

## Family Vacations - US - January 2020

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"Parents of children under the age of 18 in the household want both escape and enrichment from their vacations."

- Mike Gallinari, Travel & Leisure Analyst

This report looks at the following areas:

- Parents treat family vacations as an escape from their daily routine, but time is a constraint
- Family vacations are seen as a teaching opportunity for kids of all ages
- Younger parents are more likely to turn to social media for destination inspiration

Families feel economically secure enough to spend money on vacations, though parents feel their ability to take vacation is constrained by their work schedules. As such, they look for efficient ways to not only have fun with their families, but also educate their kids. Their search increasingly looks to current travel trends and social media outlets to give them the best information about vacation destinations.

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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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#### Driver: Experiences

2020

2025

2030

#### Driver: Identity

2020

2025

2030

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Driver: Technology

2020

2025

2030

## The Consumer – What You Need to Know

- Family visits and theme parks top vacation activities
- Social is growing as an inspiration source
- Vacationers like the universal appeal of public areas
- Escape and learning are primary reasons to take time off
- Time is a bigger factor than money
- Travel trends are parent trends
- Vacations serve as field trips
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