



Crafting Unique Staycation Lodging Packages: Insights from Millennial Lifestyle Segmentation

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Abstract

Background: Following the pandemic, the Tourism and Hospitality Industry in Indonesia, which used to be a crucial part of the country's economy, faced a substantial decline. This decline spurred the popularity of "staycations" as an alternative form of tourism among Indonesians. Understanding the perspectives of Indonesian millennial staycation travelers is essential for adapting to evolving travel trends and consumer preferences.

Objective: This study aimed to investigate the viewpoints of Indonesian millennial staycation travelers using the Activity, Interests, and Opinion (AIO) model. By employing Lifestyle Segmentation, the overarching goal was to develop tailored Staycation Lodging Packages that cater to the unique interests and behaviors of this target demographic.

Method: Exploratory Factor Analysis (EFA) was conducted to identify distinct lifestyle factors, followed by cluster analysis to unveil specific traveler clusters based on their preferences and behaviors.

Results: The exploratory factor analysis revealed five distinct lifestyle factors: shopaholic orientation, adventure orientation, foodie orientation, leisure orientation, and cultural and social orientation. Subsequent cluster analysis identified three unique clusters: shopaholic, cultural and social types, leisure types, and foodie types. Each cluster exhibited distinct characteristics and preferences among staycation travelers across various lifestyles.

Conclusion: The findings underscore the importance of understanding the diverse preferences and behaviors of Indonesian millennial staycation travelers. By tailoring Staycation Lodging Packages to accommodate these unique interests, businesses in the tourism industry can enhance their marketing strategies and better meet the needs of this burgeoning market segment.

Keywords: Lifestyle Segmentation (AIO Model); Lodging Package; Millennial; Staycation; Tourism and Hospitality Industry

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1. Introduction

According to Tilaar (2020), the Tourism and Hospitality industry has the most significant adverse effects. The COVID-19 epidemic resulted in a financial loss of approximately US \$1.5 billion for the Indonesian Hotels and Restaurants Association (PHRI) over the period from January 2020 to March 2020. According to the Indonesian Travel Agents Association (Astindo), the travel agency has not generated any income since February 2020 (Djalante et al., 2020). The impact of COVID-19 on the Tourism and Hospitality Industry has a detrimental effect on other sectors. Apprehensions regarding viral transmission deter individuals from engaging in travel. Health concerns and travel restrictions due to COVID-19 made long-distance and international travel less feasible, while economic hardships led many to opt for more affordable staycations (Jacobsen et al., 2023). Additionally, lifestyle changes such as remote work and an increased focus on mental well-being have made short, local getaways more appealing (Rosu, 2020). Hence, the Tourism and Hospitality Industry must devise methods to generate business prospects and formulate strategies, as well as explore innovative approaches to capitalize on this situation and overcome challenges.

A staycation is a vacation where tourists spend time at home or near their home or hotel while creating a traditional holiday environment and using tourist attractions situated near their residence. A staycation can be enjoyed by engaging in sightseeing tours or picnics while ensuring strict adherence to health regulations (Maharani & Mahalika, 2020). The hotel industry, in the process of resuming operations, is implementing the staycation concept to entice guests to choose their hotels for their vacation stays (Priasni et al., 2020). Currently, the concept of staycation has evolved as local governments take various actions to enhance and diversify the tourism offerings in each city. This is done to cater to the needs of the target group and give it a complex and diverse character (Maharani & Mahalika, 2020). To develop the staycation trend, the local government also learns about the lifestyle of tourists when they want to travel.

According to Yohanes, lifestyle affects a person's behavior, which ultimately determines one's consumption pattern (Matharu et al., 2020). The term 'lifestyle' was first introduced by researcher Alfred Adler over 50 years ago, and it has roots in the fields of psychology and sociology (Shirzadi et al., 2021). The Activities, Interests, and Opinions (AIO) model has been applied for a long time by a number of studies as lifestyle segmentation in a variety of contexts in tourism literature (Aguilar-Rodríguez & Arias-Bolzmann, 2021; Chen et al., 2023; Duman et al., 2020; Petrović et al., 2023; Tsai et al., 2023). Many researchers support that lifestyle has many meanings and uses in marketing because lifestyle frequently influences the selection and purchase of leisure tourism and activities (Ashoer et al., 2019; Hendrayati et al., 2020; Niezgodá & Kowalska, 2020).

