

From Check-In to Move-In: Travel Behaviors Reshaping Multifamily

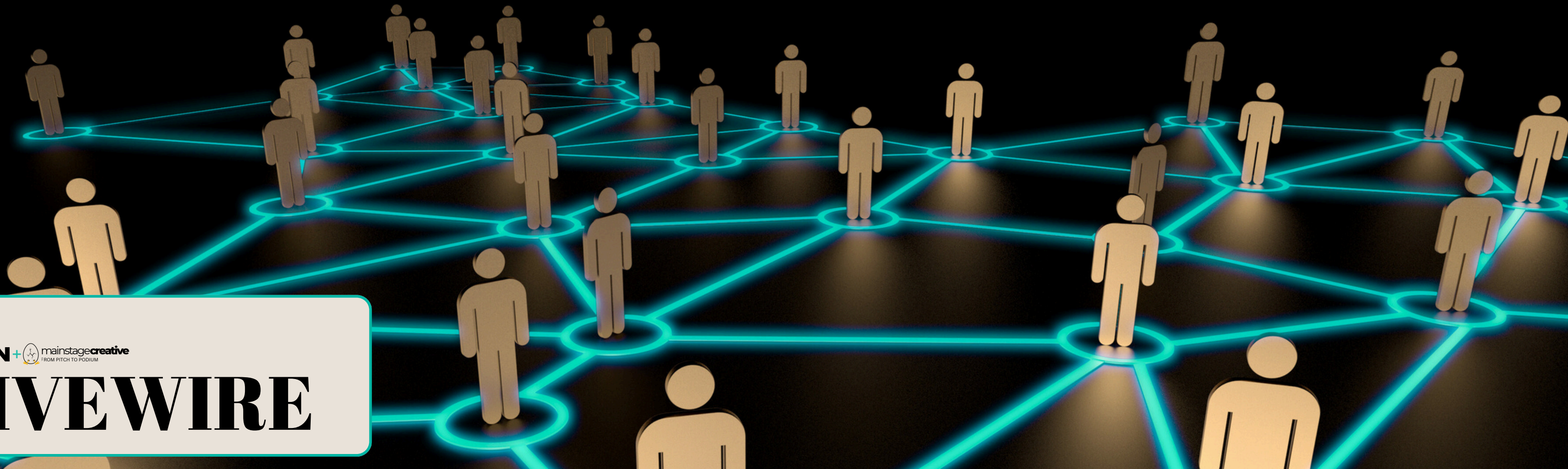
