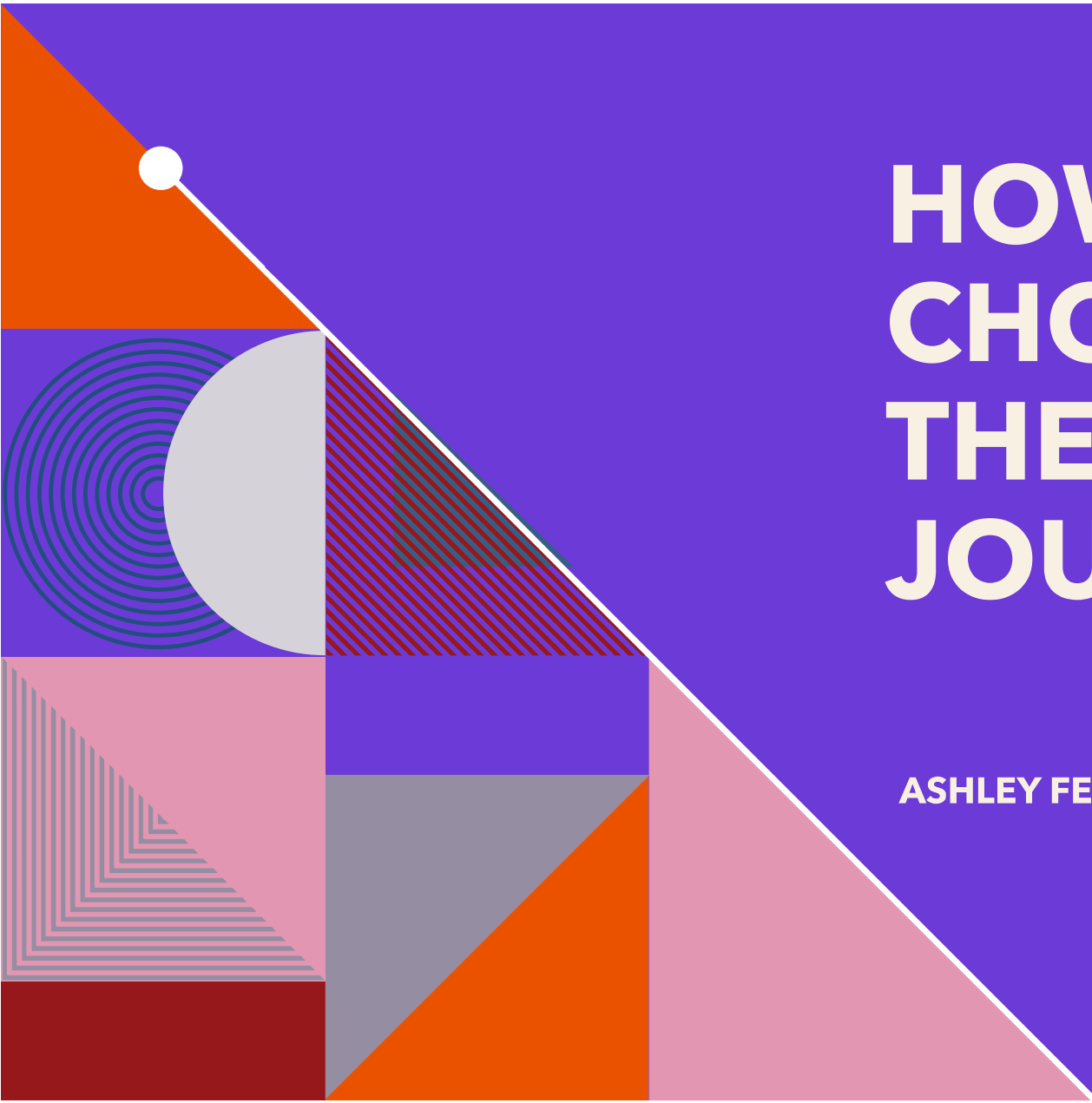




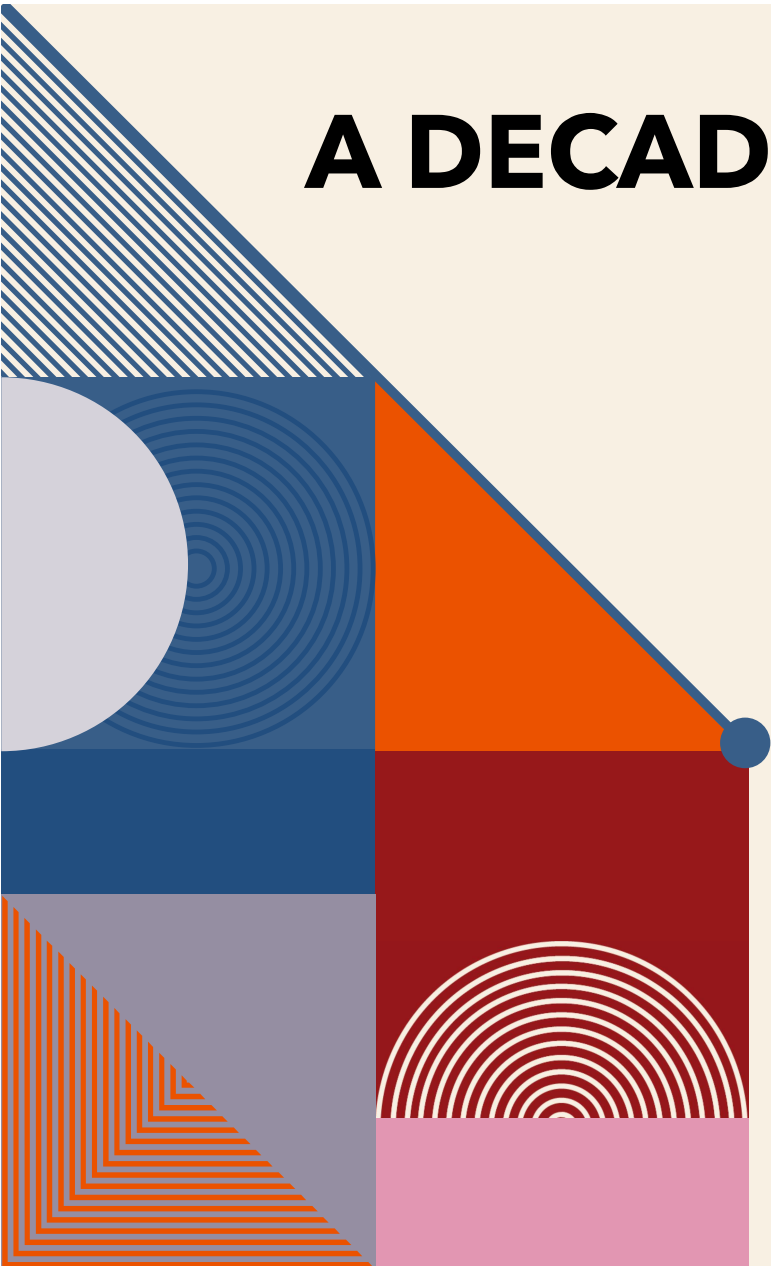
HOW GUESTS CHOOSE SNOW: THE DECISION JOURNEY

