US FAMILY TRAVEL SURVEY 2025

FAMILY TRAVEL ASSOCIATION

ANNA ABELSON

Jonathan M. Tisch Center of Hospitality | NYU School of Professional Studies

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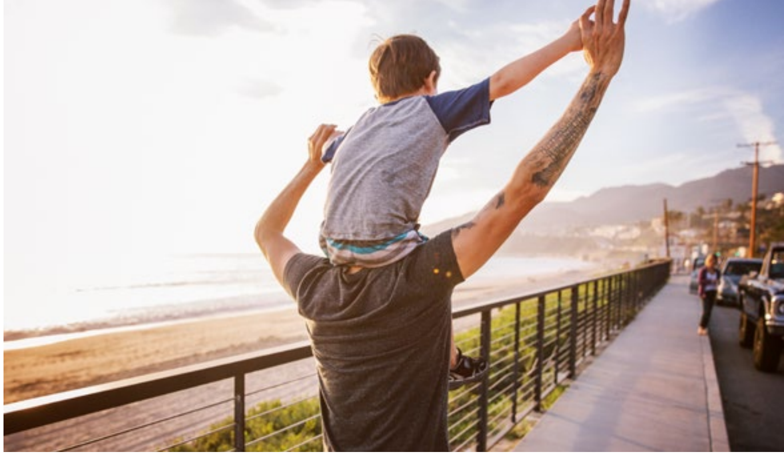
TABLE OF CONTENTS



INTRODUCTION

BY RON GULASKEY
Board President, Family Travel Association
SVP, Sales & Trade Relations, Margaritaville at Sea

Ten years ago, the newly formed Family Travel Association and Dr. Lynn Minnaert of New York University SPS Jonathan M. Tisch Center of Hospitality partnered together to study the family travel market in the United States. Focused on consumer's family travel behaviors, attitudes and intent to travel, the resulting 2015 Family Travel Survey was the first study exclusively focused on this important and growing segment of the travel market. Our FTA – NYU partnership has continued and grown over the past decade, producing updated editions of this ground-breaking research.

We are pleased to be sharing this 2025 Edition of the Family Travel Survey. In this study, we surveyed two distinct populations – parents, with a focus on family travel involving parents and children, and grandparents, with a focus on multi-generational and skip-generational travel involving two and three generations of family members. The report presents these two segments separately, with parent data first, followed by the grandparent data.

Filled with data, this year's survey covers trends in consumer preferences for family travel, including travel intent, a range of travel behaviors (spending, booking, trip types, length of trip, activities and more), transportation, lodging and destination preferences, use of travel advisors, the role of travel technology and social media in travel planning, and the impact of current economic and social trends on family travel.

This year we have also added a deep dive into children's role in planning family vacations, as reported by parents. We look at children's engagement level, how they get inspired and how they research ideas, the role they play in planning activities and making dining choices, and much more. We deepen our look into how travel impacts children of all ages, with a particular focus on those ages 7 and above. This year's data includes views on how travel impacts children's educational and social development. We are excited to add this new data to our growing body of family travel research.

We'd like to thank our research partner, Anna Ableson, Adjunct Instructor at NYU SPS Jonathan M. Tisch Center of Hospitality, and our FTA Research Advisor, Peter Bopp, for their leadership in surveying, analyzing and reporting this updated data for the 2025 Edition of the Family Travel Survey. We also would like to thank our sponsor, Good Housekeeping, for their engagement, support and for providing access to their consumer database to recruit survey participants. Thanks also go to our sponsor KHM Travel for providing the travel award for our survey participation prize drawing.

We hope you enjoy reviewing this data and remind you that the FTA welcomes any questions to further illuminate or clarify the data and trends in this report. We also remind you that as an FTA member, you have access to all past Family Travel Surveys through the research tab on the FTA member portal.

Happy Reading!

Ron

STUDY HIGHLIGHTS

BY ANNA ABELSON

Adjunct Instructor, NYU School of Professional Studies Jonathan M. Tisch Center of Hospitality

U.S. FAMILY TRAVEL SURVEY: 10TH ANNIVERSARY EDITION

This year marks the 10th year of the U.S. Family Travel Survey, a joint partnership between the **Family Travel Association (FTA)** and the **NYU SPS Jonathan M. Tisch Center of Hospitality**. This comprehensive study, based on a survey of parents and grandparents, offers a deep dive into the behaviors, preferences, and motivations that shape how families explore the world.

Key insights from the survey reveal several evolving trends:

- **Children's increasing influence** on travel planning.
- **The growing role of technology and social media** in the travel experience.
- **A rising demand for accessible and inclusive travel** options.

The following themes are featured in the 2025 US Family Travel Survey:

INTENT TO TRAVEL REMAINS HIGH

According to our latest survey, **92% of parents are likely or very likely to travel with their children in the next 12 months**. The results show that parents are **actively planning their travel for the coming year**, with a variety of trip types on their itineraries. The top three planned trips are **beach vacations** (62%), **visiting family and friends** (61%), and **theme or water parks** (45%).

Additionally, multi-day vacations within the U.S. (73%) are the most common type of multi-generational trip being planned.

TRAVELING FAMILIES PLAN TO MAINTAIN OR INCREASE SPENDING

The outlook for family travel spending in the coming year remains strong. The survey found that 39% of parents plan to spend more on domestic travel in the next year, while 42% plan to keep their spending the same. For international travel, 33% of respondents plan to spend more, and 17% plan to keep their spending the same. In 2024, the average family spent around **$8,052 on travel**, a figure that's higher than in previous years.

TRAVEL ADVISORS SHOW STRONG MARKET POTENTIAL IN FAMILY TRAVEL

While many parents would consider using a travel advisor, actual usage remains low. Only **19%** of parents have used a travel advisor in the past three years. However, a significant majority—**61%**—stated they would consider using one within the next two years.

Parents who use travel advisors are often motivated by the **benefits and security** they provide. Specifically, **47%** seek amenities and benefits they can't access on their own, while **45%** value the peace of mind that comes with having a professional to help if something goes wrong during their trip.

Continued...

AFFORDABILITY CONCERNS ARE STARTING TO CHANGE BEHAVIORS

Affordability is the most significant obstacle for families planning a trip, with **73% of parents** citing it as their top challenge. This has been the primary concern in the annual survey since its inception in 2015, showing a notable increase from **59% in 2023**.

In response to these cost pressures, families are adopting specific strategies to save money. A survey revealed that:

- **50%** of parents book lodging with a kitchen to prepare their own meals.
- **46%** limit the number of paid attractions they visit.
- **45%** actively avoid hotels and airlines that charge extra fees.

DEMAND FOR TRAVEL IN LARGER FAMILY GROUPS IS STRONG

The US Family Travel Survey has shown over several editions that family travel in larger groups is common and popular.

The survey found that 71% of grandparents have taken a multi-generational trip in the last three years. In the next three years, 44% are likely to take a multi-generational trip , and 45% are planning a multi-generational trip to be booked and organized together by all members. For skip-generational travel, grandparents are primarily responsible for both the planning (75%) and the payment (84%) of the trips.

Family group travel continues to be a popular trend, with **multi-generational trips** showing a slight increase in popularity since 2023. This type of travel involves three or more generations, such as children, parents, and grandparents, traveling together.

- **Multi-generational travel** is a significant trend, with 57% of grandparents planning this type of trip, up from 55% in 2023.
- **Skip-generational travel**, where grandparents take their grandchildren on a trip without the parents, remains steady and popular at 11%.
- Travel with **extended family** members (aunts, uncles, cousins, etc.) saw an increase to 48% from 41% in 2023.
- Travel with **non-relatives**, such as friends or other families, also increased slightly to 42% from 40% in 2023.

THE NEEDS OF FAMILIES WITH CHILDREN WHO HAVE SPECIAL NEEDS

According to the survey, families with special needs children represent **13.49%** of travelers, traveling more frequently and spending more per trip than the average family. Their primary challenges revolve around safety and accessibility, with these concerns cited by 50% of respondents, followed closely by the availability of appropriate accommodations and services (49%). These families are also more likely to use a travel advisor, with **43%** reporting they do so.

Inclusive Family Travel: An Industry Report Card

When asked to grade the travel industry on its inclusivity, parents of special needs children gave it an average grade of a C-, indicating significant room for improvement.

The families offered several key suggestions for how the industry could better serve them:

- **Better Staff Training:** Improving the knowledge and skills of staff to assist special needs travelers.
- **More Sensory-Friendly Options:** Offering environments and activities that are less overwhelming for those with sensory sensitivities.
- **Ensuring Accessible Facilities:** Providing more accessible rooms, transportation, and public spaces to accommodate various needs.

Continued...

TECHNOLOGY & SOCIAL MEDIA: THE USE OF TECHNOLOGY, AI, AND SOCIAL MEDIA FOR TRAVEL PLANNING AND BOOKING

When planning and booking family trips, parents primarily focus on finding good deals (55%) and managing their budget (47%). They use a variety of digital tools for research, including **travel websites and blogs** (52%), **social media platforms** (45%), and **AI-powered travel planners** (38%). While most parents feel confident using technology for trip planning (65%), a significant number are concerned about the security of their personal information when booking online (48%).

The rise of **AI travel planners** offers a new level of convenience, helping parents find personalized itineraries and compare prices more efficiently. The use of generative AI tools is still relatively low among both parents (27%) and grandparents (11%), likely because the technology is new and continues to evolve.

KIDFLUENCE: THE INFLUENCE OF CHILDREN ON TRAVEL PLANNING

The survey highlights the significant influence children have on family travel decisions. Children are no longer just passengers; they are now considered "co-pilots," a concept the industry refers to as **"kidfluence."** This study specifically explored the role of children ages 7-18 in family travel choices.

- **Participation in Planning:** 74% of parent respondents with children over age 7 reported that their children love to travel. The survey also included a series of questions about how children participate in the planning process and what their "dream trips" are.
- **Benefits of Involvement:** Parents believe that involving children in travel planning has positive impacts. They feel it makes their children more adaptable and open to new experiences (84%). Other perceived benefits include giving older children a more positive outlook on life (62%) and improving their social skills (61%).
- **Finding Inspiration:** The survey found that children often discover new travel ideas from social media, YouTube, and other digital platforms.

A FAMILY TRAVEL WISH LIST

Parents and grandparents gave the travel industry an average grade of B+ for serving the needs of traveling families, same as in 2023.

Despite the positive evaluation, families still want the industry to address several areas of friction, including:

- The challenge and added cost of being seated together on flights.
- The scarcity of family rooms or connected rooms in hotels.
- The high cost of travel and a desire for more transparent pricing and discounts.
- The need for improved quality of service.

We hope you enjoy our study and that it provides insightful and actionable ideas. Should you have any questions about the data or analysis, we'd be delighted to discuss them further. Please contact me directly via email at anna.abelson@nyu.edu.

Sincerely,

Anna

STUDY OVERVIEW AND RESPONDENTS

Survey Design and Administration

The study presented here includes the findings of a survey conducted with parents and grandparents in 2025. Only respondents who were over the age of 18 and who had children or grandchildren 18 years of age or younger were eligible to take the survey. Respondents who were unlikely to travel with their children or grandchildren in the coming year were filtered out at the end of the first question block. The survey remained open for five and a half weeks between July 18 and August 25, 2025. The total number of respondents was 1,596: this total consisted of 778 parent respondents and 818 grandparent respondents.

The survey covered the following themes:

- **Travel Intentions:** Plans for trips in the coming year, including the types of trips and overall intent to travel.
- **Travel Behavior:** Preferences for transportation, accommodations, and spending habits, as well as the use of travel advisors.
- **Travel Attitudes:** Perspectives on travel, including experiences of children aged 7 and older.
- **Accessible Tourism:** The needs of families with children who have special needs.
- **Technology & Social Media:** The use of technology, AI, and social media for travel planning and booking.
- **Kidfluence:** The influence of children on travel planning and an evaluation of how well the travel sector serves families.

The survey was circulated electronically via invitation to consumers on the mailing lists of our sponsor Good Housekeeping.

PARENT RESPONDENT DEMOGRAPHICS

NUMBER OF RESPONDENTS

778

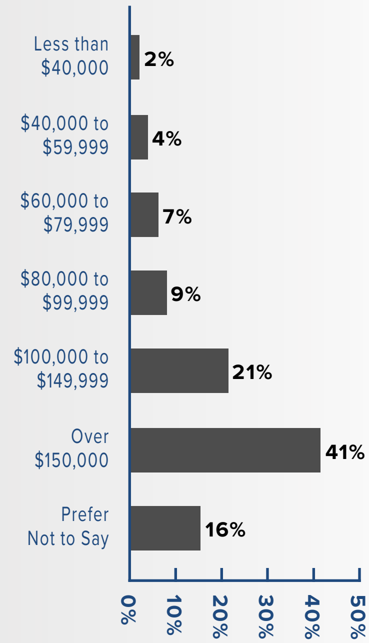
RESPONDENTS BY GENDER

94% / 6%
FEMALE MALE

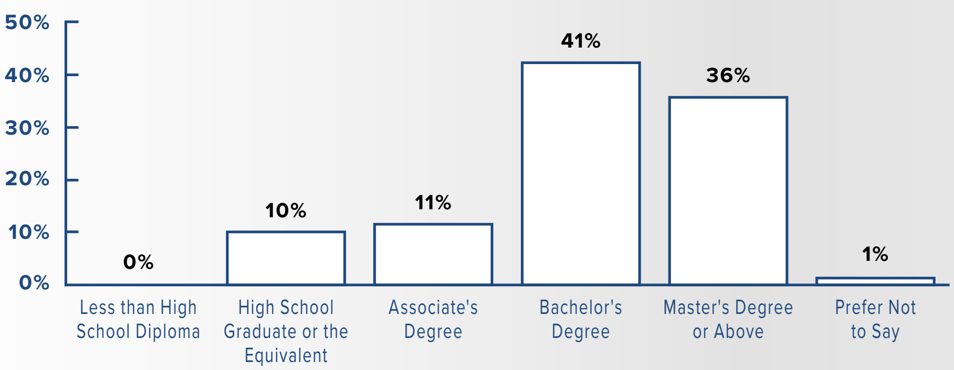
RESPONDENTS BY ETHNICITY

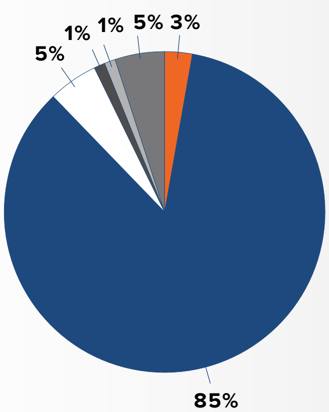
- White/Caucasian **84%**
- Hispanic or Latino **6%**
- Black or African American **3%**
- Native American or American Indian **0%**
- Asian or Pacific Islander **4%**
- Other **1%**

RESPONDENTS BY HOUSEHOLD INCOME



RESPONDENTS BY EDUCATION

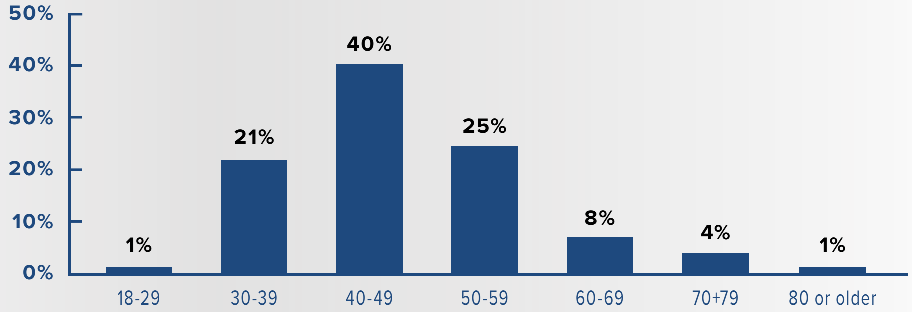




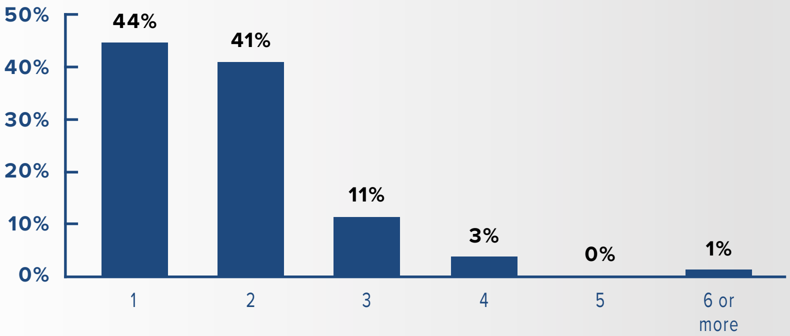
RESPONDENTS BY RELATIONSHIP STATUS

- Single
- Married
- Divorced
- Separated
- Widowed
- Living w/ Partner

RESPONDENTS BY AGE



RESPONDENTS BY NUMBER OF CHILDREN (AVG: 1.77)



DEMOGRAPHIC DATA

The survey results highlight a significant and expanding travel demographic: **families with special needs children**, who make up a notable **13.49%** of all respondents.

