US Family Travel Survey 2019

Photo Credit: The Jetsetting Family

Family Travel Association

Dr. Lynn Minnaert

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

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INTRODUCTION

By Rainer Jenss
President & Founder, Family Travel Association

Five years ago, the Family Travel Association (FTA) launched with one primary objective: to bring the travel industry together to inspire families to travel—and to travel more. The belief was that, despite the rapid growth in family and multigenerational travel, there was still a lot of room for growth. Why? Because far too many families—despite having the time, income, and interest—still had something holding them back. Our goal was to identify some of those inhibitions and, if possible, try to help consumers overcome them.

Over these five years, at least 50% of US parents participating in our annual surveys have told us they are not using all their allocated vacation days. This should serve as a wake-up call to all of us who make family travel our living. I would argue that this single data point might be the biggest threat to our industry. After all, if parents are not using their time off, they aren't booking our hotels, taking our tours, or planning a cruise. If we can reverse this trend, it actually might confirm that we as an industry have an opportunity to really grow this market and seriously advance the FTA mission.

This year, to equip us with the information needed to tackle this problem, we put extra focus on the use, or lack thereof, of vacation time by US parents (and even grandparents). I'm sure you will find that portion of the report quite interesting. After all, we need these insights in order to develop a strong message and strategy aimed at persuading parents to "Take Family Time."

To that end, we've been very busy developing programs since we published our last research report a year ago. Most notably, the FTA's advocacy campaign, **#TakeFamilyTime**, was launched to inspire parents to make the most of **ALL** their available vacation days and to prioritize traveling together as a family by emphasizing the powerful and enduring benefits travel has on family life and a child's well-being.

Meanwhile, the FTA continues to produce this important and groundbreaking research, which for the fifth year in a row, has been spearheaded by Dr. Lynn Minnaert, Clinical Associate Professor and Academic Director of the Jonathan M. Tisch Center of Hospitality at the New York University School of Professional Studies (NYUSPS). Our collective goal always has been to learn more about American families, their travel habits, and their attitudes, and we feel this study is arguably the most comprehensive. We so appreciate Lynn's leadership in this endeavor.

This year, we also want to thank *Travel + Leisure* and *Parents* magazines for helping us capture the broadest and most diverse group of survey respondents yet. Finally, we want to thank G Adventures for its support and partnership. G Adventures has made a serious commitment to serving families and believes that research like this can help us all serve the consumer better.

So, take a deep dive into this year's report and make certain you share your opinions and insights with us. As a member of the FTA, you have complete access to all the data, and we are happy to provide a deeper analysis for you, if that would be helpful. After all, helping our members better understand this market also is one of our top priorities.

Best regards,

Rainer Jenss
President & Founder
Family Travel Association

STUDY HIGHLIGHTS

By Dr. Lynn Minnaert
Clinical Associate Professor, NYUSPS Jonathan M. Tisch Center of Hospitality

In this fifth edition of the US Family Travel Survey, the Family Travel Association (FTA) and the NYU School of Professional Studies Jonathan M. Tisch Center of Hospitality examine family travel in the United States. This year, the study has expanded its scope to include not only parents traveling with their children, but also grandparents traveling with their grandchildren on multigenerational or skip-generational trips. With the support of media sponsors *Travel + Leisure* and *Parents* magazines, 2,748 responses were collected: 1,580 from parents and 1,168 from grandparents. The following themes were explored in the 2019 US Family Travel Survey:

- Travel behaviors, including travel motivations; number of trips; trip lengths; recent and expected spending on family travel; and preferred destinations, accommodations, and trip types
- Attitudes toward and experiences with skip-generational travel (i.e., trips that children take with their grandparents but without their parents, also known as "Gramping")
- Attitudes toward and experiences with multigenerational travel (i.e., trips that the children, their parents, and at least one of their grandparents take together as a family)
- Use of travel agents by parents and grandparents
- Use of social media and interaction with travel-related content on social media by parents and grandparents
- Availability of vacation days for parents, and use of vacation days for family travel

Key Findings

This study provides a snapshot of family travel behaviors and preferences in the United States. Key findings this year:

- 77% of parent respondents have traveled with their children in the past three years, and 70% are planning to travel with their children in the coming three years. The average annual spending on family travel across parent respondents was $3,835. The median amount was $2,435.
- **The percentage of parents who are planning to travel with their children has declined for three consecutive years**. In 2015 and 2016, 93% of parents were "very likely" or "likely" to travel with their children. In 2017 this reduced to 88%, in 2018 to 79%, and this year to 70%. Affordability plays an important role in this decline.

- **Affordability** in regard to the cost of family travel is the most dominant challenge for respondents. This is the case for parent respondents, as it has been in the past four editions of this survey. It is the main challenge (82%) for parents who travel with their children, and the main inhibitor to travel participation for those parents who do not. It is a major reason why parents with access to paid vacation days do not use more of them for family travel. The affordability challenge also is reflected in the responses of the grandparents. Both for skip-generational and multigenerational travel, affordability is seen as the main challenge, and it is the main inhibitor for respondents who do not travel with their grandchildren.

- **53%** of the parent respondents have taken a **multigenerational trip** in the past. **65%** of them plan to take, or would consider taking, a multigenerational trip in the future. Multigenerational trips usually are organized by the parents and grandparents together, and the costs are typically shared. The average amount the grandparent respondents spent on multigenerational travel (all trips combined) in 2018 was $3,749, and the median amount was $1,992.

- Grandparent respondents are less likely to have traveled by plane with grandchildren in the past three years for multigenerational than for skip-generational travel (24% vs. 34%). Participants in multigenerational travel also are less likely to use online booking tools than participants in skip-generational travel (20% vs. 33%).

- 16% of parent respondents say their children have taken a **skip-generational trip** with their grandparents in the past. 19% say they have children who plan to take a skip-generational trip with their grandparents in the future. The grandparent respondents in this survey, however, show more eagerness for skip-generational travel, as 37% say they are likely to take their grandchildren on a skip-generational trip in the next three years. Day trips are a popular trip type for skip-generational travel: on average, the grandparent respondents take 4.5 day trips with their grandchildren, without the parents, per year. 14% take more than 12 skip-generational day trips with their grandchildren per year. Grandparents typically plan and organize the skip-generational trip (78%). 92% of grandparents pay for the trip. The average amount the grandparent respondents spent on skip-generational travel in 2018 was $2,511, and the median amount spent was $1,436.

- Grandparents, on average, value amenities for children more on skip-generational trips than parents do on family vacations (72% vs. 65%). Grandparents on skip-generational trips are twice as likely to worry about keeping the children safe and healthy while traveling compared to parents (42% vs. 21%). The timing of school breaks is more of a challenge for grandparents who take skip-generational trips (39% vs. 23% for parents), and so is finding a destination or activity everyone will enjoy (35% vs. 20% for parents).

- 16% of parent respondents have used a **travel agent** to plan and book a trip in the past three years. 53% of parent respondents would consider using a travel agent in the next three years. Of the grandparent respondents, 8% have used a travel agent to plan and book a skip-generational trip in the past three years. 13% have used a travel agent to plan and book a multigenerational trip in the past three years. 44% of grandparent respondents would consider using a travel agent in the next three years.

- For parents, Facebook is the most commonly used social media platform (79%), followed by Instagram (60%) and Pinterest (52%). Only 9% of parent respondents are not active on any social media. For grandparent respondents, Facebook also is the most commonly used social media platform (78%), followed by Instagram (42%) and Pinterest (32%). 17% of grandparent respondents are not active on any social media. Grandparents are slightly more likely to use social media for assistance with researching, planning, or booking travel than parent respondents (40% vs. 34%). They are less likely to use social media to share an experience with a travel company or destination than parent respondents (6% vs. 13%).
- This survey also took a deep dive into the number of **vacation days** families have available for family travel. Parent respondents in this survey are, on average, eligible for 8.6 vacation days. The median response is 4 vacation days, driven by the fact that 40% of parent respondents are not eligible for any vacation days. (One-third of respondents in this group are stay-at-home parents.) Parent respondents with an annual household income below $60,000 are more likely not to have access to paid vacation days. If we exclude respondents who are not eligible for paid vacation days, the average is **14.7** days, and the median is **12** days. **Of the respondents eligible for paid vacation days, 45% took all their vacation days, 55% did not.** 3% took none, and 7% took less than 25% of their available days. Respondents who have spouses or partners were then asked how many vacation days the working members of the family could have taken together in 2018—we refer to these as "**common vacation days**." The average response was **12.8** days, and the median was **10** days. **27% of respondents used all available common vacation days for family travel, 30% used fewer than half.**

In this report, the findings for parents and grandparents (for skip-generational and multigenerational travel) are presented separately first, followed by an overview with comparisons between these traveler profiles, in the final section.

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SURVEY OVERVIEW AND RESPONDENTS

Survey Design and Administration

The study presented here includes the findings of two surveys: one with parents and one with grandparents. Only respondents who were over the age of 18 and who had children or grandchildren 17 years of age or younger were eligible to take the survey. Respondents who had not traveled with their children or grandchildren in the past three years and were unlikely to travel with their children or grandchildren in the coming three years were filtered out before the first question block.

In the parent survey, there were seven question blocks: travel behavior (including travel motivations, number of trips, trip lengths, recent and expected spending on family travel, and preferred destinations), accommodations, trip types (that families have taken and are planning to take), travel attitudes and challenges, attitudes and experiences with multigenerational and skip-generational travel, travel agent use, social media use, and vacation day use.

In the grandparent survey, there were four question blocks: attitudes toward and experiences with skip-generational travel, attitudes toward and experiences with multigenerational travel, travel agent use, and social media use.

The survey was circulated to the Meredith Voices panel, *Parents* subscribers, and the *Travel + Leisure* subscribers, three consumer groups coordinated by Meredith Research Solutions, and remained open for three weeks in June 2019. The total number of respondents was 2,748, including 1,580 parent respondents and 1,168 grandparent respondents.