ASHLEY FELL



I LOVE EXCEL

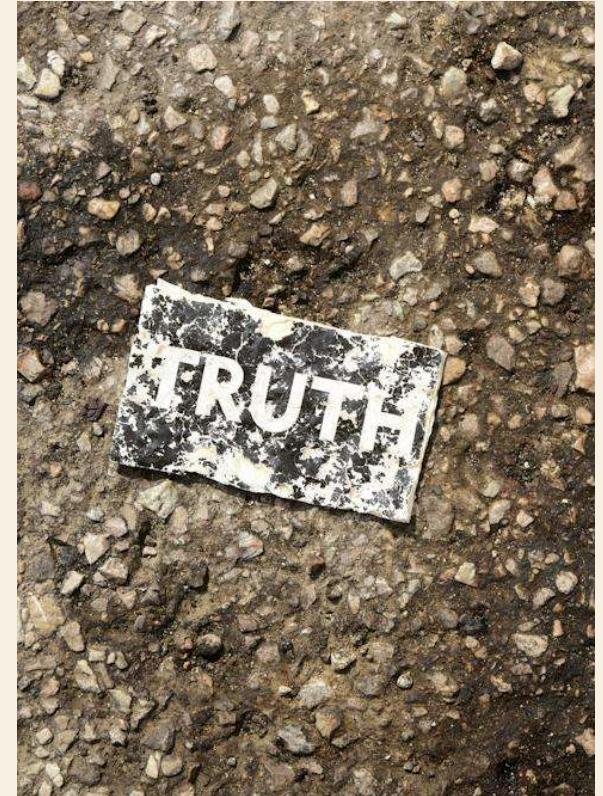
A DECADE OF TRANSFORMATION



2016 **Post-truth**

Adjective

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief



2017

Fake news



2018

Toxic

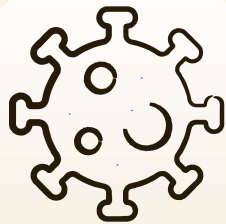


2019

Climate emergency



2020



Coronavirus



COVID-19
Lockdown



Black Lives
Matter



Cancel
Culture

2021 **Vax**



2022
**Goblin
mode**

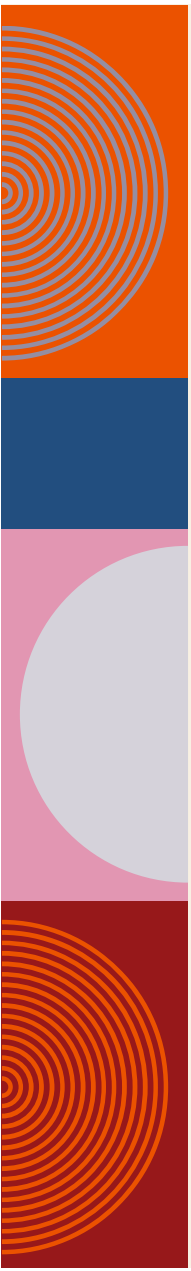




"Pretty sure Goblin Mode is just a new term to describe what teenagers have always been in."

2023 **Rizz**





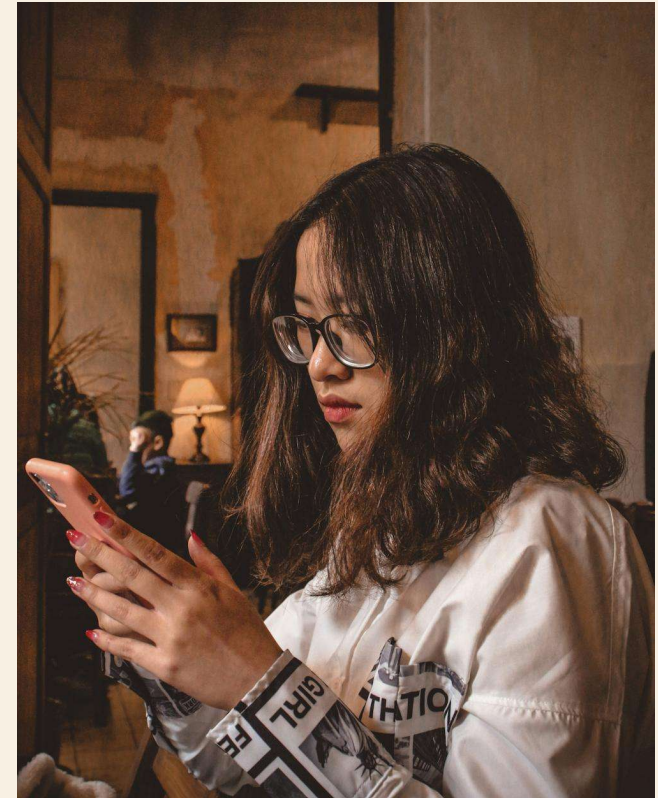
2024

Brain rot



2025

Rage bait



2026 ...



kev joon @never_oppressed · 8h



I just woke up and read all of the internet. Really good stuff. Everyone's doing great. I feel hopeful about things.



