

GEN Z

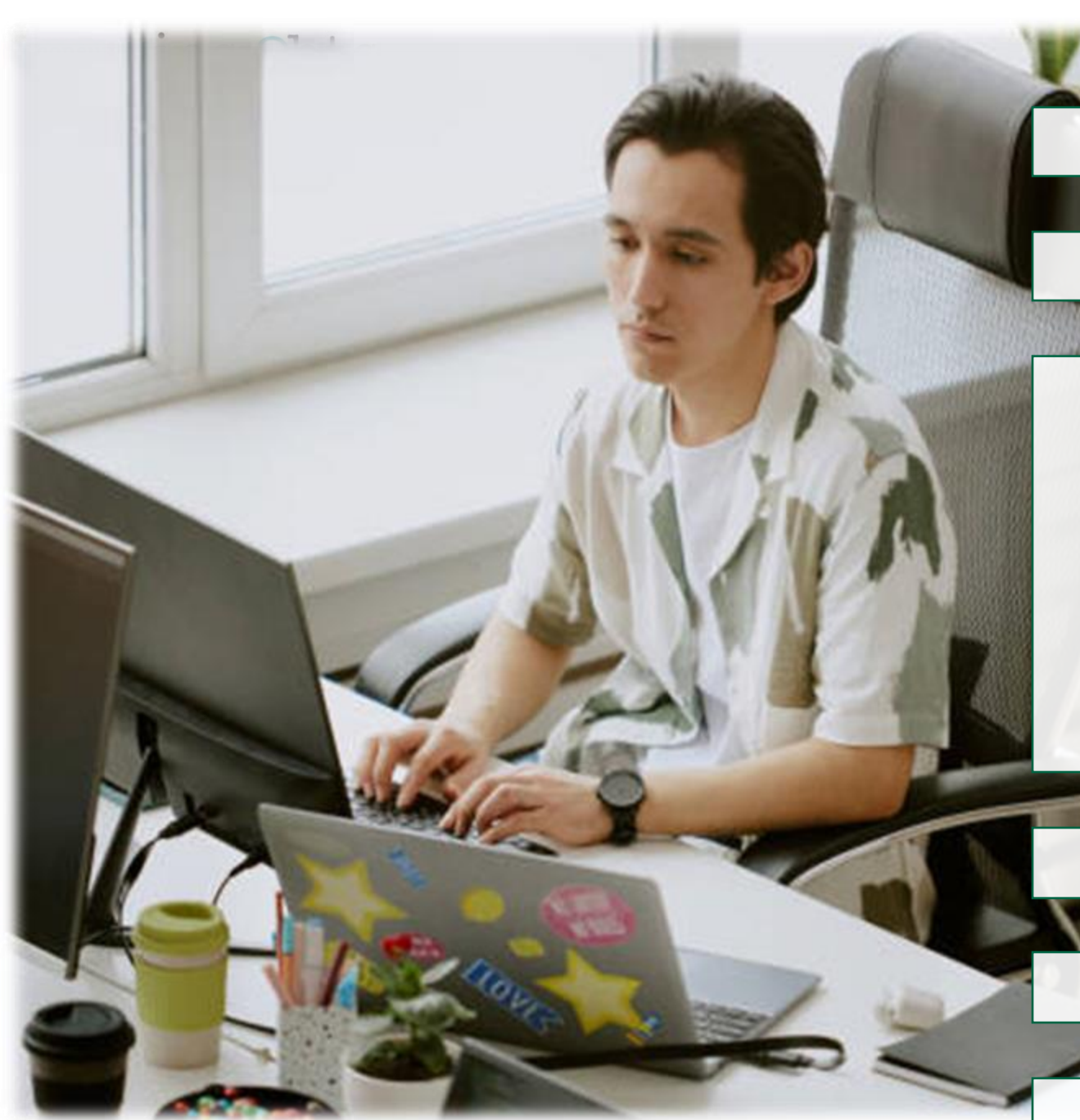
DECODING GEN Z ON THE MOVE



Inspiration Led By Fact.

By 2035 Gen Z will be the largest and
wealthiest generation.

Their estimated worth will be \$74T



18 – 28 yrs.

Young adults of all identities.

27% of the workplace.

