

2016 Family Travel Industry Study

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Almost 150 Companies Participated

Tour Operators

Tourist Boards

Cruises Lines

Hotel/Resorts/Accommodations

Travel Agents

Ranches

Theme Parks

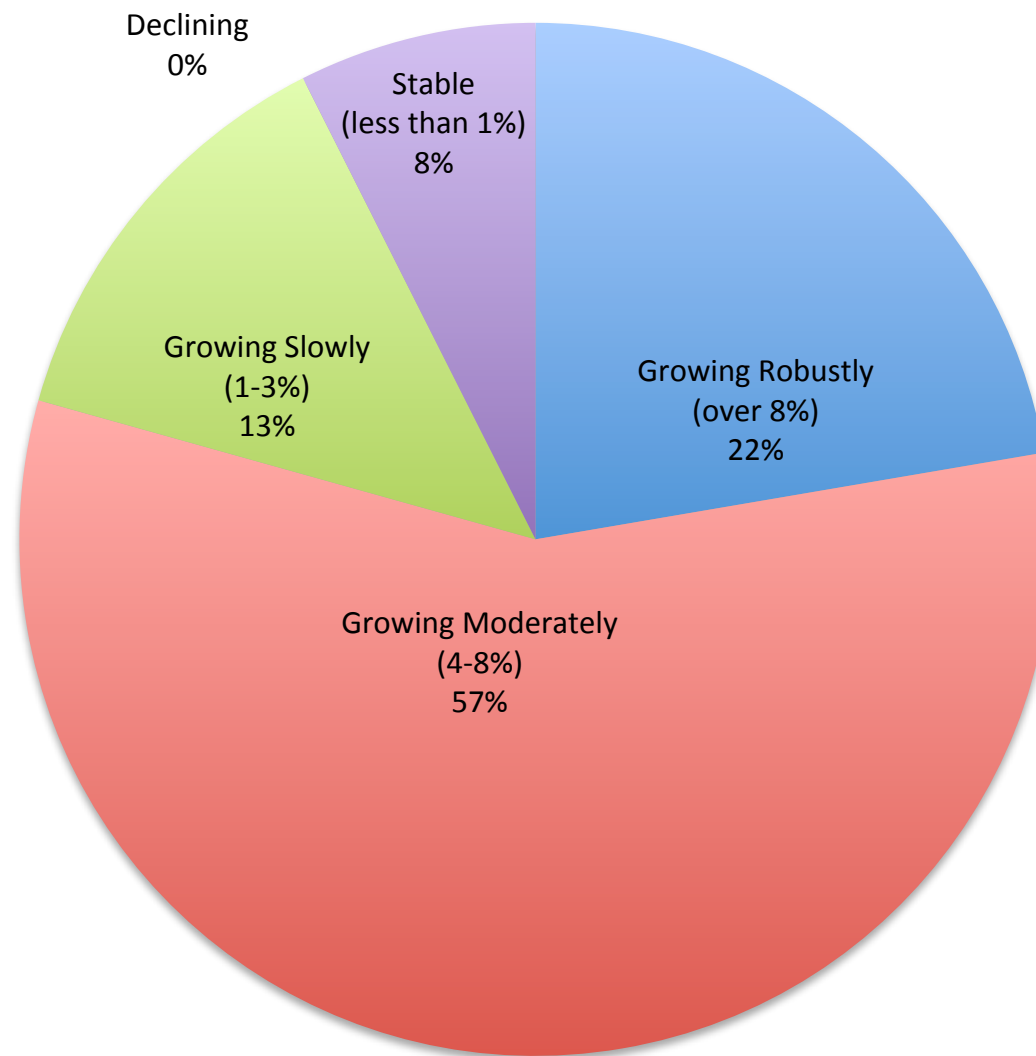
Media

Other Associations



Industry Sees Strong Growth Ahead

Nearly 80% report the market growing robustly or moderately



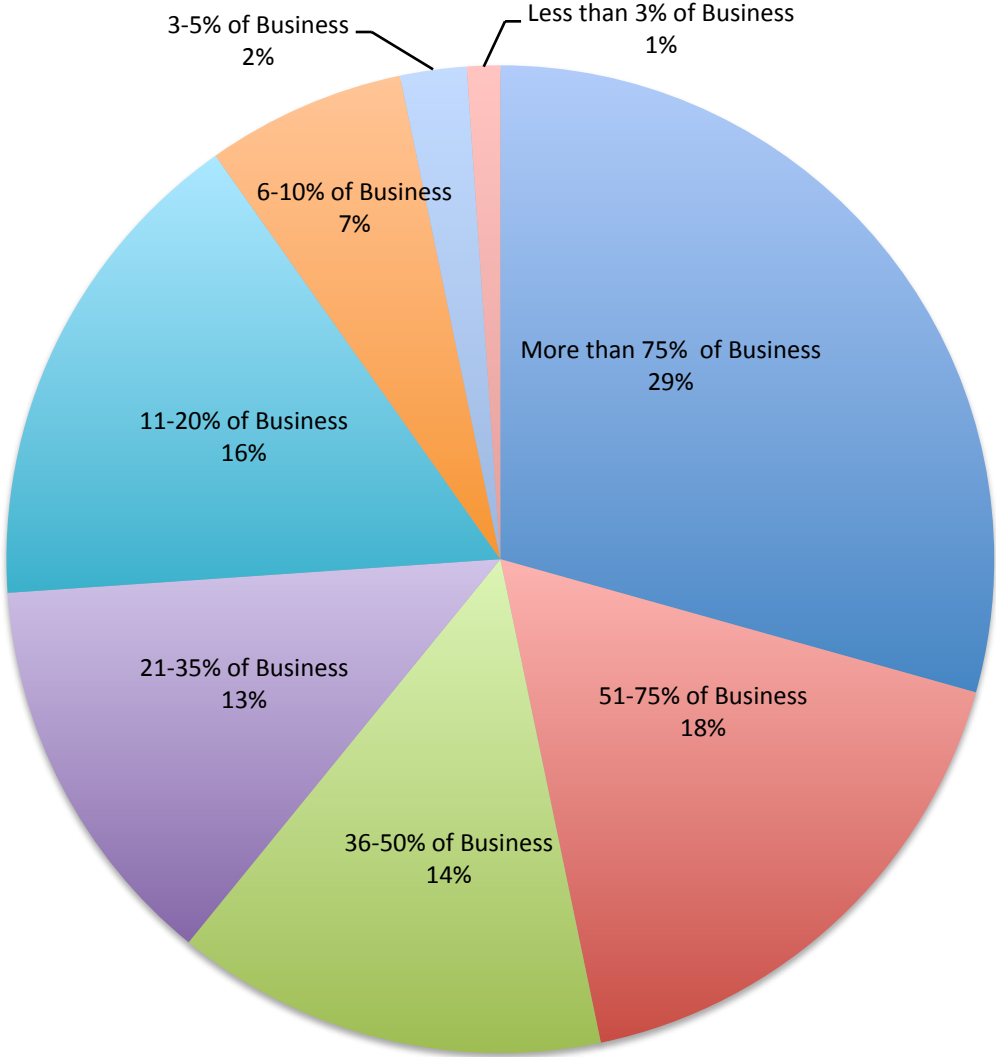
Key Factors Driving Market Growth

- Parents desire to spend quality time traveling together as a family **71.2%**
- Parent's desire to expose children to new destinations and cultures **54.4%**
- Growing range of family travel offerings from industry **38.4%**
- Grandparents desire to create multi-generational family bonding & memories **36.0%**

Key Concerns To Future Growth

- Economic conditions/Instability **59.5%**
- Political/Global Instability **46.0%**
- Safety/Security **43.7%**
- Terrorism **38.9%**