While this group represents the largest single segment, the survey also reveals other distinct family structures, including:

Mixed-race families: 7.1%

Single-parent families: 6.3%

Families with a stepchild: 5.3%

LGBTQ+ families: 1.7%

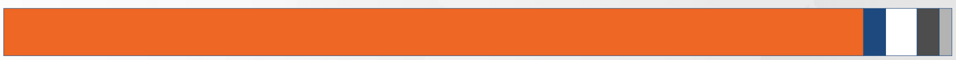
GRANDPARENT RESPONDENT DEMOGRAPHICS

NUMBER OF RESPONDENTS 818

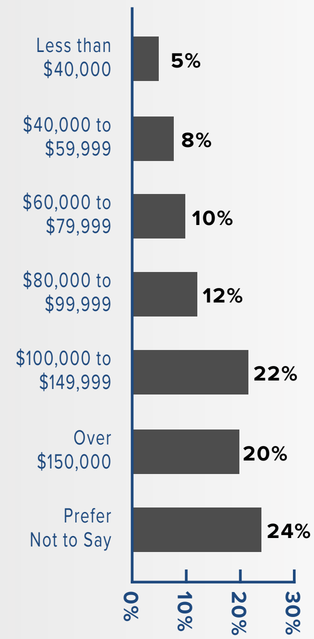
RESPONDENTS BY GENDER

97% / 3%
FEMALE **MALE**

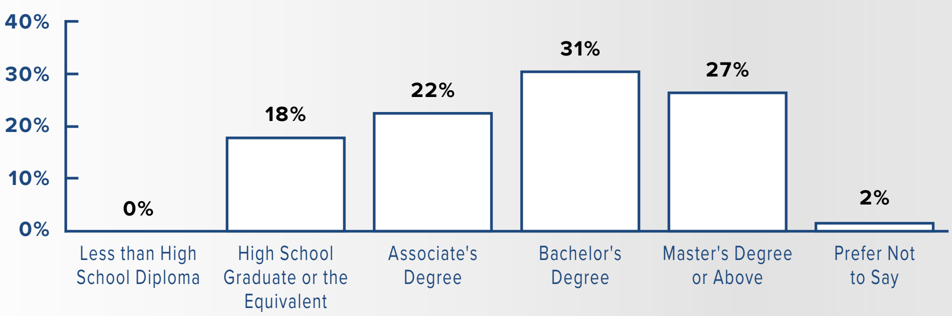
RESPONDENTS BY ETHNICITY

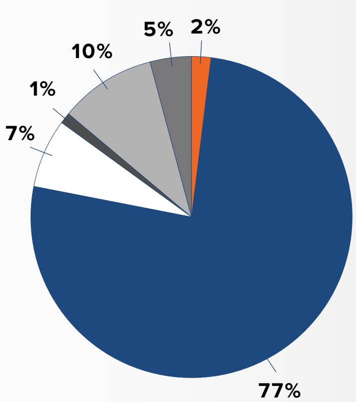


RESPONDENTS BY HOUSEHOLD INCOME



RESPONDENTS BY EDUCATION

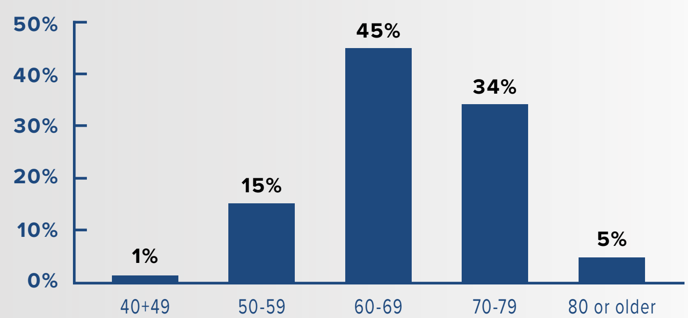




RESPONDENTS BY RELATIONSHIP STATUS

- Single
- Married
- Divorced
- Separated
- Widowed
- Living w/ Partner

RESPONDENTS BY AGE



PARENT
Survey Findings

PARENT SURVEY FINDINGS

Intent to Travel

According to our latest survey, **92% of parents are likely or very likely to travel with their children in the next 12 months**. Of the remaining 8%, 2% are undecided and 6% are unlikely or very unlikely to travel. This indicates a strong and growing desire for family travel.

Historical Context and Trends

This year's data marks a notable increase in travel intent compared to the past four years, which saw a decline in travel demand from U.S. families. Travel intent was at **85% in 2022 and 88% in 2021**. While the current figure of 92% shows a robust recovery, it's still slightly below the peak years of **2015 and 2016, when 93%** of parents were likely or very likely to travel. However, travel intent is now significantly higher than pre-pandemic levels in **2019 (70%) and 2018 (79%)**.

Barriers to Travel

For the parents who stated they were unlikely to travel with their children in the next three years, the primary reason given was financial. **Almost half (49%) cited having too many other demands on their family budget** to afford travel. Another key reason, selected by **20% of respondents, was that they find traveling with children to be stressful** rather than relaxing.

Why are you unlikely to go on a family vacation with your children in the next 12 months?

ANSWER	PERCENTAGE
We have too many other demands on our family budget at this time to afford to travel	49%
Traveling with children is not relaxing for me/us	20%
Health problems or physical limitations inhibit our ability to travel	14%
Our children won't like it, are too busy with other activities, or prefer staying at home	11%
I/we don’t have any / enough vacation time	9%
It's too difficult / time-consuming to plan	6%
I/we don’t think a family trip is worth the money	6%
Our children are too young	6%

Projected Travel

In this section of the survey, we probed **what our respondents' family travel plans are for the coming year**.

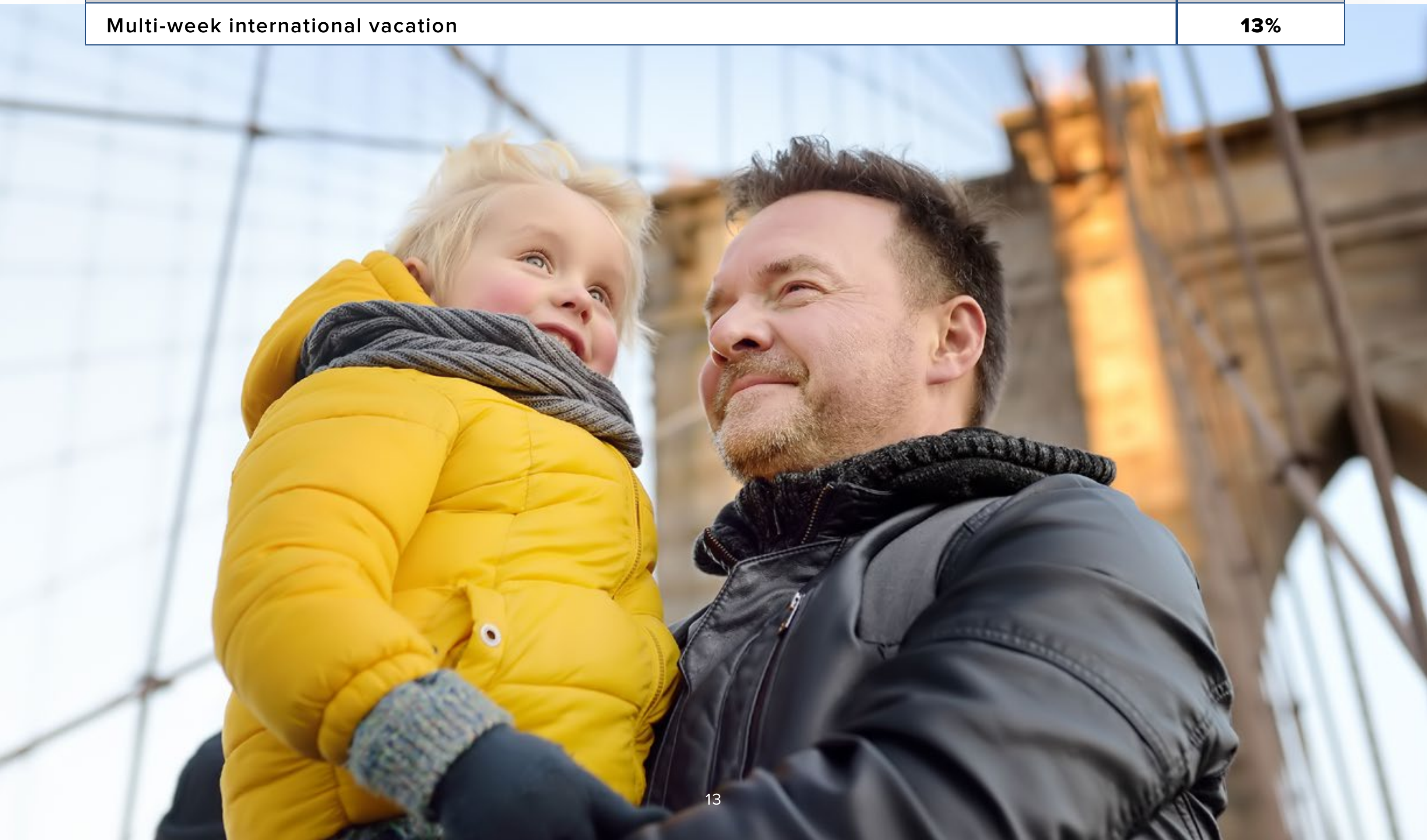
TRIP LENGTH

In the first question in this block, we asked about trips of different lengths, from day trips to multi-day vacations. **Multi-day vacations in the US** are the most common trip type the respondents plan to take (83%). Weekend getaways come in second (68%). 49% of the respondents plan to take day trips, and 11% plan to take multi-week vacations in the US.

International family travel has slightly declined. Only 30% of respondents are planning a multi-day international vacation, a notable decrease from 46% in 2023. This figure is still a significant increase, however, from the 19% of respondents who planned such a trip in 2021. Meanwhile, 13% of respondents are planning a multi-week international vacation.

We would like to know what types of trips you are planning to take with your children in the coming year.

ANSWER	PERCENTAGE
Day trip	49%
Weekend getaway	68%
Multi-day vacation in the US	83%
Multi-day international vacation	30%
Multi-week vacation in the US	11%
Multi-week international vacation	13%



PARENT SURVEY FINDINGS

TRIP TYPE

Respondents were asked what types of trips they were planning to take in the coming 12 months. Beach vacations (62%), visiting family and friends (61%) and theme or water parks (45%) are the three most common family travel types.

The graph below highlights how families in the US have a wide range of interests and plan to participate in various types of travel.

Which of the following types of trips are you planning to take with your children in the coming year?

TRIP TYPES	PERCENTAGE
Beach vacation	62%
Visiting family and friends	61%
Theme or water park	45%
National or state parks	37%
City Vacation	36%
Museum or cultural attraction	33%
Nature vacation other than National Parks (e.g., lake, mountain)	33%
Active vacation (e.g., camping, hiking, biking, sports)	30%
Road trip (including RV trip)	28%
Events (e.g., concerts, sport events, larger social events)	25%
All-inclusive resort	25%
Cruise	18%
Traveling for team sports or other athletic competitions	16%
College Visits	13%
Traveling for school performance or club activities (concert, band, theater, clubs, etc.)	11%
A group tour through a tour operator (e.g., Adventures by Disney, G-Adventures, safaris etc.)	5%
Dude ranch or farm vacation	4%
Wellness-focused or spa vacation	4%

Trip Types continued...

Cruise Preferences

When parents plan a cruise, their preferences are highly focused on convenience, value, and a variety of activities to ensure every family member has an enjoyable vacation. The data reveals clear patterns in the types of cruises they book, the size of the ships they choose, and the aspects of the vacation they find most appealing.

- **Type of Cruise:** Parents primarily favor mainstream, family-friendly cruise lines like Caribbean cruises.
- **Size of Cruise Ship:** Large and mega-ships are the preferred size due to their extensive amenities and activities.
- **Most Appealing Aspects:**
  - » **All-inclusive value and convenience:** A single upfront cost for accommodation, food, and activities is a major draw.
  - » **Diverse onboard activities:** The wide range of entertainment, from kids' clubs to water parks and live shows, ensures everyone is engaged.
  - » **Multi-destination travel:** The convenience of visiting several places while only unpacking once is a significant benefit.

Types of cruise parents are planning/thinking of taking:

TYPE	PERCENTAGE
Caribbean cruise	**71%**
Alaskan cruise	**29%**
Mediterranean cruise	**21%**
Other cruise	**12%**
River cruise	**10%**

Size of cruise ship parents are planning/thinking of taking:

SIZE	PERCENTAGE
Large ship	**76%**
Mega ship	**46%**
Mid-sized ship	**28%**
Small/boutique-sized ship	**9%**
River cruise ship	**9%**

Aspects parents find most appealing about taking a cruise vacation:

ANSWER	PERCENTAGE
All-inclusive value	**81%**
Onboard amenities and activities	**78%**
Ease and convenience	**77%**
Multiple destinations	**72%**
Relaxation and leisure	**66%**
Opportunity for excursions/shore trips	**65%**
Ability to unpack once and have the same room for the whole trip	**63%**
The ocean/sea views	**62%**
Dining experiences	**56%**
Other	**3%**

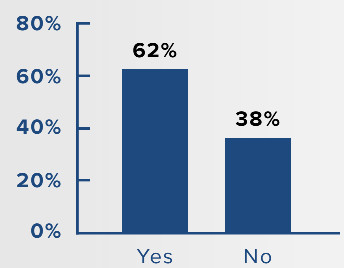
Trip Types continued...

All-Inclusive Resort Preferences

Parents highly value all-inclusive resorts due to their **convenience and predictable costs**. These package deals provide a straightforward and certain vacation budget, which is a significant draw for families. The most appealing aspects for parents are:

- **Convenience (92%):** This is the most crucial factor, driven by the ease of having everything—food, drinks, activities, and entertainment—included in one price. This eliminates the stress of daily planning and managing separate expenses, which is a major time-saver for busy parents.
- **Family-Friendly Activities (79%):** This high percentage highlights that parents prioritize their children's enjoyment and a variety of engaging options. Resorts that offer supervised kids' clubs, pools with slides, and age-appropriate entertainment are particularly attractive.
- **Desire for Relaxation and Minimal Planning (78%):** This data point is closely tied to convenience. It suggests parents are looking for a break from their daily routines and want a vacation that requires minimal effort on their part.

Have Parent Respondents Taken a Family Vacation at an All-Inclusive Resort or Property?



Aspects parents find most appealing about taking a vacation at an all-inclusive resort or property.

ANSWER	PERCENTAGE
Convenience (all meals and activities included)	92%
Family-Friendly Activities & Amenities	79%
Desire for Relaxation and Minimal Planning	78%
Enjoyment or Resort-Style Experiences	71%
Predictable Pricing/Budgeting	68%
Safety & Security	62%
Other	2%

PARENT SURVEY FINDINGS

Trip Types continued...

Key Findings on Family Travel Trends from the Parent's Survey

Family group travel continues to be a popular trend, with **multi-generational trips** showing a slight increase in popularity since 2023. This type of travel involves three or more generations, such as children, parents, and grandparents, traveling together.

- **Multi-generational travel** is a significant trend, with **57%** of parents planning this type of trip, up from 55% in 2023.
- **Skip-generational travel,** where grandparents take their grandchildren on a trip without the parents, remains steady and popular at **11%**.
- Travel with **extended family** members (aunts, uncles, cousins, etc.) saw an increase to **48%** from 41% in 2023.
- Travel with **non-relatives**, such as friends or other families, also increased slightly to **42%** from 40% in 2023.

Are you planning any of the following types of trips in the coming 12 months?