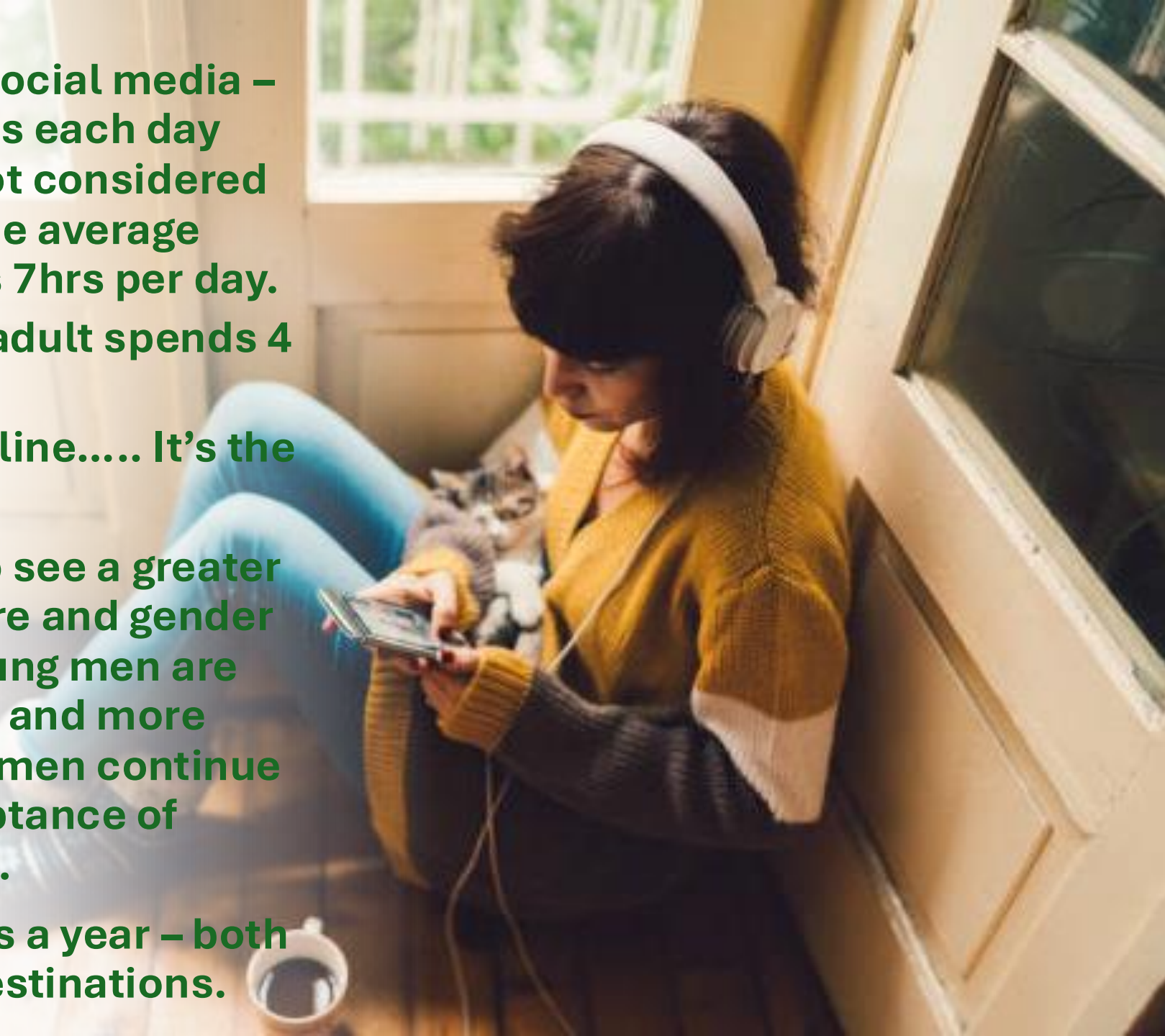
- Exploring career passions and fit.
- Very nervous about AI taking over jobs.
- 49% say ‘normal’ working fall shorts of expectations.
 - Expect empathy, flexibility, empowerment and acceptance.
 - Understand hierarchy but see limited need for it in their work lives. They want to have their voices acknowledged and be seen as valuable.

Spent \$984bn in 2024 in the US.

A third shop online everyday.

There is a window of 8s, possibly less, before they lose attention.