While some segments of the Tourism and Hospitality Industry, notably hotels, have embraced staycations, many have yet to realize their full potential. Numerous hotels haven't tapped into what staycationers truly seek. Several hotels in Indonesia experienced significant declines in occupancy rates. For example, Bali witnessed a decrease of 80% to 90% in hotel occupancy due to operational costs that were not met in light of reduced revenue (Belinda, 2020; Indrianto et al., 2020). These establishments have not fully understood the potential of staycation trends as a viable tourism product and do not have a well-organized management system to take advantage of them. The behavior of tourists has shifted, demanding adaptation from hotels (Indrianto et al., 2020). Concurrently, lifestyle preferences evolved, with many travelers seeking safer, localized alternatives such as staycations (Yan et al., 2022). These provide a balance between reducing exposure to the virus while still offering a break from routine. However, there is a notable lack of detailed studies examining how lodging packages can cater to the specific needs of staycation travelers. To effectively cater to the staycation market, it is imperative to understand the diverse lifestyle orientations that influence travel behavior (Yagi & Kawashima, 2024). For instance, travelers with a shopaholic orientation may benefit from partnerships between hotels and brands to offer discounts (Al-Sufyani, 2021), while adventure-oriented travelers may seek guided outdoor activities (Cajiao et al., 2022). Similarly, food enthusiasts may appreciate culinary experiences (Yang et al., 2020), and leisure-oriented travelers may prioritize relaxation amenities (El-Emam et al., 2024). Lastly, culturally inclined travelers may value packages that incorporate visits to local attractions and interactions with the community (Davari et al., 2023). By tailoring lodging packages to these

lifestyle segments, hotels can enhance the staycation experience, promote guest satisfaction, and support local economies and cultural heritage.

This study focuses on the millennial generation, who represents a large percentage of staycation participants. According to data from Badan Pusat Statistik (BPS), 2020, millennials make up 25.87% of Indonesia's population, highlighting their significant influence in the market. Millennials are also an active audience, and they are more likely than previous generations to travel independently and are open to new travel products and experiences (Ketter, 2019). Millennials travel more frequently than other generations, and as their income and financial status increase, their chances of traveling may also increase (Nielsen, 2017). For millennials, travel and tourism are very important, and they regard travel as their top priority. As a result, millennials have now become a major force, and their travel behavior is causing major changes in the travel market (Cavagnaro et al., 2018; Ketter, 2019). Despite this, there's a dearth of empirical studies investigating lifestyle patterns among millennial staycationers. Thus, this study aims to explore Indonesian millennial staycationers' lifestyle patterns using the Activity, Interests, and Opinion (AIO) Model, and create tailored Staycation Lodging Packages via Lifestyle Segmentation. By using Exploratory Factor Analysis (EFA) and cluster analysis, the research identifies distinct lifestyle factors and traveler clusters. These insights are crucial for developing targeted lodging packages that cater to the specific needs and preferences of this demographic.

The remaining sections of the article are structured as follows: Section 2 presents a review of relevant literature; Section 3 outlines the research methodology; Section 4 presents the results and discussion; and Section 5 concludes the study.

2. Literature Review

2.1. Staycation

In the domain of urban tourism research, the emergence of "staycations" has garnered significant attention. The term "staycation" has become prominent in studies exploring tourists' adaptive responses to risk. It refers to the trend where individuals or families choose to spend their vacation time at home or within their local vicinity instead of traveling to distant destinations. This trend has gained momentum due to factors such as cost savings, convenience, and a desire to explore and appreciate one's immediate surroundings (Hung & Huan, 2024). Besson (2017) identifies a range of common activities associated with leisure, including outdoor recreation, adventure, sightseeing, socializing, relaxation, and culinary experiences. Meanwhile, Rosu (2020) highlights eight staycation habits, often centered on the appreciation of natural environments and activities.

Staycations offer individuals the freedom to explore outdoor environments leisurely, contributing to the popularity of this concept (Chan & Tung, 2022; Jacobsen et al., 2023). Proposed as a solution for many tourist destinations, staycation focuses on domestic tourism (Jeuring & Haartsen, 2017). It signifies a preference for vacations closer to home, within areas offering familiar local services, rather than embarking on international travel or visiting resorts perceived as risky (Wong et al., 2021). For instance, Lee & Leung (2021) observed an increase in rural sightseeing spots for camping and hiking in Hong Kong amid the COVID-19 pandemic. This growing trend in leisure travel sees tourists favoring destinations reachable by car, regional getaways, and nature-centric locations, as noted by Miao et al. (2021).

Research by de Bloom et al. (2016) suggests that for families with children, the quality of staycation experiences holds more significance than their duration. Overall, staycations have played a pivotal role in strengthening relationships with spouses or partners and fostering familial bonds (Jacobsen et al., 2023). As individuals recognize the positive aspects of staycations, they become more open to reconsidering future travel plans, offering a glimmer of hope for the future of the tourism industry.

