

J.D. POWER

TRAVEL & HOSPITALITY INTELLIGENCE

Trends Among GEN Z Hotel Guests

SMART TVs

42%



of Gen Z guests report they
"need to have" Smart TV/Ability
to stream my entertainment in
their hotel room

27%
201942%
2024

ONLINE REVIEWS

33%

One in three Gen Z guests use
online reviews to research hotels



Gen Z is more likely than Gen Y to
cite online reviews as a reason
for choosing the hotel brand

27%
GEN Z22%
GEN Y/
MILLENNIALS

EV CHARGING

9%



of Gen Z hotel guests charged
an EV during the hotel stay.
Are they paying to charge
their EVs at the hotel?

43%
PAID FOR ALL
OR PARTLEVEL 3
DC FAST
CHARGING
IS MOST
COMMON57%
CHARGING
WAS FREE

J.D. Power can help you keep up with the emerging
trends that impact hotel guest satisfaction.

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