- **64% spend time online using social media – at an average of 3hrs and 5mins each day (bear in mind that gaming is not considered to be social media). In total, the average amount of time spent online is 7hrs per day.**
 - **For context, the average adult spends 4 – 6 hrs online per day.**
 - **It can be an artificial fine line..... It's the what that differentiates.**
- **First generation in 50+ years to see a greater divide and separation of culture and gender identities and behaviours. Young men are leaning towards conservatism and more traditional values whereas women continue to focus on equality and acceptance of differences and cultural shifts.**
- **Gen Z travel on average 3 times a year – both 'repeat and return' and new destinations.**



- 30% feel financially insecure.
 - There is pressure to save but this is countered by the need to fully live and enjoy their time as unconstrained young adults.
- 55% distrust AI and Gen Z is generally slow for fully adopt and integrate it into their own lives.
- 57% use AI when shopping, at the same time keeping a watchful eye on what it is doing.
- 56% are more connected to content creators rather than influencers and media personalities.
- 66% want more affordable options of clothing, white goods, furniture etc.
- Significant shift on being less worried about sustainability
- Shaping Culture.
 - This is normative. All generations have done this in one way or another.

Translating Facts Into Meaning

NAVIGATING ALTHORYTHMIC BUBBLES

While developing
and treasuring the
safety of their own
community.

ACCUMULATION OF EXPERIENCES

Driven by Social Energy
and Exploration.

PLANNED SPONTANEITY

Savvy and clued in.
Money smart and
money poor.

Resent being called:

- Snowflakes, switched off, disengaged, stuck in their phones, lazy, only interested in tech, just want a sun holiday, partying, drink or don't drink
 - Not Digital Natives – this is the world as they know it

Navigating Algorithmic Bubbles

Embrace AI but remain skeptical and alert

Social media dominates but they quickly differentiate between what is real vs what is artifice

Platform engagement differs by gender: male = YouTube, Reddit, LinkedIn, Instagram; female = TikTok, Snapchat, Instagram, Facebook, Pinterest

No longer scroll – feeds are instant

Real experience lives comfortably alongside the virtual world

Create, curate, nurture and immerse themselves in their own communities. They are the own content creators.

Sense of safety and security, recognition, development stage and a common base from which to engage in the world

Content creators

Hyper personalization is embraced

Savvy and clued on

Perceptive and insightful view of news feeds and product offerings
Astute

Influencers do not rule their choices and are frequently seen as inauthentic

Easily assess and filter choices



ACCUMULATION OF EXPERIENCES

- IRL and Touching Grass are genuine needs
- Connection
- Back to a sense of 'what things should be'
- Breadth and depth of experiences
- Will engage in multiple experiences while in a destination / on a trip
- Not just about doing things, it's about the feeling and memory and emotions
- Key travel Motivations are Exploration and Social Energy
- Adventure also plays a role



Planned Spontaneity

- Money smart and money poor
- Research and plan
- Word of mouth
- Book the safe components of a trip – accommodation and transport
- Two behaviours:
 - Arrive in a destination and wander (Google maps is only used if really necessary). The unexplored, hidden gems, sense of discovery
 - Vs. the big ticket items: good to know, may be considered, but only if there is the potential for a strong connection or a great experience
- Tech vs sensory vs people and place
- Repeat visits



What does this mean for my business?



User Generated Content & IRL

Destination Connectivity &
Revenue Streams

Food Exploration

WOM and Amplification

Taking Motivations Further
Nighttime Events, Local Teaching, ticketing
for opposites – NCI & kayaking

Day Parts

Gen Z Communities

Leverage Your Employees

Festivals

Solo Travel

Local & Authentic

Repeat Visitation

Insightful Examples



COMMUNITY SERIES

— A —
LUST
— FOR —
LIFE


**SHOW UP
DUBLIN**



showup.dublin and a_lust_for_life



showup.dublin Final Wednesday sunrise of 2025 💙 what a special summer this has been. We show up for ourselves, those we love and because we know what a gift movement is for our overall wellbeing.

