

Family Travel Industry Study 2017

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200 Participants

Tour Operators

Destinations/Tourist Boards

Accommodations/Hotel/Resorts

Travel Agents

Media Writers

Dude Ranches

Cruise Lines

Theme Parks

Associations

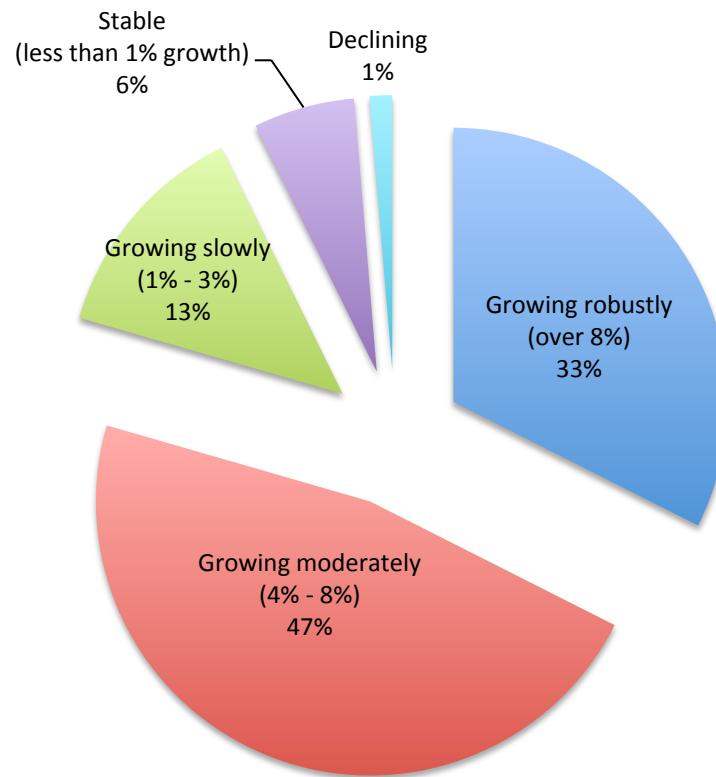
Media Companies

Travel Industry Suppliers and Services

Marketing/PR Firms

Industry is experiencing strong growth in family travel

- 80% are seeing robust or moderate growth in the current year.



