

MULTI-GENERATIONAL TRAVEL: HOW TO TAP INTO THE HOTTEST TREND IN TRAVEL

Presented by Roger Brooks



Multi-Generational Travel | Handout



Why should we care?

- By 2020 there will be 90 million grandparents in the US and Canada alone
- Grandparents are making time with the grandkids a top priority
- 3 of 10: grandparents and grandkids travel together
- 8 of 10: grandparents, kids and grandchildren
- 40% of all leisure travelers have taken at least one multigenerational trip in 2013 and that is growing every year
- Grandparents 25% more than the average leisure traveler

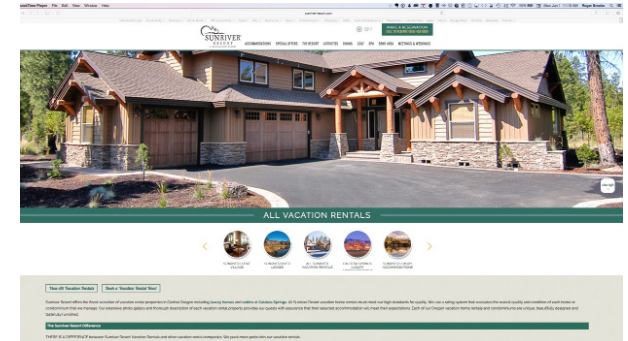
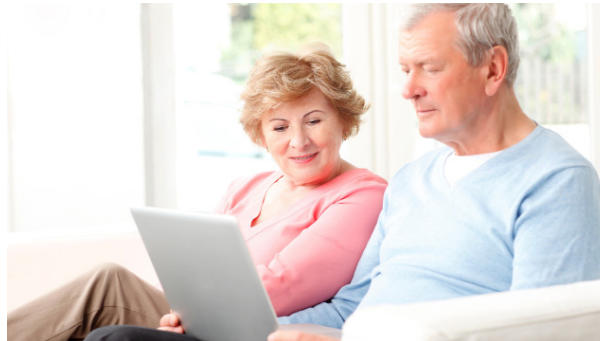
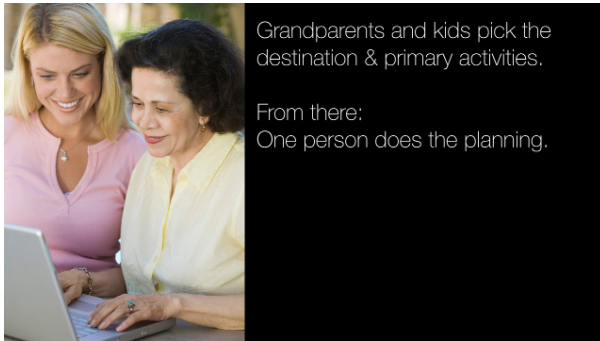
Numbers don't lie

- Just in 2014, 34,000,000 multigenerational trips were taken just in the US and Canada
- According to Forbes: multigenerational family travel tops the list of travel trends. Rounding out the list are river cruising, active or adventure trips, safaris, distant family connections, and celebration travel. Travel agencies are now tailoring tourism to the needs to families traveling with younger and older relatives.

Why should you do this?

- No traveling "unit" (families) spends more and stays longer than multi-generational travelers
- There is NO group that spreads the word faster and further via social media and word of mouth

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Who's planning these trips?

- Grandparents and kids pick the destination and primary activities
- From there: one person does the planning
- Typically the grandmother, with the help of the daughter or daughter-in-law
- Top destinations include
 - Theme parks (Disney and others – even local parks)
 - National Parks
 - High (but safe) adventure: zip lining, rafting trips, fishing trips, cruises, home rentals in adventure destinations
- PANK: Professional Aunts with No Kids: single career women spending billions traveling with nieces and nephews

Who's footing the bill? Usually the grandparents

- Portrait of the American Traveler study
 - Grandparents footing the bill: 35%
 - Parents footing the bill: 25%
 - A mix of the two: 40%

Home rentals are big and growing

- Often: home for the kids and grandkids, condo or resort for the grandparents
- Combine with bikes, rafts, canoes, golf clubs, badminton, tennis rackets, golf carts



So who are we marketing to?

- Who is the audience? Grandkids.
- Make it kid friendly, the grandparents will want to take the grandkids there
- The focus is on the kids having a great time
- So how do we market to these decision makers?