Survey Respondents

Total number of respondents: 2,748

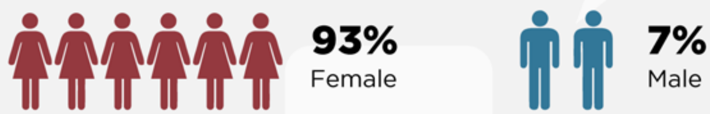
Number of parent respondents: 1,580

Number of grandparent respondents: 1,168

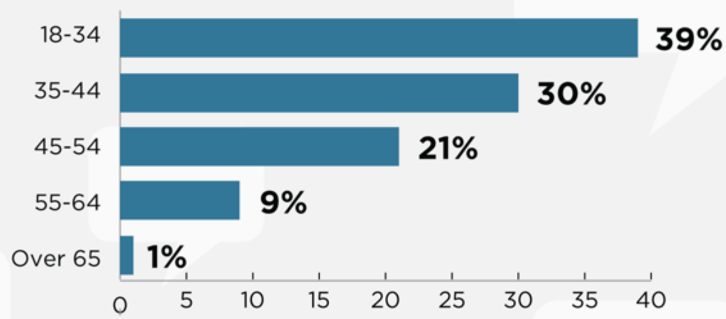
Parents

Respondents by gender

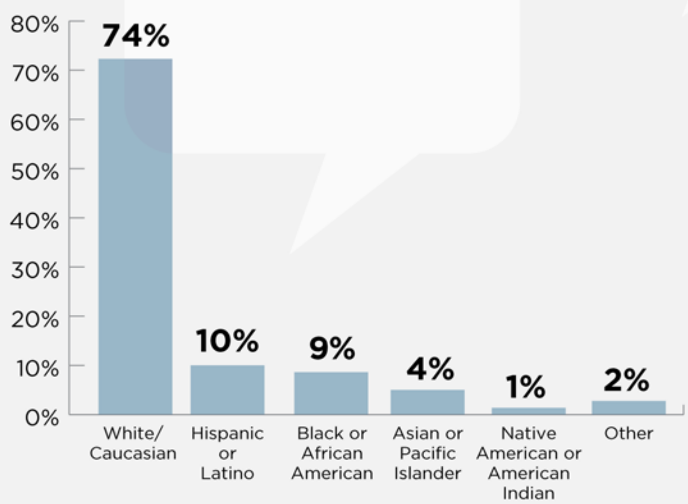
Total parent responses: 1,580



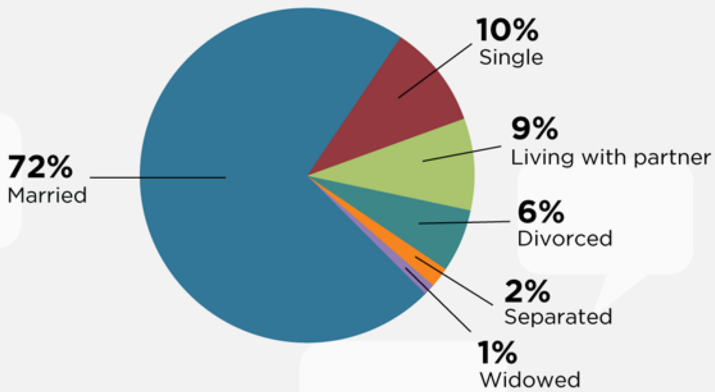
Respondents by age



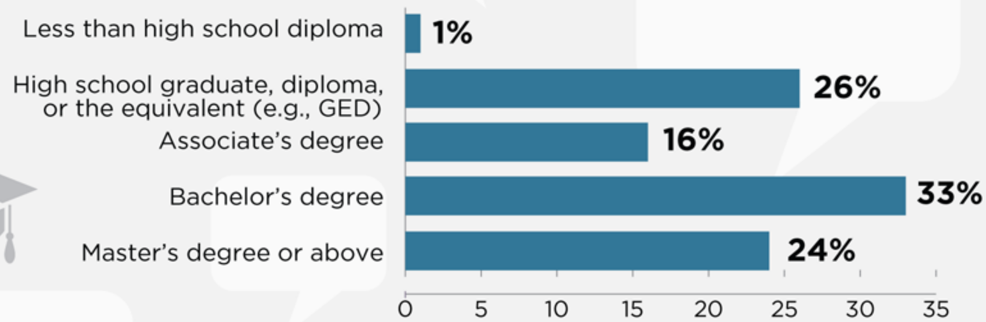
Respondents by ethnicity



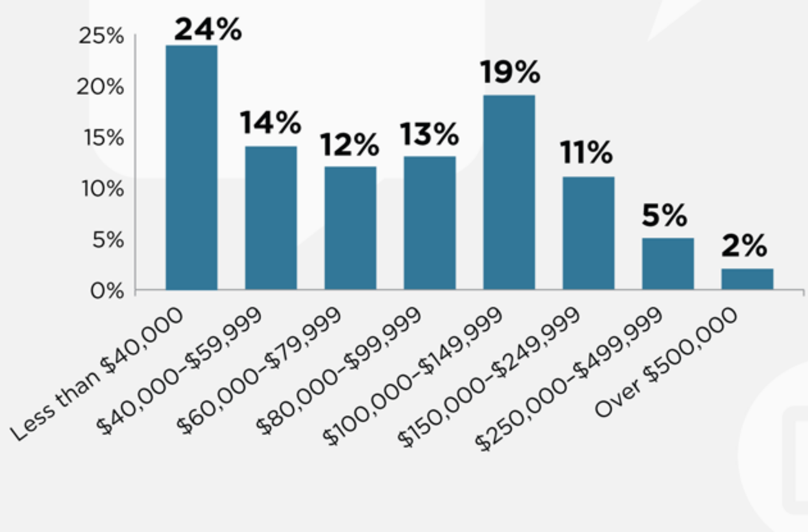
Respondents by marital status

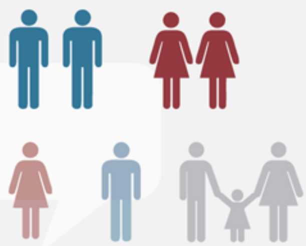


Respondents by level of education



Respondents by household income

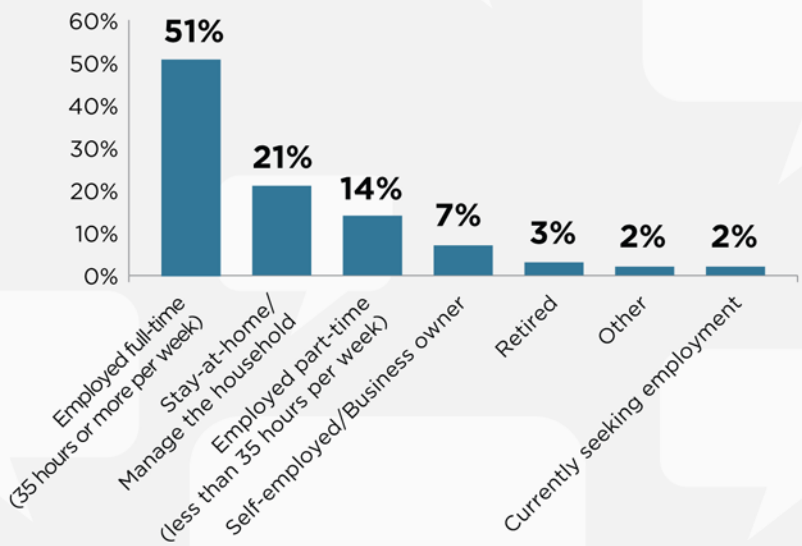




The sample reflects a wide range and diversity of families:

- **14%** of respondents are single parents
- **14%** of respondents have blended families
- **7%** of respondents have a child/children with special needs
- **12%** of respondents have 3 children or more

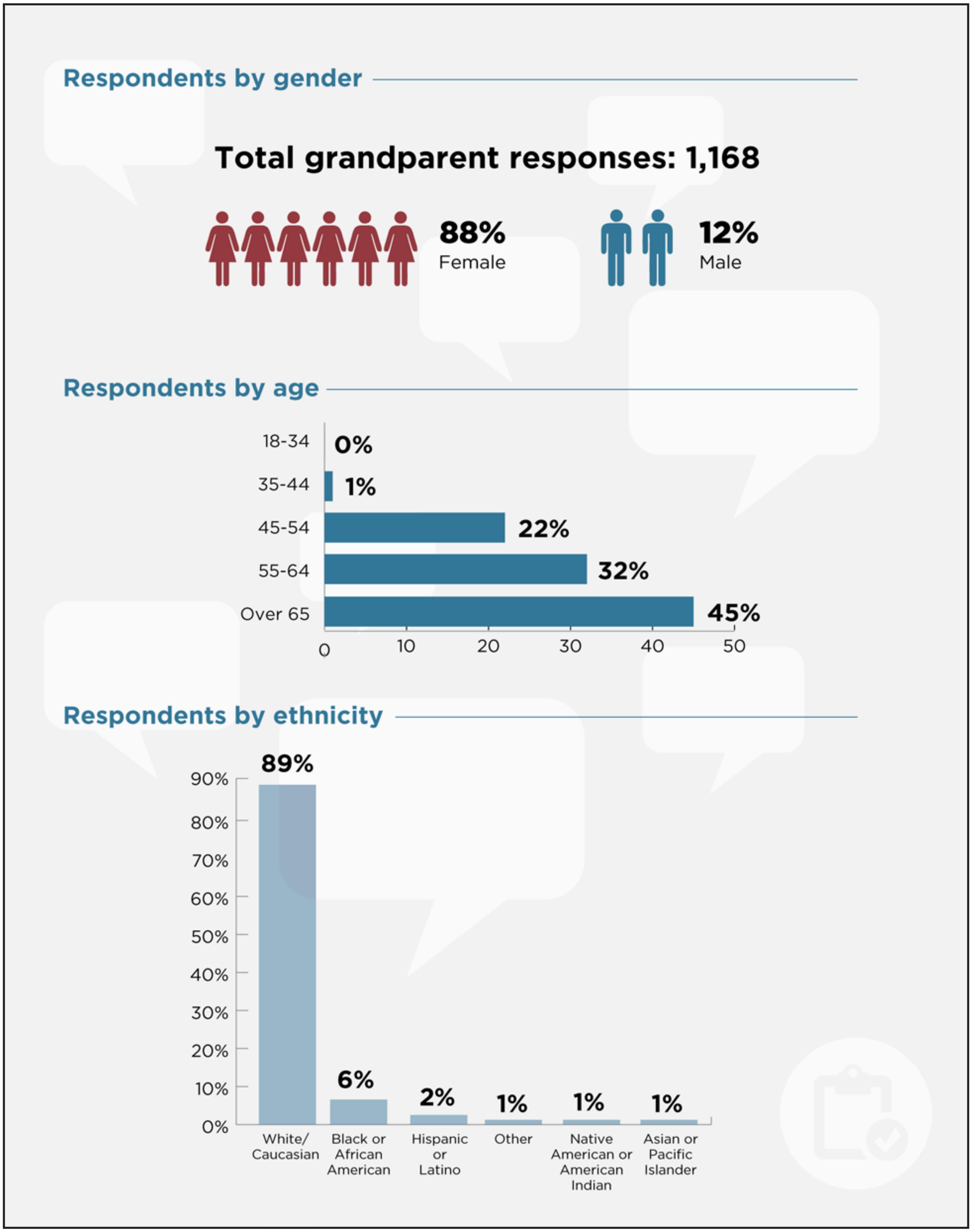
Respondents by employment status



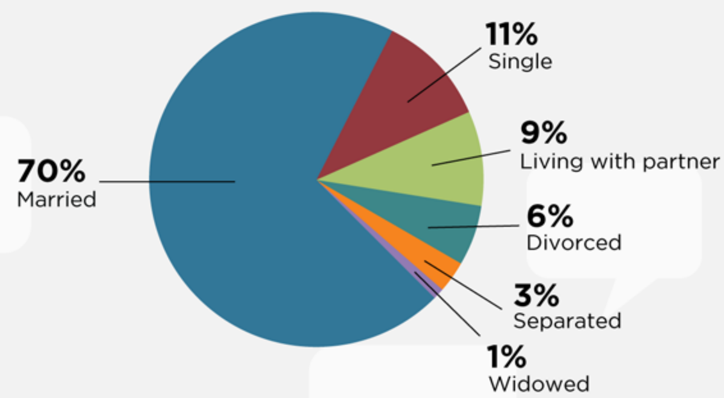
Passport Ownership

60% of parent respondents reported having a valid passport. When it comes to passport ownership of the children, 30% said all their children have a valid passport, 5% said some of their children do, and 65% said none of their children has a valid passport.

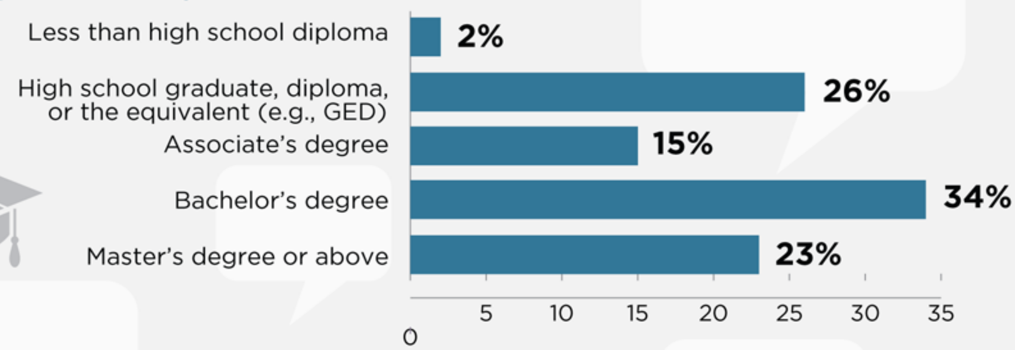
Grandparents



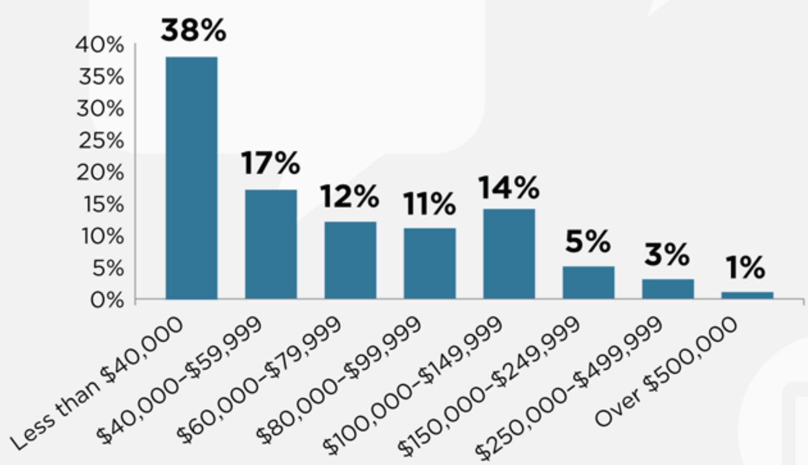
Respondents by marital status

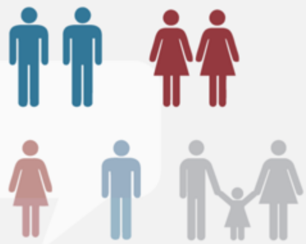


Respondents by level of education



Respondents by household income

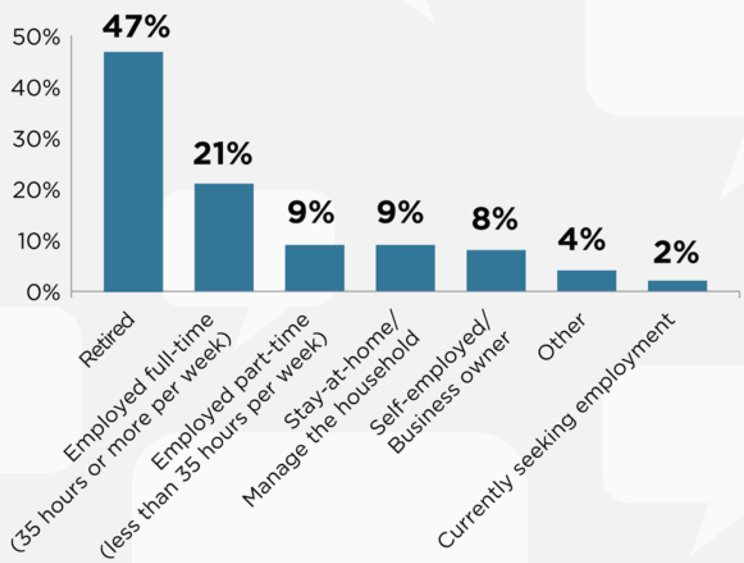




The sample reflects a wide range and diversity of families:

26% of respondents have a child who is a single parent
20% of respondents have a child who has a blended family
11% of respondents have a grandchild with special needs

Respondents by employment status



Passport Ownership

63% of the grandparents surveyed in this study have a valid passport. When asked about their children, 34% said all of their children have a valid passport, 32% said some of their children have a valid passport, and 34% said none has a valid passport. When it comes to the grandchildren, 20% said all grandchildren have a valid passport, 24% said some have a valid passport, and 56% said none has a valid passport.

Photo Credit: Claire Zlobin

PARENT SURVEY

Travel Behavior

In our sample, **77%** of parent respondents have traveled with their children in the past three years, and **70%** are planning to travel with their children in the coming three years.

The percentage of parents who are planning to travel with their children has declined for three consecutive years. In 2015 and 2016, 93% of parents were “very likely” or “likely” to travel with their children; in 2017, this reduced to 88%; in 2018 to 79%; and in 2019 to 70%. Over the years, the survey has included different time ranges for future travel in this question, from 12 months to three years. It is striking that this year, when the question included the longest time period, the percentage is the lowest.

The respondents who said they were unlikely to travel with their children in the next three years were asked to select the reasons for their response. Affordability emerged as the most dominant factor, with 32% of respondents indicating they could not afford to take a family vacation, and 26% referring to other demands on the family budget. Difficulty taking time off work was a reason for 13% of the respondents, and 12% thought their children were too young. The hassle of air travel was an inhibitor for 11% of the respondents.

Why are you unlikely to travel with your children in the next three years?

Can’t afford to take a family trip/vacation	32%
We have too many other demands on our family budget to afford to travel	26%
It is difficult for me/us to take time off from work, despite having available paid vacation days	13%
The children are too young	12%
Air travel is too much of a hassle	11%
I/We don’t have any/enough vacation time	9%
Safety concerns	8%
Traveling with children is not relaxing for me/us	8%
My/Our children’s time is too committed to other activities	7%
My/Our children would rather spend vacation time at home	4%
It’s too difficult/time-consuming to plan	4%
Health problems or physical limitations inhibit my/our ability to travel	4%
I/We don’t think a family trip is worth the money	4%
Traveling with my/our family for vacation is not a priority	2%
My/Our kids don’t like to travel	2%
I/We don’t like/enjoy traveling with our children	1%
Other	8%
None of these	28%

The parents who travel with their children have taken on average **2.4** domestic vacations in past 12 months, and **0.3** international vacations. The table below shows how many trips of different lengths the respondents usually take with their children each year, with average and median responses. Parents in the annual household income category of $150,000 and above were more likely to take more trips in all categories. Hispanic/Latino, African American, and Asian parents were more likely than Caucasian parents to take international vacations.

