

A family consisting of a man, a woman, and two children are walking away from the camera in what appears to be an airport terminal. The man is on the right, pulling a suitcase. The woman is in the center, and the children are on either side of her. The entire image is covered with a semi-transparent blue overlay.

# LATIN AMERICAN vs. NORTH AMERICAN TRAVEL TRENDS

How the world's youngest generation  
is influencing family travel

# INSIGHTS INTO TRAVELERS BY GENERATION

LEARN MORE AT:  
[bit.ly/travel-trends-research](https://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 & Sample Size

- Quantitative online survey conducted by Northstar Research Partners in the following countries: Australia, **Brazil**, **Canada**, China, Germany, Japan, **Mexico**, the United Kingdom and **United States**
- 9,357 total (more than 1,000 in each of the nine countries)
- Collection took place between April 11 to May 7, 2019



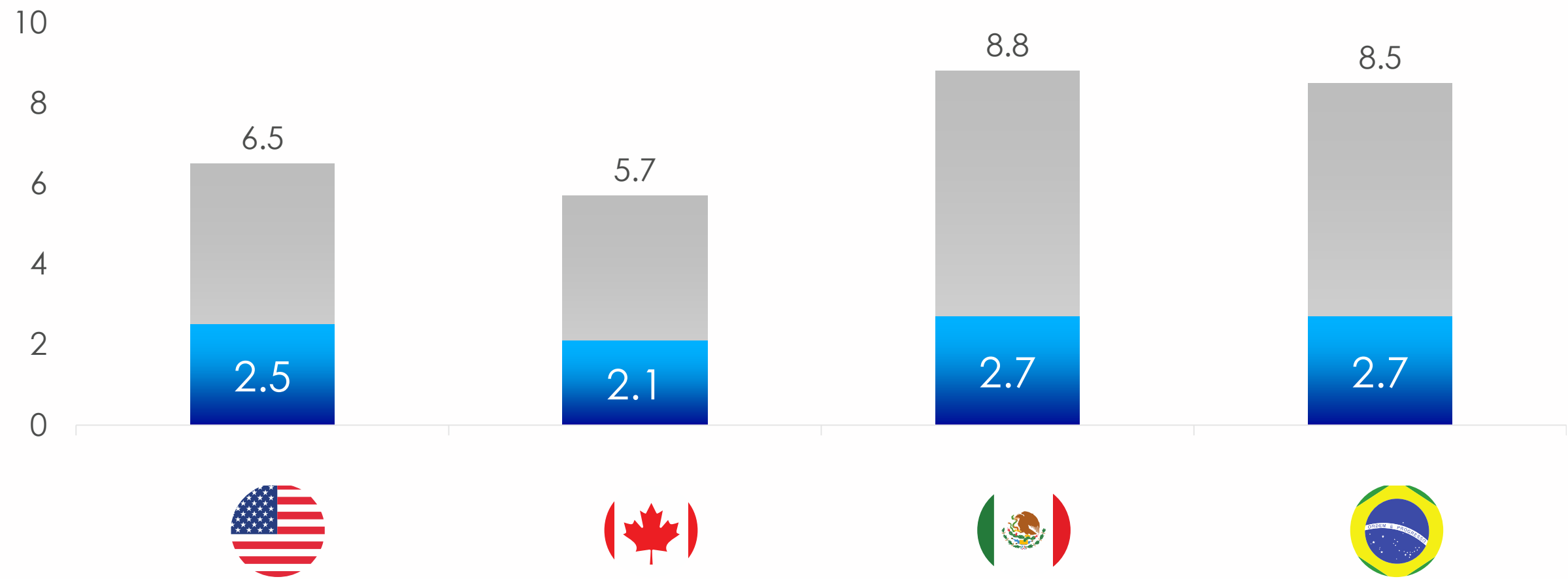
## Qualifying Criteria

- 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

# THE BASICS



# LATIN AMERICAN TRAVELERS TAKE **MORE FAMILY TRIPS** PER YEAR

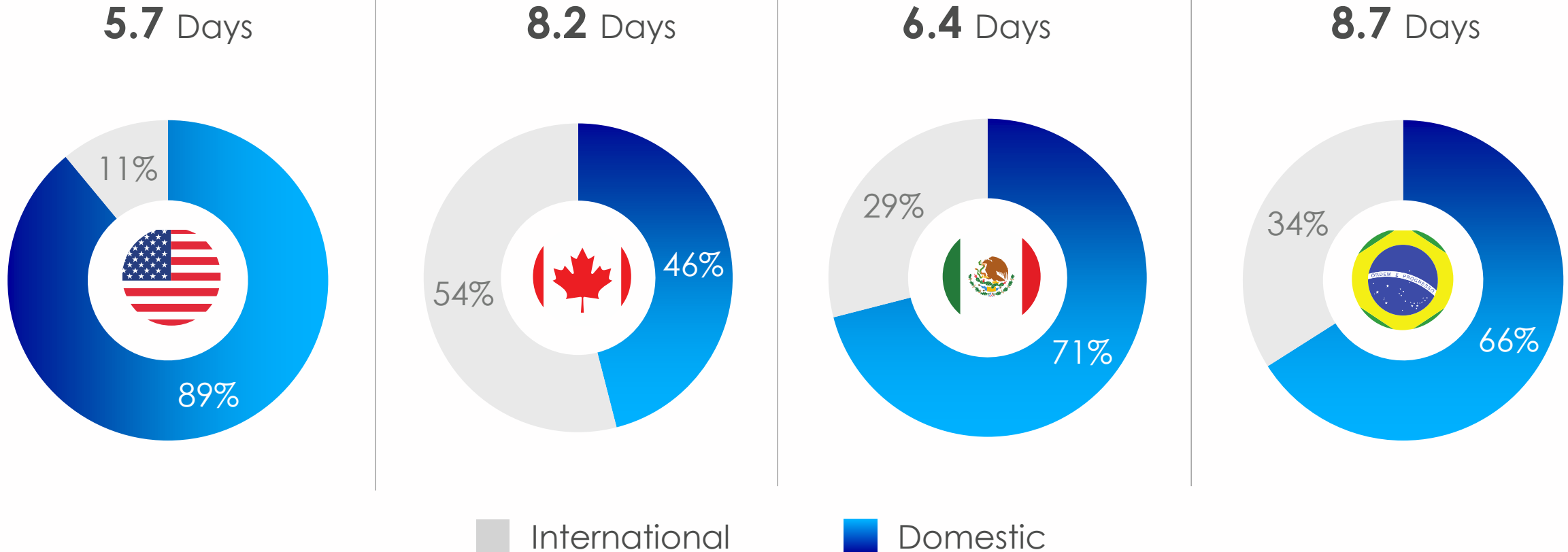


