



GENERATION ALPHA & FAMILY TRAVEL TRENDS

How the world's youngest generation
is influencing family travel

Connecting **TRAVELERS**



144M+
Unique monthly visitors¹



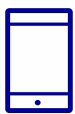
2.1B
Monthly page views¹



10 Expedia Group brands



200+ sites
in **75+ countries**



150+ mobile sites
in **70+ countries**



With **ADVERTISERS**



Marketing partners in
170 countries



50+
Targeting types



200+
Audience segments



20 Unique advertising
solutions



30
Reporting KPIs

INSIGHTS INTO TRAVELERS BY GENERATION

LEARN MORE AT:
bit.ly/travel-trends-research



BABY BOOMERS (56+ YEARS OLD)

Decisive and confident travelers, less tied to budget and prefer active, outdoor exploration and sightseeing



GENERATION X (36-55 YEARS OLD)

Travel less frequently than other generations, are destination indecisive and focused on family-oriented travel



MILLENNIALS (24-35 YEARS OLD)

Frequent yet indecisive travelers, embrace “you only live once” (YOLO) experiences and enjoy exploring the outdoors



GENERATION Z (9-23 YEARS OLD)

Open-minded, bucket-list oriented, already frequent travelers looking for relaxation and unique experiences



GENERATION ALPHA (0-9 YEARS OLD)

Born after 2010, truly digitally-native, expected to reach 2 billion by 2025, and be the longest-living and wealthiest generation

GETTING TO KNOW GEN ALPHA



BORN AFTER 2010 and known as the children of Millennials, the first generation born entirely within the 21st century



DIGITAL NATIVES growing up with Instagram and the iPad (which both also debuted in 2010), this generation are already tech power-users



WILL REACH NEARLY 2 BILLION by the time the last of this generation is born in 2025, with 2.5 million born around the world every week



CULTURAL & ECONOMIC IMPACT of Alphas and Gen Z are expected to be equal to that of their parents or older siblings, the Millennials



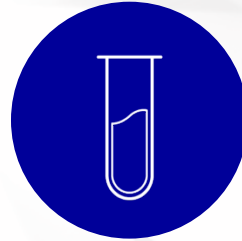
GREAT POTENTIAL as Alphas are expected to be the most formally-educated, longest-living and wealthiest generation

STUDY METHODOLOGY



Data Collection Method

- Quantitative online survey conducted by Northstar Research Partners in the following countries: Australia, Brazil, Canada, China, Germany, Japan, Mexico, the UK and US



Sample Size

- 9,357 total (more than 1,000 in each of the nine countries)



Field Work

- April 11-May 7, 2019



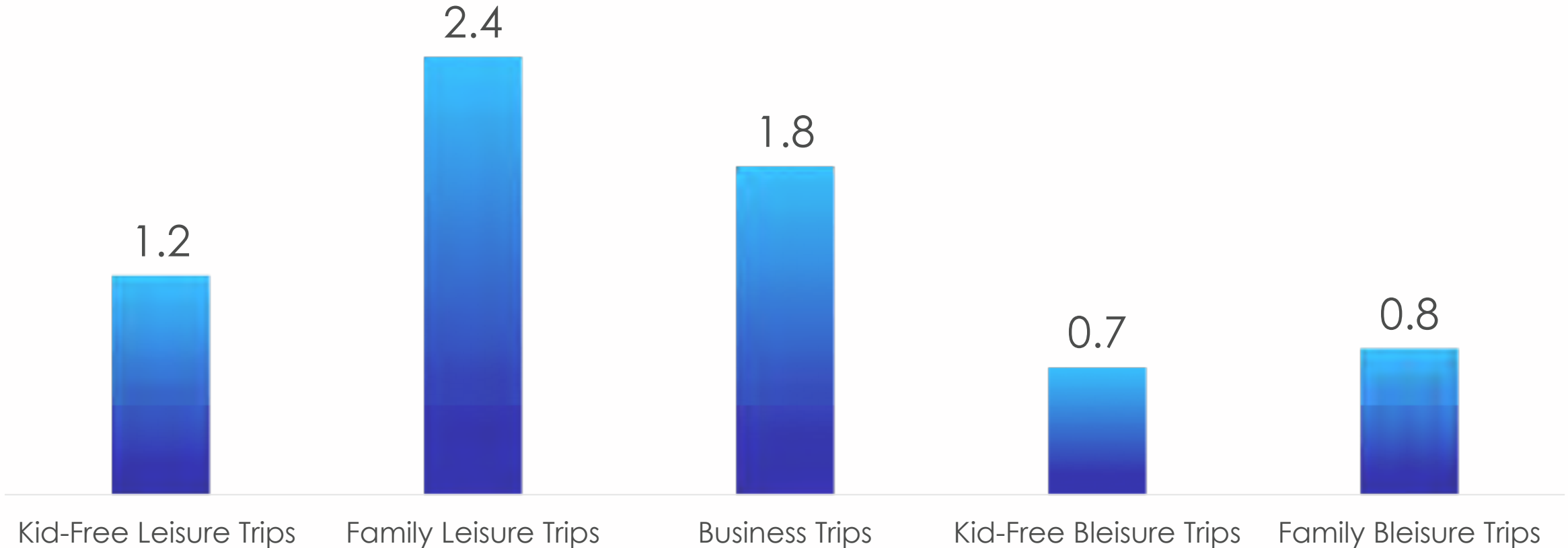
Qualifying Criteria

- Must have child or grandchild born in 2010 or later (age 9 or younger)
- Must have booked travel online for leisure in the past year

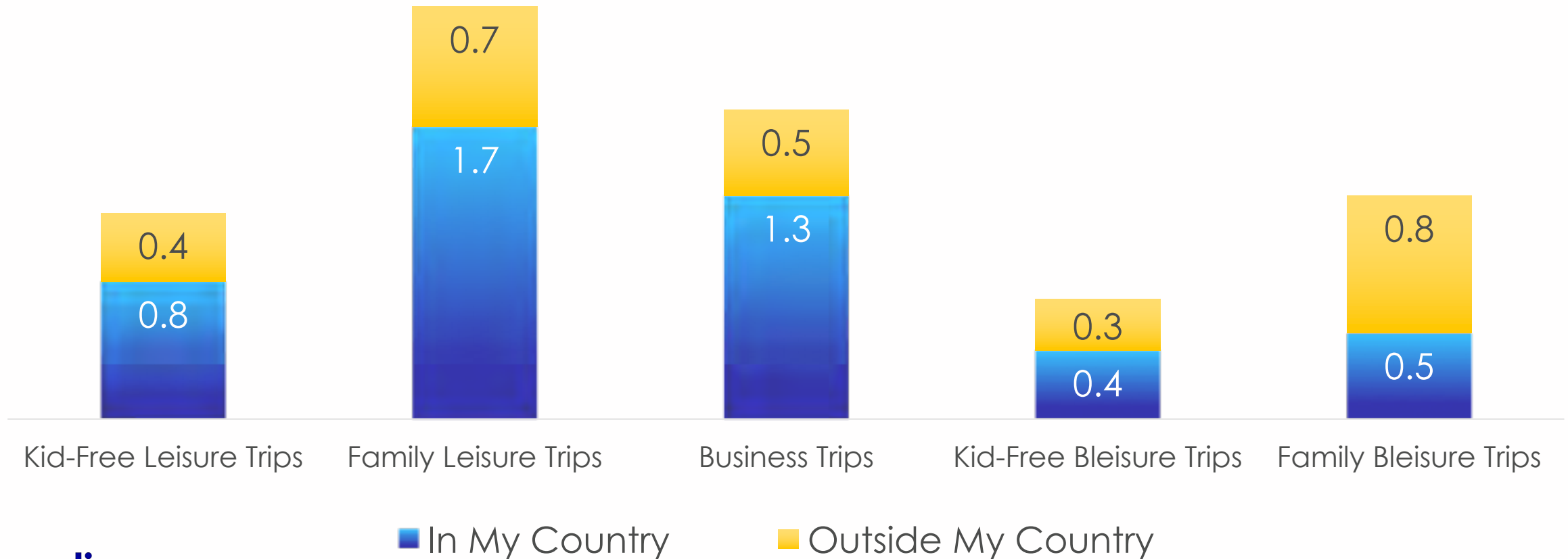


FAMILY TRAVEL
WITH GEN ALPHA

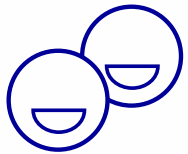
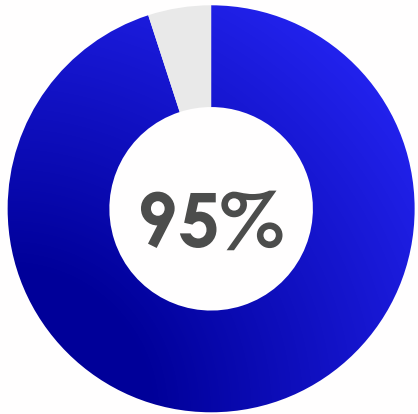
ON AVERAGE GLOBALLY, TRAVELERS WITH GEN ALPHAS ARE TAKING **MORE THAN THREE FAMILY TRIPS A YEAR**



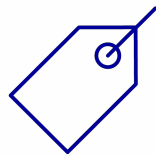
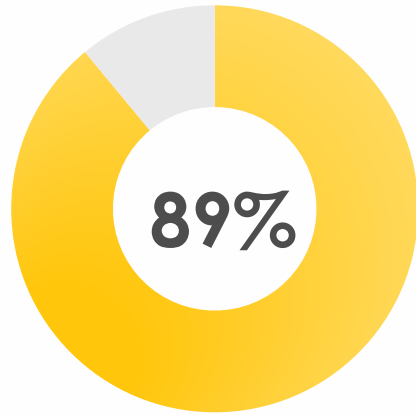
MOST TRIPS ARE DOMESTIC FOR THOSE WITH GEN ALPHAS, WHETHER TRAVELING AS A FAMILY OR WITHOUT KIDS



