
- Rahman, S. M. (2015). Optimizing Digital Marketing for Generation Y: An Investigation of Developing Online Market in Bangladesh. *International Business Research*, 8(8).
- Richards, G. (2006), “ISTC/UNWTO survey on student and youth tourism among national tourism administrations/organizations”, in UNWTO (Ed.), *Tourism Market Trends, 2005 Edition, World Overview and Tourism Topics*, World Tourism Organization, Madrid, pp. 95-123.
- Ritchie, J.R.B. & Hudson, S. (2009). Understanding and meeting the challenges of consumer/tourist experience research. *International Journal of Tourism Research*, 11 (2), pp. 111-126.
- Scarinci, J., & Richins, H. (2008). Specialist lodging in the USA: Motivations of bed and breakfast accommodation guests, *Tourism*, 56 (3), pp. 271-282.

- Scott A. Cohen, Girish Prayag & Miguel Moital (2014) Consumer behaviour in tourism: Concepts, influences and opportunities, *Current Issues in Tourism*, 17 (10), pp. 872-909.
- SITA. (2017), "The Passenger IT Trends".
- Shanahan, K. J. (2003). The degree of congruency between roadside billboard advertisements and sought attributes of motels by US drive tourists. *Journal of Vacation Marketing*, 9(4), pp. 381–395.
- Sohrabi, B., Vanani, R.I., Tahmasebipur, K. & Fazli, S. (2012). An exploratory analysis of hotel selection factors: A comprehensive survey of Tehran hotels. *International Journal of Hospitality Management*, 31(1), pp. 96-106.
- Soulidou, Afroditi K. & Karavasilis, George I. & Vrana, Vasiliki G. & Kehris, Evangelos C. & Theocharidis, Anastasios-Ioannis T. & Azaria, Alberto H., (2018). "Factors affecting hotel selection: Greek customers' perception," MPRA Paper 98937, University Library of Munich, Germany.
- TD Bank (2016), "Consumer spending index finds millennials enjoy a life on the go without breaking the bank", Retrieved from: <https://mediaroom.tdbank.com/2016-05-11-TD-Bank-Consumer-Spending-Index-Finds-Millennials-Enjoy-a-Life-on-the-Go-Without-Breaking-the-Bank>
- Think with Google (2016). "Millennial travellers: Mobile shopping and booking behaviour". Online at: <https://www.thinkwithgoogle.com/advertising-channels/mobile-marketing/millennial-travelers-mobile-shopping-booking-behavior/>
- Timothy, D., & Teye, V. (2009). *Tourism and the lodging sector*. Routledge.
- Trana, L., Lya, P. & Leb, L. (2019), "Hotel choice: A closer look at demographics and online ratings", *International Journal of Hospitality Management*, 82 (2), pp. 13-21.
- Turismo de Portugal (2020). *Registo Nacional de Alojamento Local*.
- Tseng, A. (2017). Why do online tourists need sellers' ratings? Exploration of the factors affecting regretful tourist e-satisfaction. *Tourism Management*, 59, pp. 413–424.
- Tsiotsou, Rodoula H. & Jochen Wirtz. (2012). 'Consumer behavior in a service context', in V. Wells and G. Foxall (eds), *Handbook of Developments in Consumer Behavior*, Cheltenham and Northampton, MA: Edward Elgar, pp. 147–201.

