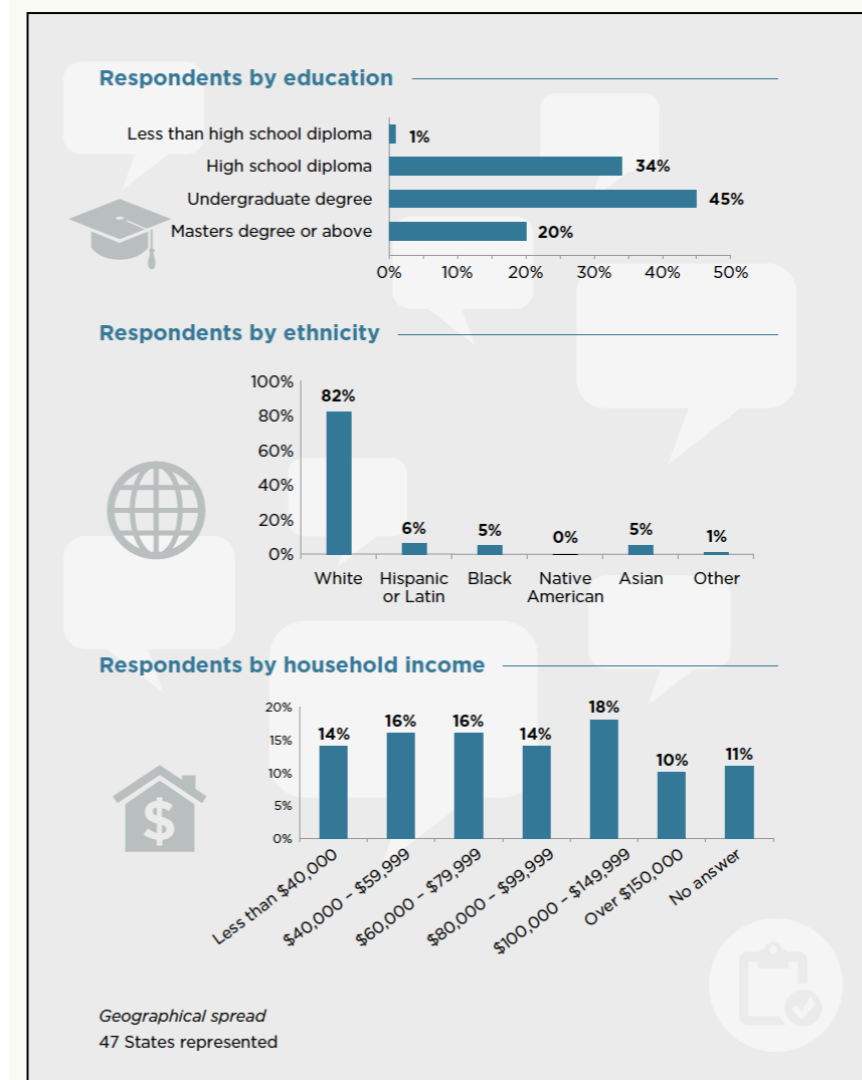
