

2024 Family Travel Trends

FINDINGS FROM RECOMMEND'S ANNUAL
FAMILY TRAVEL TRENDS SURVEY



fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

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

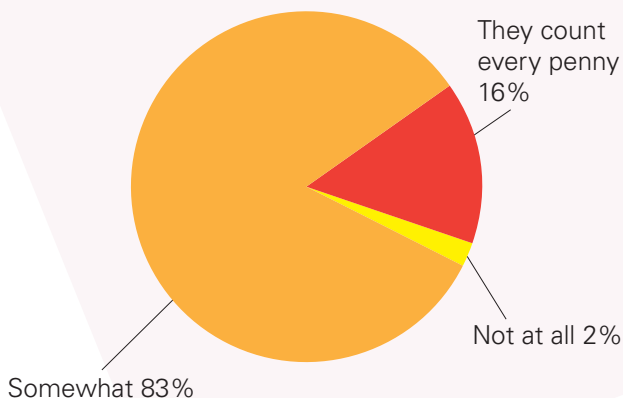
ON AVERAGE,
FAMILIES HAVE

2 to 3

TRIPS
PLANNED
FOR THE
NEXT FIVE
YEARS.

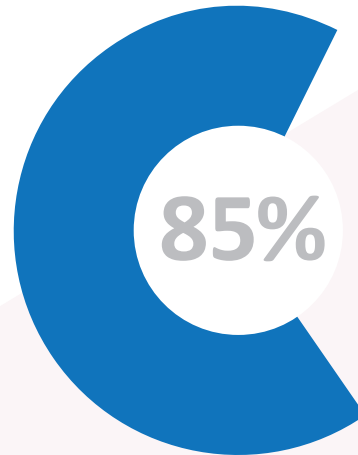


How much does cost influence your client's decision to take a family trip



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

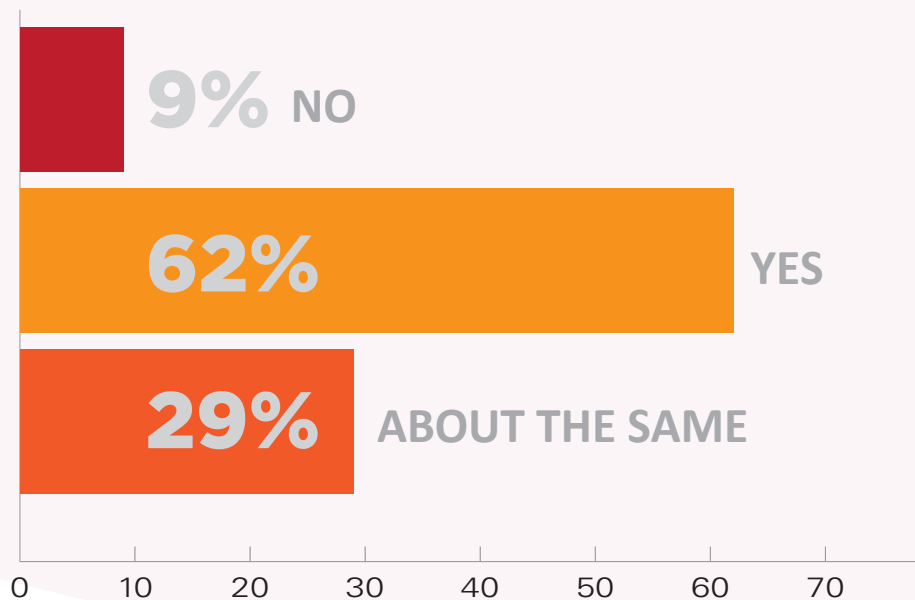


of respondents said children are included in the planning of where to travel/what type of vacation to take



that's the grade on average travel advisors give suppliers when it comes to their family-focused amenities

Is multigenerational family travel outpacing a traditional family vacation (just parents and the kids)?



THE THREE MOST POPULAR PLACES FOR A FAMILY VACATION ARE:



CARIBBEAN

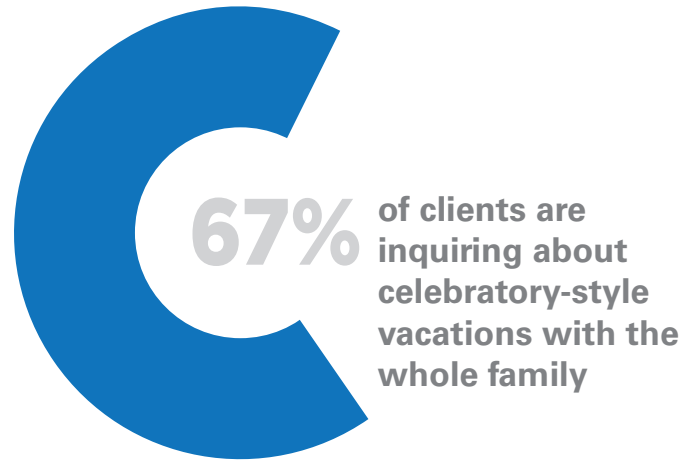
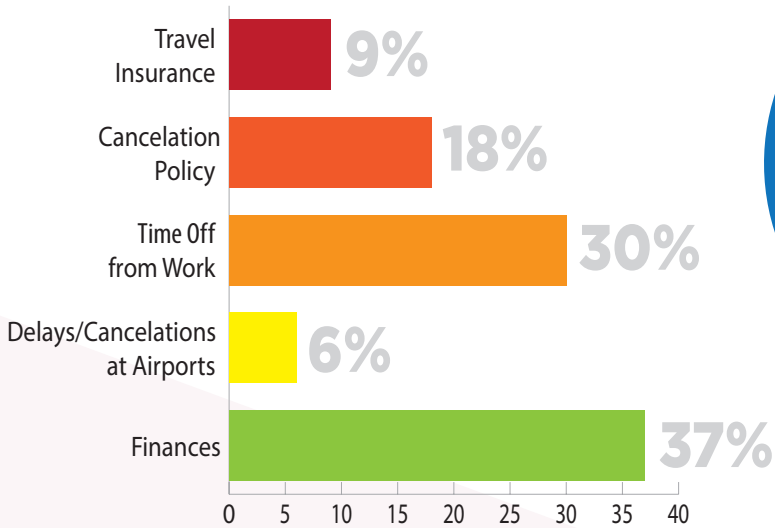


EUROPE

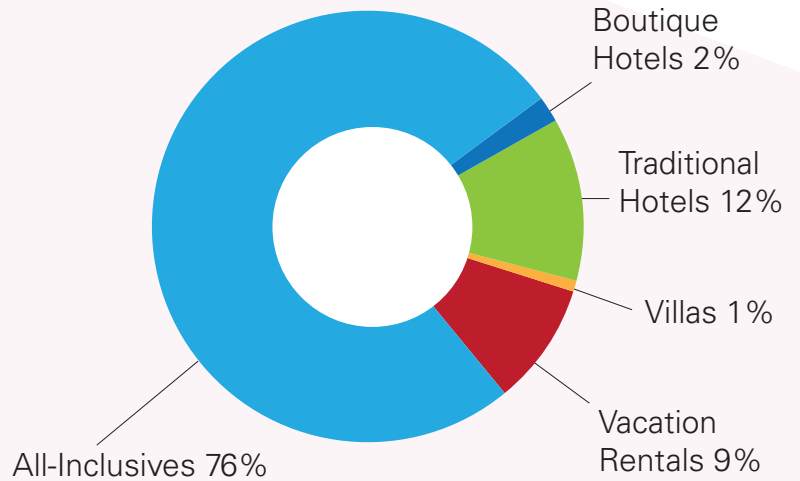


MEXICO

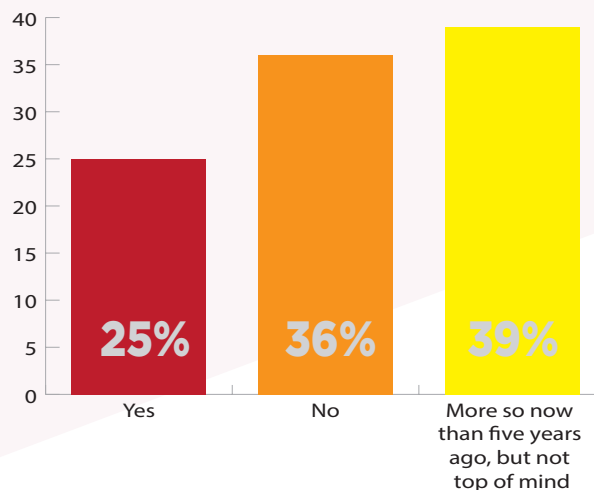
What's Top of Mind for Families When Booking a Vacation?