presented by



JENNIFER CARTER

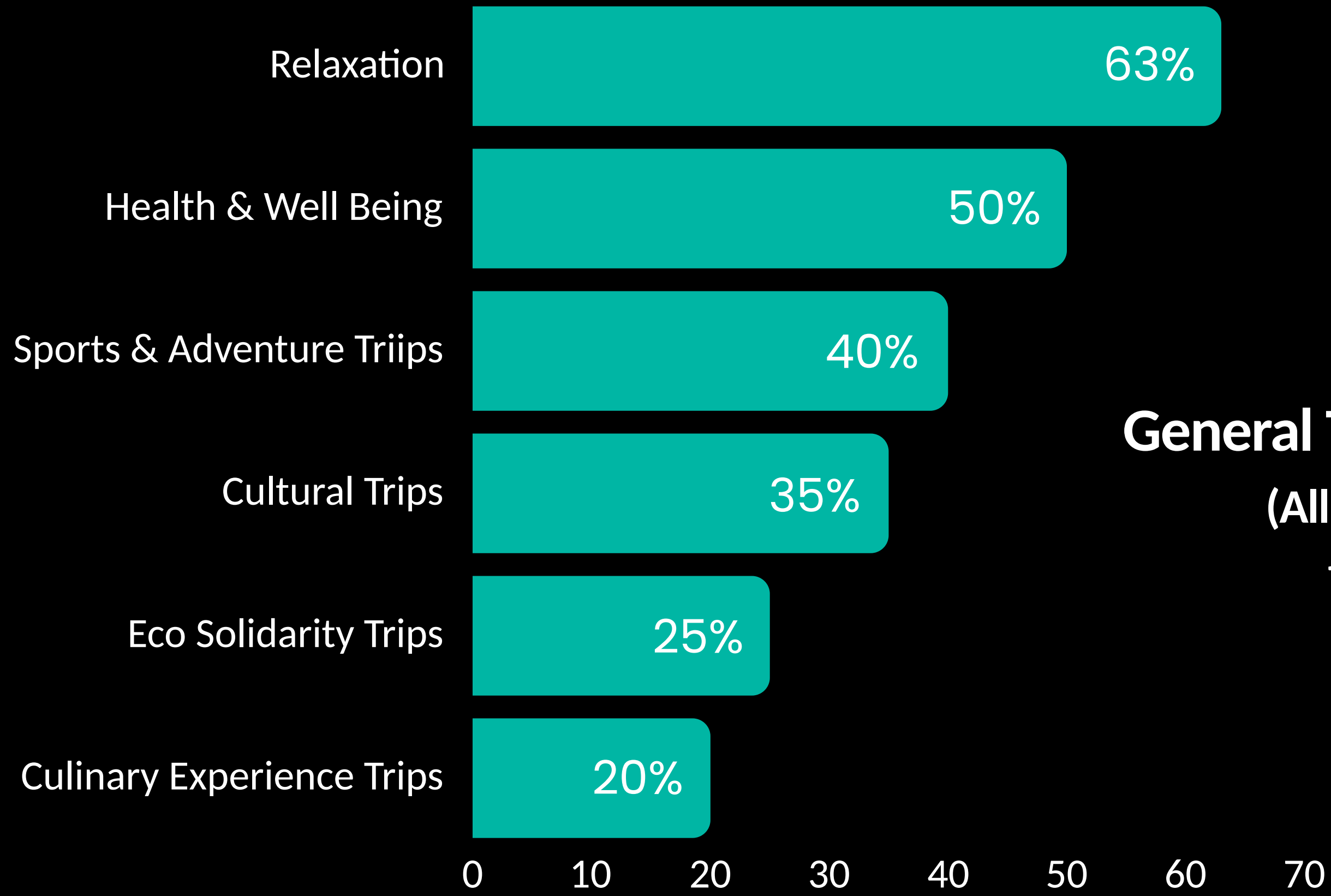
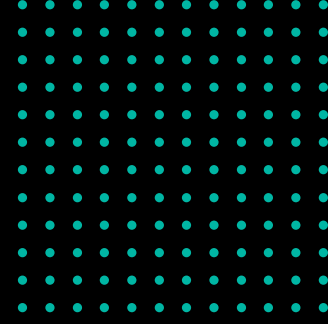