@a_lust_for_life are a youth mental health charity. They show up for all the young people around Ireland, focused on their wellbeing. 100% of donations from our final Wednesday session will go directly to supporting their work 🙏

Sunrise sign up in our bio! We hope to see you there xx

2w



a_lust_for_life 🙌🙌🙌🙌🙌🙌 well done!!!! 🙏 Thank you so much guys, so so generous 🙏

2w Reply



cocobrew_ 🙌🙌🙌🙌

2w Reply



Liked by sile_yogaandsound and 116 others

September 15

Meet your people.

Book your bed. Join the chat. Make plans.



📍 Where do you want to go?

📅 Check In
27 Sep

📅 Check Out
30 Sep

👥 Guests
2

Let's go! →



See Traveller Profiles the second
you book



Chat to travellers staying in your
hostel & city



Discover local events at your
hostel & nearby



Most booked today
Barcelona



Travellers staying in
hostels
94,684



Social members
2 million+



In the chat now
314,892



Events in the app now
114,536

Highlighting the safety net basics

SOME THINGS TO NOTE

GOOD TO KNOW

We provide you with all the information that may be useful during your stay.



DAILY EVENTS



BAR OPEN EVERYDAY



24H RECEPTION



+353 1 855 5660



FREE WIFI



BREAKFAST 7.30AM TO 10.30AM



TOWELS FOR RENT IN DORMS (2,50€)



CHECK OUT 11AM



LUGGAGE STORAGE



LINEN INCLUDED

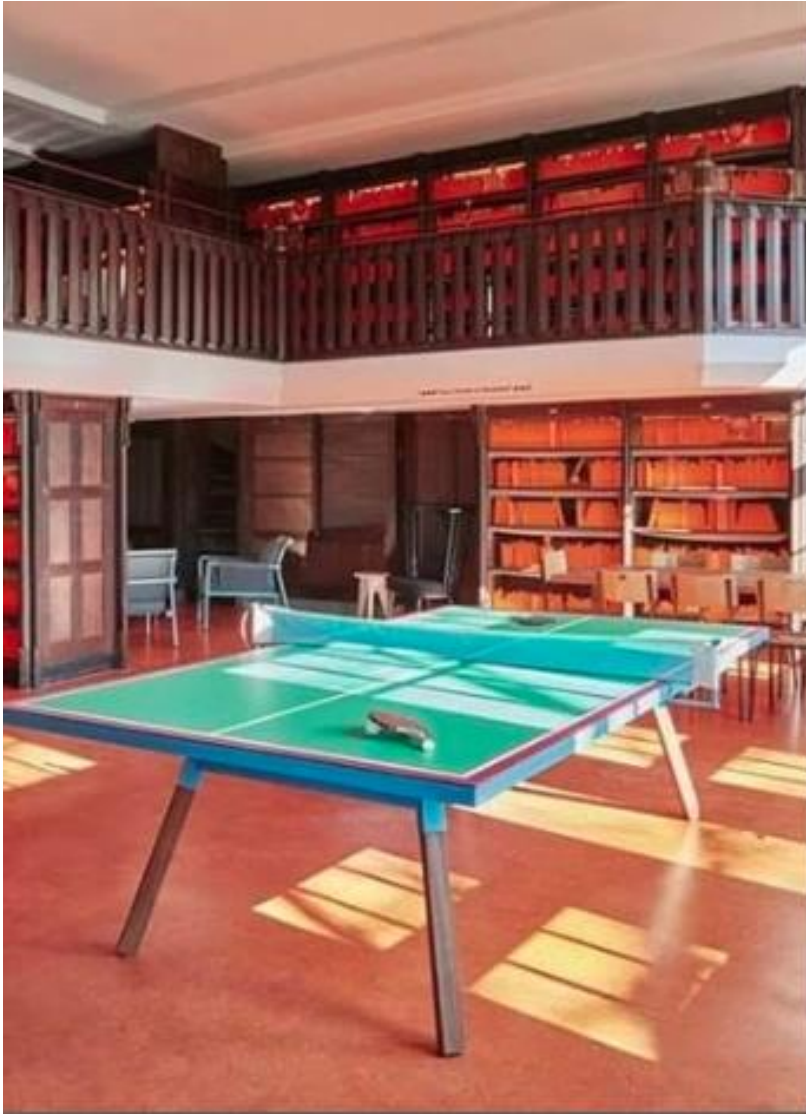


CHECK IN 3PM



LAUNDRY

Safety Net Basics and Value



GET READY FOR THE TRIP OF A LIFETIME AT GENERATOR AMSTERDAM

×

Staying with us comes with great benefits:

- LOCATED INSIDE OOSTERPARK WITH PARK-FRONT ROOMS
- FAST EXPRESS CHECK-IN
- OOSTERBAR, CAFÉ NESCIÓ AND LIVE ENTERTAINMENT
- BREAKFAST, EARLY CHECK-IN & LATE CHECK-OUT
- LOUNGE, TERRACE, BIKE HIRE, LAUNDRY & LOCKERS

What are you waiting for?