ANSWER	PERCENTAGE
A multi-generational trip (travel that includes your parents/in laws and your children)	57%
A skip-generation trip (travel that includes your children and their grandparents without you or your spouse/partner)	11%
A trip with extended members of your family beyond your parents/in laws (for example, aunts or uncles, nieces or nephews, or travel with your siblings and their children)	48%
A trip with another or other families who are not related to your family	42%

BOOKING WINDOWS AND PREFERRED TRAVEL SEASONS

Booking windows for family travel have remained similar over the different editions of this survey. The most common booking window (35%) for booking a family trip is **two or three months before departure. 31% of respondents book their travel four to six months before departure**. Very short booking windows (two weeks before departure or less) and very long booking windows (over a year before departure) are rare.

Approximately when do you plan to book your family travel in the coming 12 months?

ANSWER	PERCENTAGE
A week prior to departure	1%
Two weeks prior to departure	3%
A month prior to departure	9%
Two or three months prior to departure	35%
Four to six months prior to departure	31%
Six to 12 months prior to departure	20%
Over a year prior to departure	3%

PARENT SURVEY FINDINGS

Booking Windows continued...

Summer remains the most popular travel season, followed by **spring break**. 63% of respondents have taken a summer vacation in the past year, and 56% of respondents plan to take a summer vacation next year. The fall and winter seasons are appealing travel times for families: compared to when they traveled in the last year, more families would like to travel in the winter holiday season, Thanksgiving and the mid-winter break in the next year.

In the past year, when do you take your family vacation(s) and when are you thinking of taking them in the next year?

ANSWER	HAVE TAKEN IN THE LAST YEAR	PLANNING TO TAKE IN THE NEXT YEAR
Spring Break	40%	37%
Summer	63%	56%
Thanksgiving/Fall	22%	30%
Winter Holiday Season	28%	35%
Mid-Winter Break	17%	25%
Around Other Holidays	17%	20%
Other	7%	9%

TRANSPORTATION PREFERENCES

The next question in the survey highlights the transportation preferences. Car travel and road trips are now the most common choice for family vacations, with air travel in second place. There is a significant preference for personal car and van (80%).

Select the modes of transportation you plan to use on your family trips in the coming year.

89% Car

80% Plane

15% Train

13% Boat/Ferry

6% RV

Type of car preferred by parents:

TYPE	PERCENTAGE
Personal Car/Van	80%
Rental Car/Van	51%
Taxi/UBER/Lyft	28%
Borrowed Car (family, friends)	5%
Limo/Car Service	4%
Other	2%

PARENT SURVEY FINDINGS

ACCOMMODATION PREFERENCES

When asked in which type of accommodations they planned to stay in the coming year, **hotels** were the most-selected answer (80%). **Vacation rentals** come in second at 57%, and **resorts** third at 46%.

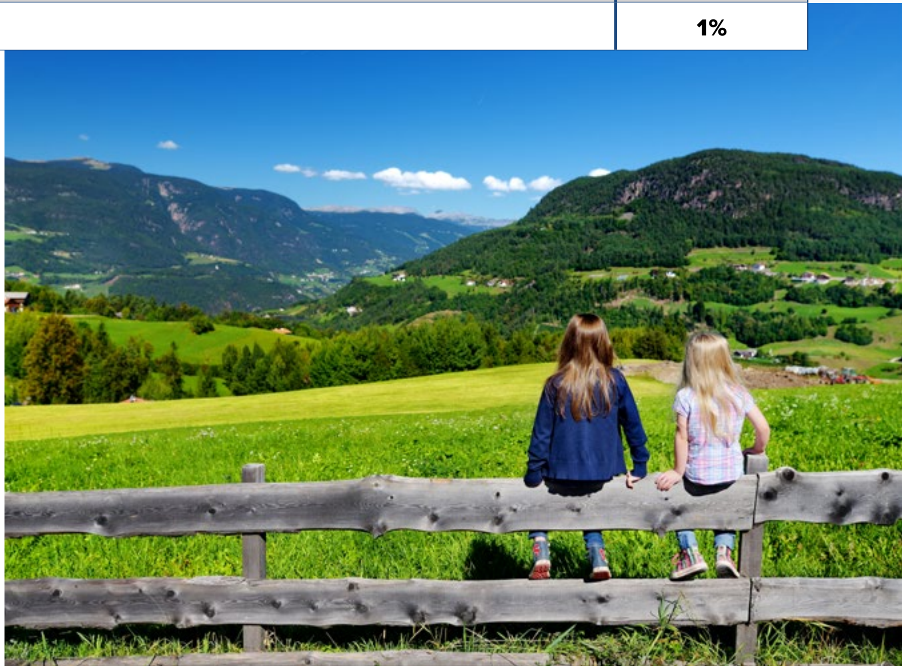
The top 3 ranking of hotels, vacation rentals, and resorts is similar to what this survey has previously found. In fact, vacation rentals have been steadily growing in popularity in recent years, and now moved to the second place. For reference, vacation rentals were a projected accommodation choice for 54% of respondents in 2021, declining to 47% in 2022, and staying stable in 2023.

Do you plan to stay in any of the following types of accommodations on a family vacation in the coming 12 months?

ANSWER	PERCENTAGE
Hotel	**80%**
Vacation Rental Property (a home/condo, Airbnb, VRBO, etc.)	**57%**
Resort	**46%**
Homes belonging to friends/family members	**35%**
Campsite or Glamping Site	**19%**
Cabin Rental	**17%**
Motel	**9%**
Bed and Breakfasts, Small Inns	**9%**
Timeshare	**8%**
RV / Trailer	**7%**
Your Own Vacation Property	**7%**
Dude Ranch	**2%**
Home Exchange	**1%**

Cleanliness and sanitation (68%) is the dominant factor for US families when they choose accommodations. The second most important factor is **close proximity to attractions and activities** (59%), followed by **safety and security** (54%). **Value for the price paid** is an important factor for 53% of respondents.

COVID-related concerns such as social distancing continue to decline. In 2022, 26% of respondents considered these important factors in choosing accommodations, whereas this has dropped to 9% this year.



PARENT SURVEY FINDINGS

Accommodation Preferences continued...

What are factors that are most important to you when you select where to stay on your family vacation?

ANSWER	PERCENTAGE
Cleanliness and sanitation	68%
Close proximity to attractions and activities	59%
Safety and security	54%
Best value for the price paid	53%
Amenities for children (pool, beach, game rooms, kids' clubs, etc.)	48%
Flexible rooms/sleeping arrangements (for example, connecting rooms or suites)	38%
Complimentary breakfast included	35%
User reviews	35%
Family-friendly dining options at or near accommodations	33%
Complimentary Wifi/Internet	32%
Kitchen area for in room meal preparation and dining	30%
Amenities for adults (spa, pool, beach, golf, sports, etc.)	30%
Whole family can gather in our own space	27%
Our preferred accommodation style	25%
Complimentary parking	24%
Ability to use rewards points in exchange for rooms, meals, activities	21%
Brand that I am loyal to	14%
Opportunities for my child(ren) to meet other children	5%
Entertainment options in room	4%

TRAVEL DESTINATIONS

Domestically, the most popular states for family travel are **California, Florida, Hawaii** and **New York**.

The number of respondents who plan to travel internationally with their children in the next two years has decreased to 56%, down from 76% in 2023.

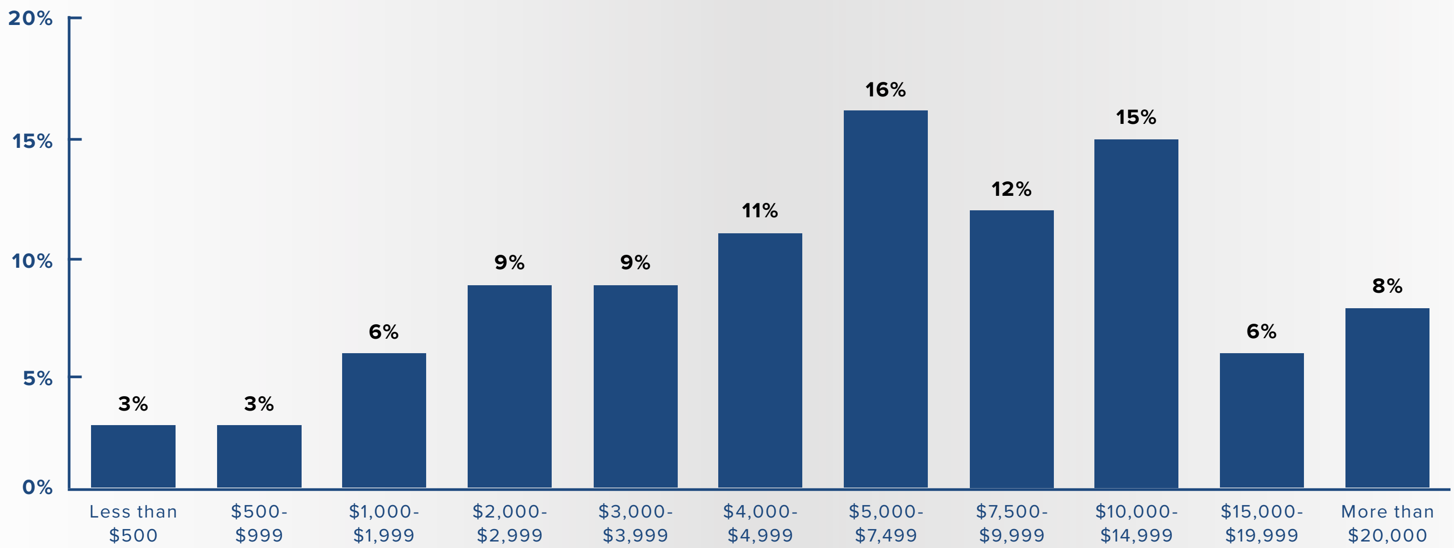
Europe is the most popular continent for family vacations, with North and Central America, the Caribbean, and the Atlantic Islands also remaining popular. The list below outlines the top 20 international travel destinations for US families.

1. Italy	6. Aruba	11. Canada	16. Jamaica
2. United Kingdom	7. Bahamas	12. Portugal	17. Chile
3. France	8. Spain	13. Costa Rica	18. Kenya
4. Mexico	9. Greece	14. Dominican Republic	19. Turks and Caicos
5. Japan	10. Ireland	15. Germany	20. Croatia

TRAVEL SPENDING

In 2024, the average family spent approximately **$8,052** on travel, representing about a **20%** increase from the previous year. Additionally, **8%** of respondents spent more than **$20,000**, a percentage that is **lower** than in previous surveys.

Approximately how much did you spend in total on family travel in 2024?



Looking ahead, 39% of respondents plan to spend more on domestic travel in the next year, whereas 42% plan to keep their spending the same and 16% expect to spend less. In comparison, 33% of respondents plan to spend more on international travel in the next year, whereas 17% plan to keep their spending the same and 10% expect to spend less.

Parents intending to spend less on travel in the coming year, both domestically and internationally, are primarily motivated by financial concerns. This is a direct response to economic uncertainty and the rising costs of travel. However, there are some nuanced reasons specific to each type of travel.

How much do you expect to spend on family travel in the coming 12 months, compared to your spending on family travel in 2024?

	I EXPECT TO SPEND MORE	I EXPECT TO SPEND THE SAME AMOUNT	I EXPECT TO SPEND LESS	I DO NOT EXPECT TO TAKE THIS TYPE OF TRIP
Within the US	39%	42%	16%	2%
Outside of the US	33%	17%	10%	40%

PARENT SURVEY FINDINGS

Reasons why parents intend to spend less on travel within the US in the coming year:

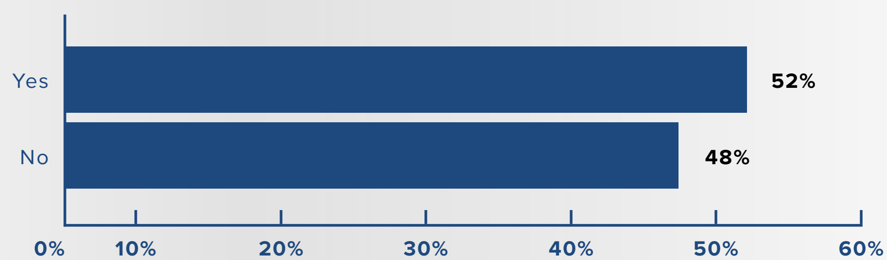
ANSWER	PERCENTAGE
Increased demands on my budget (e.g., healthcare, education, debt)	**50%**
Higher costs or inflation	**37%**
Other	**34%**
General economic uncertainty	**30%**
Concerns about tariffs or trade policy	**16%**
Decrease in household income	**12%**
Job loss or reduced work hours	**4%**

Reasons why parents intend to spend less on travel outside the US in the coming year:

ANSWER	PERCENTAGE
Increased demands on my budget (e.g., healthcare, education, debt)	**46%**
Higher costs or inflation	**46%**
General economic uncertainty	**40%**
Reluctant to travel intentionally given global uncertainties	**33%**
Other	**26%**
Concerns about tariffs or trade policy	**25%**
Decrease in household income	**14%**
Job loss or reduced work hours	**2%**

INFLUENCE OF SOCIAL AND ECONOMIC FACTORS

Parents: Have the economic and social changes of the past year caused you to change your family travel plans?



Parents: What changes did you make?

ANSWER	PERCENTAGE
Chose less expensive travel options	**59%**
Stayed closer to home	**56%**
Postponed major travel plans	**39%**
Postponed or canceled international travel	**23%**
Other	**9%**

Use of Travel Advisors

19% of respondents have used a travel advisor to book at least one family trip in the past three years. **61%** of respondents indicate that they are willing to use a travel advisor for their family travel needs in the next 2 years, which is a decrease from 2023 (71%). These findings indicate a complex and shifting landscape in the family travel market.

The most immediate indication is the significant disparity between people's stated "willingness" to use a travel advisor (61%) and the actual "usage" rate (19%). This suggests that while a majority of respondents see the value or are open to the idea of using a travel advisor, several factors are preventing them from following through.

The most common reason that respondents have used a travel advisor, or would be open to using one, is their in-depth knowledge of the vacation type or destination the respondent is interested in (60%). A close second is the fact that travel advisors have access to better rates and prices (58%).

What are the reasons you have used or would be open to using a travel agent for your family trips?

ANSWER	PERCENTAGE
Travel advisors have an in-depth understanding of the destination or vacation type I was interested in	60%
Travel advisors have access to better rates and prices	58%
Travel advisors offer amenities and benefits that I cannot obtain on my own	47%
If something goes wrong, a travel advisor/agent is there to help	45%
Planning and booking on my own is time-consuming and/or confusing	43%
Travel advisors have access to the most current technologies tools to offer the best information and options for planning our trip	33%
Travel advisors have in-depth knowledge about family and multi-generational travel	29%
My travel advisors get to know me and my preferences and can tailor recommendations for me	28%

Children and Travel Planning

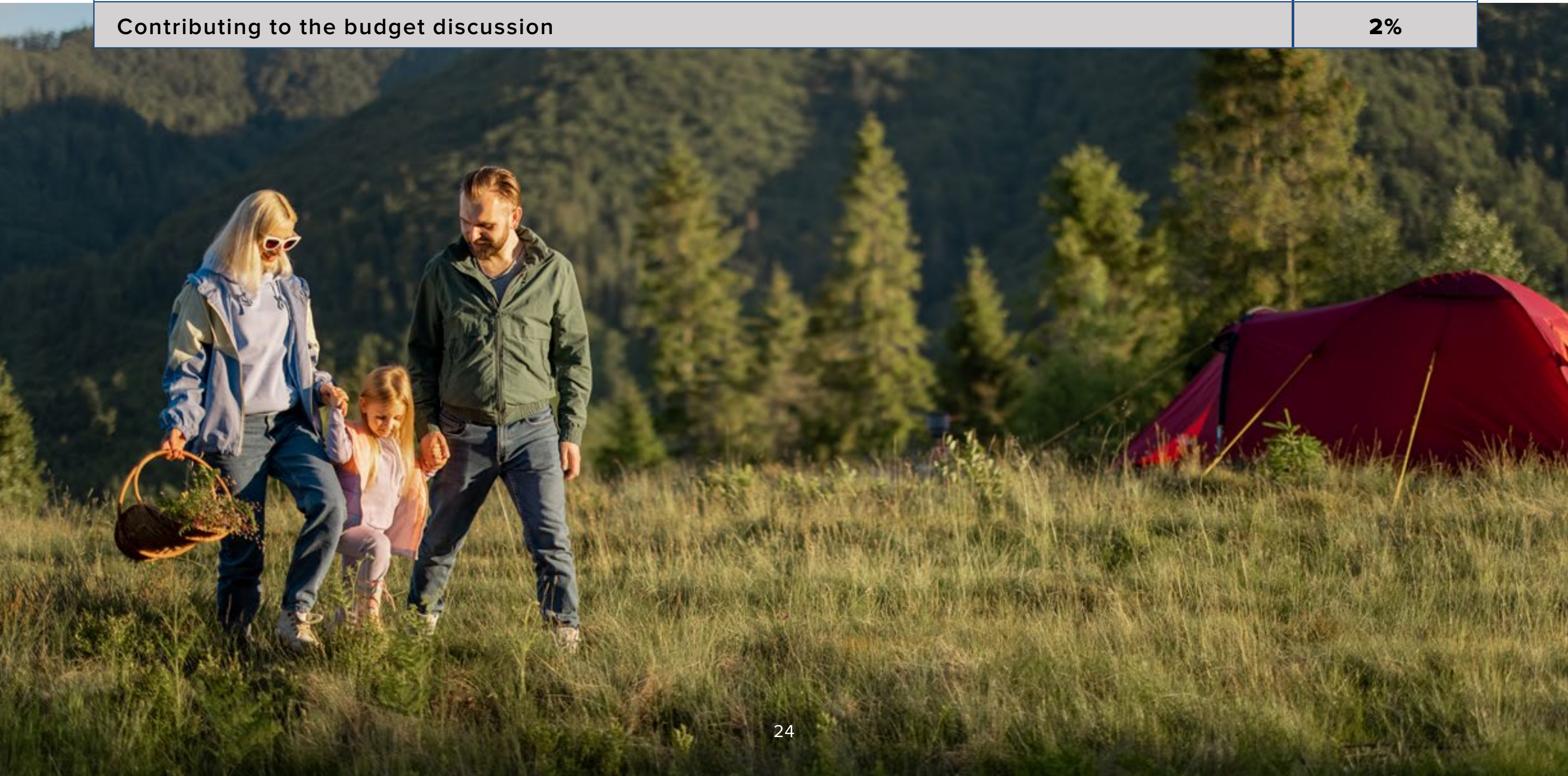
EXTENT AND NATURE OF CHILDREN'S INVOLVEMENT IN TRAVEL PLANNING

To what extent do your children (aged 7-18) currently participate in planning family vacations?

