



Tour & Travel Exchange: *Inspiring Families to Travel*



Presented by: *Rainer Jenss*

Introduction



Chicago
Tribune



AFAR



Revelation

“Learning happens between the poles, not just between the ears.

The world is the greatest classroom we have.”

- Keith Bellows

Mission



Inspire (more) families to travel *and* advocate that travel be an essential component of every child's education



How



Inform . . . Educate . . . Simplify



Why



Change the way families travel ...
and grow family/multigenerational business



The Market



- 87% of families plan to vacation in 2015; up 5% from 2010
- 33%-40% of \$270 billion in leisure travel is multigenerational
- Cruise lines: Families: 2002: 13%; 2008: 25%
- Micato Safaris - 2000: 15% families; 2010: 30% families
- Tauck Tours: *“Multigenerational travel is biggest growth area”*

Consumers



- 56.5 million U.S. parents w/kids 6-17
- 69.1 million grandparents w/grandkids <18



Consumers



25% in 2000

The Market



- One parent families
- Aunts & uncles traveling with nieces and nephews
- Family reunions & group trips
- Grandparents traveling with grandchildren
- Parent bringing kids on business trip

What They Want



- Safety
- Value
- Familiarity & Experimentation
- Activities & Exercise
- Separate programs for kids & teens
- Food options for kids and family dining

Top 10 List



10. Families travel in larger groups = More revenue
9. Families travel more than non-families
8. Today's grandparents are more active & living longer
7. Parents want to seize the moment with their kids
6. Parents with pre-schoolers travel non-peak periods

Top 10 List



5. Kids are involved in the decision making process
4. Cruises are popular b/c they offer what parents want
3. Families appreciate all-inclusives & convenience
2. Families want more new & unique experiences
1. Millennials are the most experienced, sophisticated and well-traveled generation; they see travel as an essential component to life

Contact Info



Rainer Jenss
President & Founder
Family Travel Association
rainer@familytravel.org
@FamilyTravAssoc

