

Millennials changing the hotel market

By Hugo Martin, Los Angeles Times

At the latest breed of hotel, rooms are up to one-third smaller than traditional quarters, with furniture that looks fresh from an Ikea showroom.

The work desk is downsized and might double as a nightstand. The Internet speed is super fast. The Wi-Fi is free. Power outlets and USB ports dot the walls, especially near the bed to accommodate binge watching.

The target is the millennial traveler, ages 18 to 34, who likes to stay connected online, eat on the run and commune with other millennials.

Hotel giants, including Marriott International and Hilton Worldwide, are launching brands with names such as Moxy, AC, Edition, CitizenM and Canopy. Even billionaire Sir Richard Branson has a new millennial-oriented chain, dubbed Virgin Hotels.

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