

Family Travel Planning

Survey Findings by Marriott Bonvoy Bold Credit Card from Chase

2020

Marriott Bonvoy Bold from Chase Survey

CAMPAIGN OVERVIEW

Travel is one of the best ways to create connections with those who are most important to you – but many don't realize that the travel planning process is a great way to come together and make memories before the trip even begins. In September 2020, the Marriott Bonvoy Bold Credit Card™ launched the Bold Family Travel campaign to shine a light on the importance of planning travel together. The campaign was grounded in this report's findings that uncovered the challenges parents face when planning family trips, the benefits of traveling as a family, and the decision/planning process for family vacations.

The Marriott Bonvoy Bold audience partakes in travel to connect with loved ones, whether it's family trips, friend getaways, or a couple's adventure. Knowledge of this traveler and their needs, desires, coupled with the survey findings, created the perfect opportunity to launch Bold Family Travel, an interactive microsite that enables families to plan future travel.

The site was created in partnership with family psychologist Dr. Jen Hartstein who shared expert tips and advice for parents on how to get children of all ages involved in travel planning, how to deal with fears while traveling, and much more. The site also includes kid-friendly content such as downloadable games, coloring book pages, and an interactive VACAVATAR (vacation + avatar) section that generates a list of recommended properties, destinations based on each family member's personalized VACAVATAR profile.

For more information, visit BoldFamilyTravel.Chase.com to begin planning for your next family adventure!

METHODOLOGY

TRUE Global Intelligence,

the in-house research practice of FleishmanHillard, fielded an online survey among 1,000 U.S. consumers from July 13 – 21, 2020.

Consumers were screened based on the following criteria:

- Ages 21-75
- Household income of at least \$75,000
- Has one or more children
- Has stayed in a hotel 2+ times in the past 18 months
- Travels with children and/or grandchildren for leisure at least once a year

Sample Size

Total	n=1,002
Female Gen Z/Millennials	n =155
Female Gen X	n =126
Female Boomers	n =224
Male Gen Z/Millennials	n =199
Male Gen X	n =189
Male Boomers	n =106
Grandparents	n=332

ALMOST HALF OF PARENTS ARE TAKING MORE THAN THREE FAMILY VACATIONS A YEAR.

- **Spending time together** and **creating memories** are the top reasons why families are going on trips together.
 - Boomers are looking to spend more time together while younger generations are looking to have new experiences and discover new places.
 - 93% of grandparents take at least one overnight trip a year that are multigenerational (their kids and grandkids).
- When preparing to travel, parents are **researching locations** (51%), **accommodations** (48%) and/or **activities/experiences** (46%). Younger generations tend to look more to **family and friends** for recommendations and not do as much research.
 - More than a third of parents check out travel deal websites and consider using rewards points to book hotels or flights.
 - Safety and location are the most important aspects when thinking about traveling and three-in-four parents also find approval from family members to be important.
- More than half (55%) of families look into **beach vacations** while 43% look into going to theme parks or national parks. Gen Z/Millennials are more interested in city vacations or water parks than other generations.
- **Budgeting** and finding a place **everyone likes** and is **suitable for children** are challenges all parents face.
 - 21% find it difficult to plan the trips and **18% of parents express feeling stressed** during the process.
- Even though the majority find it easy to plan their family vacations, more than half (52%) are **likely to use a vacation profiling tool for their next trip.**
 - Older female generations are more indecisive about the tool.

PARENTS ARE THE ONES PLANNING FAMILY VACATIONS, BUT CHILDREN OF ALL AGES HAVE SOME INFLUENCE.

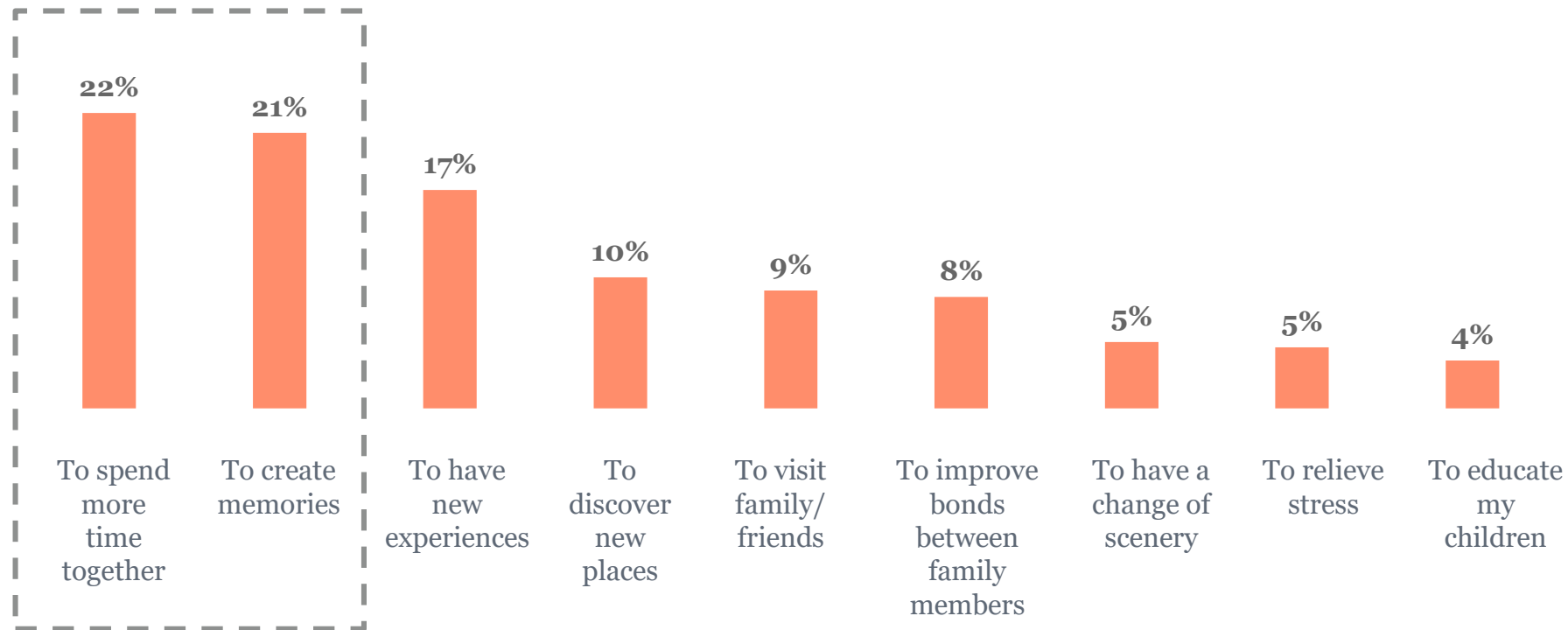
- Three in five parents believe **children are important resources for inspiration and ideas** and half find **credit card/hotel/airline redemption sites** and websites like Trip Advisor and Yelp, important resources for **recommendations**.
 - Almost all parents use a variety of rewards credit cards to pay for some or all of their vacations. Males are more likely to have hotel brand rewards credit cards.
- When children are involved in the planning process they become **more engaged** in the vacation and are excited.
 - Half of grandparents find it increases family bonding and everyone enjoys the vacation more when the children/grandchildren are involved.
- Most parents (81%) are more **conscious of public health and safety** when planning their family trips now than they were in the past.
 - Half plan on **reducing their family travel budget** for the next year.
- Even though parents express concern with traveling, a majority (85%) anticipate traveling domestically in the next 12 months. **Almost half said they would take a road trip (44%) or stay in a hotel (43%) within the next 6 months.**
 - 89% of parents and 80% of grandparents said they plan to take a vacation in 2021.

Detailed Findings

SPENDING TIME TOGETHER AND CREATING MEMORIES ARE TOP REASONS FAMILIES TAKE VACATIONS

Main Reason for Taking Family Vacations

n=1,002

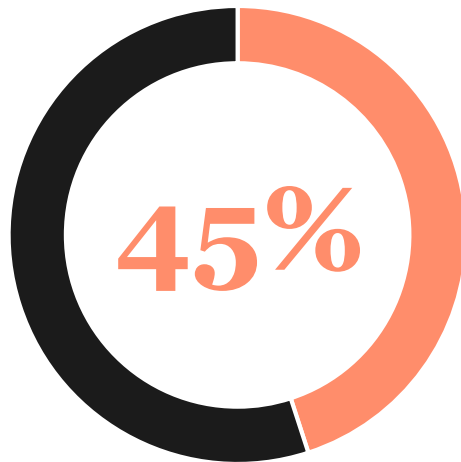


BOOMERS ARE LOOKING TO SPEND MORE TIME TOGETHER WHILE YOUNGER GENERATIONS ARE LOOKING TO HAVE NEW EXPERIENCES

Main Reason for Taking Family Vacations

	Female Gen Z/Millennials	Female Gen X	Female Boomers	Male Gen Z/Millennials	Male Gen X	Male Boomers
To spend more time together	18%	25%	31%	15%	17%	29%
To create memories	20%	24%	28%	17%	16%	19%
To have new experiences	21%	16%	11%	17%	20%	14%
To discover new places	14%	7%	8%	10%	8%	12%
To visit family/friends	8%	5%	9%	11%	9%	10%
To improve bonds between family members	7%	10%	6%	9%	12%	8%
To have a change of scenery	3%	6%	3%	6%	9%	4%
To relieve stress	4%	5%	2%	9%	5%	2%
To educate my children	4%	3%	0%	8%	4%	2%

