



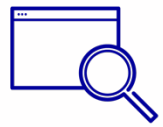
GENERATION ALPHA & FAMILY TRAVEL TRENDS

How the world's youngest generation
is influencing family travel

Connecting **TRAVELERS**



144M+
Unique monthly visitors¹



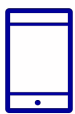
2.1B
Monthly page views¹



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



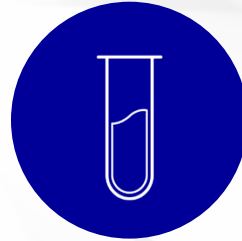
GREAT POTENTIAL as Alphas are expected to be the most formally-educated, longest-living and wealthiest generation

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



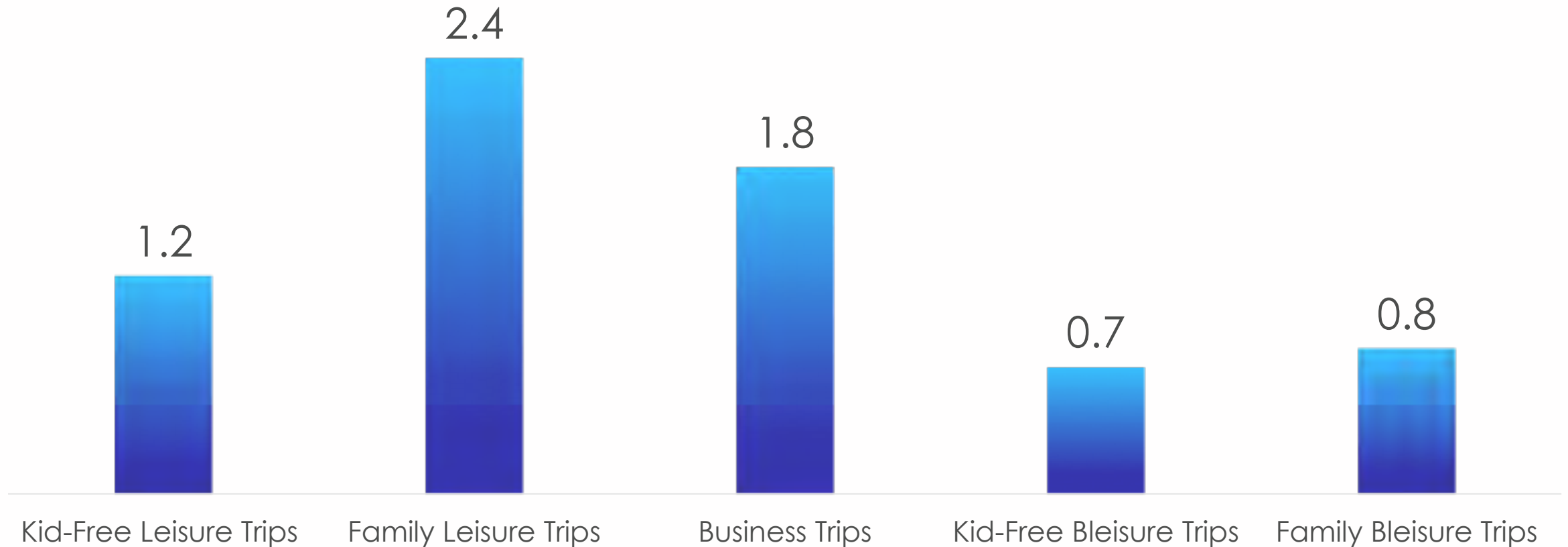
Qualifying Criteria

- 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

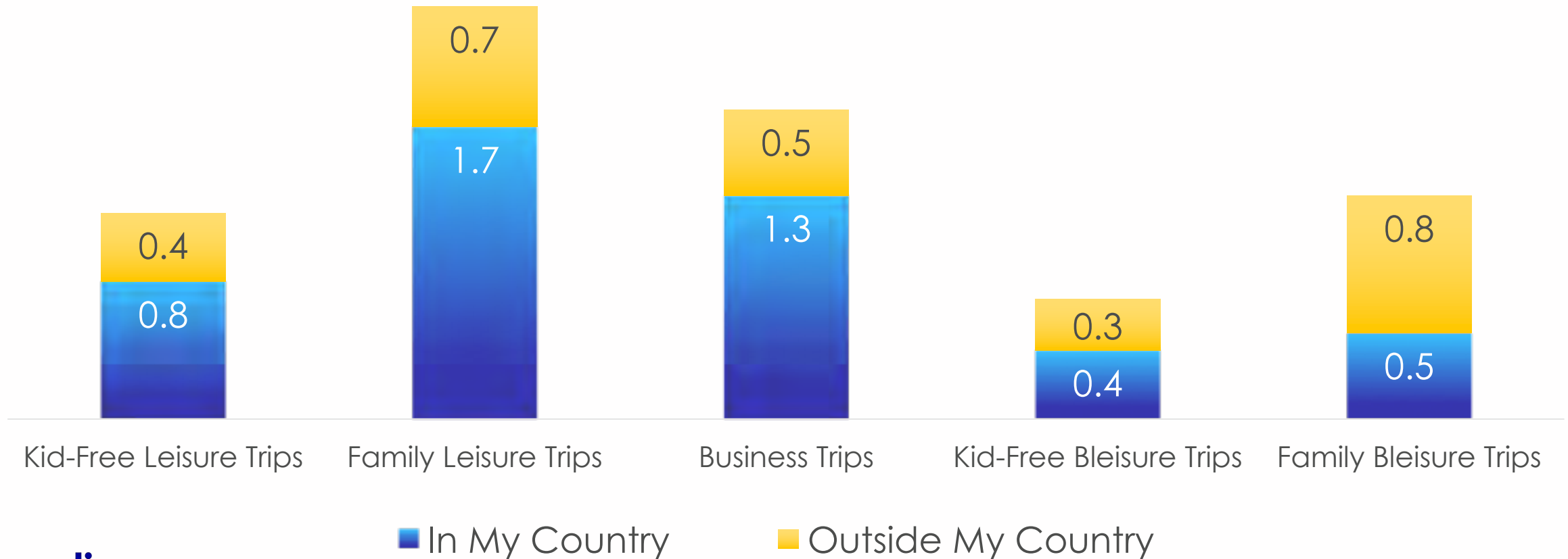


FAMILY TRAVEL **WITH GEN ALPHA**

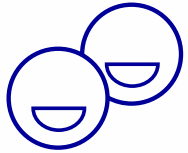
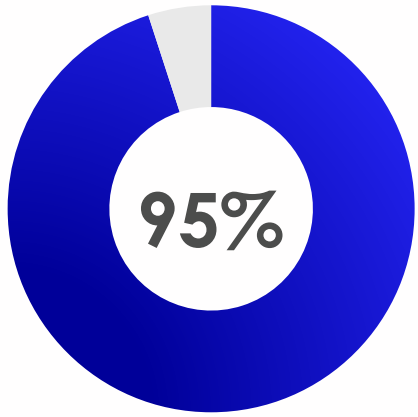
ON AVERAGE GLOBALLY, TRAVELERS WITH GEN ALPHAS ARE TAKING **MORE THAN THREE FAMILY TRIPS A YEAR**



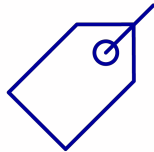
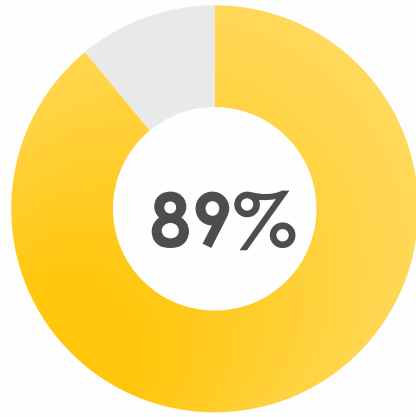
MOST TRIPS ARE DOMESTIC FOR THOSE WITH GEN ALPHAS, WHETHER TRAVELING AS A FAMILY OR WITHOUT KIDS



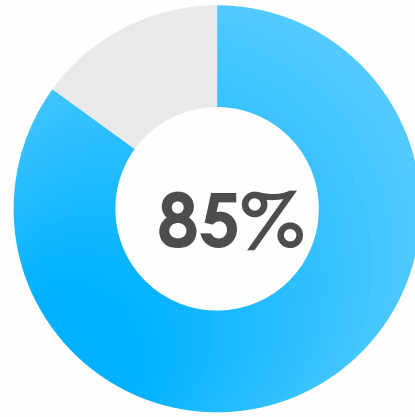
NOTHING TOPS AN **ENTERTAINED AND HAPPY FAMILY** WHEN TRAVELING



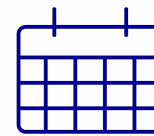
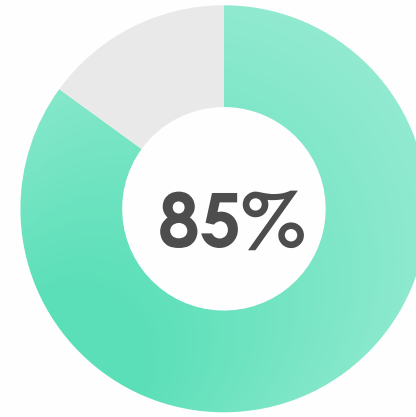
Keeping my **family** entertained and happy is of the utmost importance