Total Trips



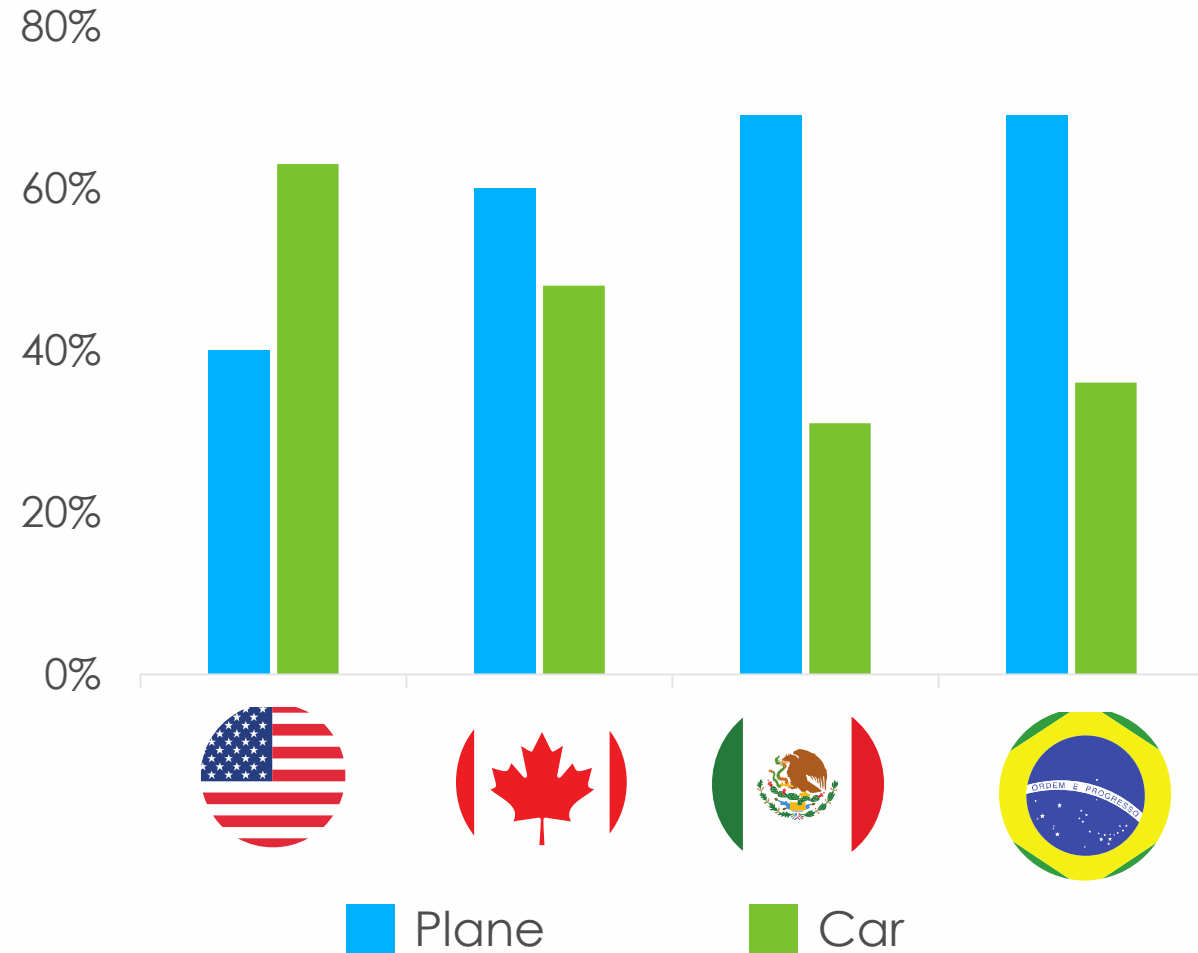
Family Trips

# BRAZILIAN AND CANADIAN TRAVELERS TAKE LONGER TRIPS



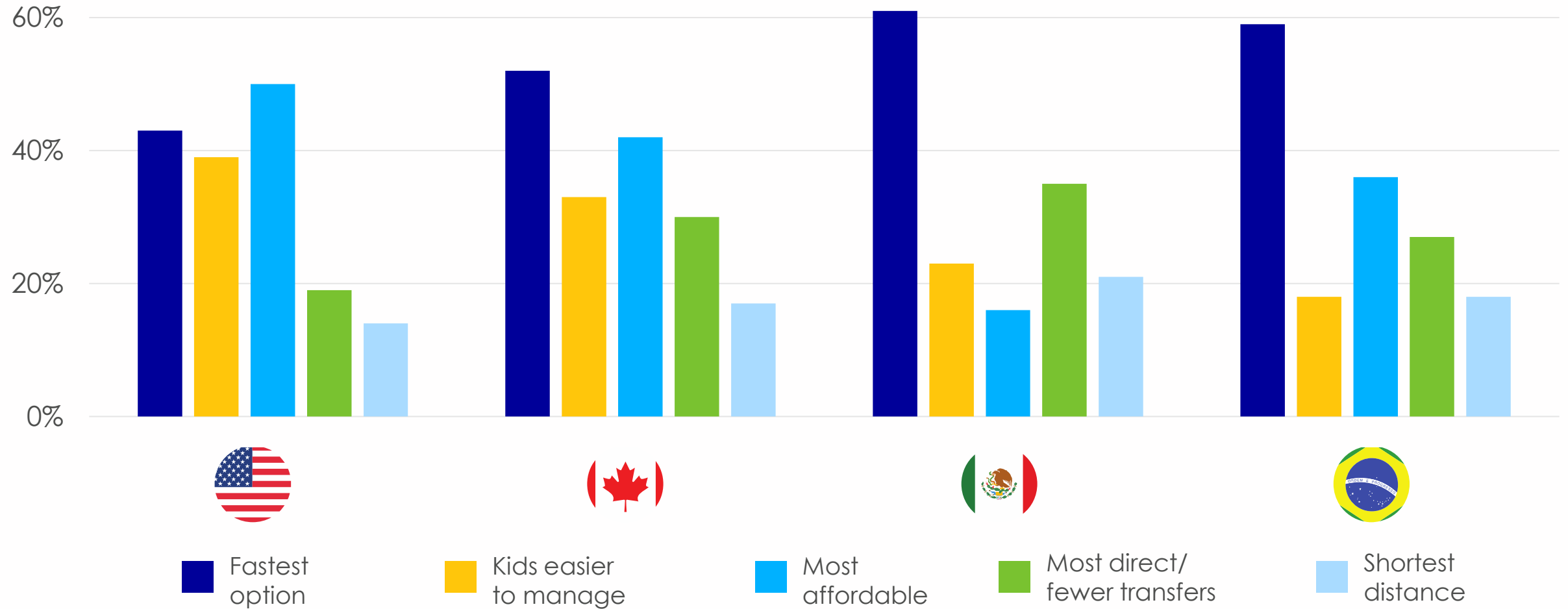


# PLANE & CAR ARE PREFERRED MODES OF TRANSPORTATION FOR FAMILY TRAVEL

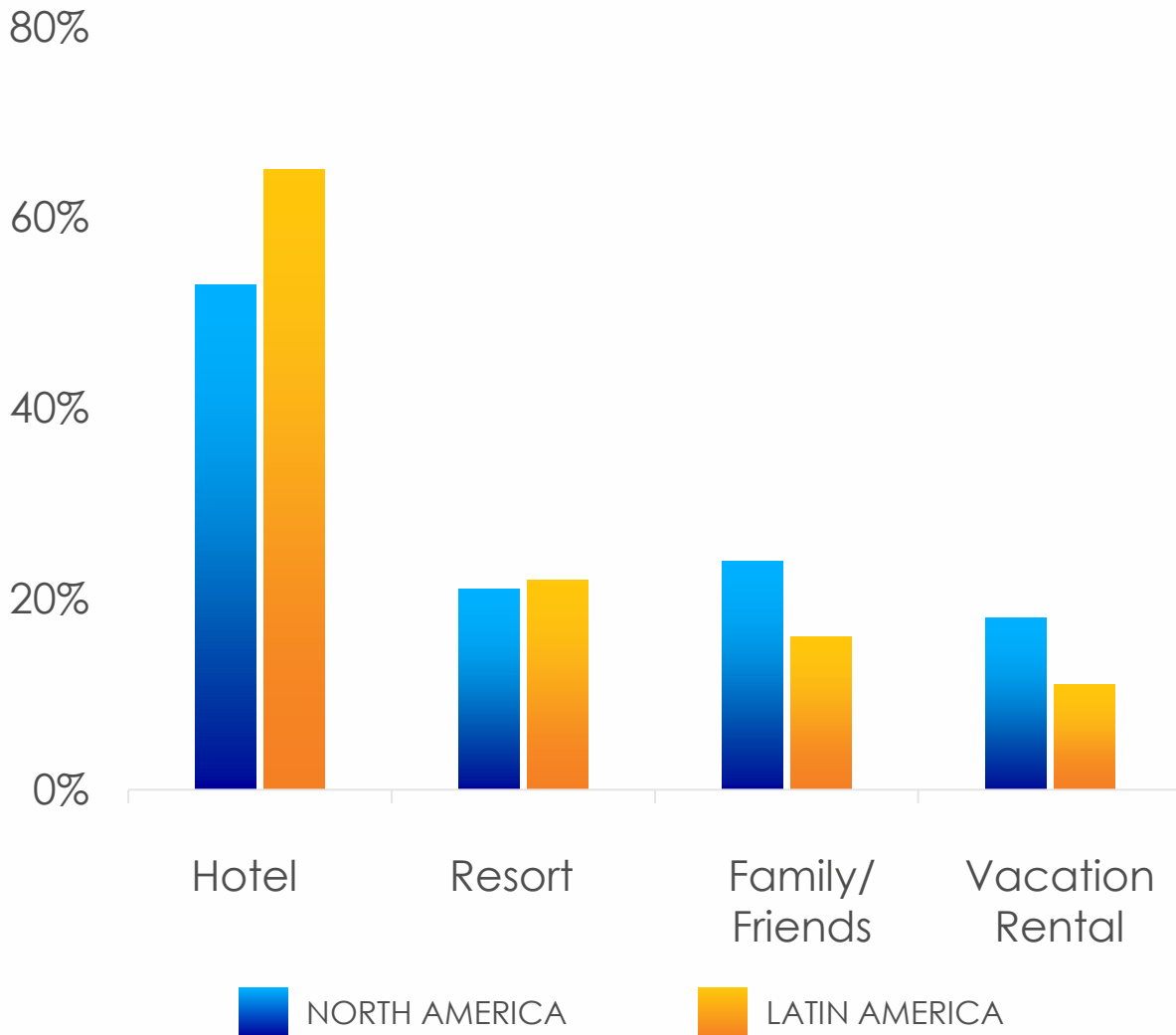


Q24. How did you get to your destination?

# SPEED & CONVENIENCE DRIVE TRANSPORTATION DECISIONS



# FAMILY TRAVELERS OPT FOR HOTELS

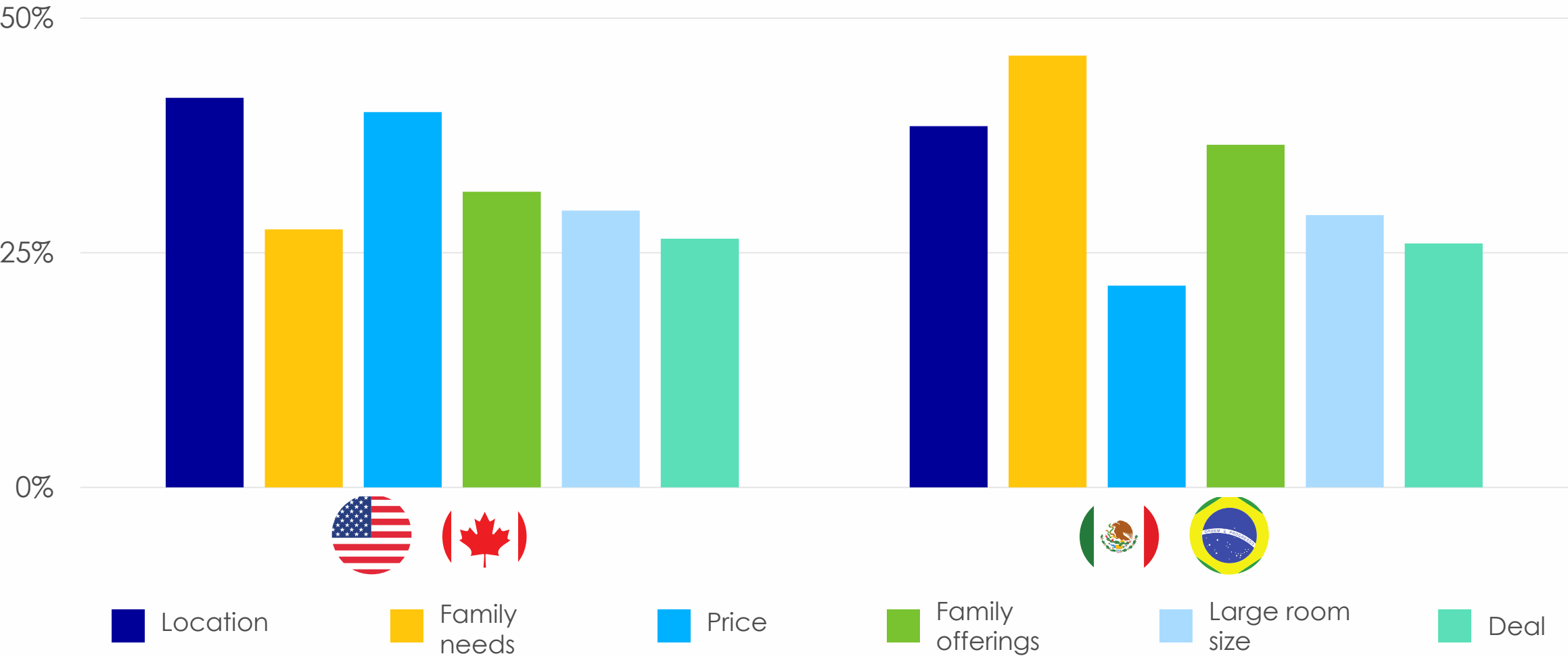


Q27. Where did you stay on your last family trip?