ALMOST HALF OF FAMILIES ARE TAKING THREE OR MORE OVERNIGHT TRIPS A YEAR



Of parents take more than 3 overnight family trips a year

50%

Of Female Gen Z/Millennials take more than 3 overnight family trips a year

40%

Of Female Gen X take more than 3 overnight family trips a year

29%

Of Female Boomers take more than 3 overnight family trips a year

59%

Of Male Gen Z/Millennials take more than 3 overnight family trips a year

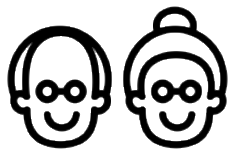
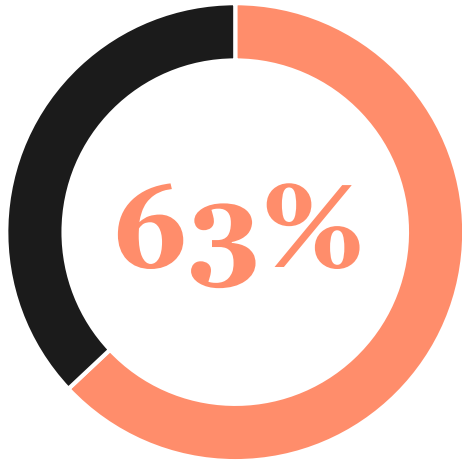
46%

Of Male Gen X take more than 3 overnight family trips a year

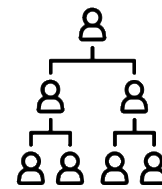
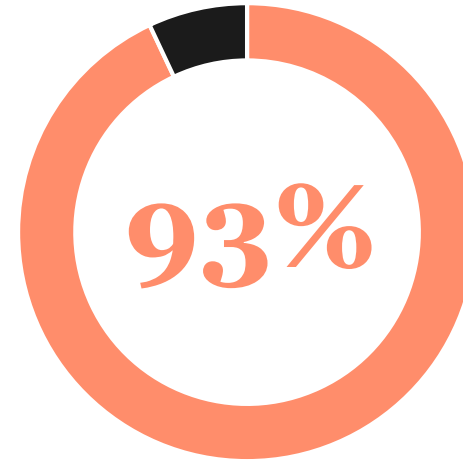
48%

Of Male Boomers take more than 3 overnight family trips a year

WHEN GRANDPARENTS TAKE OVERNIGHT FAMILY TRIPS, ALMOST ALL ARE WITH THEIR KIDS AND GRANDCHILD(REN)



Of grandparents take at least one overnight trip a year with just their grandchild(ren)

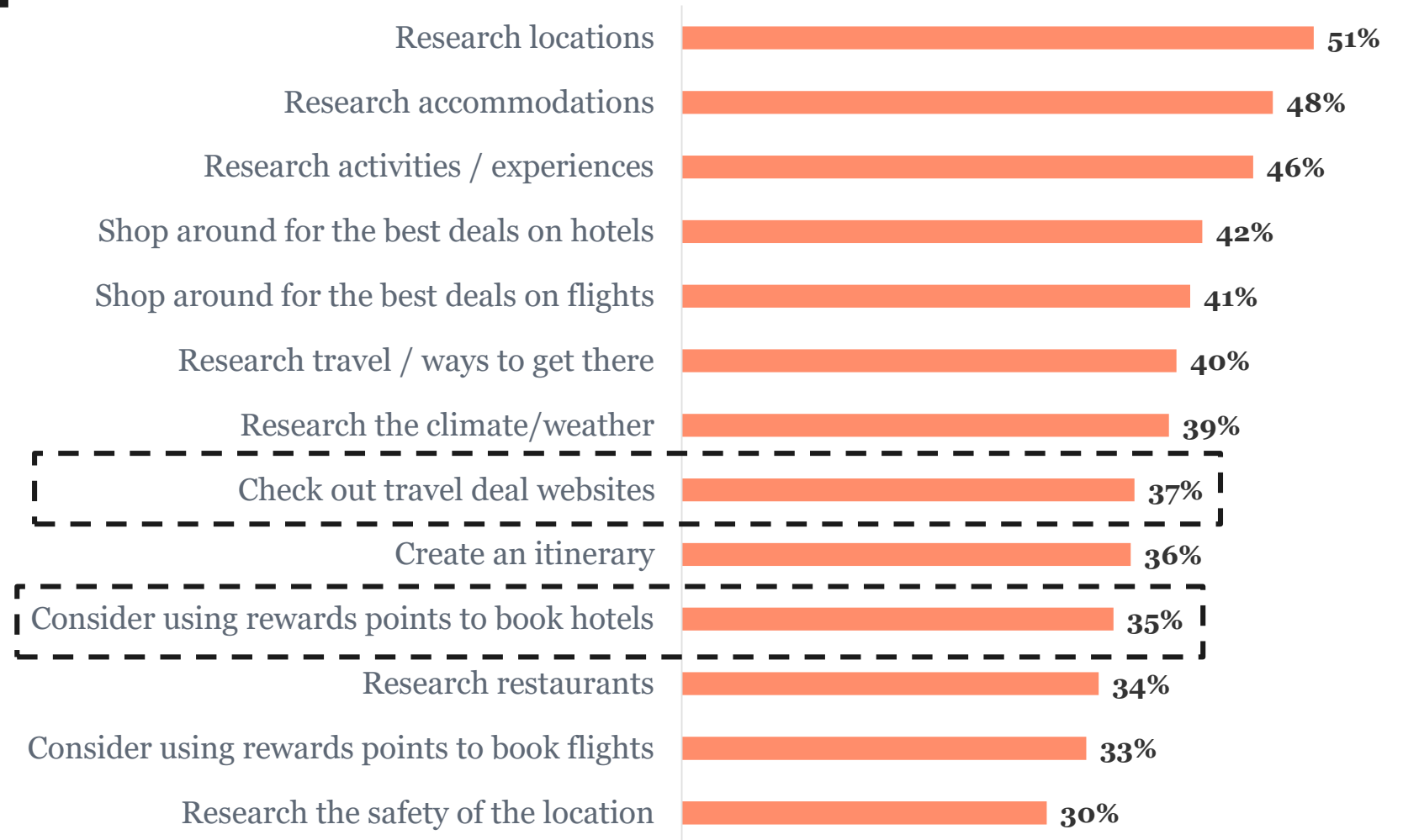


Of grandparents take at least one overnight trip a year that are multigenerational

HALF OF PARENTS RESEARCH LOCATIONS AND ACCOMMODATIONS WHEN PLANNING A TRIP

More than a third of parents check out travel deal websites and consider using rewards points to book hotels or flights.

Planning a Trip

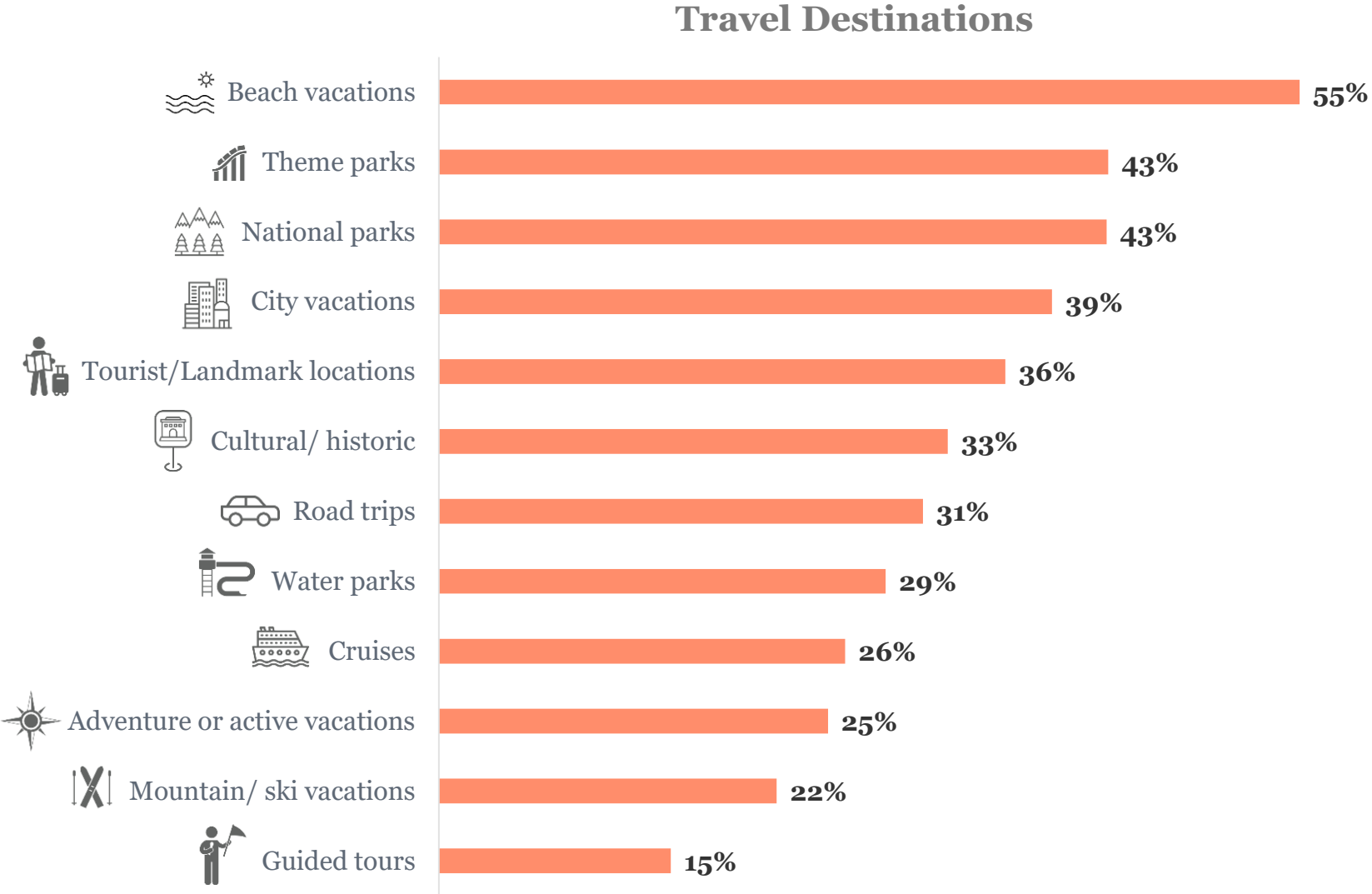


YOUNGER GENERATIONS DO NOT DO AS MUCH RESEARCH AND LOOK MORE TO FAMILY AND FRIENDS FOR RECOMMENDATIONS

	Planning a Trip					
	Female Gen Z/Millennials	Female Gen X	Female Boomers	Male Gen Z/Millennials	Male Gen X	Male Boomers
Research locations	46%	53%	62%	36%	52%	60%
Research accommodations	41%	57%	64%	27%	45%	57%
Research activities / experiences	41%	58%	60%	31%	42%	46%
Shop around for the best deals on hotels	41%	47%	51%	30%	34%	55%
Research travel / ways to get there	37%	46%	44%	29%	41%	49%
Create an itinerary	34%	42%	45%	31%	24%	45%
Research the climate/weather	34%	53%	50%	24%	37%	44%
Shop around for the best deals on flights	34%	47%	58%	24%	37%	49%
Ask friends and family for recommendations	33%	27%	30%	31%	26%	23%
Check out travel deal websites	30%	43%	39%	34%	35%	42%
Consider using rewards points to book hotels	30%	29%	44%	26%	40%	39%
Research restaurants	29%	44%	35%	32%	30%	37%
Research the safety of the location	26%	37%	29%	29%	30%	27%