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



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

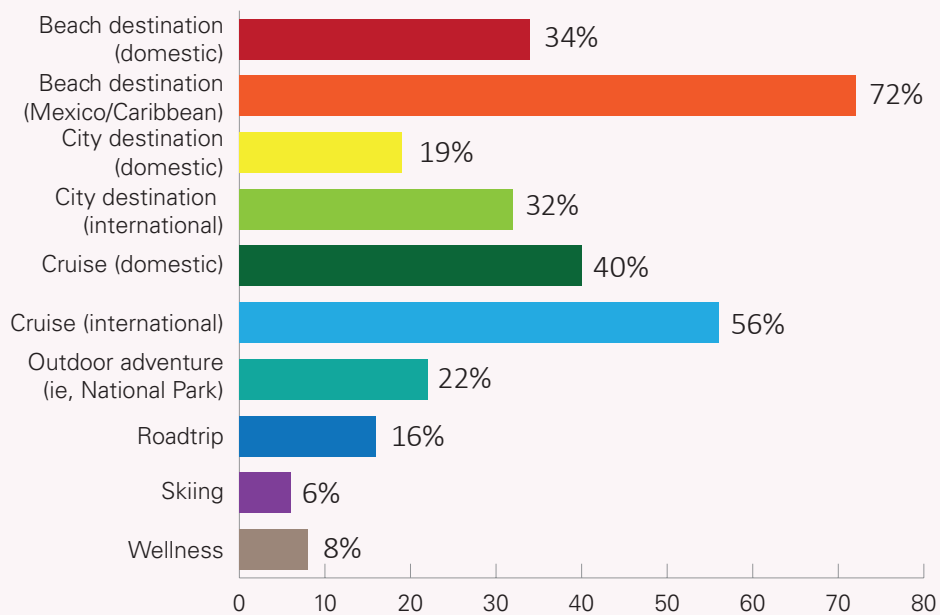




WHAT DO YOU BELIEVE IS ESSENTIAL MUST-HAVES FOR YOUR CLIENTS WHILE ON A FAMILY VACATION? (ranked from most important to least)

- 1. ACCESS TO FAMILY-FRIENDLY MEALS**
- 2. LOADS OF ACTIVITIES**
- 3. CONNECTING ROOMS**
- 4. ACCESS TO CULTURAL SIGHTS**
- 5. TOP-NOTCH CUSTOMER SERVICE**

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



Popularity of Theme Parks

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.

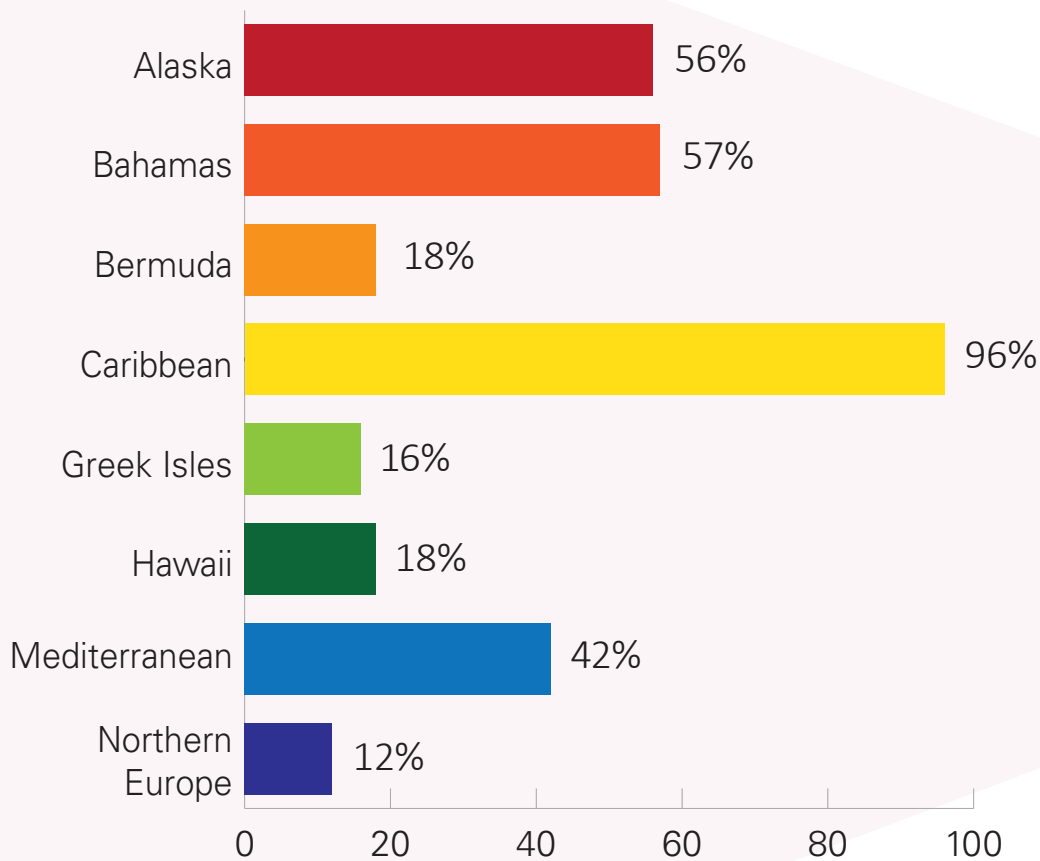




WHEN IT COMES TO CRUISES, WHAT ARE THE TOP REASONS YOUR FAMILY CLIENTS ARE CHOOSING THIS AS THEIR VACATION MODE?
(ranked from most important to least)

- 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?





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.

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