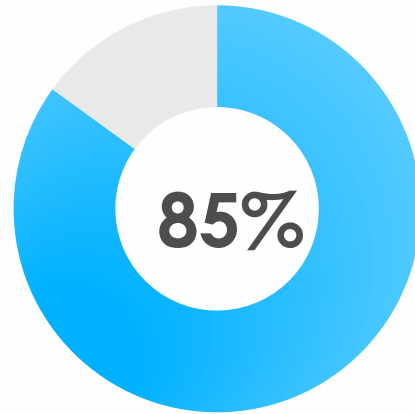
NOTHING TOPS AN ENTERTAINED AND HAPPY FAMILY WHEN TRAVELING



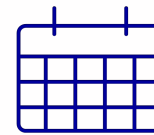
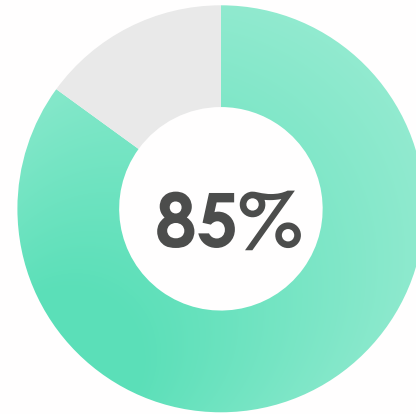
Keeping my **family entertained and happy** is of the utmost importance



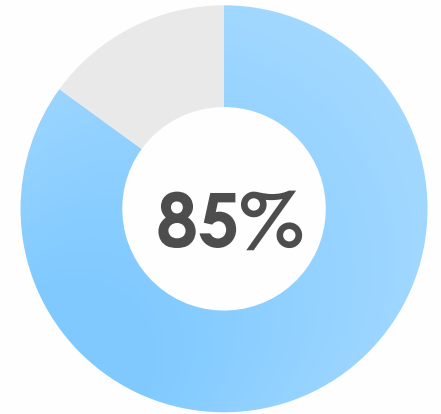
I look for the **best deals and most value** when planning a family trip



My family loves to **explore the outdoors and be active**

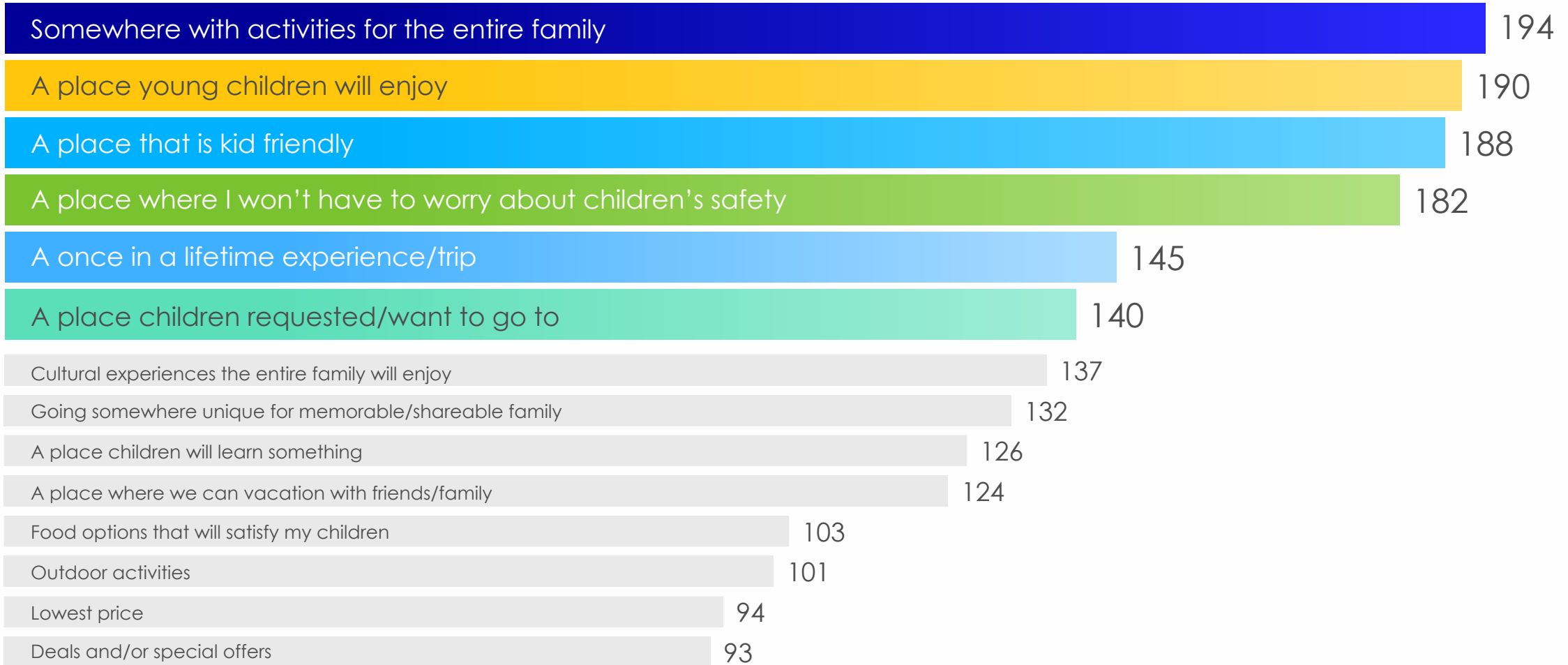


My family travel is **planned to take place** when my children have school breaks/holidays



