What are families up to when they travel?
We asked your peers and they responded—from how much clients are willing to spend while on a family vacation to who’s inspiring their travel-making decisions.

When asked what family/multigenerational travel means to your clients, survey respondents said (ranked from most important to least):

1. Getting away from it all at a beach resort
2. Connecting as a family away from everyday life...wherever it might be
3. Taking a cruise on a ship that is packed with onboard entertainment
4. Exploring new cultures in far-flung destinations
5. Heading to a theme park
6. Exploring U.S. national parks
7. Seeing as much of the world as possible before the kids turn 18

How much does cost influence your client’s decision to take a family trip

- Somewhat 83%
- They count every penny 16%
- Not at all 2%

ON AVERAGE, FAMILIES HAVE 2 to 3 TRIPS PLANNED FOR THE NEXT FIVE YEARS.
Is multigenerational family travel outpacing a traditional family vacation (just parents and the kids)?

- 9% NO
- 62% YES
- 29% ABOUT THE SAME

**Where does the inspiration to travel come from (ranked from most important to least):**

1. PARENTS
2. GRANDPARENTS
3. KIDS
4. FRIENDS
5. YOU, THE TRAVEL ADVISOR
6. SOCIAL MEDIA

That’s the grade on average travel advisors give suppliers when it comes to their family-focused amenities.

85% of respondents said children are included in the planning of where to travel/what type of vacation to take.

The three most popular places for a family vacation are:

- CARIBBEAN
- EUROPE
- MEXICO
What type of bookings are you currently working on for family/multigenerational travel into the next few months?

- Wellness
- Skiing
- Roadtrip
- Outdoor adventure (ie, National Park)
- Cruise (international)
- Cruise (domestic)
- City destination (international)
- City destination (domestic)
- Beach destination (Mexico/Caribbean)
- Beach destination (domestic)

What’s Top of Mind for Families When Booking a Vacation?

- Travel Insurance: 9%
- Cancellation Policy: 18%
- Time Off from Work: 30%
- Delays/Cancelations at Airports: 6%
- Finances: 37%

67% of clients are inquiring about celebratory-style vacations with the whole family.

Which most accurately describes the type of accommodation your family clients are seeking?

- All-Inclusives: 76%
- Traditional Hotels: 12%
- Vacation Rentals: 9%
- Villas: 1%
- Boutique Hotels: 2%

Does a company’s sustainability practice play a role in your client’s family vacation decision-making?

- Yes: 36%
- No: 25%
- More so now than five years ago, but not top of mind: 39%
What type of bookings are you currently working on for family/multigenerational travel into the next few months?

- Beach destination (domestic): 34%
- Beach destination (Mexico/Caribbean): 19%
- City destination (domestic): 32%
- City destination (international): 40%
- Cruise (domestic): 56%
- Cruise (international): 22%
- Outdoor adventure (i.e., National Park): 22%
- Roadtrip: 16%
- Skiing: 6%
- Wellness: 8%

What do you believe is essential must-haves for your clients while on a family vacation? (ranked from most important to least)

1. Access to family-friendly meals
2. Loads of activities
3. Connecting rooms
4. Access to cultural sights
5. Top-notch customer service

71% of survey respondents say their family clients vacation at a theme park every few years, while 9% say their clients vacation at a theme park every year.
WHEN IT COMES TO CRUISES, WHAT ARE THE TOP REASONS YOUR FAMILY CLIENTS ARE CHOOSING THIS AS THEIR VACATION MODE? (ranked from most important to least)

1. FLOATING HOTEL WHERE YOU UNPACK ONCE AND VISIT MULTIPLE DESTINATIONS
2. LOADS OF ONBOARD ACTIVITIES
3. ENTERTAINMENT FOR EVERYONE
4. REASONABLY PRICED
5. VERY SAFE

Where are your family clients cruising?

- Alaska: 56%
- Bahamas: 57%
- Bermuda: 18%
- Caribbean: 96%
- Greek Isles: 16%
- Hawaii: 18%
- Mediterranean: 42%
- Northern Europe: 12%
There’s a #MyFortMyers story for everyone.
There’s fun for all ages throughout Fort Myers’ islands, beaches and neighborhoods. Discover an easygoing destination with more than 100 coastal islands, 50 miles of seashell-strewn beaches and tons of family-friendly activities. It’s a place where precious family moments come naturally.

Your clients should spend a day collecting colorful seashells on the beaches of Sanibel Island, called the “Seashell Capital of the World.” Early risers get their pick from over 400 species like conchs, whelks, alphabet cones, and more. Little explorers will find interesting adventures in parks and preserves. Send them to Six Mile Cypress Slough Preserve or J.N. “Ding” Darling National Wildlife Refuge to see some of the 245 species of birds that flock to the Fort Myers area.

Plan a memorable afternoon at an attraction, museum or miniature golf course. PopStroke is a Tiger Woods–designed mini-golf course with a full-service restaurant and bar plus lawn games. The whole crew can beat the heat at Sunsplash Family Waterpark when they take a dip — or a dive! Learning is fun at IMAG History & Science Center, where visitors can get hands-on with live marine animals in the touch tank. A great day in Fort Myers ends with a sweet treat at Sun Harvest Citrus, where your clients can sample fresh citrus slices, fruit juices and orange-flavored ice cream.

Start planning for your clients at VisitFortMyers.com to help them make their own #MyFortMyers memories.

About Fort Myers Islands, Beaches & Neighborhoods
The islands, beaches and neighborhoods of Fort Myers are where families from all walks of life can relax, recharge and reconnect. Positioned on the Gulf of Mexico, it’s easily accessible from anywhere in the state and only a short drive from Southwest Florida Airport (RSW), where direct flights arrive daily.