MANY FAMILIES SEEK THE BEACH AS A FAMILY TRAVEL DESTINATION

More than two-in-five look into going to theme parks and national parks.



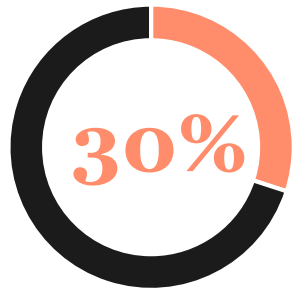
WHILE TWO-IN-FIVE GEN Z/MILLENNIALS ARE INTERESTED IN CITY VACATIONS OR WATER PARKS

Destinations

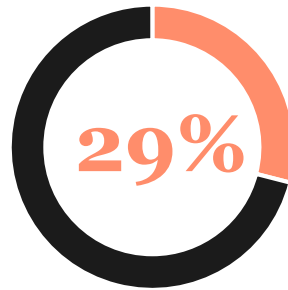
		Female Gen Z/Millennials	Female Gen X	Female Boomers	Male Gen Z/Millennials	Male Gen X	Male Boomers
Beach vacations		55%	69%	62%	43%	52%	57%
Theme parks		47%	47%	37%	37%	50%	44%
National parks		44%	46%	45%	36%	40%	51%
City vacations		40%	35%	36%	41%	44%	39%
Water parks		38%	27%	15%	37%	32%	25%
Tourist/Landmark locations		30%	41%	40%	29%	39%	42%
Cultural/historic		30%	29%	36%	32%	33%	34%
Road trips		28%	35%	24%	28%	41%	35%
Cruises		26%	23%	33%	26%	23%	24%
Adventure or active vacations		25%	28%	18%	31%	26%	23%
Mountain/ski vacations		23%	21%	15%	28%	25%	18%
Guided tours		11%	10%	13%	23%	16%	9%

TOP CHALLENGES PARENTS FACE WHEN PLANNING A VACATION

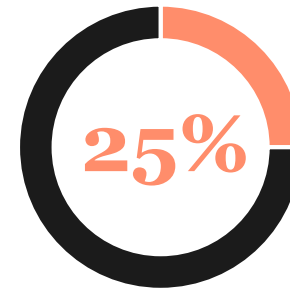
48% *Find it challenging to find a place everyone likes and/or choose a destination (NET)*