2.2. Lifestyle Segmentation (AIO Model)

Lifestyle, characterized as an individual's chosen mode of existence, represents a unique blend of influencing factors, as articulated by Chouk & Mani (2019). The principal means of evaluating consumer lifestyle lies in the AIO (Activity, Interest, and Opinion) approach pioneered by Wells & Tigert (1971).

AIO comprehensively examines resource allocation, interests, values, self-perceptions, and worldviews (Bruwer et al., 2017), encompassing diverse consumer attributes from age and education to income level and life stage (Šapić et al., 2021). This conceptualization of lifestyle is particularly relevant when examining Gen Z and Millennials, whose behaviors and preferences are intricately shaped by their unique cultural and social contexts. Studies have shown that these generational cohorts, especially in Indonesia, exhibit diverse lifestyle patterns that significantly impact their consumer behaviors and travel preferences. Lifestyle, characterized as an individual's chosen mode of existence, represents a unique blend of influencing factors. This concept is particularly relevant when examining the behaviors and preferences of Gen Z and Millennials. According to various studies, these cohorts exhibit distinct lifestyle patterns that are shaped by their activities, interests, and opinions (AIO model). For instance, research by Rosa (2020) highlights how Millennials prioritize experiences over material possessions, which significantly influences their travel and consumption behaviors (Damanik et al., 2020).

Marketers and market researchers leverage the AIO methodology, analyzing activities, interests, and opinions to delineate individual psychographic profiles (Chang, 2019). Activities encompass tangible behaviors exhibited through hobbies, work, vacations, and similar engagements. Interests denote areas where individuals devote their utmost attention. Opinions, on the other hand, reflect individual responses to various aspects such as social issues, education, and economics. This technique is widely adopted in lifestyle-focused marketing research, facilitating the categorization of varied lifestyles. In the context of Indonesia, a study by Demolingo et al. (2021) reveals that the AIO model effectively captures the diverse lifestyle preferences of Indonesian Millennials, from their penchant for social media engagement to their emphasis on health and wellness. By adhering to AIO principles, marketers and businesses refine their targeting strategies, catering effectively to their desired customer base. Furthermore, insights extracted from individuals' lifestyles significantly enrich the pool of available marketing data (Yamprayam et al., 2023).

2.3. *Subdivision - numbered sections*

Due to the different needs of all people, organizations in the form of resellers, governments, industrial producers, or consumers cannot serve everyone equally when operating in certain markets (Zaheer & Kline, 2018). (W. R. Smith, 1956) was the first researcher to explain the concept of market segmentation. He explained the concept of market segmentation as the process of dividing the entire market into different groups that have the same interests, wants, and needs. Therefore, market segmentation has developed into an important concept in marketing. Several subsequent research studies have examined various types of market segmentation, including demographic, geographic, behavioral, and personal lifestyle segments (Zaheer & Kline, 2018).

The concept of lifestyle has been proven to be a useful and most effective factor for marketing and advertising planning in market segmentation (Akkaya, 2021; Vargas et al., 2021). Many researchers support that lifestyle has many meanings and uses in marketing because lifestyle frequently influences the selection and purchase of leisure tourism and activities (Agarwal & Singh, 2021; Chen et al., 2023; Petrović et al., 2023; Vargas et al., 2021; Zhang et al., 2021). As a result, the study of people's lifestyles has become an integral part of promotion management decisions because it provides advertisers with more practical and accurate information about consumers. Table 1 shows examples of lifestyle segmentation relationships with the findings of previous tourism and hospitality industry studies (see Table 1).

Table 1. Previous Research

Author and Year	Title	Main findings
(Agarwal & Singh, 2021)	Understanding psychographics in tourism: A tool for segmenting tourists.	The study emphasizes the importance of psychographic segmentation in understanding tourist behavior and tailoring marketing strategies accordingly, particularly in the context of the future of tourism in Asia.
(Vargas et al., 2021)	Lifestyle segmentation of tourists: the role of personality	Lifestyle is an appropriate indicator for this market segmentation, and the analysis of its relationship with personality provides a deep comprehension of the resulting profiles.
(Zhang et al., 2021)	The changing role of lifestyle in tourism entrepreneurship: a case study of Naked Retreats Enterprise	The study emphasizes the need for a nuanced understanding of lifestyle in tourism entrepreneurship.
(Chen et al., 2023)	Tourists' Food Involvement, Place Attachment, and Destination Loyalty: The Moderating Role of Lifestyle	The article explores how tourists' food involvement, place attachment, and destination loyalty are influenced by their lifestyle. Understanding this relationship can help the tourism industry develop strategies to enhance experiences and foster loyalty among tourists with diverse lifestyles.
(Petrović et al., 2023)	The Degree of Environmental Risk and Attractiveness as a Criterion for Visiting a Tourist Destination	Tourists, sorted into different psychographic groups based on their lifestyles, generally view destinations with high levels of both risk and attractiveness in a negative light. This finding has implications for the tourism industry's understanding of how diverse lifestyle factors influence tourists' perceptions and decisions.