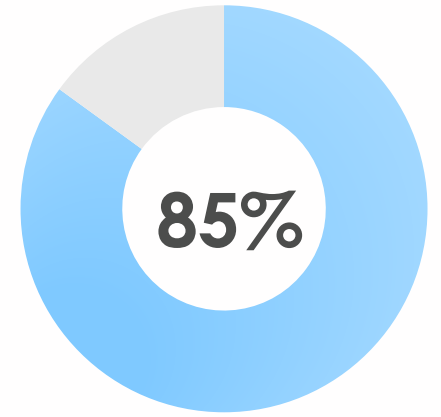
I look for the **best deals and most value** when planning a family trip



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

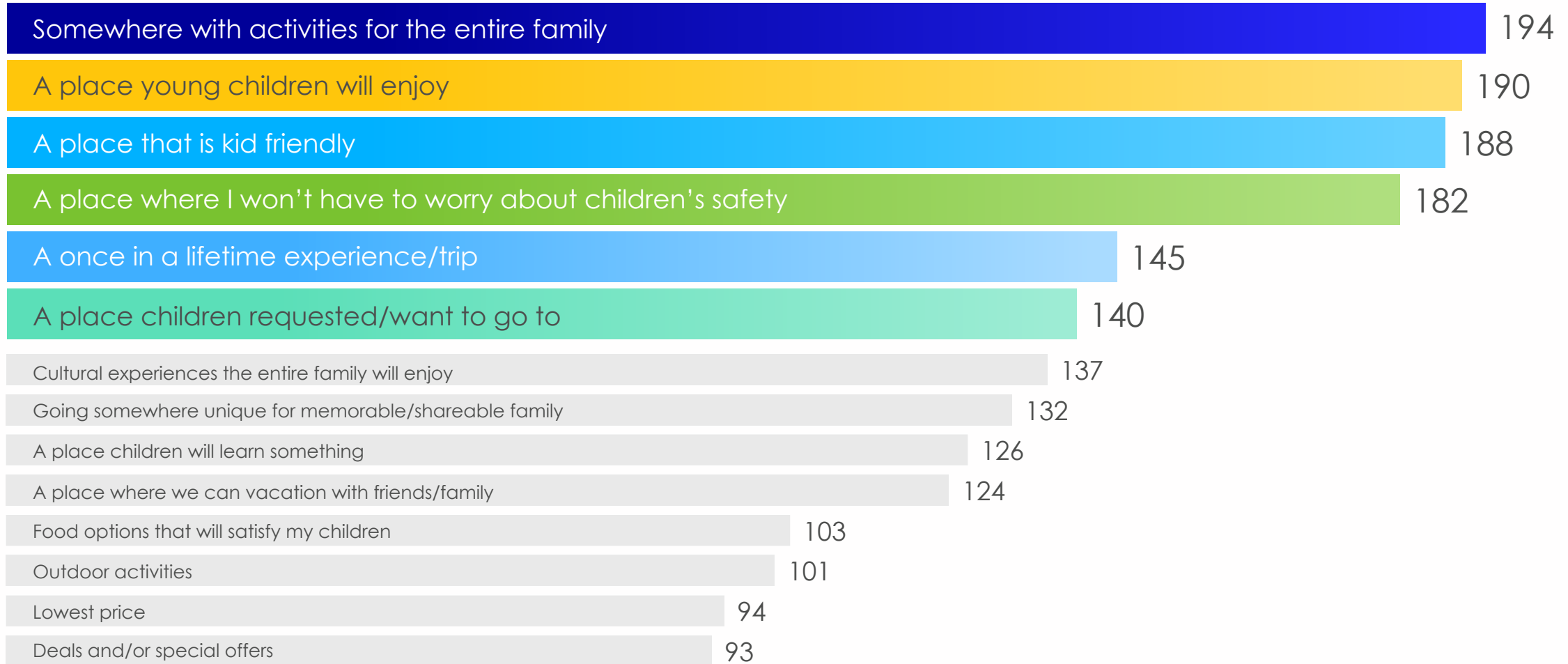


My family travel is **planned to take place** when my children have school breaks/holidays



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

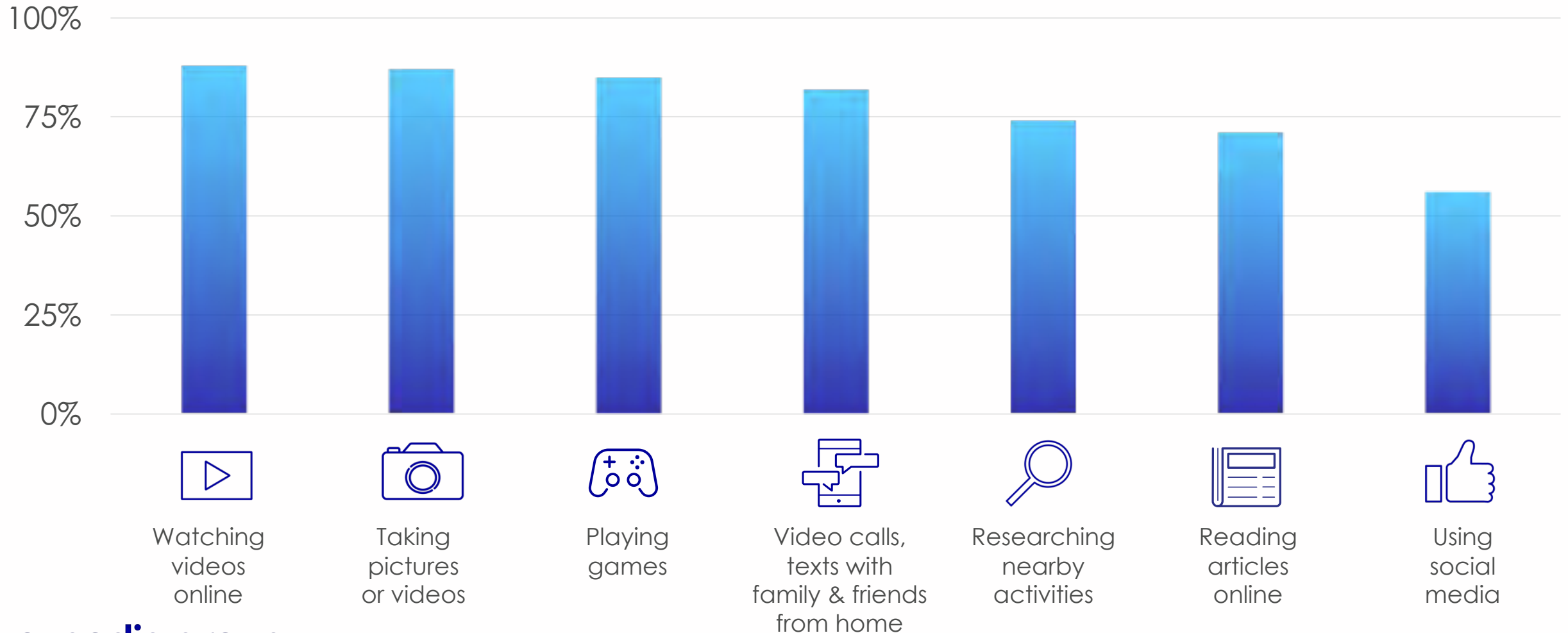
FAMILY FUN FOR ALL, KID-FRIENDLY ENTERTAINMENT & SAFETY DRIVE FAMILY TRAVEL DECISIONS





When it comes to family travel
EXPERIENCE BEATS EXPENSE

ENTERTAINMENT WHEN TRAVELING ALSO INCLUDES DEVICE TIME FOR GEN ALPHAS

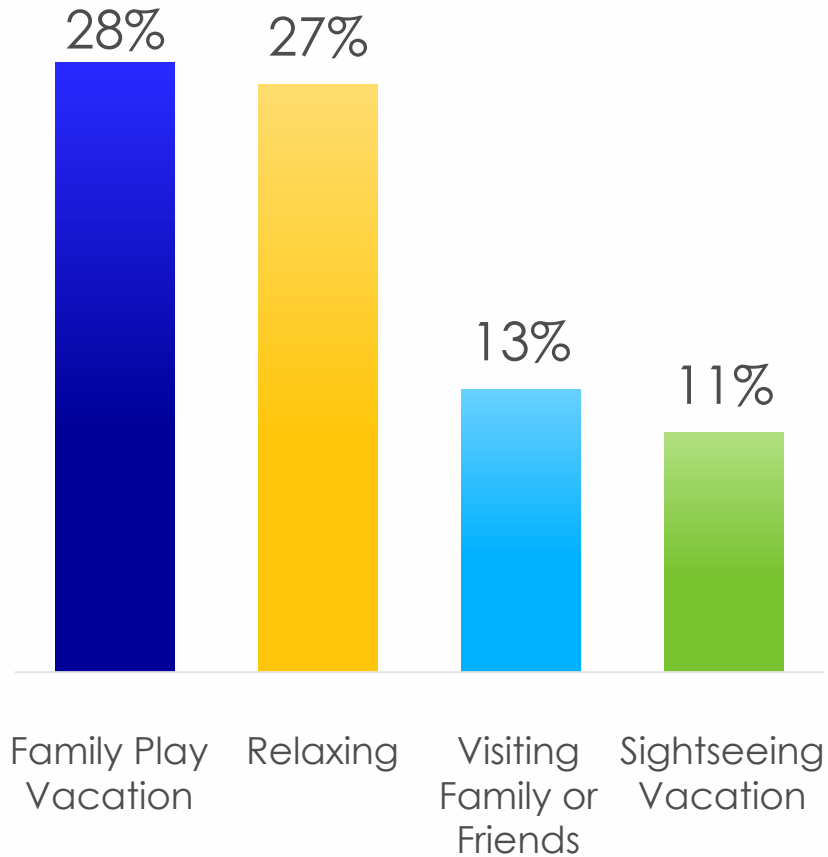


The background image shows the silhouettes of a family in an airport. A woman on the left is pushing a stroller. In the center, a child is walking. On the right, another child is standing next to two large rolling suitcases. The scene is set in front of a large window with a view of a cloudy sky. The entire image is overlaid with a blue gradient.

