

## Millennials as Leaders – Monday, Feb. 26, 2018 - Panel Summary

*Overall Session Goals:* What is working in the opinion of panelists (Millennials) as far as being relevant to the next generation? How can we prepare for the future customer? What is a key suggestion to increase ROI regarding “youth” marketing strategy.

*Moderator:* Amy Brooks, Susquehanna Trailways

*Panelists:* Ashley Bailey, Bailey Trailways (PA) and John Henry (Martz Trailways (PA, DC, VA, FL)

### Discussion Highlights:

The panelists described the variety of services their companies offered (charter, limos, tour, schedules, commuter, Travel agency services) and talked about what marketing strategies they use for each segment, if different.

They discussed the social media channels and talked about the value/return and which is the most “successful.”

The panelists shared how they use the TRAILWAYS brand name and whether it provides an advantage/notoriety; and whether it impacts the digital “marketplace” and sales.

They discussed the growth of “new” media & social marketing compared to “traditional media” such as print ads (telephone book, newspaper, billboard, magazine; and/or radio & TV marketing.

They also discussed social Media marketing, which can be labor intensive, and the range of costs associated with their social/digital strategy and work.

The panelists described their process for analyzing social media efforts through google analytics and whether they have a staff person in-house or an outside vendor.

They discussed whether young bus riders have loyalty to the bus company they use; and how they build/keep brand loyalty...and what bus companies may need to offer to keep customers.

The panelists debated how to make ---or continue --- to be “a preferred choice” of travel by millennials and what type of suggestions they receive from young riders.

They also discussed the use of mobile “apps” and other things to stay “ahead of the curve” and how the bus industry can keep in touch with the needs/expectations of young riders.

They discussed online “booking” and whether they have found a “disconnect” with generational groups compared to the “personal touch”? They discussed how they try to maintain that personal touch and how they follow up with customers. For the answers or more information, please contact [Tracey@trailways.com](mailto:Tracey@trailways.com) or [amy@susquehannabus.com](mailto:amy@susquehannabus.com).