In this study, we use lifestyle segmentation to predict tourist behavior and understand their consumption habits. Segmenting AIO is beneficial for new markets like this staycation, as it provides a deeper picture of consumer profiles and identifies strategies that can be used to target them effectively. Marketers will be able to communicate and market effectively to tourists by knowing and understanding their lifestyle. By knowing and understanding the wants and needs of tourists, marketers can manage destination resources and attract the appropriate tour groups (Gato et al., 2022). Understanding tourists' wants and needs can help to offer travelers a stay when they decide which accommodation to stay in for their trip. It can also give accommodation companies a competitive edge by offering other packages aimed at staycation travelers. Both travelers and accommodation providers can benefit from packages created in the AIO segment.

Once the desires and needs of the millennial market segment are understood, the crucial task is to convert this understanding into practical lodging packages that cater to their specific preferences. This process involves aligning the identified lifestyle indicators with particular services and experiences that enhance the traveler's stay (Tsai et al., 2023). By utilizing existing research and implementing

established best practices from an industry perspective, hotels can design packages that effectively address the diverse needs of staycation travelers (Yan et al., 2022). For example, by considering lifestyle indicators such as shopaholic tendencies, a taste for adventure, foodie preferences, a focus on leisure, and cultural and social interests, hotels can craft customized packages that offer a broad spectrum of activities and amenities (James et al., 2017).

Destination marketing organizations frequently employ this strategy by creating shopping-centric tourism packages to attract travelers who enjoy retail therapy (Hung et al., 2021). Similarly, a study by Kalbekov and Turdumambetov (2024) highlights the significance of active tourism experiences in drawing adventure-seekers. For travelers with a passion for food, integrating local culinary experiences into their staycations can be particularly appealing, as supported by the findings that culinary tourism is a major attraction for many travelers (Anton Martin et al., 2021). Leisure-oriented travelers will value packages that emphasize relaxation and comfort. Research on wellness tourism, such as the work by Smith (2021), demonstrates that offering opportunities for relaxation and rejuvenation can significantly enhance the guest experience. Furthermore, providing cultural tours and hosting social events within the hotel can meet the needs of those interested in cultural and social activities (James et al., 2017). Cultural tourism research indicates that experiences promoting cultural engagement and learning are highly appreciated by travelers seeking deeper connections (Seyfi et al., 2020). By leveraging insights from relevant studies and examples from the industry, hotels can ensure that their lodging packages are both comprehensive and specifically tailored to the expectations of millennial staycation travelers.

3. Method

3.1. Sample / Participants

This study employed a quantitative-descriptive approach, focusing on numerical data to describe the characteristics of Indonesian millennial travelers who had experienced a staycation in the past year. This study focuses on the millennial generation because the largest percentage of staycations are taken by the millennial generation. Millennials are also an active audience, and they are more likely than previous generations to travel independently and are open to new travel products and experiences (Ketter, 2020). Millennials travel more frequently than other generations, and as their income and financial status increase, their chances of traveling may also increase (Nielsen, 2017). For millennials, travel and tourism are very important, and they regard travel as their top priority. As a result, millennials have now become a major force, and their travel behavior is causing major changes in the travel market (Cavagnaro, Staffieri, & Postma, 2018; Ketter, 2019). Millennial travelers love exploring the world. Millennial travelers are also open-minded travelers who desire freedom and flexibility and see travel as a great opportunity to discover the world and themselves (Ketter, Millennial travel: tourism micro-trends of European Generation Y, 2020; Cavagnaro, Staffieri, & Postma, 2018). Rebollo (2018) stated that exploring the behavior of millennial travelers in each tourist spot and activity can greatly help all tourism providers and other related agencies so that they can meet their needs and be understood. In this COVID-19 pandemic state, Indonesian Millennial Travelers are the most passionate generation who agree with the term new normal, because after a few months of staying at home, people want to come back for sightseeing and relaxation (Dewi, 2020).