CORY LESCHEL



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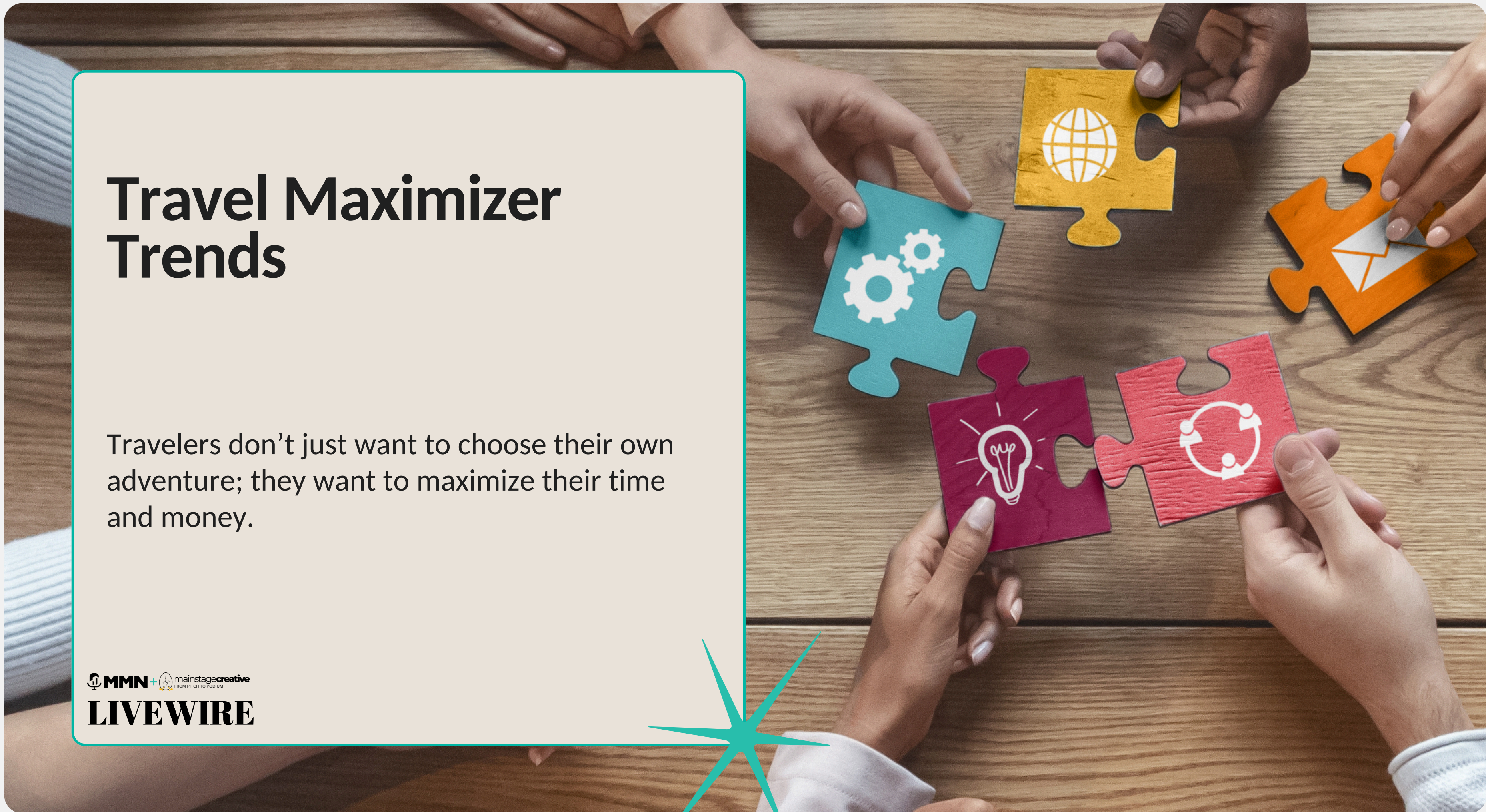
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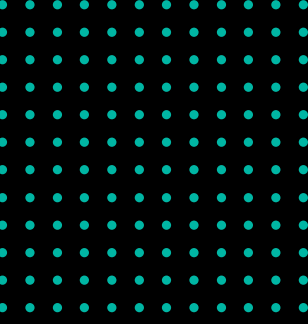


General Trip Type Preferences
(All Generations, 2025)
tgmstatbox.com

Travel Maximizer Trends

Travelers don't just want to choose their own adventure; they want to maximize their time and money.





Trend's impact on multifamily

- Maximize time
- Maximize experience
- Maximize value

**These expectations don't stay in hotels...
They follow renters home.**

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#1 Hurkle-Durkling: Comfort & Rest

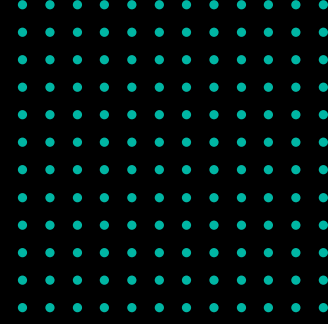
A Scottish term that means to lounge in bed past the point when it's time to get up; this travel trend is dedicated to ultimate relaxation.