Start planning your next trip to **Amsterdam!**

BOOK NOW

Social Energy- Curated events and festivals

GENERATOR SESSIONS

GET INVOLVED IN #GENSESSIONS

Live DJs, rooftop yoga, pop-up tattoos, creative workshops, and late-night parties that go way past bedtime—this is #GenSessions. One-day festivals built around five things we care about: **music, food, drinks, creativity, and community.**

We've been running #GenSessions for several years now, starting in Amsterdam with the crew from Hunkering—packed with energy, art, and one hell of a closing set. Since then, we've taken the vibe to **Berlin, Rome, and Stockholm**, and each city has brought its own spin.

Expect CBD drawing classes, flash tattoos, local food pop-ups, and DJs who actually know what they're doing. Every event is different—but always a good time.

Missed one? Don't worry—more are coming. Keep your eyes on this space.

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Social Energy: Saatchi Music

SAATCHI GALLERY

Open Monday - Sunday

OPENING TIMES

[What's on](#) [About](#) [Join & Support](#) [Learning](#) [Plan your visit](#) [Private Events](#) [Ticket Info](#) [Shop](#)



SAATCHI LATES

UNTIL 9:30PM

About

Experience Beyond the Streets London after dark alongside an incredible evening of entertainment, including: Free Graffiti & Stencil Workshops | Live Performance Drawing Sessions | DJ sets | Special drinks offers

Extending the day: Science Museum- Lates Fáilte Ireland

LATES

Science Museum Lates are adults-only, after hours events that give you the chance to explore the museum at night, take part in themed activities and much more.



FREE EVENT

DATE: Various dates

TIME: 18.30–22.00

PRICE: VIP tickets: £10
General admission tickets: free

AGE: Over-18s only

RELATED LINKS

[Run an event at Lates](#)

[Other evening events](#)

Social Energy: Carlow



Culture Night 2023: PING PONG DISCO

Welcome to PING PONG DISCO, Club! Art Space! Dance-Floor!

Friday 22 September 2023 | 10pm - 2am

Push your wild instincts and demented desires in our joyously outrageous, flashy, trashy, paradise!

Treat yourself to sumptuous disco, and Italo dance floor bangers with special guest pop up performances! Throw your legs in the air, paint your face and ditch all notions, this is clubbing, this is Queer and it is beautifully banging!

Let's bring some high level vibes, and get all up on this dance floor, no one does a party like a Pig Pong Party!

For one very special night only, the gallery will be turned on its head, snogged with big glittery lips and transported, into the fantastical, fun-fuelled and debauched world of PING PONG DISCO.

We will be celebrating the weird and the wonderful, you will be amazed at the weirdoes and queerdos that live among you, as we crawl out of our multicoloured crevices and the further reaches of the nightlife to bring you a sumptuously seductive, performance and dance party. There will be an exhibition of art and decor from Ping Pong Disco clubs nights and festival venue, tunes that will slide you to the dance floor + performances from the wildest beasts on the scene!

With performances and music from Cian Austin Jesus, DJ Eddie Kay, Sexy Tadgh, DJ Eddie Reynolds, The Ping Pong Girls and more to be announced!

Ping Pong Disco blazed onto the scene in 2022 as a destination club with in All Together Now festival. After an upscaled and turned out return in 2023 it cemented its name as the dance floor of dance floors. It's bringing its festival vibes and big dirty wild self out of the field to VISUAL Carlow for a late night takeover on Culture Night. Along with the dancing chorus line of degenerates, the Ping Pong Girls, special guest performances DJ's, and will bring its uniquely identifiable of art and decor.

This is an independent venue, built with a community of creatives, artists and queerdos, with the same thrill seeking mission and fabulous commitment to performance, vibe and fun fueled debauchery.