Approximately how many of each of the following types of trips do you typically take with your children each year?

	Average	Median
Day trip	4.8	3
Weekend getaway	2.5	1
Multi-day vacation in the US	1.5	1
Multi-day international vacation	0.3	0
Multi-week vacation in the US	0.3	0
Multi-week international vacation	0.2	0

The survey included a question on how much respondents spent on family travel in 2018. The average spend across the parent respondents was $3,835. The median spend was $2,435. Spending on family vacations increased with income: for parents with an annual household income under $60,000, the median amount spent on family vacations in 2018 was $1,841. For families with an annual household income between $60,000 and $150,000, the median amount spent was $2,941. For families with an annual household income above $150,000, the median amount spent was $8,528. The median amount spent by Asian families was higher than that of other ethnic groups, at $5,074.

Approximately how much did you spend on family travel in 2018?

Less than $500	13%
$500–$999	13%
$1,000–$1,999	17%
$2,000–$2,999	16%
$3,000–$3,999	13%
$4,000–$4,999	7%
$5,000–$7,499	10%
$7,500–$9,999	4%
$10,000–$14,999	4%
$15,000 or more	4%

When asked how many trips respondents were planning in the next 12 months, the average number was **2.6** for domestic trips and **0.5** for international trips—a slight increase over the number of trips respondents had taken in 2018 (2.4 and 0.3 on average respectively).

Parent respondents were then asked about their **expected spending** on family travel in 2019, both domestic and international trips. For *domestic* trips, 37% expect to spend more on family travel in 2019, 45% expect to spend the same amount, and 18% expect to spend less. Millennial parents were more likely than average to expect to increase their spending on domestic trips (43% vs. 37%), as did parents who have children with special needs (59% vs. 37%). Hispanic (53% vs. 37%) and Asian (54% vs. 37%) respondents also are expecting to increase spending on domestic family vacations in 2019. Of the respondents with an annual household income above $150,000, 21% expect to reduce their spending on domestic family vacations (vs. 18% average).

For *international* trips in 2019, 17% of the respondents expect to increase their spending, 39% expect it to remain the same as in 2018, and 44% expect to reduce their spending. Respondents with an annual household income below $60,000 were more likely than average to expect to decrease their spending on international family vacations (56% vs. 44% average). Respondents with an annual household income over $150,000 were more likely than average to expect to increase their spending on international family vacations (31% vs. 17%). Hispanic/Latino (30%), African American (31%), and Asian (51%) respondents were more likely to expect their spending on international family travel to increase than Caucasian respondents (14%).


Photo Credit: Globe Trotting Mama

When asked which US states respondents were planning to visit in the coming three years, Florida (47%), California (35%), and New York (21%) emerged as the top three.

Where within the United States are you planning to visit for a family vacation in the next three years?

Florida	47%
California	35%
New York	21%
Colorado	17%
Texas	16%
Tennessee	14%
Hawaii	14%
North Carolina	13%
District of Columbia (DC)	13%
Georgia	11%
Arizona	11%
South Carolina	11%
Washington	10%
Massachusetts	10%
Pennsylvania	9%
Oregon	9%
Michigan	9%
Virginia	8%
Illinois	8%
Maine	7%
New Jersey	7%
Nevada	7%
Wisconsin	6%
Ohio	6%
Minnesota	6%
Utah	6%

Indiana	6%
Maryland	6%
Louisiana	6%
Alaska	5%
Connecticut	5%
Alabama	5%
Kentucky	5%
Missouri	5%
Montana	5%
Wyoming	4%
Vermont	4%
Idaho	4%
New Mexico	4%
Iowa	4%
South Dakota	4%
New Hampshire	3%
Arkansas	3%
Rhode Island	3%
Kansas	3%
West Virginia	2%
Mississippi	2%
Delaware	2%
Oklahoma	2%
Nebraska	2%
North Dakota	1%
None of these	1%

In terms of preferred attractions and destinations, theme parks emerged as aspirational, as did New York City, California cities (Los Angeles, San Diego, San Francisco), and Denver.

Which destinations or attractions are you planning to visit on a family vacation in the next three years?

Walt Disney World theme or water parks (incl. Magic Kingdom, Epcot, Animal Kingdom, Typhoon Lagoon, etc.)	33%
Universal Studios	21%
Orlando	20%
Disneyland/Anaheim	19%
New York City	19%
Los Angeles/Santa Monica	17%
San Diego area (incl. La Jolla and Coronado)	16%
San Francisco/Bay Area	15%
Denver	12%
California coast road trip	11%

Almost half of the respondents (46%) were not planning to visit international destinations in the coming three years. Of those who are planning an international trip, 22% will visit Europe, 21% the Caribbean, and 18% Canada.

Which regions outside the United States are you planning to visit for a family vacation in the next three years?

Europe	22%
Caribbean (incl. Bermuda)	21%
Canada	18%
Mexico	16%
Asia	6%
Central/South America	5%
Australia/New Zealand/South Pacific Islands	4%
Africa	3%
Middle East	1%
None of these	46%

The United Kingdom emerged as the country/region respondents were most likely to visit in the coming three years. The Bahamas, Italy, Ontario, and France completed the top five.

Which regions outside the United States are you planning to visit for a family vacation in the next three years?

United Kingdom	21%
Bahamas	19%
Italy	18%
Ontario (incl. Toronto, Ottawa, etc.)	18%
France	18%
Cancún and the Mayan Riviera (incl. Tulum, Playa del Carmen, Isla Mujeres, Cozumel, etc.)	16%
British Columbia (incl. Vancouver, etc.)	13%
Quebec (incl. Montreal, Quebec City, etc.)	13%
Spain	12%
US Virgin Islands	12%

Photo Credit: Play Pack Travel

Accommodations

Hotels were the most common accommodation type for family vacations, followed by homes belonging to family or friends, vacation rentals, and resorts.

How frequently do you typically stay in each of the following types of accommodations on a family vacation?

	Often	Sometimes	Never
Hotel	49%	47%	4%
Home belonging to friends/family members	26%	44%	30%
Vacation rental property (e.g., a home/condo, Airbnb)	18%	41%	41%
Resort	13%	49%	39%
Campsite	10%	33%	57%
Motel	9%	39%	52%
Own vacation property	5%	8%	87%
Timeshare	5%	17%	79%
Cabin rental	4%	36%	60%
RV/Trailer	4%	12%	83%
Bed and breakfast/small inn	4%	32%	63%
Home exchange	0%	4%	96%
Other	6%	2%	92%

When respondents were asked if they plan to use **home sharing/short-term rental services** for family travel in the next 12 months, 25% answered yes, 38% maybe, and 37% no. Parents with an annual household income of $150,000 or more were more likely to plan to use these services, as were experienced family travelers and Asian respondents. Respondents with an annual family income below $60,000 were least likely to plan to use these services.

Value for money, a location close to attractions and activities, and a kid-friendly environment were the three most important factors when respondents choose where to stay on their family vacation. Brand loyalty to lodging suppliers emerged as a less dominant motivator: only 18% of respondents indicated it is an important factor.

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

Best value/price for our budget	76%
Close proximity to attractions and activities	72%
Kid-friendly environment	61%
Family-friendly dining options at or near accommodations	50%
Kitchen area for in-room meal preparation and dining	49%
Flexible rooms/sleeping arrangements	45%
A destination/property that we like and enjoy returning to	44%
Suites with multiple bedrooms or connecting rooms	40%
Spaces where our family can gather together	39%
Our preferred accommodation style	38%
Ability to use rewards points in exchange for room, meals, activities, etc.	29%
Special treatment (e.g., toys for the kids, treats, upgrades, recognition)	21%
Brand that I am loyal to	18%
Opportunities for my children to meet other children	10%
Other	2%
None of these	2%

In terms of amenities that are important when choosing accommodations for family travel, free Wi-Fi was the top choice, followed by free breakfast, free parking, and amenities for children.

Which of the following amenities are most important to you when you select where to stay on your family vacation?

Free Wi-Fi/Internet	77%
Free breakfast included	68%
Free parking	68%
Amenities for children (e.g., pool, beach, game room)	65%
Early check-in/late check-out options	54%
Amenities for adults (e.g., spa, pool, beach, golf, sports)	43%
Entertainment options in room	23%
A kids' club	13%
Babysitting services offered	8%
Other	1%
None of these	3%

Photo Credit: Kathryn Anywhere

Trip Types

In this section of the survey, we took a deep dive into the types of trips the parent respondents have taken with their children in the past, and which types of trips they are planning to take with their children in the next two years. Beach vacations, city vacations, and theme park vacations were the most common types of trips families have taken and are likely to take in the near future.

Which of the following types of trips have you taken with your children in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Beach vacation	57%	61%
City vacation	48%	46%
Theme park	46%	48%
Water park (indoor or outdoor)	41%	42%
Lakeside vacation	29%	31%
Mountain resort (in the winter or summer)	24%	32%
Cruise	20%	36%
All-inclusive resort	15%	28%
A group tour through a tour operator (e.g., Adventures by Disney, Trafalgar)	10%	16%
Safari or wildlife viewing trip	10%	19%
Spa or wellness trip	7%	10%
Dude ranch	3%	8%

Cruises emerged as the trip type with the largest positive difference between trips taken in the past and trips planning to take in the coming two years: 36% of respondents indicated they plan to take a cruise. Ocean cruises were the most popular cruise type, both in terms of trips taken already and trips that are planned in the next two years.

Which of the following types of cruises have you taken with your children in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Ocean cruise	17%	31%
River cruise	5%	10%
Expedition cruise (e.g., a cruise on a smaller ship that explores off-the-beaten-path destinations like the Galápagos Islands or Antarctica)	3%	10%

In terms of active and outdoor trips, state/local and national parks were the most common choice for families, followed by camping, both for past and future trips.

Which of the following active/outdoor-centric types of trips have you taken with your children in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
State/Local park	48%	49%
National park	31%	47%
Camping trip	30%	37%
Hiking trip	24%	31%
Ski/Snowboard/Winter sports trip	12%	19%
Kayak/Canoe trip	12%	19%
Scuba/Snorkel trip	10%	13%
RV trip	9%	14%
Family summer camp (i.e., similar to a kids' summer camp but for the whole family)	8%	11%
Glamping trip (i.e., luxury camping)	7%	14%
Cycling trip	4%	8%

When it comes to cultural trips, the most common choices for families, for both past and future trips, were museums, historical sites, or other cultural attractions, followed by fairs and festivals.

Which of the following types of cultural trips have you taken with your children in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Museums, historical sites, or other cultural attractions	61%	68%
Fairs/Festivals	57%	60%
Sporting events	45%	51%
Music/Arts/Cultural events	45%	52%
Learning experiences/classes (e.g., culinary, language, local customs)	18%	30%
Volunteer or mission trip	9%	16%

The final category presented to respondents was the family-centric trip. Visits to friends and family achieved the highest score across all trip type categories, in both past and future trips.

Which of the following family-centric types of trips have you taken with your children in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Visit to family and friends	76%	78%
Family road trip	60%	66%
Family reunion	33%	34%
Kids' team activities trip (e.g., traveling sports team, band, dance group competition)	21%	20%
College visits (for children looking at colleges)	13%	17%

The top 10 most commonly taken family trip types are presented below. All types saw an increase in the percentage of families who plan to take these types of trips in the next two years, apart from city vacations, which saw a small decrease (from 48% who have taken one to 46% who plan to take one in the coming two years).

Top 10 family trip types

Top 10	Have taken	Planning to take
Visit to family and friends	76%	78%
Museums, historical sites, or other cultural attractions	61%	68%
Family road trip	60%	66%
Beach vacation	57%	61%
Fairs/Festivals	57%	60%
City vacation	48%	46%
State/Local park	48%	49%
Theme park	46%	48%
Sporting events	45%	51%
Music/Arts/Cultural events	45%	52%

In terms of activities and attractions, pools, zoos, and aquariums were the most popular with children.

Which of the following types of activities and attractions are your children interested in while on vacation?

Pool	75%
Zoo	72%
Aquarium	70%
Theme park/amusement park	64%
Water park (indoor or outdoor)	63%
Playground	58%
Children's museum	55%
Nature activities	52%
Exploring local foods	42%
Science center	42%
Historical site	39%
Walking tour (e.g., ghost tour, outdoor art/murals)	36%
Kids' club (at a hotel/resort)	27%
Zip-lining	25%
Biking/Bike paths	22%
Kayaking	19%
Cooking classes	16%
Rock climbing	16%
Skiing/snowboarding	15%
Stand-up paddleboarding	13%
None of these	5%

Travel Attitudes and Challenges

In this section of the survey, respondents were presented with a number of attitudinal statements about family travel. The answer scale was as follows: 1) do not agree at all, 2) disagree somewhat, 3) neither agree nor disagree, 4) agree somewhat, 5) fully agree.

To what extent do you agree with each of the following statements about family travel?

	Average	Median
I want to create more travel memories for my children as a family	4.60	5
There are places I want to take my children to see before they grow up	4.57	5
It is important to me that my children understand different cultures	4.57	5
Travel brings us closer together as a family	4.50	5
I want to make the most of the limited years available to travel with my children	4.48	5
We often discuss memories of our trips as a family	4.39	5
Travel is an important part of my children's education	4.38	5
For birthdays and holidays, I'd rather give my children an experience than more stuff	4.35	5
I want to give my children family travel as a gift to expand their horizons/education	4.32	5
I believe travel is a good investment in my children's future success	4.30	5
I want to give my children family travel as a gift to build family bonds	4.29	4
I consider my paid vacation days a precious gift to spend more quality time with my children	4.15	4
My kids like to talk about their memories from family travel	4.13	4
Travel has changed my relationship with my children for the better	4.01	4
Traveling with my children makes me a better parent	3.91	4
I want to use more vacation days to share/explore our family heritage/origins with my children	3.82	4
We love to share images and impressions of our trip on social media	3.61	4
My child related something from one of our trips to what he/she is learning in school	3.60	3
We prefer a new destination each time we travel	3.56	4
My kids have discovered a new interest/hobby/passion through travel	3.52	3
Recent world events have had an impact on my travel decisions	3.41	4
My kids are doing better in school because of their travels	3.28	3

Parent respondents expressed a high level of agreement for many statements that refer to the value of travel for family bonding and to its educational benefits. The statement "For birthdays and holidays, I'd rather give my children an experience than more stuff" received a median response of 5 ("fully agree"). However, respondents were less likely to connect family travel to doing better in school and to say that the children related something from their trips to what they are learning in school (median response of 3, "neither agree nor disagree").

