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Capture millennials with community connectivity

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By [Guest Contributor](#) on 5/16/2016

It takes more than a clever hashtag and well-shared selfie to win greater guest appeal and loyalty—but it is a good start. Connecting guests with the surrounding community has become essential to hotel performance—and that goes for hotels of all service levels, from suburban select-service to luxury urban destinations.

The new generation of hotel guests – millennials – has enormous spending power with estimates of roughly US\$226 billion spent on travel in 2015. With hotel transactions in the Americas expected to reach [US\\$37 billion in 2016](#), many hotel owners and investors are finding that now is the time to ensure properties have what it takes to stay competitive with this key demographic.