My family **loves to travel to major entertainment attractions or theme parks**

FAMILY FUN FOR ALL, KID-FRIENDLY ENTERTAINMENT & SAFETY DRIVE FAMILY TRAVEL DECISIONS

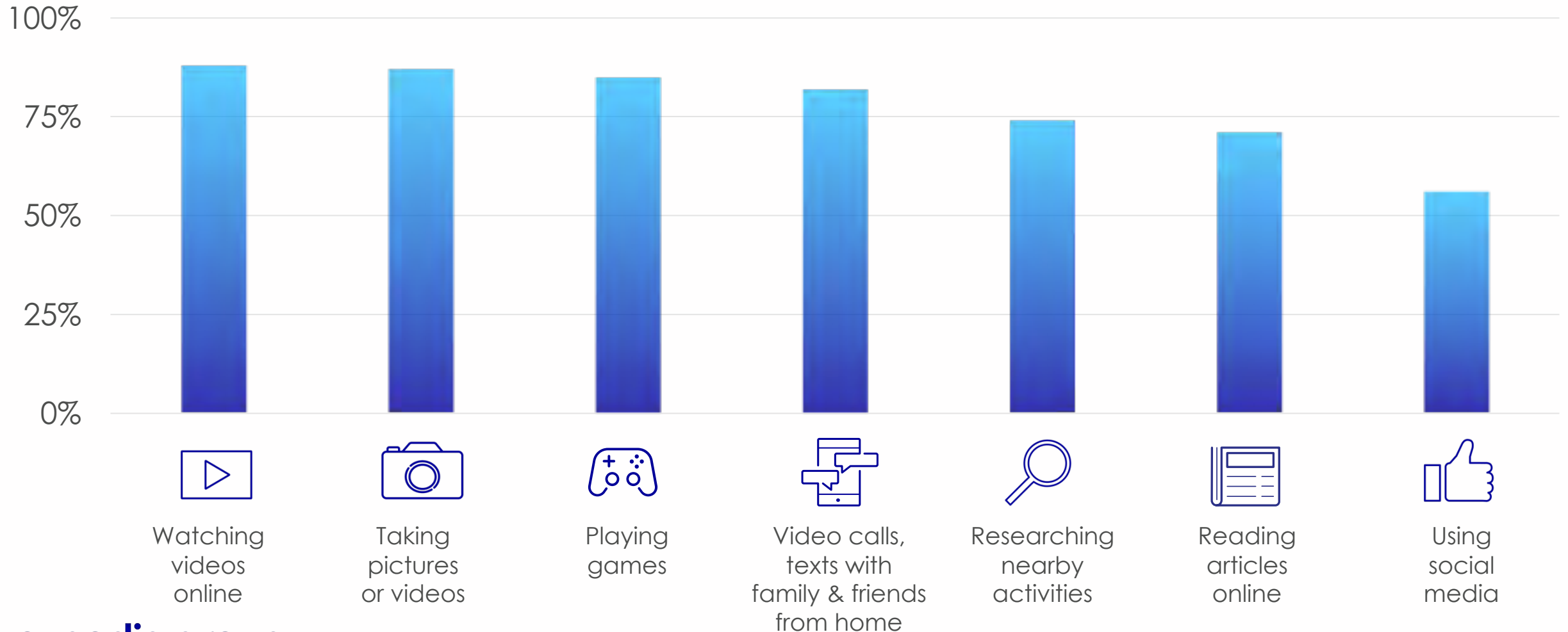




When it comes to family travel

EXPERIENCE BEATS EXPENSE

ENTERTAINMENT WHEN TRAVELING ALSO INCLUDES DEVICE TIME FOR GEN ALPHAS

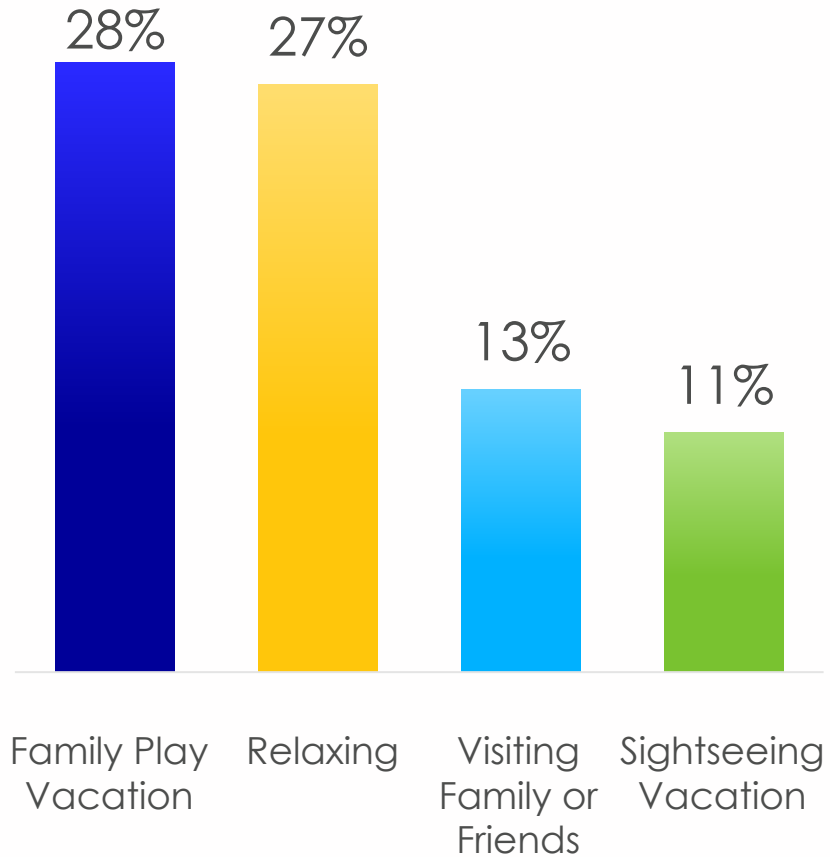


A blue-tinted photograph of a family in an airport terminal. A woman on the left pushes a stroller, a child in the middle, and a man on the right with two suitcases. The background shows a large window with a view of a landscape.

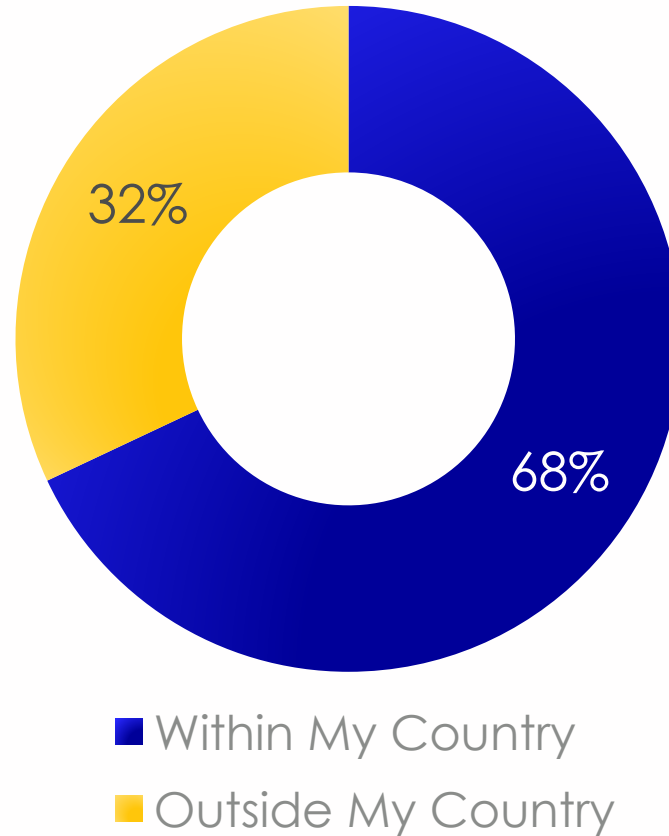
THE BASICS
FAMILY TRAVEL
WITH GEN ALPHA

SNAPSHOT OF FAMILY TRAVEL WITH GEN ALPHAS

TYPE OF TRIP



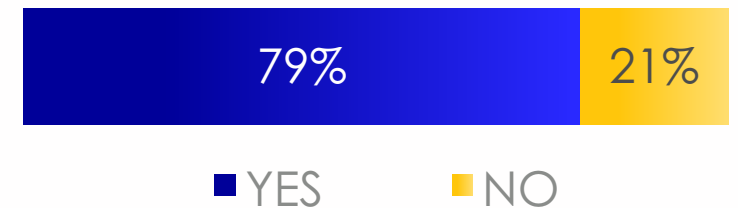
TRIP LOCATION



AVERAGE TRIP DURATION

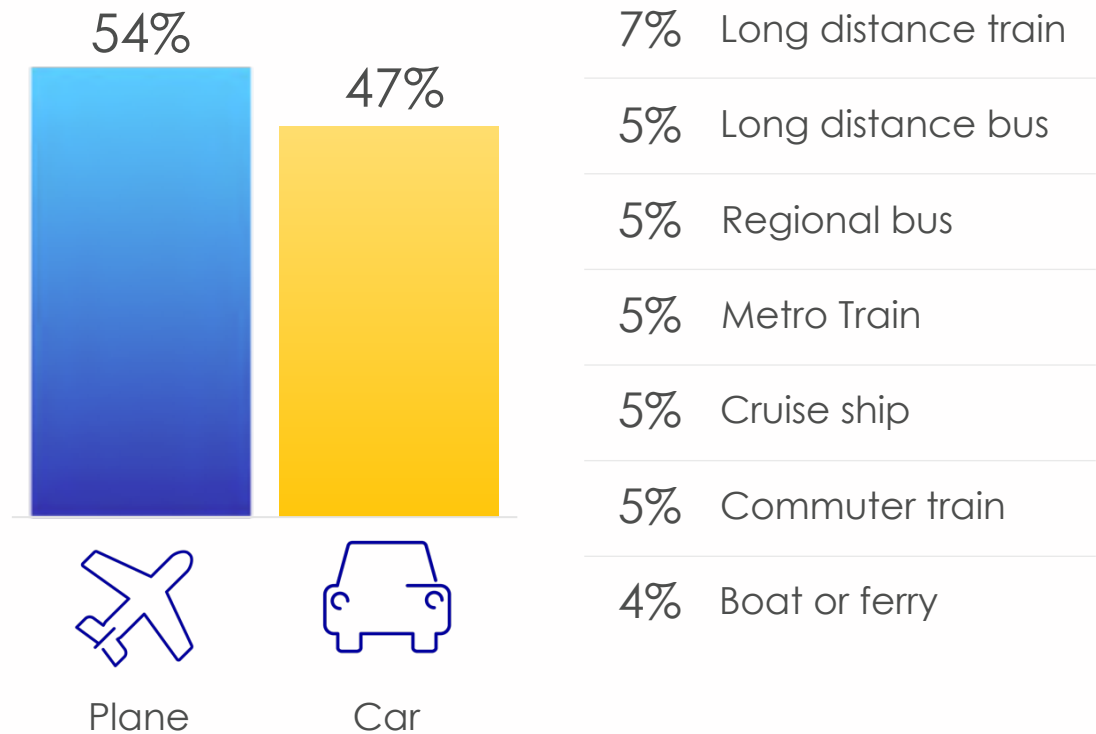


WAS BUDGET A FACTOR?