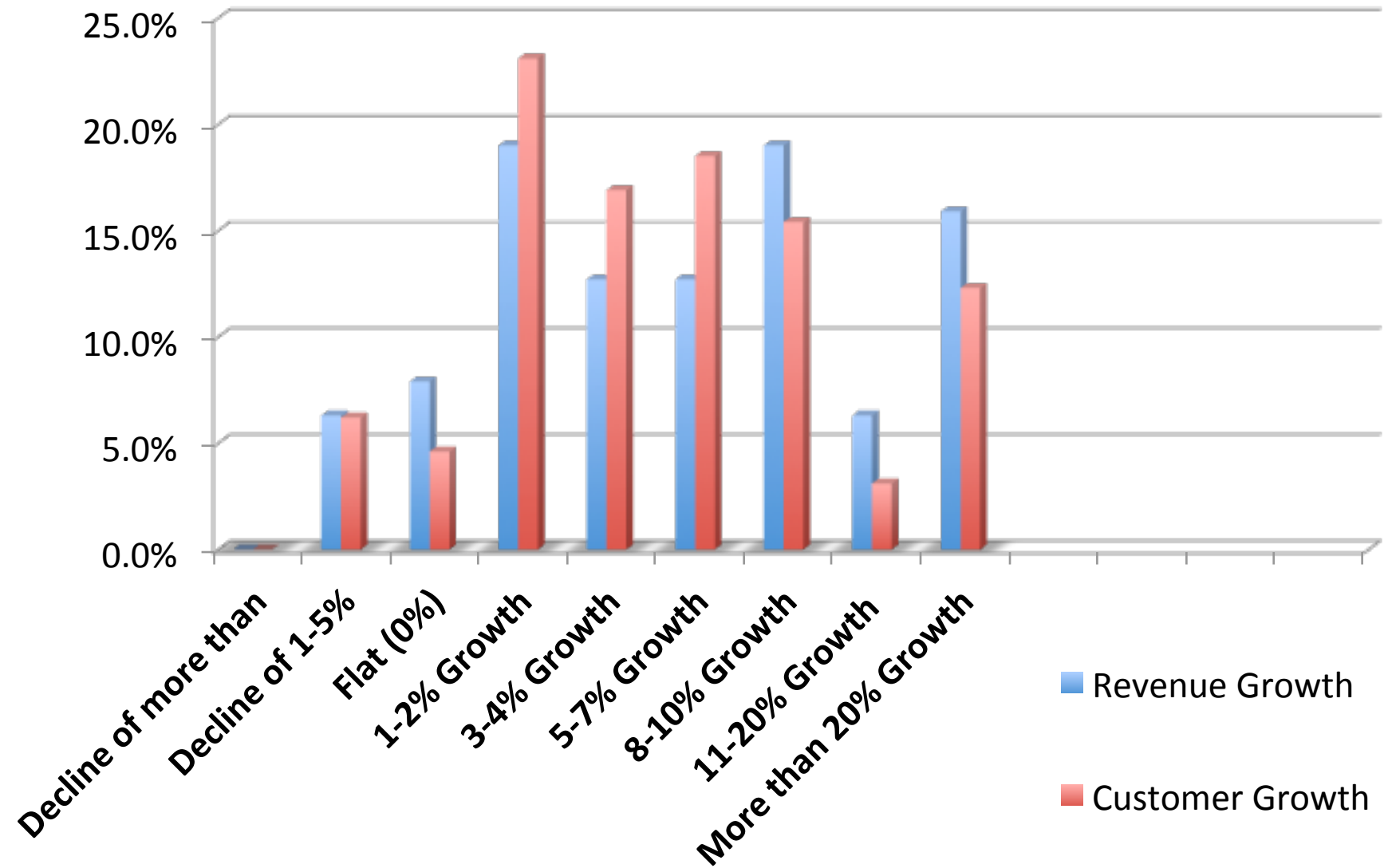
Family Travel Represents Significant Portion of Current Business



