

Beaches GENERATION cation

SURVEYING MORE THAN 1,000 NORTH AMERICAN PARENTS, THE CARIBBEAN'S LEADING FAMILY-FRIENDLY RESORT BRAND HAS UNCOVERED THAT WHEN IT COMES TO MULTI-GENERATIONAL VACATIONS, THE *WHOLE* FAMILY WANTS IN.



of respondents who have taken a multi-generational vacation remain excited by the idea of extended family getaways, with 67% of all parents prioritizing family travel to **maximize time across generations.**



ABOUT HALF OF parents

ARE SWAPPING SOLO GETAWAYS FOR MULTI-GEN TRIPS

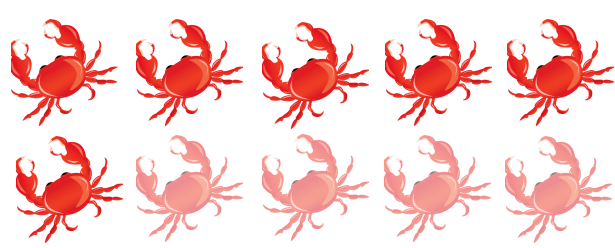
50% OF PARENTS

would prefer to take a multi-gen vacation over a vacation with just the kids - with 76% agreeing travel is the **ultimate way to make memories** as an extended family.

57% OF PARENTS

are interested in starting **new family traditions** centered around vacations with grandparents, with a resounding 69% of parents eager for their children's grandparents to join more of their family vacations.

A WAVE OF NOSTALGIA



60% OF PARENTS SAY THEIR CORE CHILDHOOD VACATION MEMORIES INCLUDE THEIR GRANDPARENTS

67% wish they'd spent more time with their own grandparents.

70% make the effort to facilitate time spent between their children and grandparents.

JET-SETTING GRANDPARENTS

55%

of parents are bringing their children's grandparents along for the fun.

43%

said grandparents are traveling more than ever with **almost half** of them traveling internationally an average of twice per year.

50% OF GRANDPARENTS

are using their PTO to make memories with those who matter most.

GRANDPARENTS ARE MORE ACTIVE THAN EVER

ACCORDING TO 58% OF MILLENNIAL PARENTS

compared to their own grandparents when they were growing up

61%

of respondents agreed that grandparents were **more active** than expected during travel, with 62% citing they were **more adventurous** than expected.

63%

of parents say vacations are **more enriching** when grandma is involved in the planning.



GRANDPARENTS ARE THE ULTIMATE VACATION HACK

72% of parents say grandparents are extremely helpful on vacation.

59% agree that having grandparents along for the trip eases stress.

46% of parents have booked / would book a second room for kids to stay with grandparents.



49% OF PARENTS

said they are willing to cover all expenses for grandparents to join their vacation.

THE NEXT GENERATION OF TRAVELERS

65% of parents say their kids crave more vacation time together.

72%

of respondents say their kids have expressed an interest in traveling with their parents and grandparents.

66% OF PARENTS

say their children would prefer family activities over the Kids Club at a hotel.

70%

traveling tweens preferred to enjoy activities with their parents while on vacation.

THE PARENTS' MULTI-GEN VACATION CHECKLIST

When presented with different priorities for planning multi-gen vacations, here's what parents value most:

- Lots of options for activities (54%)
- A good variety of restaurants (54%)
- Sightseeing (49%)
- Large accommodations (45%)
- All-inclusive (43%)
- Family photos (41%)
- Opportunity to have everyone in one place (36%)
- Learn something new (35%)

- References: a Censuswide survey of 1,017 parents in North America, ages 25-45, who have at least one living parent.
- Source: Beaches Resorts

