



The Rise of Multigenerational Travel

Insights & Opportunities for Destinations and Hospitality Brands

Peaks and valleys are common in the travel industry. Today's trending travel style can quickly become an afterthought as a new one rises to the surface. While family travel has been a mainstay of the industry since the introduction of the station wagon, the rise of multigenerational travel has created new opportunities for the travel industry. But this is not just another trend—it's a fundamental shift in the way families are choosing to explore the world together. With its impressive growth trajectory, multigenerational travel should have the attention of today's travel marketers.

Hotels, resorts, cruise lines and tour operators are increasingly catering to the unique needs of multigenerational travelers. As the demand for family group-friendly itineraries grows, unique accommodations, amenities and curated experiences tailored to travelers of all ages proliferates.

This shift is impacting the travel industry in significant ways, from the way accommodations are designed to how destinations market themselves.

Market Trends & Statistics

Industry research underscores the rapid rise of multigenerational travel. A recent Globus Family of Brands survey found that 26% of past guests want to travel with larger groups of family and friends, and nearly 30% plan to travel with family in 2025. Similarly, an International Medical Group (IMG) Travel Outlook Survey revealed that 34% of families have a domestic or international trip planned with multiple generations.

The American Express 2025 Global Travel Trends report indicates that 58% of Millennials and Gen Z parents surveyed plan to bring their extended family on vacation. 89% of these Millennial and Gen Z-aged parents cited “quality time” as the reason for bringing along extended family, which is more than those who said to “help with childcare” (24%).





The cruise sector is experiencing a surge in multigenerational bookings. According to the 2024 CLIA State of the Cruise Industry report, more than 30% of families traveling by cruise do so with at least two generations and 28% of cruisers traveling with three to five generations.



Cruise lines have responded to this strong demand by launching ships with family-friendly neighborhoods and larger accommodation options for family and multigenerational groups.

Further evidence is found in the Squaresmouth 2025 Travel Trends Survey that indicates 47% of travelers are opting for multigenerational or family trips in 2025, a 17% increase over 2024.



Follow the Money:

How Older Generations Are Funding Family Travel

Older generations, particularly baby boomers, are increasingly financing family vacations. The “Gen-Cation” trend—where grandparents foot the bill for their children and grandchildren—has become a defining characteristic of family travel.

The vast majority (65%) of our nation's wealth sits in baby boomers and the silent generation's bank accounts. Consider that the average 64-75-year-old American is 94% wealthier than the average 35-year-old and that Generation X owns 29% of the country's total wealth, while millennials only possess 6.5% of the country's total wealth, there's a financial incentive to

why multigenerational families travel together. Consider that people are living longer and travelling well into their 80s, this is another positive side for the market!

A 2025 Booking.com report found that 58% of travelers admitted their parents helped pay for part or all of their vacations, with 80% of boomers indicating they are willing to fund these experiences. Meanwhile, a study from TravelAge West found that 72% of parents acknowledged cost-saving benefits when grandparents join vacations, with 59% agreeing that having grandparents along eases financial stress.



“
Since Gen Z parents started to have children, seven generations will be traveling at the same time – for the first time in history.
”

The Benefits of Family Groups Traveling Together

In today's fast-paced world, where not only distance, but work and digital distractions are separating people, multigenerational travel offers an opportunity to reconnect and form stronger bonds. Whether it's through a shared cultural experience in a new destination or simply spending uninterrupted time together at an all-time-favorite vacation spot, family trips create lasting memories that strengthen relationships across generations.

Beyond the financial, emotional and social benefits, multigenerational travel is also driven by logistical considerations. Some families prefer the no-planning hassles and structured activities that resorts or cruises provide, while others



prefer a more rigorously paced adventure-based trip. City-centric cultural immersion experiences in metropolitan areas are popular, as are customized tour itineraries to bucket list destinations that cater to a wide range of interests.

Trends here include the significant growth of multigenerational celebration vacations, commemorating an anniversary, birthday or significant family event. Additionally, the rise of "skip-gen" travel, where grandparents take grandchildren on trips without parents, has added another dynamic to the family travel landscape. This allows parents a break while strengthening the bond between grandparents and younger generations.