In the following questions, respondents were asked to assess the impact of travel on their children, using the same answer scale as above. Most statements received a median score of 4 ("somewhat agree"). The statements that received the highest rating referred to children seeing the world from a broader perspective, becoming more flexible and adaptable, and becoming more adventurous due to family travel.

How much do you agree with each of the following statements about how family travel impacts your children?

	Average	Median
My children see the world from a broader perspective	4.02	4
My children are more flexible and adaptable	4.00	4
My children have become more adventurous	3.97	4
My children have become more engaged learners	3.90	4
My children are more confident	3.83	4
My children have become more interested in other cultures	3.74	4
My children are better communicators	3.69	4
My children have become better global citizens	3.65	3

Photo Credit: Pint Size Pilot

When asked about challenges affecting family travel, affordability was the main response: 82% of respondents indicated this as a challenge. Available vacation time was the second most common challenge (33%), followed by the age of the children (29%).

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

Affordability	82%
Available vacation time	33%
Age(s) of my children	29%
Timing of school breaks	23%
Traveling by car with children	21%
Flying with children	21%
Keeping children safe and healthy when traveling	21%
Extra fees for luggage on the plane	20%
Finding a destination or activity everyone will enjoy	20%
Finding adult time while traveling with children	18%
Not being able to follow usual bedtime routines	18%
Dining out while traveling	16%
Planning the trip	14%
Extra fees to seat family together on the plane	14%
Packing for the trip	12%
Choosing accommodations	11%
Finding accommodations for large families/odd number of children	11%
Family members getting along	9%
Airport security	8%
Health and physical limitations	8%
Passport and visa requirements	6%
Finding accommodations for keeping multigenerational families together	5%
Other	1%
None of these	1%

Respondents who chose affordability as a challenge were presented with a follow-up question that asked them to give an example of an affordable family trip they had taken. Staying with friends and family was the most common answer, as it usually eliminates accommodation costs and also may reduce the expense of dining out. Many respondents referred to taking trips by car instead of by plane, and cooking their own meals on vacation to keep costs down. Camping and beach trips often were mentioned as affordable options, as well as local/regional trips or “staycations.” Other common responses were the use of package deals, memberships, season tickets, and hotel points.

Travel Agent Use

16% of parent respondents have used a travel agent to plan and book a trip in the past three years. Those who had not were asked why they decided against using a travel agent. The availability of online information emerged as the main reason (63%). 54% of respondents enjoy researching, planning, and booking their own trips, and 46% fear using a travel agent would add to the cost of the vacation.

Why did you decide not to use a travel adviser/agent in planning/booking your family vacations in the past three years?

I can find all the information I need online	63%
I enjoy the process of researching, planning, and booking a family vacation	54%
It would add to the cost of the vacation	46%
I trust myself more to find the right travel options for my family	41%
I think the cost of using a travel adviser/agent would not pay back in terms of the assistance received	27%
We tend to go to places we know very well	23%
I don't know how travel advisers/agents work/what they do	13%
I don't know how to select a travel adviser/agent	11%
I don't have time to visit or call a travel adviser/agent	9%
I have not found a travel adviser/agent that I can trust	9%
Other	3%
None of these	4%


Photo Credit: Royal Zambezi Lodge

Those who had used a travel agent to plan and book a trip in the past three years were asked why they had decided to do so. The in-depth knowledge of travel agents (52%) and their ability to deliver the desired vacation experience (44%) were chosen as the top reasons. 43% of respondents also said that travel agents have access to better rates.

Why did you decide to use a travel adviser/agent to help plan/book at least one family vacation in the past three years?

Travel advisers/agents have an in-depth understanding of the destination or vacation type I was interested in	52%
Travel advisers/agents can best deliver the vacation experience we are looking for	44%
Travel advisers/agents have access to better rates and prices	43%
If something goes wrong, travel advisers/agents are there to help	41%
Travel advisers/agents minimize the risk of problems on vacation	40%
Planning and booking on my own is time-consuming	37%
Travel advisers/agents are better equipped to plan and book more complicated trips (e.g., multigenerational trips, travel to off-the-beaten-path destinations)	35%
Planning and booking on my own is too overwhelming/confusing as there are too many options to choose from	32%
Travel advisers/agents get to know me and my preferences and can tailor recommendations for me	28%
Other	5%
None of these	2%

The respondents who had used a travel agent in the past three years showed high levels of satisfaction with that experience. When asked to give their travel agent a “grade,” respondents gave an average grade of A–.

A: Excellent	46%
B: Good	45%
C: OK	8%
D: Needs a lot of improvement	1%
F: Bad	0%

53% of parent respondents would consider using a travel agent in the next three years. Groups most likely to consider using a travel agent were respondents who used travel agents in the past (89%), affluent families who have traveled with their children in the past three years (65%), families with four or more children (74%), and adoptive families (79%).

Social Media

In this section of the survey, the parent respondents were asked about their social media use and specific interactions with travel-related accounts. **Facebook** is the most commonly used social media platform (79%), followed by Instagram (60%) and Pinterest (52%). Only 9% of respondents are not active on any social media.

Which of the following social media channels are you active on?

Facebook	79%
Instagram	60%
Pinterest	52%
Twitter	30%
YouTube	30%
Snapchat	24%
Other social media channels (e.g., LinkedIn, Flickr)	13%
I am not active on social media	9%

The respondents who are active on social media were asked what type of travel-related content or accounts—if any—they tend to interact with. Theme parks and hotels/resorts were the two most commonly selected answers.

Which of the following travel categories do you connect with/follow on social media (e.g., like on Facebook, follow on Instagram or Twitter, pin on Pinterest)?

Theme parks	34%
Hotels/Resorts	32%
Airlines	22%
Family travel bloggers/writers/influencers	22%
Destination tourism boards (e.g., countries, cities, islands)	21%
Cruise lines	15%
Rental car companies	7%
Family travel podcasts	6%
Tour operators	5%
Other	1%
None of these	37%

Respondents had the option to list any family travel bloggers/writers/influencers or family travel podcasts they follow on social media. Of the many accounts that were offered in response, The Points Guy and Disney-related accounts (official or unofficial) were most commonly mentioned.

Respondents indicated that they follow or interact with family travel-related social media accounts mainly for inspiration and to find out about special offers.

Which of the following reasons best represent why you connect with/follow these travel-related social media accounts?

Inspiration for upcoming travel	60%
To find out about special offers	59%
For information on kid-/family-friendly activities	44%
To learn more about a travel company or destination	37%
To hear current news about a travel company/destination	35%
To view images of a travel company or destination	35%
For assistance in researching/planning/booking travel	34%
To access exclusive information	32%
For information on child-oriented amenities and features offered	27%
For information on kid restrictions (e.g., height, age)	14%
To share an experience with a travel company or destination	13%
To have direct contact with a travel company's customer service team	9%
Other	0%
None of these	3%

Photo Credit: Carrie Simmons

Vacation Days Use

Individual Vacation Days Use

Individual parent respondents in this survey were, on average, eligible for **8.6 vacation days**. The median response was **4 vacation days**, driven by the fact that 40% of parent respondents were not eligible for any vacation days. Parent respondents with an annual household income below $60,000 were more likely not to have access to paid vacation days. If we exclude respondents not eligible for paid vacation days, then the average was **14.7 days** and the median was **12 days**.

How many paid vacation days were you eligible for in 2018?

Between 1 and 5	7%
Between 6 and 10	10%
Between 11 and 15	16%
Between 16 and 20	10%
21 or more	17%
None	41%

Of the respondents who were ineligible for paid vacation days, 33% managed the household, 22% were employed part time or hourly, and 16% were self-employed.

What is the main reason you were not eligible for paid vacation time in 2018?

I manage the household and do not have an outside job	33%
I was employed part time/hourly and not eligible	22%
I am self-employed/business owner	16%
I was not employed at that time	9%
I am retired	7%
I was a contractor and not eligible	3%
Other reason	10%

Respondents with a partner or spouse were asked to indicate the number of vacation days the partner or spouse was eligible for. On average, the partner/spouse had access to an average of **8.9 vacation days**, and the median response was **4 days**, again driven by the fact that 22% were not eligible for paid vacation days. If we exclude partners and spouses who were not eligible for paid vacation days, then the average was **14.8 days** and the median **12 days**. Of the partners who were ineligible for vacation days, 26% were self-employed and 14% were employed part time or hourly.

What is the main reason your spouse/partner was not eligible for paid vacation time in 2018?

My spouse/partner is self-employed/business owner	26%
My spouse/partner was employed part time/hourly and not eligible	14%
My spouse/partner was not employed at that time	8%
My spouse/partner was a contractor and not eligible	7%
My spouse/partner is retired	5%
My spouse/partner manages the household and does not have an outside job	3%
Other reason	38%

Respondents were asked approximately what percentage of their paid vacation days they used in 2018. **45%** of respondents took all their vacation days, 55% did not take all. 3% took none, and 7% took less than 25% of their available days.

Approximately what percentage of your paid vacation days did you use in 2018?

Less than 25%	7%
25%–49%	10%
50%–74%	15%
75%–99%	20%
All	45%
None	3%

Respondents who were in paid work and did not take all of their available vacation days were asked whether there were work-related reasons why they decided not to do so. For 27% of respondents, no work-related reasons affected their decision. The two dominant answers were lack of coverage at work when the respondent is out (32%) and the respondent's work load is too heavy (31%).

Which of the following work-related reasons, if any, best explain why all of the paid vacation days available were not used in 2018?

There is a lack of coverage at work when I am out	32%
My work load is too heavy	31%
My boss/colleagues react negatively when I take time off	13%
I do not want to look replaceable at work	12%
I am mainly focused on my career right now	12%
Other work-related reason	13%
None of these	27%


Photo Credit: Catie Keogh

Household Vacation Days Use

Respondents who have spouses or partners were then asked how many vacation days the working members of the family could have taken together in 2018. The average response was **12.8 days** and the median **10 days**.

How many paid vacation days, in total, could all working members of your family potentially have taken off together in 2018?

Between 1 and 5	14%
Between 6 and 10	23%
Between 11 and 15	23%
Between 16 and 20	14%
21 or more	22%
None	4%

As a follow-up question, respondents were asked **what percentage of those common vacation days were actually used for family travel** in 2018. **27%** of respondents used all available common vacation days for family travel, **30%** used fewer than half.

Approximately what percentage of those days you could have all potentially taken off together were actually used for family travel in 2018?

Less than 25%	16%
25%–49%	14%
50%–74%	22%
75%–99%	17%
All	27%
None	6%

The respondents who did not use all available common vacation days for family travel were asked why they did not do so. For 43% of respondents, other budgetary needs were a reason. Financial reasons also were dominant in two other categories: 31% of respondents said family vacations are too expensive, and 29% said they cannot afford the extra cost of traveling on any additional days. Family pets were a reason for 32% of respondents.

Which of the following reasons best explain why all of the paid vacation days that could have been taken off together in 2018 were not used for family travel?

We have other priorities in the family budget than travel	43%
There are pets at home who need our care	32%
Family vacations are too expensive	31%
We can't afford the extra cost of traveling the additional vacation days	29%
School vacation schedules do not align with the time of year we want to take a family vacation	26%
My children's school does not like us taking them out of school to travel	14%
My children are too heavily scheduled with activities at home for a family trip	13%
I/We are concerned about safety and security when traveling	6%
Family travel is too much of a hassle	5%
We don't like to break our daily routine	4%
Other	15%
None of these	8%


Photo Credit: Karen Apkan

When asked what would encourage families to use more vacation days for family travel, the top four answers all related to affordability and lessening of the financial strains that families face. 62% of respondents said that they would take more days for family travel if more affordable travel options were available, 58% referred to special deals for families, 45% said it would take a raise at work, and 32% said they would travel more if their parents gifted them a family vacation. Better options for pet care would be encouraging for 22% of respondents.

What would encourage your household to take more vacation days specifically for family travel?

More affordable travel options for families	62%
Special deals for families	58%
A raise at work	45%
Our parents gift us a family vacation	32%
Better options for pet care	22%
Our extended family invites us to join them on a family trip	18%
My workload becomes more manageable	18%
My parents arrange a multigenerational trip including our family	17%
My spouse’s company/boss encourages using more eligible vacation time	16%
My children’s school would encourage us to travel to enhance their education	16%
My children’s school would permit family travel outside of school vacation periods	16%
My company/boss encourages me to use more of my eligible vacation time	11%
Accommodation options specifically designed for large families or families with odd number of children	11%
None of these	8%

As a follow-up question, respondents were invited to enter into a text box any other factors that could encourage their household to take more vacation days specifically for family travel. Affordability was very often referred to, and a common answer was “if we win the lottery” (or as one respondent put it, “if a big old bag of cash falls out of the sky”). Another common response was that parents were waiting until the children were older. Lack of time, too many other time commitments, too few or no vacation days, and days that don’t line up with the partner’s days also were mentioned as inhibitors. Finally, many respondents commented that traveling by plane is expensive and cumbersome.

When asked what recommendations the respondents have for the travel industry, again in a text box without prompts, more affordable options and discounts and more reduced rates for kids were the dominant answers. Several respondents also commented that well-designed family suites, with doors that close between the children’s and the parents’ rooms, were rare. Airline fees and the challenge of sitting together on the plane were common gripes. Finally, respondents requested more pet-friendly options and more specialized services for children with special needs (in particular children who are on the autism spectrum).

MULTIGENERATIONAL AND SKIP-GENERATIONAL TRAVEL—PARENT PERSPECTIVES

In this section of the survey, parent respondents were asked about their experiences with and attitudes toward multigenerational and skip-generational travel. Multigenerational travel refers to trips that the children, their parents, and at least one of their grandparents take together as a family. Skip-generational travel refers to trips that children would take with their grandparents without their parents (also known as “Gramping”).

Multigenerational Travel—Parent Perspectives

Survey responses showed that **65%** of the parent respondents plan to take, or would consider taking, a multigenerational trip in the future. **53%** have taken a multigenerational trip in the past.

Those respondents who said they would not consider taking or do not plan to take a multigenerational trip in the future were asked why they are not inclined to do so. While no single reason strongly dominated, the difficulty in finding a suitable time was the most common response (22%). 19% of respondents mentioned it would be too expensive, and 17% prefer to travel just with their children.

Why would you not consider taking a multigenerational trip in the future?

