

## Seasonal Vacation Trends - US - February 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The leisure travel industry is in an upswing. Parents of children under 18 years are heavy travelers, especially in the summer when a majority of them take at least one vacation."

- Rupa Ghosh, Travel & Leisure Analyst

### This report looks at the following areas:

- Overall leisure travel market growing – but spending per trip declining
- Key target – households with children – in decline
- Kids influence vacation decisions
- Time and money: key constraints limiting vacation length

New business models in hospitality such as the sharing economy and other demographic factors such as the declining number of families with children and the changing composition of the family are bringing new challenges to the family vacation market. However, Millennial/younger parents and Baby Boomer grandparents, as well as the growth of the Hispanic population, will drive demand for the leisure family vacation market.

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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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Grandparents key partners for parents  
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Consumer survey data

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Abbreviations

Terms

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