46.7% earn more than 50% of their revenue from family travel



Strong Family Travel Revenue & Customer Growth Reported Over Past Year



Traveling Families Behaviors & Interests

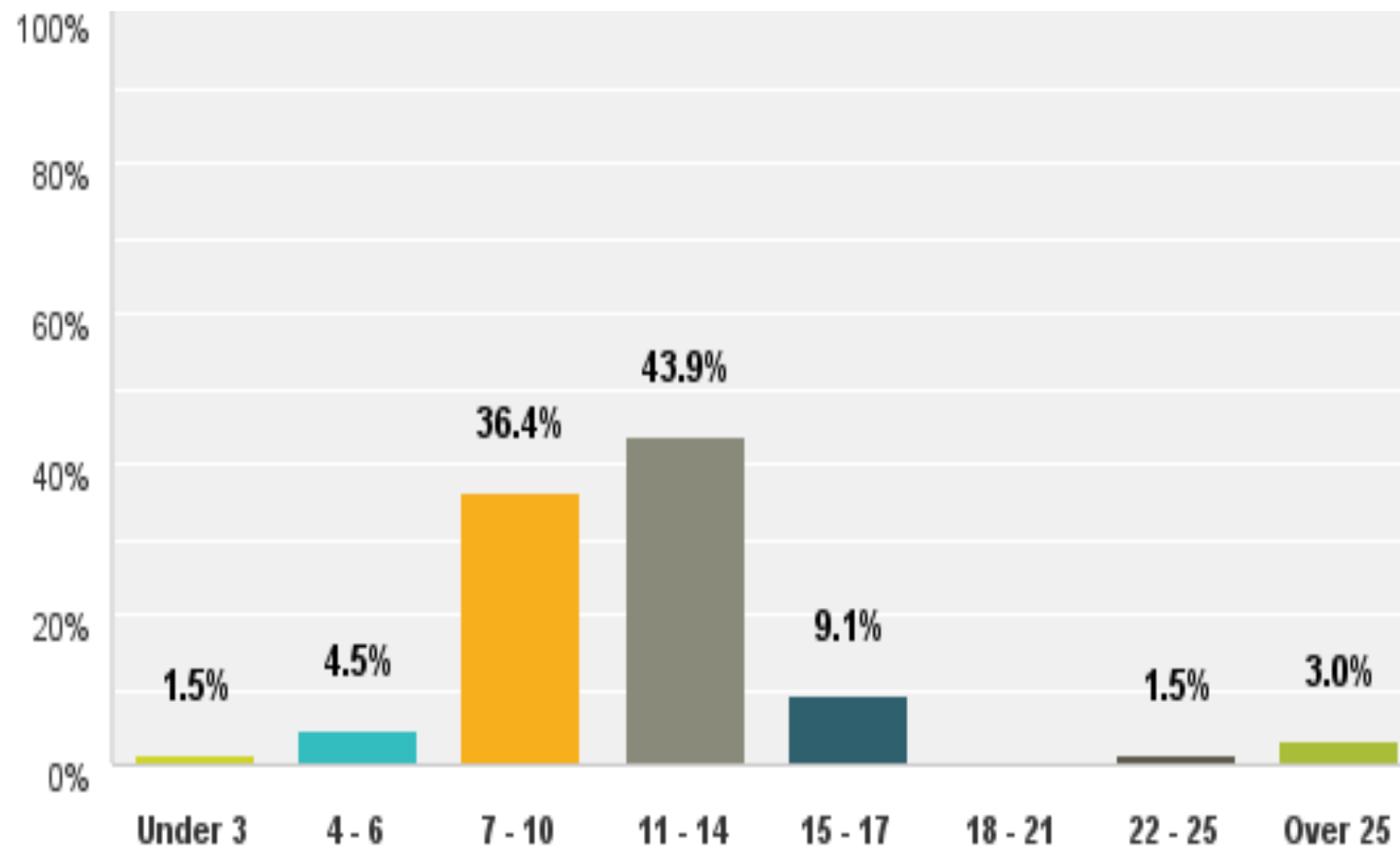
Most Popular Destinations

1. Caribbean/Central America
2. Europe
3. US West
4. US South
5. South America
6. Africa
7. Canada
8. Hawaii
9. Alaska
10. Asia

