

Millennial Expectations and Reality of Hotel Industry

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Abstract: *Hotel Industry, over past two decades is giving significant attention to the millennial generation as they have become a niche market for business hotels. With their unique demands and different perspective, hotel industry is facing typical service quality challenges. This study aims to find out the latest demands of the millennials from the hotels during their travel. However, it also tries to gauge the gap between the expectations of millennial tourists and what actually the industry is providing against their demands. The study was mainly quantitative having interviews with a few hoteliers and domestic millennial tourists in Mumbai. A structured questionnaire was forwarded to get the primary data for the study. The findings of the study revealed that, there is a significant difference between the expectations of Millennial for hotel Business Facilities and the actual Facilities provided by the Star Business Hotels in Mumbai City.*

Keywords: Millennial, Hotel Facilities, Business Hotel, Repeat Customer

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