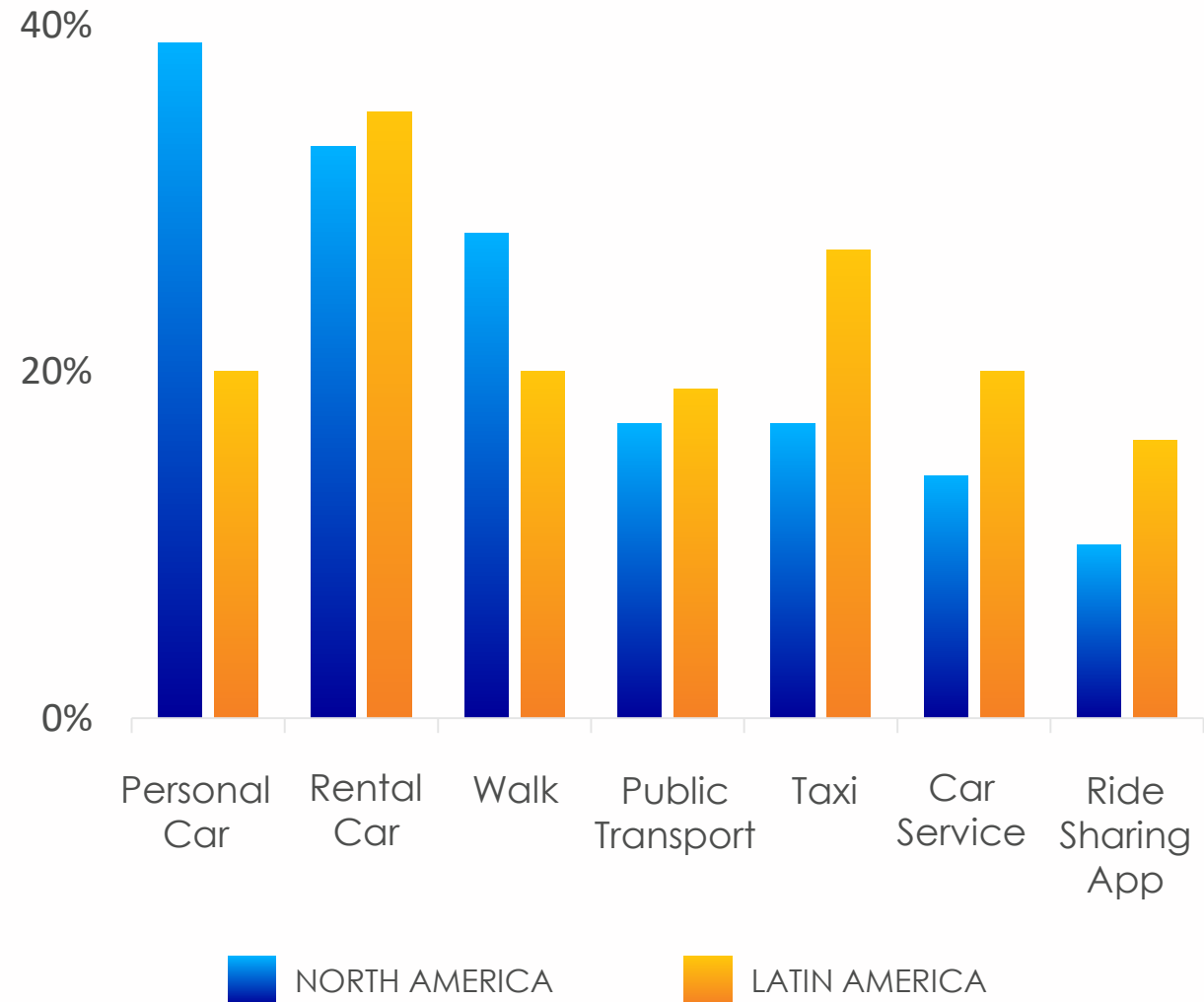
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# LOCATION AND FAMILY NEEDS WEIGH HEAVILY IN ACCOMMODATION DECISIONS