Comfort is the new luxury

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Trend's impact on multifamily

NOISE = DEALBREAKER

REVIEWS = DECISION DRIVER

SLEEP QUALITY = EXPERIENCE METRIC

IF THEY CAN'T REST... THEY WON'T RENEW.

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Noise

★★★★☆ 3.8

Grounds

★★★★☆ 4.7

Safety

★★★★☆ 4.6

Office Staff

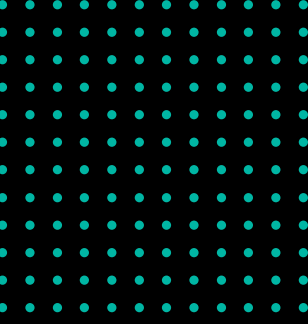
★★★★★ 5.0

Maintenance

★★★★☆ 4.6

Neighborhood

★★★★★ 5.0



How to prepare for this trend

- Stop saying “it’s apartment living”
- Train team members on effective responses when prospects ask about noise
- And address mentions of noise head-on when responding to online reviews

#2 MeMooners: Hyper- Personalization

A MeMooner is a solo traveler. The term highlights the growing trend of people traveling alone, whether for leisure, business, or a combination of both.

The rise of “just for me”

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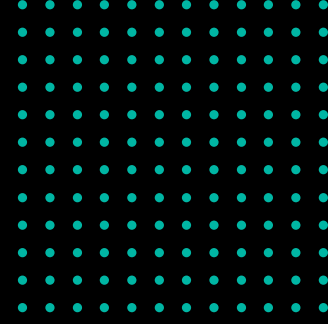
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AUDIENCE POLL!

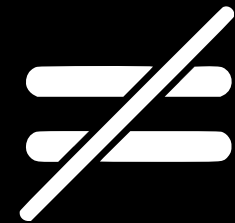
How confident are you that your residents can fully relax (sleep in, unwind, and feel at ease) without being disrupted by noise or interruptions?





Trend's impact on multifamily

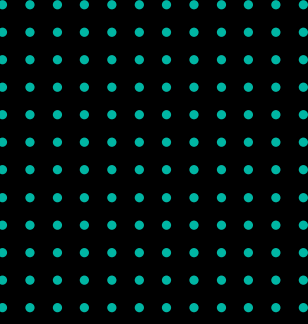
Personalization



Customization

Provide the pet policy and information on fees

Provide the pet policy and information on fees, along with a link to a social post showing how the community celebrates National Pet Day.



How to prepare for this trend

- Automation without personality
- Chatbots without context
- Messaging without emotion

#3 Time Travel: Cross-Generational Pull

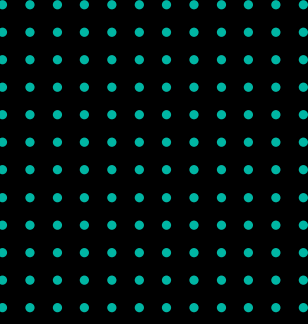
A "Time Traveler" is someone who revisits places from their past, feeling a sense of nostalgia, which serves as a way to strengthen bonds and bring multiple generations together.

People want to feel something familiar

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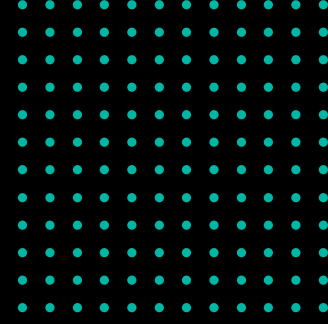
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Trend's impact on multifamily

- People seek “their people”
- Community = retention driver
- Shared identity = loyalty