To gather data on Indonesian staycation travelers and understand their lifestyle segmentation, the questionnaires were distributed to Indonesian millennial travelers who live in Java Island, Indonesia, through an online platform. Java is an island in Indonesia and the 13th largest island in the world. Java island has an area of approximately 138,793.6 km². With a population of around 160 million, Java is the most populous island and the most populous place in Indonesia (Ashari, 2020). Apart from being the most populous area in Indonesia, Java Island is an island whose development and infrastructure, especially inter-regional infrastructure, is far more advanced than other islands, so that many young people migrate to Java Island for tourism or education (Arbani, 2014). Almost all aspects of activities are centered on Java Island, and because of its more affordable access, not a few people often choose to settle on Java Island. For that reason, Java Island was chosen as the area of this research. This careful selection process was essential to ensuring the reliability and relevance of the data collected.

3.2. *Instrument(s)*

A self-administered survey instrument was developed to gather pertinent data for the study. The survey questions were measured using a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The reliability of the survey was tested during a pilot study with Cronbach's alpha values of 0.751 for tourist activities, 0.771 for tourist interest, and 0.731 for tourist opinions. In the main study, the reliability values were slightly adjusted to 0.709, 0.656, and 0.754, respectively, confirming the consistency of the survey instrument.

3.3. *Data collection procedures and analysis*

A pilot study was conducted prior to the collection of the main data to ensure the clarity, relevance, and suitability of the research instrument (Stylidis, 2018). A pilot study was conducted using 10 Indonesian Millennial travelers to get feedback on the clarity of the questions. In this section, 10 Indonesian millennial travelers fill out the survey questionnaire as a sample size, with answers to the AIO statement filled in using a 5-point Likert scale ranging from 1 "strongly disagree" to 5 "strongly agree." After collecting the survey questionnaire's data, a Reliability Test was carried out using the SPSS program. Based on the results of data processing, all dimensions in this study are reliable (0.6); this can be seen from the Cronbach's alpha value in tourist activities of 0.751, the Cronbach's alpha value for tourist interest is 0.771, and the Cronbach's alpha value in tourist opinions is 0.731. This process ensures the accuracy of the survey instrument. After obtaining the results of the pilot study, no other substantial changes were made. Overall, the questions were deemed clear and applicable for study purposes.

The survey questionnaires were distributed using an online platform in this study. Out of the 187 surveys that were handed out, only 151 (80.7%) were considered suitable for the study due to incomplete responses or respondents not meeting the criteria, such as being millennial travelers and having experienced a staycation within the past 12 months. Once the surveys were completed, the data were analyzed using SPSS 24.0 (Statistical Package for the Social Sciences). The reliability test was again carried out to analyze 151 eligible data points using the SPSS program. All dimensions in this study are reliable (0.6), as can be seen from the Cronbach's alpha value in tourist activities of 0.709, the Cronbach's alpha value for tourist interest of 0.656, and the Cronbach's alpha value in tourist opinions of 0.754. Then, descriptive statistics, exploratory factor analysis, and cluster analysis were computed using SPSS 24.0. These analytical techniques were employed to explore patterns, relationships, and clusters within the dataset, providing comprehensive insights into the research questions. Reliability tests were performed again on the main dataset to ensure the accuracy and consistency of the survey instrument. The final analysis, which included descriptive statistics, EFA, and cluster analysis, helped to identify distinct lifestyle factors and specific traveler clusters, thereby achieving the study's research objectives.

4. **Results and Discussion**

4.1 *Socio-demographic characteristics of respondents*

In this study, the demographic characteristics of Indonesian Millennial travelers that participated in the study were investigated, including gender, marital status, the highest level of education, occupation, and average monthly income variables.

Out of 187 respondents, only 151 (80.7%) were deemed eligible for the study. The background of the characteristics is summarized as follows: (1) The majority of the respondents' gender were female (56.3%); (2) in terms of marital status, the highest is single (63,6%); (3) in terms of highest educational level, the highest is bachelor's degree (36.4%); (4) the highest occupation of respondents who have done a staycation in the past year is Indonesian millennial tourists whose occupation status is student (38.5%); and (5) the majority of the monthly income of respondents who did a staycation in the past year is Rp 2.500.000–Rp 5.000.000 (37,7%, (4) The highest occupation of respondents who have done a staycation in the past year is Indonesian millennial tourists whose occupation status is student (38.5%); and (5) the

majority of the monthly income of respondents who did a staycation in the past year is Rp 2.500.000–RRp 5.000.000 (37.7%, n = 57).