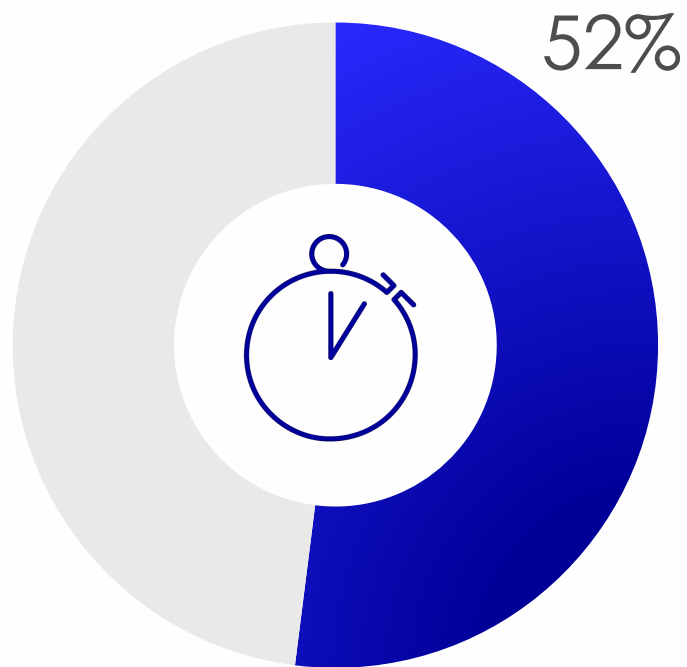




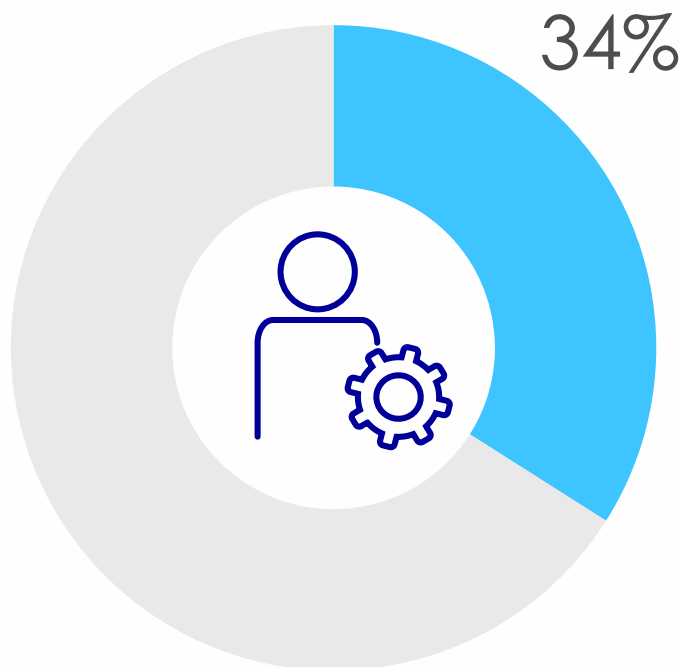
PLANE AND CAR ARE PREFERRED MODES OF TRANSPORTATION FOR FAMILY TRAVEL



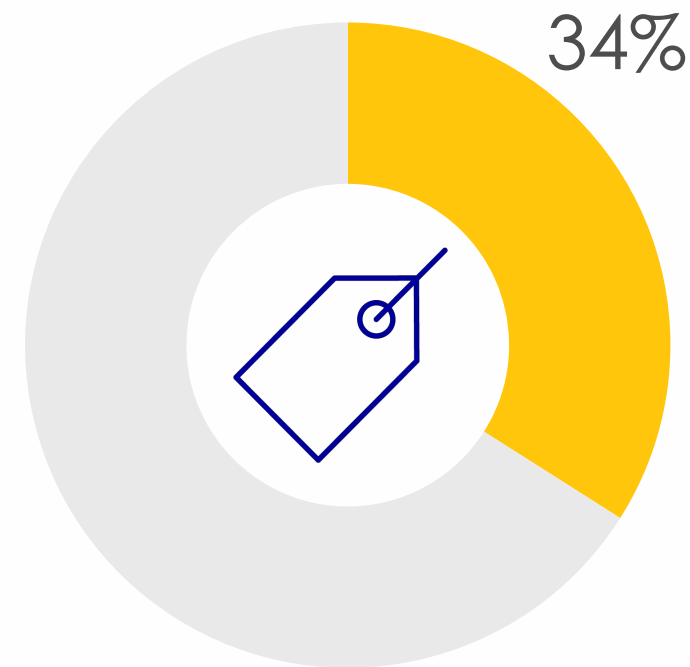
CONVENIENCE DRIVES TRANSPORTATION DECISIONS



Fastest Option



Kids Are Easier To Manage



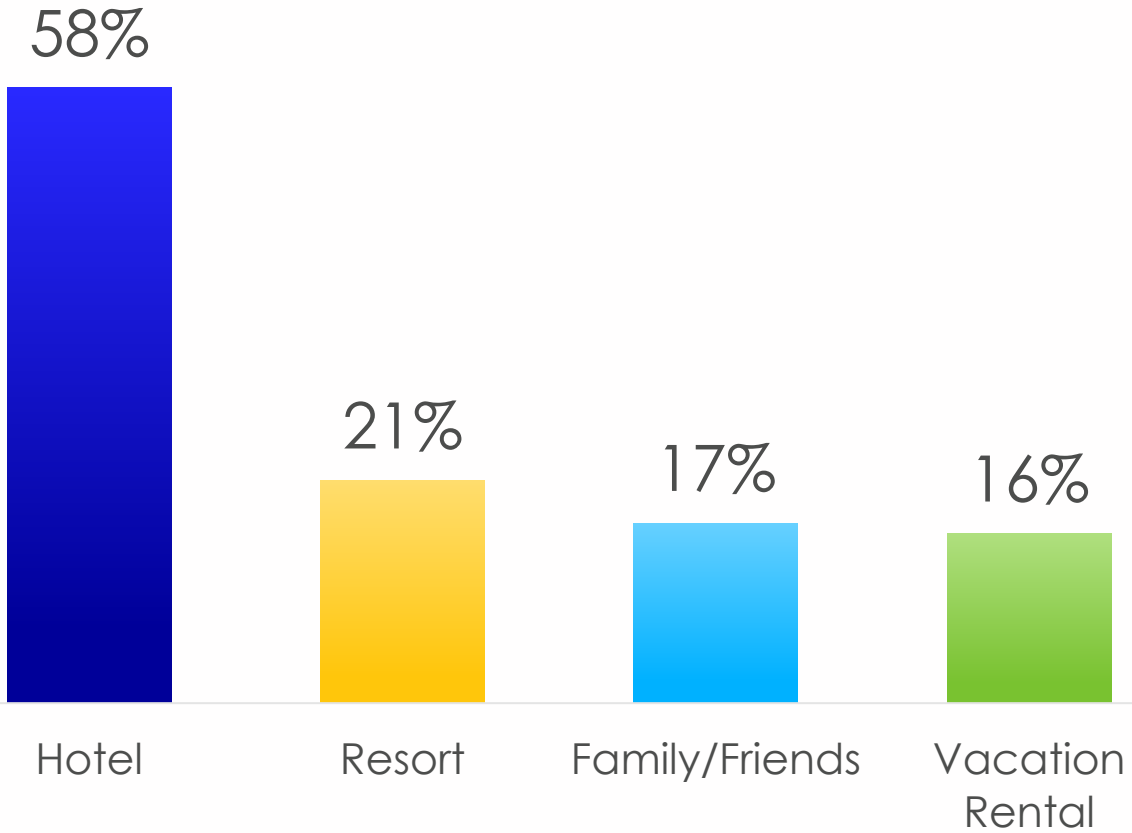
Most Affordable



NEARLY 60%

of family travelers stayed in
a hotel on their last trip

FAMILY TRAVELERS OPT FOR HOTELS

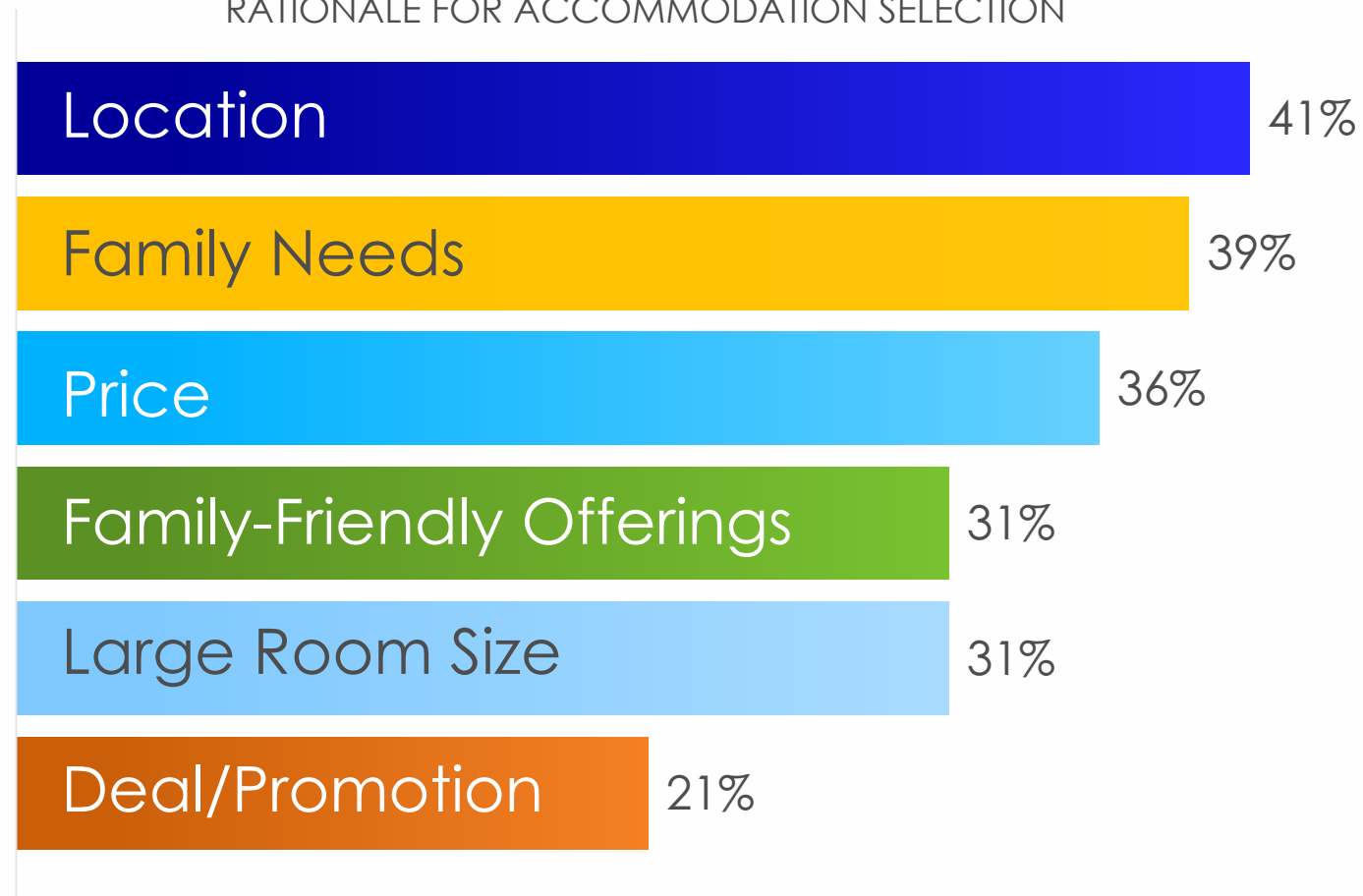


Q27. Where did you stay on your last family trip?