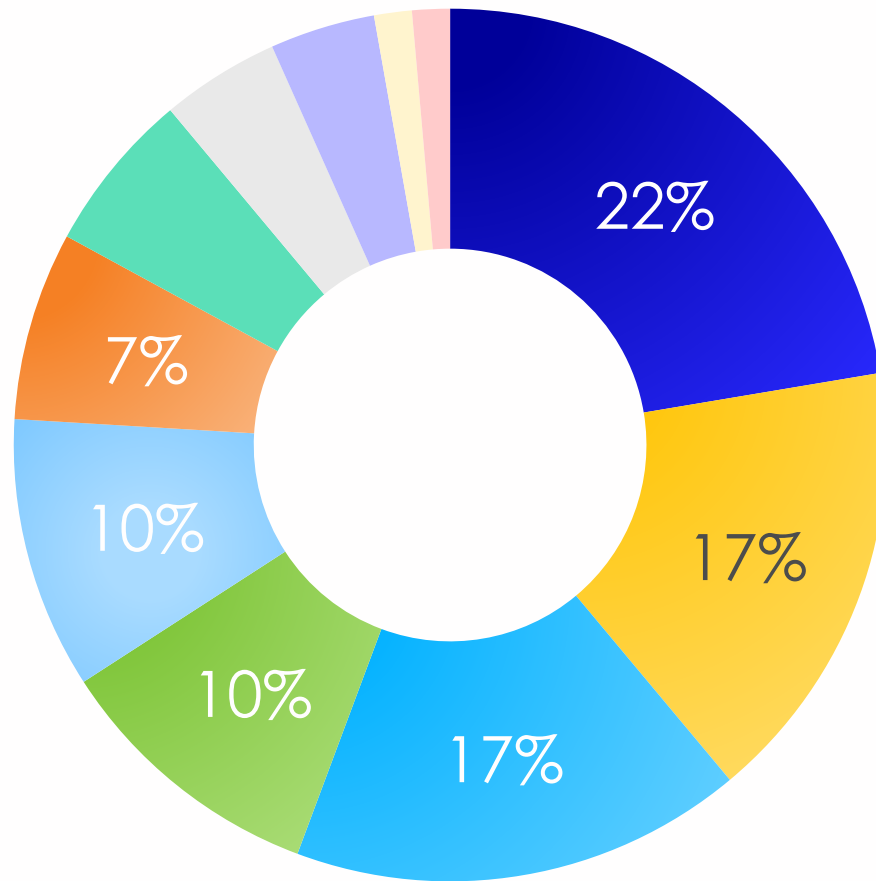




# HOW FAMILY TRAVELERS GET AROUND IN-MARKET

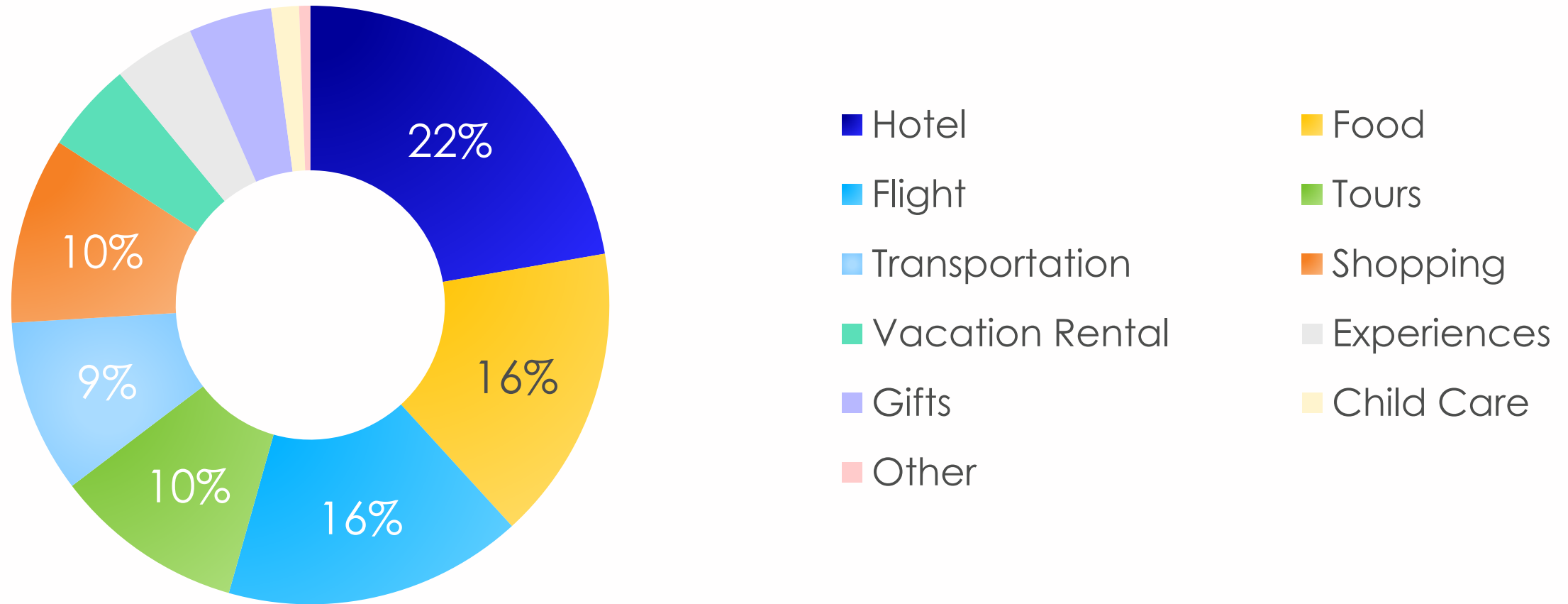


# BUDGETING FOR THE BASICS: FAMILIES SPEND MOST ON HOTEL, FOOD & FLIGHTS

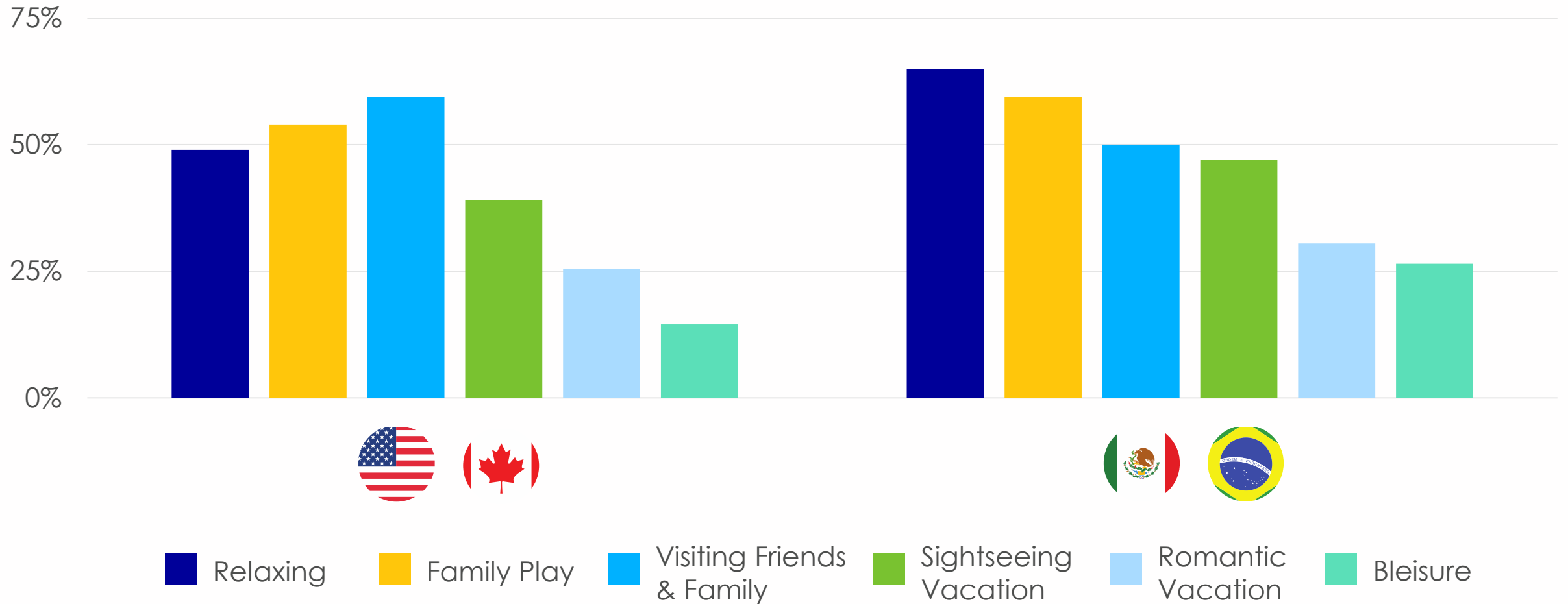


- Hotel
- Food
- Flight
- Tours
- Transportation
- Shopping
- Vacation Rental
- Experiences
- Gifts
- Child Care
- Other

# BUDGETING FOR THE BASICS: FAMILIES SPEND MOST ON HOTEL, FOOD & FLIGHTS



# TWO-THIRDS OF LATIN AMERICAN TRAVELERS PREFER RELAXING TRIPS





# FAMILY **TRAVEL PRIORITIES** WITH GENERATION ALPHA

# THE TOP 5 PRIORITIES FOR FAMILY TRAVEL



1. Somewhere with activities for the entire family
2. A place that is kid friendly
3. A place young children will enjoy
4. A place where I won't have to worry about children's safety
5. A once in a lifetime experience/trip



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2. A place where I won't have to worry about children's safety
3. A place young children will enjoy
4. A once in a lifetime experience/trip
5. A place that is kid friendly

# DEALS, SPECIAL OFFERS AND LOWEST PRICE ARE NOT IN THE TOP 5



1. Somewhere with activities for the entire family
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3. A place young children will enjoy
4. A place where I won't have to worry about children's safety
5. A once in a lifetime experience/trip

**8. Deals and/or special offers**

**12. Lowest Price**



1. Somewhere with activities for the entire family
2. A place where I won't have to worry about children's safety
3. A place young children will enjoy
4. A once in a lifetime experience/trip
5. A place that is kid friendly