1. Make sure the experiences are transformative

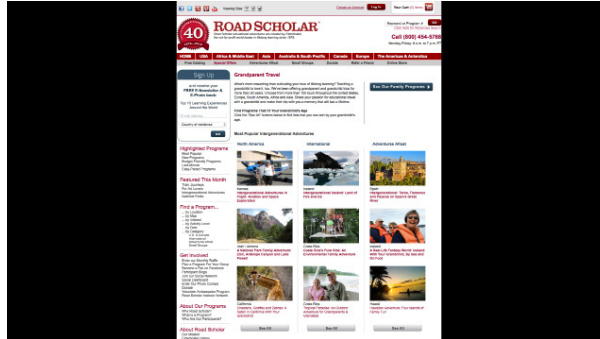
- Transformative
- Life changing
- Aspirational
- Memorable (the will ALWAYS remember it)
- Doesn't have to be expensive
- Travel channel: forget solo travel. The big trend now is to bring the entire family along for an unforgettable adventure. Families are forgoing the family vacations of the past, where quality time was spent parked at the beach, and instead are looking for transformative experiences that the whole family can share.

New phrase: aspirational adventurer

- Bottom line: they want "experiences that matter"
- Needs to be worth at least a 2 hour drive
- The motivation: unforgettable, transformative adventures
- Learning is at the top of the list

2

Develop customized itineraries, packages, & special deals. "All inclusive" is HUGE and growing.



2. Develop customized itineraries, packages and special deals. "All inclusive" is HUGE and growing.

- It takes a lot of effort to plan a trip for a large age group
- The easier you make it, the more likely you are to close the sale
- Check out the website, Road Scholar, for ideas of how to set up effective itineraries

Multi-generational itinerary ideas

- River and lake cruises
- Adventure trips: rafting, balloon rides, Jeep tours, fishing, wildlife safaris
- Interactive science exhibits (learning)
- Celebration travel (birthdays, milestones)
- Exciting stuff! Unusual! Bucket list activities

What to do: actually do this for YOUR family!

- Design an itinerary
- Then have others do the same thing
- If this was a four or five hour drive away, would you still do it?
- Even personalize them

3

Make pricing transparent

3. Make pricing transparent

- This is why packaging is so important
- These trips are expensive, and the people doing the planning want to know the prices up front

4

Offer different lodging options

4. Offer different lodging options

- Grandparents often prefer to have separate lodging
- Fact: the top 15% of lodging, in terms of quality, accounts for 85% of all leisure travel business

5

Create photo & video libraries. Gear them to kids, not grandparents or even their parents.

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- Gear them to kids, not grandparents or even their parents

Key marketing messages

- Adventures of a lifetime
- Grand adventures
- Captivating and memorable
- The adventure they'll never forget

6

Provide bikes and other activities at lodging facilities.

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- Adds to the experience

7

Categorize the experiences by age groups:

- Toddlers: 2 to 5
- Young kids: 6 to 8
- Kids: 8 to 12
- Teens: 13 to 17

7. Categorize experiences by age groups:

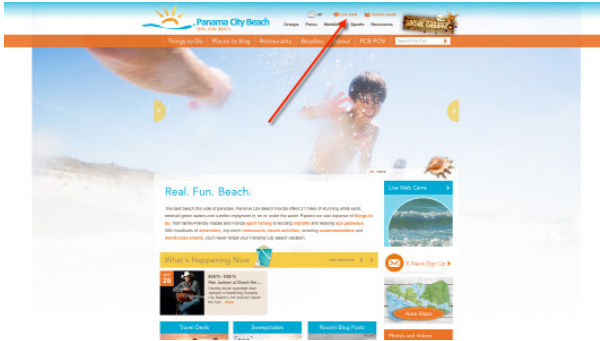
- Toddlers: 2 to 5
- Young kids: 6 to 8
- Kids: 8 to 12
- Teens: 13 to 17
- Age groups and activities can be mixed and matched by the families – this helps them pick and choose
- Give options so itineraries aren't set in stone

8

Give us details, details, details! Specifics!

8. Give us details, details, details! Specifics!

- People need the specifics of what, when, how, and how much
- The more details you provide, the more likely you are to close the sale
- Remember: make it easy!



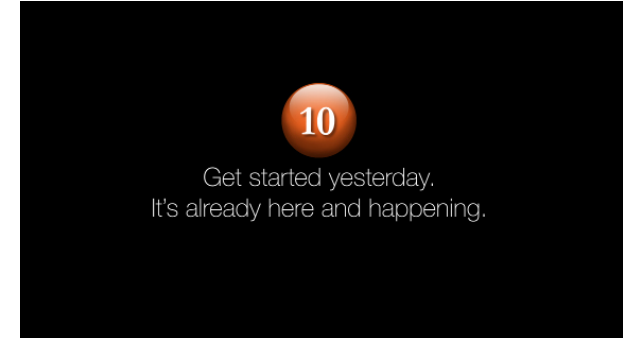
What to do: the latest and greatest: Live chat in tourism!