Finding a place everyone likes



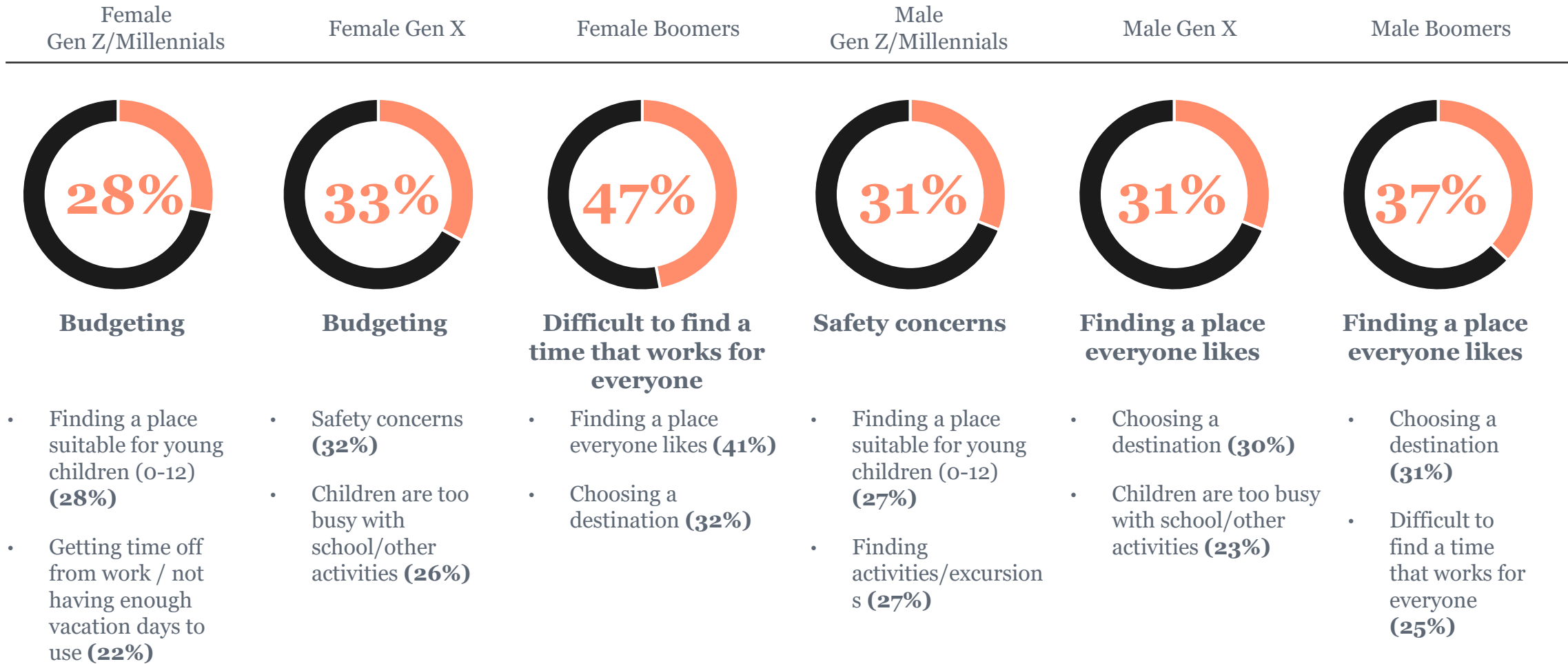
Choosing a destination



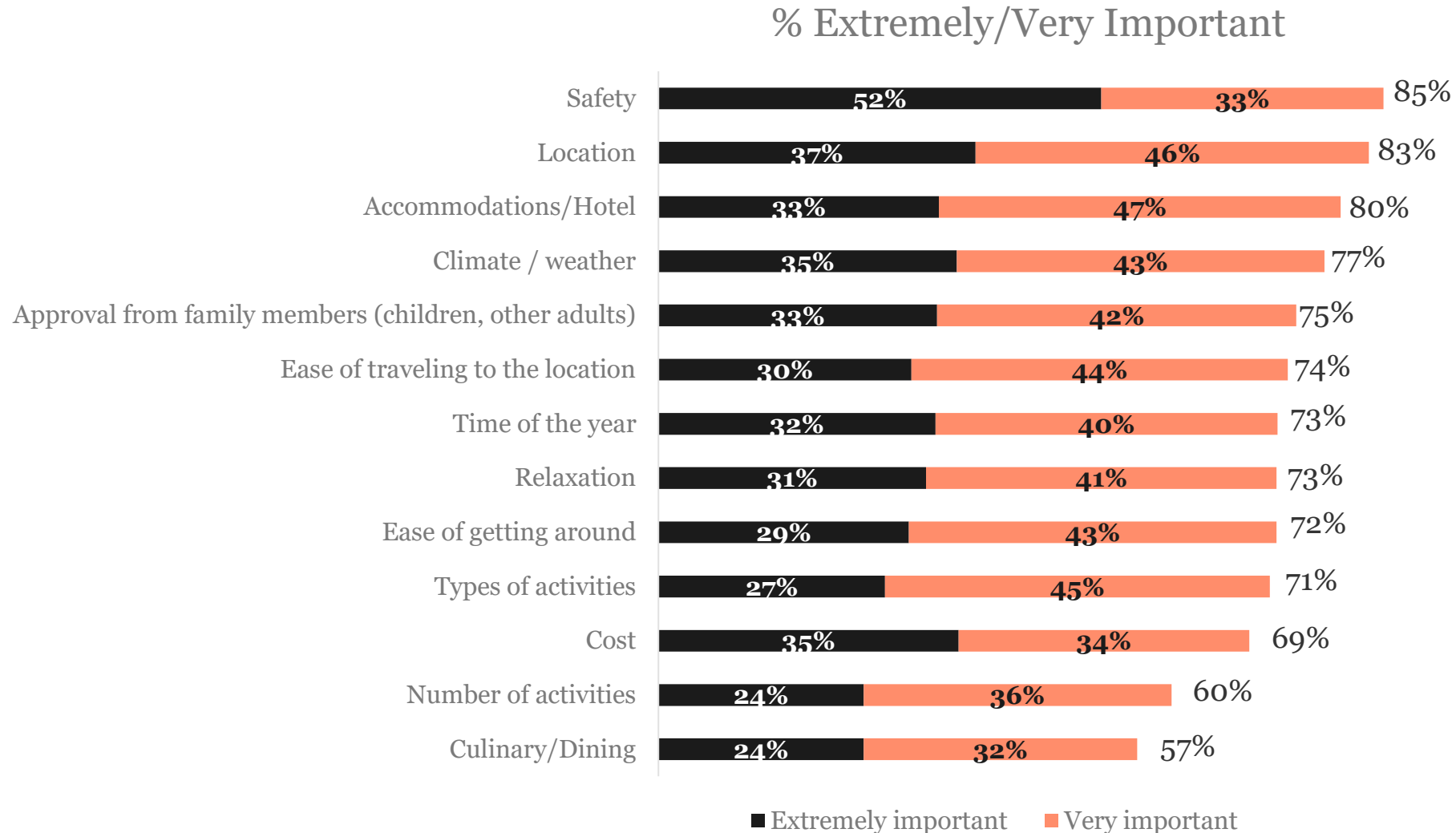
Budgeting

30% *of parents also find it challenging to find a place suitable for children*

BUDGETING AND FINDING A PLACE EVERYONE LIKES ARE TOP CHALLENGES REGARDLESS OF AGE



SAFETY AND LOCATION ARE THE MOST IMPORTANT ASPECTS WHEN PLANNING A FAMILY VACATION



MALES TEND TO FIND COST AS A MORE IMPORTANT FACTOR THAN FEMALES WHEN PLANNING A FAMILY VACATION

<i>Showing % Extremely/Very important</i>	Female Gen Z/Millennials	Female Gen X	Female Boomers	Male Gen Z/Millennials	Male Gen X	Male Boomers
Safety	81%	87%	88%	84%	85%	86%
Accommodations/Hotel	76%	79%	83%	79%	80%	79%
Location	75%	84%	88%	83%	80%	86%
Climate / weather	75%	79%	77%	80%	79%	74%
Types of activities	74%	71%	70%	76%	70%	63%
Relaxation	72%	71%	66%	77%	79%	71%
Ease of traveling to the location	71%	79%	77%	78%	72%	64%
Cost	69%	74%	65%	75%	72%	56%
Approval from family members (children, other adults)	67%	72%	79%	79%	75%	70%
Ease of getting around	66%	73%	77%	77%	72%	64%
Time of the year	65%	78%	73%	75%	76%	68%
Number of activities	59%	58%	52%	76%	64%	46%
Culinary/Dining	54%	53%	46%	76%	58%	53%

ONE FIFTH OF PARENTS FIND PLANNING A FAMILY VACATION STRESSFUL BUT MOST FEEL EXCITEMENT



66% *feel excitement*



18% *feel stressed*



56% *feel happiness*



14% *feel overwhelmed*



21% *feel gratitude*

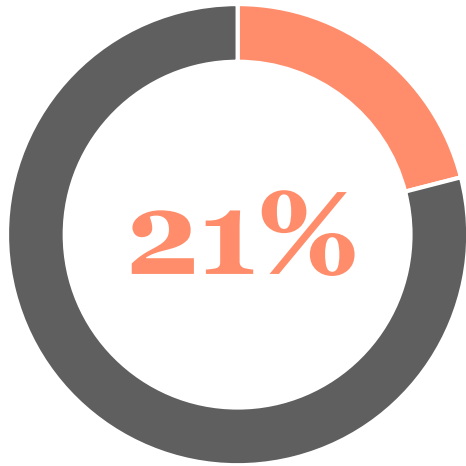


8% *feel frustration*

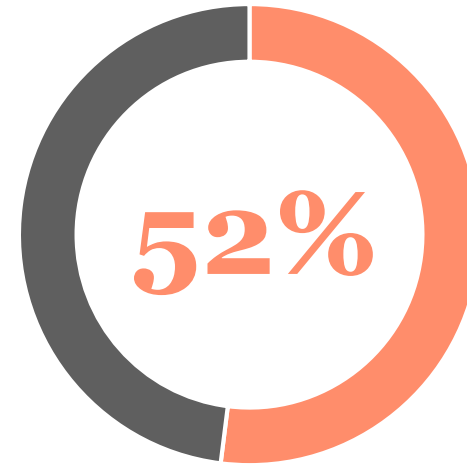
FEMALE BOOMERS FEEL MORE EXCITEMENT AND ANTICIPATION THAN OTHERS WHILE GEN Z/MILLENNIALS FEEL MORE OVERWHELMED

	Female Gen Z/Millennials	Female Gen X	Female Boomers	Male Gen Z/Millennials	Male Gen X	Male Boomers
Excitement	68%	70%	73%	56%	60%	69%
Happiness	57%	54%	63%	51%	57%	52%
Joy	44%	42%	44%	43%	37%	36%
Anticipation	39%	50%	71%	32%	41%	66%
Gratitude	26%	16%	25%	25%	16%	8%
Appreciation	24%	21%	30%	24%	24%	22%
Stressed	23%	20%	16%	17%	20%	12%
Overwhelmed	21%	14%	8%	19%	12%	10%
Frustration	8%	8%	5%	15%	6%	3%

ONE FIFTH OF PARENTS FIND PLANNING A VACATION DIFFICULT; HALF ARE LIKELY TO USE A VACATION PLANNING TOOL FOR THEIR NEXT TRIP



Finding it difficult to plan family vacations



Likely to use a vacation profiling tool for their next trip

HALF OF GEN Z/MILLENNIAL MALE PARENTS ARE VERY LIKELY TO USE THE INTERACTIVE VACATION TOOL AND OLDER FEMALE GENERATIONS ARE INDECISIVE ABOUT IT

Likelihood to use Interactive Vacation Profiling Tool

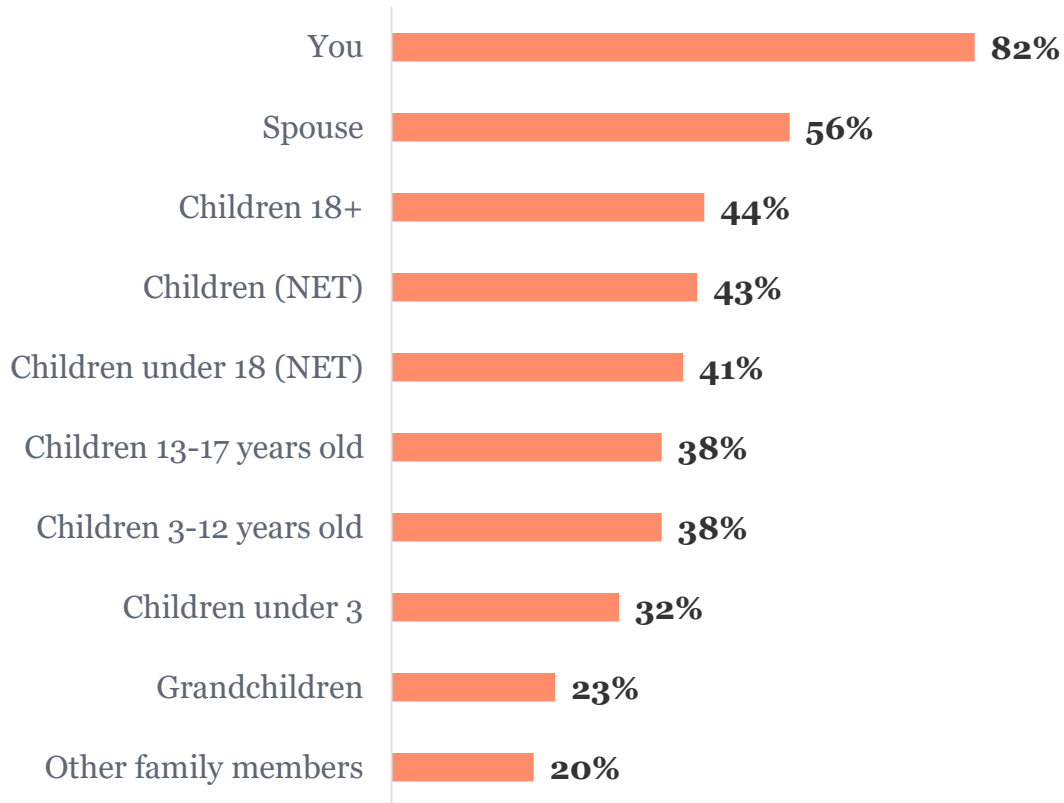
	Female Gen Z/Millennials	Female Gen X	Female Boomers	Male Gen Z/Millennials	Male Gen X	Male Boomers
% Find planning vacations difficult	20%	24%	23%	21%	19%	21%
Very likely	24%	17%	4%	48%	30%	13%
Somewhat likely	35%	31%	25%	29%	33%	20%
Neither likely nor unlikely	20%	31%	37%	8%	20%	32%
Somewhat unlikely	13%	15%	18%	10%	10%	18%
Very unlikely	8%	6%	17%	6%	7%	17%

[Q8A] How easy or difficult do you find planning family vacations?
 [Q8B] How likely are you to use an interactive vacation profiling tool that gives you personalized tips and destination suggestions to help you plan your next vacation?