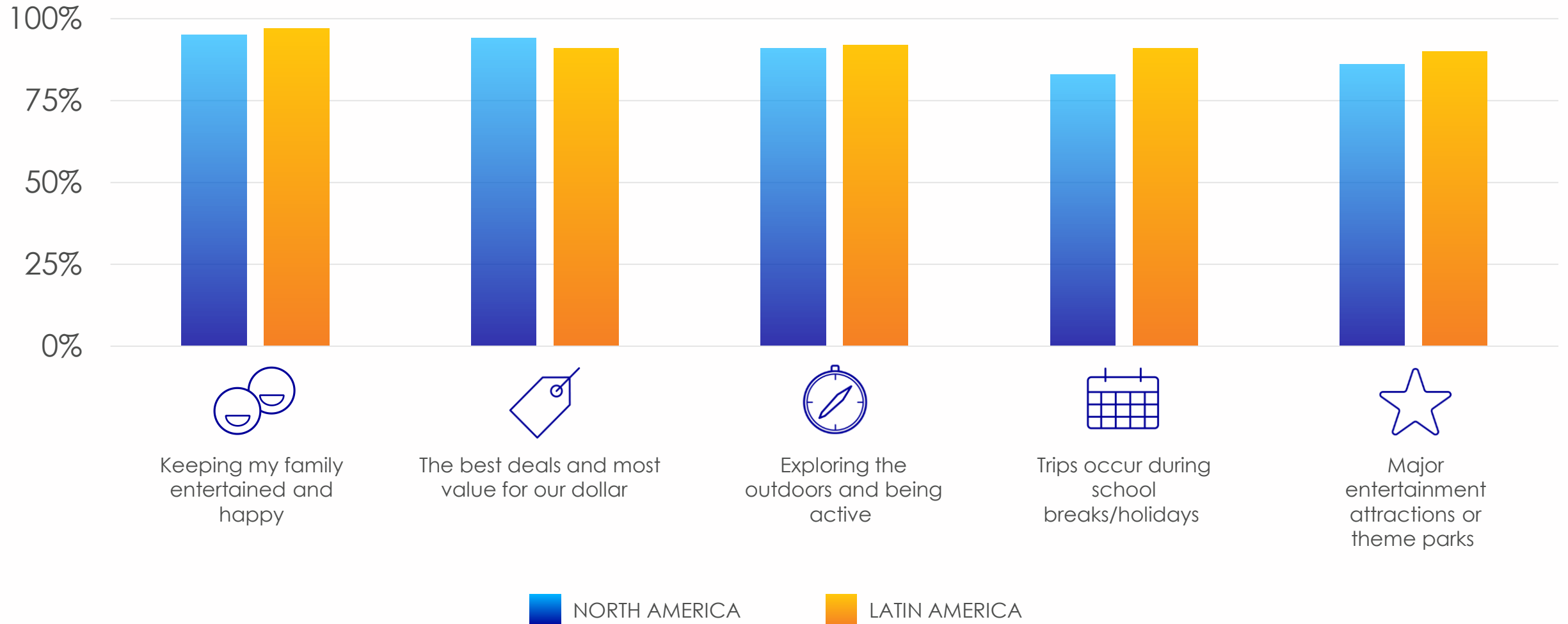
**13. Deals and/or special offers**

**14. Lowest Price**



When it comes to family travel  
**EXPERIENCE BEATS EXPENSE**

# KEEPING THE FAMILY ENTERTAINED AND HAPPY IS THE MOST IMPORANT



# FUN & ENTERTAINMENT ON THE FAMILY TRAVEL ITINERARY

 NORTH AMERICA

 LATIN AMERICA

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**75%** | **76%**

Theme parks  
and attractions



**60%** | **55%**

Outdoor  
activities



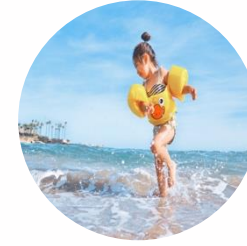
**46%** | **38%**

Dining  
experiences



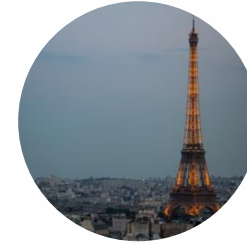
**32%** | **25%**

Educational  
experiences or  
classes



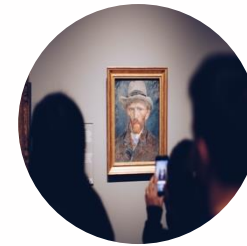
**72%** | **73%**

Water  
activities



**49%** | **46%**

Historical  
landmarks



**45%** | **45%**

Museum  
visits



**28%** | **41%**

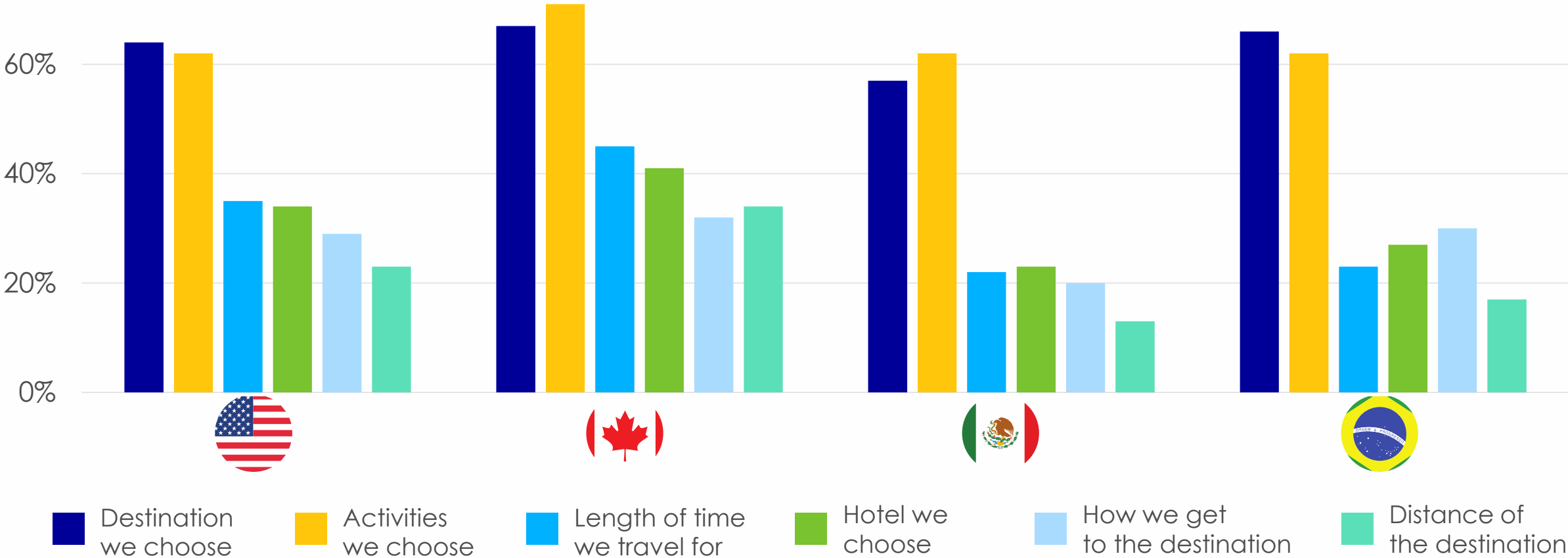
Guided  
tours

Q38. What types of activities and experiences do you look for/plan for a family trip?