- Tsiotsou, R. H. & Wirtz, J. (2015). The three-stage model of service consumption. In *Handbook of Service Business*. Cheltenham, UK: Edward Elgar Publishing.
- Underhill, P. (2009). *Why we buy: The science of shopping--updated and revised for the Internet, the global consumer, and beyond*, New York: Simon and Schuster.
- United Nations World Tourism Organisation & World Youth Student & Educational Travel Confederation (UNWTO and WYSE Travel Confederation) (2008), "Youth travel matters: understanding the global phenomenon of youth travel", UNWTO, Madrid.
- United Nations World Tourism Organisation & World Youth Student & Educational Travel Confederation (UNWTO & WYSE Travel Confederation) (2016), "Affiliate members global reports, volume thirteen – the power of youth travel", UNWTO, Madrid.
- van Ittersum, K. v., Pennings, J. M., Wansik, B., & van Trijp, H. C. (2007). The validity of attribute-importance measurement: A review. *Journal of Business Research*, 60, pp. 1177-1190.
- Verissimo, Costa (2018). Do hostels play a role in pleasing Millennial traveller, *Journal of Tourism Futures*, 4 (1), pp. 57-68.
- Verhoef, P.C. & Lemon, K.N. (2013). Successful customer value management: Key lessons and emerging trends. *European Management Journal*, 31(1), pp. 1-15.
- Vinson, D.E. (1977). The role of personal values in marketing and consumer behaviour. *Journal of Marketing*, 41(2), pp. 44–50.
- Weaver, P. A. & Heung, C. O. (1993). Do American Business Travellers Have Different Hotel Service Requirement? *International Journal of Contemporary Hospitality Management* 5(3), pp. 16–21.
- Williams, K. C.; & Page, R. A. (2011). Marketing to the Generations. *Journal of Behavioral Studies in Business*, 3, pp. 37-52.
- Wirtz, J. & P. Chew (2002), 'The effects of incentives, deal proneness, satisfaction and tie strength on word-of-mouth behaviour', *International Journal of Service Industry Management*, 13(2), pp. 141–162.
- Wirtz, J. & S.E. Kimes (2007), 'The moderating effects of familiarity on the perceived fairness of revenue management pricing', *Journal of Service Research*, 9(3), pp. 229–240.

World Economic Forum (2018), "Tourism and the Sharing Economy: Policy & Potential of Sustainable Peer-to-Peer Accommodation"

Yavas, U., & Babakus, E. (2005). Dimensions of hotel choice criteria: congruence between business and leisure travelers. *International Journal of Hospitality Management*, 24(3), pp. 359–367.

Appendices

Appendix 1 - Online Survey

Travel accommodation choice

In the context of the elaboration of the Master's in Marketing's thesis at ISCTE, this questionnaire was developed with the objective of understanding and studying determinants influencing the accommodation choice in Portugal. The completion of the questionnaire will take approximately 3 minutes. Thank you in advance for your contribution. You are asked to honestly answer the questions. We remind you that this is not a test to your knowledge but an understanding of your position in relation to the topic in question. All answers will be anonymous. For any question, feel free to contact: mmros1@iscte-iul.pt

* Required

Travelling habits

1. With whom do you usually travel?

* Check all that apply.

- Alone
- Family
- Friends
- Partner
- Pets

2. How involved are you in the decision-making process for the accommodation?

* Mark only one oval per row.

	1	2	3	4	5	
Not involved at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally involved

Accommodation attributes

When searching for a place to stay during the vacations, many options with different characteristics are deliberated before selecting the final option. In this section you are asked about the characteristics you value when choosing your stay.

3. Please evaluate the following attributes considering the preferences you have in the choosing process.

* Mark only one oval per row.

	1- Not at all important	2- Slightly important	3- Moderately important	4- Very important	5- Extremely important
Cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adapted for children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adapted for pets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation from peers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability concern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff friendliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technologic innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wi-fi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Is there any other attribute you consider important?

5. How important is it to you?

* Mark only one oval per row.

	1	2	3	4	5	
Not at all important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely important

Local Tourism

In this section you are asked about your perception of Local Tourism, that is the attributes you associate it with.

6. Please evaluate the relation between the following accommodation attributes and your perception of Local Tourism in general.

* Mark only one oval per row.

Consider “1- Never present” the characteristics you don't associate with Local Tourism or never see in this type of accommodation and “5- Always present” the characteristics you always associate with Local Tourism or always see in this type of accommodation.

	1- Never present	2- Rarely present	3- Sometimes present	4- Often present	5- Always present
Cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adapted for pet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adapted for children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation from peers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability concern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff friendliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technologic innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wi-fi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Is there any other attribute you consider present?

8. How present is it to you?

	1	2	3	4	5	
Not at all present	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely present

Previous experiences

9. Have you ever stayed in a local accommodation?

* Mark only one oval per row.

- Yes, once
- Yes, more than once
- No Skip to question 11.

Satisfaction of the previous experiences

In this section you are asked about your satisfaction with your previous experiences with Local Tourism.

10. How satisfied were you with your experiences staying in a Local Accommodation?

* Mark only one oval per row.

	1- Very Unsatisfied	2- Unsatisfied	3- Neutral	4- Satisfied	5- Very satisfied
Local Tourism Experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographic Data

This section is intended to collect demographic information from the respondent. Please choose the option for each question that applies to you.