Simon Holland ✓
@simoncholland

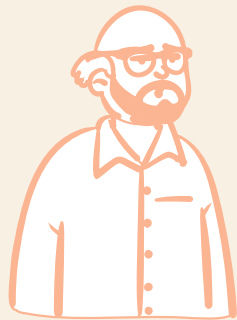


Don't know about y'all but I could really go for some precedented times.

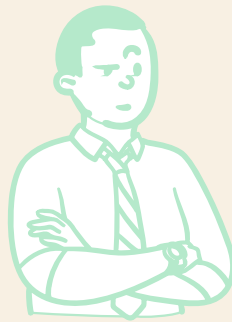
THE SEVEN GENERATIONS



Builders
1925-1945
81+



Boomers
1945-1964
62-80



Gen X
1965-1979
47-61



Gen Y
1980-1994
32-46



Gen Z
1995-2009
17-31



Gen Alpha
2010-2024
2-16

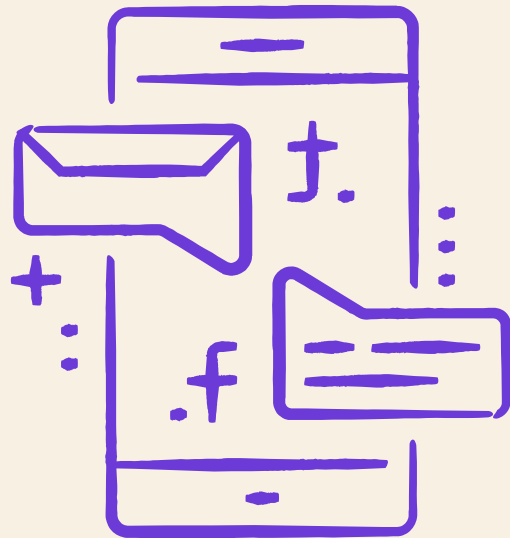


Gen Beta
2025-2039
Under 2



DIGITALLY INSTINCTIVE

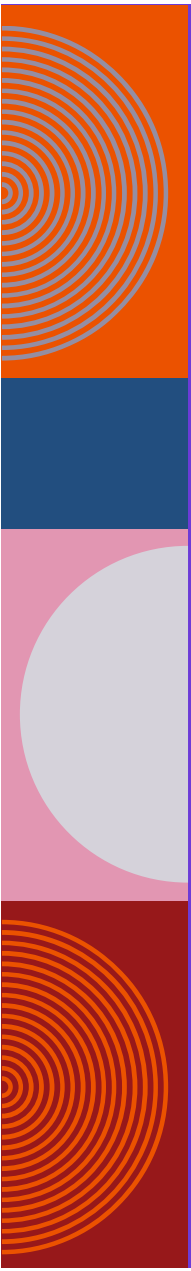
DIGITALLY AND GLOBALLY CONNECTED



74%

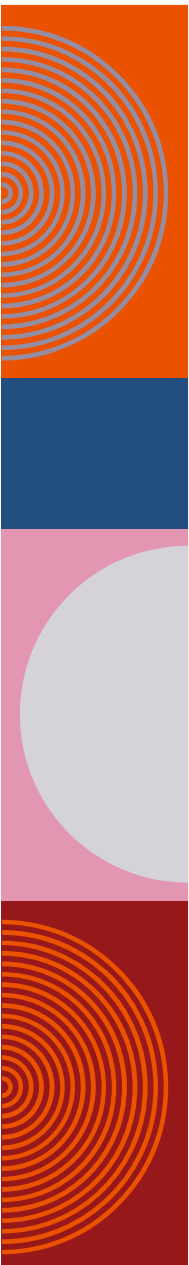
of Gen Z check their
device within the first
three minutes of waking
up



A vertical decorative bar on the left side of the slide, divided into four colored sections: orange, dark blue, light pink, and dark red. Each section contains a white geometric pattern: concentric circles in the orange and red sections, and a semi-circle in the pink section.