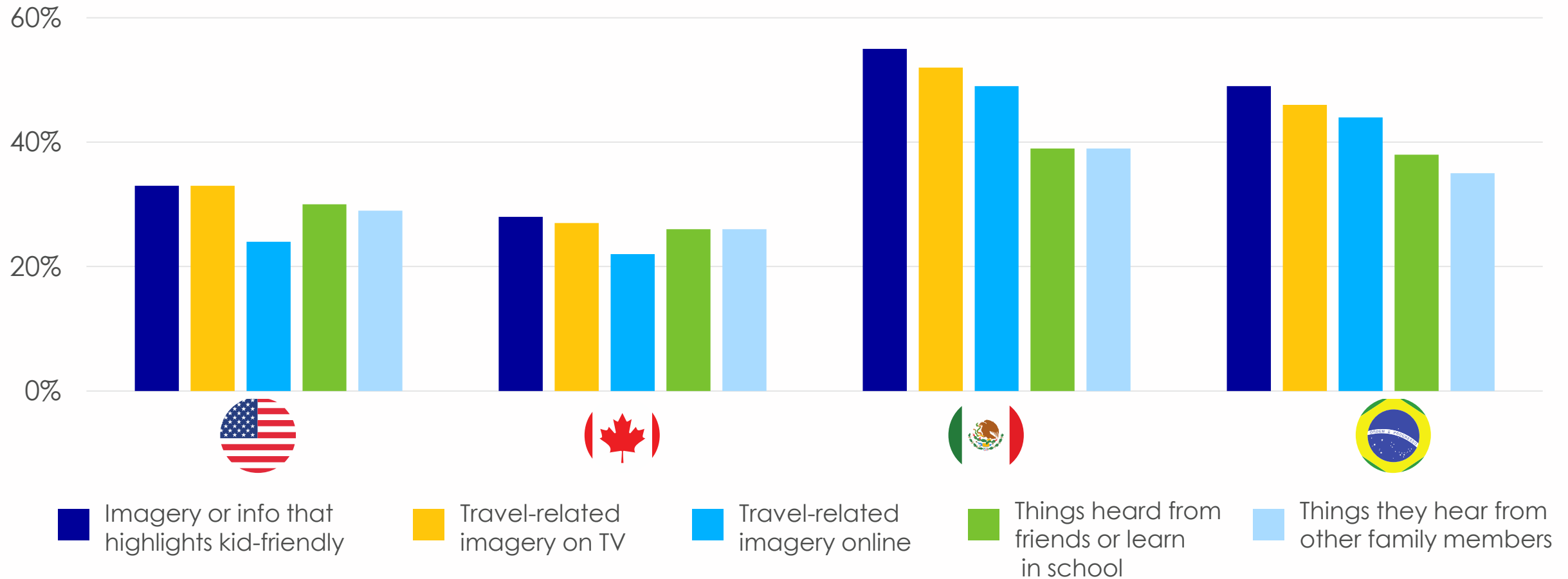
A family consisting of a man, a woman, and a young child are gathered around a large map on the floor, planning a trip. The woman is holding a tablet, and the child is pointing at the map. The man is leaning over, looking at the map. The scene is overlaid with a blue and green gradient.

# GEN ALPHA INFLUENCE ON **FAMILY TRAVEL PLANNING**

# DESTINATION & ACTIVITIES ARE TOP CONSIDERATIONS FOR FAMILY TRIPS



# WHAT INFLUENCES GEN ALPHA TRAVEL OPINIONS?

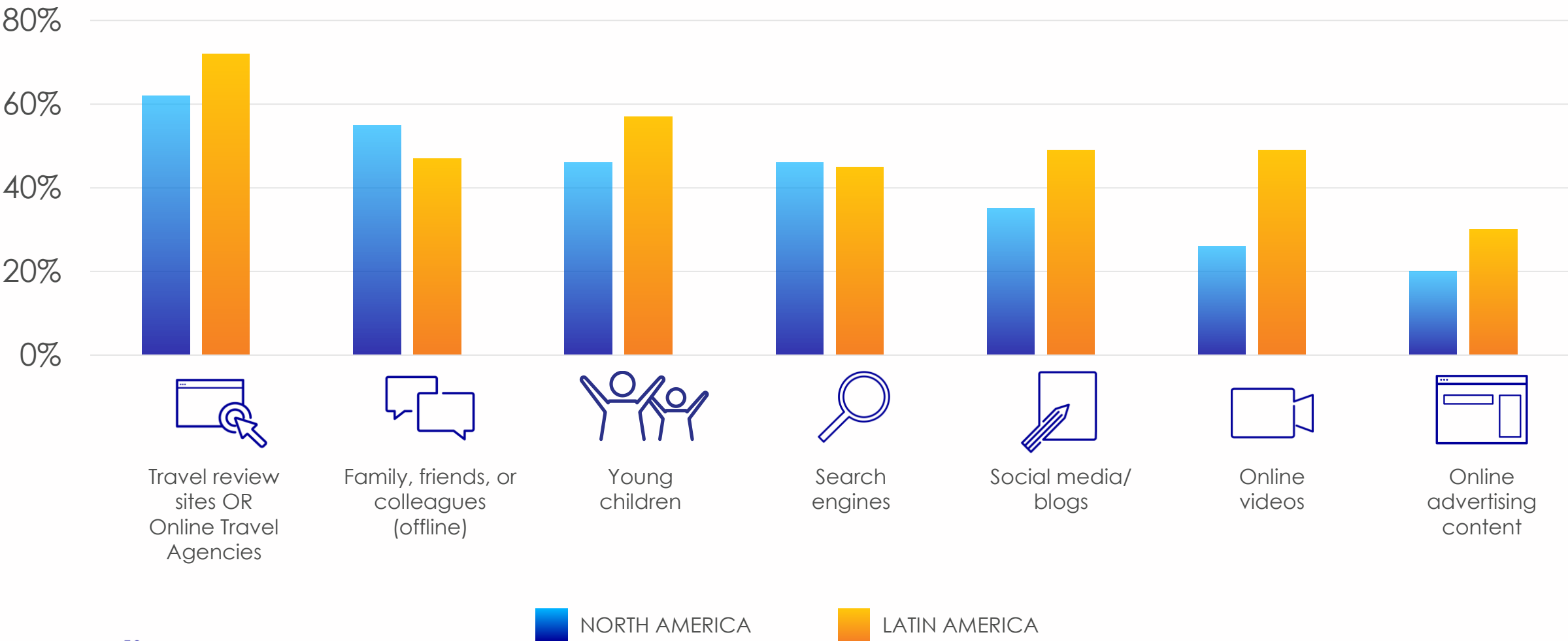




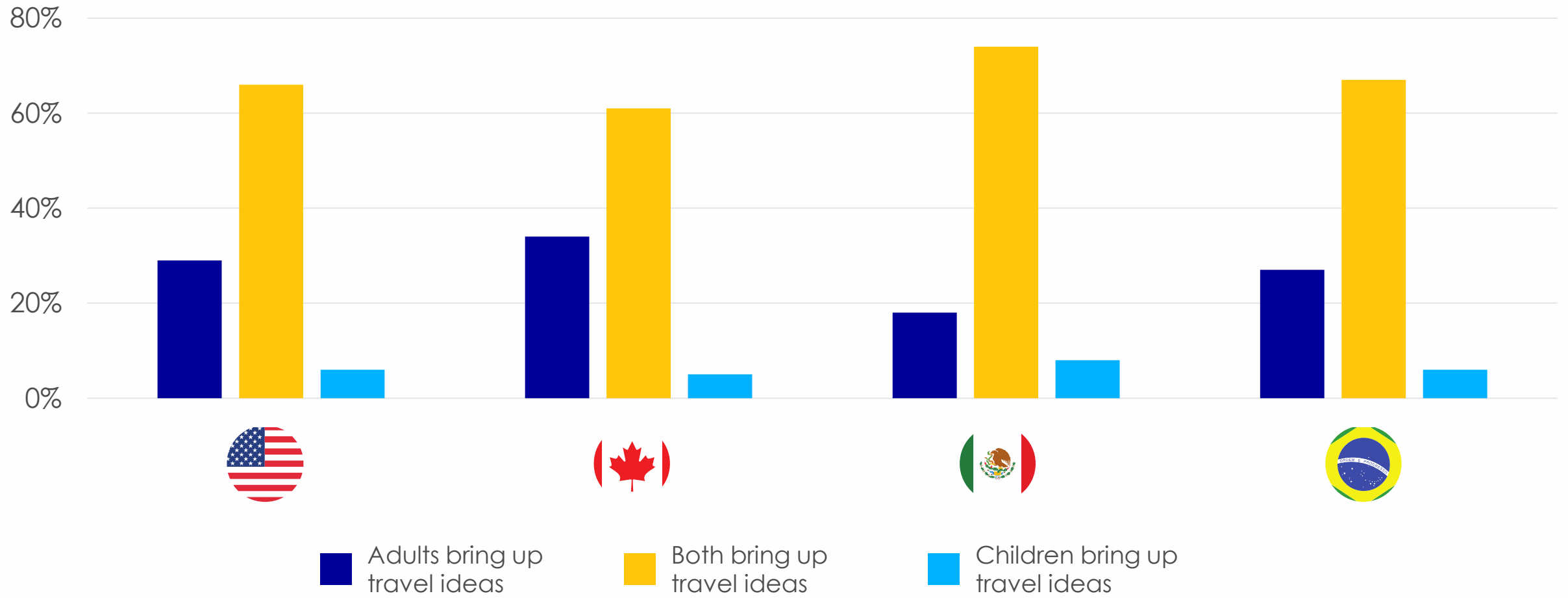
**8 IN 10 ADULTS**

say they talk about travel with  
their young kids or grandkids  
somewhat or very frequently.

