

Keynote speaker

Wednesday 20 October 2021 | 17:45 – 19:00 (Adelaide, SA)



Peter Jordan, Head of Insights, TOPOSOPHY

How does Gen Z differ from Millennials, and why this is important for your destination marketing strategy?

Session description

To look at the youth market is to look ahead, and face the future. Yet it is often surprising how little younger consumers are taken into account when it comes to travel and tourism, and how little is understood about the differences that exist between age segments under the 'youth' umbrella. Every generation is shaped by the events which occur during their early years, whether that is economic boom and bust, technological progress or other major geopolitical events. This is certainly the case among Millennials (born) and Generation Z (born). Both generations have experienced deep and lasting effects from the COVID-19 pandemic, but in different ways due to the age differences between them.

This session will explore how global events have shaped the global outlook of Millennials and 'Gen Zers', and how this manifests in terms of travel motivations and behaviour. It will examine the key differences between the two generations, as well as the sub-groups that exist within each generational group. It will highlight the essential points that destination marketers need to know when it comes to developing promotional activities for each generational group, together with inspirational examples and issues to consider for the future.

Speaker bio

Peter is a highly experienced professional, with extensive experience in stakeholder engagement and strategy building. Through TOPOSOPHY's collaborations with organisations such as European Cities Marketing and the European Travel Commission, he has become established as a thought leader in the fields of tourism growth, sustainability and more recently, in tourism recovery. As a consultant, he has guided multiple government agencies in building tourism strategies in collaboration with the private sector, helping to motivate diverse audiences around common goals.

Peter is Head of Strategy with TOPOSOPHY, having worked with the company for nearly seven years. During this time, Peter has led project management and client coordination in diverse international research and strategy-building projects, helping clients to build their approach around observed consumer behaviour, and equipping them with practical insights that allow them to take action quickly. Over the course of the past decade he has also become established as a specialist on the impact of youth on the tourism sector, having run research projects with the Pacific Asia Travel Association (focussing on the impact of the young consumers on travel in Asia and the Pacific), the World Youth, Student and Educational Travel Confederation and the World Tourism Organisation (UNWTO).