**"THE AGE AT WHICH WE'RE
EXPOSED TO A NEW
TECHNOLOGY
OR TRANSFORMATIVE EVENT
DETERMINES HOW EMBEDDED
IT WILL BE IN OUR PSYCHE AND
IN OUR LIFESTYLE. "**

Generation Alpha book





HYPER INFORMED

THE BUYING EXPERIENCE

How likely are you to do the following when making a significant purchase?

(Extremely/very likely)

1



66%

Shop around so I know I have found the best deal

2



64%

Shop at brands that I know and trust

3



53%

Look up reviews to understand other people's experience

4



42%

Ask friends/family for their recommendation

5



36%

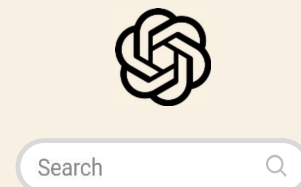
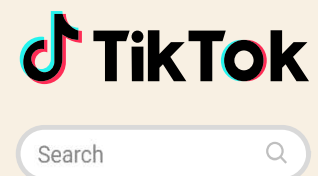
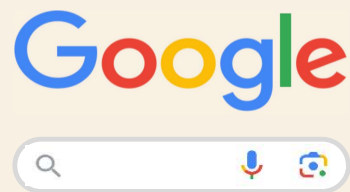
Take the brands ethical standards into consideration

6

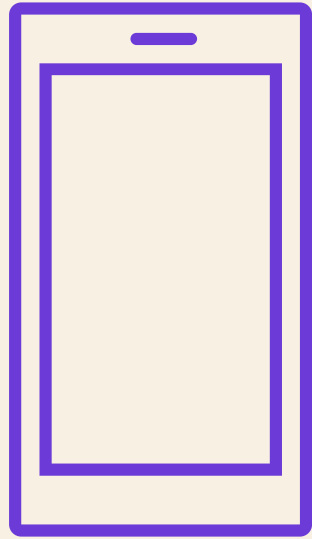


19%

Take the recommendation of a social media influencer



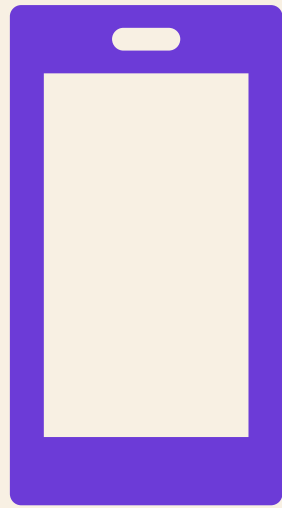
USING AI FOR RESEARCH



3 in 10

Gen Z consult AI when
researching what to buy

AGENTIC COMMERCE

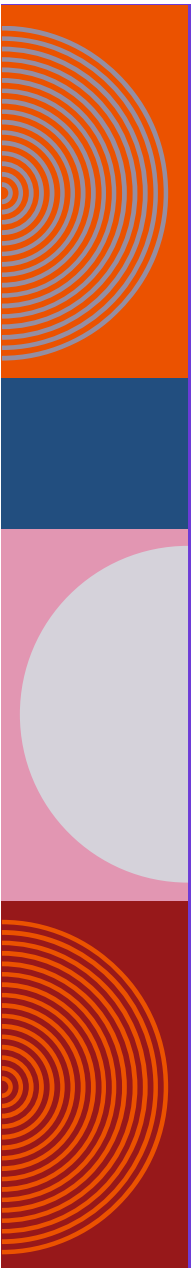


30%

Of digital commerce transactions will be influenced by agentic AI by 2030

Source: Australia Post, e-commerce report 2026

www.ashleyfell.com.au

A vertical decorative bar on the left side of the image, composed of four colored rectangular segments: orange at the top, dark blue, light pink, and dark red at the bottom. The orange and dark red segments contain white concentric circular patterns, while the dark blue and light pink segments are solid colors.