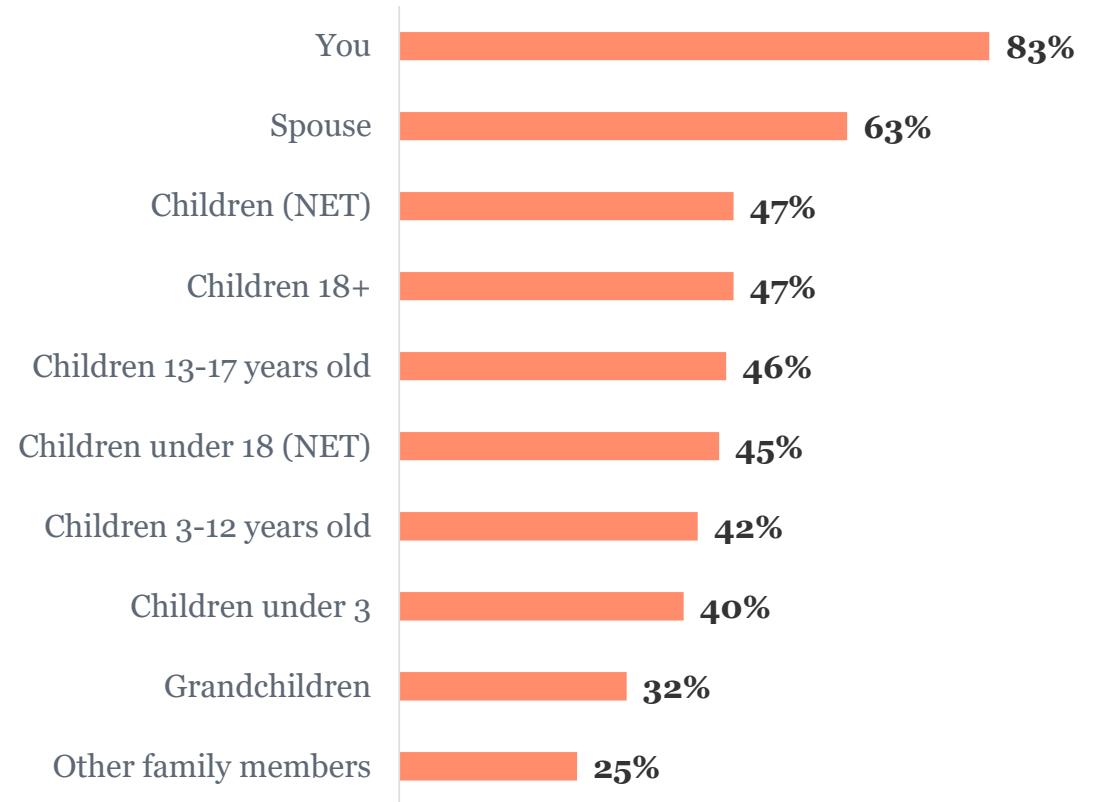
Decision Making Process

PARENTS ARE THE ONES PLANNING FAMILY VACATIONS, BUT CHILDREN OF ALL AGES HAVE SOME INFLUENCE

Participates in Planning A Lot

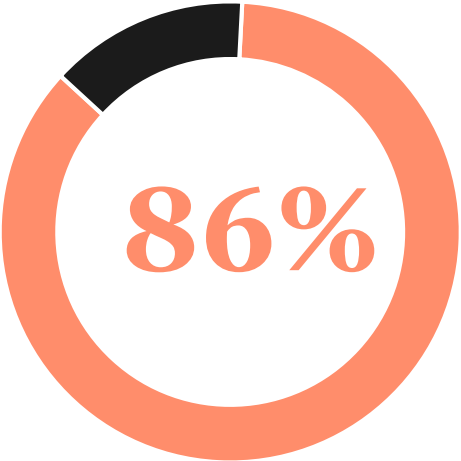


Has A Lot of Influence in Planning

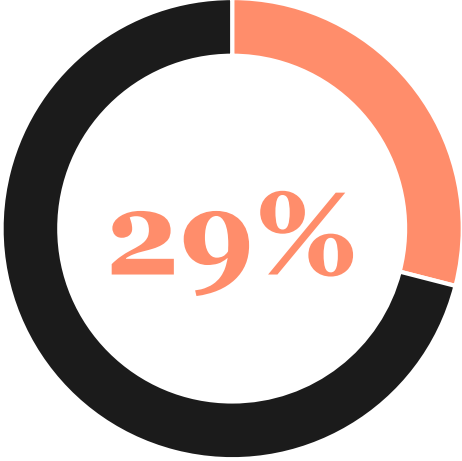


MANY PARENTS INVOLVE THEIR CHILDREN IN THE PLANNING PROCESS, AND AMONG THOSE WHO DO NOT, A THIRD OF PARENTS WOULD LIKE TO

Among parents who do not include their children in the planning process



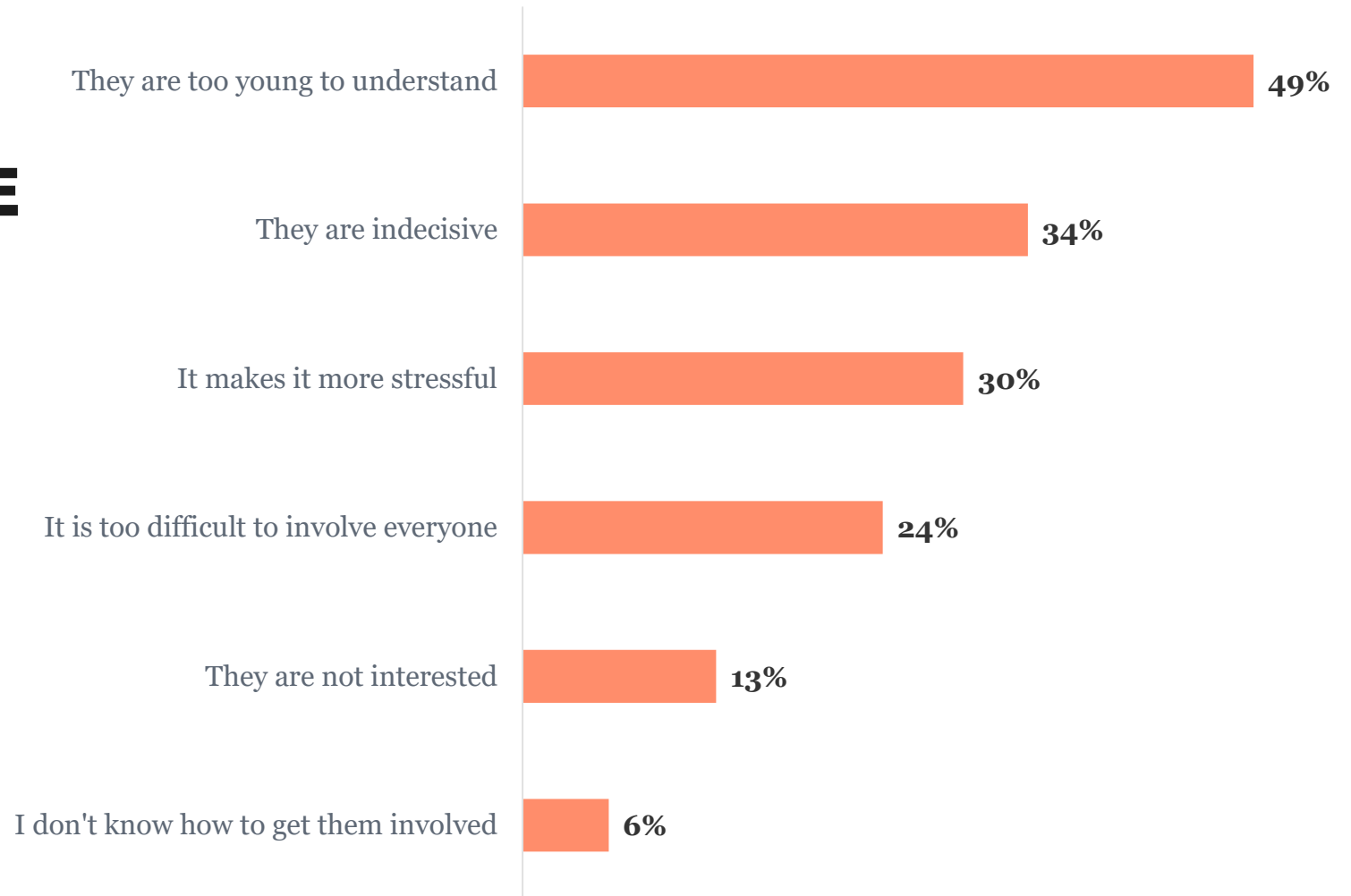
Include their children in the process of planning family vacations