Table 2. Socio-demographic characteristics

Characteristics	Frequency	Percentage (%)
Gender		
Male	66	43.7 %
Female	85	56.3 %
Marital Status		
Single	96	63.6 %
Married	20	13.2 %
Unmarried	35	23.2 %
Not applicable	0	0 %
Highest Level of Education		
Junior high school	1	0.7 %
Senior high school	64	42.4 %
College Diploma	10	6.6 %
Bachelor's Degree	68	45 %
Master's Degree or above	8	5.3 %
Occupation		
Student	72	47.7 %
Professional	15	9.9 %
Self-employed	15	9.9 %
Sales	6	4 %
Civil Servant	9	6 %
Entrepreneur	7	4.6 %
Retired/Not in the Workforce	4	26 %
Others	23	15.2 %
Monthly income		
Rp 0–Rp 1.000.000	22	14.6 %
Rp 1.000.000–Rp 2.500.000	38	25.2 %
Rp 2.500.000 – Rp 5.000.000	57	37.7 %
Rp 5.000.000 – Rp 10.000.000	27	17.9 %
Above Rp 10.000.000	7	4.6 %

Source: Author's results 2024

4.2 *Analysis of dimensions underlying staycation travelers' lifestyles*

The possible underlying aspects of staycation travelers' lives were investigated using Exploratory Factor Analysis (EFA). The data was deemed appropriate for factor analysis when the Kaiser-Meyer-Olkin Measure of Sampling Adequacy was conducted. The results can be shown in Table 3, and they were 0.760, which is higher than the required value of 0.6 for a successful factor analysis (Shrestha, 2021). The factorability of the rotated component matrix was supported by Bartlett's Test of Sphericity, which also produced a Chi-Square of 1841.891 (df = 435) and obtained statistical significance ($p < .01$).

Table 3. Sampling adequacy and sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy			0.760
Bartlett's Test of Sphericity	Approx Chi-Square		1841.891
	Df		435
	Sig.		.000

Source: Author's results 2024

After conducting cluster analysis, we used principal component analysis with varimax rotation on all 30 statements to simplify the cluster descriptions and assess the validity and reliability of staycation travelers' activity, interest, and opinion statements. The results will be presented in the following text. We were able to narrow the factors down to 8. Using Cronbach's alpha, we checked the dependability of these parameters. We excluded the remaining three components from further research, as only the first five, as shown in Table 4, had a Cronbach alpha value greater than 0.4. This led to the following designations for the five factors: (1) Shopaholic orientation; (2) Adventurer orientation; (3) Foodie orientation; (4) Leisure orientation; (5) Culture and social orientation (see Table 4).

Table 4. Factors underlying the lifestyle (AIO) of staycation travelers

Factor name	Eigenvalue	Variance (%)	Reliability
Factor 1: Shopaholic orientation	6.498	39.367	0.874
Factor 2: Adventurers orientation	3.702	11.808	0.779
Factor 3: Foodie orientation	2.140	5.536	0.674
Factor 4: Leisure orientation	1.651	12.699	0.737
Factor 5: Culture and social orientation	1.460	9.302	0.711
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Source: Author's results 2024

Table 4 displays the factor analysis result. The first step was to find the factor with the highest reliability coefficient and an eigenvalue higher than 1.000 by calculating the reliability coefficient for each component. Thus, five components with high reliability coefficients and eigenvalues larger than 1.000 are identified by the computation. Here are the factors: The first component, "Shopaholic orientation," had a 6.498 eigenvalue, 39.367% of the total variance, and a Cronbach's alpha value of 0.874. The first characteristic was that the passengers were Millennials from Indonesia and that they spent a lot of money buying. The second component, "Adventurers orientation," had a 3.702 eigenvalue, accounted for 11.808% of the total variance, and had a Cronbach's alpha value of 0.779. This second characteristic characterizes Millennials from Indonesia who are eager to see the world, learn about other cultures, make new friends, and face unfamiliar obstacles.

The third component, "Foodie orientation," had a 2.140 eigenvalue, 5.536% of the total variance, and a Cronbach's alpha value of 0.674. This third component matched the profile of Millennials from Indonesia who are interested in exploring different cuisines while on vacation. The "Leisure orientation"

factor accounted for 1.651 of the eigenvalue, 12.699% of the total variance, and a Cronbach's alpha value of 0.737; it was the fourth component of the model. This fourth component characterizes Millennial tourists from Indonesia who prefer to stay at home or engage in domestic pursuits during their free time. The fifth component, "culture and social orientation," accounted for 1.460 of the eigenvalue, 9.302% of the total variance, and a Cronbach's alpha value of 0.711. This last fifth component described millennials from Indonesia who are passionate about culture and social activities were characterized by this last feature; the majority of the items were related to the likelihood of participating in social events and interacting with locals.