Most Popular Family Activities

1. Beach/Pool/Swim
2. Hike/Walk/Trek
3. Horseback Riding
4. City Tours/Culture/Sightseeing
5. Wildlife Viewing
6. Foreign Tours/Culture/Sightseeing
7. Cruising
8. Biking/Bike Tours
9. Scuba/Snorkel
10. Rafting/Kayak

Ages of Children Traveling



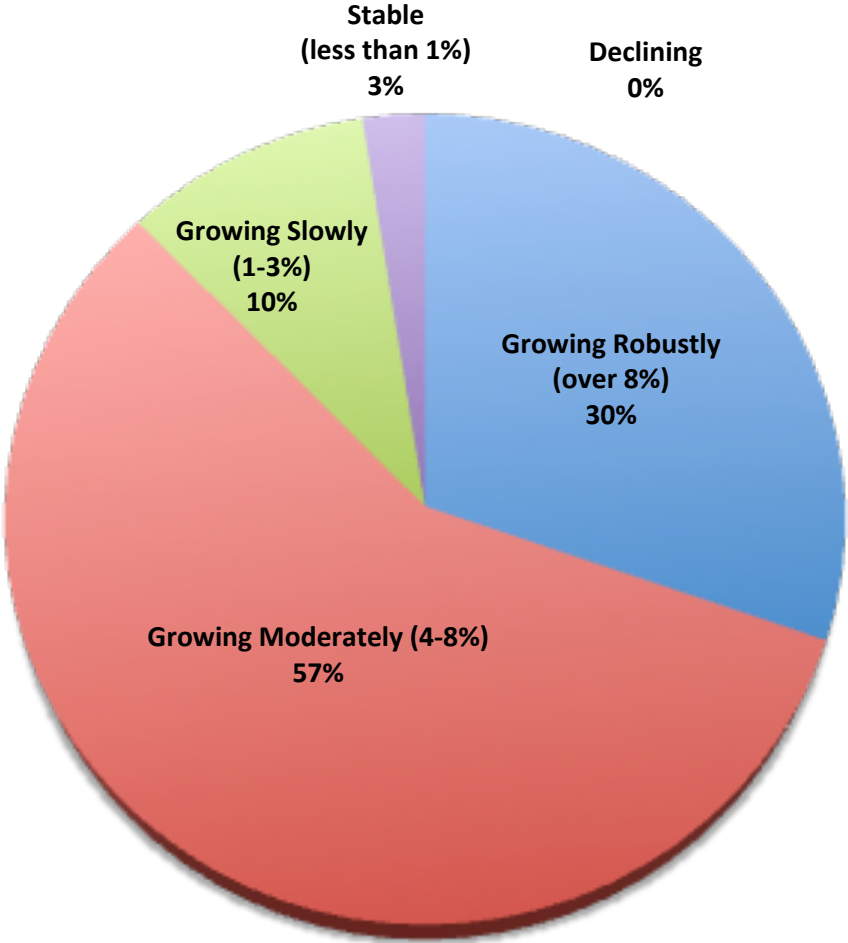
80% of client's kids are in the 7-14 age range

