

# MULTIGENERATIONAL & FAMILY TRAVEL – US – 2023

Families haven't been dissuaded from traveling despite elevated prices. Yet, they still need help from brands to streamline planning and create itineraries for all.



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## This report looks at the following areas:

- The key demographics of family and multigen travelers
- Emerging demographics to target to get an edge in brand affinity
- Factors that contribute to the growth of the family travel market
- What families and multigen groups want out of travel and their pain points
- How costs are shared among the travel party
- Travel types that work best for family groups
- What brands can do and are doing to aid families and multigen groups



Families haven't been dissuaded from traveling despite elevated prices. Yet, they still need help from brands to streamline planning and create itineraries for all.

## Overview

Despite the fact that inflation remains elevated, leading households to alter spending habits, family vacations remain a priority among Americans. Half of consumers reported taking a trip with a family member in the last year, and as of the middle of 2023, 40% said they had plans for such a trip in the next 12 months, a number that's likely to grow. It's great news for the travel industry, and brands can capitalize by solving the pain points that family travelers have, such as the 26% who find it difficult to settle on activities for the trip.

At 13% of all leisure travelers, multigen travelers are figuring to be a force in the tourism landscape. These trips are meant to bring generations of family together to share experiences with one another; a successful trip is unforgettable, but pulling it off requires even more work – and opportunities for brands to either win customers or drop the ball. Multigen

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trips are more complex, requiring planning for a variety of ages and coordination among several parties; it's no wonder that 68% of these travelers want more brand offerings catering to these types of trips. Brands need to become proficient in making this travel easy, as demand for it is only likely to grow.

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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Opportunities

## CONSUMER INSIGHTS

### Consumer fast facts

#### Family traveler profiles

- Family travel is key to the leisure segment, and will grow in the future
- Family travel is broadly appealing
  - Graph 1: family traveler demographics, index to all, 2023
- Travel brands need all-age appeal with upcharge opportunities
- Family travel is likely to pick up nearer to peak summer travel season
  - Graph 2: family leisure travel in the past 12 months and plans for next 12 months, 2023
- Resist marketing to a Hispanic monolith
- "Maracuyá" acknowledges the parts and whole of Latino identity

#### Family travel motivations

- Family travel is for celebrating time together
- Uncommon properties can lock down vacation memories
- Give younger consumers a reason to celebrate through travel
  - Graph 3: family travel motivations, by generation, 2023
- Family reunions are foundational to Black family travel
  - Graph 4: family travel motivations, by race and Hispanic origin, 2023
- Appeal to quality time to create ideas of value
  - Graph 5: family travel motivations, by parental status, 2023

#### Paying for family travel

- Travelers look to brands to make payment easy, on their terms
  - Graph 6: family travel payment, 2023
- Let younger families democratize payment options
  - Graph 7: family travel payment, by generation, 2023
- Plan Harmony helps all travelers plan and pay

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## Travel planning complications

- Planners will abandon brands that don't make trips seamless
- Trip planning doesn't have one specific problem
  - Graph 8: family travel planning difficulties, 2023
- Destinations need to effectively communicate a variety of activities
- Apps are a natural solution for planning difficulties, but remember Boomers plan, too
  - Graph 9: family travel planning difficulties, by generation, 2023

## Multigenerational travel

- Multigen travel is a growing segment of travel as a whole
- Multigenerational traveler demographics
  - Graph 10: multigenerational traveler demographics, indexed to all, 2023
- Trip costs can be on everyone, or just one person
- Facilitate multigen travelers' need for celebration
- Multigen travel is about each other
  - Graph 11: family travel motivations, by multigen vs family travelers, 2023
- Take cues from all-inclusives to cater to multigen travel
  - Graph 12: family travel/vacation planning difficulties, multigenerational vs family travelers, 2023
- Stand out by making multigen planning easier
  - Graph 13: attitudes toward brands and multigenerational travel – NET agree, by age, 2023
- Address issues, and families will consider more expensive types of trip
  - Graph 14: attitudes toward multigenerational vacation destinations – NET agree, by age, 2023
- Promote travel advisors as assets to younger planners
  - Graph 15: attitudes toward multigenerational travel decisions – NET agree, by age, 2023
- Multigen travelers demand structure
  - Graph 16: attitudes toward multigenerational vacation activities – NET agree, by age, 2023

## COMPETITIVE STRATEGIES

### Launch activity and innovation

- River cruising's bet on Black heritage travel pays off
- JetBlue furthers identity as a travel tech company through group travel app
- Travel plugs into the AI revolution
- Capital One partnership gives art lovers a starting point

### Marketing and advertising

- AIG opens customers' eyes to joys of multigen travel
- Amex instills multigen travel at the inspiration phase

## Opportunities

- How to appeal to each generation
- Provide sustainable options so travelers can pass down their knowledge
- Reimagine the city visit to exceed families' expectations
- Develop enclaves as important to heritage

## THE MARKET

### Market context

- US economic indicators continue to trend positive even as costs remain high

### Market landscape

- Low-end estimates project 176 million family travelers by 2030
  - Graph 17: number of family and multigen travelers, 2023-30
- Average trip costs rise, but aren't deterring travelers

### Market drivers

- Inflation cools, but a spike underscores household budgeting...
  - Graph 18: Consumer Price Index change from previous period, 2020-23
- ...though high travel prices are budgeted around
- Activity prices complicate vacation planning
- Millennial parents drive the future of family travel planning
  - Graph 19: population share by generation, 2023-30
  - Graph 20: population by generation, 2023-30
- Societal shifts will alter family travel parties: smaller families, older parents, more adults

## APPENDIX

- Consumer research methodology
- Generations
- Abbreviations and terms

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This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles ([See Research Methodology for more information](#)).

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