

MULTI-GENERATIONAL FAMILY TRAVEL



MULTI-GENERATIONAL FAMILY TRIPS POPULAR WITH TRAVELERS AGE 45+

47% plan to take a multi-generational family trip within a year

98% of multi-generational family travelers are highly satisfied

85% of travelers are planning to take another trip in the next 12 months



WHY MULTI-GEN FAMILY VACATIONS ARE POPULAR

1 Brings entire family together **83%**

2 Helps build fond memories **69%**

3 Spend time with grandkids **50%**



WHERE ARE MULTI-GEN FAMILY TRAVELERS GOING?



80% TRAVELED IN THE U.S.



20% TRAVELED INTERNATIONALLY



PACKING THE FUN INTO MULTI-GEN FAMILY VACATIONS!!

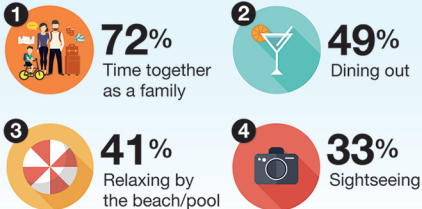
Cruising is popular for **25%** of international travelers

Amusement parks are popular with **16%** of domestic travelers

Almost **40%** choose nostalgic destinations to share a childhood memory



TOP ACTIVITIES ENJOYED ON MULTI-GEN FAMILY VACATIONS



AARP

Real Possibilities

Source: AARP Travel Research: Multi-Generational Travel, April 2015 (aarp.org/multigentravelresearch)