- Live Chat Inc.
- \$16-\$149 per month, depending on options
- “We are here! Chat now!” button
- Remember: multigenerational travel can be difficult to plan – make it easy
- Liveperson.com
- Free - \$18 per month
- Make it big and bold
- You know your destination better and can provide information and answer questions
- Wordpress offers a widget that allows you to do live chat on your website
- Remember: most people are planning trips during evening hours and on weekends



9. All inclusive packages are BIG and fast-growing

- Not just all-inclusive resorts
- Packages that include accommodations, tickets, some meals, etc.
- Start with packaging: now is the time to start developing packages
 - Lots of options
 - Pick and choose ideas
- For example: ski resort could provide a package with lodging, dining, and lift tickets



10. Get started yesterday: it's already here and happening

- Boomers had their kids in their 20s. Millennials are having kids in their 30s and 40s.
- There is a huge wave of baby boomer grandkids

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What to do:

- Start developing “transformative” experiences and start crafting itineraries
- Develop packages (with options) with your local businesses
- Make it easy to find “Family Travel” experiences on your website (or even “Extended Family Travel”)
- Make sure the pricing is transparent
- Provide an online “chat now” feature to help people plan their trips
- The easier you make it, the more likely you are to close the sale
- Start developing videos and photography showing the experiences

Roger Brooks International

For nearly 35 years the award-winning Roger Brooks team has had a singular mission – to help transform communities into extraordinary destinations: for local and area residents, visitors, and for investment.

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www.RogerBrooksInternational.com | info@RogerBrooksTeam.com | 206.241-4770



THE AMAZING

Roger Brooks Video Library

Often referred to a “Netflix for Communities,” the Roger Brooks Video Library is the best resource available for assisting communities with downtown revitalization, economic development, tourism development and promotion. The library provides easy step-by-step guidance with photographic examples and dozens of case histories on an amazing array of topics. Just glance through the list, to the right.

Take a look at the library and experience the videos first-hand, by visiting RogerBrooksInternational.com trial, to take a peak at five videos, over the next five days. There is no cost or obligation.

FIVE DAYS. FIVE VIDEOS. NO COST.

The library will make your job a whole lot easier, and there’s no better way to get everyone on the same page, pulling in the same direction.



TOPICS INCLUDE:

BRANDING

- Why branding?
- The 3 killers of branding
- What is a brand?
- How to avoid the politics
- About logos and slogans
- Branding ideas to consider
- What works, what doesn't
- Case histories & examples
- Branding explained
- Getting people on the same page
- Umbrella brands
- How to sell the brand locally
- Finding your USP
- Crafting the brand promise
- The 13-step process
- Creating your brand messaging
- Finding champions
- The look & feel of your brand

PRODUCT DEVELOPMENT

- Public restrooms
- Community gateways
- Vehicular wayfinding
- Developing an Action Plan
- Visitor info kiosks
- Leveraging your amenities
- Visitor info going mobile
- Private-sector visitor info

DOWNTOWNS

- Street trees
- Pedestrian wayfinding
- Using trompe l'oeil
- Visitor info kiosks downtown
- Public plazas
- Festivals & events
- Public markets
- Curb appeal
- Downtown Parking
- Crazy ideas to get people to stop
- Business signage
- Staying open after 6
- Future of downtowns
- Storefront window displays
- Sidewalk café dining
- Bringing downtown to life
- Street vendors
- Finding a retail focus
- Food trucks
- Retail clustering (critical mass)
- Business/retail recruitment
- Merchants to-do list
- Property owner's to-do list
- City's role in downtown
- Downtown lodging, living
- Revitalization: Where to start
- Beautification: what to do
- Exterior retail displays & examples
- Benches & seating areas
- Public restrooms/washrooms
- Pedestrian wayfinding
- Façade improvements
- Pole banners
- Dealing with plastic banners
- Temporary signage rules
- Giving downtown a name
- The use of trolleys
- Downtown WiFi
- Downtown gateways

MARKETING

- Words & phrases to avoid
- Promoting your “Best Of’s”
- Words & phrases to use
- Jettison the generic
- Designing brochures & guides
- No more “Visitor Guides”
- Designing ads that work
- Public relations
- Photography & videography
- Recruiting outside events
- Social media ideas
- Creating a Hidden Gems book
- Leveraging TripAdvisor
- Ads: how to evoke emotion
- Creating itineraries
- Where to place your ads
- Marketing partnerships
- Multi-generational tourism
- Hottest lodging trends
- Boomers & Millennials: what works
- Making pricing transparent
- Promoting specifics, not generalities
- All-inclusive packaging
- How to use Billboards
- How to spend your marketing \$
- The demographics of spending
- The “Visual First” movement
- Marketing rules for B&Bs
- DMO's & product development
- How people use the Internet
- Print ads to emulate

