

# What's Trending in Family Travel for 2025



## What are families up to when they travel?

We asked your peers and they responded—from where families are heading to on cruises to the continuous growth of multigenerational family travel.



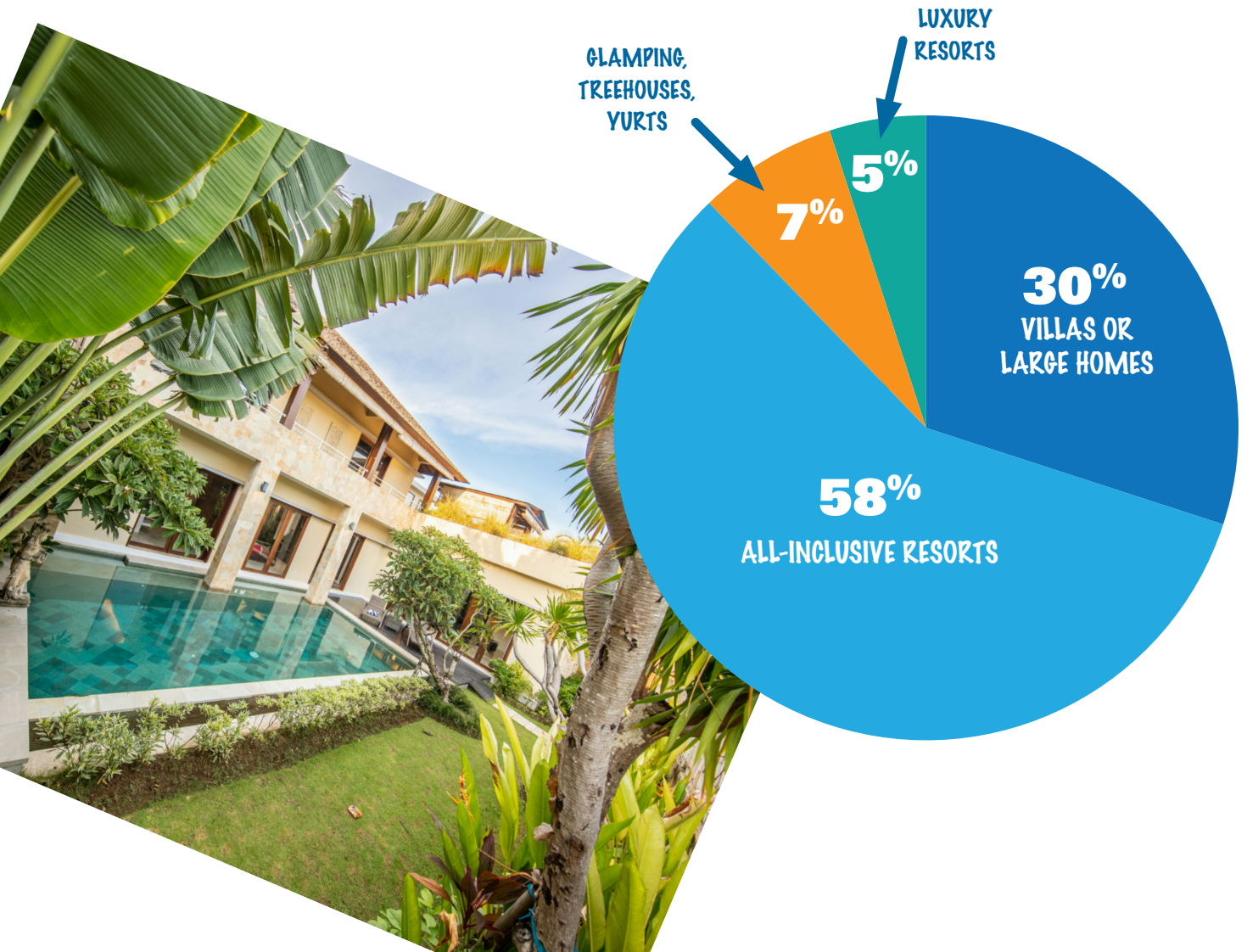
How are families responding to changes in travel costs (ranked from most important to least):

- 1** They're scaling back on extras to stay within budget
- 2** They're opting for shorter trips or closer destinations
- 3** They're prioritizing quality experiences over cost



When asked if families are showing more interest in off-the-beaten-path destinations, 33% of survey respondents said "no, traditional destinations are still the most popular," with 18% saying, "only for adventurous families."