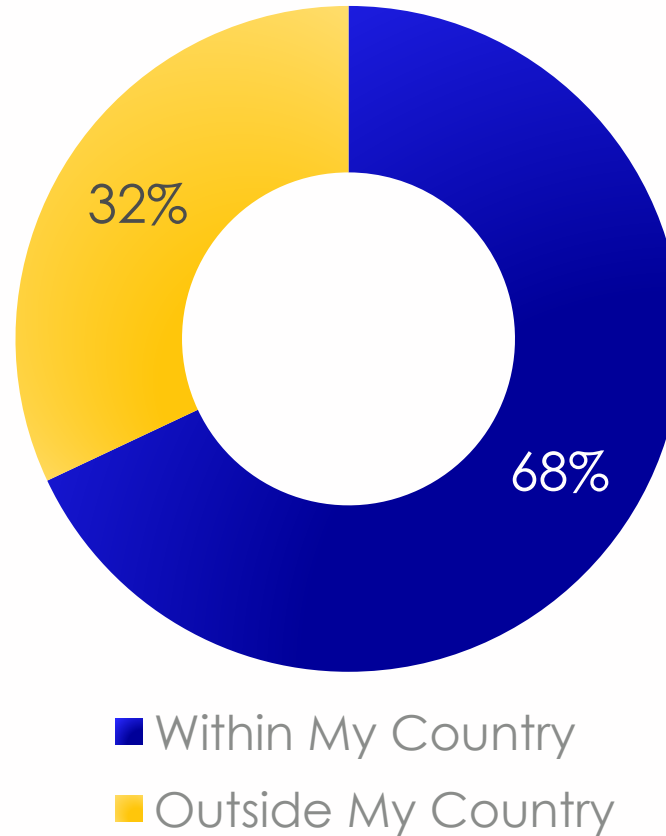
THE BASICS **FAMILY TRAVEL** WITH GEN ALPHA

SNAPSHOT OF FAMILY TRAVEL WITH GEN ALPHAS

TYPE OF TRIP



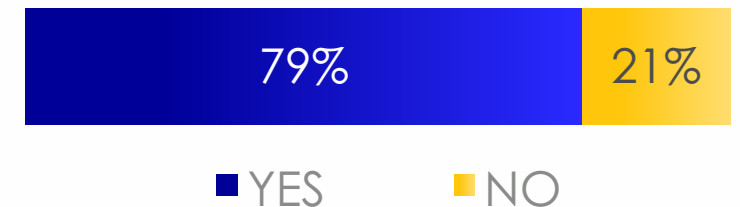
TRIP LOCATION



AVERAGE TRIP DURATION

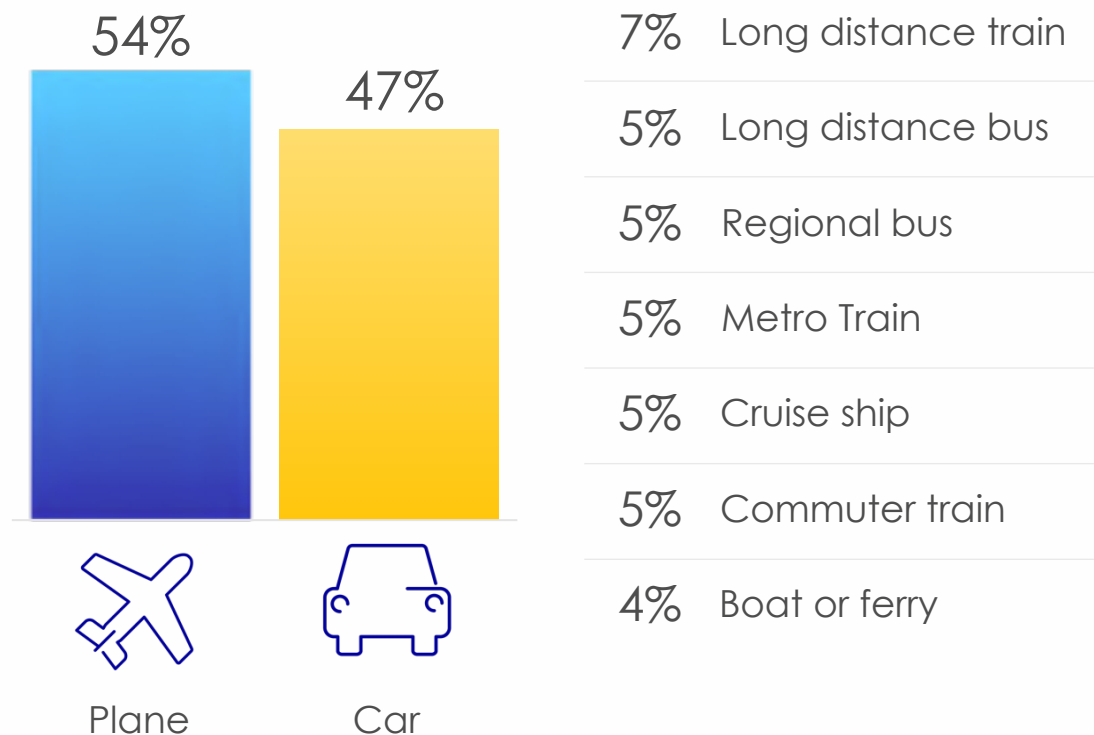


WAS BUDGET A FACTOR?

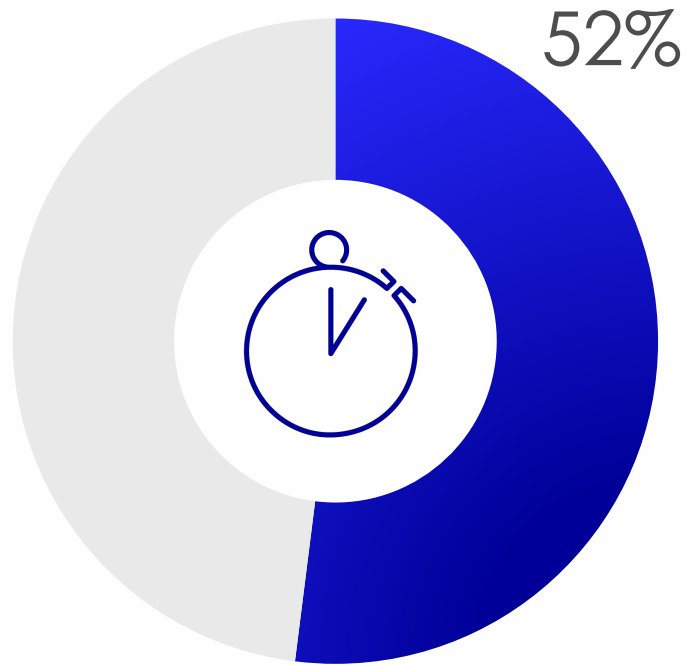




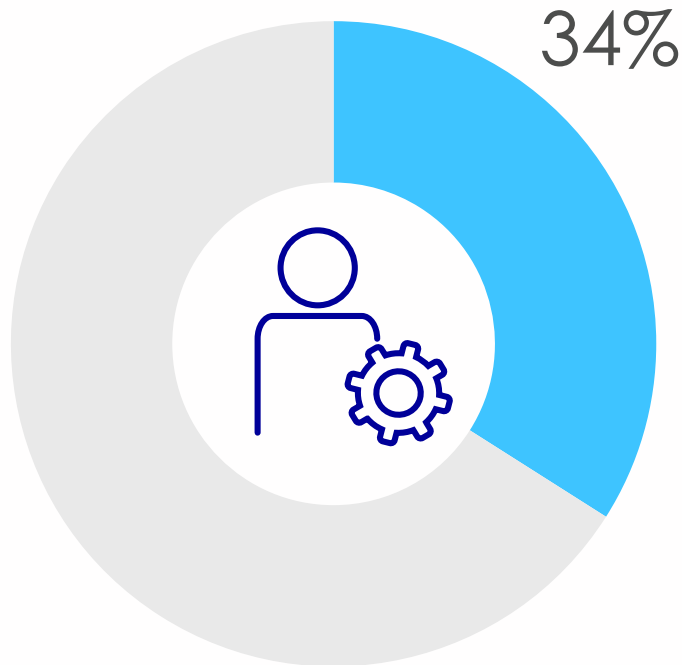
PLANE AND CAR ARE PREFERRED MODES OF TRANSPORTATION FOR FAMILY TRAVEL



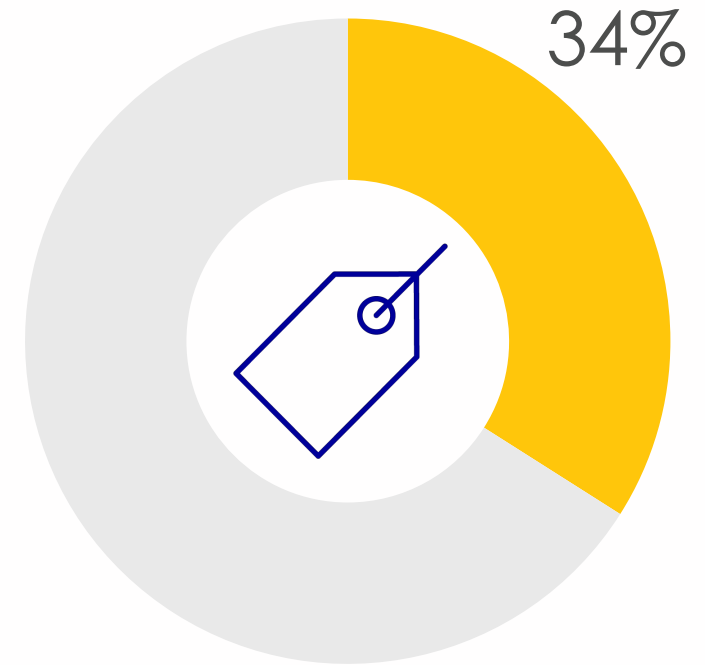
CONVENIENCE DRIVES TRANSPORTATION DECISIONS