Would like to include their children in the planning process

HALF OF PARENTS SAY THEY DON'T INVOLVE THEIR CHILDREN IN PLANNING THE FAMILY VACATIONS BECAUSE THEY ARE TOO YOUNG

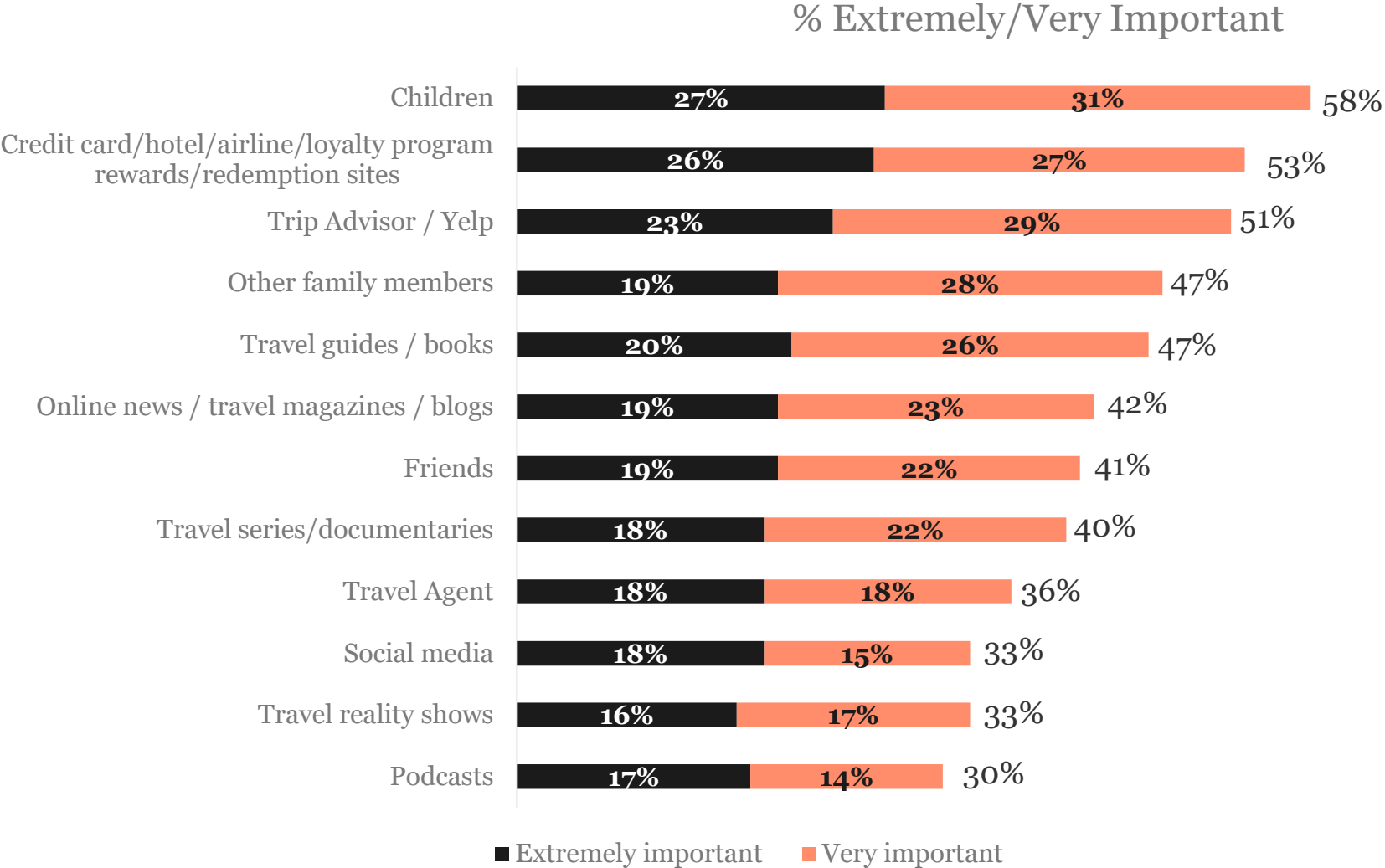
Why Children Don't Participate in Planning



Behaviors, Perceptions & Attitudes

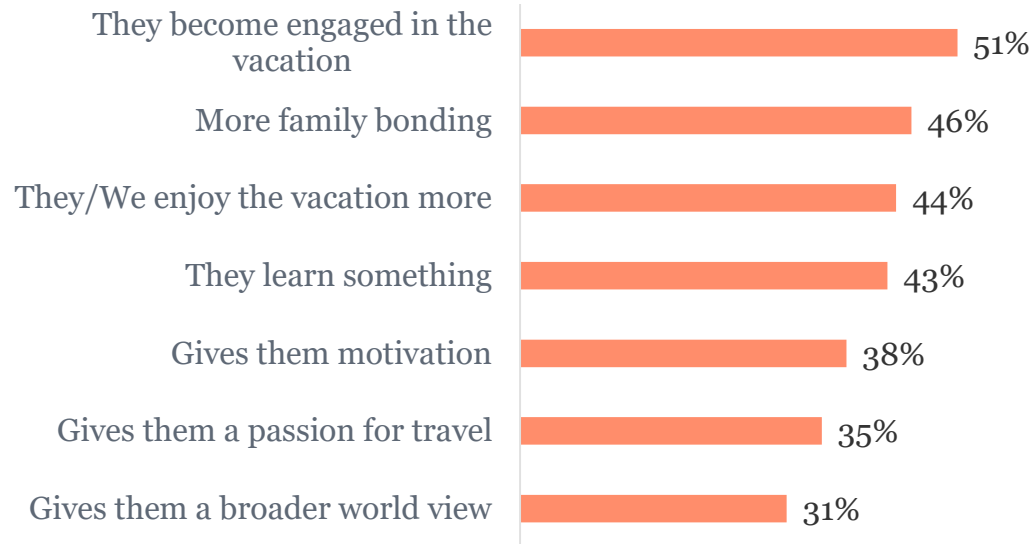
THREE IN FIVE PARENTS BELIEVE CHILDREN ARE IMPORTANT RESOURCES FOR INSPIRATION AND IDEAS

Half find credit card/hotel/airline redemption sites and sites like Trip Advisor and Yelp, important resources for recommendations.

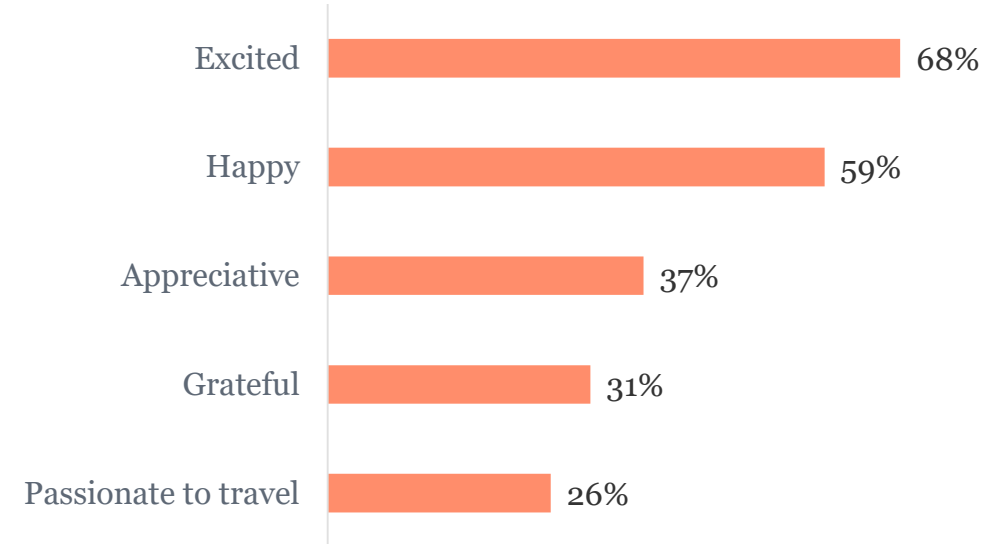


WHEN CHILDREN ARE INVOLVED IN THE PLANNING PROCESS THEY BECOME MORE ENGAGED AND ARE EXCITED

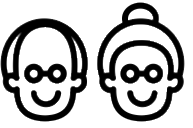
Impact of Children When They are Involved in Planning



Emotions of Children When They are Involved in Planning

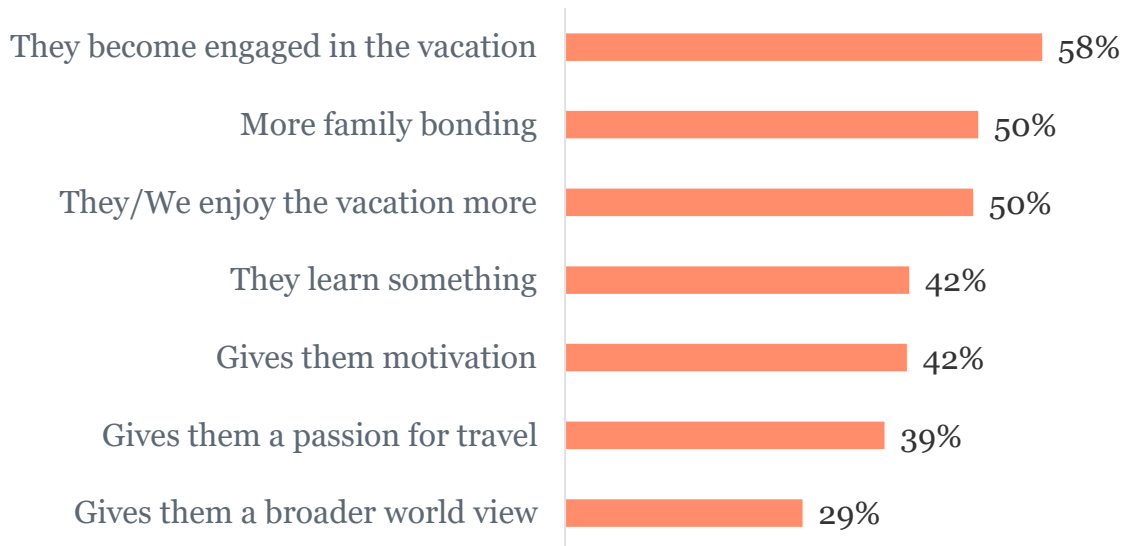


HALF OF GRANDPARENTS FIND IT INCREASES FAMILY BONDING AND EVERYONE ENJOYS THE VACATION MORE WHEN CHILDREN ARE INVOLVED



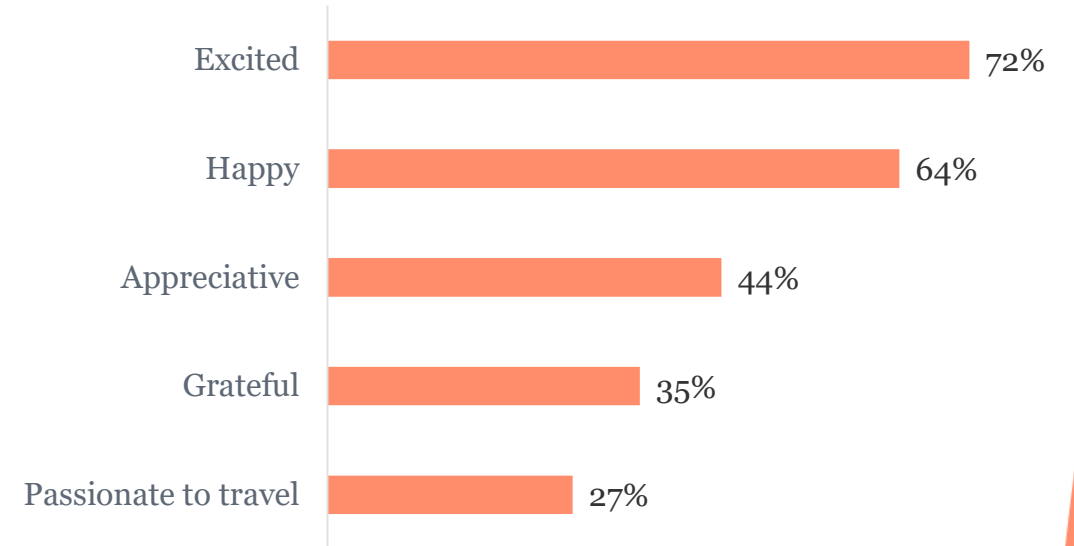
Impact of Children/Grandchildren When They are Involved in Planning

