



## Trending in Travel: Multigenerational Vacations

Kyle McCarthy, FamilyTravelForum.com  
New York Times Travel Show March 1 2014



## Multigen Travel is Many Things

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\* 37% of grandparents who travel have taken a trip with grandchildren in past year (1/4 of these without parents along).

\* 50% of Carnival Cruise Line's 1.9M reservations in 2013 were multiple cabins.

## Multigen Travel by the Numbers

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- \*How to Plan Your Next Multigenerational Vacation
- \*What Types of Activities Appeal to Different Ages
- \*Some Great Multigenerational Options & Budgets
- \*Money-Saving Tips for Family Trip Planners
- \*Keeping the Peace

## Successful Multigen Travels

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\*Lisa J. Berry of Princeton will never forget her grandfather's 83rd birthday in Punta Cana, DR.



## \*Priceless Moments

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\* Camilla Toniolo of NY & Italy:

\* "I cherish the days and weeks that I spend in my country of origin..."

\* "The best moments are when my husband and son are also there, as I feel like I am for once missing nobody."

## \*Visit a home country.

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\*How to Plan Your Next Multigenerational Vacation

\*What types of Activities Appeal to Different Ages

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\*You Need Activities That Appeal to Different Ages



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Choosing the Right Destination - Who's Paying?



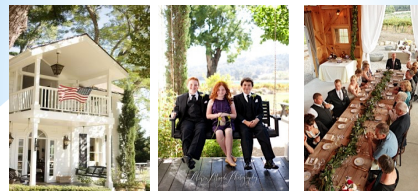
\*Share your History: Honolulu

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\*Renew Romance: Niagara Falls

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\*Focus on your passions: Wine

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Ages and Stages	Needs - Activities	Vacation Ideas
Baby - Toddler	Naps, Play areas, Caregiver	City or Beach, Condo, Foreign
Preschooler	Place to Explore, Easy Meals	Kids Museums, Theme Parks, Zoos, Ski Vacations
School Kids	Learning focus, Kids Club, Games	Guided Tour, Historical Sites, Resorts, Theme Parks
Tweens	Action, Shopping, Entertainment	City, All-Inclusive Resort, Cruise, Adventure Tour
Teens	Fun, Independence, Adventure	Hip City, College Towns, Beach Villa, Cruise, Eco-Trip
College Kids	Food & Drink, Treats	All-Inclusive, Spa, Recreation
Adults	Ask them!	
Grandparents	Naps, Play Areas, Caregiver	

\*Activities & Needs by Ages

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\*How to Plan Your Next Multigenerational Vacation

\*Some Great Multigenerational Options

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Tour China

- \*China Spree's 15D tour "Mighty Yangtze" starts at \$2,739 per person including air, hotel, meals, guides
- \*Beijing, Shanghai, Xian, Chengdu, Yangtze River Cruise

## \*Introduce new cultures

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Hawks Cay, Key West, Florida

- \*Easy access from Miami International Airport
- \*Villas, kids clubs, tennis, watersports, Dolphin Encounters
- \*ZBR 1,320 sq.ft. home with kitchen sleeps 6 for \$638/Night

## \*Relax at the Beach

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Mesa Verde National Park, Colorado

- \*Explore Ancestral Pueblo Cliff Dwellings with NPS guide (\$3)
- \*Camp out or book Dolores Mountain Inn at \$65/N per double

## \*Visit the National Parks

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Asilomar Conference Center, Pacific Grove (Monterey) CA

- \*Restaurant is farm-to-table using only organic ingredients
- \*Facilities & 100-acre park are accessible to disabled
- \*Double Room bed & breakfast for 4 in winter: \$229/night

## \*Visit State Parks

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Felicity Long of Norwell, Mass. loves cruises because they offer activity choices. Resorts do too.

- \*Mornings, choose to sleep in, Jog on deck, or eat breakfast
- \*Days, split up for separate shore excursions, clubs, programs
- \*Dinner's more fun when you can share stories

## \*Cruises & resorts

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Watch this video about Royal Caribbean's newest ship, Quantum of the Seas at: <http://youtu.be/dNpuiD3Nldk>

**\*The latest in family cruising**

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Camilla Toniolo of New York and Italy reminds us:

- \* Just gather. Be Spontaneous.
- \* Take a formal group portrait and share it with relatives.

**\*Find a house. Don't Make Plans**

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Allison Tibaldi of New York City says stick with family traditions.

- \* Her kids like decorating cupcakes and playing bingo with grandparents
- \* When she upgraded vacations, they missed family traditions.
- \* No need to get fancy when kids become teens, but do ask them!

**\*Sometimes nothing special is exactly what is special.**

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Havana, Cuba  
Road Scholar

Glacier Bay, Alaska  
Photo by Carl Stutte

Bicycling in Quebec  
Photo by Rene Perlmutter


Brazil - Cahoeira, Fazenda Santa Cruz  
Photo by Alfa Garozzo

Abbey Semel of Woodstock, NY says her mom loves guided tours run by Road Scholar:

- \* This non-profit tour operator's focus is always educational and/or cultural.
- \* Founded in 1975 as Elder Hostel

**\*Grandparents & Grandkids**

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Abbey talks about Road Scholar:

- \* Her mom went on 9 Elder Hostel Trips shared between 4 grandchildren. Paris a favorite!
- \* Great to have expert guide & help with luggage and transport.
- \* Some trips (like Paris) take parents as well as grandchildren.
- \* Abbey's family complaint: Too busy! Preferred a little extra time to hang out with each other.