4.3 *Lifestyle clusters of staycation travelers*

Cluster analysis, also referred to as group analysis, is a technique used in data analysis to classify individuals or objects into separate groups based on their unique characteristics. The goal is to create groups where the individuals or objects within each group share similar traits as opposed to those in other groups (Benassi et al., 2020). D'Urso et al. (2020) indicated that in tourist segmentation research, a common method is to employ a factor cluster strategy. This involves initially reducing variables through factor analysis and subsequently utilizing the resulting factor scores for cluster analysis. The factor scores obtained from the factor analysis were utilized as input for the subsequent cluster analysis. Hence, a cluster analysis was utilized to categorize tourists into distinct groups based on the five parameters.

This study included two forms of cluster analysis: hierarchical and nonhierarchical. The initial step was the utilization of the hierarchical technique, specifically Ward's method, to determine the optimal number of clusters. Subsequently, a nonhierarchical strategy was employed to enhance the cluster method by utilizing the results from the hierarchical analysis to generate cluster seed points (Trelohan et al., 2022). Each of the five factors was allocated a seed point for each of the three clusters, illustrating the distinctions between them.

In general, when all five factors are analyzed, the results of the cluster analysis show that there is a significant difference between each of the four clusters (all $p < 0.001$). After the final cluster centers are computed, the clusters are assigned names based on the distinctive features of each cluster. Among the 151 respondents, three clusters were identified: 41 respondents (27.15%) were assigned to cluster 1; 61 respondents (40.4%) to cluster 2; and 49 respondents (32.45%) to cluster 3. Cluster 1 was labeled as the shopaholic, culture, and social type; cluster 2 was labeled as the leisure type; and cluster 3 was labeled as the foodie type (see Table 5). The following sections describe individuals representing each of the three lifestyle profiles.

Table 5. Lifestyle cluster mean scores for factors

Factor	Cluster 1 (n= 41)	Cluster 2 (n = 61)	Cluster 3 (n = 49)	F-value	Sig.
Shopaholic orientation	.92341	-.08040	-.67256	46.024 ($p < .000$)	.000
Adventurers orientation	.39833	-.35882	.11340	8.216 ($p < .000$)	.000
Foodie orientation	.34160	-.83942	.75916	76.012 ($p < .000$)	.000
Leisure orientation	-.21822	.00085	.18154	1.803 ($p < .000$)	.000
Culture and social orientation	.78672	-.13883	-.48545	25.195 ($p < .000$)	.000

Source: Author's results 2024

The primary objective of this research is to develop lodging packages that cater to the requirements of staycation travelers. The lodging packages that cater to the specific requirements of each of the three groups are outlined below (see Table 6).

Table 6. Sample lodging packages for Indonesian staycation travelers

No.	Cluster	Sample Lodging Package
1.	Shopaholics, Culture, and Social	<ol style="list-style-type: none"> 1. Provides a map of the area, containing several important places as well as shopping centers. 2. Offer discounts from brands that have a relationship with the hotel for staycation travelers. 3. Offer tickets or tours to local museums, historical sites, or local cultural attractions in the area.
2.	Leisure	<ol style="list-style-type: none"> 1. Provides some outdoor sports activities. 2. Provides some local activities. For instance, outings on bikes, live performances, museum and park visits 3. Provides a variety of classes, such as courses in yoga, dance, cooking, or meditation. 4. Provide discount coupons for the spa in hotels, for example, like a 10% spa discount for National Women's Day, Mother's Day, or Couples discount.
3.	Foodie	<ol style="list-style-type: none"> 1. Offer discounts from local restaurants that have a relationship with the hotel for staycation travelers. 2. Provides free appetizers and desserts when staycation travelers book a room. 3. Provides a map of the area and shuttle bus trips to many ethnic eateries in the vicinity.

Source: Author's results 2024

Cluster 1: Shopaholics, Culture, and Social

This particular cluster consisted of 41 participants, or 27.15% of the total sample. The first cluster was significantly influenced by the characteristics of "shopaholic orientation" and "culture and social orientation." The cluster with the greatest score for the shopaholic orientation component is 0.92341, whereas the cluster with the second-highest score for the culture and social orientation factor is 0.78672. This cluster represents Indonesian millennial travelers who have an interest in shopping as well as exploring culture and socializing. Lodging places should be cognizant of the fact that members of this cluster may travel in larger groups and should be equipped to provide suitable activities for these larger groups to partake in.