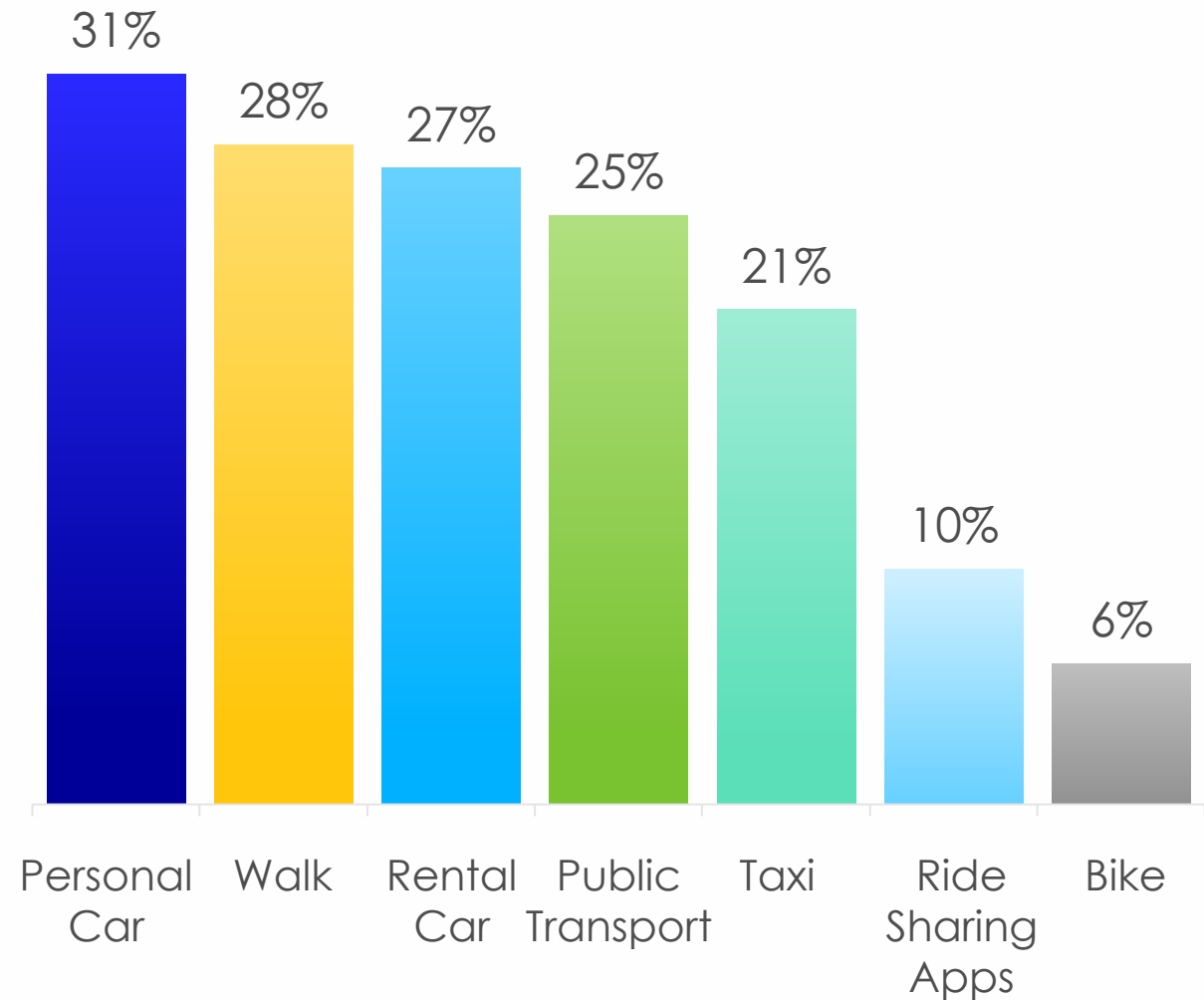
LOCATION, FAMILY NEEDS & PRICE WEIGH HEAVILY IN ACCOMMODATION DECISIONS

RATIONALE FOR ACCOMMODATION SELECTION



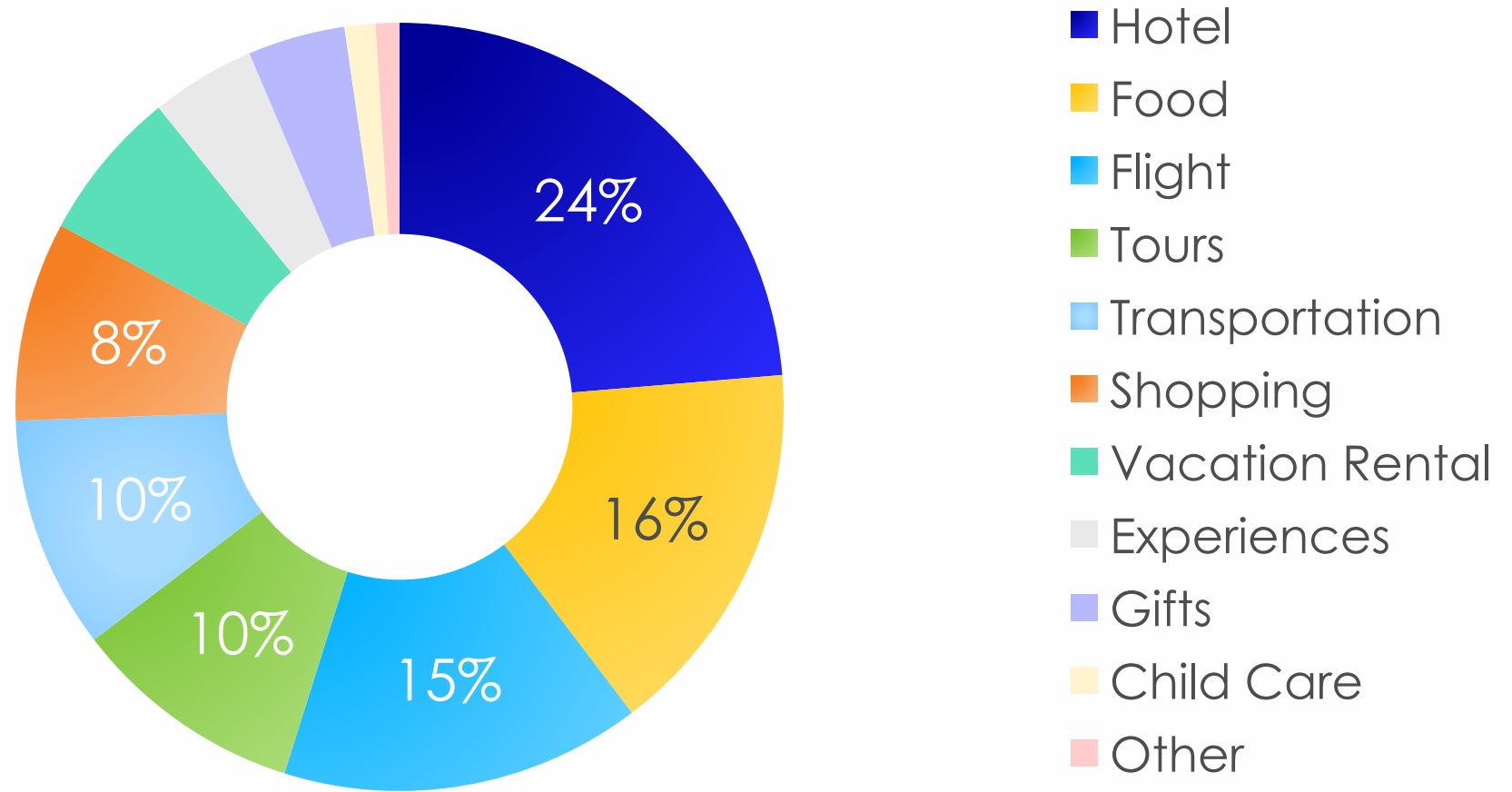


HOW FAMILY TRAVELERS GET AROUND IN-MARKET



Q26. How did you get around while you were on your last family trip?

BUDGETING FOR THE BASICS: FAMILY TRAVELERS SPEND MOST ON HOTEL, FOOD & FLIGHTS





GEN ALPHA TRIP TYPES

TRAVELERS WITH GEN ALPHAS GO FOR **RELAXING & FAMILY PLAY TRIPS**



55%
Relaxing

54%

Family Play Vacation



47%

Visiting Family
or Friends

41%

Sightseeing
Vacation



21%

Special
Event



21%

Bleisure



25%

Romantic
Getaway



18% Milestone Celebration



18% Activity-Based Vacation



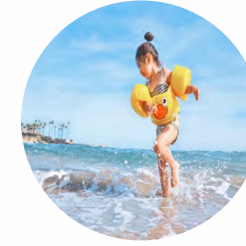
15% Cruise

FUN & ENTERTAINMENT ON THE FAMILY TRAVEL ITINERARY



74%

Theme parks
and attractions



67%

Water
activities



55%

Outdoor
activities



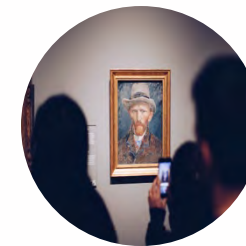
44%

Historical
landmarks



40%

Dining
experiences



38%

Museum
visits



28%

Educational
experiences or
classes



26%

Guided
tours

A man and a young girl are looking at a laptop screen together. The man is on the left, leaning over the girl on the right. They are both looking down at the screen. The image is overlaid with a blue gradient.