Fastest Option



Kids Are Easier
To Manage

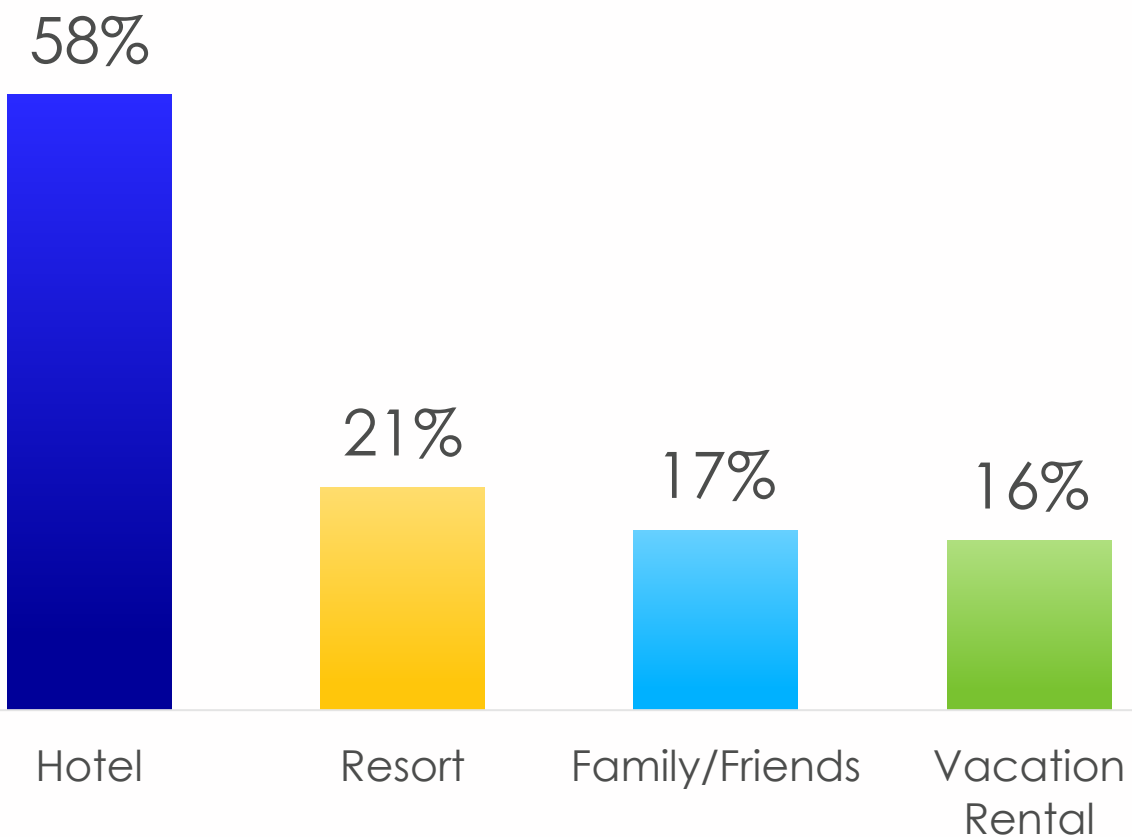


Most Affordable



NEARLY 60%
of family travelers stayed in
a hotel on their last trip

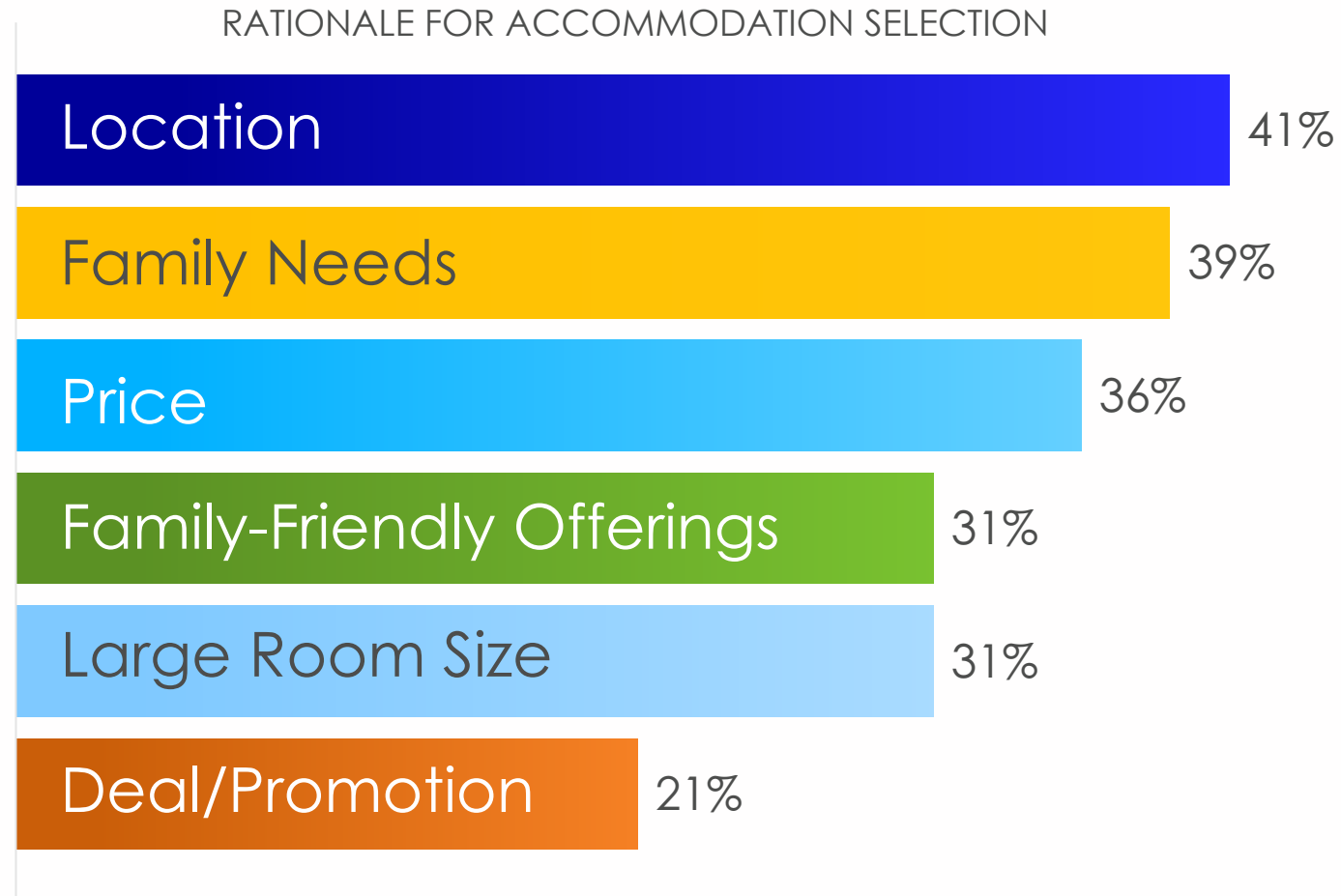
FAMILY TRAVELERS OPT FOR HOTELS



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

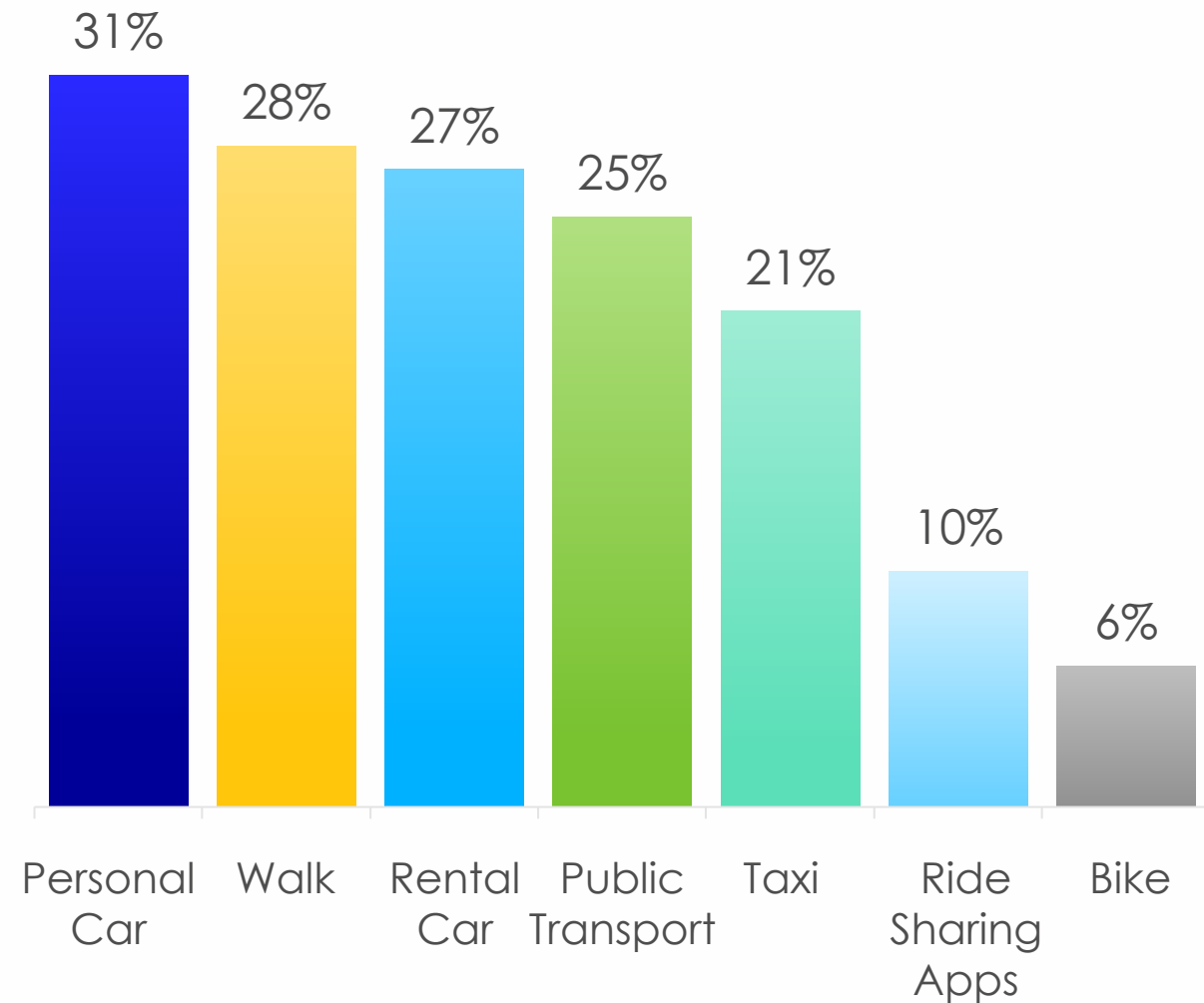


LOCATION, FAMILY NEEDS & PRICE WEIGH HEAVILY IN ACCOMMODATION DECISIONS



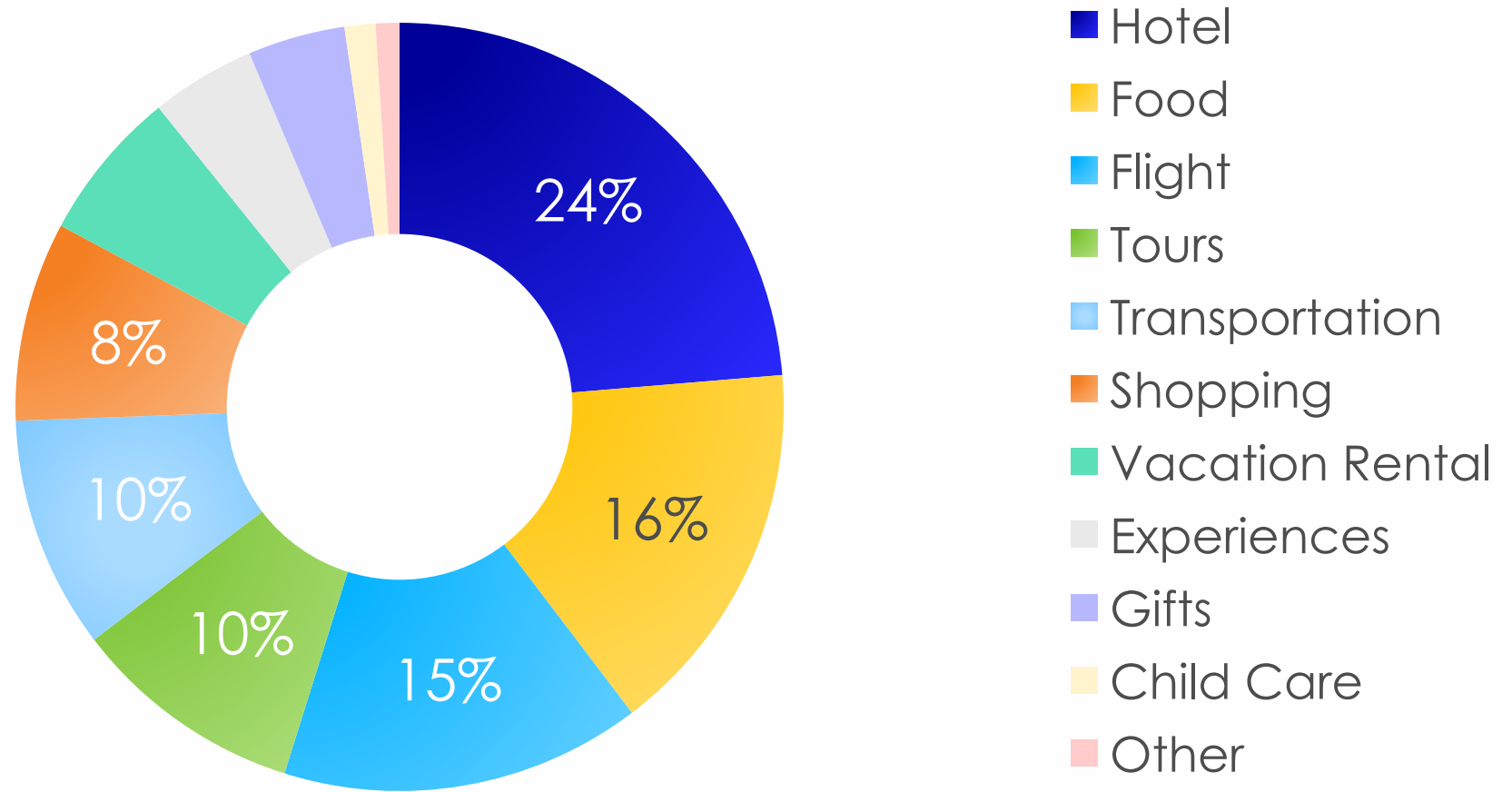


HOW FAMILY TRAVELERS GET AROUND IN-MARKET



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

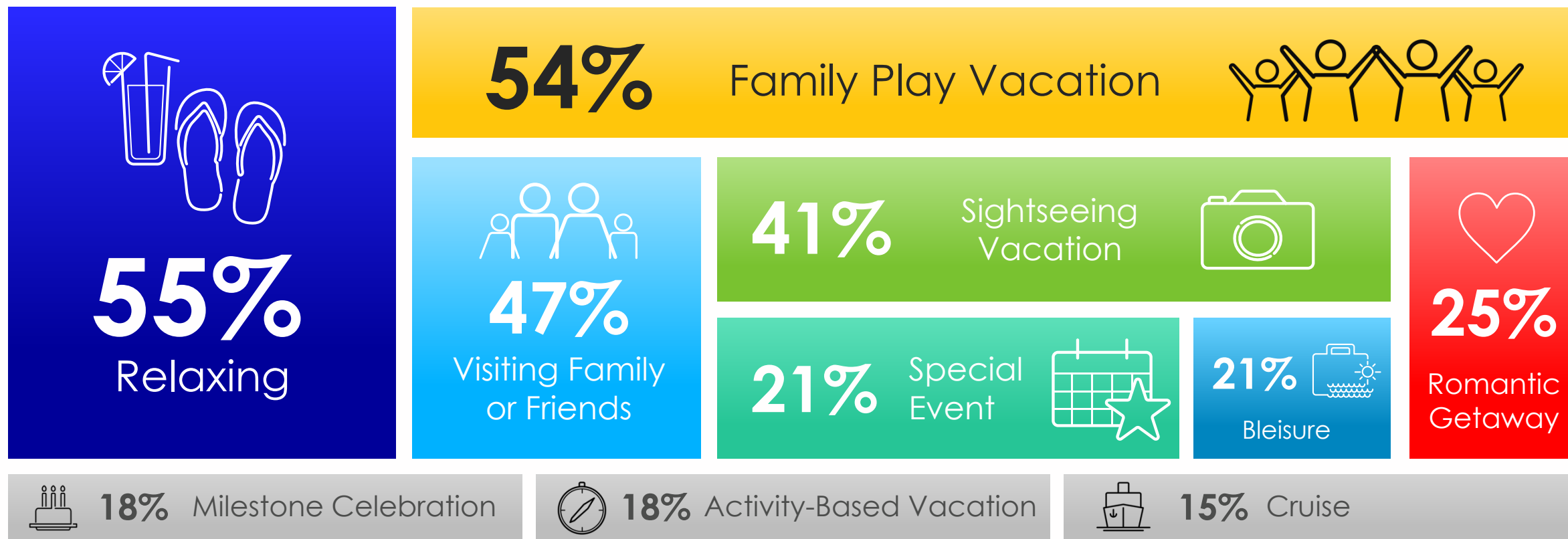
BUDGETING FOR THE BASICS: FAMILY TRAVELERS SPEND MOST ON HOTEL, FOOD & FLIGHTS





GEN ALPHA TRIP TYPES

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

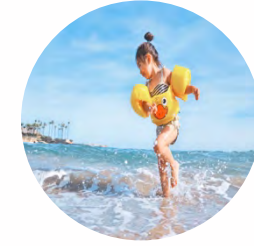


FUN & ENTERTAINMENT ON THE FAMILY TRAVEL ITINERARY



74%

Theme parks
and attractions



67%

Water
activities



55%

Outdoor
activities



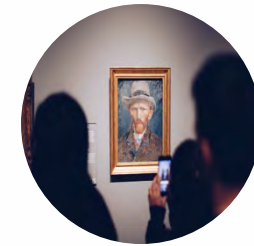
44%

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 tablet together. The man is standing and leaning over the girl, who is sitting and holding the tablet. They are both smiling and looking at the screen. The background is a blurred indoor setting. The entire image is overlaid with a semi-transparent blue filter. White text is overlaid on the left side of the image.