Marketing & Engagement Strategies

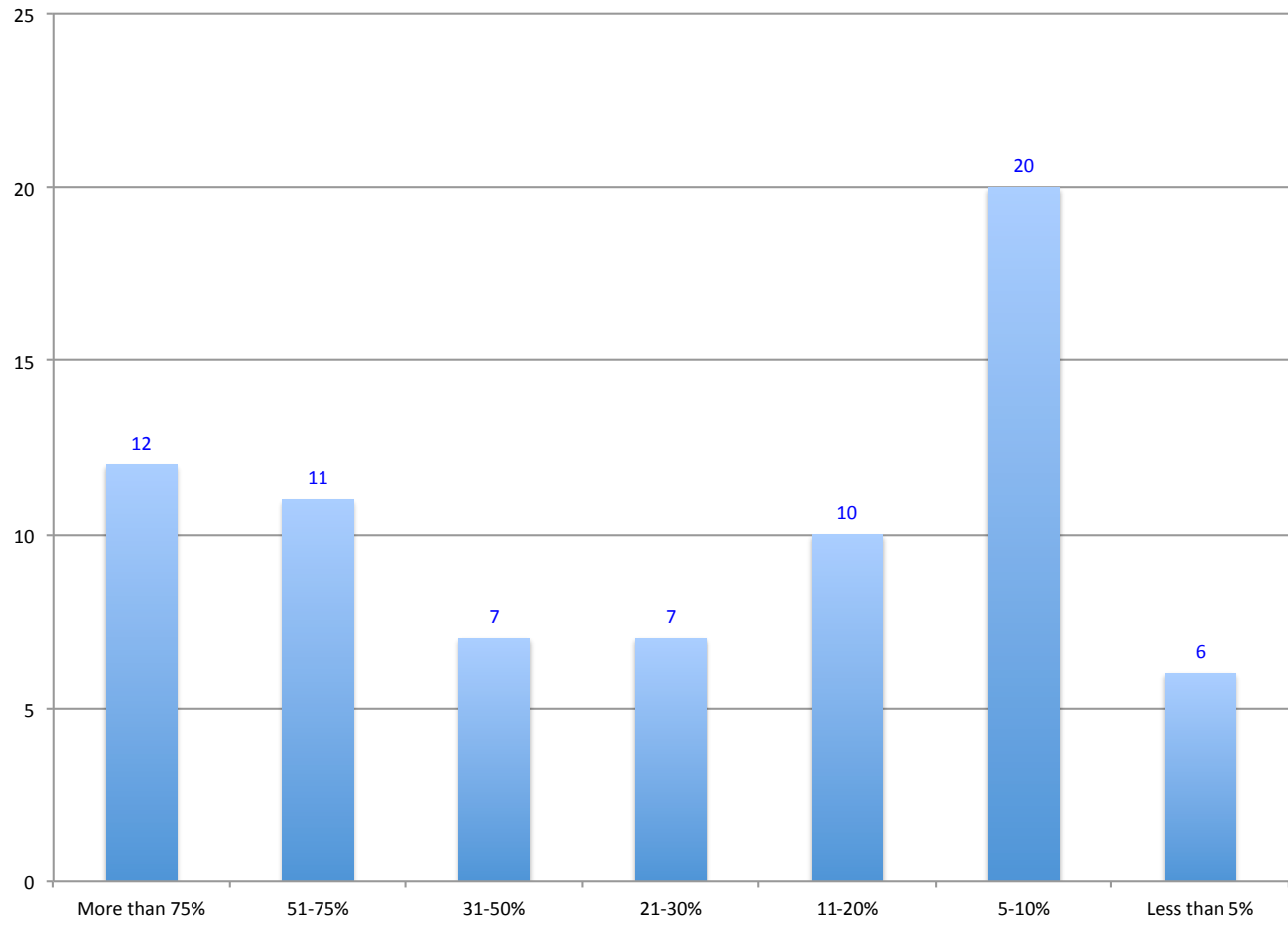
- Company/organization website **55.7%**
- Social Media **51.5%**
- Online/Web Advertising **44.3%**
- Recommendations/Word of Mouth **42.3%**
- Travel Agents **33.0%**
- PR and Media placements **30.9%**
- Traditional Advertising **14.0%**

Industry Is Bullish on 3-5 Year Trend

Over 87% project growth to be robust or moderate



The Future For Family Travel Looks Bright



31.5% of industry projects family travel will be a majority of their business over next 3-5 years