**"MY HUSBAND ASKED ME WHY I
SPOKE SO SOFTLY IN THE HOUSE.
I SAID, I WAS AFRAID MARK
ZUCKERBERG WAS LISTENING.**

**HE LAUGHED.
I LAUGHED.
ALEXA LAUGHED.
SIRI LAUGHED."**



SOCIALLY DRIVEN

USED TO LEARN NEW SKILLS (DAILY)



Gen Z

18 - 28



Gen Y

29 - 43



Gen X

44 - 58

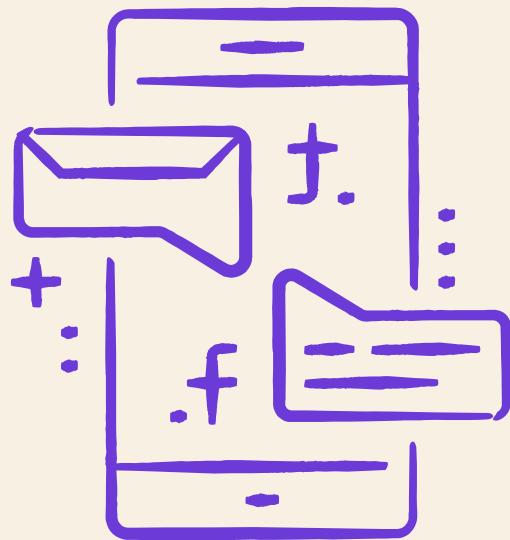


Boomers

59 - 77

TikTok (48%)	Websites (42%)	Websites (35%)	Websites (22%)
Instagram (46%)	YouTube (41%)	YouTube (27%)	Books (18%)
YouTube (42%)	Instagram (38%)	Instagram (16%)	YouTube (14%)

SHOPPING VIA SOCIAL MEDIA



74%

of Gen Zs and
Millennials shop via
social media - almost
half do this every week



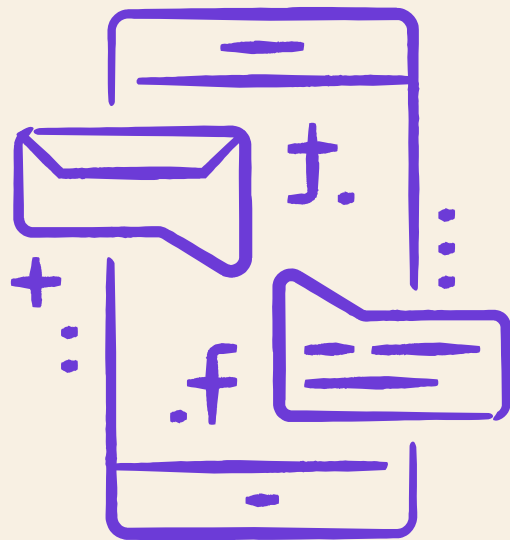
Danny commock
@Dannycommockx



Me tracking an order I literally made 5 mins ago



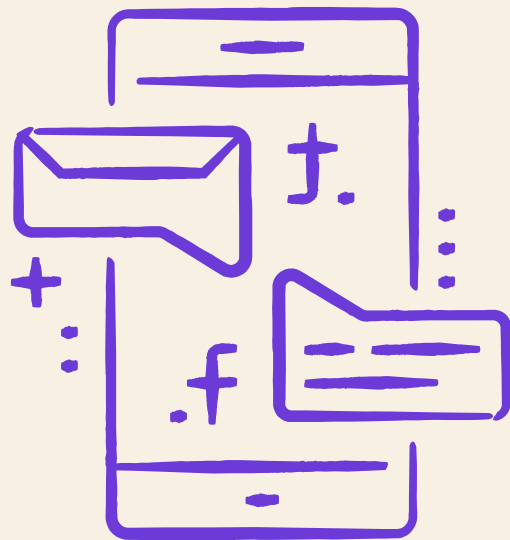
SHOPPING VIA SOCIAL MEDIA



69%

of Gen Z use social
media for product
discovery

THE INFLUENCER ERA



1 in 5

Gen Z's engage with influencers **daily** to teach themselves something new

"DIML"