Why This Matters to the Travel Industry

Multigenerational travel is contributing a significant financial impact on the industry. The multiplier factor of larger group sizes translates into higher revenue per trip, typically without associated marketing costs.

Additionally, this market tends to spend more on dining, excursions and entertainment. Older generations financing trips for their children and grandchildren has made premium and all-inclusive offerings more attractive than ever. According to the Family Travel Association, nearly half of grandparents contribute financially to family vacations, with many covering the full

cost. This trend has led to a surge in demand for resorts, cruises, dude ranches and tour packages that simplify planning and provide a stress-free travel experience.

By recognizing the value and catering to the needs of multigenerational travelers, travel brands can break into a new market simply by enhancing their appeal and tweaking product offerings. It doesn't require more boots on the ground or concrete poured. The investment made will pay dividends in the form of increased bookings from this lucrative demographic.

Optimizing Family Travel Strategies for Hotels and Tour Operators

By tailoring offerings to meet the unique needs of the market, suppliers can enhance guest experiences and capitalize on this growing segment.

Hotels: Enhancing Family Comfort and Engagement

Accommodating the specific needs of families is essential for hotels aiming to attract multigenerational travelers. Key strategies include:

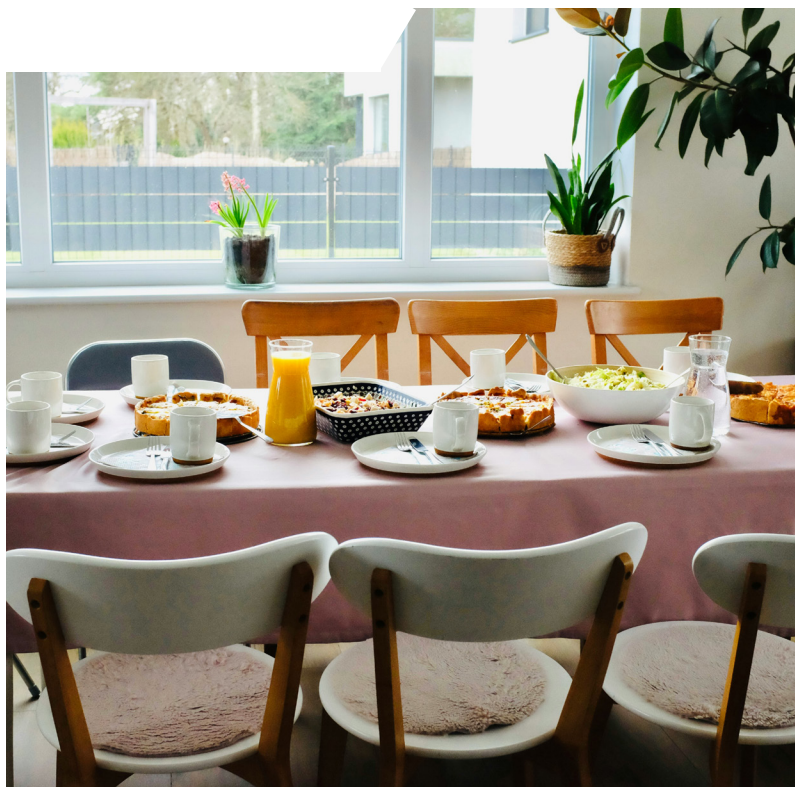
- **Flexible bedding configurations:** Traditional hotel rooms often feature a single king bed or two double beds, which may not suit families traveling with children. Hotels should consider retrofitting rooms to offer more versatile bedding options, such as two queen beds or a combination of beds and sofa beds or roll-

aways, to better accommodate family groups. This flexibility, along with connecting/adjoining rooms and family suites can significantly enhance comfort and appeal to family travelers.

- **Kid-focused activities during peak times:** Implementing children-specific programs during peak travel periods can greatly enhance the family experience. Activities such as supervised kids' programs and play areas, educational workshops, and interactive entertainment engage younger guests while providing parents and grandparents with opportunities to relax or enjoy individual pursuits, knowing their children are enjoying safe and enriching activities.



