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#PRETTYGREAT FAMILY TRAVEL HACKS

#PrettyGreat Family Travel Hacks Survey

To better understand and respond to the needs of travelling families, Embassy Suites Hotels commissioned a survey, through data collection partner Ipsos, of 2,000 U.S. parents aged 18-65 with children under the age of 18 living in their household, who travel with their kids and stay in a hotel.

The results reinforce the desire of all parents to travel with their kids and reveal key wishes and stumbling blocks related to family travel. That is why Embassy Suites is taking steps to help make these important journeys even easier on parents with its #PrettyGreat Family Travel Hacks Community.

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Nearly 40 percent of Millennial parents travel three or more times per year with their children – a higher rate than both Gen X and Baby Boomer parents. Still, **eight out of 10 parents (82%)** overall wish they could travel with their kids **more frequently**.



69%

believe that planning for family travel is **FUN!**



About **one-third** of Millennial parents **bring other family members (34%)** or a grandparent (31%) on family vacations.

More than half (53%) of parents said **affordable two-room suites** would make them a lot more likely to take a trip with their kids.

63

percent of parents say **building new memories** with their kids is a key motivation for taking family trips.



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* Generation Breakdown: Millennials: 18-34; Generation X: 35-50; Baby Boomer: 51-65

Other key survey findings:

MOTIVATIONS FOR FAMILY TRAVEL

- When asked what parents **look forward to most** on family vacations, over half indicate **family bonding (57%)** and **fun (55%)**.
- Nearly nine out of ten (88%) parents want their kids to have **unique experiences when traveling**.
- For three-fifths of parents, **building new memories with their kids (63%)** and **spending time with their kids while they are still young (62%)** are extremely important motivators when deciding to take a family vacation.
- Seventy percent of parents are motivated to take family vacations because they believe **giving their kids experiences they didn't have as a child is important**. Parents who believe this is important want their kids to be more well-rounded than they were at their age (51%) and want to provide more for their kids than their parents were financially able to provide (47%).

PLANNING FAMILY TRAVEL

- Sixty-one percent of parents responded that **kids often are a big influence in choosing their vacation activities** but less of an influence in choosing the destination or hotel.
- Almost half (45%) of parents with **three or more children** are likely to **begin planning a family trip with their kids within the next year**.
- Nearly 77 percent of families **travel at least once a year whether they have one child or 3+ children**. Thirty percent of families travel **three or more times per year** whether they have one child or three children.

SUCCESSFUL FAMILY TRAVEL

- **Great weather** is the number one factor in making a family vacation a success – 69 percent of parents agree.
- Weather aside, according to parents, the following would also make a vacation with their kids a success: **having a large enough hotel room for the whole family (59%)**; **free hot, made-to-order breakfast each day (57%)**; **free snacks for the kids (42%)**; **lots of child-friendly activities (39%)**; **friendly hotel staff (36%)** and **free games for the kids (34%)**.
- When asked what makes parents return to the same hotel or hotel chain, they put **clean rooms (71%)**, **large rooms (62%)**, **free meals (62%)** and **friendly staff (56%)** at the top of the list.

BARRIERS TO FAMILY TRAVEL

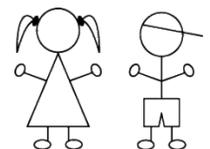
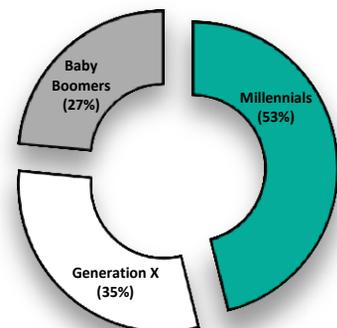
- Some parents (11%) **find family travel stressful** – Millennials (16%) and families with three or more children (16%) said that stress was a top reason why they did not take trips with their kids more often.

Nearly

1 in 4

parents (24%)
look forward to
NOT COOKING
on vacation.

HALF OF MILLENNIALS
are a lot more likely to
stay at a hotel that offers
both child-friendly and
adult-friendly activities.



The **NUMBER OF CHILDREN** in a family does not impact the number of family trips taken per year. Nearly 77 percent of families travel at least once a year whether they have **ONE CHILD OR 3+ CHILDREN**.