Performance and acts put together by Cian Austin Jesus. Music programming supported by Eddie Kay. Brian Wallace visual art and design. Resident DJ's: Tonie Walsh, MC Gaffe, + Eddie Kay. Performance + Go Go dancing driven by the PING PONG GIRLS from Paradise Cabaret. All held together by a team of club and festival hardened sounders!

Culture Night Late is funded by The Arts Council of Ireland in partnership with the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media under the Night Time Economy Taskforce to offer audiences a greater diversity in their Culture Night experience late into the night, and to encourage more-inclusive and innovative late-night arts events suitable for a range of audience types into the future.

LGBTQI+ friendly

All welcome



Community Groups



killarneygreatsouthern and 2 others



Original audio



killarneygreatsouthern Edited • 4w

Yoga and Brunch is BACK 🧘‍♀️✨

After two wonderful events, we're so excited to bring you a third Yoga & Brunch experience! 🌿

Start your morning with a rejuvenating yoga flow led by Kelly from [@kellykaliyoga](#) (all levels welcome), followed by an inspiring wellness talk and a sumptuous three-course brunch in the elegant surroundings of Great Southern Killarney.

✨ The perfect blend of movement, mindfulness, inspiration & indulgence ✨

Sunday, 14th September | 11:30 AM | €45



56 likes

August 28

Seasonality



 Sales end soon



Sunday, 5 October

Full Moon Healing Circle Killiney Beach

Free
Oct 5 · 18:00 GMT+1

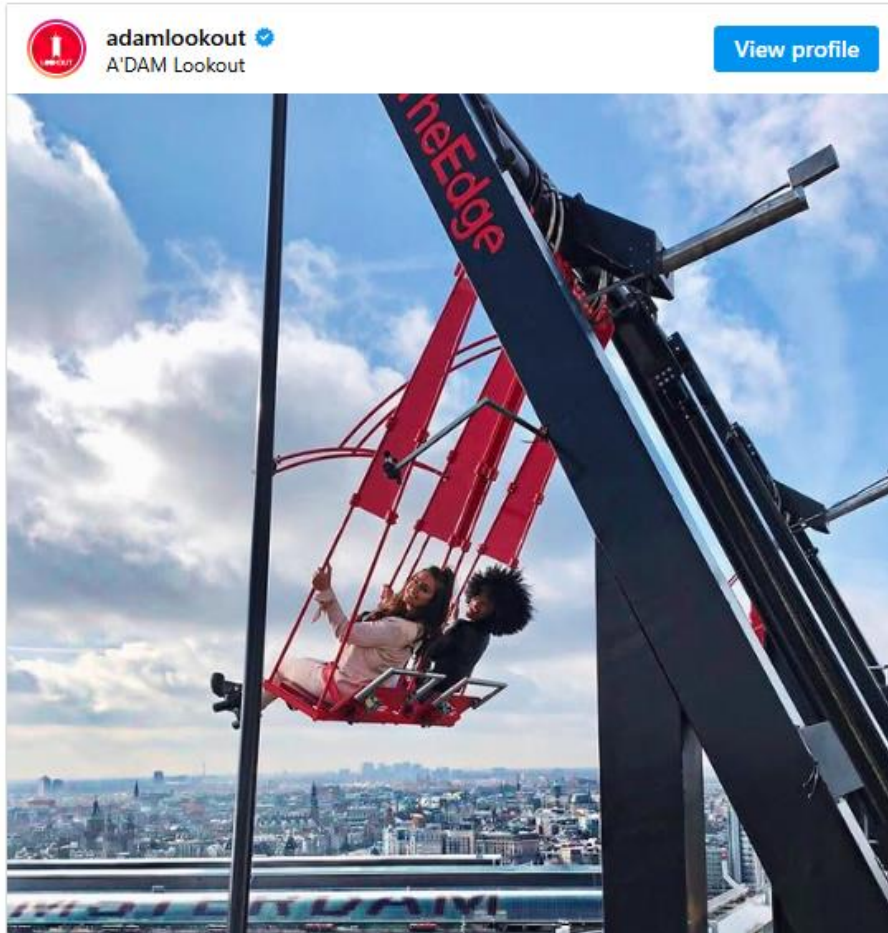
[Get tickets](#)

 By Embodied Energy Wellness

[Follow](#)

Unique Experiences

1. A'DAM LOOKOUT



‘Over the Edge’ swing

Daredevils and thrill seekers swing back and forth at 100 metres above the city on Amsterdam’s highest swing. Dangle your feet over the edge, let the adrenaline rush through your veins but most of all, don’t forget to enjoy the view. [Check our swing video.](#)

Bringing a destination together.



