

# The Rise of Multigenerational Tourism in Europe - February 2015

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“More and more clients are requesting travel arrangements that will include their extended families. Reuniting and creating bonds through travel is a way for them to stay connected to each other, gives them something they can plan together and keep in touch during that process.”

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- What is multigenerational travel?
- Who goes on a multigenerational holiday in Europe?
- Where do multigenerational travellers go in Europe?
- What are the key reasons that travellers take a multigenerational trip in Europe?
- How can European tourism suppliers meet the needs of multigenerational travellers?
- What factors will shape the demand for multigenerational travel in Europe in the future?

Multigenerational travel is currently one of the travel industry's hottest trends and something that is on the rise in Europe. Despite this, multigenerational travel is not always well defined or understood. Existing definitions include: travel involving several generations of travellers; a group of travellers where at least one member of the party is aged under 18 years and at least one is aged over 60 years; and a trip made by extended family and friends.

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