It is hard to find a time when everyone is available	22%
It would be too expensive	19%
We prefer our family vacations to just be with our kids alone	17%
My parents/in-laws have health limitations that prevent them from traveling	13%
My parents/in-laws are deceased	13%
It is hard to find a destination everyone will like	12%
I don’t like to travel with my parents/in-laws	12%
I worry that we couldn’t find travel options or activities that everyone would enjoy	10%
I worry it may lead to conflicts in the family	9%
My parents/in-laws are too old to travel	9%
My parents/in-laws don’t like to travel	7%
My children don’t enjoy traveling with their grandparents	3%
My children are too committed to other activities for a multigenerational trip	3%
We prefer to travel with families that we are friends with rather than relatives	2%
My parents/in-laws are afraid of traveling	2%
My parents/in-laws don’t enjoy traveling with their grandchildren	2%
My children don’t like to travel	2%
My children would prefer to stay at home on vacations	1%
Other	3%
None of these	16%

For those who would consider taking or who plan to take a multigenerational trip in the future, the main motivations were that it is a great way to bond as a family (77%), that the grandparents enjoy spending extended time with their grandchildren (69%), and that the children enjoy spending extended time with their grandparents (63%).

What are your reasons for taking a multigenerational trip with both your children and your parent(s)?

It is a great way to bond as a family	77%
My parents/in-laws enjoy getting to spend extended time with their grandchildren	69%
My children enjoy getting to spend extended time with their grandparents	63%
It is a way to create family habits and traditions	53%
My children enjoy it when their grandparents come along on the trip	48%
We can share childcare duties	39%
It is a great way to celebrate a special milestone with the whole family (e.g., anniversary, birthday, graduation)	38%
It is a tradition in our family to travel together	27%
It is our way of giving our parents/in-laws a special treat	27%
My parents/in-laws want to show my children the world	21%
My parents/in-laws want to show my children our family's heritage	13%
Other	3%
None of these	1%

Respondents who have taken multigenerational trips in the past were asked who **planned and organized** the trip(s). 44% of respondents indicated the parents and grandparents did so together; in 43% percent of cases, the trip was organized and planned by the parents; and grandparents did so in 11% of the responses. The remaining two percent was allocated to "other," for example, older grandchildren planning and organizing the trip.

In 67% of cases, parents and grandparents shared the **cost** for the multigenerational trip. 20% of parent respondents said they paid for the trip themselves, and 12% said the grandparents paid. 1% of respondents selected the "other" answer option. When the cost of the trip was shared between the parents and the grandparents, 50% of the respondents said that each party paid half. Where the split was uneven, grandparents tended to cover more of the cost (60%–70%). Grandparents were more likely to cover more of the cost for respondents with an annual household income over $150,000.

On average, respondents who participate in this type of travel were planning 1.3 domestic multigenerational trips and 0.3 international multigenerational trips.

Respondents were asked which types of multigenerational trips they are planning to take in the future. The top three responses were beach trips (57%), theme parks (45%), and visits to extended family (43%).

Which of the following types of multigenerational trips are you planning to take in the future?

Beach trip	57%
Theme park/amusement park (e.g., Walt Disney World, Six Flags)	45%
Visit to extended family	43%
Cultural enrichment trip (e.g., museum, historical site)	31%
National park (e.g., Grand Canyon, Yellowstone)	29%
City trip	28%
Family reunion	24%
Camping/Hiking	24%
Cruise	22%
All-inclusive resort	17%
Adventure trip (e.g., whitewater rafting, zip-lining)	10%
Family heritage trip	10%
Skiing/Snowboarding trip	7%
Other	4%
None of these	1%


Photo Credit: Aidan Mullan

Skip-Generational Travel—Parent Perspectives

Survey responses showed that **19%** of parent respondents have children who plan to take a skip-generational trip with their grandparents in the future. **16%** of respondents said their children have taken a skip-generational trip with their grandparents in the past.

Those respondents who reported skip-generational travel experiences for their children in the past or in the future were asked why this was the case. Mirroring the responses for multigenerational travel, the top three responses were that it is a great way for the children and their grandparents to bond (70%), that the grandparents enjoy spending extended time with their grandchildren (68%), and that the children enjoy spending extended time with their grandparents (63%). 44% of parent respondents also highlighted that a skip-generational trip gives them a break from parenting duties.

What are your reasons for having your children take a skip-generational trip with their grandparents without you?

It is a great way for my children and their grandparents to bond	70%
My parents/in-laws enjoy spending extended time with their grandchildren	68%
My children enjoy spending extended time with their grandparents	63%
Skip-generational travel is a way for my parents/in-laws to give their grandchildren a special treat	57%
My parents/in-laws enjoy creating travel experiences and traditions with their grandchildren	51%
Skip-generational travel gives me/us a break from parenting duties	44%
Skip-generational travel gives me/us a chance to travel/have fun without the children	34%
Skip-generational travel is a great way for my parents/in-laws to celebrate their grandchildren's special milestones (e.g., graduation, birthdays)	22%
My parents/in-laws want to show my children the world on their own	21%
My parents/in-laws want to show my children our family's heritage	15%
Other	3%
None of these	2%

On average, parent respondents said their children and their grandparents have 1 domestic skip-generational trip planned in the next 12 months, and 0.3 international skip-generational trips.

Photo Credit: Royal Zambezi Lodge

GRANDPARENT SURVEY

In this new addition to the US Family Travel Survey, grandparent respondents were asked about their experiences with and attitudes toward multigenerational and skip-generational travel. Multigenerational travel refers to trips that the children, their parents, and at least one of their grandparents take together as a family. Skip-generational travel refers to trips that children take with their grandparents without their parents (also known as "Gramping").

Skip-Generational Travel—Grandparent Perspectives

Travel Behavior

Of the grandparents surveyed in this study, **37%** were likely to take their grandchildren on a skip-generational trip in the next three years, and **17%** have taken their grandchildren on a skip-generational trip in the past three years. 55% answered that neither option applied.

The respondents who indicated they were unlikely to take their grandchildren on a skip-generational trip in the next three years were asked why this was the case. Affordability was the most common reason (37%), followed by the grandchildren's time being too committed to other activities (19%), and then the grandchildren being too young (17%). 12% of grandparent respondents were uncomfortable traveling with their grandchildren alone, and 12% indicated the grandchildren's parents would not be comfortable with their taking the grandchildren on vacation.

Why are you not likely to take a skip-generational trip with your grandchildren, without their parents, in the next three years?

I can't afford it	37%
My grandchildren's time is too committed to other activities	19%
My grandchildren are too young	17%
Health problems or physical limitations inhibit my ability to travel	15%
I am not comfortable traveling with my grandchildren alone	12%
Their parents do not want to/are not comfortable with having me take them on vacation	12%
It is difficult to plan travel with my grandchildren around school vacation	11%
Traveling with my grandchildren is not relaxing for me	11%
I have concerns about the safety of travel	6%
Air travel is too much of a hassle	5%
I don't have any/enough vacation time	5%
I don't enjoy traveling with children	5%
My grandchildren would rather spend vacation time at home	3%
I don't like traveling	3%
It's too difficult/time-consuming to plan	3%
My grandchildren won't like it	3%
I don't think it is worth the money	2%
I don't get along with my grandchildren, which would make travel stressful	0%
Other	11%
None of these	10%

Grandparent respondents who either had taken a skip-generational trip with their grandchildren in the past three years or are likely to do so in the next three years were asked for the reasons why they engaged or want to engage in these trips. Mirroring the parent respondents' answers in the previous section of this survey, the main three were that they enjoy spending extended time with their grandchildren (76%), that it is a great way for them and the grandchildren to bond (75%), and that their grandchildren enjoy spending extended time with them (68%).

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

I/We enjoy spending extended time with our grandchildren	76%
It is a great way for our grandchildren and me/us to bond	75%
Our grandchildren enjoy spending extended time with me/us	68%
Travel is a way for me/us to give our grandchildren a special treat	65%
I/We enjoy creating our own travel experiences and traditions with our grandchildren	52%
Traveling with our grandchildren is a way for me/us to provide their parents with a break from parenting duties	52%
I/We want to show our grandchildren the world	37%
It is a great way to bond with each of our grandchildren separately by taking them on trips one at a time	35%
Traveling with our grandchildren is a way for me/us to give their parents a chance to travel/have fun without their children	34%
Travel is a great way for me/us to celebrate our grandchildren's special milestones (e.g., graduation, birthdays)	25%
I/We want to show our grandchildren our family's heritage	20%
Other	3%
None of these	1%

Grandparent respondents who have taken skip-generational trips in the past were asked **how many grandchildren** they usually take on the trip. (Only grandparents with multiple grandchildren were presented with this question.) 37% of respondents said they take one grandchild at a time, 24% said they take more than one at a time but never all at once, and 11% said they always take all at once. For 22% of respondents, it depends on the trip.

This group was additionally asked whether they usually take grandchildren from one family at a time, or whether they mix grandchildren from different families (if they have multiple children). 30% of respondents said they take children from one family at a time, 23% said they mix different families, and 22% said it depends on the trip. The remaining 25% only have one child, so they indicated the question did not apply to them.

30% of grandparent respondents had no preference when it comes to the **age range** of the grandchildren when taking skip-generational trips. When respondents did express a preference, it was for grandchildren over the age of 5, with the age range of 8–12 receiving the highest score (57%).

What age ranges do you prefer your grandchildren to be to participate in skip-generational travel with you?

Under age 1	0%
Age 1	0%
Ages 2–4	9%
Ages 5–7	41%
Ages 8–12	57%
Ages 13–17	45%
Age 18 or older	19%
No preference	30%

Day trips are a popular trip type for skip-generational travel: on average, the grandparent respondents take 4.5 day trips with their grandchildren, without the parents, per year. (14% take more than 12 skip-generational day trips with their grandchildren per year.) They typically take 2.1 skip-generational weekend trips and 1.4 skip-generational multi-day domestic vacations. International skip-generational travel was rarer.

Approximately how many of each of the following types of skip-generational trips would you typically take with your grandchildren without their parents each year?

	Average
Day trip	4.5
Weekend getaway	2.1
Multi-day vacation in the US	1.4
Multi-day international vacation	0.2
Multi-week vacation in the US	0.4
Multi-week international vacation	0.1

When asked about their plans for overnight skip-generational travel in the coming 12 months, the respondents said they intend to take 2.2 trips in the United States. Expected international skip-generational travel again was rarer, with an average of 0.1 trips.

Grandparents typically **plan and organize** the skip-generational trip (78%). 19% plan and organize the trip together with the grandchildren's parents, whereas the parents plan the trip in 2% of cases. (The remaining 1% selected the "Other" answer option.)

92% of grandparents pay for the trip, in 8% of cases the **cost** is split between parents and grandparents. When the cost is shared, it is split 50/50 in 46% of cases. When the split is uneven, grandparents tend to pay more than the parents.

The average amount the grandparent respondents spent on skip-generational travel in 2018 was $2,511, and the median amount spent was $1,436. 40% of respondents spent less than $1,000, 48% spent between $1,000 and $5,000, and 12% spent more than $5,000. Respondents also were asked whether they expect their spending on skip-generational travel to increase, decrease, or stay the same in 2019, both domestically and internationally. For domestic skip-generational trips, 36% expect to spend more, 47% expect to spend the same amount, and 17% expect to spend less. For international skip-generational trips, 17% expect to spend more, 32% expect to spend the same amount, and 51% expect to spend less.

Florida, California, and New York were the top US states grandparents plan to visit on skip-generational trips with their grandchildren in the coming three years. These states also were selected by parent respondents as their top three. A notable difference with the parents' responses was that parents ranked Hawaii as the seventh most popular state for family travel (14%), whereas for skip-generational travel, the grandparents ranked it 21st (6%).

Where within the United States are you planning to visit for a skip-generational vacation, with your grandchildren but without their parents, in the next three years?

Florida	36%
California	18%
New York	16%
District of Columbia (Washington, DC)	11%
Tennessee	10%
South Carolina	10%
Colorado	10%
North Carolina	10%
Texas	9%
Pennsylvania	9%

Walt Disney World theme and water parks, Universal Studios, and New York City were the top three attractions and destinations grandparents plan to visit on skip-generational trips with their grandchildren in the coming three years.

Which destinations or attractions are you planning to visit in the states listed below you plan to travel to on a skip-generational vacation in the next three years?

Walt Disney World theme or water parks (incl. Magic Kingdom, Epcot, Animal Kingdom, Typhoon Lagoon, etc.)	25%
Universal Studios	18%
New York City	14%
Disneyland/Anaheim	13%
Sea World	12%
Orlando	12%
Cape Canaveral/Kennedy Space Center/NASA	10%
Legoland Florida	10%
Universal Studios Hollywood	9%
Redwoods National Park and surrounding area	8%

66% of grandparent respondents were not planning to take skip-generational trips with their grandchildren to international destinations in the coming three years. Those who are planning international skip-generational trips (34%) mainly expressed intentions to visit Canada, Europe, or the Caribbean.

Which regions outside the United States are you planning to visit for a skip-generational vacation, with your grandchildren but without their parents, in the next three years?

Canada	16%
Europe	12%
Caribbean (incl. Bermuda)	10%
Mexico	6%
Australia/New Zealand/South Pacific Islands	2%
Central/South America	2%
Asia	1%
Africa	1%
Middle East	0%
None of these	66%

Photo Credit: Kristen Maxwell

Accommodations

Hotels were the most common accommodation type for skip-generational trips, followed by motels, vacation rental properties, homes belonging to family and friends, and resorts. The motel category received a higher score from grandparents for skip-generational trips than from parents for family vacations. RVs also scored higher as an accommodation type for skip-generational trips.

How frequently do you typically stay in each of the following types of accommodations on a skip-generational vacation?

	Often	Sometimes	Never
Hotel	37%	46%	17%
Motel	15%	48%	37%
Vacation rental property (e.g., a home/condo, Airbnb)	11%	35%	54%
Home belonging to friends/family members	11%	40%	49%
Resort	10%	47%	43%
Campsite	10%	26%	64%
RV/Trailer	8%	15%	76%
Own vacation property	8%	7%	85%
Timeshare	6%	13%	81%
Bed and breakfast/small inn	4%	22%	74%
Cabin rental	3%	34%	63%
Home exchange	1%	3%	96%
Other	6%	5%	89%

When asked whether respondents plan to use **home sharing/short-term rental services** for skip-generational travel in the next 12 months, 10% answered yes, 35% maybe, and 55% no. Grandparents were less likely to choose short-term rental services for skip-generational travel than parents for family travel (in comparison, the parents' score was 25% yes, 38% maybe, and 37% no).

Value for money, a location close to attractions and activities, and a kid-friendly environment were the three most important factors when respondents choose where to stay on their skip-generational trips. The grandparents' responses were similar to the parents' responses across all categories.

What factors are most important to you when you select where to stay on your skip-generational vacation?