📅 11 Sept 2025

**FUN FACTS ABOUT DUBLIN THAT WILL
STEAL YOUR HEART**



📅 11 Sept 2025

**LATE SUMMER FLAVORS IN DUBLIN –
MARKETS AND LOCAL MUSIC**



📅 10 Sept 2025

**CULTURAL SEPTEMBER: ART, THEATRE,
AND AVANT-GARDE IN DUBLIN**

11 Sept 2025

Dublin is a city that never stops surprising you. Between its Georgian history, it hides details and anecdotes that make it one of Europe's best guides, there are small stories, corners, and customs that will make you feel like you're living in a story. If you're staying at Latroupe Jacobs Inn, you'll be steps away from many of these spots.

1. The Bridge That Travelled from England

The Ha'penny Bridge, inaugurated in 1816, was built with cast iron. Over 100 years, you had to pay a half-penny toll to cross it, which is why it's the most photographed landmarks, especially at sunset when its light reflects on the water.

2. A Library Straight Out of a Movie

The Long Room at Trinity College is a place that leaves you speechless. With its wooden floors, marble busts, and the smell of aged paper, it feels like a scene from an inspired movie locations and is a must-see for literature and history lovers.

3. The Oldest Pub in Ireland

On the corner of Bridge Street stands The Brazen Head, which claims to be the oldest pub in Ireland. Over the centuries, it still retains an authentic atmosphere with traditional music, and endless conversations.

4. The River You Don't Drink From

The River Liffey flows through the city and appears in countless postcards, but its water isn't suitable for drinking. Dublin's tap water comes mainly from the Wicklow Mountains. The Liffey, however, hosts activities such as rowing, urban kayaking, and charity swimming events.

5. A City That Honours Women

For decades, most statues in Dublin depicted male figures. In recent years, new monuments have been erected to honour female writers, politicians, and activists such as Constance Markievicz and poet Eavan Boland, helping to balance the city's visible history.

6. A Park Bigger than Central Park

Phoenix Park is one of the largest urban parks in Europe, bigger than New York's Central Park. Within its 700+ hectares, you'll find wild deer, Victorian gardens, Dublin Zoo, and the official residence of the President of Ireland.

7. The Colourful Doors

One of the city's most iconic sights are its brightly painted Georgian doors. Legend says residents started painting their doors in different colors to help find their way home in the dark. You can see many of these colorful doors in the city center.

8. The

In the
see it
throu

10. Four Seasons in a Day

Dublin's weather is famously unpredictable. In a single day, you might experience sunshine, rain, wind, and a rainbow. The trick is to always carry a waterproof jacket and embrace the charm the city has in any condition.

Latroupe Tip: From Jacobs Inn, you can walk to many of these spots. Ask reception about free walking tours to discover not just the official history, but also the funniest anecdotes only locals know.

9. Lit

Dublin

Oscar Wilde. You'll find plaques, statues, and literary trails celebrating their legacy, as well as historic bookshops to get lost in.

Twilight Tours



Twilight Tours in Strawberry Hill House

Type: Guided Tour

Strawberry Hill House, 268 Waldegrave
Road, Strawberry Hill, Twickenham, TW1
4ST

♥ Add to Planner

Website

Tel: 020 8744 1241

Opening Times

Leveraging demand: Atlantic Sea Kayaking

Discover the Magic of Night Kayaking

Embark on a truly enchanting adventure with our Night Tours, where the Wild Atlantic Way comes alive under the stars. Paddle through serene waters illuminated by the moonlight and, if you're lucky, witness the awe-inspiring glow of bioluminescence. Guided by experienced professionals, these tours offer a safe, unforgettable way to connect with nature's nocturnal wonders. Whether it's the tranquillity of Castlehaven Bay or the unique beauty of Lough Hyne, each night tour promises a magical experience like no other.