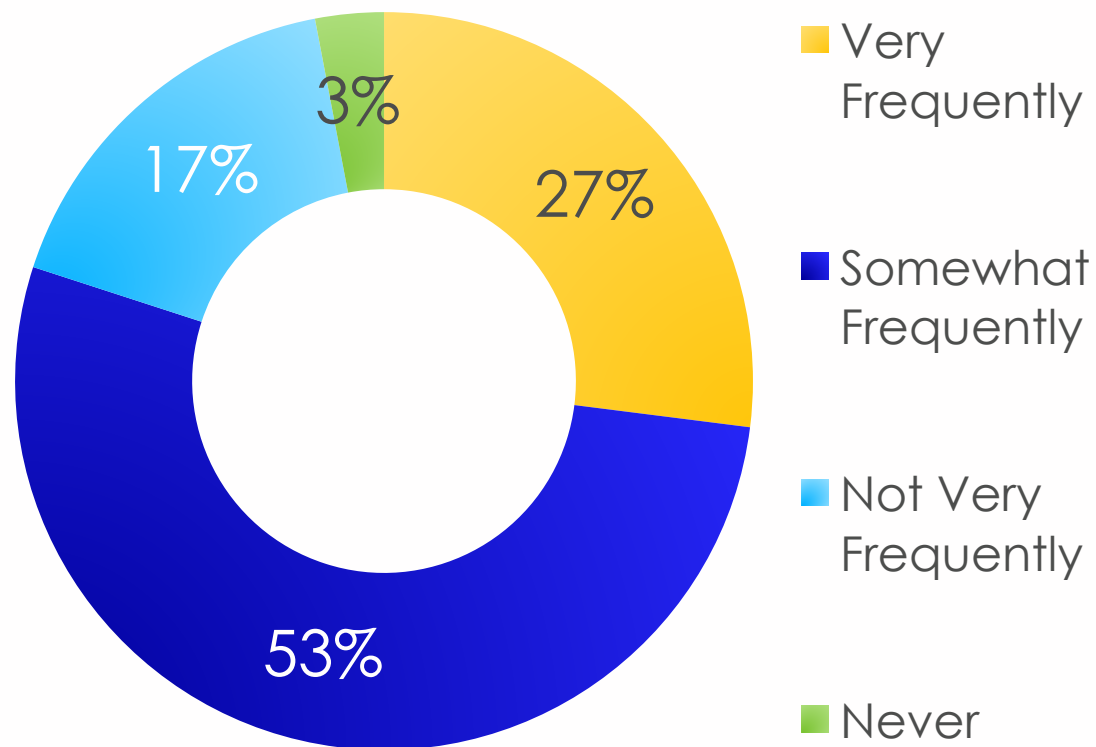
FAMILIES ARE INCLUDING **GEN ALPHAS** IN TRAVEL PLANNING



NEARLY 9 IN 10

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

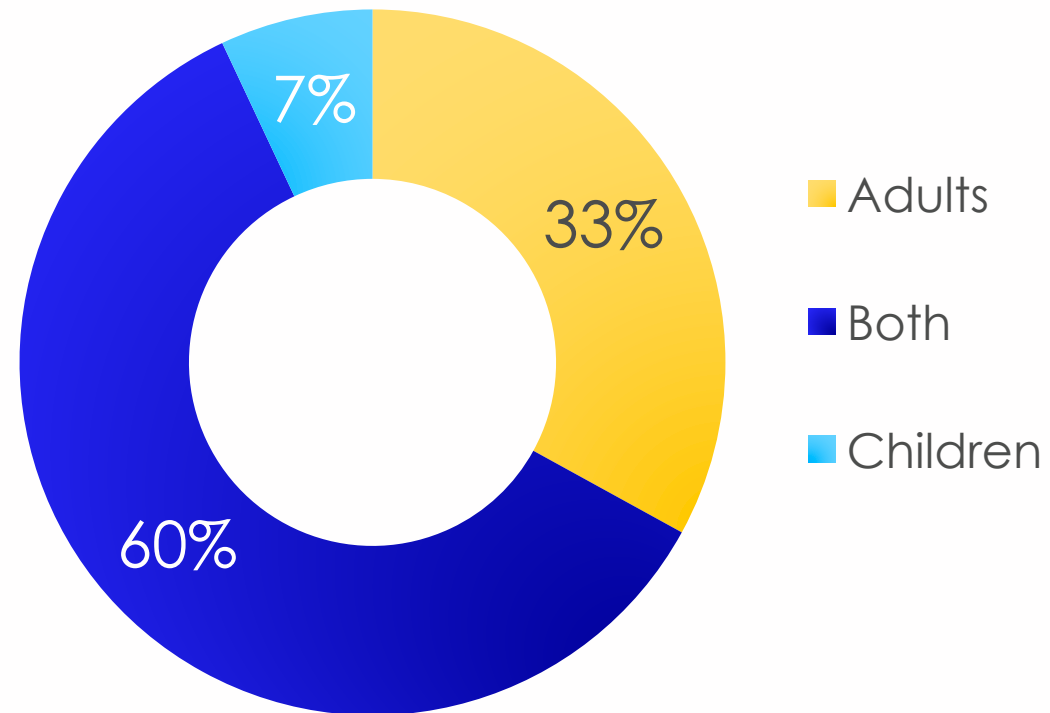
80% FREQUENTLY TALK TRAVEL WITH GEN ALPHAS



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



TRAVEL IDEAS COME FROM EVERYONE IN THE FAMILY



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media solutions

Q20. Do you bring up travel ideas or do they?