ANSWER	PERCENTAGE
Not at all	10%
Minimally (e.g., choosing one activity)	24%
Somewhat (e.g., choosing activities and some dining)	43%
Significantly (e.g., major input on destination, activities, and accommodation)	22%
Fully (e.g., planned 100% of the trip)	2%

In which specific aspects of trip planning do your children have input?

ANSWER	PERCENTAGE
Selecting specific activities/excursions (e.g., Disney visit, arcades)	29%
Choosing restaurants/dining experiences	23%
Choosing the destination	15%
Suggesting a theme or type of trip (e.g., adventure, educational, relaxation)	13%
Influencing the trip's duration	8%
Deciding on accommodation type (e.g., hotel, resort, vacation rental)	7%
Selecting modes of transportation (e.g., flight, road trip, cruise)	3%
Contributing to the budget discussion	2%



PARENTAL MOTIVATIONS AND PERCEIVED BENEFITS (Why Involve Children in Planning)

What are your primary reasons for involving your children in trip planning?

ANSWER	PERCENTAGE
To ensure the vacation includes elements my child will genuinely enjoy	77%
To strengthen family bonds and create shared memories	64%
To align with their specific interests and passions	52%
To foster their independence and decision-making skills	40%
To reduce complaints or dissatisfaction during the trip	39%
To provide educational or developmental benefits (e.g., adaptability, cultural awareness)	30%
Because they explicitly asked to be involved	8%
Other	2%

How does child involvement in travel planning impact your child's happiness?

FIELD	VERY NEGATIVELY	SLIGHTLY NEGATIVELY	NO IMPACT	SLIGHTLY POSITIVELY	VERY POSITIVELY
Openness to new experiences	0%	1%	12%	41%	46%
Social skills	0%	0%	31%	37%	31%
Confidence	0%	0%	22%	40%	38%
Interest in other cultures	0%	0%	17%	41%	42%
Overall happiness and engagement during the trip	0%	0%	7%	32%	61%

61% of parents reported that involving children in travel planning positively impacts their child's happiness and engagement during the trip. This finding supports the rising trend of including children in travel decisions.

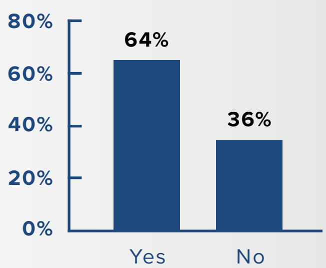
Children and Travel Planning continued...

CHILDREN'S SPECIFIC DESIRES AND "DREAM TRIPS"

What types of activities do your children most frequently request or express interest in for family vacations?

ANSWER	PERCENTAGE
Relaxation/pool time	75%
Beach activities (e.g., swimming, building sandcastles)	73%
Theme parks/amusement parks	67%
Outdoor adventures (e.g., hiking, ziplining, wildlife spotting)	54%
Shopping	40%
Unique dining experiences (e.g., themed restaurants, local cuisine)	40%
Cultural/historical sites (e.g., museums, ancient ruins)	35%
Hands-on learning experiences (e.g., cooking classes, science programs)	20%
Specific character meet-and-greets or themed experiences	18%
Other	2%

Are you aware of a "dream trip" your child would like to take?



Top 6 choices for dream trips:

1. Disney	4. Hawaii
2. A Beach Vacation	5. Europe
3. A World Trip	6. Japan

How likely are you to try and make some, or all, of your child's "dream trips" a reality in the future?

ANSWER	PERCENTAGE
Very Unlikely	1%
Unlikely	7%
Neutral	23%
Likely	39%
Very Likely	29%

Children and Travel Planning continued...

UNDERSTANDING OF CHILDREN'S INFLUENCE AND INSPIRATION

How do your children typically discover new travel ideas or dream destinations?

ANSWER	PERCENTAGE
Friends or classmates	54%
Social media (e.g., TikTok, YouTube, Instagram)	53%
TV shows or movies	52%
Family members (e.g., cousins, grandparents)	45%
School projects or lessons	30%
Books or magazines	24%
Travel blogs or websites	14%
Online games or apps	10%
Other	6%

NUANCES OF "KID-CENTERED" EXPERIENCES

Which of the following features or experiences make a trip feel truly "kid-centered" for your family?

ANSWER	PERCENTAGE
Opportunities for children to make choices during the trip (e.g., selecting meals, activities)	67%
Special experiences for different age groups (e.g., teens, toddlers)	52%
Unique "wow factor" experiences (e.g., scavenger hunts, themed events)	51%
Personalized welcome amenities for children	40%
Hands-on learning opportunities (e.g., workshops, science activities)	37%
Opportunities for co-creation of activities (e.g., arts & crafts, cooking classes)	34%
Immersive storytelling experiences	11%
Dedicated child guides or hosts	11%
Other	3%

When considering a "kid-centered" trip, how important are the following to you?

FIELD	1	2	3	4	5
Educational value/learning opportunities	7%	9%	34%	36%	14%
Opportunities for physical activity/adventure	1%	4%	23%	43%	30%
Cultural immersion/local experiences	2%	5%	26%	38%	30%
Opportunities for relaxation for parents	3%	6%	22%	33%	36%
Unique, "once-in-a-lifetime" experiences	1%	2%	19%	40%	37%
Sustainability/eco-friendly aspects	12%	20%	35%	24%	10%

1 = Not Important ... 2 ... 3 ... 4 ... 5 = Extremely Important

PARENT SURVEY FINDINGS

Children and Travel Planning continued...

ROLE OF TRAVEL AGENTS AND INDUSTRY OFFERINGS (child-centric itineraries)

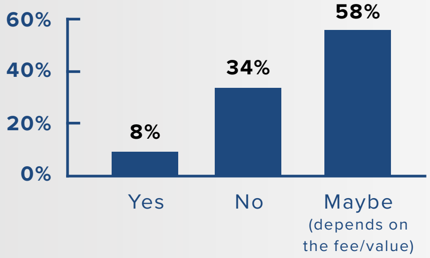
How willing wold you be to use a travel advisor who specializes in creating child-led or child-centric itineraries?

ANSWER	PERCENTAGE
Very unwilling	7%
Unwilling	8%
Neutral	37%
Willing	37%
Very Willing	11%

What specific services would you value from a travel advisor to facilitate child-led planning?

ANSWER	PERCENTAGE
Providing recommendations for age-appropriate activities and dining	71%
Handling all logistics to make the trip hassle-free for parents	56%
Integrating educational or immersive learning components into the trip	36%
Suggesting accommodations with specialized kids' clubs or programs	34%
Curating itineraries based directly on children's imaginative ideas	33%
Providing interactive, child-friendly planning tools or questionnaires	29%
Offering options for parallel itineraries (e.g., separate activities for kids and adults)	26%
Connecting families with "Junior Adventure Hosts" or dedicated child guides	15%

Would you be willing to pay a service fee for a highly customized, child-led itinerary designed by a travel advisor?



Travel Technology and Social Media

The data shows that search engines (81%) are the most popular technology tool for parents when planning and booking family travel. This is followed closely by rating and review sites (77%), indicating that parents highly value information and opinions from others when making travel decisions.

Social Media Role

Parents actively use social media for travel planning, with 66% of those surveyed saying they do so.

The top social media sites used are:

- **Tripadvisor (56%):** This site is a leader in both the planning and booking phases. Its high usage rate suggests that parents trust its reviews and find it a valuable resource throughout the entire travel process.
- **Instagram (50%):** The visual nature of Instagram makes it a powerful tool for inspiration. It's the leading platform for the planning stage (67%), likely because parents use it to visualize destinations, accommodations, and activities.
- **Facebook (45%):** While slightly less popular than the other two, Facebook is still a significant resource for parents, with 52% using it during the planning stage.

Social media usage by Travel Stage

The data highlights a clear distinction in how different social media platforms are used across the travel planning journey:

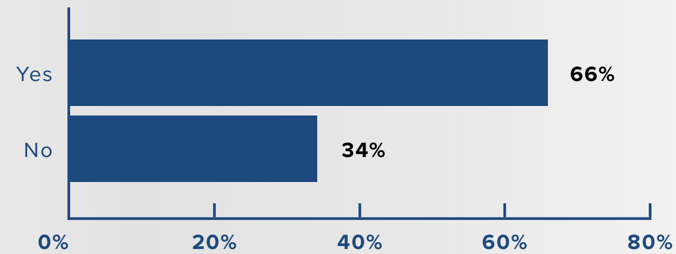
- **Planning Stage: Instagram (67%) and Facebook (52%)** are the go-to platforms. This suggests that the early stages of planning are heavily influenced by visual content and social recommendations.
- **Planning and Booking: Tripadvisor** is dominant, leading in both the planning **(62%)** and booking **(31%)** categories. It's a comprehensive resource that provides both inspirational content and the practical functionality to book travel.
- At **27%,** the usage of **GenAI** tools is still relatively low because the technology is new and continues to evolve

What technology tools do parents use when planning and booking family travel?

ANSWER	PERCENTAGE
Search Engines (e.g., Google, Bing, Safari, DuckDuckGo)	81%
Rating and Review Sites (e.g., Tripadvisor, Yelp, Google Reviews)	77%
Direct Merchant Websites (e.g., airline, cruise line, hotel chain, or car rental websites)	74%
Booking Platforms (e.g., Expedia, Booking.com, Trivago, Kayak)	63%
Official Destination or Tourism Sites (e.g., city tourism boards, national park websites)	57%
Artificial Intelligence Tools (e.g., ChatGPT, Google Bard, travel-specific AI assistants)	27%
Other	3%
I don't use any of these	0%

Travel Technology and Social Media continued...

Do parents use social media to help with family travel research, planning or booking?



Which stages of the travel process do parents turn to social media?

FIELD	INSPIRATION	PLANNING	BOOKING	DURING/AFTER	NOT USED
Instagram	67%	37%	8%	23%	25%
YouTube	34%	37%	7%	9%	46%
Facebook	52%	43%	10%	19%	30%
TikTok	29%	14%	5%	10%	68%
Pinterest	40%	17%	3%	6%	55%
Tripadvisor	25%	62%	31%	17%	21%
Twitter/X	6%	3%	1%	1%	95%
Reddit	13%	28%	6%	9%	66%
Yelp	14%	40%	15%	24%	42%

Which social media sites do parents use the most for their travel planning?

ANSWER	PERCENTAGE
Tripadvisor	56%
Instagram	50%
Facebook	45%
YouTube	26%
Yelp	23%
Pinterest	17%
Reddit	14%
TikTok	14%
Other	4%
Twitter/X	1%

Which social media sites do parents trust more for travel information?

ANSWER	PERCENTAGE
Tripadvisor	72%
Facebook	43%
Instagram	41%
Yelp	29%
YouTube	27%
TikTok	14%
Other	7%
LinkedIn	3%
Twitter/X	1%

Travel Attitudes

In this section of the survey, we asked parents about their attitudes towards travel, including the impacts of family travel, the role of their values in making travel decisions, and aspects of travel that tend to cause them worry or stress.

The findings show that parents associate travel with **positive outcomes** beyond the enjoyment of the trip itself: 85% of respondents say that travel brings their family closer, 77% that family vacations enrich a child's education, and 68% that travel makes children better global citizens. The positive perceived impacts of family travel may underpin the finding that almost two thirds of respondents (58%) prioritize travel experiences over material possessions. More than a third of respondents (43%) feel that traveling with their children makes them a better parent.

When probed to what extent parents' values drive travel decisions, 23% of respondents say they avoid traveling to states or destinations that do not align with their values.

Please select the statements in the list below that you agree with:

ANSWER	PERCENTAGE
Travel brings us closer together as a family	85%
Family vacations enrich a child's education	77%
I believe travel makes children better global citizens	68%
I prioritize travel experiences over material possessions	58%
Traveling with my children makes me a better parent	43%
I avoid traveling to states/destinations that don't align with my values	23%
I don't agree with any of these	1%

The survey also asked about aspects of travel that affect parents' attitudes negatively, by causing them stress or worry. The most common stressor for parents is **staying within budget, knowing costs upfront and avoiding surprise fees:** this worries 68% of respondents. A close second, many respondents (66%) worry about possible cancellations and delays, and the question of associated compensation. International travel causes stress for 36% of respondents.

Below are a list of common sources of worry or anxiety for parents when they travel with their children.

ANSWER	PERCENTAGE
Staying within budget, knowing costs upfront and avoiding surprise fees	68%
Cancellations, delays and possible compensation	66%
Worries around international travel	36%
Increased flight turbulence	28%
Kids' anxiety about travel (germophobia, other fears. etc)	25%
None of these worry or stress me	6%
Other	6%

Older Children

In this section of the survey, respondents were asked specifically about their children older than seven. We looked into the role they play in family travel decisions and the impact family travel has on them. We focused on the **over-7 age group** for two reasons. The first is that, compared to younger children, they're more likely to be old enough to have a say in planning the trip and to appreciate the travel experience more fully and build lasting memories. A second reason is that, compared to younger children, the over-7s may have a more lasting impression from travel and the associated experiences.

The first question in this section asked respondents about the **travel preferences** of their children over the age of 7, and what role they play in planning the trip. 74% of respondents report that their children over 7 love to travel, and 57% that they are interested in learning about the places they visit. 47% of over-7s like to travel to other countries.

In terms of the **influence of the children on travel decisions**, we see that older children drive the choice of activities on vacation for 48% of respondents. Their influence in choosing the travel destination is lower, but is still an important factor for 28% of respondents.

In the last year, relaxation became a significantly more important factor for family vacations, with 46% of respondents citing it as a preference, a notable increase from **31%** in 2023. While relaxation is a key driver for adults, it appears to be less so for children over seven. Only **46%** of respondents noted that their children prefer relaxing vacations, and even fewer, **16%**, say their children favor traveling to familiar places. A very small percentage of children, just **5%**, would rather stay home during school breaks.

Considering children over 7, which of the following statements do you agree with, thinking specifically of your child?

ANSWER	PERCENTAGE
My children love to travel	**74%**
My children are interested in learning about the places we visit	**57%**
My children have a lot of influence in choosing the activities we do on vacation	**48%**
My children like to travel to other countries	**47%**
My children prefer vacations where they can relax (beach, resort, etc)	**46%**
My children have a lot of influence in choosing our travel destination	**28%**
My children prefer to travel to familiar places	**16%**
My children would prefer that we stay home during school breaks	**5%**

Respondents highlight the **positive impacts of family travel on their older children** in the next question. 71% of respondents agree that travel has helped their children see the world from a broader perspective. 61% agree that their children have become more interested in other cultures because of their travel experiences, and 58% that travel has helped their children to be more confident. Over half of the respondents (53%) feel that travel has helped their children to be more engaged learners, and 42% say it has helped their children become better communicators.