Among Grandparents, n=332



Emotions of Children/Grandchildren When They are Involved in Planning

Among Grandparents, n=332



PLANNING IS THE KEY TO GETTING THE MOST FROM A VACATION. MOST PARENTS ARE CONSCIOUS OF PUBLIC HEALTH AND SAFETY NOW AND HALF ARE REDUCING THEIR TRAVEL BUDGET FOR NEXT YEAR

Agreement Statements

81%

If I plan ahead for a trip, I can relax more on my vacation with my family

81%

I am more conscious of public health and safety when planning family trips than I was in the past

72%

I utilize hotel/airline loyalty points for travel whenever possible

78%

I will take into account potential viruses/diseases I may be exposed to when making travel plans

75%

I am conscious of money when planning family trips

78%

Talking about and planning the vacations with my family is a fun part of the overall experience

50%

I will reduce my family travel budget for the next year

67%

When I travel with my family, I want an adventure

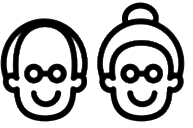
49%

Cost is the main reason we do not take more family trips

51%

I prefer to stay at all-inclusive resorts with my family

GRANDPARENTS ARE ALSO VERY CONSCIOUS OF PUBLIC HEALTH AND MONEY WHEN PLANNING THEIR NEXT VACATION. TWO FIFTHS WANT A COMPLETELY UNPLUGGED VACATION



Agreement Statements Among Grandparents

71%

There is too much uncertainty from experts that tell you when it will be completely safe to travel and be in public spaces again

52%

I will reduce my family travel budget for the next year

82%

I am more conscious of public health and safety when planning family trips than I was in the past

81%

I am more conscious of public health and safety when planning family trips than I was in the past

76%

I am conscious of money when planning family trips

46%

Cost is the main reason we do not take more family trips

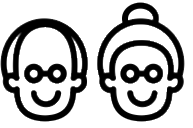
72%

I utilize hotel/airline loyalty points for travel whenever possible

60%

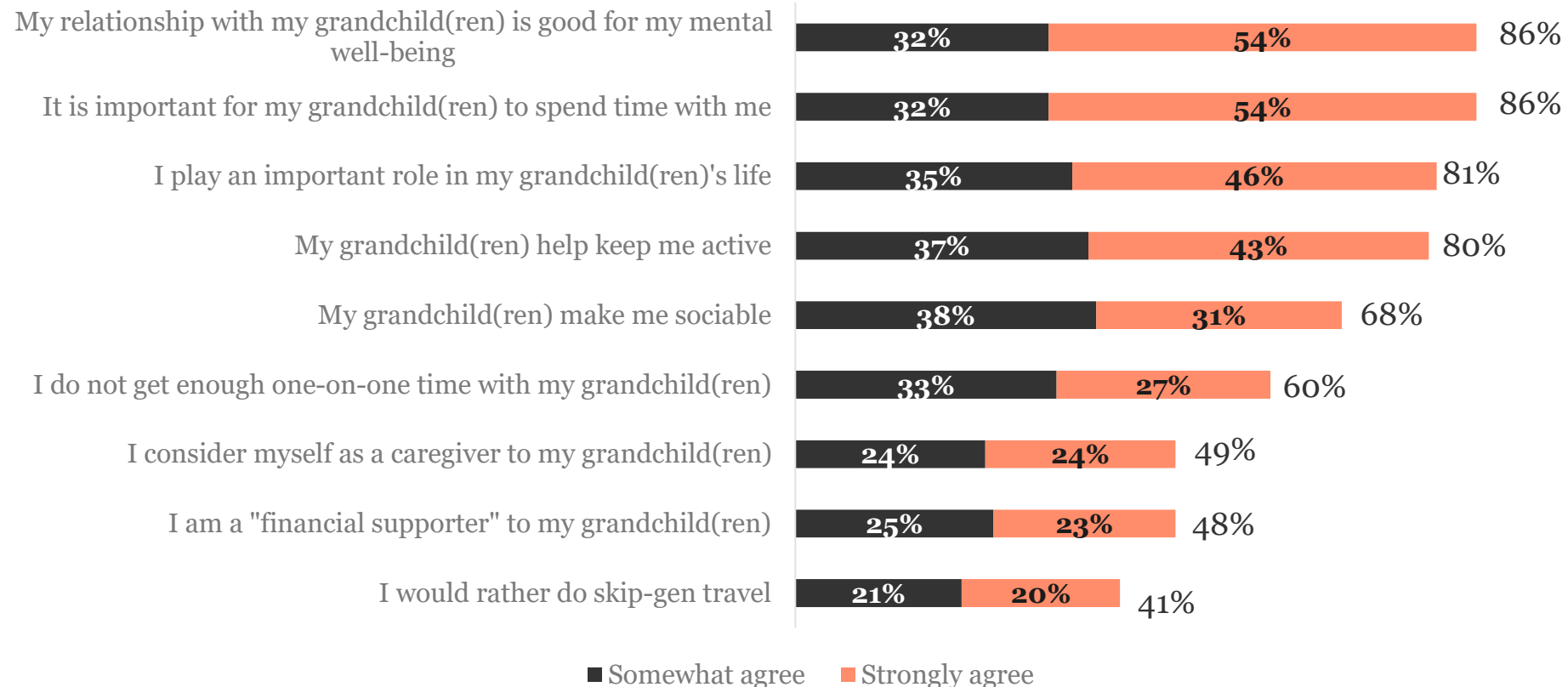
When I travel with my family, I want a completely unplugged vacation

GRANDPARENTS AGREE SPENDING TIME WITH THEIR GRANDCHILD(REN) HELPS THEIR MENTAL WELL-BEING & KEEPS THEM ACTIVE



Areas of Importance for Grandparents in regards to their Grandchild(ren)

n=332



A MAJORITY OF CONSUMERS PLAN TO TRAVEL DOMESTICALLY AND STAY AT HOTELS WITHIN THE NEXT 12 MONTHS



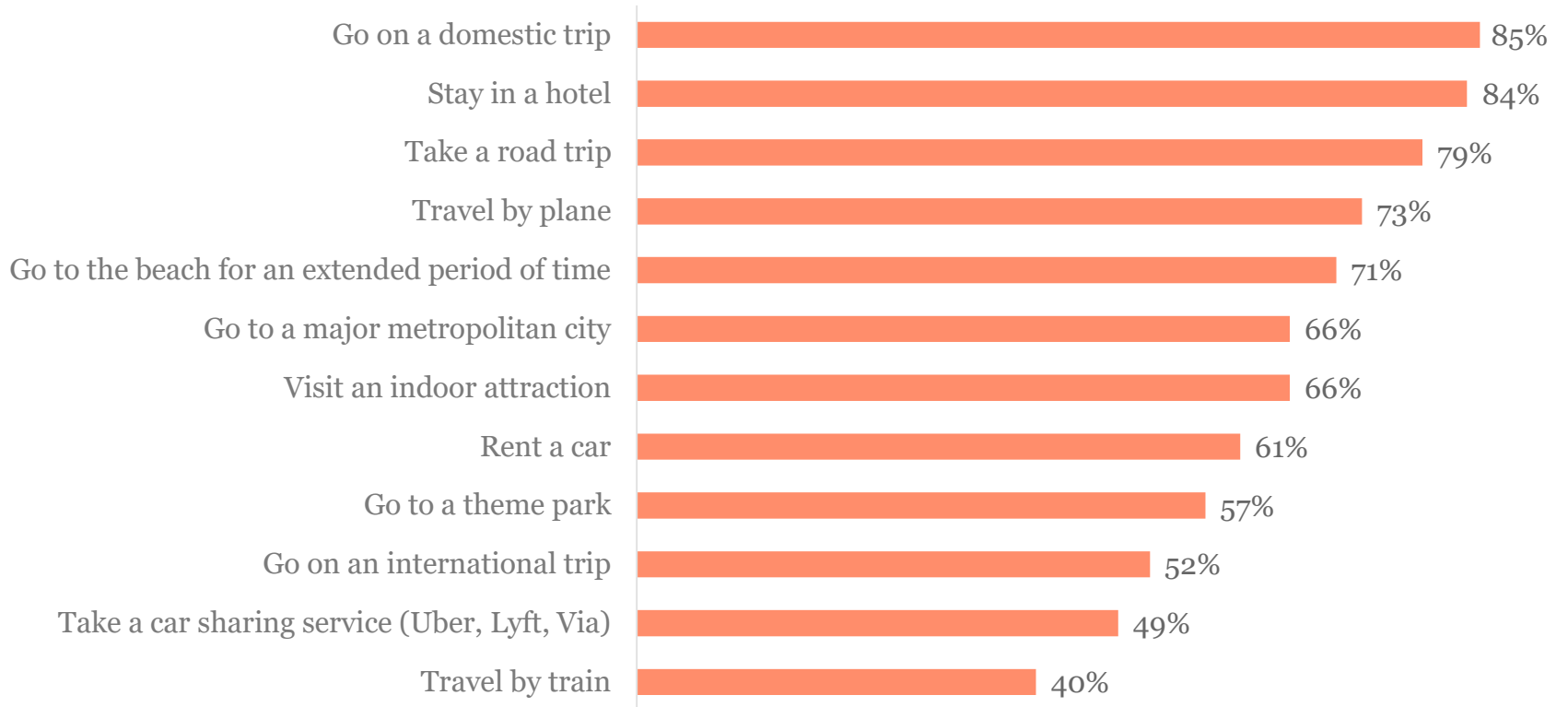
44% plan to take a domestic trip in the next 6 months