Content creators

Brand
partnerships

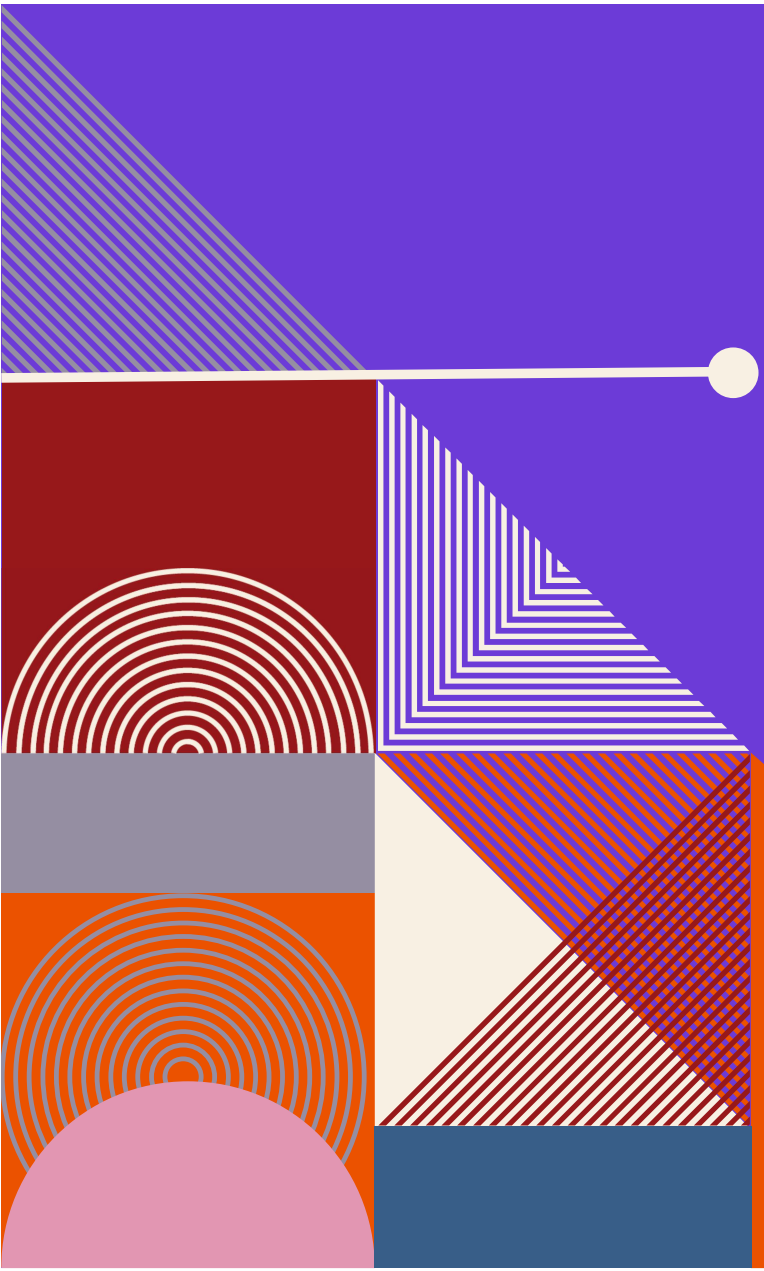
Driving attention to winter
sports by sharing technical
wear, gear, travel and winter
fashion



Videographers

Creating share-worthy
and aesthetic
experiences

Sporting events become less about
the sport and more about the
experience



HOW TO RESPOND



SIMPLICITY AS A SERVICE

THE "TOO HARD BASKET"



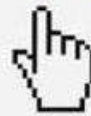
52%

Abandoned their cart
because the checkout
process was too long

**YOU KNOW YOU ARE DESPERATE
FOR AN ANSWER...**

GoOOOO

1 2 3 4 5



**WHEN YOU LOOK AT THE
SECOND PAGE OF GOOGLE**



STORYTELLING AS A MARKETING STRATEGY

LOOKING FOR EXPERIENCES



77%

of consumers say
they're more interested
in experiences and
meaning than
accumulating material
possessions