Older Children continued...

Which of the following statements do you agree with, thinking specifically of your child(ren) aged 7 or over?

ANSWER	PERCENTAGE
Travel has helped my children see the world from a broader perspective	71%
My children have become more interested in other cultures because of our travel experiences	61%
Travel has helped my children to be more confident	58%
Travel has helped my children be more engaged learners	53%
Travel has helped my children to be better communicators	42%

Travel Challenges

Affordability is the biggest obstacle for family travel, with **73%** of respondents identifying it as a challenge, up from **59%** in the 2023 survey. This has been the top concern since the survey began in 2015. Challenges related to **time** ranked second and third: the timing of school breaks (51%) and available vacation time (47%). Additionally, 40% of those surveyed find it difficult to choose a destination or activity that everyone will enjoy.

Which of the following factors listed below are the most challenging to you when considering travel with your children?

ANSWER	PERCENTAGE
Affordability	73%
Timing of school breaks	51%
Available vacation time	47%
Finding a destination or activity everyone will enjoy	40%
Dealing with potential cancellations	27%
Planning the trip	27%
Finding adult time while traveling with children	22%
Dining out while traveling	22%
Concerns about the sanitation and health protocols in hotels and restaurants	22%
Traveling on public transportation with children (plane, train, boat, etc.)	18%
Age(s) of my children	18%
Family members getting along	17%
Health concerns	17%
Traveling by car with children	17%
Passport and visa requirements	11%
Other	3%
None of these	2%

PARENT SURVEY FINDINGS

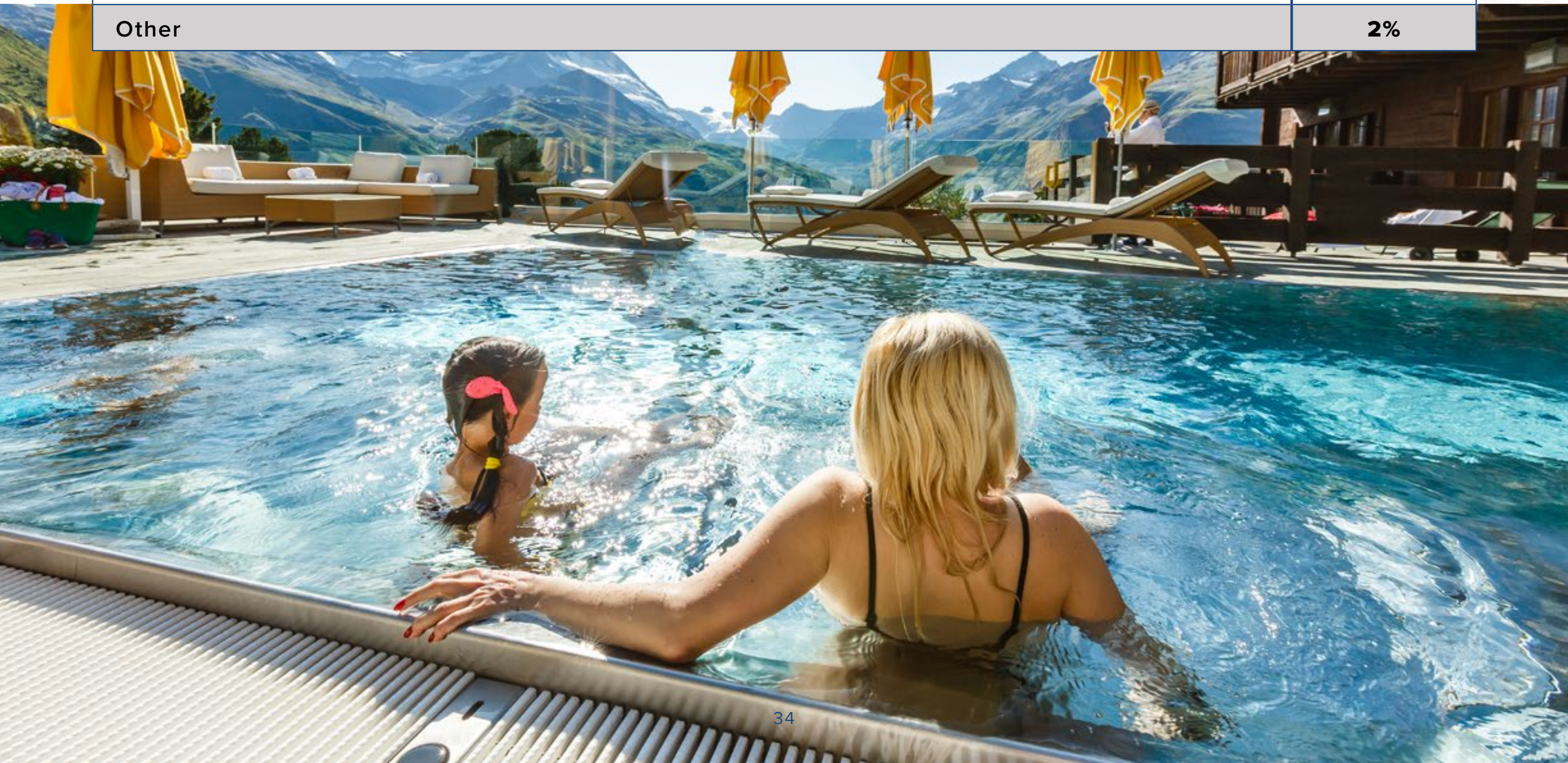
Travel Challenges continued...

Families who indicated that travel affordability was a challenge for them were asked a follow-up question about the extent to which they had adapted their travel behaviors in response. Half of the parents surveyed said they will seek out lodging options that offer kitchen and dining facilities for in-room meals. In a close second, 46% of parents reported that they will limit the number of ticketed attractions and activities they visit to keep costs down. A nearly equal number, 45%, said they will avoid hotels and airlines that charge extra fees and pay closer attention to cancellation and refund policies when booking family travel.

Finally, 40% of parents said they will seek out budget dining options when traveling and choose more affordable accommodations than they did in the past.

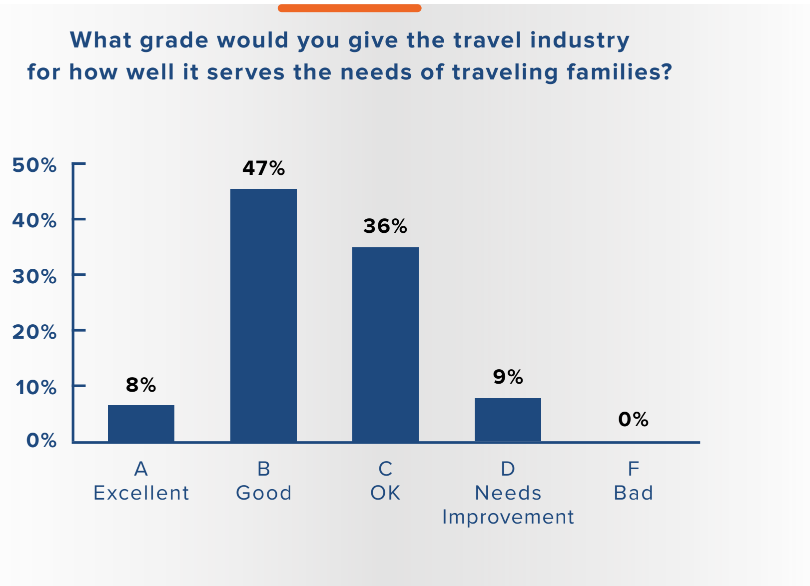
Are you planning to do any of the things below to reduce the cost of family vacations?

ANSWER	PERCENTAGE
We seek out lodging options that offer kitchen and dining facilities for in room meals	**50%**
We limit the number of ticketed attractions and activities we visit to keep costs down	**46%**
We will avoid hotels and airlines that charge extra fees (resort fees, seat booking fees, etc.)	**45%**
I pay closer attention to cancellation and refund policies when booking family travel	**45%**
We seek out budget dining options when traveling	**40%**
We will choose a more affordable accommodation option than we did in the past	**40%**
We will drive instead of fly due to the high cost of airfare	**37%**
We are planning more staycations or visits with family/friends due to the high cost of lodging	**25%**
I am more likely to buy travel insurance	**24%**
We are planning to stay closer to home due to the high cost of transportation/gas	**20%**
Current travel costs are as we expected and are not inhibiting our travel plans	**6%**
Other	**2%**



Industry Evaluation

In the survey, families were asked to grade the travel industry on how well it serves their interests. The average grade awarded was a **B+**, which is the same it received in 2023. This grade indicates that families view the industry's performance as somewhere between good and excellent. This score is a significant improvement compared to the **C+** grade the industry received in 2022.

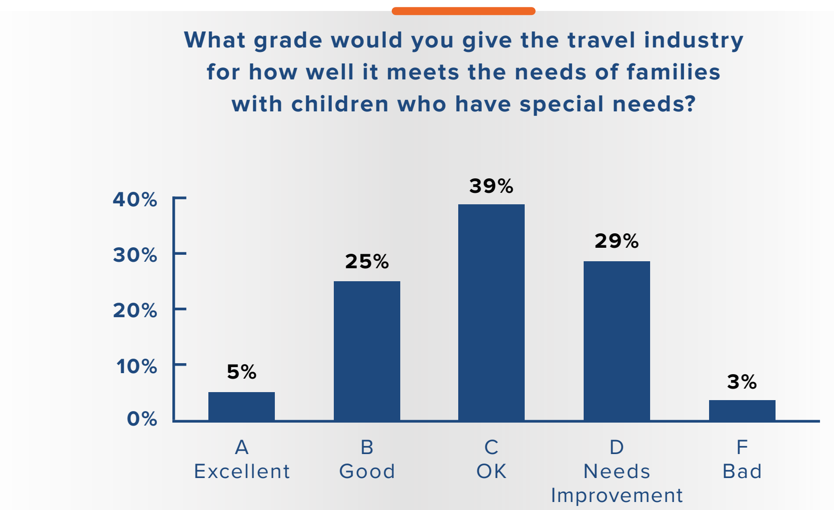


Finally, respondents were asked what the travel industry could do to serve the needs of families better. They were presented with a textbox to enter their thoughts, and common themes in the comments were:

- Many respondents highlight the high cost of travel and would like to see more affordable options, as well as transparent pricing that avoids additional fees being added at the end (the most common answer by far!)
- Families should be guaranteed to sit together on planes
- Hotels need more larger or connected rooms to accommodate families
- Making helpful information on planning family vacations more accessible would be appreciated
- The family travel itineraries should consider families with not just young children, but also older children (teenagers)

Families with Special Needs Children

In the survey, families with children who have special needs were asked to grade the travel industry on its ability to serve them. The industry received a **C- grade**, indicating a significant need for improvement.



Respondents were also asked what the travel industry could do to better meet the needs of families with children who have special needs. They were presented with a textbox to enter their thoughts, and the most common themes in the comments were:

- **Better staff training:** Families want travel staff to be more knowledgeable and empathetic toward the needs of children with disabilities.
- **More sensory friendly options:** This includes quiet spaces, reduced noise, and other accommodations to make travel less overwhelming for sensitive children.
- **Ensure accessible facilities:** The need for truly accessible accommodations, transportation, and attractions that go beyond basic compliance.

GRANDPARENT
Survey Findings

GRANDPARENT STUDY FINDINGS

The grandparent respondents in this survey were questioned about two types of family travel:

- **Multi-generational travel:** travel that includes the children, their parents and their grandparents
- **Skip-generational travel:** travel that includes the children and their grandparents, without the parents present

Multi-generational travel is more common in the US than skip-generational travel, yet both show robust levels of demand. 71% of the respondents have taken a multi-generational trip in the past 3 years, and 44% are likely to take one in the next 3 years. In comparison, 28% of respondents have taken a skip-generational trip in the past 3 years, and 35% are likely to take one in the next 3 years.

What is your family's experience with multi-generational and skip-generational travel?

	HAVE TAKEN IN THE PAST 3 YEARS	LIKELY TO TAKE IN THE NEXT 3 YEARS
A multi-generational trip	71%	44%
A skip-generational trip	28%	35%

We will now review each of these travel types in turn.

Multi-generational Travel

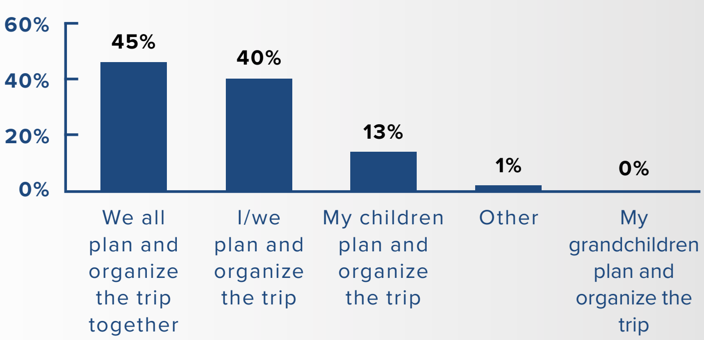
In this section of the survey, we asked grandparent respondents about multi-generational travel: travel that includes them, their grandchildren and the grandchildren's parents.

TRAVEL PLANNING

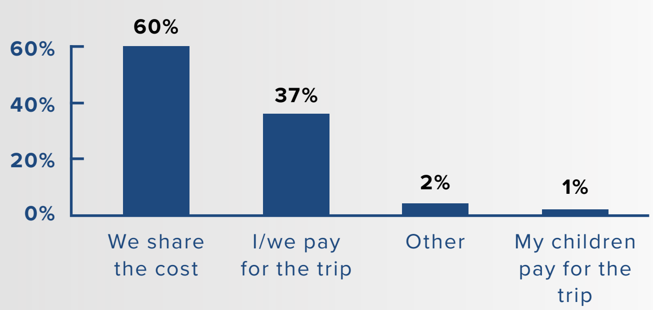
45% say the travel party organizes the trip together with their children (the grandchildren's parents). 40% of the grandparent respondents say that they plan and organize their multi-generational travel experiences. A minority of respondents (13%) say their children plan the trip. This shows that grandparents tend to be a driving force in multi-generational travel.

When it comes to funding the multi-generational vacation, 60% of grandparents say they share the cost with their children, and 37% say they pay for the trip. Other arrangements are rare.

Who primarily plans and organizes the multi-generational trip(s) you take?



Who usually pays for the multi-generational trip(s) you take?



GRANDPARENT STUDY FINDINGS

TRAVEL BEHAVIOR AND PREFERENCES

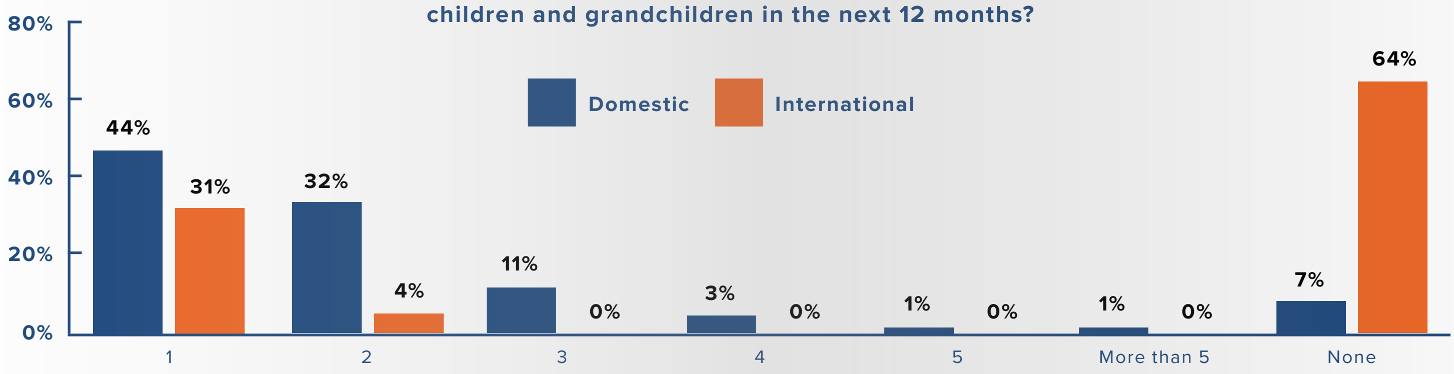
Multi-day vacations in the US are the most commonly reported multi-generational travel type: 73% of grandparent respondents report that they take at least one of these trips in a typical year. Weekend getaways (45%) and day trips (42%) are travel types that are less common, but over a third of the respondents report taking them in a typical year. International multi-generational travel is less prevalent than domestic travel, but 19% of respondents take a multi-day international vacation in a multi-generational group.