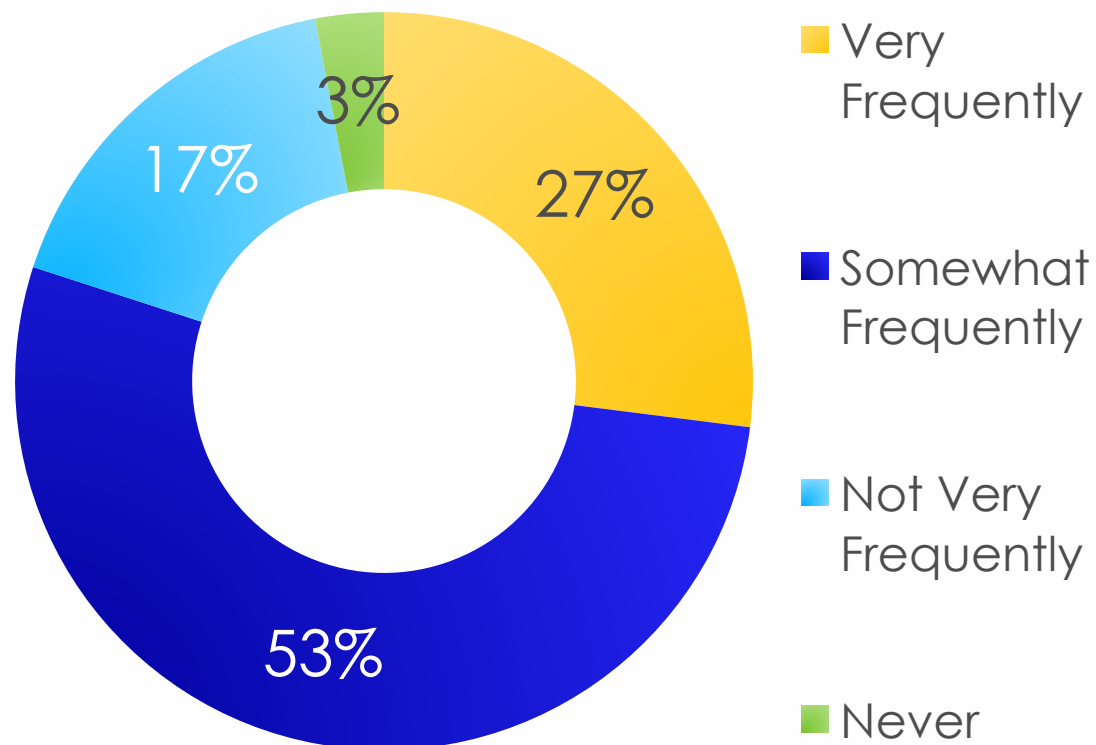
FAMILIES ARE INCLUDING
GEN ALPHAS
IN TRAVEL PLANNING



NEARLY 9 IN 10

say planning a trip together can
be fun for the entire family

80% FREQUENTLY TALK TRAVEL WITH GEN ALPHAS

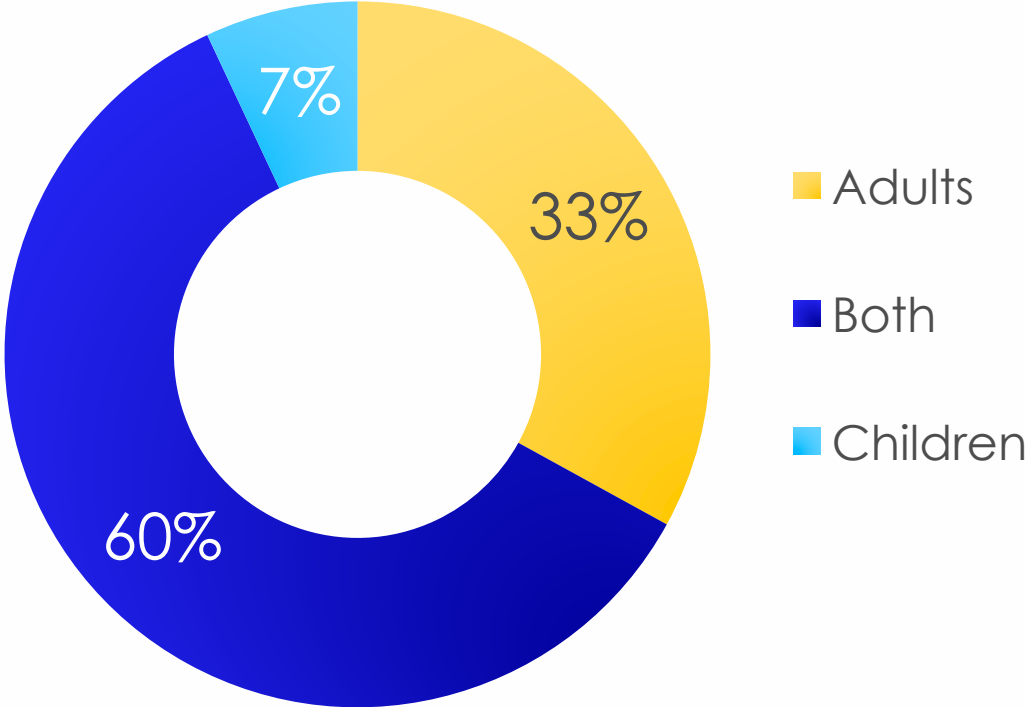


Q19. How much do you talk about travel with your young child/grandchild?





TRAVEL IDEAS COME FROM EVERYONE IN THE FAMILY



FAMILY TRAVEL DECISIONS ARE INFLUENCED BY MULTIPLE RESOURCES, INCLUDING YOUNG CHILDREN

63%

Travel Review Sites or Online Travel Agencies



46%

Family, friends, or colleagues (offline)



