



Haras de Lamballe - L'Oeil de l'An - CAD22

Generation Alpha (aged 0-12) - Customers and their expectations

#1 GENERATIONS, LEISURE AND TOURISM

The tourism and leisure markets need to constantly adapt to customers' consumer patterns. They must simultaneously satisfy **several generations of consumers**, each of which have their own expectations and a different view of leisure and tourism.

BEHAVIOUR, NOT AGE

A generation is defined by **behavioural similarities** among the individuals comprising it. Ways of being and of doing resulting from multiple factors such as access to technologies, changing values and shared lived experience have a significant impact on members of the same generation.

CHILDREN, TEENAGERS, YOUNG ADULTS AND FAMILIES

After the baby boomers – the most analysed generation in terms of tourism patterns – and generation X (aged 43-59) – currently the majority of customers. **What are the behaviour patterns of new and future customers?** What are their expectations?

The purpose of this presentation is to give you some answers

UNDERSTANDING YOUR CUSTOMER

Understanding the behaviour and expectations of individuals in a generation and the values that set them apart from others means that you can also devise offerings specifically for them and accommodate them physically or virtually.



GENERATION Z
13-22 age cohort

GENERATION Y
23-42 age cohort



GENERATION ALPHA
0-12 age cohort

#2 WHO ARE GENERATION ALPHA?



AGE?

Born between 2010 and 2024: the oldest are aged 12

HOW MANY?



11 million in France

2.8 million births worldwide a year
2.2 billion by 2025, the largest generation (ahead of baby boomers)



GENERATION ALPHA
0-12 age cohort

KEY EVENTS

- ➔ Born the same year as the iPad and Instagram (2010)
- ➔ Connected toys, AI and virtual reality
- ➔ Impact of COVID-19 health crisis on their education (2020)

FEATURES TO TAKE INTO CONSIDERATION

The most ethnically and gender-diverse generation: gendered norms may disappear with this generation

Even more exposed to screens than pre generations: it will be even more difficult to get their attention

More adaptable: children of millennials (generation Y), they have grown up with parents who move career more often; more diverse family rapidly changing world

More often only children than previous generations it should be easier for them to reach higher education



GENERATION ALPHA 3-6 age cohort

EXPECTATIONS

- 1 Happy to focus on sensory activities: involving looking, smelling, touching, listening, acting, etc.
- 2 Parents expect activities that develop sensory and cognitive ability, and that introduce children to art, nature, culture, sport, etc.
- 3 Express themselves: in drawings, writing, language
- 4 Have fun, play, dream, marvel and imagine
- 5 Move around, develop motor capacity



ELEMENTS TO TAKE INTO CONSIDERATION TO FACILITATE VISITS

- ➔ Small height: **provide accessible amenities and workshops**
- ➔ Easily distracted, **need to change activity often**, need sensory stimulation to retain concentration
- ➔ Lots of energy but get tired quickly: **guided tours should not too long**



GENERATION ALPHA 6-12 age cohort

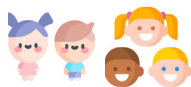
EXPECTATIONS

- 1 Interacting and sharing with parents or friends
Expectation shared by parents
- 2 Look for familiar references: cartoon or comic heroes, characters from YA fiction or fairy tales, celebrities, school, etc.
- 3 Pleasant environment in cultural venues: focus on first impressions, atmosphere, displays
- 4 Have fun, dream and marvel
- 5 Discover and learn



ELEMENTS TO TAKE INTO CONSIDERATION TO FACILITATE VISITS

- ➔ Increased attention span: **can engage in quieter, more challenging activities**
- ➔ Curious, eager to learn: **need to handle things** or make stuff to understand
- ➔ Being part of a group (school, family, friends) is more important: **need to socialise, interact, compare**



GENERATION ALPHA 3-12 age cohort

CHILDREN'S FAVOURITE BRANDS IN 2021



TOY MARKET LEADERS IN 2021



UP 12% In board games, puzzles and trading cards: sales of Pokemon cards doubled over the year



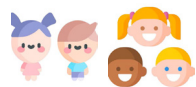
UP 12% Soft toys



UP 8% Action figures

#6

WHERE DO THEY GET THEIR INFORMATION? WHAT ARE THEIR INFLUENCES?



GENERATION ALPHA
3-12 age cohort

- 1 Parents have final say
- 2 School and classmates
- 3 **Internet:** familiar with new technologies, quick to learn how to do a Google search
- 4 **YouTube:** accessed by over one third of the 3-4 age cohort and over half of the 5-7 cohort, mostly to watch cartoons and videos
- 5 **TikTok and social media:** although under 13s are barred, 40% of primary school students in France have a social media account in their own name (2021)

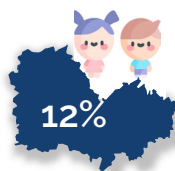


#7

GENERATION ALPHA IN CÔTES D'ARMOR - SOME STATISTICS

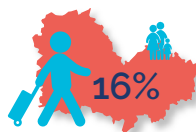
SHARE OF POPULATION IN CÔTES D'ARMOR

Children under twelve make up **12% of the population in Côtes d'Armor**¹
i.e. about 70,000 children



PROPORTION IN REGIONAL TOURISM

Generation Alpha make up about **16% of tourists staying in Côtes d'Armor**²
i.e. about 600,000 young tourists a year



*Coming up in 2023
Data update with REFLET 2022*

Families with children	Indicators
Group size	4-6 people
Length of stay	7-8 nights
Spending per day per person	€34
Holiday budget	€1,215

¹Source: INSEE population census - 2019

²Source: REFLET survey 2016 - Brittany Tourist Board

GENERATION ALPHA IN CÔTES D'ARMOR

Most live in two-parent families (84% compared to 16% one-parent families).

Most have parents who are still working (75%). Most live in urban areas (Saint-Brieuc, Dinan, Lamballe, Lannion, etc.) in the north.

GENERATION ALPHA AS TOURISTS

Most come from the greater Paris region (29%), north-western France (Brittany, Pays de la Loire) for week-long stays during the school holidays (summer, spring, Halloween).

Almost 2 million tourists a year are families with children

14% of families visit amusement and wildlife parks while on holiday and the same proportion visit museums and/or exhibitions.

#8

NEW PRESENTATIONS IN 2023

PROVISIONAL SCHEDULE 2023: PRESENTATION ON TOURISM AND LEISURE CUSTOMERS

March/April

Presentation on **Generation Alpha, Z and Y** based on analysis by Agence Signe des Temps

May

Experience analysis in **Côtes d'Armor** based on online customer posts by season and type of service - TRAVELSAT

June/December

Tourism customers and day trippers by profile in Côtes d'Armor
Results of the new REFLET 2022 study - Brittany Tourist Board



Ile Renote Trégastel - L'Oeil de Paco - CAD22

Generation Alpha (aged 0-12) - Customers and their expectations

OVER TO YOU! WHAT CAN YOU DO TO ATTRACT AND RETAIN THESE CUSTOMERS?



SEE CÔTES D'ARMOR DESTINATION FOR CASE STUDIES

- ➔ Key tourism trends and figures
- ➔ Accommodation and leisure activities
- ➔ Tourist and day tripper flows - Orange Flux Vision data analytics
- ➔ Regional monitoring centres



Côtes d'Armor Destination:
www.cad22.com
studies on tourism
www.armorstat.com



CONTACT

Vincent CORRE
Tourism Development Officer
Côtes d'Armor Destination
+ 33 (0)2 96 62 72 13 - vcorre@cad22.com

Côtes d'Armor
le Département