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



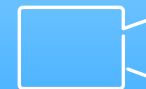
35%

Social Media



28%

Online Videos



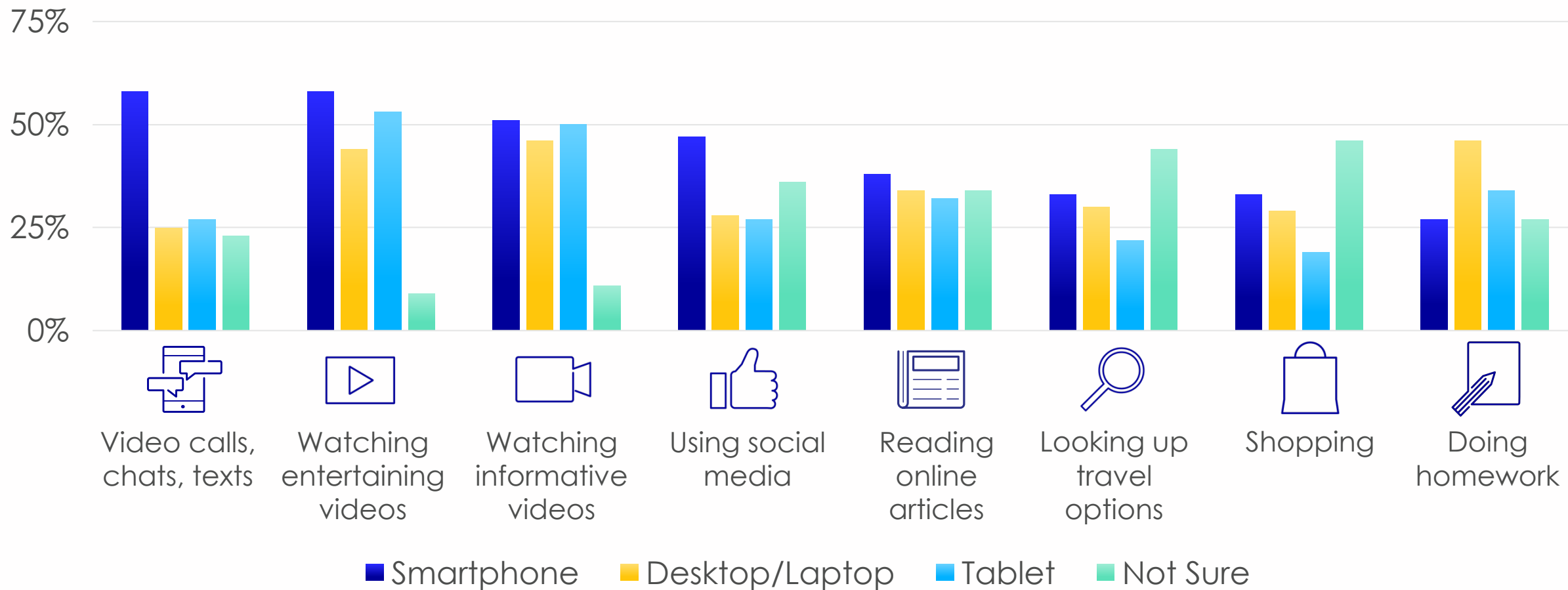
22%

Online Ads

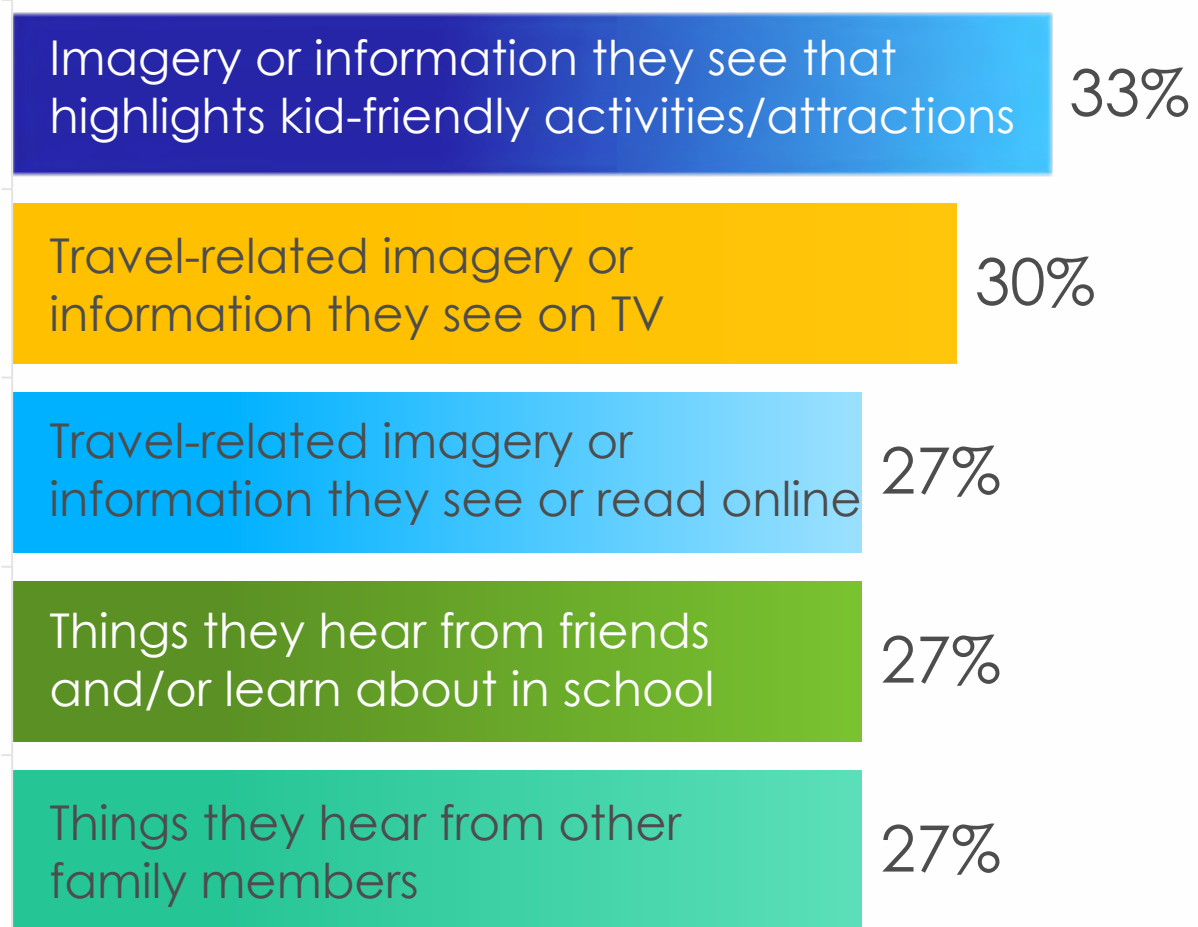
A young woman with dark hair and bangs is wearing large white headphones and looking down at a smartphone in her hands. She is sitting in what appears to be an airplane cabin, with the window and seat structure visible. The entire image is covered with a semi-transparent blue gradient. Overlaid on the left side of the image is the text "WHERE GEN ALPHA GO FOR INFO" in a white, sans-serif font. The text is arranged in two lines: "WHERE GEN ALPHA" on the top line and "GO FOR INFO" on the bottom line, which is larger and bolder.

WHERE GEN ALPHA
GO FOR INFO

GEN ALPHA ARE DIGITAL NATIVES AND SAVVY SMARTPHONE USERS



WHAT INFLUENCES **GEN ALPHA** TRAVEL OPINIONS?

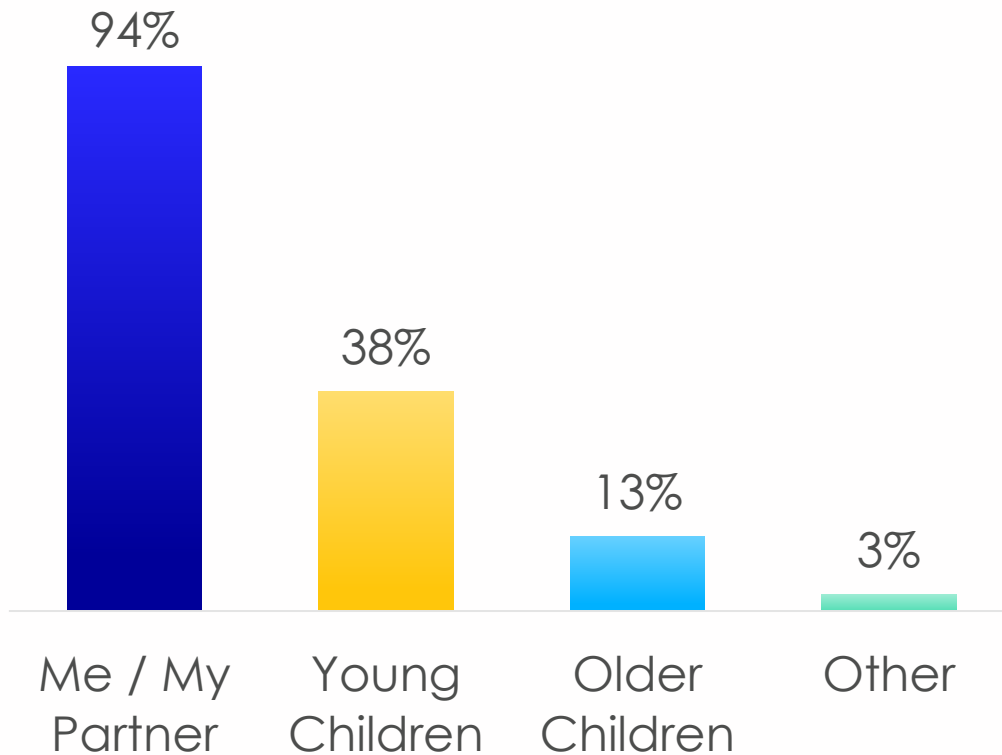


Q18. What do you think is influencing your young child/grandchild and their opinions about travel?

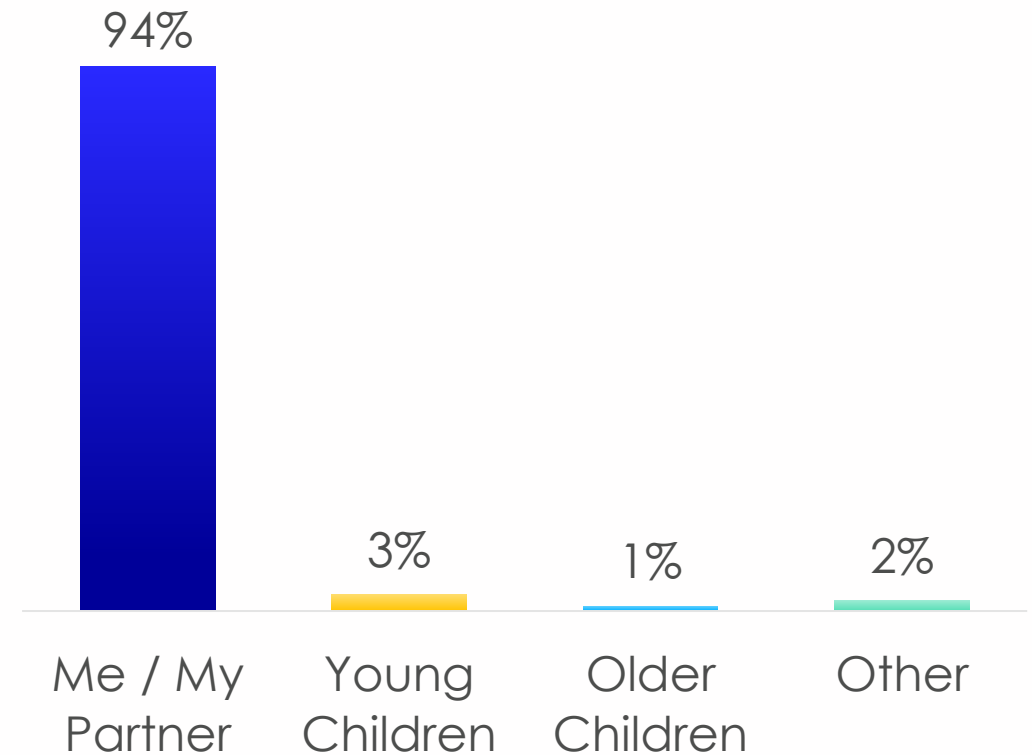


GENERATION ALPHAS INFLUENCE TRAVEL CHOICES, BUT ADULTS MAKE THE FINAL DECISIONS

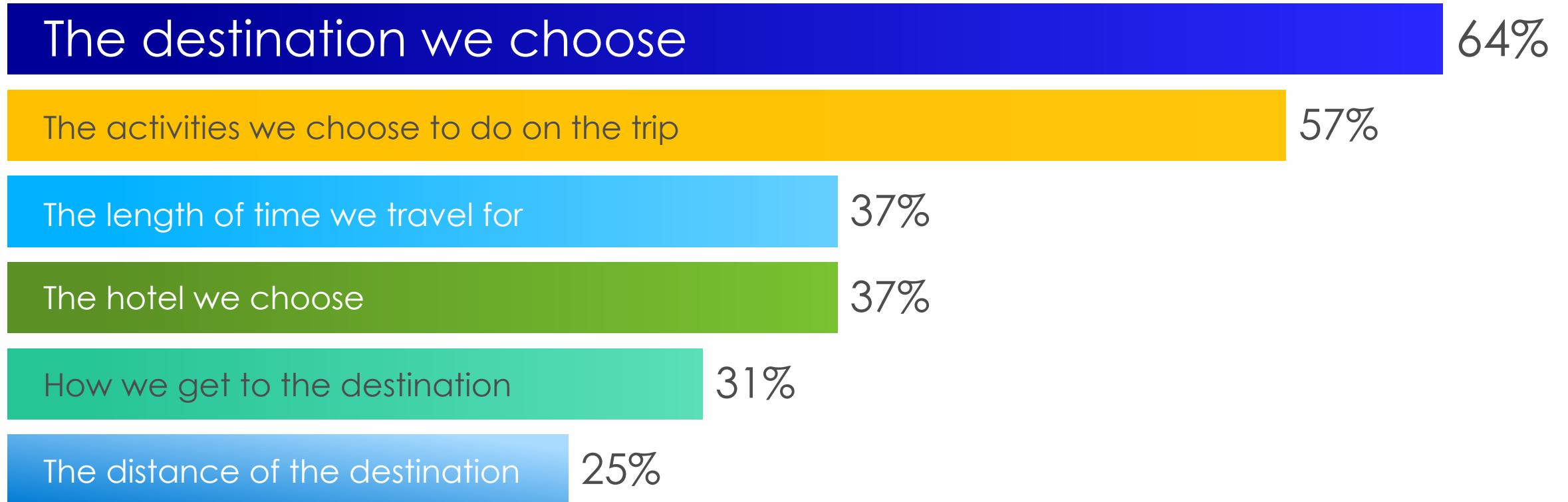
WHO INFLUENCES THE TRIP CHOICES?