Best value/price for our budget	72%
Close proximity to attractions and activities	70%
Kid-friendly environment	61%
Family-friendly dining options at or near accommodations	60%
Kitchen area for in-room meal preparation and dining	51%
Flexible rooms/sleeping arrangements	51%
Suites with multiple bedrooms or connecting rooms	45%
A destination/property that we like and enjoy returning to	39%
Our preferred accommodation style	32%
Ability to use rewards points in exchange for room, meals, activities, etc.	24%
Special treatment (e.g., toys for the kids, treats, upgrades, recognition)	19%
Brand that I am loyal to	16%
Opportunities for my grandchildren to meet other children	15%
Other	3%
None of these	2%

In terms of amenities desired for a skip-generational trip, amenities for children ranked highest (72%), together with free Wi-Fi. Grandparents on average value amenities for children more on skip-generational trips than parents do on family vacations (72% vs. 65%).

Which of the following amenities are most important to you when you select where to stay on your skip-generational vacation?

Amenities for children (e.g., pool, beach, game room)	72%
Free Wi-Fi/Internet	72%
Free parking	70%
Free breakfast included	68%
Early check-in/late check-out options	47%
Amenities for adults (e.g., spa, pool, beach, golf, sports)	35%
Entertainment options in room	26%
A kids' club	12%
Babysitting services offered	3%
Other	2%
None of these	4%

Trip Types

Mirroring the parent survey, this section of the survey took a deep dive into the types of skip-generational trips the grandparent respondents have taken with their grandchildren in the past, and which types of skip-generational trips they are planning to take with their grandchildren in the next two years. Beach vacations, theme parks, and city vacations were the most common types of trips families have taken and are likely to take in the near future—similar to the parents' responses, although participation levels in all trips were generally slightly lower for grandparents in skip-generational travel.

Which of the following types of skip-generational trips have you taken with your grandchildren but without their parents, in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Beach vacation	36%	42%
Theme park	34%	38%
City vacation	33%	29%
Water park (indoor or outdoor)	32%	31%
Lakeside vacation	23%	25%
Cruise	14%	26%
Mountain resort (in the winter or summer)	14%	21%
A group tour through a tour operator (e.g., Adventures by Disney, Trafalgar)	8%	13%
All-inclusive resort	8%	14%
Safari or wildlife viewing trip	7%	12%
Spa or wellness trip	2%	5%
Dude ranch	1%	6%


Photo Credit: White Stallion Ranch

In the category of active and outdoor trips, state/local and national parks received the highest response levels, followed by camping—similar to the parents' responses. The only category where grandparents on skip-generational trips scored slightly higher, both in terms of trips they have taken and trips they are planning to take in the next two years, was RV trips.

Which of the following active/outdoor-centric types of skip-generational trips have you taken in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
State/Local park	45%	46%
National park	23%	44%
Camping trip	18%	23%
Hiking trip	15%	16%
RV trip	11%	15%
Family summer camp (i.e., similar to a kids summer camp but for the whole family)	7%	12%
Kayak/Canoe trip	6%	10%
Ski/Snowboard/Winter sports trip	5%	6%
Glamping trip (i.e., luxury camping)	4%	11%
Cycling trip	3%	5%
Scuba/Snorkel trip	3%	5%

In the cultural trip category, fairs and festivals, as well as museums, historical sites, or other cultural attractions, were the top answers for skip-generational travel—again similar to the parents' responses, but with lower participation levels across the board.

Which of the following types of cultural trips types of skip-generational trips have you taken in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Fairs/Festivals	56%	57%
Museums, historical sites, or other cultural attractions	55%	63%
Music/Arts/Cultural events	43%	46%
Sporting events	36%	37%
Learning experiences/classes (e.g., culinary, language, local customs)	15%	27%
Volunteer or mission trip	8%	11%

In the category of family-centric trips, visiting friends and family was the top answer for skip-generational travel. This trip type, similar to parents, received the highest score across all.

Which of the following family-centric types of skip-generational trips have you taken in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Visit to family and friends	66%	66%
Family road trip	47%	53%
Family reunion	31%	37%
Kids' team activities trip (e.g., traveling sports team, band, dance group competition)	19%	19%
College visits (for children looking at colleges)	7%	8%

A top 10 of the most commonly taken skip-generational trip types is presented below. All trip types either stayed level or saw a small increase in the percentage of grandparents who plan to take these types of skip-generational trips in the next two years, apart from city vacations, which saw a small decrease (from 33% who have taken one to 27% who plan to take one in the coming two years). This finding was mirrored in the parents' responses.

Top 10 skip-generational trip types

Top 10	Have taken	Planning to take
Visit to family and friends	66%	66%
Fairs/Festivals	56%	57%
Museums, historical sites, or other cultural attractions	55%	63%
Family road trip	47%	53%
State/Local park	45%	46%
Music/Arts/Cultural events	43%	46%
Sporting events	36%	37%
Beach vacation	36%	42%
Theme park	34%	38%
City vacation	33%	27%

In terms of activities and attractions for skip-generational travel, zoos, aquariums, and pools were the most popular with children (similar to parents' responses). In some categories, grandparent respondents gave slightly higher scores than parent respondents: this was the case for zoos, theme parks, water parks, nature activities, science centers, and cooking classes (difference of 5% or more).

Which of the following types of activities and attractions are your grandchildren interested in while on a skip-generational trip?

Zoo	77%
Aquarium	70%
Pool	69%
Theme park/amusement park	69%
Water park (indoor or outdoor)	68%
Nature activities	60%
Children's museum	59%
Playground	59%
Science center	48%
Historical sites	43%
Exploring local foods	34%
Walking tour (e.g., ghost tour, outdoor art/murals)	32%
Cooking classes	22%
Zip-lining	22%
Kids' club (at a hotel/resort)	21%
Rock climbing	18%
Biking/Bike paths	18%
Skiing/Snowboarding	10%
Kayaking	10%
Stand-up paddleboarding	10%
None of these	2%

Travel Attitudes and Challenges

In the next section of the survey, respondents were presented with a number of attitudinal statements about skip-generational family travel. The answer scale was as follows: 1) do not agree at all, 2) disagree somewhat, 3) neither agree nor disagree, 4) agree somewhat, 5) fully agree.

How much do you agree with each of the following statements about skip-generational travel?

	Average	Median
I consider a vacation with my grandchildren a way to spend more quality time	4.60	5
Skip-generational travel brings me closer to my grandchildren	4.58	5
Travel is an important part of my grandchildren's education	4.54	5
I want to create more travel memories for my grandchildren	4.54	5
I want to make the most of the limited years available to travel with my grandchildren	4.47	5
It is important to me that my grandchildren understand different cultures	4.45	5
I want to travel with my grandchildren to expand their horizons/education	4.39	5
I believe skip-generational travel is a good investment in my grandchildren's future success	4.36	5
There are places I want to take my grandchildren to see before they grow up	4.35	5
For birthdays and holidays, I would rather give my grandchildren an experience than more stuff	4.26	4
I often discuss memories of our trips with my grandchildren	4.23	4
Skip-generational travel has changed my relationship with my grandchildren for the better	4.10	4
Traveling with my grandchildren makes me a better grandparent	4.04	4
We prefer a new destination each time we take a skip-generational trip	3.76	4
My grandchild related something from one of our trips to what he/she is learning in school	3.72	4
My grandchildren have discovered a new interest/hobby/passion through travel	3.58	3
I want to travel with my grandchildren to explore our family heritage	3.55	3
My grandchildren are doing better in school because of their travels	3.46	3
Recent world events have had an impact on my skip-generational travel decisions	3.19	3
We love to share images and impressions of our trip on social media	3.17	3

Grandparents showed the highest level of agreement (median response of 5, "fully agree") for nine statements. They value skip-generational travel greatly because it allows them quality time to bond with their grandchildren and builds memories together. They also value the educational benefits of skip-generational travel. They were slightly less likely than the parent respondents to share impressions of their trip on social media, and slightly more likely to say that their grandchild related something from one of their trips to what he/she was learning in school.

In the following questions, respondents were asked to assess the impact of travel on their grandchildren, using the same answer scale as above. The grandparents' responses closely mirrored those of parents: they tended to "agree somewhat" that skip-generational travel had educational and developmental benefits for their grandchildren. The statement that received the lowest score is "my grandchildren have become better global citizens because of our skip-generational travel" with a median response of 3 ("neither agree nor disagree"). This was likely to be influenced by the fact most skip-generational trips are domestic.

How much do you agree with each of the following statements about how skip-generational travel impacts your grandchildren?

	Average	Median
Skip-generational travel has helped my grandchildren be more engaged learners	4.06	4
Skip-generational travel has helped my grandchildren to be more confident	4.04	4
Skip-generational travel has helped my grandchildren see the world from a broader perspective	4.03	4
My grandchildren have become more adventurous because of our skip-generational travel experiences	4.01	4
Skip-generational travel has made my grandchildren more flexible and adaptable	4.00	4
Skip-generational travel has helped my grandchildren to be better communicators	3.91	4
My grandchildren have become more interested in other cultures because of our skip-generational travel experiences	3.81	4
My grandchildren have become better global citizens because of our skip-generational travel	3.68	3

When asked about challenges affecting skip-generational travel, affordability was the main response (69%), as it was for parent respondents. However, the responses for other challenges differed between the parent and grandparent respondent groups. Grandparents on skip-generational trips are twice as likely to worry about keeping the children safe and healthy while traveling compared to parents (42% vs. 21%). The timing of school breaks was more of a challenge for grandparents who take skip-generational trips (39% vs. 23% for parents), and so was finding a destination or activity everyone will enjoy (35% vs. 20%).

We would now like to ask you about the factors that make skip-generational travel more difficult. Which of the following factors listed below are the most challenging to you when considering travel with your grandchildren, without their parents.

Affordability	69%
Keeping grandchildren safe and healthy when traveling	42%
Timing of school breaks	39%
Finding a destination or activity everyone will enjoy	35%
Age(s) of grandchildren	26%
Available vacation time	24%
Traveling by car with grandchildren	19%
Extra fees for luggage on the plane	18%
Dining out while traveling	17%
Extra fees to seat family together on the plane	17%
Health and physical limitations	15%
Choosing accommodations	15%
Family members getting along	12%
Planning the trip	11%
Flying with grandchildren	10%
Packing for the trip	10%
Finding adult time while traveling with grandchildren	9%
Passport and visa requirements	8%
Airport security	8%
None of these	2%

Respondents who chose affordability as a challenge were presented with a follow-up question that asked them to give an example of an affordable skip-generational trip they had taken. Trip types like camping, visiting friends and family, and beach vacations often were mentioned, as were cruises. (Cruises were mentioned more often by grandparents who take skip-generational trips than by parents and grandparents who take multigenerational trips). Vacation rentals and second homes were referred to as affordable accommodation options. Day trips, as mentioned earlier in this study, also were popular and more affordable.

Multigenerational Travel—Grandparent Perspectives

Travel Behavior

Of the grandparents surveyed in this study, 27% are likely to take a multigenerational trip in the next three years, and 21% have taken on a multigenerational trip in the past three years. 62% answered that neither option applied (compared to 55% for skip-generational travel).

The respondents who indicated they are unlikely to take a multigenerational trip in the next three years were asked why this was the case. Once again, affordability was the main inhibitor (39%), followed by health problems and physical limitations (16%) and the grandchildren's commitment to other activities (12%).

Why are you not likely to take a multigenerational trip with your family in the next three years?

I can't afford it	39%
Health problems or physical limitations inhibit my ability to travel	16%
My grandchildren's time is too committed to other activities	12%
My grandchildren are too young	9%
My children prefer to travel with their children alone	9%
It is difficult to plan a multigenerational trip around school vacation	9%
My children don't have enough vacation time for a multigenerational trip	7%
Traveling with my grandchildren is not relaxing for me	7%
It's too difficult/time-consuming to plan	6%
Air travel is too much of a hassle	5%
I have concerns about the safety of travel	4%
I don't like traveling	3%
I don't enjoy traveling with children	3%
I don't have any/enough vacation time	3%
I don't think it is worth the money	3%
My grandchildren would rather spend vacation time at home	2%
My grandchildren won't like it	1%
I don't get along with my grandchildren, which would make family travel stressful	0%
Other	10%
None of these	13%

Grandparent respondents who either have taken a multigenerational trip in the past three years, or who are likely to do so in the next three years were asked for the reasons why they engaged or want to engage in these trips. Family bonding (69%), spending extended time with the grandchildren (59%), and creating family experiences and traditions across generations (49%) were the top three motivations.

What are your reasons for taking a multigenerational trip with both your children and your grandchildren?

It is a great way to bond as a family	68%
I/We enjoy getting to spend extended time with my/our grandchildren	59%
It is a way to create family travel experiences and traditions across generations	49%
It is a special way for us to bring our extended family together	45%
My grandchildren enjoy getting to spend extended time with me/us	38%
It is my/our way of giving our children and grandchildren a special treat	38%
My grandchildren enjoy it when I/we come along on their family trip	33%
It is a special way for us to have a family reunion	28%
It is a great way to celebrate a special milestone with my/our whole family (e.g., anniversary, birthday, graduation)	27%
I/We can share childcare duties	22%
I/We want to show my grandchildren the world	17%
It is a tradition in our family to travel together	15%
I/We want to show my grandchildren our family's heritage	11%
Other	5%
None of these	1%

Day trips were a popular trip type for multigenerational travel: on average, the grandparent respondents take 3.2 day trips. Typically, they take 1.1 multigenerational weekend trips and 0.9 multigenerational multi-day domestic vacations. International multigenerational travel was rare. For all trip lengths, the averages were lower for multigenerational than for skip-generational travel.

Approximately how many of each of the following types of multigenerational trips does your family typically take each year?

	Average
Day trip	3.2
Weekend getaway	1.1
Multi-day vacation in the US	0.9
Multi-day international vacation	0.1
Multi-week vacation in the US	0.2
Multi-week international vacation	0.0

The grandparent respondents were asked how frequently they take trips as an extended family, that is, trips that include multiple of their children, as well as grandchildren across different families. 17% of the respondents did so frequently, 55% sometimes, 22% rarely, and 4% never. (2% had only one child, so this question did not apply.)

When asked about their plans for overnight multigenerational travel in the coming 12 months, the respondents said they intend to take 1.3 trips in the United States (vs. 2.2 for skip-generational trips). Expected international multigenerational travel again was rarer, with an average of 0.2 trips.

Grandparents and parents typically plan and organize the multigenerational trip together (54%). 23% of the grandparents plan and organize the trip, and the parents plan the trip in 23% of cases. 60% of respondents said they share the cost of the trip between grandparents and parents. The grandparents pay for the trip in 22% of cases, and the parents pay in 18% of cases. When the cost is shared, it is split 50/50 in 48% of cases. When the split is uneven, grandparents tend to pay more than the parents.