11. Gender

* Mark only one oval per row.

- Male
- Female
- Prefer not to say

12. Age

* Mark only one oval per row.

- < 18 years old
- 18 - 38 years old
- > 39 years old

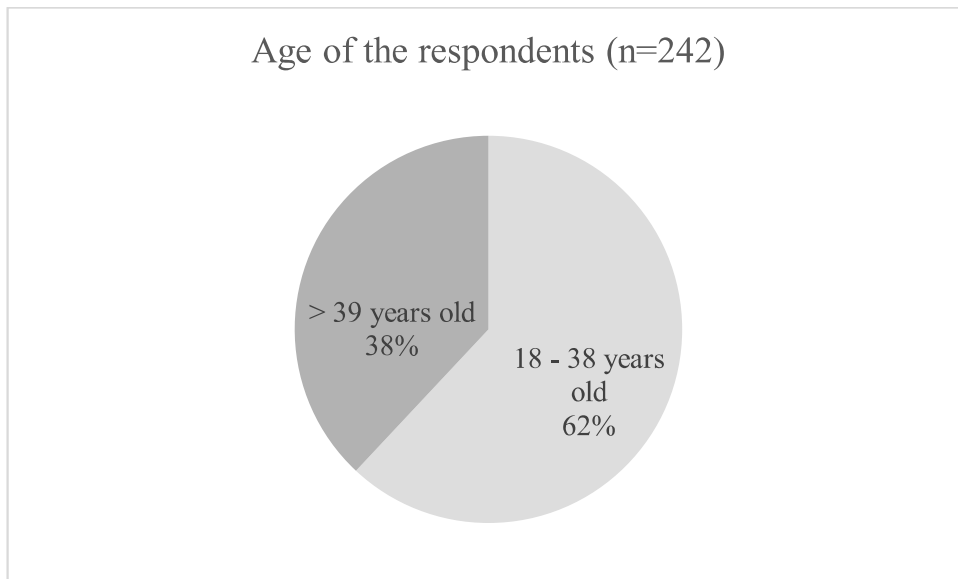
13. Monthly income

* Mark only one oval per row.

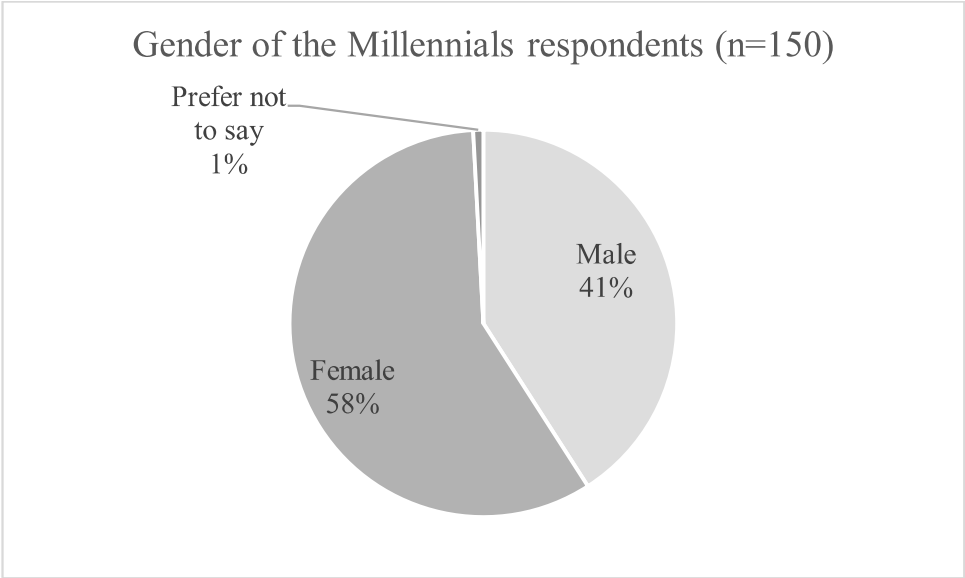
- 0€
- < 599€
- 600€ - 1000€
- 1001€ - 1500€
- 1501€ - 2000€
- > 2001€