WHO MAKES THE FINAL DECISIONS



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



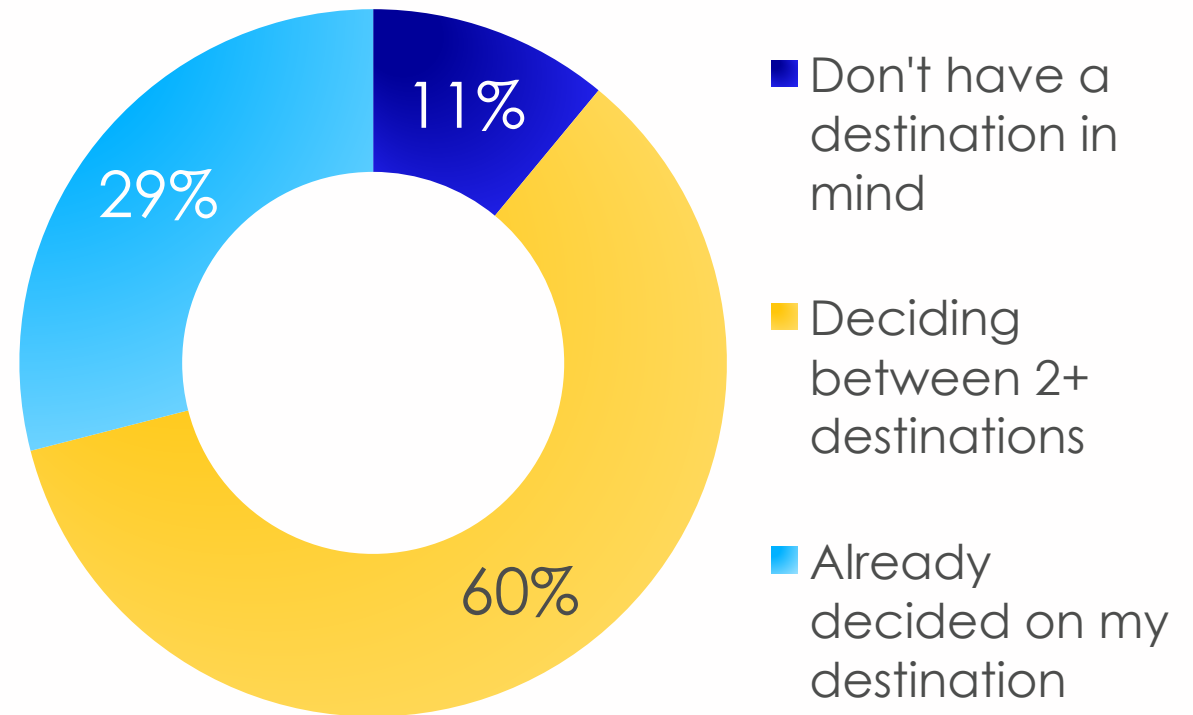


7 IN 10 TRAVELERS

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

DESTINATION INDECISION

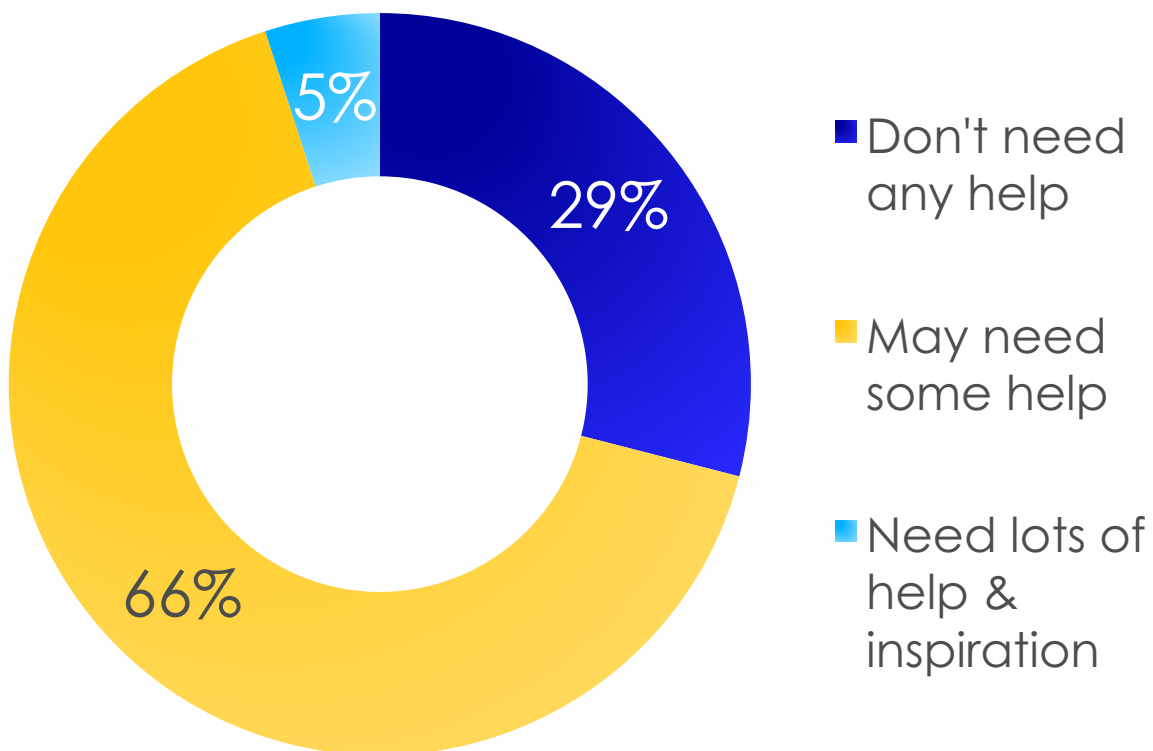
7 in 10 travelers are deciding between two or more destinations when planning a family trip



Q34. Which of the following options best describes the way you feel when you first decide to take a family trip?

OPEN TO INSPIRATION

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



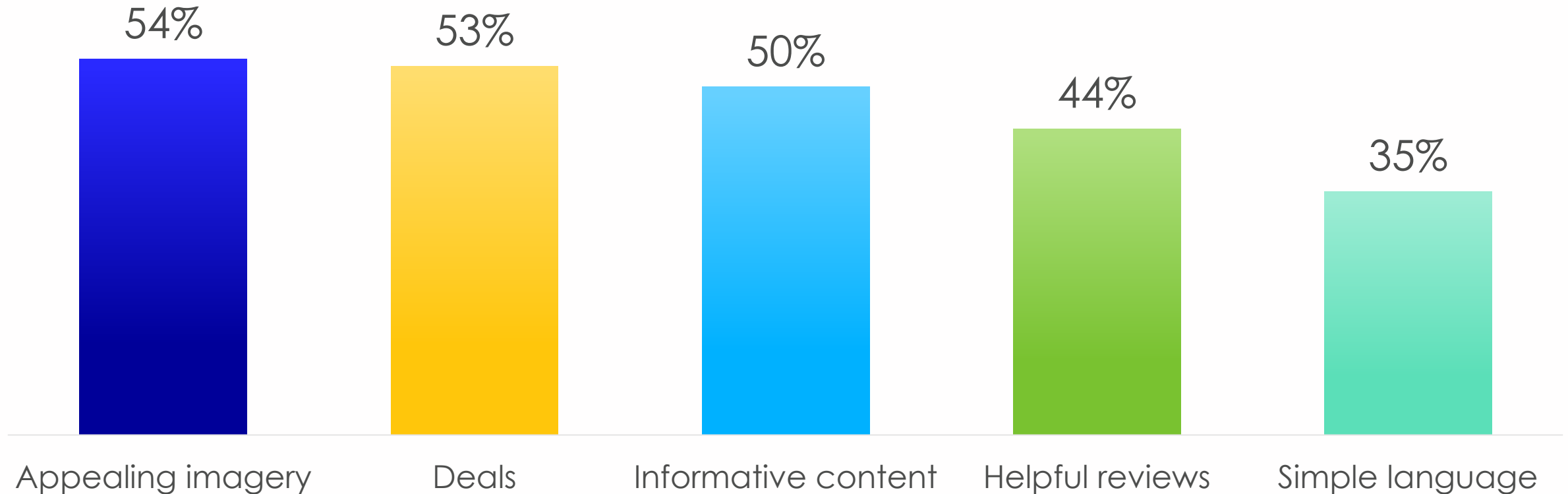
Q35. Which of the following options best describes the way you feel when you first start planning a family trip/holiday?



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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:

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