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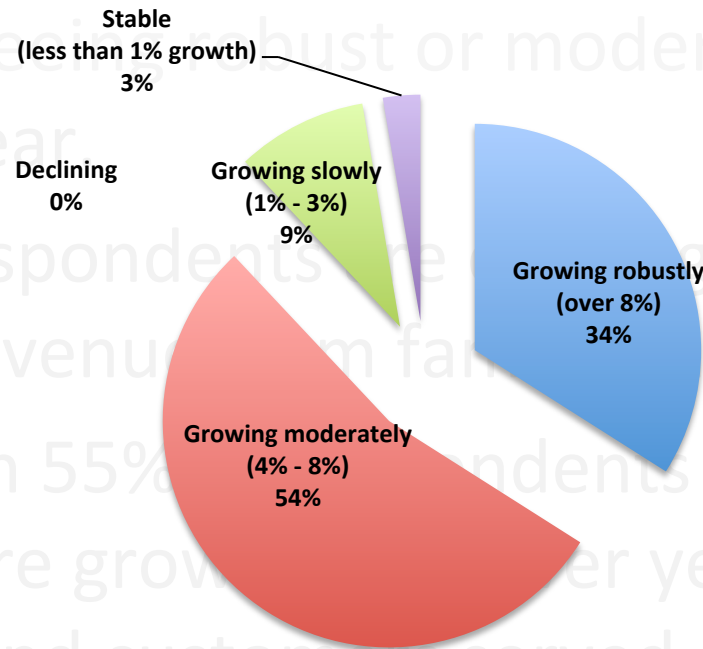
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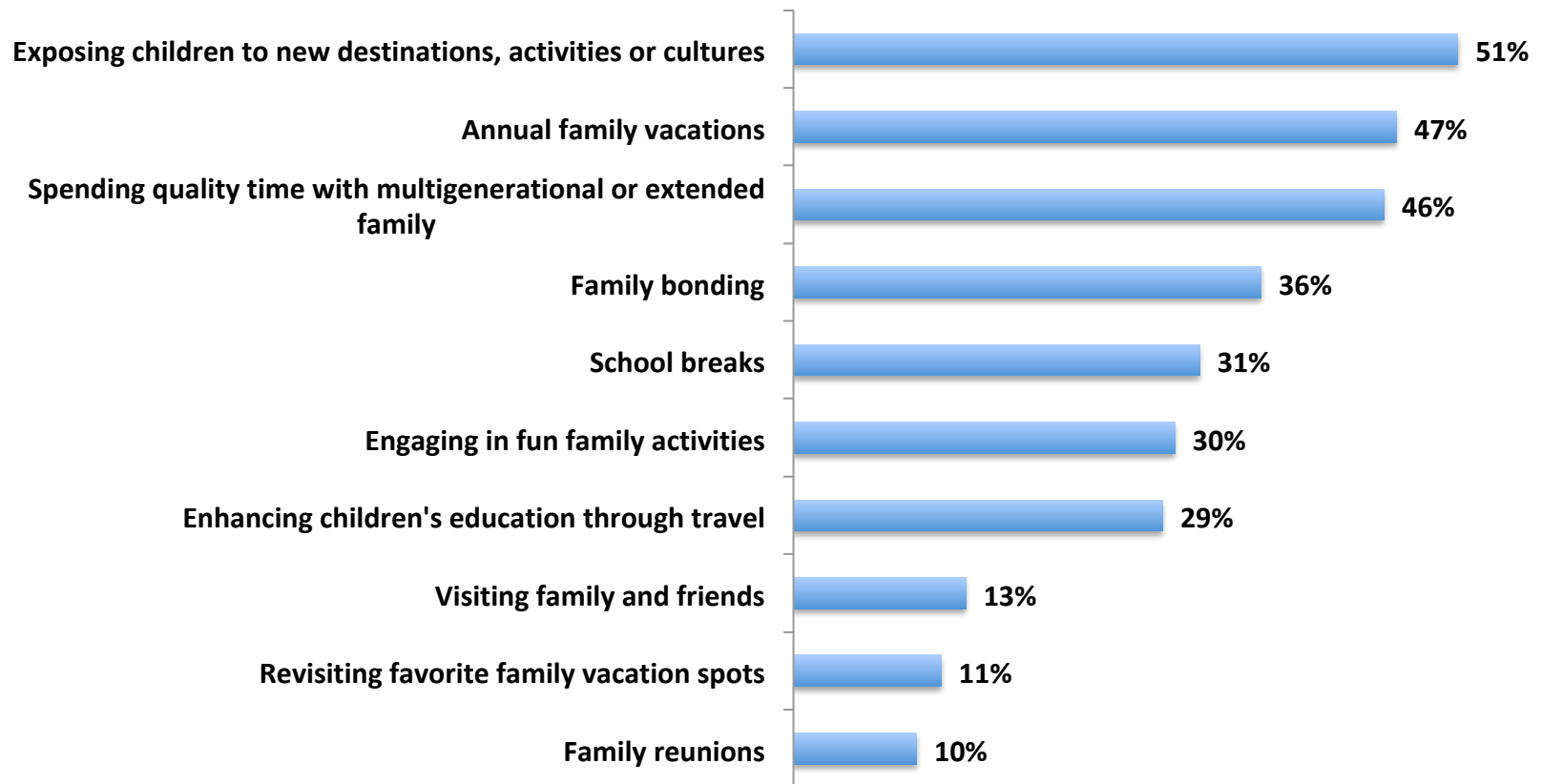
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- 50% of respondents are earning more than half of their revenue from family travel.
- More than 55% of respondents have experienced 5% or higher annual growth in both revenue and customers served.

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- 80% are seeing robust or moderate growth in the current year
- 50% of respondents are seeing more than half of their revenue from family travel.
- More than 55% of respondents have experienced 5% or more growth per year in both revenue and customers served.
- Expectations for future growth are even stronger
 - 88% see robust/moderate growth in 3-5 years



Top client reasons for family travel



Top Activities

- Beach/Pool/Swim 40%
- Wildlife Viewing 35%
- National & State Parks 35%
- Domestic Tours 33%
- Theme/Amusement Parks 32%
- All Inclusive Resorts 32%
- Walking/Hiking 28%
- Foreign Tours 28%
- Cruising 26%
- Kid's Clubs at hotel, destinations 23%

Top Destinations

- Europe 44%
- Caribbean 42%
- US: South 37%
- Mexico/Central America 37%
- US: East 34%
- US: West 34%
- Africa 20%
- South America 16%
- US: Midwest 16%
- Canada 14%

Repeat Customers, Recommendations & Travel Agents are most productive marketing tools