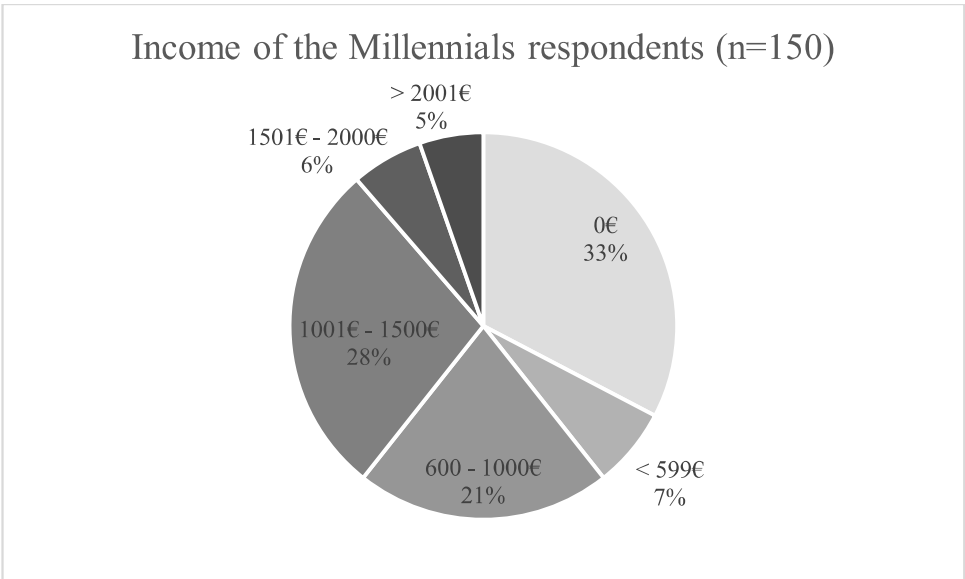
Appendix 2 - Demographic results of the survey