46%

Search Engines

43%

Young Children



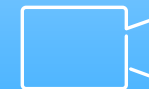
35%

Social Media



28%

Online Videos



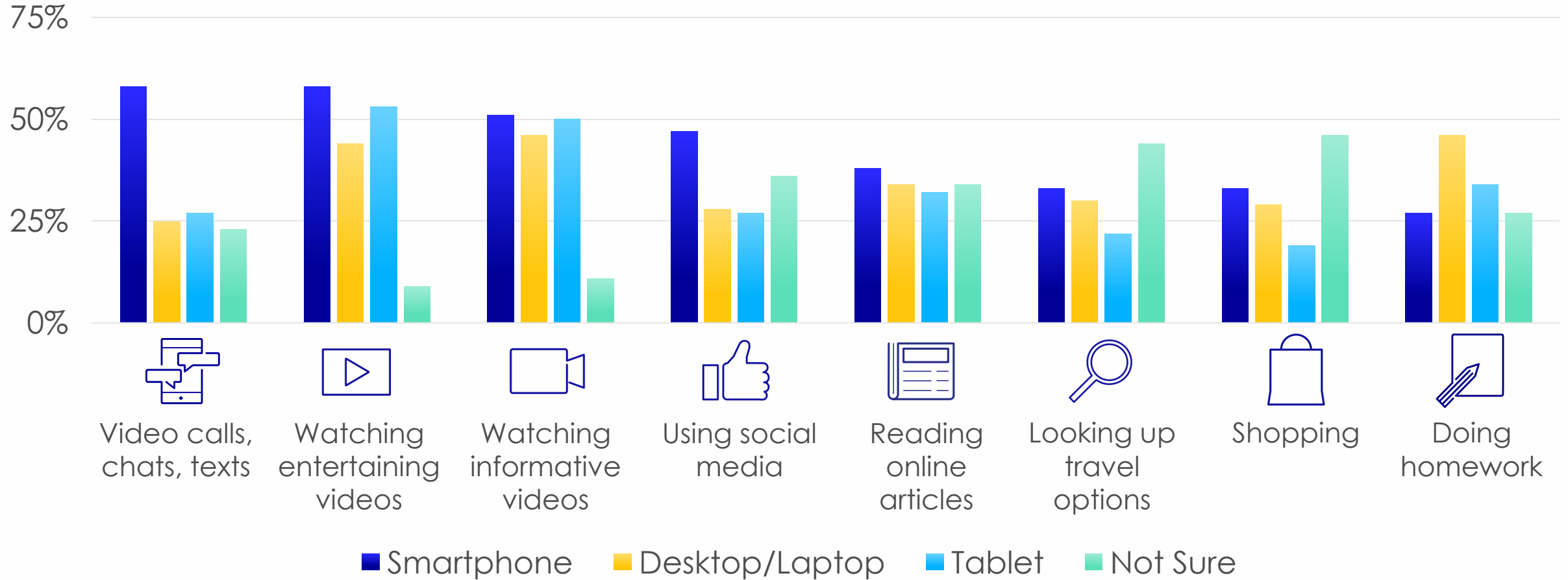
22%

Online Ads

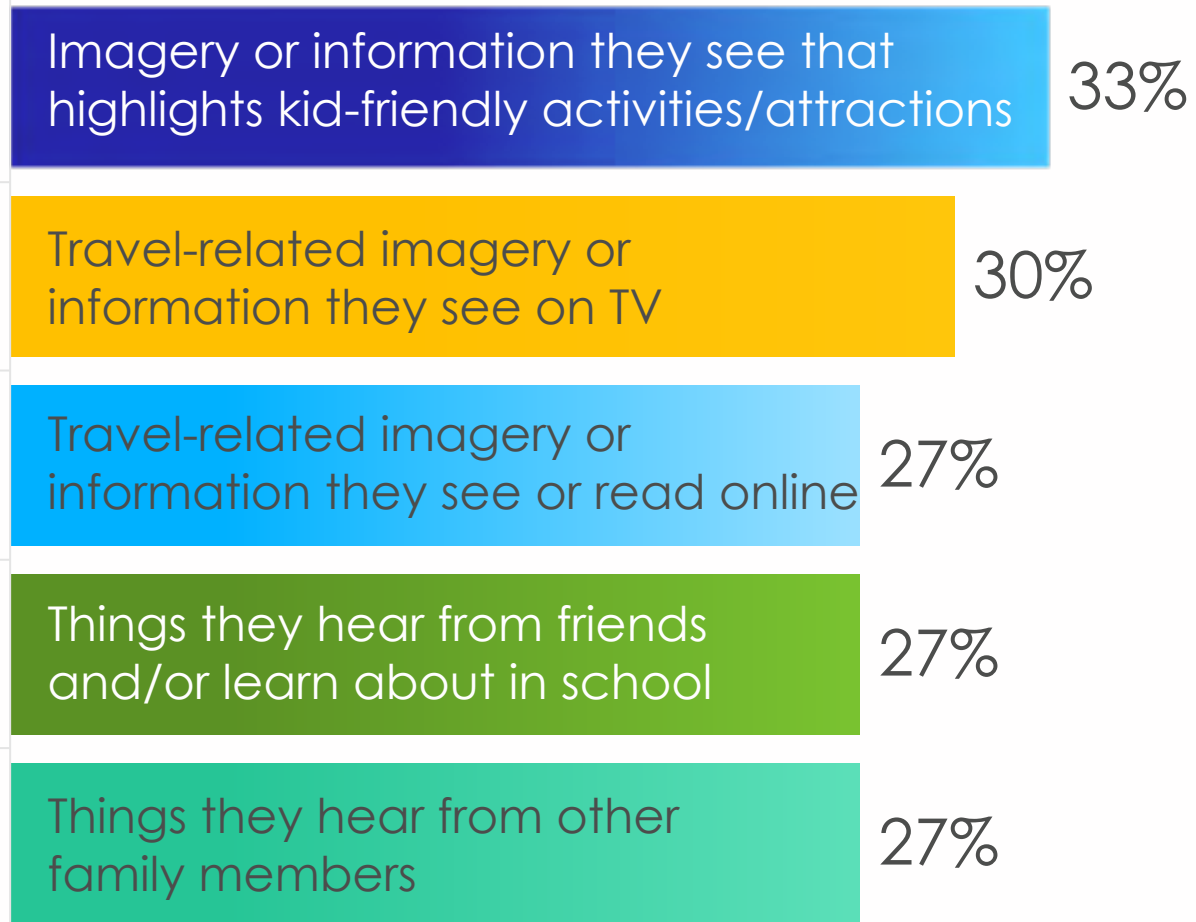
A young woman with dark hair and bangs is seated in an airplane cabin. She is wearing large white headphones and is looking down at a smartphone held in both hands. The background shows the interior of the plane, including the seat headrest and a window. The entire image is overlaid with a semi-transparent blue gradient. The text 'WHERE GEN ALPHA GO FOR INFO' is written in white, bold, sans-serif capital letters on the left side of the image.

WHERE GEN ALPHA
GO FOR INFO

GEN ALPHA ARE DIGITAL NATIVES AND SAVVY SMARTPHONE USERS



WHAT INFLUENCES GEN ALPHA TRAVEL OPINIONS?

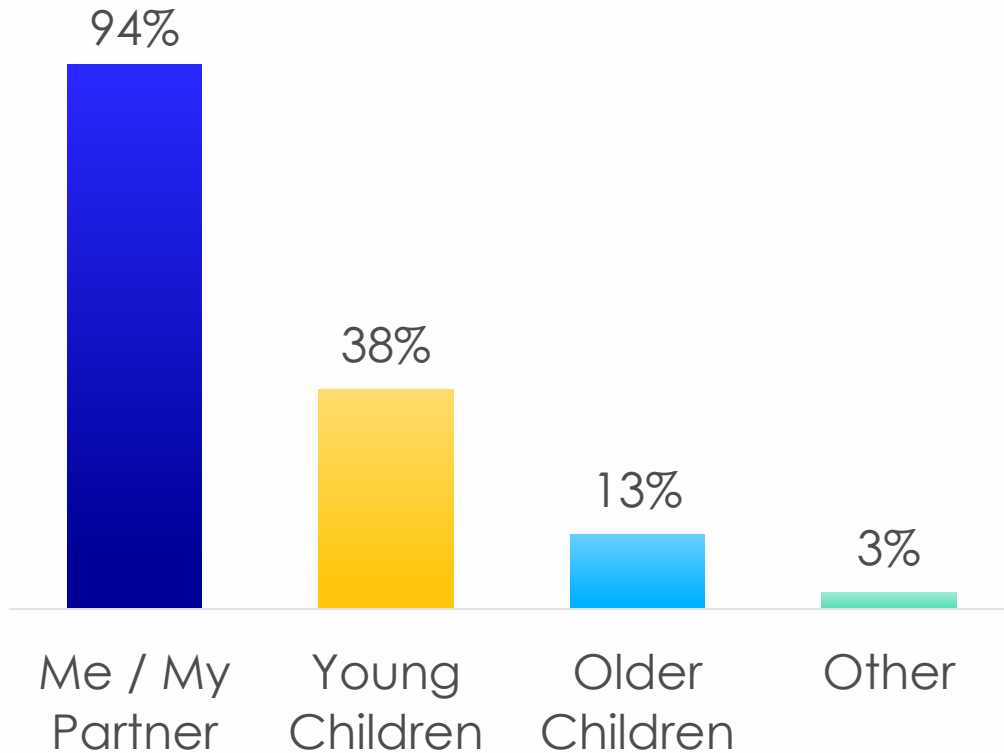


Q18. What do you think is influencing your young child/grandchild and their opinions about travel?

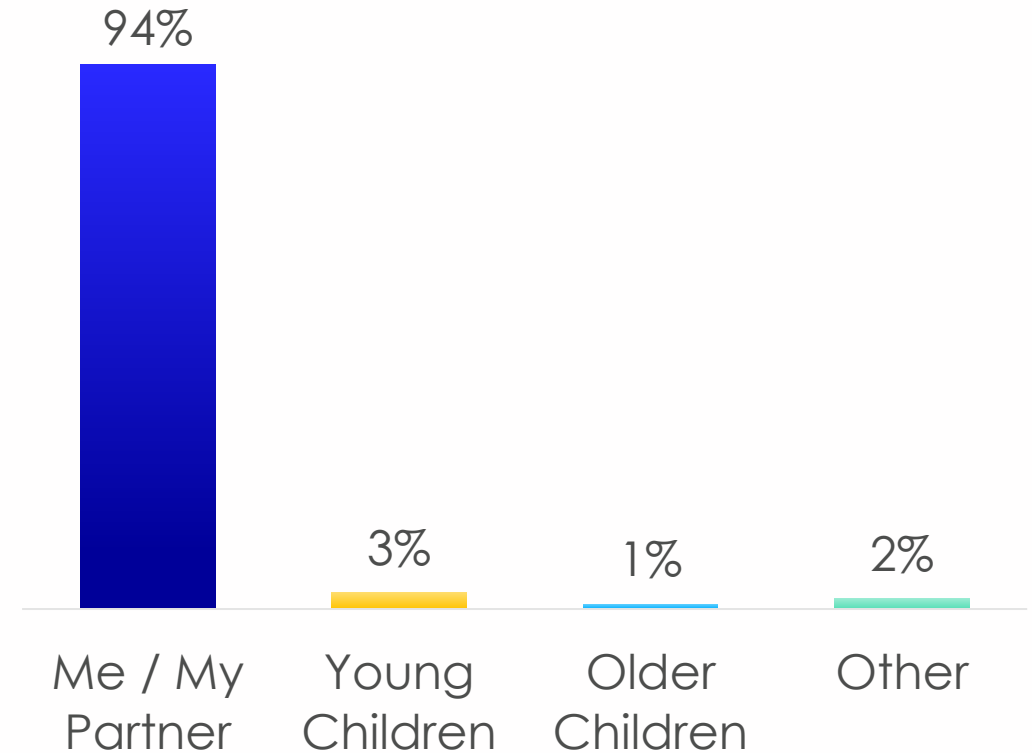


GENERATION ALPHAS INFLUENCE TRAVEL CHOICES, BUT ADULTS MAKE THE FINAL DECISIONS

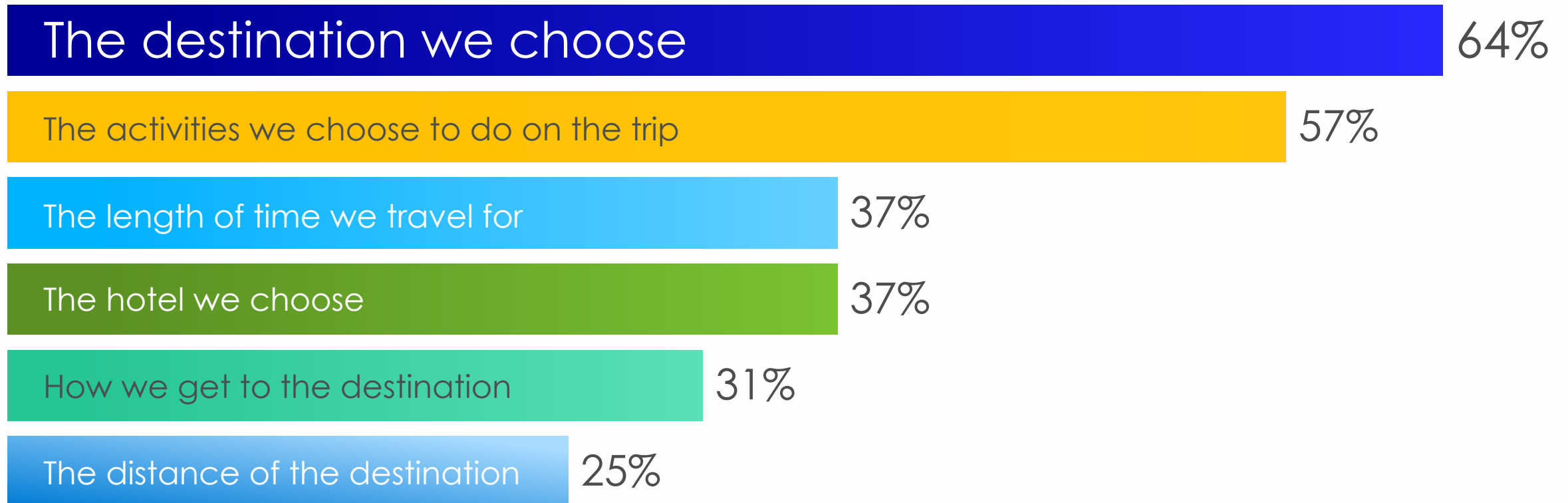
WHO INFLUENCES THE TRIP CHOICES?