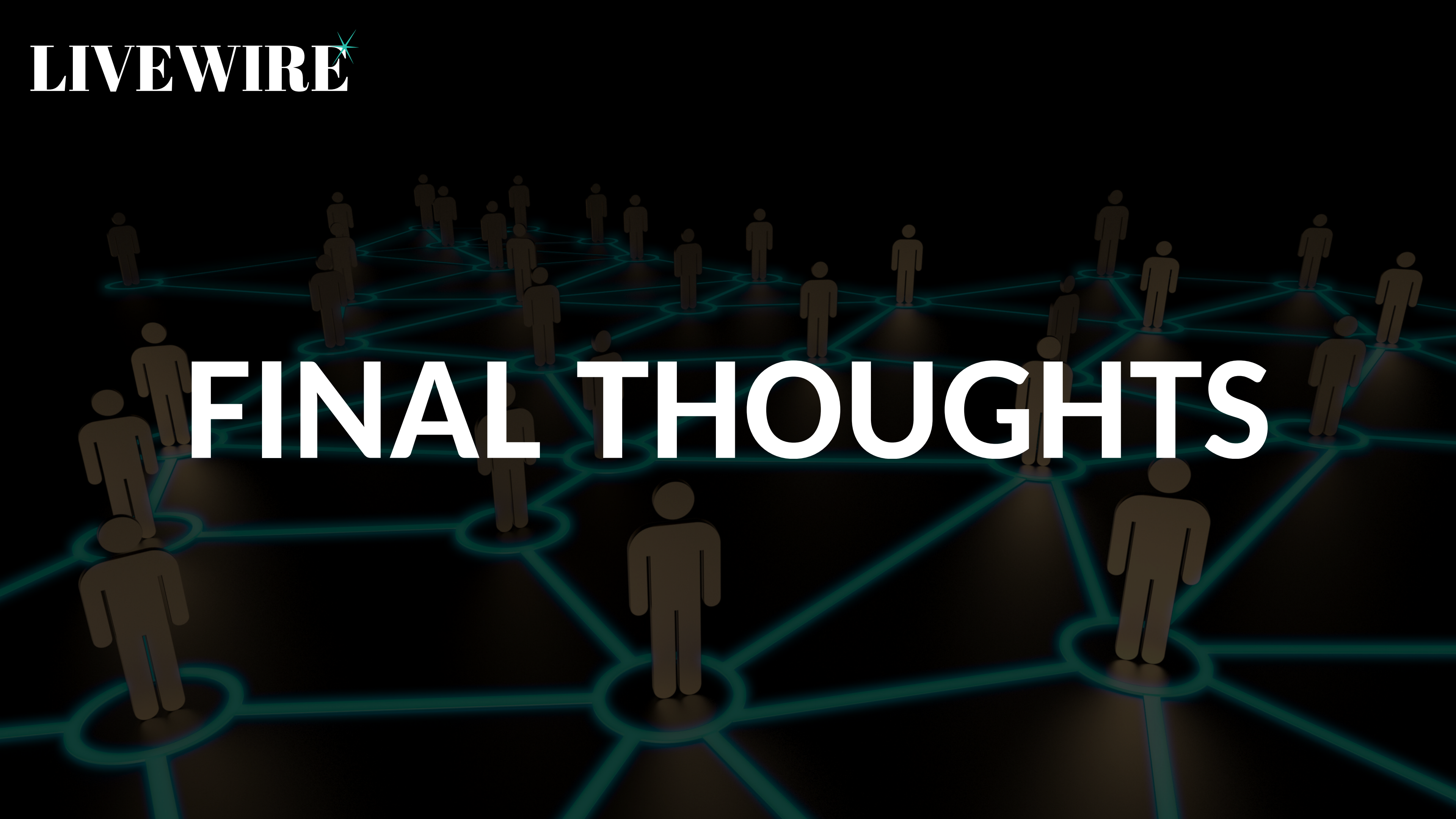


How to prepare for this trend

- Retro events
- Interest-based communities
- Nostalgia-driven experiences

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FINAL THOUGHTS



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Your residents aren't comparing you to other apartments...

They're comparing you to their best experiences.



Session Wrap-Up



Create 5 psychographic segments that make sense for your community

Build a community experience strategy or each segment

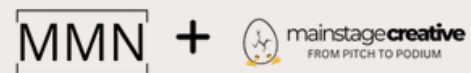
Rethink communication + technology



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