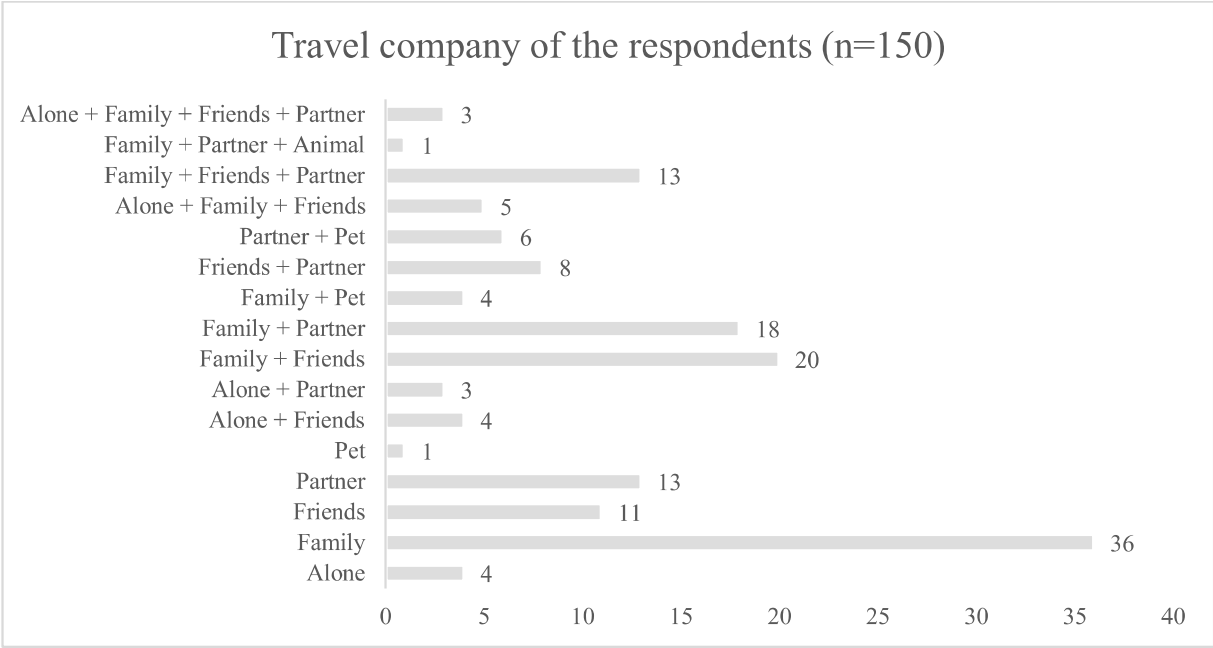
Graph 2 - Age of the Respondents



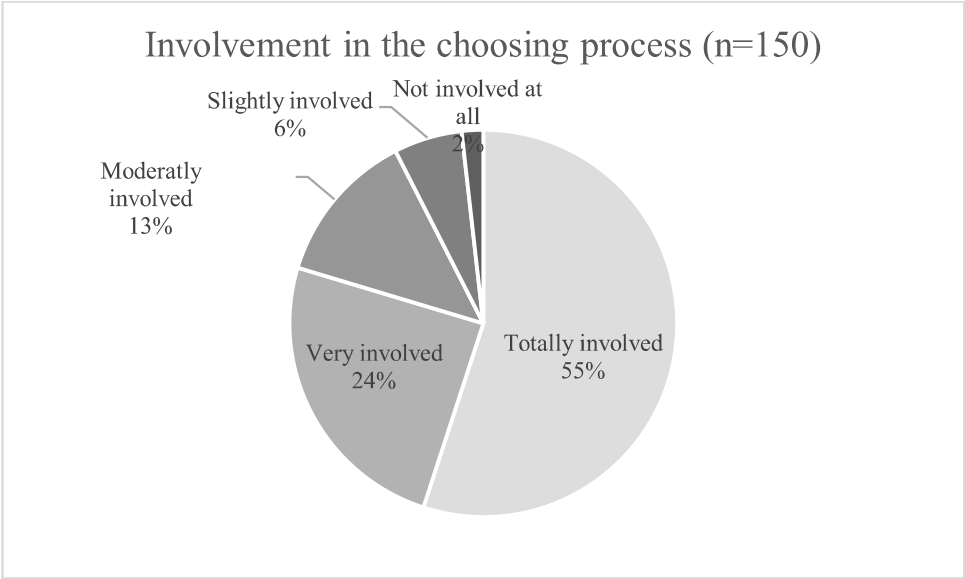
Graph 3 - Gender of the Millennials respondents



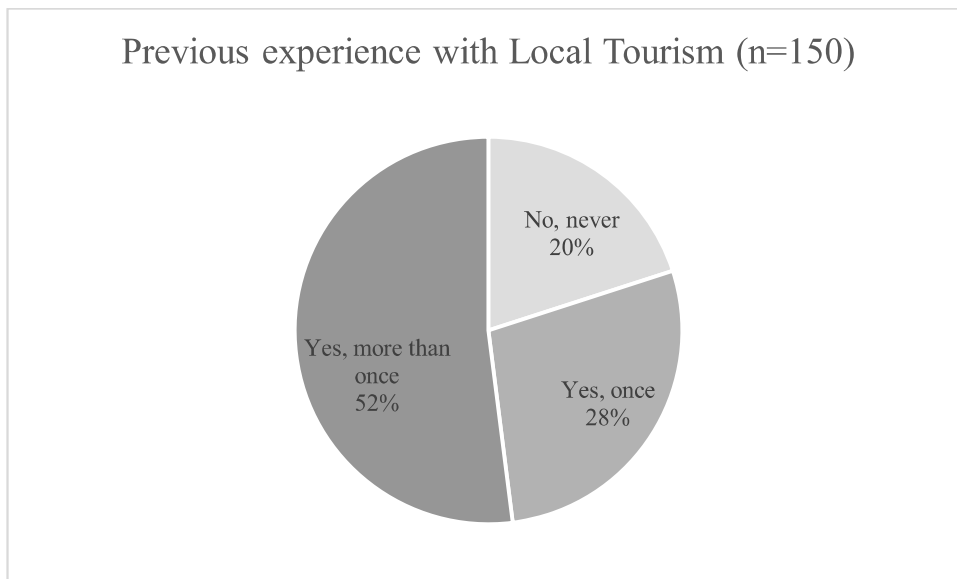
Graph 4 - Income of the Millennial respondents