## Popularity of Family Accommodation Types





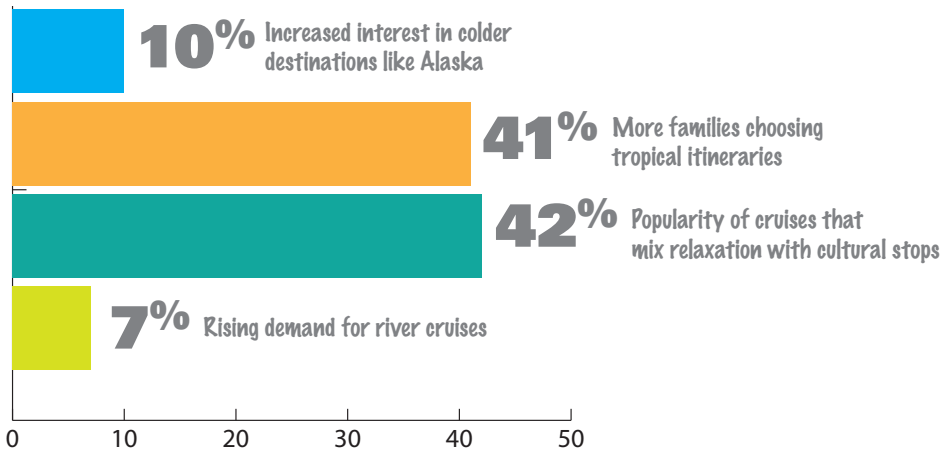
When asked about all-inclusive offerings and client requests, survey respondents said (ranked in order of most important to least):

- 1 Desire for more onsite activities the family can enjoy together
- 2 Demand for unique, kid-focused experiences
- 3 Preference for luxury options
- 4 Desire for more options to visit offsite
- 5 Increased interest in eco-friendly resorts



Only 9% of survey respondents said that sustainable offerings are VERY IMPORTANT for their clients.

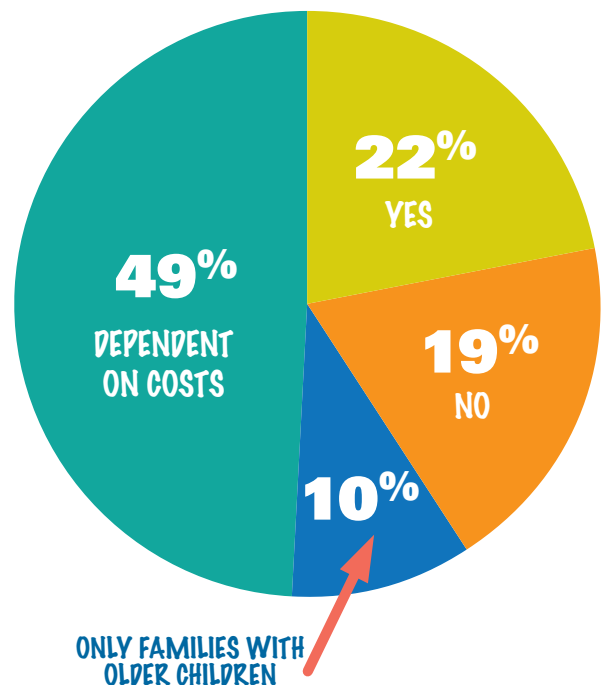
### Emerging Trends in Family Cruise Destinations



35% of survey respondents said that families are interested in learning about local cultures

When it comes to booking shorter cruises, 43% of survey respondents said that they are gaining popularity because they are seen as more convenient and affordable.

### Are families showing more interest in private shore excursions?





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**52%** of survey respondents say that there's an increased demand for travel insurance.  
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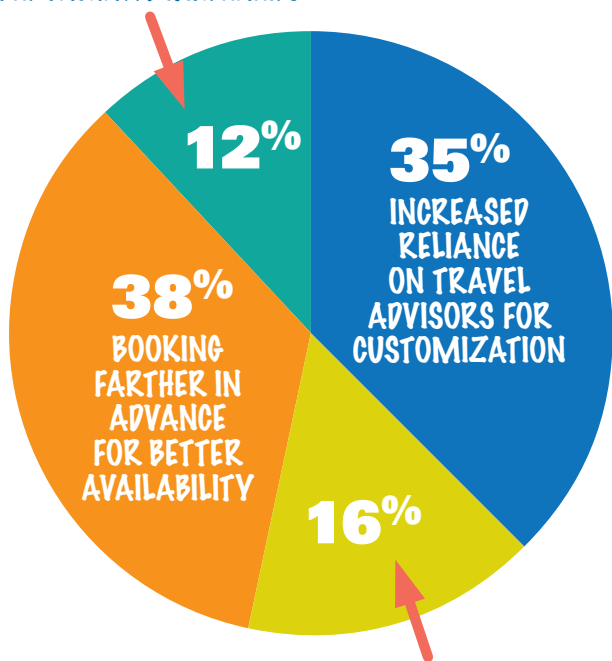
## IS GLAMPING GAINING IN POPULARITY?

42% of survey respondents say: "No, traditional accommodations are still preferred." BUT .... Families, according to 30% of survey respondents, "have a growing interest in combining learning with travel."



## Family Travel Planning Trends

PREFERENCE FOR  
 PRE-PACKAGED ITINERARIES



LAST-MINUTE TRIPS DUE  
 TO FLEXIBLE SCHEDULES



What types of adventure travel are families requesting more often? (ranked in order of most important to least)

- 1** Water-based adventures like snorkeling or kayaking
- 2** Multi-sport trips combining several activities
- 3** Wildlife safaris and nature-focused trips
- 4** Extreme sports like zip-lining or rock climbing



What are the biggest changes you've seen in family travel trends over the last few years (ranked from most important to least):

- 1** Rising demand for multi-generational travel
- 2** Shift toward experiential and immersive travel
- 3** Preference for private and small-group travel
- 4** Increased focus on sustainability and eco-conscious options