**\*Grandparents & RoadScholar**

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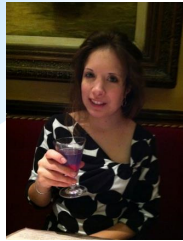
Road Scholar Sample Trip:

- \* Top value: 10-D Costa Rica rated "active" at \$1998 pp, includes:
- \* All meals, guides, activities
- \* Zipline and jungle canopy tour
- \* Guided walk with naturalist to see nesting sea turtles on beach
- \* Trips accept grandkids ages 9-12 or ages 13-15 so kids have peers
- \* RoadScholar.org has specials, free air & kids' rates

**\*Grandparents like RoadScholar**

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Laura Sutherland of Santa Cruz loves multigen trips to Europe. She says:

- \* Many kids will try new foods when they're away from home.
- \* Teens /college students love to eat & drink well if you pay.
- \* Look at this 20€ Kate Middleton cocktail

**\*It's going to cost more than you think**

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### \*How to Plan Your Next Multigenerational Vacation

### \*Money-Saving Tips for the Family Trip Planners

**Successful Multigen Travels**

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### Money Saving Tips -Research, Research

- \* Customize elements of your vacation; pay only for what you use
- \* Buy shore excursions ahead online
- \* Save up to 40% with CityPASS in 11 cities if you're sightseers
- \* Ask C&VB which hotels offer tickets to blockbuster museum shows?
- \* Are there 'kids eat free' specials if you dine by a certain time of day?

**\*How to Save Money: Research**

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\* Airfare is biggest component: Book early, start with award flights, then hotel.

\* Going international? Foreign carriers may have Kids Fares

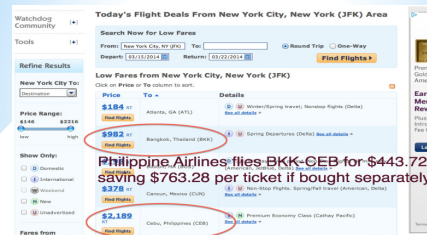
\* Don't fly so far; trade Gulf beaches for Hawaii

\* Research:

Google.com/flights  
Kayak.com  
AirfareWatchdog.com

**\*How to Save Money: Airfare**

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**\*Save with a Travel Agent**

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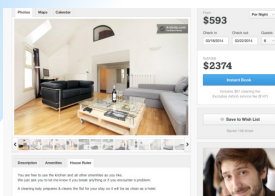
### Money Saving Tips - Research Deals

- \* Active, big eaters: all-inclusive resorts are great deal
- \* Younger grandkids: only book resorts where under-12s stay, eat, play free.
- \* Baby or Teens, save \$\$ - rent Caribbean condo or villa with staff.
- \* Travel shoulder season: May-mid June; late August; week after New Years.

**\*How to Save Money: Resorts**

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Money Saving Tips - Hotels



- \* Sign up for loyalty programs & brand credit cards
- \* Book business hotels on weekends
- \* Pick Executive Level Room for free WiFi and snacks
- \* Get Creative: Research AirBnB.com where you must read reviews; try family rooms at youth hostels; fixed tents at camp sites.

## \*How to Save Money: Hotels

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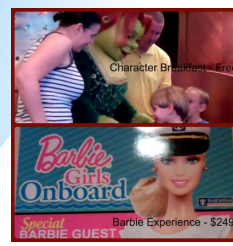


- \* Wave the Senior Card; Amtrak, Buses, many companies have senior discounts or Family Plans.
- \* Use BoltBus or Megabus to get around; comfy, free WiFi, fun passengers
- \* Priceline "Name Your Price" is great for car rentals; comparison shop & try it.
- \* Many Europe rental car agencies won't let over-70s rent; inquire about drivers who speak English & can be guides too.

## \*How to Save Money: Transport

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Money Saving Tips - Customize



- \* Research & plan with everyone before committing to daily activities.
- \* Often, the best things in travel are free. And free is always fun.
- \* On cruise ship, take character breakfast over Premium Activity.
- \* In New York, get tickets to TV show taping instead of going out to Broadway theatre.

## \*How to Save Money: Activities


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\*How to Plan Your Next Multigenerational Vacation

\*Keeping the Peace

## Successful Multigen Travels

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- \* Be Clear about your needs.
- \* Be Clear about each family's responsibility.
- \* Resist the urge to stay and do everything together.
- \* Say 'Thank you.'
- \* Older Kids Love Special Trips if you're paying!

## \*Who's Paying for the Trip?

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Felicity Long adds:

- \* Don't be responsible for anyone else's good time, except your children!
- \* Discuss parenting and discipline issues with in-laws before travel. Let the kids know!

## \*Your vacation should be worry-free

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What about Teens & Young Adults?



- \* Surprise! 61% of U.S. Millennials name parents the "most influential people in their lives" reports Harvard Business Review
- \* 36% still live with parents
- \* D.K. Shifflet Research says well-traveled and highly educated Millennials will be the most demanding customers ever seen

**\*Treats & Bribes work well.**

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Tips from a Millennial, Lisa J. Berry of Princeton:



- \* When traveling with multiple families, group hotel rooms by age instead of by family.

**\* Kids need space to flourish**

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Lisa J. Berry says:



- \* Kids can lead the way and introduce you to worlds you never even imagined.

**\* Make kids stakeholders**

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Laura Sutherland adds:

- \* Allow grown siblings space away from you & each other
- \* Let each generation have time alone with each other
- \* Travel before they have live-in partners to bring, too!

**\*Go before they're committed**

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Family Travel Forum  
*have kids, still travel*



**Questions? Need Help?**

Kyle McCarthy, FamilyTravelForum.com  
Today from 12-12:45pm -

Please share your questions & answers with me at the Meet the Experts booth (Booth#939 Exhibition Hall).

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*have kids, still travel*



**Trending in Travel:  
Multigenerational Vacations**

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