The average amount the grandparent respondents spent on multigenerational travel in 2018 was $3,749 and the median amount was $1,992. 32% of respondents spent less than $1000, 44% spent between $1,000 and $5,000, and 24% spent more than $5,000. The average amount spent on multigenerational travel was higher than for skip-generational travel. Respondents also were asked whether they expect their spending on multigenerational travel to increase, decrease, or stay the same in 2019, both domestically and internationally. For domestic multigenerational trips, 21% expect to spend more, 48% expect to spend the same amount, and 31% expect to spend less. More grandparents were likely to expect to decrease their spending on domestic multigenerational travel than on skip-generational travel (31% vs. 17%). For international multigenerational trips, 12% expect to spend more, 36% expect to spend the same amount, and 52% expect to spend less.

Grandparent respondents were less likely to have traveled by plane with grandchildren in the past three years for multigenerational than for skip-generational travel (24% vs. 34%). Participants in multigenerational travel also were less likely to use online booking tools than participants in skip-generational travel (20% vs. 33%).

Florida, California, and Arizona were the top US states grandparents plan to visit on multigenerational trips in the coming three years. While New York was in the top three for parents and for grandparents on skip-generational trips, it dropped to 10th place for multigenerational travel. Another notable difference was that Washington, DC was not included in the top 10—grandparents rank it 30th for multigenerational trips.

Where within the United States are you planning to visit for a multigenerational vacation with your family in the next three years?

Florida	29%
California	12%
Arizona	11%
Texas	9%
Colorado	9%
South Carolina	8%
Tennessee	8%
North Carolina	8%
Indiana	8%
New York	7%

Walt Disney World theme and water parks, Orlando, and Universal Studios were the top three attractions and destinations grandparents plan to visit on multigenerational trips in the coming three years.

Which destinations or attractions are you planning to visit in the states listed below you plan to travel to on a multigenerational vacation in the next three years?

Walt Disney World theme or water parks (incl. Magic Kingdom, Epcot, Animal Kingdom, Typhoon Lagoon, etc.)	17%
Orlando	15%
Universal Studios	10%
Tampa/St. Petersburg/St. Petersburg Beach	8%
Myrtle Beach	7%
Grand Canyon	7%
Smoky Mountains	7%
Phoenix/Scottsdale	6%
Cape Canaveral/Kennedy Space Center/NASA	6%
San Francisco/Bay Area	5%

70% of grandparent respondents were not planning to take multigenerational trips with their grandchildren to international destinations in the coming three years. Those who are planning international multigenerational trips mainly expressed intentions to visit the Caribbean, Canada, or Europe.

Which regions outside the United States are you planning to visit for a multigenerational vacation with your family in the next three years?

Caribbean (incl. Bermuda)	10%
Canada	9%
Europe	8%
Mexico	4%
Asia	2%
Australia/New Zealand/South Pacific Islands	1%
Africa	1%
Central/South America	1%
Middle East	0%
None of these	70%

Photo Credit: Geronimo Trail Guest Ranch

Accommodations

Hotels were the most common accommodation type for multigenerational trips, followed by vacation rental properties, motels, and resorts.

How frequently do you typically stay in each of the following types of accommodations on a multigenerational vacation?

	Often	Sometimes	Never
Hotel	28%	54%	18%
Vacation rental property (e.g., a home/condo, Airbnb)	17%	37%	45%
Motel	12%	40%	48%
Resort	10%	42%	49%
Timeshare	9%	12%	80%
Home belonging to friends/family members	8%	46%	46%
Own vacation property	8%	4%	88%
Campsite	7%	19%	74%
RV/Trailer	5%	11%	84%
Cabin rental	4%	23%	73%
Bed and breakfast/small inn	3%	17%	80%
Home exchange	0%	2%	98%
Other	0%	4%	96%

When asked whether respondents plan to use **home sharing/short-term rental services** for multigenerational travel in the next 12 months, 11% answered yes, 30% maybe, and 59% no. Grandparents were less likely to choose short-term rental services for multigenerational travel than parents for family travel (in comparison, the parents' score was 25% yes, 38% maybe, and 37% no).

Photo Credit: Kristen Maxwell

A location close to attractions and activities, value for money, and a kitchen area for in-room meal preparation were the three most important factors for respondents when choosing where to stay on their multigenerational trips. Participants in multigenerational travel attached more importance to in-room kitchen facilities (62%) compared to parents (49%) and to participants in skip-generational travel (51%).

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

Close proximity to attractions and activities	69%
Best value/price for our budget	66%
Kitchen area for in-room meal preparation and dining	62%
Family-friendly dining options at or near accommodations	53%
Flexible rooms/sleeping arrangements	53%
Spaces where our family can gather together	51%
Suites with multiple bedrooms or connecting rooms	51%
Kid-friendly environment	43%
A destination/property that we like and enjoy returning to	40%
Our preferred accommodation style	28%
Ability to use rewards points in exchange for room, meals, activities, etc.	26%
Special treatment (e.g., toys for the kids, treats, upgrades, recognition)	12%
Brand that I am loyal to	11%
Opportunities for my grandchildren to meet other children	9%
Other	1%
None of these	1%

In terms of amenities desired for a multigenerational trip, free Wi-Fi ranked highest (68%), together with amenities for children (65%).

Which of the following amenities are most important to you when you select where to stay on your multigenerational vacation?

Free Wi-Fi/Internet	68%
Amenities for children (e.g., pool, beach, game room)	65%
Free parking	61%
Free breakfast included	59%
Amenities for adults (e.g., spa, pool, beach, golf, sports)	43%
Early check-in/late check-out options	39%
Entertainment options in room	17%
A kids' club	6%
Babysitting services offered	1%
Other	4%
None of these	6%

Trip Types

Mirroring the parent survey and the questions on skip-generational travel, this section of the survey took a deep dive into the types of multigenerational trips the grandparent respondents have taken in the past, and the types of multigenerational trips they are planning to take in the next two years. Beach vacations, theme parks, and water parks were the most common types of trips that families have taken. City vacations were less prevalent for multigenerational than for skip-generational travel (19% vs. 33%). Mountain resorts and cruises, however, were a more common answer for multigenerational than for skip-generational travel (21% vs. 14% in both cases).

Which of the following types of multigenerational trips have you taken with your family in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Beach vacation	50%	33%
Theme park	41%	23%
Water park (indoor or outdoor)	28%	13%
Mountain resort (in the winter or summer)	21%	10%
Cruise	21%	21%
City vacation	19%	13%
Lakeside vacation	16%	15%
A group tour through a tour operator (e.g., Adventures by Disney, Trafalgar)	10%	5%
All-inclusive resort	10%	9%
Safari or wildlife viewing trip	5%	5%
Dude ranch	2%	3%
Spa or wellness trip	1%	2%

In the category of active and outdoor trips, state/local and national parks received the highest response levels, followed by camping—similar to the parents' responses and the responses for skip-generational travel. Grandparents were more likely to have taken, or to plan to take, an RV trip for skip-generational than for multigenerational travel. State/local parks and hiking also received higher scores for skip-generational than for multigenerational travel.

Which of the following active/outdoor-centric types of multigenerational trips have you taken in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
State/Local park	34%	44%
National park	21%	25%
Camping trip	18%	18%
RV trip	8%	13%
Ski/Snowboard/Winter sports trip	8%	5%
Hiking trip	7%	5%
Scuba/Snorkel trip	6%	3%
Kayak/Canoe trip	5%	5%
Glamping trip (i.e., luxury camping)	4%	4%
Family summer camp (i.e., similar to a kids summer camp but for the whole family)	2%	2%
Cycling trip	2%	3%

In the cultural trip category, museums, historical sites, or other cultural attractions, as well as fairs and festivals, were the top answers for multigenerational travel—again similar to the parents' responses and skip-generational travel. Participation levels for cultural trips were higher for multigenerational than for skip-generational travel.

Which of the following types of multigenerational cultural trips have you taken in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Museums, historical sites, or other cultural attractions	50%	38%
Fairs/Festivals	46%	36%
Sporting events	35%	24%
Music/Arts/Cultural events	32%	23%
Learning experiences/classes (e.g., culinary, language, local customs)	7%	13%
Volunteer or mission trip	3%	5%

In the category of family-centric trips, visiting friends and family was the top answer for multigenerational travel. This trip type, similar to parents and skip-generational trips, received the highest score across all.

Which of the following family-centric types of multigenerational trips have you taken in the past, and which are you planning to take in the next two years?

	Have taken	Planning to take
Visit to family and friends	69%	61%
Family road trip	41%	33%
Family reunion	39%	30%
Kids' team activities trip (e.g., traveling sports team, band, dance group competition)	27%	16%
College visits (for children looking at colleges)	11%	5%

A top 10 of the most commonly taken multigenerational trip types is presented below. All trip types saw a decrease in the percentage of grandparents who plan to take these types of multigenerational trips in the next two years. In contrast, for skip-generational travel, most trip types saw small increases.

Top 10 multigenerational trip types

Top 10	Have taken	Planning to take
Visit to family and friends	69%	61%
Beach vacation	50%	33%
Museums, historical sites, or other cultural attractions	50%	38%
Fairs/Festivals	46%	36%
Theme park	41%	23%
Family road trip	41%	33%
Family reunion	39%	30%
Sporting events	35%	23%
State/Local park	34%	25%
Music/Arts/Cultural events	32%	24%

In terms of activities and attractions for multigenerational travel, zoos, theme parks, and pools were the most popular with children. The scores for activities were slightly lower for multigenerational travel than for skip-generational travel, indicating that grandparents who travel with just their grandchildren may have a higher interest in including these in their trips.

Which of the following types of activities and attractions are your grandchildren interested in while on a multigenerational trip?

Zoo	69%
Theme park/amusement park	67%
Pool	66%
Water park (indoor or outdoor)	62%
Aquarium	60%
Playground	51%
Nature activities	49%
Children’s museum	47%
Science center	42%
Historical sites	28%
Exploring local foods	24%
Zip-lining	22%
Walking tour (e.g., ghost tour, outdoor art/murals)	21%
Biking/Bike paths	17%
Kids’ club (at a hotel/resort)	16%
Stand-up paddleboarding	11%
Kayaking	10%
Cooking classes	10%
Skiing/Snowboarding	10%
Rock climbing	8%
None of these	4%

Travel Attitudes and Challenges

In the next section of the survey, respondents were presented with a number of attitudinal statements about multigenerational family travel. The answer scale was as follows: 1) do not agree at all, 2) disagree somewhat, 3) neither agree nor disagree, 4) agree somewhat, 5) fully agree.

To what extent do you agree with each of the following statements about multigenerational travel?

	AVERAGE	MEDIAN
Multigenerational travel brings us closer together as a family	4.34	4
Travel is an important part of my grandchildren's education	4.33	4
Multigenerational travel is a way to build family bonds	4.32	4
I consider a vacation a way to spend more quality time with my children and grandchildren	4.31	4
I want to create more travel memories as a family	4.28	4
I want to make the most of the limited years available to travel with my children and grandchildren	4.23	4
It is important to me that my grandchildren understand different cultures	4.21	4
We often discuss memories of our trips as a family	4.13	4
I believe multigenerational travel is a good investment in my grandchildren's future success	4.00	4
There are places I want to take my grandchildren to see before they grow up	3.99	4
Multigenerational travel is a way to expand my family's horizons/education	3.98	4
For birthdays and holidays, I would rather give my family an experience than more stuff	3.95	4
Multigenerational travel has changed my relationship with my family for the better	3.83	4
Traveling with my grandchildren makes me a better grandparent	3.72	4
We prefer a new destination each time we take a multigenerational trip	3.45	3
Multigenerational travel is a way explore our family heritage	3.39	3
My grandchild related something from one of our trips to what he/she is learning in school	3.28	3
My grandchildren have discovered a new interest/hobby/passion through travel	3.26	3
My grandchildren are doing better in school because of their travels	3.14	3
Recent world events have had an impact on my multigenerational travel decisions	3.09	3
We love to share images and impressions of our trip on social media	3.04	3

Compared to the answers of the parent respondents and the respondents who participate in skip-generational travel, grandparents who take multigenerational trips were slightly less likely to agree with all attitudinal statements. Respondents on average "agree somewhat" that multigenerational travel allows them quality time to bond with their children and grandchildren and to build memories together. They also "somewhat agree" that multigenerational travel is beneficial for the grandchildren's education and future success.

In the following questions, respondents were asked to assess the impact of travel on their grandchildren, using the same answer scale as above. For most statements, the grandparents' responses closely mirrored those of parents: they tended to "agree somewhat" that skip-generational travel has educational and developmental benefits for their grandchildren. The statements that received the lowest score concerned the grandchildren becoming better communicators, becoming more interested in other cultures, and becoming better global citizens with a median response of 3 ("neither agree nor disagree"). For the latter two statements, this was likely to be influenced by the fact most multigenerational trips were domestic.

How much do you agree with each of the following statements about how multigenerational travel impacts your grandchildren?

	AVERAGE	MEDIAN
Multigenerational travel has helped my grandchildren be more engaged learners	3.73	4
Multigenerational travel has helped my grandchildren see the world from a broader perspective	3.71	4
My grandchildren have become more adventurous because of our multigenerational travel	3.69	4
Multigenerational travel has helped my grandchildren to be more confident	3.65	4
Multigenerational travel has made my grandchildren more flexible and adaptable	3.65	4
Multigenerational travel has helped my grandchildren to be better communicators	3.56	3
My grandchildren have become more interested in other cultures because of our multigenerational travel experiences	3.44	3
My grandchildren have become better global citizens because of our multigenerational travel	3.34	3

When asked about challenges affecting multigenerational travel, affordability was the main response (69%), as it was for parent respondents and skip-generational travel respondents. Grandparent respondents who take multigenerational trips worry less about keeping the grandchildren safe and healthy while traveling (23%) than grandparents who take skip-generational trips (42%), presumably because the parents are present too. Grandparents (both on skip-generational and multigenerational trips) worry more about finding activities or destinations everyone will enjoy than parents do.

We would now like to ask you about the factors that make multigenerational travel more difficult. Which of the following factors listed below are the most challenging to you when considering travel with multiple generations of family?

