Family Travel Outlook
"Travel providers who embrace a new, broader definition of family travel can flourish in today’s booming market." - Nancy Schretter, family travel expert and Travel Exchange speaker.

NTA’s Leadership Role in Family & Multi-generational Travel?
“Family travel is a growing market for tour operators as families seek value and unique experiences in tour packages. The family vacation is becoming the new family dinner table: With our time-impoverished society, families need to make extra effort to spend quality time together. Family and multi-generational travel is one of the largest specialty markets that NTA tour operators serve.”
- Lisa Simon, CTP, NTA president

Family Travel Facts
• 73% of all NTA members including tour operators, DMOs and suppliers are involved in the family travel market.
• 44% of all leisure travelers brought kids along on their trips.
  (Source: MMGY Portrait of American Travelers Survey)
• 22% of grandparents traveled with their grandchildren alone – no parents.
  (Source: MMGY Portrait of American Travelers Survey)
• Virtuoso ranks family and multi-generational travel as its No. 1 trend.
• 33% of cruise passengers sail with children. (Source: CLIA)
• Family travel accounts for 33% of the $150 billion U.S. online travel market.
  (Sources: PhoCusWright, eMarketer and MMGY Global)
• In a Family Travel Network survey, readers said “making family memories” is the No. 1 reason for embarking on family trips.
• 40% of all active leisure travelers have taken at least one multi-generational trip (defined as a trip with three or more generations present) during the previous 12 months. Of these 20.8 million households, 40% have taken a leisure trip outside the continental United States.
  (Source: Preferred Hotel Group)
• Grandparents make up 26% of all leisure travelers in America and a third took at least one leisure trip with grandchildren last year. Over the next 18 years, 77,000,000 in the U.S. alone will turn 65.
  (Source: Preferred Hotel Group)
• “Desire to spend quality time together as a family” is the No. 1 factor influencing purchasing decisions of family travel clients.
  (Source: Ensemble Insights - 2013 Summer Family Travel)
Sources: Nancy Schretter 2013 Travel Exchange presentation and www.FamilyTravelNetwork.com

What to Know about Family Travel
What kids want when traveling differs by age according to Schretter:
• Ages 1-4: Sense and Sensibility – storytelling, fantasy and wonder
• Ages 4-7: DIY Years – interactive, education and variety
• Ages 8-11: Identity Quest – variety, education and interactive
• Ages 12-17: The Thrill Years – thrills, authenticity and history
Source: PGAV Destinations - The Art of the Family Vacation Study
• Young Adult: Connections – experiences, adventure, authenticity, making a difference
Source: Nancy Schretter and www.FamilyTravelNetwork.com
FAMILY TRAVEL MARKET
Reference Guide

As Seen in Courier

Q&A With Family Travel Expert, Nancy Schretter (Jan 2013)
Family travel stories also featured in....
NTA Trip Planner for Student Travel 2013–14
NTA Trip Planner for Student Travel 2012–13
NTA Trip Planner for Student Travel 2011–12

Media Releases & NTA in the News
Booming Family Travel is Hot Opportunity for Agents (Feb 2013)
NTA Holds First Forum for Family Travel, Adventure Travel (Jan 2013)
NTA’s Travel Exchange Adds Plenty of ‘New’ to Proven Convention (Oct 2012)

Travel Exchange Seminars, Forums & Presentations
All in the Family: Audio PowerPoint (2013)
Family Travel & Adventure Tourism Leaders Forum: Audio PowerPoint (2013)

Why Join NTA?
With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

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