GENERATOR

DESTINATIONS ▾

OFFERS

EXPLORE ▾

GROUP BOOKINGS

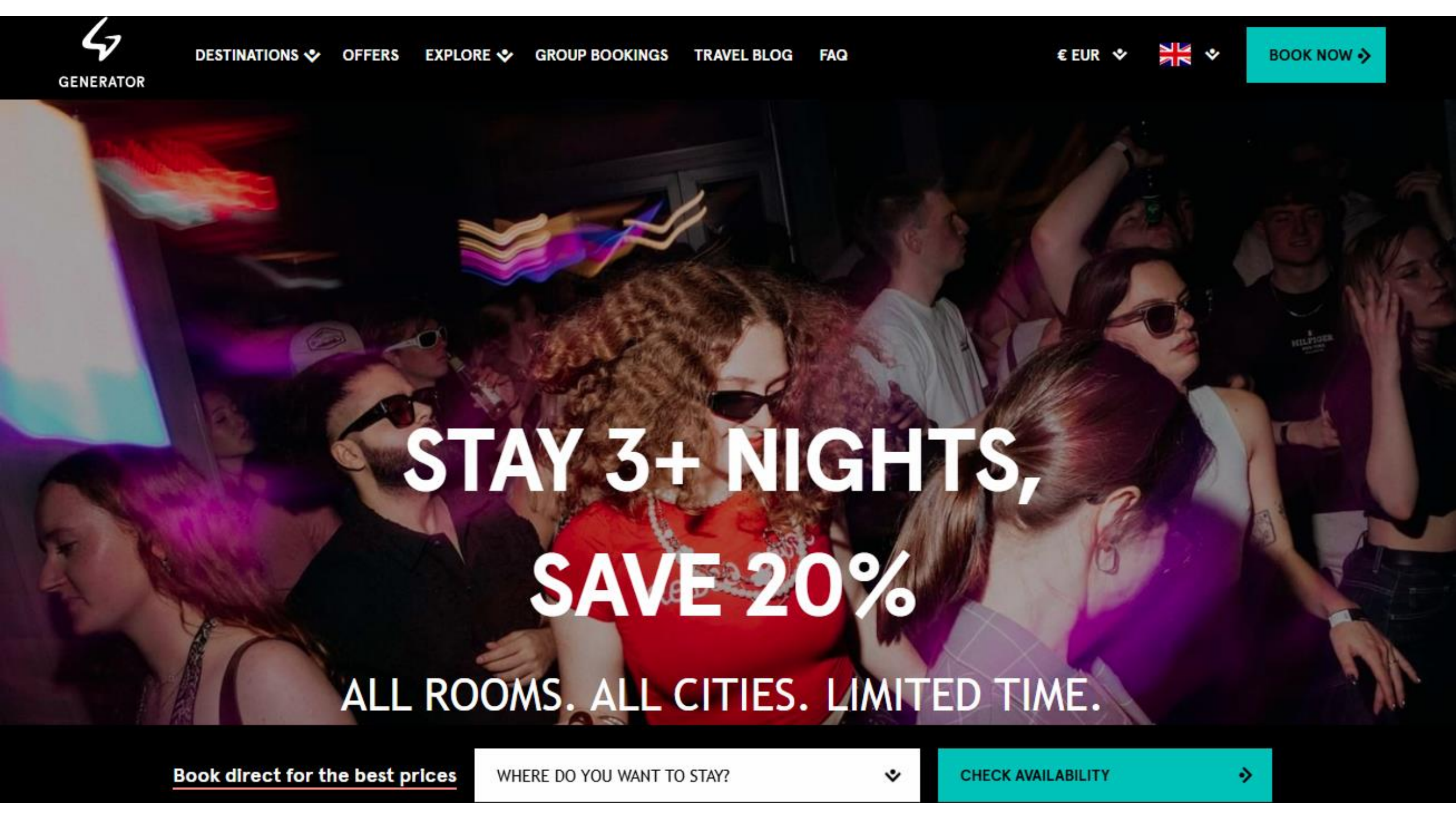
TRAVEL BLOG

FAQ

€ EUR ▾



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Book direct for the best prices

WHERE DO YOU WANT TO STAY?



CHECK AVAILABILITY





Jill De Azevedo

Jill.deazevedo@failteireland.ie