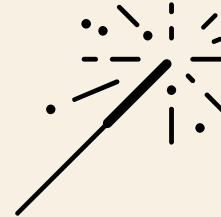
A GREAT CAMPAIGN WILL ALWAYS



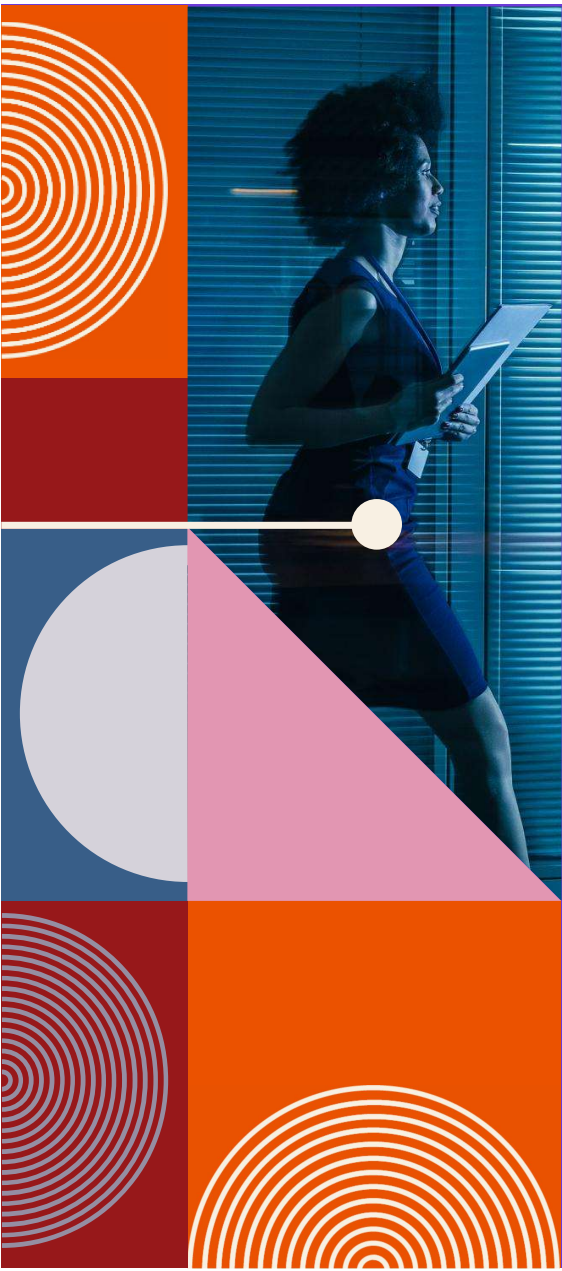
INTEREST



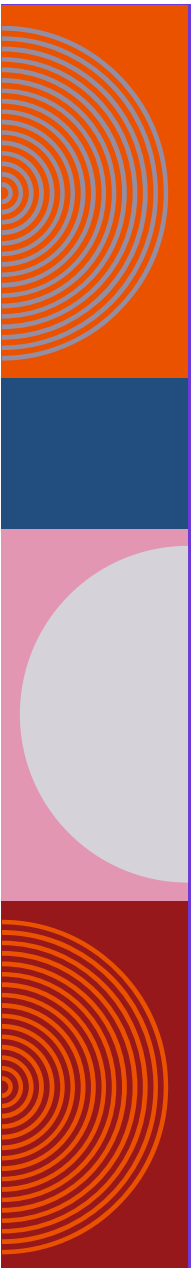
INVOLVE



INSPIRE



REMEMBER THE RELATIONAL

A vertical decorative bar on the left side of the slide, composed of four colored rectangular segments: orange at the top, dark blue, light pink, and dark red at the bottom. The orange and dark red segments contain white concentric circular patterns, while the dark blue and light pink segments are solid colors.

**“PEOPLE WILL FORGET WHAT YOU SAID.
PEOPLE WILL FORGET WHAT YOU DID.
BUT PEOPLE WILL NEVER FORGET HOW
YOU MADE THEM FEEL.”**

- Maya Angelou

THANK YOU

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Social Researcher

Trends Expert

Futurist