Affordability	71%
Finding a destination or activity everyone will enjoy	37%
Available vacation time	32%
Timing of school breaks	26%
Age(s) of my grandchildren	25%
Keeping children safe and healthy when traveling	23%
Finding accommodations for keeping multigenerational families together	23%
Dining out while traveling	20%
Finding accommodations for large families/odd number of children	19%
Extra fees for luggage on the plane	18%
Health and physical limitations	16%
Traveling by car with children	16%
Choosing accommodations	14%
Family members getting along	12%
Not being able to follow usual bedtime routines	12%
Planning the trip	10%
Flying with children	10%
Extra fees to seat family together on the plane	9%
Packing for the trip	8%
Finding adult time while traveling with children	8%
Airport security	6%
Passport and visa requirements	4%
None of these	4%

Respondents who chose affordability as a challenge were presented with a follow-up question that asked them to give an example of an affordable multigenerational trip they had taken. Camping and visiting friends and family were often mentioned. In terms of accommodation types, vacation rentals were referred to most, but family properties and time shares also were mentioned by some respondents.

Travel Agent Use

Of the grandparent respondents, 8% have used a travel agent to plan and book a skip-generational trip in the past three years. 13% have used a travel agent to plan and book a multigenerational trip in the past three years. These percentages were lower than for parent respondents, of whom 16% have used a travel agent to plan and book a family trip in the past three years.

Those grandparent respondents who had not used a travel agent were asked why they decided against it. Mirroring the parents' responses, the availability of online information emerged as the main reason (57%). 55% of respondents enjoy researching, planning, and booking their own trips. 21% fear it would add to the cost of the vacation, whereas this was a worry for 46% of parent respondents. 33% said they travel to places they know very well, which was a higher percentage than for parent respondents (23%).

Why did you decide to not to use a travel adviser/agent in planning/booking your skip-generational or multigenerational vacations in the past three years?

I can find all the information I need online	57%
I enjoy the process of researching, planning, and booking our vacation	55%
I trust myself more to find the right travel options for our trips	35%
We tend to go to places we know very well	33%
It would add to the cost of the vacation	21%
I think the cost of using a travel adviser/agent would not pay back in terms of the assistance received	16%
I don't know how travel advisers/agents work/what they do	6%
I don't know how to select a travel adviser/agent	6%
I don't have time to visit or call a travel adviser/agent	5%
I have not found a travel adviser/agent that I can trust	5%
Other	7%
None of these	5%

Those who had used a travel agent to plan and book a trip in the past three years were asked why they had decided to do so. Travel agents' access to better rates and prices (46%) and their in-depth knowledge (35%) were chosen as the top reasons.

Why did you decide to use a travel adviser/agent to help plan/book at least one skip-generational or multigenerational vacation in the past three years?

Travel advisers/agents have access to better rates and prices	46%
Travel advisers/agents have an in-depth understanding of the destination or type of vacation both my/our grandchildren and I/we were interested in	35%
Travel advisers/agents are better equipped to plan and book more complicated trips (e.g., off-the-beaten-path destinations)	32%
Travel advisers/agents minimize the risk of problems on vacation	31%
If something goes wrong, a travel adviser/agent is there to help	31%
A travel adviser/agent gets to know me and my preferences and can tailor recommendations for us	30%
Travel advisers/agents can best deliver the vacation experience we are looking for	27%
Planning and booking on my own is time-consuming	13%
Planning and booking on my own is too overwhelming/confusing as there are too many options to choose from	9%
Other	9%
None of these	11%

44% of grandparent respondents would consider using a travel agent in the next three years (vs. 53% of parent respondents).

Photo Credit: Alex Berger

Social Media

Grandparent respondents were asked about their social media use and specific interactions with travel-related accounts. Facebook is the most commonly used social media platform (78%), followed by Instagram (42%) and Pinterest (32%). Facebook use is high among both parent and grandparents respondents; however, for most other social media, the parents reported higher levels of activity. 17% of grandparent respondents are not active on any social media (vs. 9% for parents).

Which of the following social media channels are you active on?

Facebook	78%
Pinterest	42%
Instagram	32%
YouTube	25%
Twitter	21%
Other social media channels (e.g., LinkedIn, Flickr)	13%
Snapchat	6%
I am not active on social media	17%

The respondents who are active on social media were asked what type of travel-related content or accounts—if any—they tend to interact with. Hotels/resorts and airlines were the two most commonly selected answers (vs. theme parks and hotels/resorts for parents).

Which of the following travel categories do you connect with/follow on social media (e.g., like on Facebook, follow on Instagram or Twitter, pin on Pinterest)?

Hotels/Resorts	30%
Airlines	24%
Theme parks	23%
Cruise lines	23%
Destination tourism boards (e.g., countries, cities, islands)	17%
Family travel bloggers/writers/influencers	12%
Rental car companies	9%
Tour operators	4%
Family travel podcasts	3%
Other	2%
None of these	44%

Grandparent respondents mainly interact with travel-related social media accounts to find out about special offers and to get inspiration for upcoming travel. They were slightly more likely to use social media for assistance with researching, planning, or booking travel than parent respondents (40% vs. 34%). They were less likely to use social media to share an experience with a travel company or destination than parent respondents (6% vs. 13%).

Which of the following reasons best represent why you connect with/follow these travel-related social media accounts?

To find out about special offers	62%
Inspiration for upcoming travel	54%
For assistance in researching/planning/booking travel	40%
For information on kid-/family-friendly activities	37%
To hear current news about a travel company/destination	36%
To access exclusive information	34%
To learn more about a travel company or destination	32%
To view images of a travel company or destination	32%
For information on child-oriented amenities and features offered	19%
For information on kid restrictions (e.g., height, age)	14%
To have direct contact with a travel company's customer service team	9%
To share an experience with a travel company or destination	6%
Other	1%
None of these	5%


Photo Credit: Astrid Vinje

HOW DO PARENTS AND GRANDPARENTS COMPARE?

In this final section of the survey, we draw comparisons between the travel behaviors and preferences of parents and grandparents. For grandparents, differences between skip-generational and multigenerational trips also are highlighted.

Travel Spending

When comparing annual spending on family travel, parents spend the most, followed by grandparents who take multigenerational trips. Grandparents who take skip-generational trips tend to spend less.

	Average annual spend	Median annual spend
Parents	$3,835	$2,435
Grandparents (multigenerational)	$3,749	$1,992
Grandparents (skip-generational)	$2,511	$1,436

When asked about their expected spending on *domestic* family travel in 2019, parents and grandparents who take skip-generational trips were more likely to expect their spending to increase. Grandparents who take multigenerational trips were almost twice as likely to say their spending would decrease compared to grandparents who take skip-generational trips.

DOMESTIC	Expect to spend more	Expect to spend the same	Expect to spend less
Parents	37%	45%	18%
Grandparents (multigenerational)	21%	48%	31%
Grandparents (skip-generational)	36%	47%	17%

When asked about their expected spending on *international* family travel in 2019, parents were least likely to say their spending would decrease. About half of the grandparents surveyed (across multigenerational and skip-generational trips) expect their spending to decrease.

INTERNATIONAL	Expect to spend more	Expect to spend the same	Expect to spend less
Parents	17%	39%	44%
Grandparents (multigenerational)	12%	36%	52%
Grandparents (skip-generational)	17%	32%	51%

International Travel

Parents are more likely to take international family trips than grandparents. Of the grandparents, those who take skip-generational trips are slightly more likely to travel internationally than those who take multigenerational trips.

Across all three categories, Europe, the Caribbean, and Canada are the most common international destinations.

	Plan to travel internationally	Do not plan to travel internationally
Parents	54%	46%
Grandparents (multigenerational)	30%	70%
Grandparents (skip-generational)	34%	66%

Grandparent respondents are less likely to have traveled by plane with grandchildren in the past three years for multigenerational than for skip-generational travel (24% vs. 34%). Participants in multigenerational travel also are less likely to use online booking tools than participants in skip-generational travel (20% vs. 33%).

Accommodations

Across all traveler types, hotels are the most commonly used accommodation type. Parents are most likely to stay in hotels often (49%). Motels are a more common accommodation choice for grandparents than for parents. The table below summarizes which accommodation choices the different respondent categories selected.

	Parents	Grandparents (multigenerational)	Grandparents (skip-generational)
Hotel	49%	28%	37%
Home belonging to friends/ family members	26%	8%	11%
Resort	13%	10%	10%
Campsite	10%	7%	10%
Motel	9%	12%	15%

When asked whether respondents plan to use **home sharing/short-term rental services** for family travel in the next 12 months, parents were most likely to agree.

	Yes	Maybe	No
Parents	25%	38%	37%
Grandparents (multigenerational)	11%	30%	59%
Grandparents (skip-generational)	10%	25%	55%

Value for money, a location close to attractions and activities, and a kid-friendly environment are the three most important factors when parent respondents choose where to stay for their family trips. The same applies to grandparents who take skip-generational trips. Grandparents who take multigenerational trips attach more importance to in-room kitchen facilities (62%), compared to parents (49%) and participants in skip-generational travel (51%).

	Parents	Grandparents (multigenerational)	Grandparents (skip-generational)
Value for money	76%	69%	72%
Location close to attractions and activities	72%	66%	70%
Kid-friendly environment	61%	43%	61%
In-room kitchen facilities	49%	62%	51%

When it comes to amenities, free Wi-Fi is most valued by all categories; however, grandparents who take skip-generational trips value amenities for children more than parents and grandparents who take multigenerational trips.

Trip Types

Visiting family and friends is the most common trip type across all three categories. Other common trip types are museums and cultural attractions, family road trips, beach vacations, fairs and festivals, and state/local parks. City vacations are more common with parents and grandparents who take skip-generational trips. Beach vacations, mountain resorts, and cruises, however, are a more common answer for multigenerational than for skip-generational travel.

Zoos, theme parks, aquariums, and pools are the most common activities for family vacations. The scores for activities are slightly lower for multigenerational travel than for skip-generational travel, indicating that grandparents who travel with just their grandchildren may have a higher interest in including these in their trips.

Photo Credit: Claire Zlobin

Challenges

Across all three categories, affordability emerged as the dominant challenge for family travel. This was most pronounced for the parents (82%) but also was the most common answer for grandparents (69% across multigenerational and skip-generational travelers). Grandparents on skip-generational trips were twice as likely to worry about keeping the children safe and healthy while traveling compared to parents (42% vs. 21%). Grandparent respondents who take multigenerational trips worried less about keeping the grandchildren safe and healthy while traveling (23%) than grandparents who take skip-generational trips (42%), presumably because the parents are present too. Grandparents were more concerned about finding a destination or activity everyone will enjoy than parents. The timing of school breaks was more of a challenge for grandparents who take skip-generational trips (39% vs. 23% for parents).

	Parents	Grandparents (multigenerational)	Grandparents (skip-generational)
Affordability	82%	69%	69%
Timing of school breaks	23%	26%	39%
Keeping the children safe and healthy while traveling	21%	23%	42%
Finding a destination or activity everyone will enjoy	20%	38%	35%

Travel Agent Use

Parents (16%) were more likely to have used a travel agent to plan and book a family trip in the past three years than grandparents (8% for skip-generational trips and 13% for multigenerational trips).

	Have used travel agent in past 3 years	Have not used travel agent in past 3 years
Parents	16%	84%
Grandparents (multigenerational)	13%	87%
Grandparents (skip-generational)	8%	92%

Of those respondents who had not used a travel agent, the parents were more concerned that it would add to the cost of the trip (46%) than the grandparents (21%). Grandparents (33%) also were more likely to travel to place they know very well than parents (23%), and highlighted that as a reason for not using travel agents.

Social Media

In this survey, respondents were asked about their social media use and specific interactions with travel-related accounts. Facebook was the most common social media platform for both parents and grandparents. For most other social media, the parents reported higher levels of activity. 17% of grandparent respondents were not active on any social media, versus 9% for parents.

	Parents	Grandparents
Facebook	79%	78%
Instagram	60%	32%
Pinterest	52%	42%
Twitter	30%	21%
YouTube	30%	25%
Snapchat	24%	6%
Other social media channels (e.g., LinkedIn, Flickr)	13%	13%
I am not active on social media	9%	17%

The respondents who are active on social media were asked what type of travel-related content or accounts—if any—they tend to interact with. Theme parks and hotels/resorts were the two most commonly selected answers for parents. 37% of parents do not follow travel accounts. For grandparents, hotels/resorts and airlines were the two most commonly selected categories, and 44% do not follow any travel accounts.

Both parent and grandparent respondents indicated they follow or interact with family travel-related social media accounts mainly for inspiration and to find out about special offers. Grandparents were slightly more likely to use social media for assistance with researching, planning or booking travel than parent respondents (40% vs. 34%). They were less likely to use social media to share an experience with a travel company or destination than parent respondents (6% vs. 13%).

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NYUSPS is a thought leader, and serves as an incubator for new ideas in industries that are constantly changing, including real estate, real estate development, and construction management; hospitality, tourism, travel, and event management; global affairs and global security, conflict, and cybercrime; global sport and sports business; publishing; marketing; public relations; project management; executive coaching and organizational consulting, human resource management and development, and human capital analytics and technology; management and systems; translation; and professional writing. It is focused on building skills that open doors to opportunities in emerging fields and global markets. NYUSPS faculty members are leading experts in their areas of discipline, with a hands-on approach that encourages students to push beyond their limits and to break new ground.

Home to some of the largest and most prestigious industry conferences in the world, including the Schack Institute of Real Estate's Capital Markets Conference, REIT Symposium, and National Symposium of Women in Real Estate; and the Jonathan M. Tisch Center's International Hospitality Industry Investment Conference, the School's invaluable connections to industry leaders are a truly distinguishing factor in the education that it provides. Through career development services and resources provided by the NYU Wasserman Center for Career Development at NYUSPS, guest lecturers, site visits, participation in numerous conferences and events, and Global Field Intensives, students benefit from an NYU education that will set them apart. In addition, they have the opportunity to learn from and network with more than 27,000 NYUSPS alumni who live, work, and contribute to innovation in industry around the world.

ABOUT THE NYUSPS JONATHAN M. TISCH CENTER OF HOSPITALITY

Founded in 1995, the NYU School of Professional Studies Jonathan M. Tisch Center of Hospitality was established in response to the growing need for hospitality and tourism undergraduate and graduate education. Hospitality and tourism are major global economic sectors, and the Tisch Center serves these growing and evolving industries by offering relevant, cutting-edge curricula that attracts bright, motivated students who seek to become leaders in their fields. Through its undergraduate degree in **hotel and tourism management**; its graduate degrees in **hospitality industry studies**, **event management** and **tourism management**, a plethora of **career advancement courses** and **certificates**, and its **world-renowned conference**, the Tisch Center provides students with the tools to enable them to manage change, to communicate, to thrive in complex work environments, and to advance the businesses of hospitality and tourism.

For more information, visit **sps.nyu.edu/tischcenter**.

ABOUT THE 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. As a coalition of the leading family travel suppliers, resources, and experts, its mission is to inspire families to travel—and travel more—while advocating travel be an essential part of every child's education. For additional information on the Family Travel Association, visit **familytravel.org**.