- ▶ **Included breakfasts:** Meal costs add up quickly when you're traveling with extended families while getting kids to eat a decent breakfast is a challenge most parents deal with. If your property doesn't already include breakfast in the room rate, consider packaging breakfast options into family-inclusive rates.
- ▶ **Sample itineraries:** Resorts and city-center hotels can create sample family and multigenerational vacation itineraries showcasing the area's wide variety of activities, property amenities and experiences for all ages.
- ▶ **Family extras:** Offering complimentary Wi-fi, family-friendly dining options, and group family picture opportunities/Instagram background spots are also a huge plus.



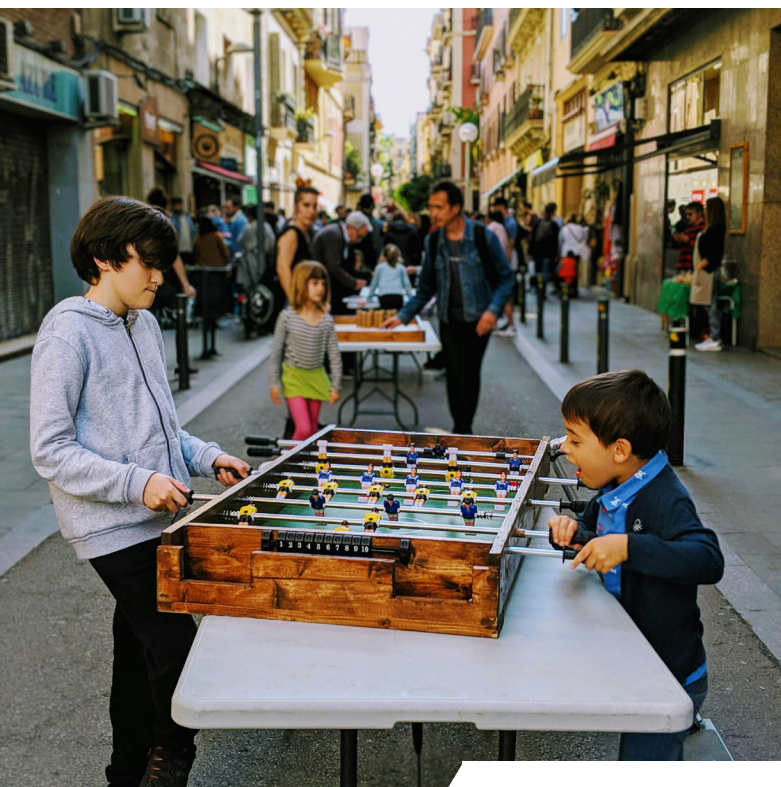
Destination Marketing Organizations Showcasing Multigenerational Experiences

DMOs play a pivotal role in highlighting a destination's appeal to multigenerational travelers. This starts with a communication strategy that leans into the traditional and non-traditional activities families can partake in while visiting.

Effective approaches include:

- ▶ **Curate multigenerational content:** Developing written and video content, either in-house or with trusted third-party media sources that emphasize activities suitable for all ages is crucial.
- ▶ **Craft and showcase sample itineraries** from one to three days that blend fun, cultural, educational and recreational experiences, ensuring every family member finds something enjoyable.





- ▶ **Create family savings coupons and exclusive discounts** at local restaurants (kids eat free!), attractions and cultural institutions, specifically built around hotel packages to attract out-of-towners.
- ▶ **Collaborative partnerships:** Engage with local entities such as daycare providers, camps, and include cultural institutions can enrich your destination's offerings. For instance, integrating programs that allow children to explore science, technology, engineering, arts, and mathematics (STEAM) concepts or participate in cultural learning experiences can spark a child's imagination while adding significant value to a family's visit.

Tour Operators: Designing Family-Centric Products

Tour operators have a unique opportunity to create dedicated tours that appeal to family groups. A notable example of a legacy operator launching into the family travel business is Tauck Tours. Launched in 2003, Tauck Bridges is an extension of the renowned Tauck brand, focusing exclusively on family travel. These guided adventures are designed for travelers with kids aged eight and above, offering enriching experiences that cater to both children and adults. The success of Tauck Bridges underscores the potential profitability and customer growth that comes with developing family-oriented travel products.