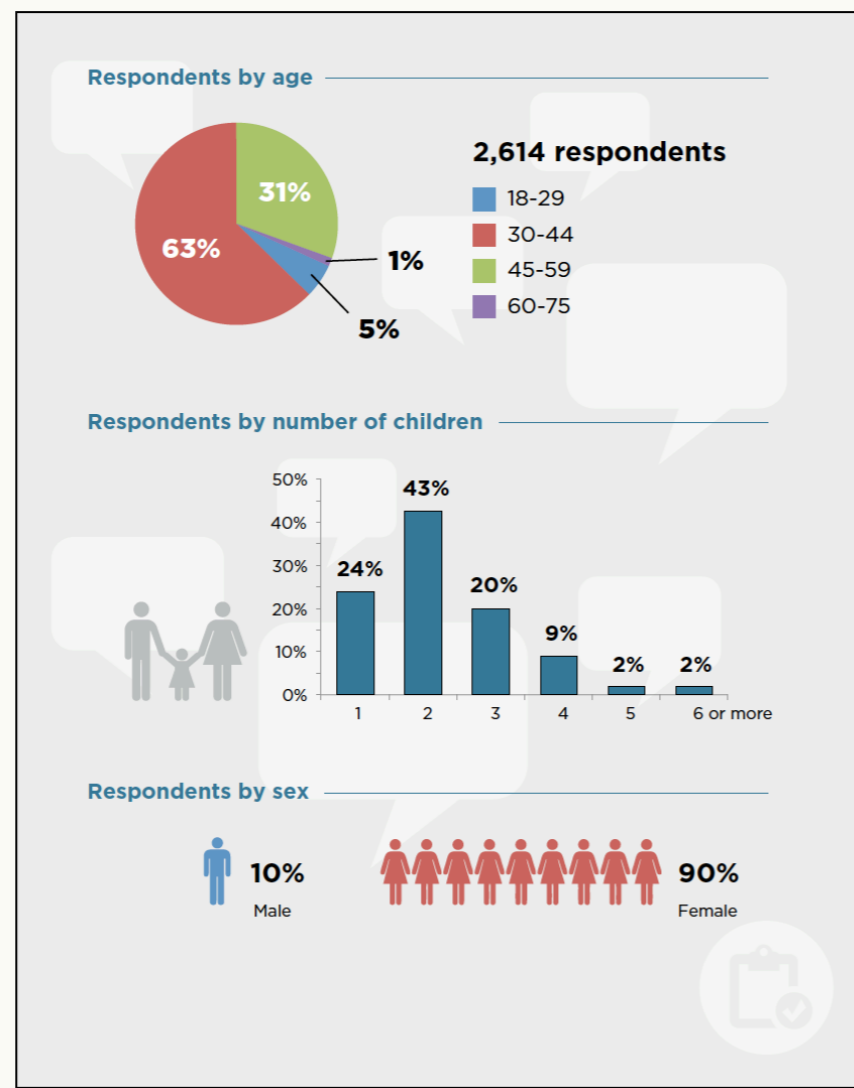