44% plan to take a road trip in the next 6 months



43% plan to stay in a hotel in the next 6 months

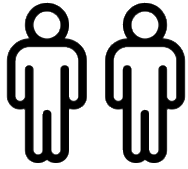
Types of Travel in the Next 6-12 Months (NET)



MALES ARE MUCH MORE LIKELY TO TRAVEL OR BE IN PUBLIC SPACES IN THE NEXT 6-12 MONTHS THAN THEIR FEMALE COUNTERPART

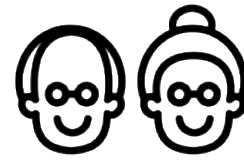
	Female Gen Z/Millennials	Female Gen X	Female Boomers	Male Gen Z/Millennials	Male Gen X	Male Boomers
Take a road trip	84%	77%	68%	85%	84%	79%
Go on a domestic trip	84%	77%	80%	87%	91%	92%
Stay in a hotel	83%	80%	76%	88%	89%	87%
Visit an indoor attraction	77%	53%	48%	83%	68%	65%
Go to the beach for an extended period of time	74%	69%	55%	84%	75%	66%
Travel by plane	74%	60%	65%	82%	81%	72%
Go to a theme park	71%	55%	28%	80%	63%	48%
Rent a car	65%	51%	41%	75%	69%	65%
Go to a major metropolitan city	65%	53%	50%	84%	72%	70%
Go on an international trip	57%	41%	34%	75%	59%	38%
Take a car sharing service (Uber, Lyft, Via)	52%	42%	28%	75%	53%	37%
Travel by train	48%	27%	13%	72%	47%	29%

THREE-FOURTHS OF PARENTS LOOK FOR AUTHENTIC EXPERIENCES AND OVER THREE-FIFTHS OF GRANDPARENTS ASK GRANDCHILDREN FOR DESTINATION IDEAS



parents

- 85%** look for activities everyone in the family will enjoy
- 75%** ask their child(ren) for suggestions on destinations
- 75%** look for authentic experiences when traveling
- 73%** would like to experience something new on their trip
- 71%** look for unique destinations
- 51%** would include their children in the planning process if it were easier

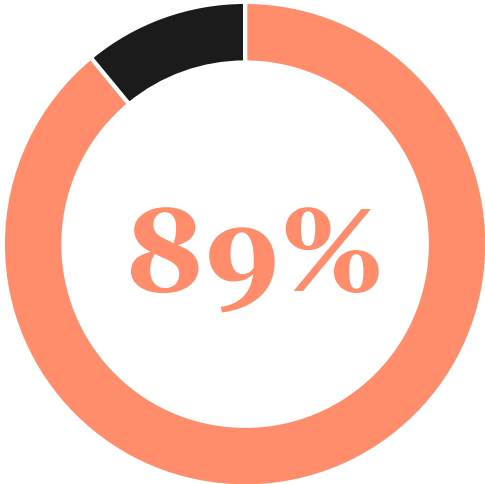
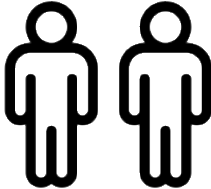


grandparents

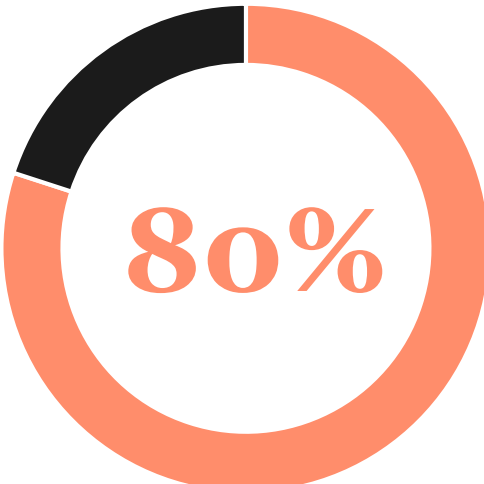
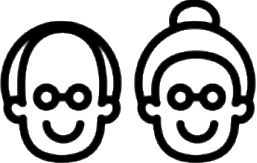
- 84%** look for activities their grandchild(ren) will enjoy
- 81%** believe traveling with their grandchild(ren) leads to a more fulfilling life
- 80%** use vacations as a way to bond with their grandchild(ren)
- 76%** wish they could take more trips with their grandchild(ren)
- 65%** ask their grandchild(ren) for suggestions on where to go

EVEN WITH ALL THEIR CONCERNS, PARENTS ARE STILL PLANNING TO TAKE A VACATION WITH THEIR FAMILY IN 2021

Plan to take a vacation in 2021



Plan to take a vacation with grandchild(ren) in 2021



Female Gen Z/Millennials	Female Gen X	Female Boomers	Male Gen Z/Millennials	Male Gen X	Male Boomers
92%	87%	79%	94%	94%	90%

Appendix

DEMOGRAPHICS

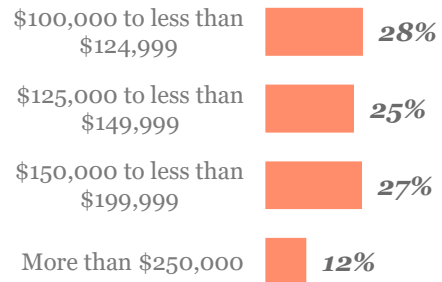
GENDER



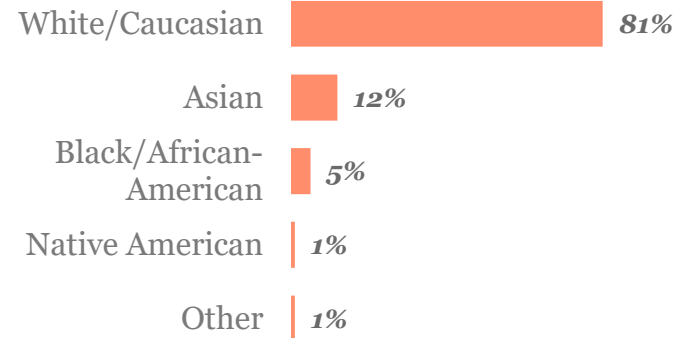
GENERATION

Gen Z (21-23)	2%
Millennials (24-39)	33%
Gen X (40-55)	31%
Boomer (56-75)	33%

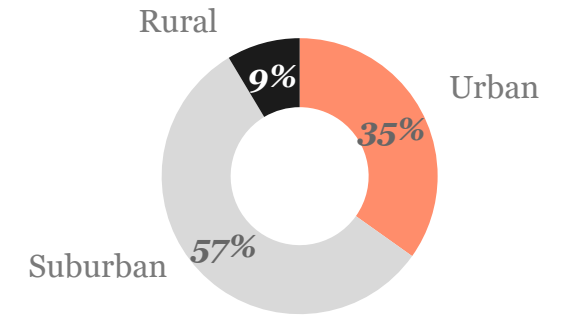
INCOME



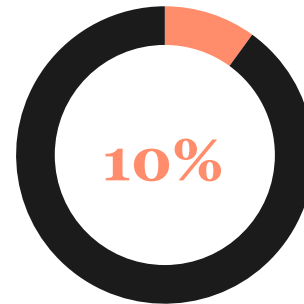
RACE



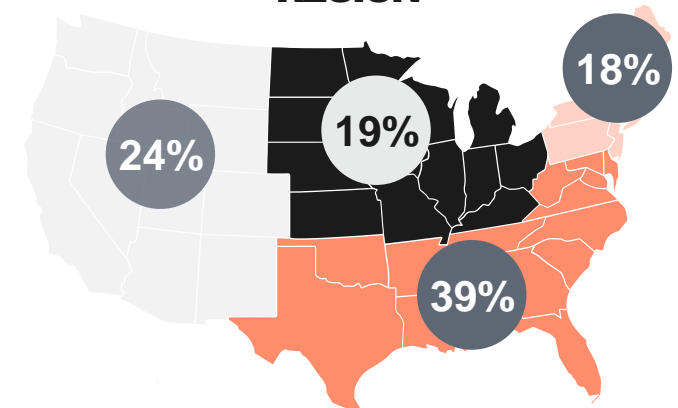
SETTING LIVE IN



LATIN AMERICAN OR HISPANIC DESCENT



REGION



DEMOGRAPHICS

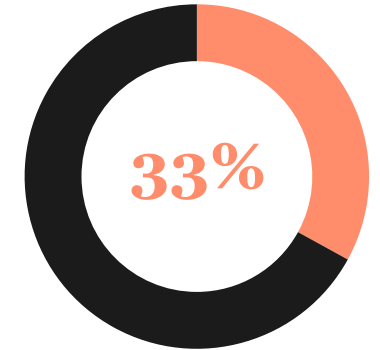
EDUCATION

High school graduate	3%
Vocational/trade school	1%
Some college	6%
Associate degree	5%
Bachelor's degree	38%
Master's degree	38%
Doctorate	9%

EMPLOYMENT

Employed full-time	69%
Employed part-time	6%
Self-employed	4%
Retired	14%
Temporarily unemployed	1%
Homemaker	5%

GRANDPARENT



CHILDREN

Yes, I have a child(ren) under 18 who currently live in my household	70%
Yes, I have a child(ren) under 18 who do not currently live in my household	5%
Yes, I have a child(ren) over 18 who currently live in my household	13%
Yes, I have a child(ren) over 18 who do not currently live in my household	25%

MARITAL STATUS

Married	89%	Divorced	3%
Living with significant other	3%	Single	2%
Widowed	2%	Separated	1%