

Family Vacations - US - February 2018

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"For parents with kids under 18 in the household, family vacations offer an opportunity for quality time, relaxation, and even some adventure."

Gina Cavato, Lifestyles & Leisure Analyst

This report looks at the following areas:

- **Personal sources carry more influence than branded**
- **Low prices may not be enough to entice family vacationers**
- **Fewer households with children means a smaller family vacationer market**

Visiting family and friends is the most popular type of trip, indicating that the destination may already be dictated for family vacations. Even so, travel brands can win favor with the family audience through word-of-mouth efforts that reach consumers in the research period, which typically starts one to three months in advance of a trip. Communications can highlight vacation travel as a chance to de-stress, bond, and bring the family closer together.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Verdict

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Abbreviations

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