What Tauck has accomplished should be an inspiration to tour companies looking to expand their base of travelers, they are not alone. Brands like Collete, Intrepid and Trafalgar have



have also been successful cultivating family travelers. But how does one start down this path?

1) Ask questions. Survey travelers on tour and through email channels about their desire to participate in multigenerational travel opportunities sponsored by your company.

2) Start small. There are certain destinations that lend themselves well to multigenerational travel. If your survey results are positive,

consider a national parks trip, NYC cultural getaway, European capitals or all-inclusives.

3) Based on demand, consider dedicating a few departures a year for families traveling with kids or even a dedicated division to family group holidays.

As a tour operator, it makes financial sense to consider adding multigenerational trips. Your travelers are already doing it!



7 Future Opportunities for Multigenerational Travel

As the travel industry evolves, multigenerational travel is poised to become an even more significant segment, influenced by various emerging trends.

1 Rise of Active Multigenerational Trips

Statistics prove that families are increasingly seeking active vacations that promote health and wellness. Engaging in activities like hiking, cycling and other sports caters to different age groups and also fosters deeper family bonds. Austin Adventures has run active family trips for decades. These active trips serve as healing holidays, benefiting mental health and cognitive development across generations.



2 Influence of Younger Generations in Travel Planning

Gen Z travelers are playing a role in shaping family vacations. Their preferences for unique experiences and social media-worthy destinations are influencing family itineraries. This shift underscores the need for travel providers to consider the desires of younger family members when designing packages.



3 Demand for Diverse Accommodation Options

There is a growing preference for accommodations that offer both privacy and communal spaces. From vacation rentals, multi-bedroom resort villas and retrofitted hotel rooms, families are seeking together spaces that allow families to come together in shared areas.



4 Grandma the Influencer

As reported in the annual Family Travel Association survey, grandparents are strong drivers of multigenerational family travel. The study found that over half of grandparents surveyed said they planned and organize their multigenerational trips. These findings are supported by National Geographic-Lindblad Expeditions. Brands that target messaging towards grandparents (generally grandmothers) find that they are key travel influencers.



5 Digital Tools

The tourism industry is developing digital solutions to better cater to multigenerational travelers. Online planning tools, group booking software and family-friendly mobile apps help streamline the research and booking process where multiple schedules and interests must align for a successful trip.





6 Emphasis on Nostalgic and Cultural Experiences

Families are seeking trips that allow them to reconnect with their heritage and share cultural experiences. Destinations offering activities that evoke nostalgia and provide educational value are becoming increasingly popular. Enrichment is particularly important to grandparents and parents. Both also love nostalgic trips, as they can relive favorite travel experiences through their children/grandchildren's eyes. This trend highlights the importance of creating itineraries that resonate with all family members.

7 Integration of Wellness and Sustainability

The incorporation of wellness activities and sustainable practices is a priority for multigenerational travelers. Families are looking for destinations that offer eco-friendly options and wellness programs suitable for all ages, reflecting a collective commitment to health and environmental responsibility.



Call to Action for Industry Professionals



The rise of multigenerational travel presents an unprecedented opportunity for destinations, hotels and tour operators. By acknowledging and adapting to this trend, the travel industry can better serve the evolving preferences of multigenerational families, ensuring enriching and memorable experiences for all.

To effectively tap into this market, investing in strategic marketing efforts—including content marketing, storytelling and targeted advertising—is essential.

Premier Travel Media offers powerful solutions to reach this growing audience. Let's discuss how we can help you position your brand as a leader in multigenerational travel.

Did You Know?



An effective Content Marketing strategy helps increase engagement and conversions by up to **72%** while boosting your SEO juice up to **43%**.

Content Marketing is the most effective way to promote your destination or property to multi-generational travelers.

Content Marketing is the centerpiece of all *Destination Reunion* packages. Your Site InSpection content marketing content bundle includes all the reasons reunion groups need to put you on their radar. Secure your spot in *Destination Reunions* today!

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