Which of the following types of multi-generation trips do you take with your family in a typical year?

ANSWER	PERCENTAGE
Day trip	**42%**
Weekend getaway	**45%**
Multi-day vacation in the U.S.	**73%**
Multi-day international vacation	**19%**
Multi-week U.S. vacation	**13%**
Multi-week international vacation	**6%**

In terms of travel frequency, domestic multi-generational trips are more frequent than international trips, and most respondents report going on at least one per year. One trip per year is the typical frequency for 44% of grandparents who travel domestically, and 31% of grandparents who travel internationally. 32% of grandparents report that they take 2 domestic multi-generational vacations per year.

How many multi-generation trips do you plan to take with your children and grandchildren in the next 12 months?



Multi-generational travel comes in a wide variety of trip types. While over half of grandparents **(54%)** plan on taking a beach vacation in the next year, other experiences were also popular, attracting a response rate between **20% and 40%**. These included visiting family and friends, theme or water parks, national or state parks, museums and cultural attractions, nature vacations (not involving national parks), and active vacations. One type of trip that was less popular with grandparents was a city vacation, with only **18%** planning a city break for a multi-generational trip. In contrast, **36%** of parents said they were planning a city vacation in the coming year.

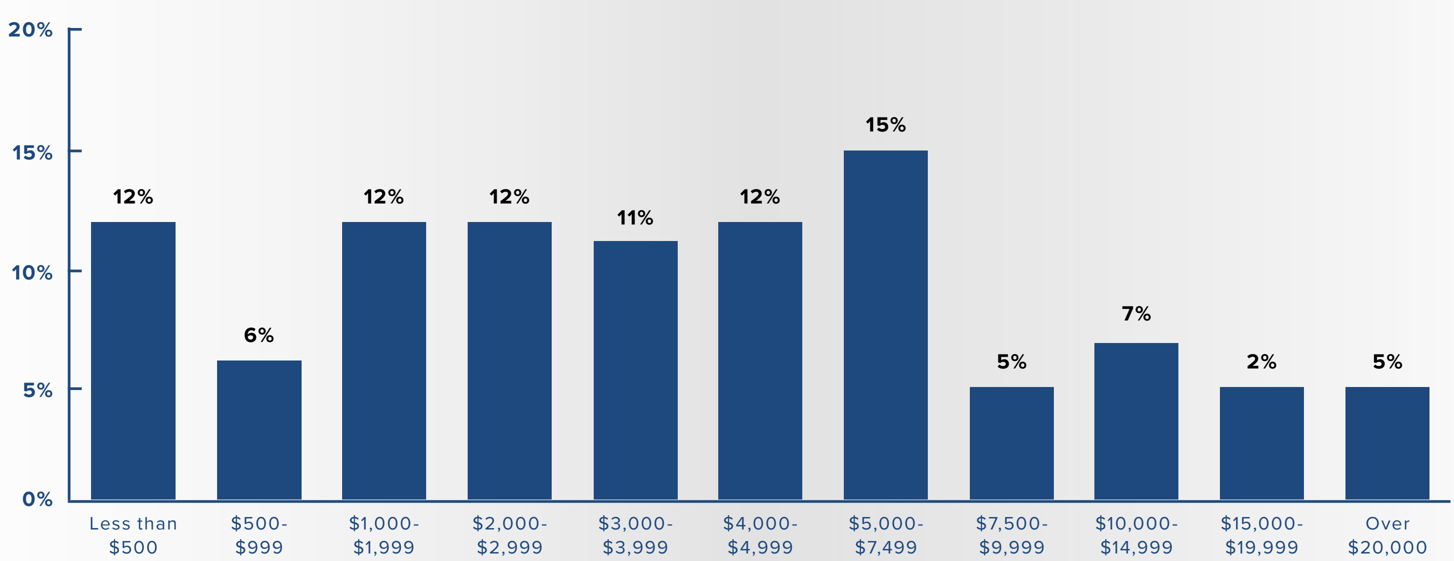
Travel Behavior and Preferences continued...

Which of the following types of multi-generational trips are you planning to take with your family in the coming year?

ANSWER	PERCENTAGE
Beach vacation	54%
Visiting family and friends	36%
Theme or water park	31%
National or State Parks	29%
Museum or cultural attraction	28%
Nature vacation other than National Parks (e.g. lake, mountain)	27%
Active vacation (e.g. camping, hiking, biking, sports)	24%
Road trip (including RV trip)	19%
Cruise	18%
Events (e.g. concerts, sport events, larger social events)	18%
City vacation	17%
All-inclusive resort	13%
A group tour through a tour operator (e.g., Adventures by Disney, G-Adventures, safaris etc.)	5%
Dude ranch or farm vacation	2%
Wellness-focused or spa vacation	1%

Grandparents spent on average **$5,205** on multi-generational family travel in 2024. It is important to note here though that this average masks wide variations in spending: 12% of respondents spent less than $500 and 7% spent over $15,000. As we have seen in this survey, multi-generational trips range from day trips to multi-week vacations, and it is that variation that likely underlies these large differences in spending.

Approximately how much did you spend on multi-generational family travel in 2024?



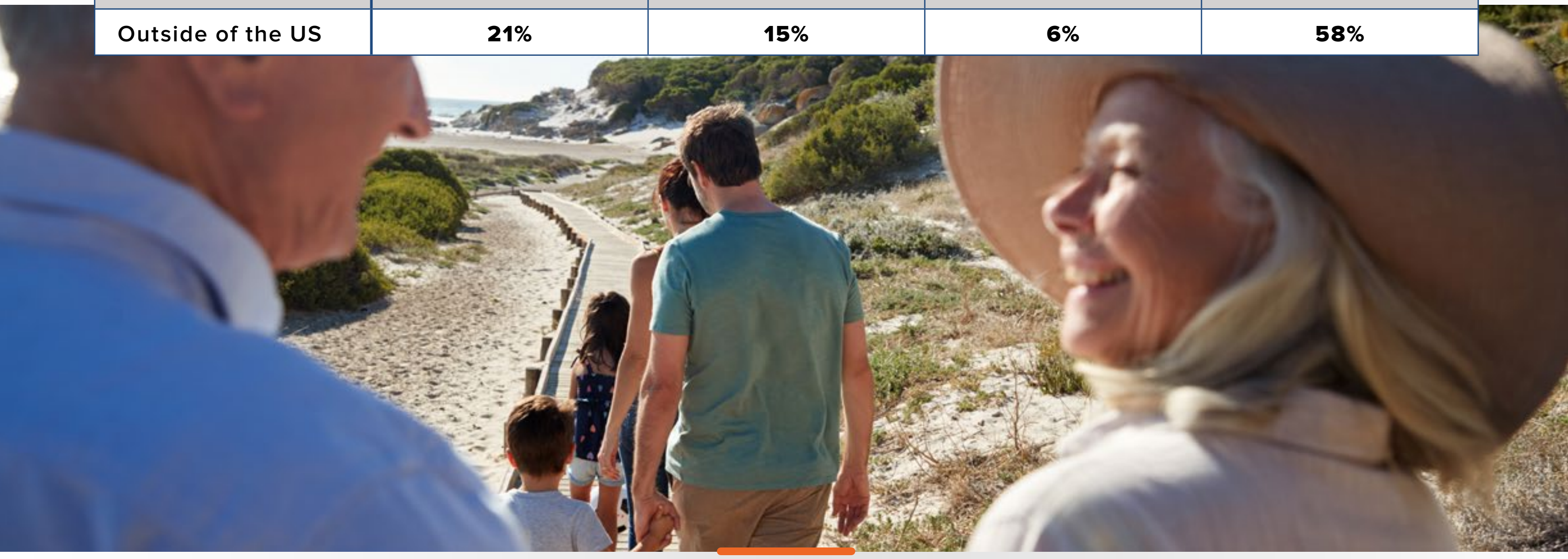
GRANDPARENT STUDY FINDINGS

Travel Behavior and Preferences continued...

The outlook for grandparent spending on multi-generational travel is robust: 42% of respondents say that they expect to spend more on domestic multi-generational family travel in the coming year, and 21% say they expect more on international multi-generational family travel. Relatively few grandparents expect to spend less: 9% for domestic and 6% for international multi-generational travel.

How much do you expect to spend on multi-generational family travel in the coming 12 months, compared to your spending on this type of family travel in 2024?

	I EXPECT TO SPEND MORE	I EXPECT TO SPEND THE SAME AMOUNT	I EXPECT TO SPEND LESS	I DO NOT EXPECT TO TAKE THIS TYPE OF TRIP
Within the US	42%	43%	9%	6%
Outside of the US	21%	15%	6%	58%



Reasons why grandparents intend to reduce spending on multi-generational travel within the US in the coming year:

Common reasons cited for this trend include:

- **Cost-Conscious Travel:** Respondents are opting for less expensive trips or destinations closer to home to save money.
- **Family Logistics:** Travel is constrained by individual family circumstances, such as scheduling conflicts or other personal issues.
- **Scheduling Conflicts:** Family members are busy, making it difficult to coordinate a time for travel.

	PERCENTAGE
Other	46%
Higher costs or inflation	36%
General economic uncertainty	30%
Increased demands on my budget (e.g., healthcare, education, debt)	24%
Decrease in household income	20%
Concerns about tariffs or trade policy	16%
Job loss or reduced work hours	8%
My/our health issues or reduced mobility makes family travel more difficult for us	4%

Travel Behavior and Preferences continued...

Reasons why grandparents intend to reduce spending on multi-generational travel outside the US in the coming year:

Common reasons cited for this trend include:

- **Scheduling Challenges:** It's difficult to find a time that works for everyone in the family.
- **Geographic Constraints:** There are no current plans to travel outside the US.

	PERCENTAGE
Higher costs or inflation	40%
Other	33%
Increased demands on my budget (e.g., healthcare, education, debt)	30%
Reluctant to travel internationally given global uncertainties	20%
Decrease in household income	20%
General economic uncertainty	20%
Concerns about tariffs or trade policy	17%
My/our health issues or reduced mobility makes family travel more difficult for us	13%
Job loss or reduced work hours	10%

TRAVEL MOTIVATIONS AND OUTCOMES

A first question in this section asked about the respondents' motivations for taking a multi-generational trip. The top reason is that multi-generational travel is a great way to bond as a family (75%). Other top answers were that grandparents want to see their grandchildren's joy experiencing new destinations and activities (73%), that they enjoy spending extended time with their grandchildren (73%), and that it is a way to create travel experiences and traditions across generations (63%).

GRANDPARENT STUDY FINDINGS

Travel Motivation and Outcomes continued...

What are your reasons for taking a multi-generation trip with both your children and your grandchildren?

ANSWER	PERCENTAGE
It is a great way to bond as a family	75%
I want to see my grandchildren's joy experiencing new destinations and activities	73%
I enjoy getting to spend extended time with my grandchildren	73%
It is a way to create family travel experiences and traditions across generations	63%
My grandchildren enjoy getting to spend extended time with me	55%
It is my way of giving our children and grandchildren a special treat	53%
It is a special way for us to bring our extended family together	49%
I want to show my grandchildren the world	40%
It is a great way to celebrate a special milestone with my/our whole family (anniversary, birthday, graduation, etc.)	40%
My grandchildren enjoy it when I come along on their family trip	35%
It is a tradition in our family to travel together	27%
It is a special way for us to have a family reunion	27%
We can share childcare duties	25%
I want to show my grandchildren our family's heritage	16%

When asked what grandparents perceive to be impacts of their multi-generational travel experiences on their grandchildren, the answers varied. More than half (55%) of respondents suggested that their grandchildren have become more adventurous as a result. 53% felt that multi-generation travel had made their grandchildren more flexible and adaptable. Two further outcomes of multi-generational travel, each selected by more than 40% of the respondents, were that it helped their grandchildren see the world from a broader perspective and it helped their grandchildren become more engaged learners.

Which of the following statements about how multi-generation travel impacts your grandchildren do you agree with?

ANSWER	PERCENTAGE
My grandchildren have become more adventurous because of our multi-generation travel experiences	55%
Multi-generation travel has made my grandchildren more flexible and adaptable	53%
Multi-generation travel has helped my grandchildren be more engaged learners	48%
Multi-generation travel has helped my grandchildren see the world from a broader perspective	41%
Multi-generation travel has helped my grandchildren to be more confident	40%
Multi-generation travel has helped my grandchildren to be better communicators	34%
My grandchildren have become more interested in other cultures because of our multi-generation travel experiences	32%
My grandchildren have become better global citizens because of our multi-generation travel experiences	22%
None of the above	11%

Skip-Generational Travel

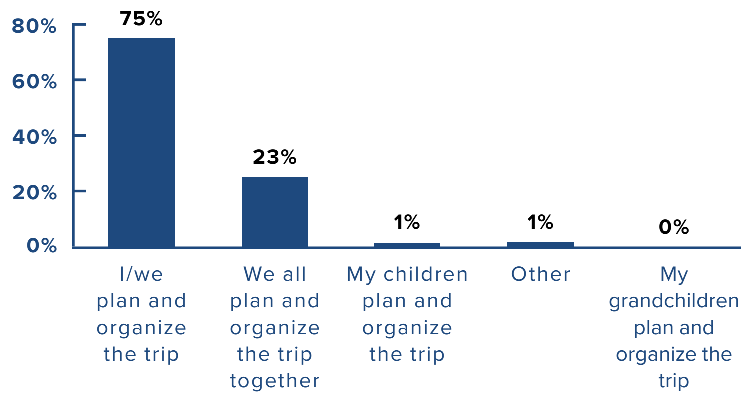
In this section of the survey, we asked grandparents about skip-generational travel: travel that includes them and their grandchildren, without the children's parents present.

TRAVEL PLANNING

Three quarters of the grandparent respondents (75%) say that they plan and organize their skip-generational travel experiences. 22% say the travel party organizes the trip together with their children (the grandchildren's parents). This shows that grandparents tend to take the lead in planning the skip-generational trip.

When it comes to funding the skip-generational vacation, the great majority (84%) of grandparents say they pay for the trip, and 16% say they share the cost with their children.

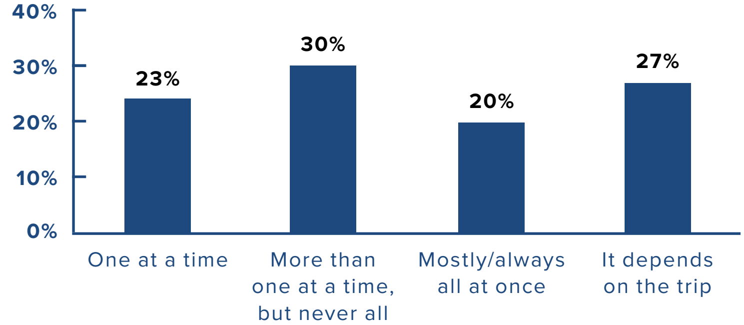
Who primarily plans and organizes the skip-generational trip(s) you take?



Who usually pays for the skip-generation trip(s) you take your grandchildren on without their parents?

We asked grandparents with multiple grandchildren how many they would usually take on a skip-generational trip. The most common answer was that they tend to take more than one at a time but never all at once (30%). 27% of grandparents say it depends on the trip, 23% say they usually take one at a time, and 20% say they usually take all grandchildren.

How many of your grandchildren do you typically travel with at one time while on a skip-generational trip?



GRANDPARENT STUDY FINDINGS

TRAVEL BEHAVIOR AND PREFERENCES

Multi-day vacations in the US are the most reported skip-generational travel type: 73% of grandparent respondents indicate that they take at least one of these trips in a typical year. However, it is noticeable that shorter trip lengths are more popular for skip-generational travel than they are for multi-generational travel.

