

# FAMILY & MULTI-GENERATIONAL TRAVEL MARKET

## REFERENCE GUIDE

### Family & Multi-Generational Travel Outlook

“Travel providers who embrace a new, broader definition of family travel can flourish in today’s booming market.” —Nancy Schretter, family travel expert and Travel Exchange speaker

### Facts about Family & Multi-Generational Travel Market

- 53% of all NTA members including tour operators, DMOs and suppliers are involved in the family travel market.
- A recent AAA survey showed that more than one-third of Americans (35%) are planning to take a family vacation of more than 50 miles. (Source: [AAA Newsroom](#))
- Family travelers participate in many different types of vacations, the most popular ones being:
  - Old school family road trip (79%)
  - Visit to national parks (51%)
  - Visit to theme parks (40%)
  - Trips to international destinations (33%)
  - Going on guided tours (22%)
  - Ocean cruises (20%)
  - Source: [AAA Newsroom](#)
- Parents are willing to spend more than the average vacation coast in the United States (\$4,580 for a family of four) on something they feel is important to their family. (Source: [Parenting.com](#))
- 44% of all leisure travelers brought kids along on their trips. (Source: MMGY Portrait of American Travelers Survey)
- Virtuoso ranks family and multi-generational travel as its No. 1 trend.
- 33% of cruise passengers sail with children. (Source: CLIA)
- Family travel accounts for 33% of the \$150 billion U.S. online travel market. (Sources: PhoCusWright, eMarketer and MMGY Global)
- In a Family Travel Network survey, readers said “making family memories” is the No. 1 reason for embarking on family trips.
- 40% of all active leisure travelers have taken at least one multi-generational trip (defined as a trip with three or more generations present) during the previous 12 months. Of these 20.8 million households, 40% have taken a leisure trip outside the continental United States. (Source: Preferred Hotel Group)

**Sources:** Nancy Schretter Travel Exchange presentation and [FamilyTravelNetwork.com](#).



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### As Seen in Courier

[The allure of the beach: A quintet of quintessential Atlantic Coast beach communities](#) November 2016

[The beach is for bonding: An interview with family travel expert Nancy Schretter](#) November 2016

### What to know about Family Travel

What kids want when traveling differs by age, according to Schretter:

- Ages 1-4: Sense and Sensibility – storytelling, fantasy and wonder
- Ages 4-7: DIY Years – interactive, education and variety
- Ages 8-11: Identity Quest – variety, education and interactive
- Ages 12-17: The Thrill Years – thrills, authenticity and history
  - o **Source:** PGAV Destinations - The Art of the Family Vacation Study
- Young Adult: Connections – experiences, adventure, authenticity, making a difference
  - o **Source:** Nancy Schretter and [FamilyTravelNetwork.com](http://FamilyTravelNetwork.com)



### Media Releases

TBD

### Seminars and Forums

TBD

### Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

[Membership rates and requirements](#)

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