US Family Travel Survey

Average American Families



Top Findings

- 96% are 'very likely' or 'likely' to travel with their children in the next two years
- Took 4.02 domestic and 1.26 international trips with their children in past year
- Most prefer to travel with their children when the children are between 6 and 12
- "Affordability" is the most prominent challenge for family travel, followed by time restrictions and worries about safety and cleanliness
- Over 50% did not use all paid vacation days last year
- Search engines are the most important information source for many families, but do not always provide information that is seen to be reliable and trustworthy

The Challenges Facing Families

Top Five

Affordability

Timing of School Breaks/Available Vacation Time

Finding Adult Time While Traveling

Choosing Destination All Will Enjoy

Choosing Accommodations

The Challenges Facing Families

Bottom Five

Health/Physical Limitations

Ages of Children

Family Getting Along

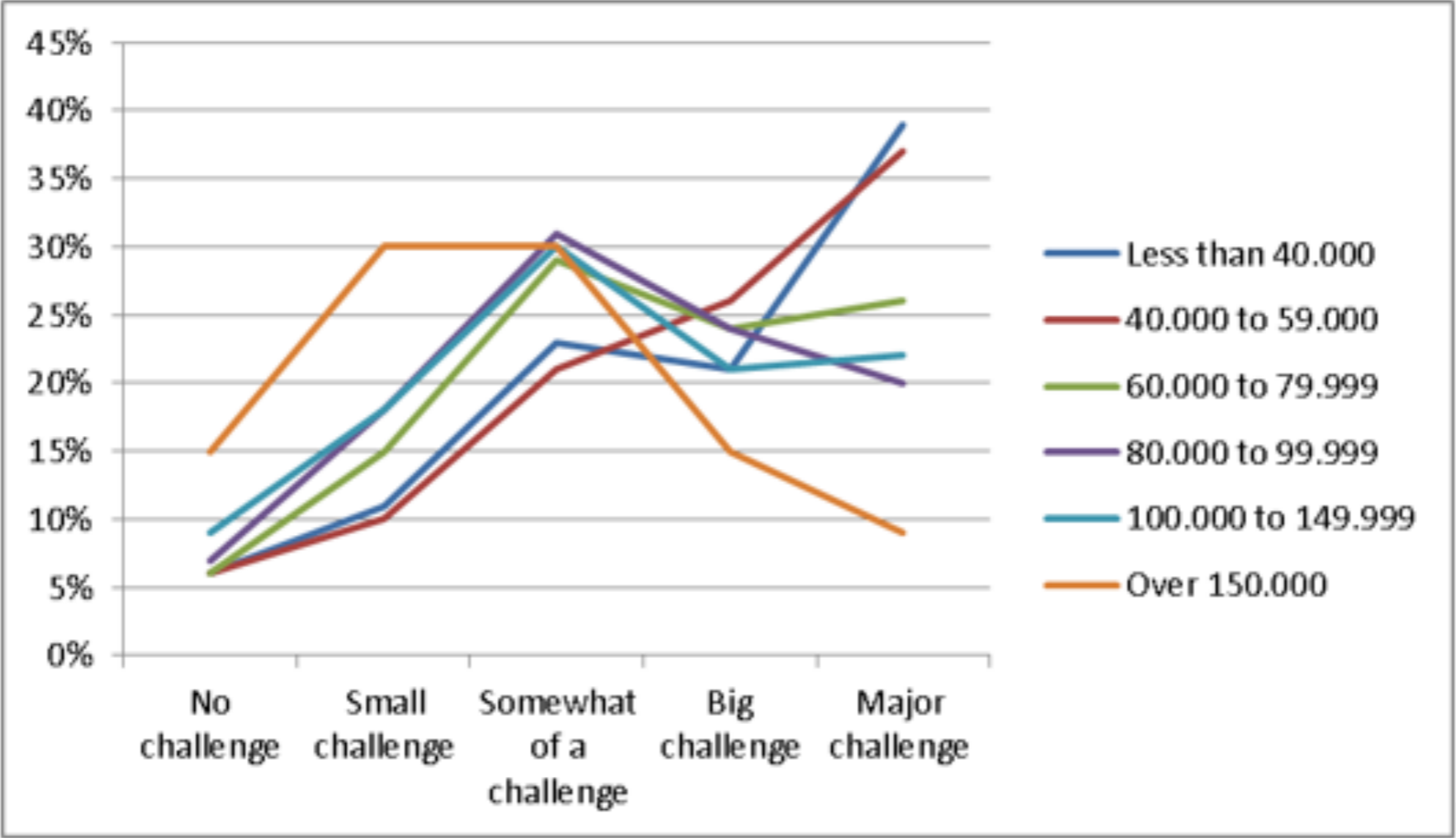
Passports/Visas

Airport Security

The Affordability Challenge

Challenge	Median	Mean
Most lodging options are too expensive	3.58	4
Dining out while traveling with children is too expensive	3.56	4
I find it hard to find travel options that are affordable	3.51	4
We choose destinations close by to reduce the cost of family trips	3.42	4

High Income Earners Are Not Immune



Income vs. affordability challenge

Three Traveling Family Profiles



Hassle-free

- Don't want to do much research
- Travel planning done for them
- Amenities on site preferred
- Prefer resorts, cruises



Cautious

- Spend more time researching
- Worry about safety, cleanliness and value
- Prefer 'safe bets'



Intrepid

- Travel to experience new cultures or activities
- Value travel over material possessions
- Prefer new destinations

What's New in 2016

Multigenerational Travel:

- 60% have taken multigen trip, 26% considering for future
- Only 14% would not consider multigen travel
- Family bonding main motivation, followed by children's preferences
- Parents are most likely to plan trip (45%); 36% plan together
- 61% split the cost