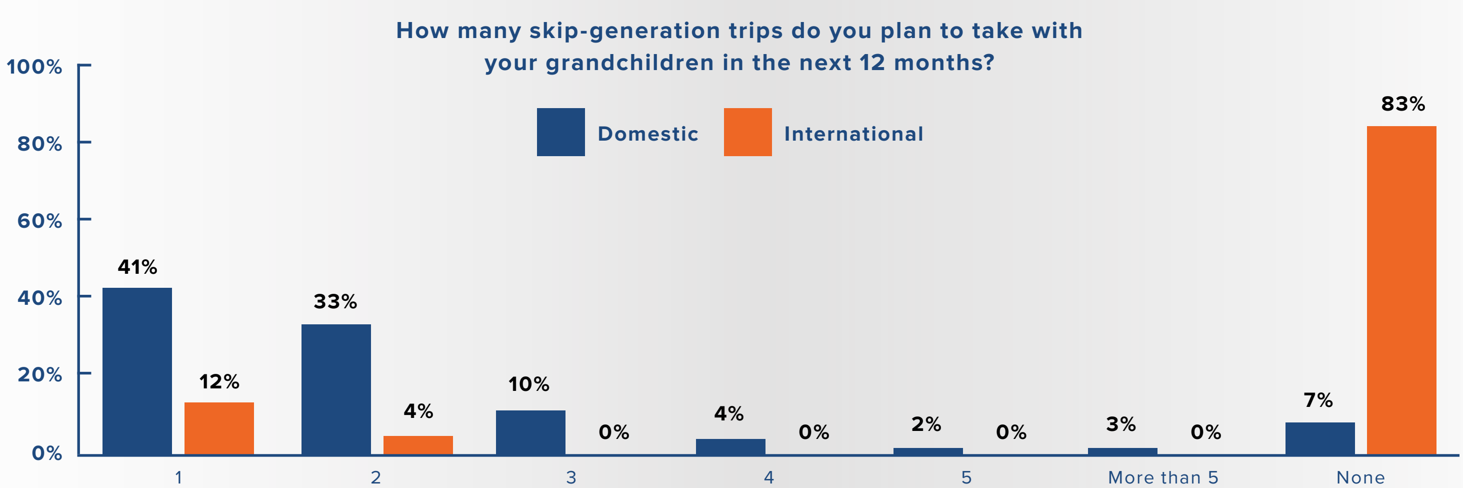
- 64% of grandparents take skip-generational day trips, vs. 42% who take multi-generational day trips.
- 62% of grandparents skip-generational weekend getaways, vs. 45% who take multi-generational weekend getaways.
- While 52% of grandparents take multi-day skip-generational trips in the US, this rises to 73% for multi-generational trips of the same type.

In addition, international skip-generational travel is less common than multi-generational international travel: while 19% of grandparents take a multi-generational multi-day international vacation, only 7% of grandparents take a skip-generational multi-day international vacation with their grandchildren.

Which of the following types of skip-generation trips do you take with your grandchildren?

ANSWER	PERCENTAGE
Day trip	**64%**
Weekend getaway	**62%**
Multi-day vacation in the U.S.	**52%**
Multi-day international vacation	**7%**
Multi-week U.S. vacation	**7%**
Multi-week international vacation	**3%**

Respondents typically go on one skip-generational trip per year. This is the typical frequency for 41% of grandparents who travel domestically, and 12% of grandparents who travel internationally. 33% of grandparents report that they take 2 domestic skip-generational vacations per year.



GRANDPARENT STUDY FINDINGS

Travel Behavior and Preferences continued...

Like multi-generational travel, skip-generational travel is marked by a great variety in trip types. Visiting family and friends are the most popular skip-generational trip type (selected by 43% of respondents), with museums or cultural attractions coming in second (40%). In comparison, beach vacations were the top choice for multi-generational trips (selected by 54% of grandparent respondents).

Three trip types that are more appealing to grandparents for skip-generational than for multi-generational trips are visiting family and friends (43% skip-gen vs. 36% multi-gen), museums and cultural attractions (43% skip-gen vs. 28% multi-gen), and events (30% skip-gen vs. 18% multi-gen).

Which of the following types of skip-generational trips are you planning to take with your grandchildren in the coming year?

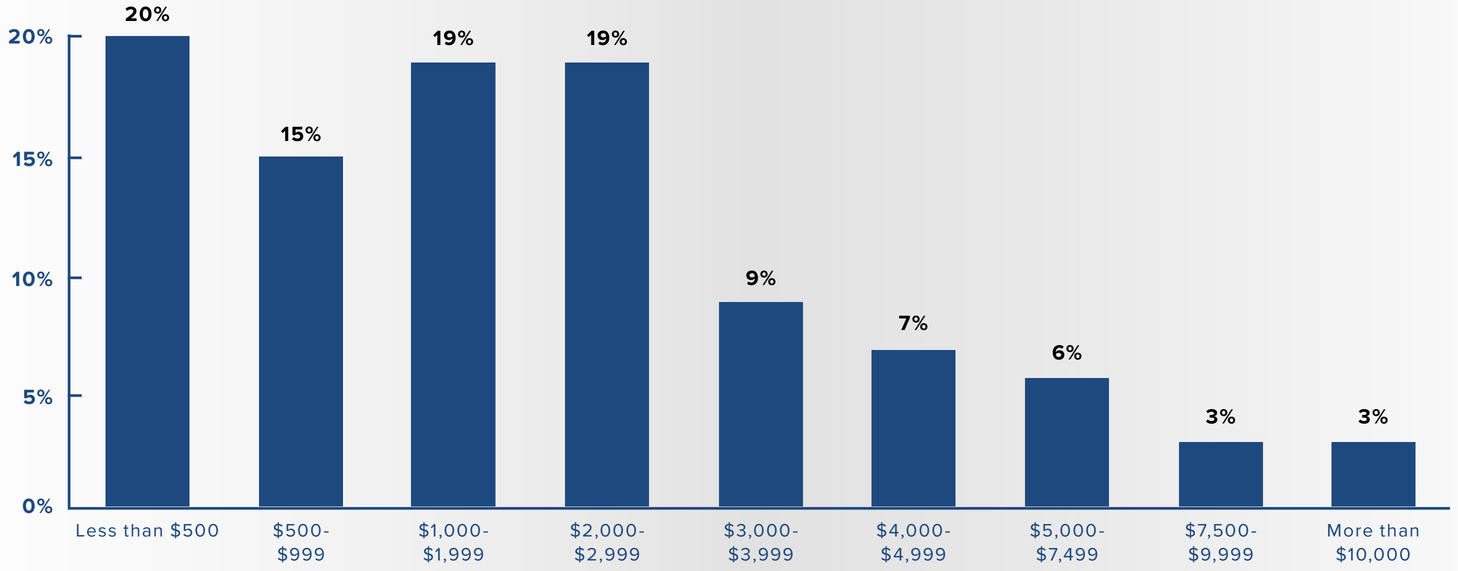
ANSWER	PERCENTAGE
Visiting family and friends	43%
Museum or cultural attraction	40%
Beach vacation	38%
Theme or water park	33%
Events (e.g. concerts, sport events, larger social events)	30%
National or State Parks	30%
Nature vacation other than National Parks (e.g. lake, mountain)	27%
Road trip (including RV trip)	24%
City vacation	23%
Active vacation (e.g. camping, hiking, biking, sports)	20%
Cruise	11%
All-inclusive resort	9%
A group tour through a tour operator (e.g., Adventures by Disney, G-Adventures, safaris etc.)	6%
Dude ranch or farm vacation	2%
Wellness-focused or spa vacation	1%

GRANDPARENT STUDY FINDINGS

Travel Behavior and Preferences continued...

Grandparents spent on average **$2,043** on skip-generational family travel in 2024, which is well below the average of **$5,205** they spent on multi-generational travel. This difference is largely because skip-generational trips are more often **short getaways** (e.g., day trips and weekend trips) and typically involve **fewer people**. In fact, **20%** of respondents spent less than $500 on their trips.

Approximately how much did you spend on skip-generational travel with your grandchildren in 2024?



Travel Behavior and Preferences continued...

The outlook for grandparent spending on skip-generational travel is **strong**: 48% of respondents expect to spend more on **domestic** skip-generational travel in the coming year, and 17% plan to spend more on **international** trips. In contrast, very few grandparents expect to spend less, with only 5% anticipating a decrease in domestic spending and 3% for international travel.

How much do you expect to spend on skip-generational family travel in the coming 12 months, compared to your spending on skip-generational family travel in 2024?

	I EXPECT TO SPEND MORE	I EXPECT TO SPEND THE SAME AMOUNT	I EXPECT TO SPEND LESS	I DO NOT EXPECT TO TAKE THIS TYPE OF TRIP
Within the US	48%	44%	5%	4%
Outside of the US	17%	15%	3%	65%

Reasons why grandparents intend to reduce spending on skip-generational travel within the US in the coming year:

ANSWER	PERCENTAGE
Increased demands on my budget (e.g., healthcare, education, debt)	50%
General economic uncertainty	44%
Concerns about tariffs or trade policy	44%
Higher costs or inflation	44%
My/our health issues or reduced mobility makes family travel more difficult for us	31%
Other	25%
Decrease in household income	25%
Job loss or reduced work hours	6%

Reasons why grandparents intend to reduce spending on skip-generational travel outside the US in the coming year:

ANSWER	PERCENTAGE
Increased demands on my budget (e.g., healthcare, education, debt)	43%
Higher costs or inflation	43%
Other	29%
Reluctant to travel internationally given global uncertainties	29%
My/our health issues or reduced mobility makes family travel more difficult for us	14%
General economic uncertainty	14%
Concerns about tariffs or trade policy	14%
Job loss or reduced work hours	0%
Decrease in household income	0%

TRAVEL MOTIVATIONS AND OUTCOMES

The top reasons grandparents choose to take skip-generational travel is that it is a great way for grandparents and their grandchildren to bond (82%) and that they enjoy spending extended time with their grandchildren (80%). Two other common reasons are that it is a way for grandparents to give their grandchildren a special treat (69%) and that their grandchildren enjoy spending extended time with them (66%).

What are your reasons for taking a skip-generation trip with your grandchildren without their parents?

ANSWER	PERCENTAGE
It is a great way for my grandchildren and I to bond	82%
I enjoy spending extended time with my grandchildren	80%
Travel is a way for me to give my grandchildren a special treat	69%
My grandchildren enjoy spending extended time with me	66%
Traveling with my grandchildren is a way to provide their parents with a break from parenting duties	50%
I want to show our grandchildren the world	36%
Travel is a great way to celebrate our grandchildren's special milestones (graduation, birthdays, etc.)	32%
Other	2%
None of these	0%

When asked what grandparents perceive to be impacts of their skip-generational travel experiences on their grandchildren, over half (63%) of respondents suggested that their grandchildren have become more adventurous as a result. 59% felt that skip-generational travel helped their grandchildren become more flexible and adaptable. 54% said it made their grandchildren more confident – this is a higher percentage than for multi-generational travel, where 40% of grandparents indicated the same outcome.

Which of the following statements about how skip-generation travel impacts your grandchildren do you agree with?

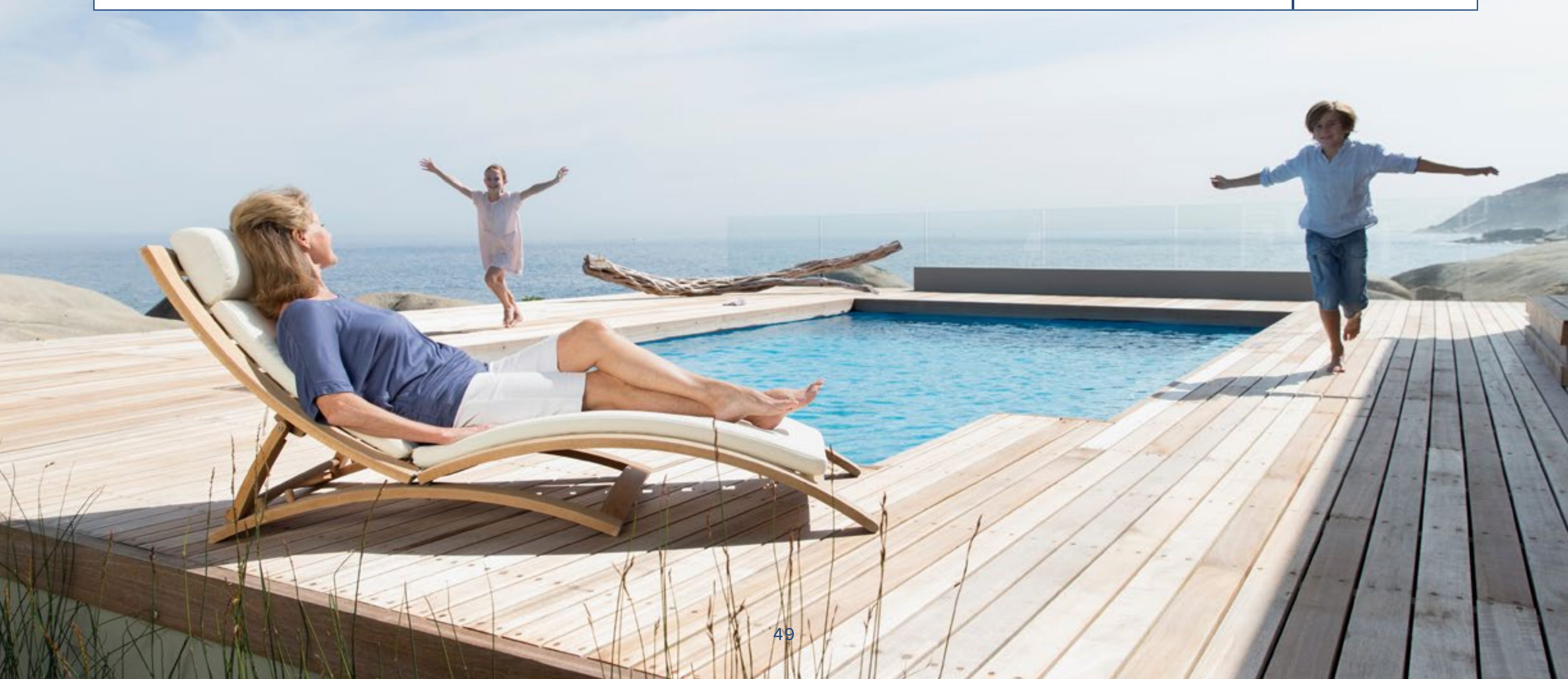
ANSWER	PERCENTAGE
My grandchildren have become more adventurous because of our skip-generation travel experiences	63%
Skip-generation travel has made my grandchildren more flexible and adaptable	59%
Skip-generation travel has helped my grandchildren to be more confident	54%
Skip-generation travel has helped my grandchildren be more engaged learners	47%
Skip-generation travel has helped my grandchildren to be better communicators	40%
Skip-generation travel has helped my grandchildren see the world from a broader perspective	37%
My grandchildren have become more interested in other cultures because of our skip-generation travel experiences	28%
My grandchildren have become better global citizens because of our skip-generation travel experiences	21%
None of the above	6%

Grandparent Accommodation Preferences

Hotels are the most common lodging option (51%) for grandparent respondents, followed by vacation rentals (47%) and resorts (26%). 8% of respondents highlighted 'none of these' as their response, indicating they participate in day trips only. Compared to the parent survey, the percentages of respondents who plan to stay in different accommodation types are lower, and this is likely due to the fact that most only plan on taking one trip per year, whereas parents are more likely to take multiple trips with their children.

Do you plan to stay in any of the following types of accommodations on a family trip in the coming 12 months?

ANSWER	PERCENTAGE
Hotel	51%
Vacation rental property (a home/condo, Airbnb, VRBO, etc.)	47%
Resort	26%
Homes belonging to friends/family members	21%
Motel	15%
Cabin rental	14%
Campsite or glamping site	11%
Bed and Breakfasts, small inns	11%
Your own vacation property	10%
Timeshare	9%
None of these	8%
RV/trailer	8%
Other	5%
Home exchange	1%
Dude ranch	1%



Grandparent Cruise and All-Inclusive

Cruise Preferences

Grandparents express a clear preference for a **Caribbean cruise**, with 68% indicating an interest in this destination, compared to only 24% for an Alaskan cruise. A majority also favor large ships (58%) over mid-size vessels (30%). This suggests they are seeking a dynamic experience with numerous on-board options and activities.

The primary motivations for grandparents to choose a cruise are the **all-inclusive value** and the extensive **on-board amenities and activities**, cited by 90% and 89% of respondents, respectively. The ability to unpack once for the duration of the trip is also a highly valued feature, with **84%** finding it appealing.