Graph 5 - Travel company of the Millennial respondents



Graph 5 - Involvement in the choosing process of the Millennial respondents



Graph 6 – Previous experience of the Millennial respondents

Appendix 3 - Normality tests of the dependent variables

Table 15 - Normality Test for the accommodation attributes

Normality Test	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	gl	Sig.	Statistic	gl	Sig.
Cleaning	0,308	150	0	0,771	150	0
Comfort	0,296	150	0	0,789	150	0
Local Experience	0,206	150	0	0,839	150	0
Location	0,265	150	0	0,798	150	0
Online Reviews	0,305	150	0	0,834	150	0
Children Adaptation	0,23	150	0	0,893	150	0
Pet Adaptation	0,19	150	0	0,9	150	0
Price	0,244	150	0	0,816	150	0
Recommendation from peers	0,21	150	0	0,88	150	0
Reputation	0,239	150	0	0,864	150	0
Security	0,258	150	0	0,86	150	0
Sustainable concern	0,2	150	0	0,911	150	0
Staff Friendliness	0,272	150	0	0,849	150	0
Technology Innovation	0,185	150	0	0,913	150	0
Value for Money	0,247	150	0	0,838	150	0
Wi-fi	0,24	150	0	0,811	150	0

Table 16 - Normality test for the variable presence of the attributes in local tourism

Normality Test	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	gl	Sig.	Statistic	gl	Sig.
Cleaning	0,326	150	0	0,714	150	0
Comfort	0,269	150	0	0,818	150	0
Local Experience	0,273	150	0	0,872	150	0
Location	0,267	150	0	0,788	150	0
Online Reviews	0,316	150	0	0,83	150	0
Children Adaptation	0,356	150	0	0,709	150	0
Pet Adaptation	0,369	150	0	0,68	150	0
Price	0,342	150	0	0,734	150	0
Recommendation from peers	0,255	150	0	0,879	150	0
Reputation	0,254	150	0	0,879	150	0
Security	0,325	150	0	0,736	150	0
Sustainable concern	0,213	150	0	0,894	150	0
Staff Friendliness	0,261	150	0	0,874	150	0
Technology Innovation	0,194	150	0	0,911	150	0
Value for Money	0,413	150	0	0,626	150	0
Wi-fi	0,236	150	0	0,831	150	0

Table 17 - Normality test for the variable previous experiences with Local Accommodation

Normality Test	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	gl	Sig.	Statistic	gl	Sig.
Envolvement	0,32	150	0	0,691	150	0

Table 18 - Normality test for the variable satisfaction with local tourism

Normality Test	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	gl	Sig.	Statistic	gl	Sig.
Satisfaction	0,293	120	0	0,796	120	0

Appendix 4 - Involvement in the accommodation choice

Table 19 - Involvement in the accommodation choice: Millennials vs Non-Millennials

Test Statistics	
	Involvement
Mann-Whitney U	6027,5
Wilcoxon W	17352,5
Z	-1,908
Asymp. Sig. (2-tailed)	0,056

Table 20 - Involvement in the accommodation choice according to the gender of the Millennials

Test Statistics	
	Involvement
Mann-Whitney U	2600,5
Wilcoxon W	5015,5
Z	-0,682
Asymp. Sig. (2-tailed)	0,495

Table 21 - Average of involvement per group

Involvement			
Income	Average	N	Error
Group 0	4,14	49	1,09924
Group 1	4,20	10	1,31656
Group 2	4,19	32	0,89578
Group 3	4,67	42	0,61154
Group 4	4,59	17	0,79521
Total	4,35	150	0,9422

Table 22 - Involvement in the accommodation choice according to the income of the Millennials

Test Statistics	
	Involvement
Kruskal-Wallis test	10,844
gl	4
Asymp. Sig. (2-tailed)	0,028

Table 23 - Involvement in the accommodation choice according to the travel company of the Millennials

Test Statistics	
	Involvement
Kruskal-Wallis test	25,021
gl	5
Asymp. Sig. (2-tailed)	0,00

Table 24 - Average of involvement per profile

Involvement			
Profile	Average	N	Error
Profile 1	4,0278	36	1,20679
Profile 2	3,85	20	0,98809
Profile 3	4,7222	18	0,46089
Profile 4	4,7692	13	0,43853
Profile 5	4,8462	13	0,37553
Profile 6	3,9091	11	0,83121
Total	4,2793	111	0,96456

Appendix 5 – Perception of the Local Accommodation

Table 25 - Difference between satisfaction and number of previous experiences

Test Statistics	
	Satisfaction
Mann-Whitney U	1379,000
Wilcoxon W	2282,000
Z	-1,602
Asymp. Sig. (2-tailed)	0,109

Presence