WHO MAKES THE FINAL DECISIONS



DESTINATION & ACTIVITIES ARE TOP CONSIDERATIONS FOR FAMILY TRIPS WITH GEN ALPHA





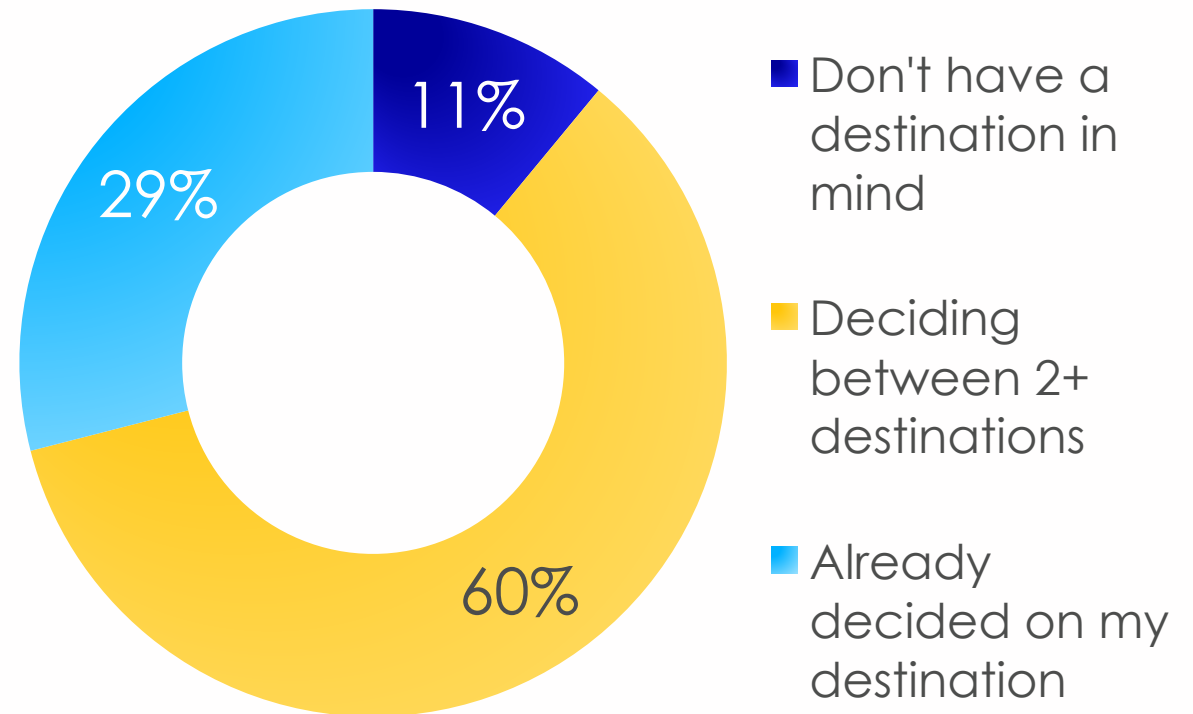
7 IN 10 TRAVELERS

are deciding on two or more destinations
when they first decide to take a family trip



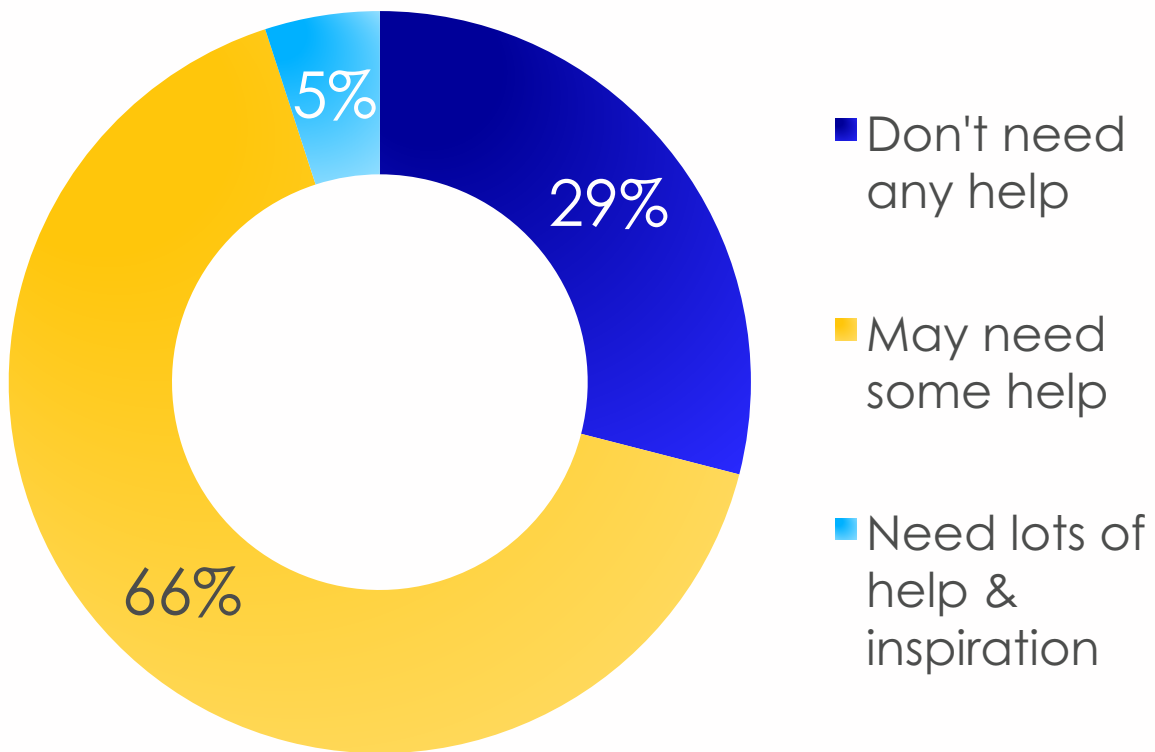
DESTINATION INDECISION

7 in 10 travelers are deciding between two or more destinations when planning a family trip



OPEN TO INSPIRATION

7 in 10 travelers are open to help and inspiration when planning a family trip



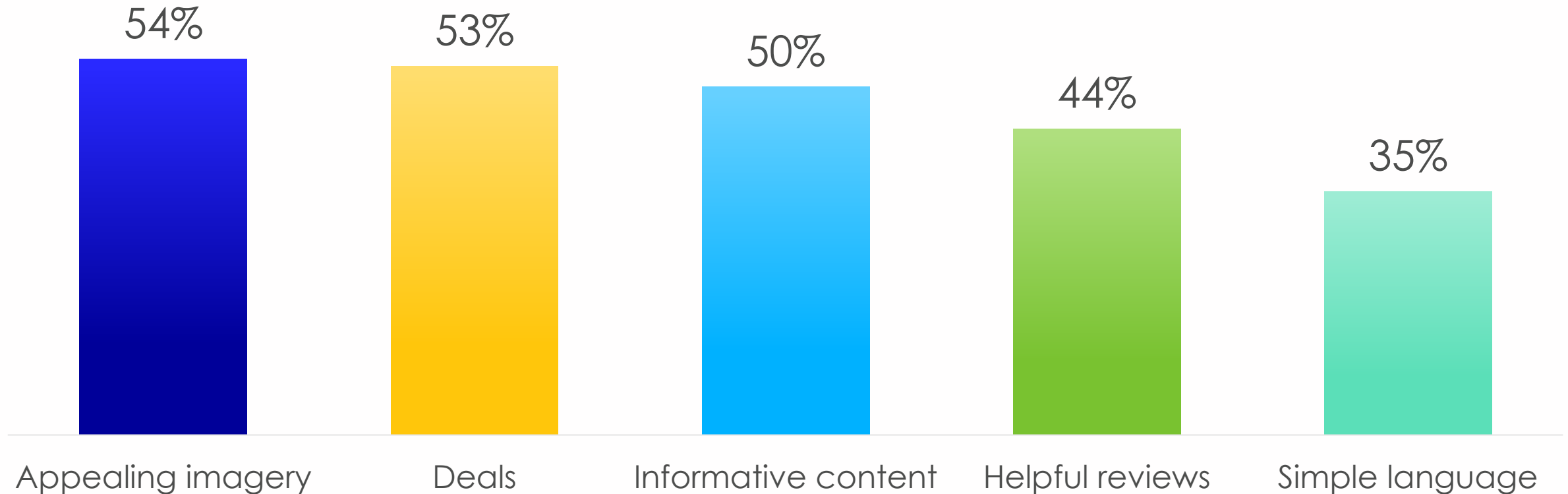
Q35. Which of the following options best describes the way you feel when you first start planning a family trip/holiday?



expedia group™

media solutions

OPPORTUNITY FOR MARKETERS: APPEAL TO THE HEAD AND THE HEART OF FAMILY TRAVELERS





KEY TAKEAWAYS



PLANNING IS COLLABORATIVE

Look for opportunities to make family travel research and planning an interactive, fun and easy experience for the entire family, and use family-friendly content and messaging.



ENTERTAINMENT & HAPPINESS FOR ALL

Marketing content with messaging or visuals highlighting fun for all ages – especially for activities, experiences and attractions – is an effective way to appeal to family travelers.



CONVENIENCE OVER PRICE

Lead with convenience-driven messaging, such as location or proximity to nearby attractions, transportation options and family-friendly services – rooted in a great deal to make the booking decision even easier.



THANK YOU

FOR MORE INSIGHTS, VISIT:

blog.advertising.expedia.com