Grandparents are planning/thinking of taking:

Types of cruise grandparents are planning/thinking of taking:

TYPE	PERCENTAGE
Caribbean cruise	**68%**
Alaskan cruise	**24%**
Mediterranean cruise	**16%**
Other cruise	**14%**
River cruise	**7%**

Size of cruise ship grandparents are planning/thinking of taking:

SIZE	PERCENTAGE
Large ship	**58%**
Mega ship	**30%**
Mid-sized ship	**30%**
River cruise ship	**9%**
Small/boutique-sized ship	**8%**

Aspects grandparents find most appealing about taking a cruise vacation:

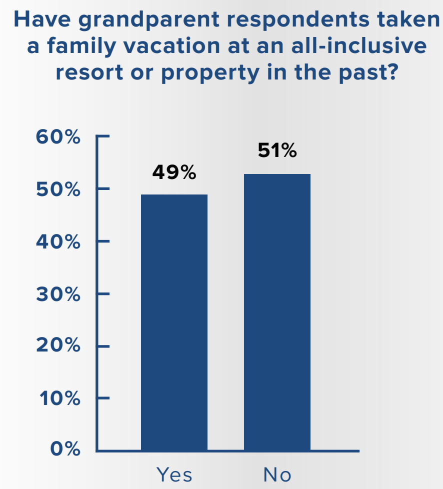
ANSWER	PERCENTAGE
All-inclusive value	**90%**
Onboard amenities and activities	**89%**
Ability to unpack once and have the same room for the whole trip	**84%**
Relaxation and leisure	**77%**
Ease and convenience	**78%**
Opportunity for excursions/shore trips	**73%**
Dining experiences	**70%**
The ocean/sea views	**67%**
Multiple destinations	**64%**
Other	**4%**

Grandparent Cruise and All-Inclusive continued...

All-Inclusive Resort Trends

Despite the appeal of all-inclusive features, a significant portion of grandparent respondents (51%) have **never** taken a family vacation at an all-inclusive resort. This indicates a potential untapped market for all-inclusive resort companies.

For those who do find the resort concept appealing, the main draw is **family-friendly activities and amenities (90%)**. They also value the **convenience** of having all meals and activities included (86%) and the **predictable pricing and budgeting** (80%). This highlights that their travel decisions are driven by a desire for ease and financial certainty, especially when traveling with family.



Aspects grandparents find most appealing about taking a vacation at an all-inclusive resort or property:

ANSWER	PERCENTAGE
Family-friendly activities and amenities	90%
Convenience (all meals and activities included)	86%
Predictable pricing/budgeting	80%
Desire for relaxation and minimal planning	77%
Enjoyment of resort-style experiences	74%
Safety and security	66%
Other	0%

GRANDPARENT TRAVEL DESTINATIONS

The U.S. states grandparent respondents would most like to visit with their families in the coming 3 years are Florida, Hawaii, and California.

30% of grandparents surveyed plan to travel internationally with their children within the next **two years**. The most popular continent for these family vacations is **Europe**, with **Italy**, **France**, and **Greece** ranking among the top four destinations. **Mexico** is also a highly popular choice, holding the second spot.

1. Italy	6. Spain	11. Costa Rica	16. Portugal
2. Mexico	7. Bahamas	12. Aruba	17. Turks and Caicos
3. France	8. Ireland	13. Austria	18. Bermuda
4. Greece	9. Jamaica	14. Finland	19. Brazil
5. Canada	10. United Kingdom	15. Germany	20. Japan

GRANDPARENT USE OF TRAVEL ADVISORS

Only **18% of grandparents have used a travel advisor** to book a family trip in the past three years. However, **59% of them are open to using one** within the next two years.

Grandparents who use, or are open to using, a travel advisor are primarily motivated by two factors: **financial benefits and risk mitigation**. The top two reasons, each cited by 62% of respondents, are having access to **better rates and prices** and having an advisor there **when something goes wrong**. Another key motivator, mentioned by 56% of grandparents, is that advisors offer **exclusive amenities and benefits** that they can't get on their own.

This data presents a significant opportunity for the travel advisor industry. The gap between the low current usage rate (18%) and the high willingness to use an advisor (59%) points to a strong market for future growth. The reasons grandparents cited for using an advisor highlight their desire for both savings and security. This information can be used to create targeted marketing campaigns that emphasize not only cost savings but also the peace of mind and unique perks that travel advisors can offer.

What are the reasons you have used or would be open to using a travel agent for your family trips?

ANSWER	PERCENTAGE
Travel advisors have access to better rates and prices	62%
If something goes wrong, a travel advisor/agent is there to help	62%
Travel advisors offer amenities and benefits that I cannot obtain on my own	56%
Travel advisors have an in-depth understanding of the destination or vacation type I was interested in	53%
Travel advisors have access to the most current technologies tools to offer the best information and options for planning our trip	51%
Travel advisors have in-depth knowledge about family and multi-generational travel	42%
Planning and booking on my own is time-consuming and/or confusing	42%
My travel advisor gets to know me and my preferences and can tailor recommendations for me	36%
Other	1%
None of these	1%

GRANDPARENT TECHNOLOGY AND SOCIAL MEDIA

Grandparents most frequently use direct merchant websites, search engines, and rating/review sites for their travel planning.

- **Direct Merchant Websites:** A significant majority (71%) use websites of airlines, cruise lines, and hotel chains directly. This suggests a preference for what they perceive as official and trustworthy sources.
- **Search Engines:** A high percentage (65%) use search engines as a starting point to find information, indicating a comfort with a broad, exploratory approach to research.
- **Rating and Review Sites:** The use of rating and review sites (64%) shows that grandparents value peer-based feedback and are actively seeking opinions from other travelers to inform their decisions.
- **Booking Platforms:** Just over half (51%) use booking platforms like Expedia, which indicates some adoption of these all-in-one tools, but also a continued reliance on other methods.
- **Official Destination or Tourism Sites:** Almost half (49%) of grandparents use official tourism sites, which aligns with their preference for credible, authoritative information.

Social Media

When it comes to social media, there's a significant level of distrust, with 55% of grandparents not using it for travel planning. For the ones who do, social media is primarily used for the early stages of a trip, like inspiration, rather than booking.

The most used and trusted social platforms for travel are:

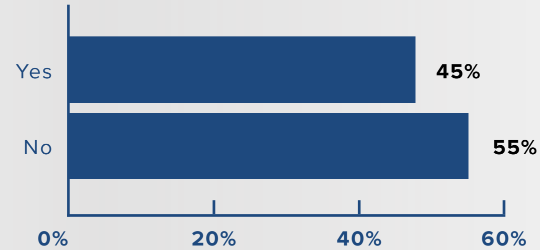
- **Tripadvisor:** The most trusted (74%) and most used (59%), confirming their preference for dedicated travel-specific platforms.
- **Facebook:** Used by 58% but trusted by less than half (47%), suggesting it's a tool for gathering general ideas.
- **YouTube:** Only 25% of grandparents use YouTube for travel planning, indicating a lower engagement with video content.
- At **11%,** the usage of **GenAI** tools is still relatively low because the technology is new and it continues to evolve

What technology tools do grandparents use when planning and booking family travel?

ANSWER	PERCENTAGE
Direct Merchant Websites (e.g., airline, cruise line, hotel chain, or car rental websites)	71%
Search Engines (e.g., Google, Bing, Safari, DuckDuckGo)	65%
Rating and Review Sites (e.g., Tripadvisor, Yelp, Google Reviews)	64%
Booking Platforms (e.g., Expedia, Booking.com, Trivago, Kayak)	51%
Official Destination or Tourism Sites (e.g., city tourism boards, national park websites)	49%
Artificial Intelligence Tools (e.g., ChatGPT, Google Bard, travel-specific AI assistants)	11%
Other	3%
I don't use any of these	0%

Travel Technology and Social Media continued...

Do grandparents use social media to help with family travel research, planning or booking?



Which stages of the travel planning process do grandparents turn to social media?

FIELD	INSPIRATION	PLANNING	BOOKING	DURING/AFTER	NOT USED
Instagram	44%	23%	3%	12%	48%
YouTube	38%	32%	2%	6%	47%
Facebook	63%	44%	9%	22%	16%
TikTok	18%	6%	2%	3%	80%
Pinterest	41%	13%	0%	3%	55%
Tripadvisor	42%	64%	23%	14%	18%
Twitter/X	8%	5%	2%	2%	88%
Reddit	12%	14%	2%	2%	80%
Yelp	12%	31%	8%	13%	58%

Which social media sites do grandparents use the most for their travel planning?

ANSWER	PERCENTAGE
Tripadvisor	59%
Facebook	58%
YouTube	25%
Instagram	24%
Yelp	17%
Pinterest	16%
Other	9%
None of the above	5%
TikTok	5%
Reddit	3%
Twitter/X	1%

Which social media sites do grandparents trust more for travel information?

ANSWER	PERCENTAGE
Tripadvisor	74%
Facebook	47%
Yelp	30%
YouTube	29%
Instagram	25%
Other	8%
TikTok	4%
LinkedIn	3%
Twitter/X	2%

GRANDPARENT TRANSPORTATION PREFERENCES

Modes of transportation grandparents plan to use on family trips in the coming year:

Modes of transportation grandparents plan to use on family trips in the coming year:

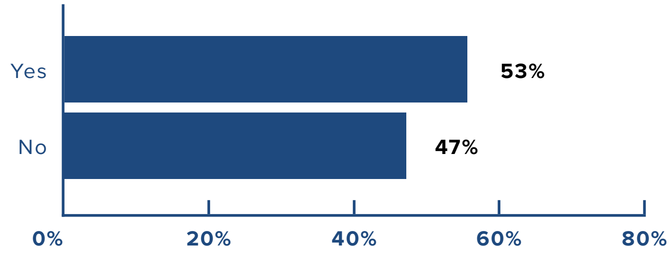
- **90%** Car
- **73%** Plane
- **21%** Train
- **19%** Boat/Ferry
- **10%** RV

Type of car preferred by grandparents:

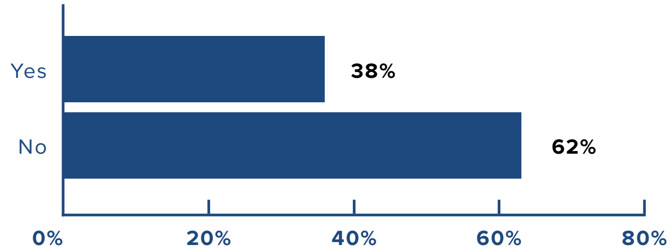
ANSWER	PERCENTAGE
Personal Car/Van	**84%**
Rental Car/Van	**44%**
Taxi/UBER/Lyft	**21%**
Limo/Car Service	**3%**
Borrowed Car (family, friends)	**2%**
Other	**1%**

GRANDPARENT INFLUENCE OF SOCIAL AND ECONOMIC FACTORS

Grandparents: Are Current economic challenges–such as inflation, financial uncertainty, tariffs, or other factors–affecting your family's travel planning for the coming year?



Grandparents: Have the Economic and social change of the past year caused you to change your family travel plans?



Grandparents: What changes did you make?

ANSWER	PERCENTAGE
Chose less expensive travel options	64%
Stayed closer to home	60%
Postponed major travel plans	49%
Postponed or canceled international travel	23%
Other	5%

GRANDPARENT TRAVEL ATTITUDES

In this section of the survey, we asked grandparents about their attitudes towards travel, including the impacts of family travel, the role of their values in making travel decisions, and aspects of travel that tend to cause them worry or stress.

The findings show that grandparents, like parents, associate travel with positive outcomes beyond the enjoyment of the trip itself: 88% of respondents say that travel brings their family closer and 72% that family vacations enrich a child's education. 62% of grandparent respondents agree that there are places they want to travel with their grandchild or grandchildren before they outgrow them. When probed to what extent grandparents' values drive travel decisions, 21% of respondents say they avoid traveling to states or destinations that do not align with their values.

Please select the statements in the list below that you agree with:

ANSWER	PERCENTAGE
Travel brings us closer together as a family	88%
Family vacations enrich a child's education	72%
There are places I want to travel with my grandchild(ren) before they outgrow them	62%
I prioritize travel experiences over material possessions	52%
Traveling with my grandchildren makes me a better grandparent	52%
I believe travel makes children better global citizens	21%
I avoid traveling to states/destinations that don't align with my values	21%
I don't agree with any of these	1%

The survey also asked about aspects of travel that affect grandparents' attitudes negatively, by causing them stress or worry. The most common stressor for grandparents is **staying within budgets, knowing costs upfront and avoiding surprise fees**: this worries 54% of respondents. 51% of the respondents worry about possible **cancellations and delays**, and the question of associated compensation. International travel causes stress for 26% of respondents. However, these **worries tend to affect grandparents less than parents**: almost three times as many grandparents (17%) as parents (6%) say that none of the factors listed worry or stress them.

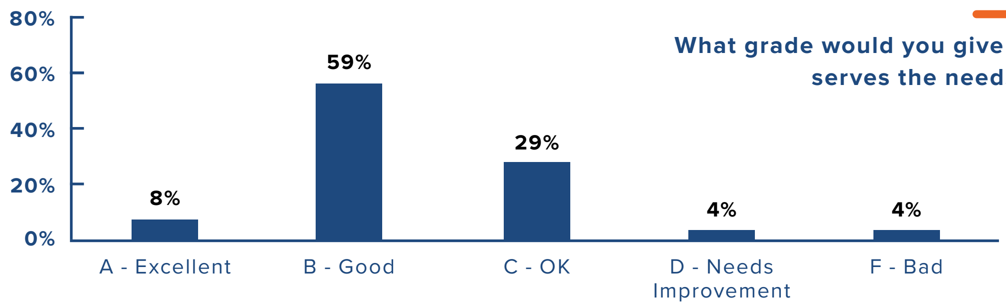
Below are a list of common sources of worry or anxiety for grandparents when they travel with their grandchildren:

ANSWER	PERCENTAGE
Staying within budget, knowing costs upfront and avoiding surprise fees	54%
Cancellations, delays and possible compensation	51%
Grandchildren's anxiety about travel (air traffic safety, other fears. etc)	27%
Worries around international travel	26%
None of these worry or stress me	17%
Increased flight turbulence	14%

GRANDPARENT STUDY FINDINGS

GRANDPARENT INDUSTRY EVALUATION

Grandparent respondents to the survey were asked to assign the travel industry a grade for having the best interests of traveling families at heart. The average grade the industry was awarded by families is a **B+**, which is the same as the score awarded by the parent respondents.



What grade would you give the travel industry for how well it serves the needs of traveling families?

Finally, grandparent respondents were asked what the travel industry could do to serve the needs of families better. They were presented with a textbox to enter their thoughts, and common themes in the comments were:

- The high cost of family travel, and the desire for lower-cost options and discounts
- The need to improve quality and level of service across the industry, with emphasis on the importance of empathy
- The perceived increased frequency of flight delays
- The challenge and added cost of sitting together on planes
- The dislike of hidden fees and charges that make pricing lack transparency

ABOUT

Family Travel Association

The Family Travel Association was founded in 2014 to create a single and collective voice on behalf of the travel industry and those companies that serve traveling families.

It is the leading non-profit trade association that provides tools, resources, education and certification to travel advisors, travel media and travel suppliers in an effort to increase the quality and experience of family travel. As the guiding authority within the industry, the FTA ultimately aspires to empower more families to travel and discover what's possible.

The FTA—the only association of family travel professionals—was created to provide its members with benefits that include: research reports, industry intelligence, specialization training and resources, best practices and networking opportunities. Members are equipped to better serve traveling families and grow their businesses.

For additional information on the Family Travel Association, visit familytravel.org.

NYU School of Professional Studies

Established in 1934, NYU SPS is an internationally recognized university that offers diverse students access and opportunity to practical, real-world preparation to thrive in their careers while building the next generation of industry leaders ready to embrace tomorrow's innovations and challenges and lead change in global workplaces.

The NYU SPS global community is made up of industry professionals, doers, and trailblazers shaping the future of industries, positioning the School as an idea incubator center for various fields, including real estate, hospitality, global affairs, sports business, integrated marketing, HR, professional writing, and more.

Today, NYU SPS offers one of the most diverse portfolios of educational offerings at NYU, including graduate degrees, bachelor's degrees for traditional and degree completion students, associate degrees, continuing education courses, and certificate programs.

To learn more about NYU SPS visit: sps.nyu.edu.

NYU SPS Jonathan M. Tisch Center of Hospitality

The NYU School of Professional Studies Jonathan M. Tisch Center of Hospitality, celebrating 30 years of academic excellence, is a leading center for the study of hospitality, travel, and tourism. Founded in 1995, the Tisch Center was established in response to the growing need for hospitality and tourism undergraduate and graduate education. Its cutting-edge curricula attract bright, motivated students who seek to become leaders in their fields The Tisch Center recently launched the Hospitality Innovation Hub (HI Hub), which will foster entrepreneurship and creative solutions for the industries it serves.

For more information about the NYU SPS Jonathan M Tisch Center of Hospitality, visit sps.nyu.edu/tisch.

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