Understanding the stay and vacation preferences of Indonesian Millennials is essential for tailoring lodging packages that resonate with their distinct lifestyles, particularly those oriented towards shopping, cultural engagement, and social interaction. Millennials with a shopaholic inclination often integrate retail experiences into their travel plans, making destinations with vibrant shopping scenes particularly appealing. Travelers in this segment possess a keen inclination towards dedicating their time and purchasing things that are currently in vogue. Partnerships can be formed between brands and hotels to offer discounts to staycation travelers. Furthermore, the hotel can provide a map of the area containing several important places as well as a shopping center to make it easier for travelers because some travelers may still not be familiar with tourist locations (Berhanu & Raj, 2020). Conversely, these travelers have a preference for visiting museums, exploring historical sites, and attending local cultural events and performances on their travels. They appreciate packages that include cultural tours, workshops, or local festivals, providing genuine connections to the region's traditions. These travelers would be interested in purchasing tickets or booking tours to visit the local museum, historical sites, or other cultural attractions in the area during their staycation. Offering tickets or tours to the local museum, historical places, or local cultural attractions in the area would interest these travelers during their staycation. Socially oriented Millennials, on the other hand, look for opportunities to engage and connect

with others during their travels. Hotels can offer social activities, communal events, and lively atmospheres to attract this group. However, it is crucial for lodging providers to balance these interests with broader considerations like affordability, sustainability, and the need for quiet spaces, ensuring a comprehensive and inclusive staycation experience.

Cluster 2: Leisure

This particular cluster consisted of 61 participants, accounting for 40.4% of the total sample. This cluster achieved the highest score in the "Leisure orientation" component, with a value of 0.0085. This cluster comprises Indonesian millennials who derive pleasure from staying at home or engaging in activities within their household during their free time. Whenever they are on vacation, they prefer to stay in their comfort zone; they are more likely to be lazy; they have the greatest interest in their hobbies; when they travel, they tend to choose trips that are relaxing; and they have little interest in doing outdoor sports while traveling.

Staycation can include local activities, e.g., cycling trips (Hendrayati et al., 2019), concerts, visits to museums and parks (Rosu, 2020), and outdoor sports activities, which can attract visitors who enter this cluster. Other extra facilities that hotels can provide during and pasca pandemic can be in the form of various classes such as yoga, dance, cooking, and meditation courses (Paramita & Putra, 2020) or doing spa to relax while on vacation (Anaya-Aguilar et al., 2021). The most favored spa treatments include body massages and traditional therapies. Travelers often relish the experience of going to the spa accompanied by their friends and family.

Cluster 3: Foodie

The third cluster had the highest number of responders ($n = 49$), representing 32.45% of the sample. This cluster achieved the highest score in the "Foodie orientation" component, with a value of 0.75916. This cluster represents Indonesian millennial travelers who enjoy a variety of culinary delights and are interested in trying new foods during their staycations. They are not afraid to try various foods that they have just tried, and they do not hesitate to visit local restaurants during their vacation. Collaborating with nearby restaurants in the vicinity can be advantageous in providing discounts to staycation tourists (Fatkar et al., 2024). Furthermore, establishing several restaurants will enhance the appeal of the set menu and assist in promoting these establishments to such travelers (Kim & Tanford, 2020). In addition to accommodation, hotels may offer supplementary services, such as furnishing guests with local maps and complimentary appetizers or desserts upon room reservation or arranging shuttle bus tours to diverse ethnic eateries nearby.

5. Conclusions

The objective of this study is to get insights into the lifestyle of Indonesian millennial staycation travelers by applying the Activity, Interests, and Opinions (AIO) model. The study aims to segment and analyze the characteristics of staycation travelers in order to develop accommodation packages that can effectively appeal to visitors. Knowledge of the lifestyle and demographic profile of incoming travelers will enable the Indonesian tourism and hospitality industries to produce an effective tourism marketing strategy.

A factor analysis was conducted using 30 measurement items to identify the most influential underlying components. The study found and designated five distinct factors: (1) Shopaholic orientation; (2) adventurer orientation; (3) Foodie orientation; (4) Leisure orientation; and (5) culture and social orientation. The five characteristics were utilized in a cluster analysis to determine the manner in which they formed clusters. Ultimately, the cluster analysis identified three clearly defined clusters that characterized the staycation travelers in this study. The three clusters consist of (1) individuals with a strong inclination towards shopping, cultural activities, and socializing; (2) those who prioritize leisure activities; and (3) individuals who have a particular passion for food. Each cluster utilizes diverse features as exemplars to offer insights into their lifestyle while on vacation. Researchers have

successfully developed lodging packages for staycation travelers using lifestyle segmentation, based on their research findings.

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