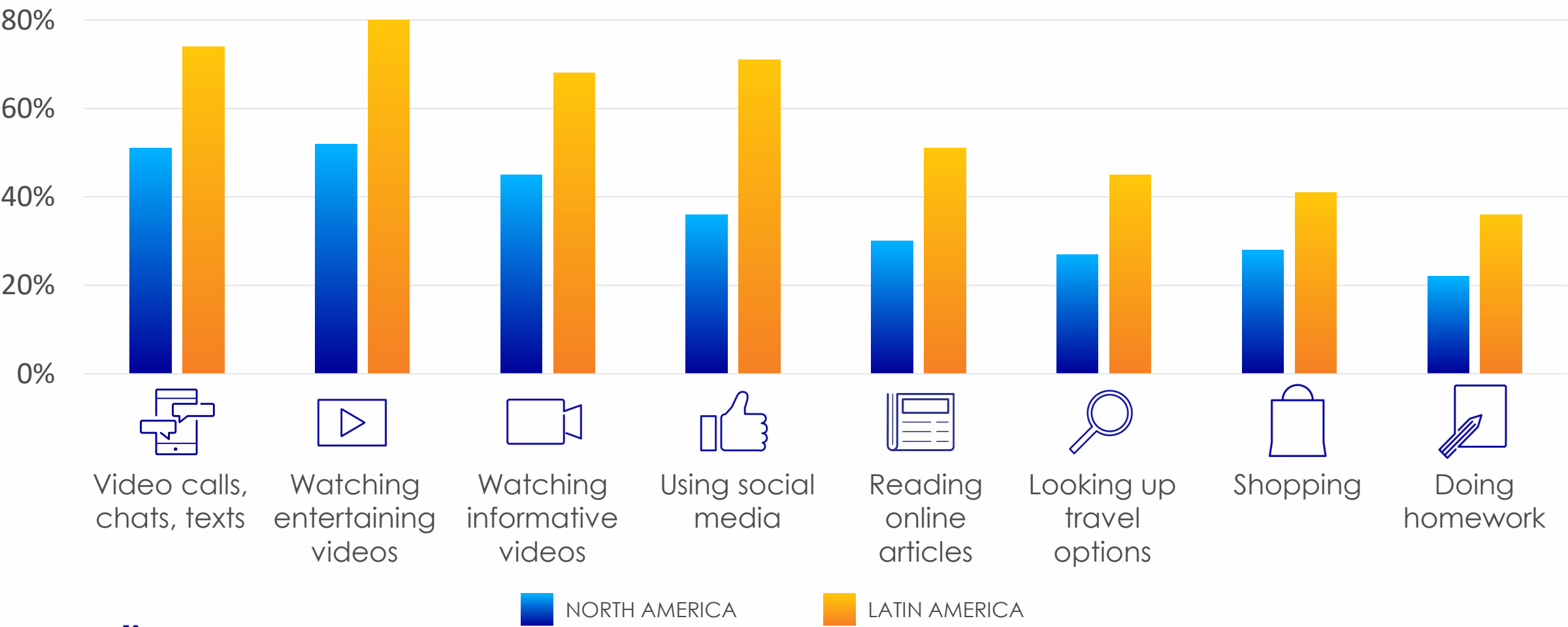
# FAMILY TRAVEL DECISIONS ARE INFLUENCED BY MULTIPLE RESOURCES



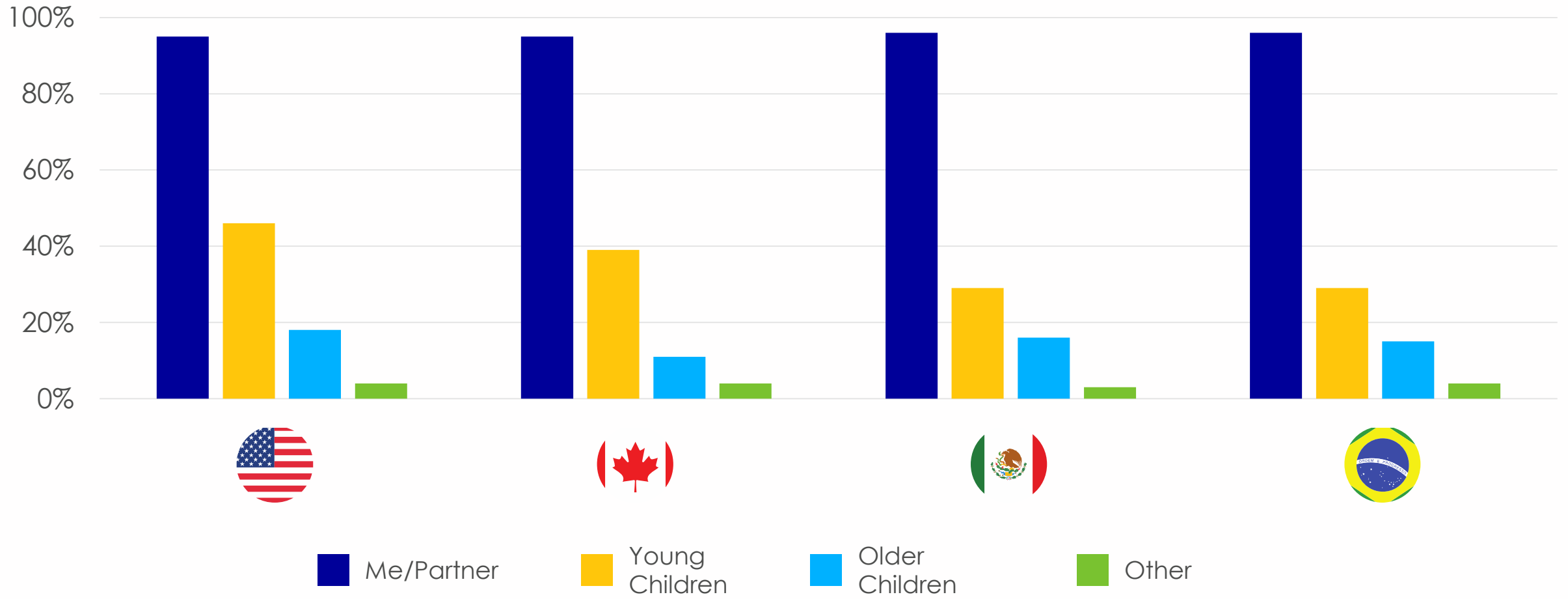
# 3 IN 5 SAY TRAVEL IDEAS COME FROM BOTH ADULTS AND CHILDREN



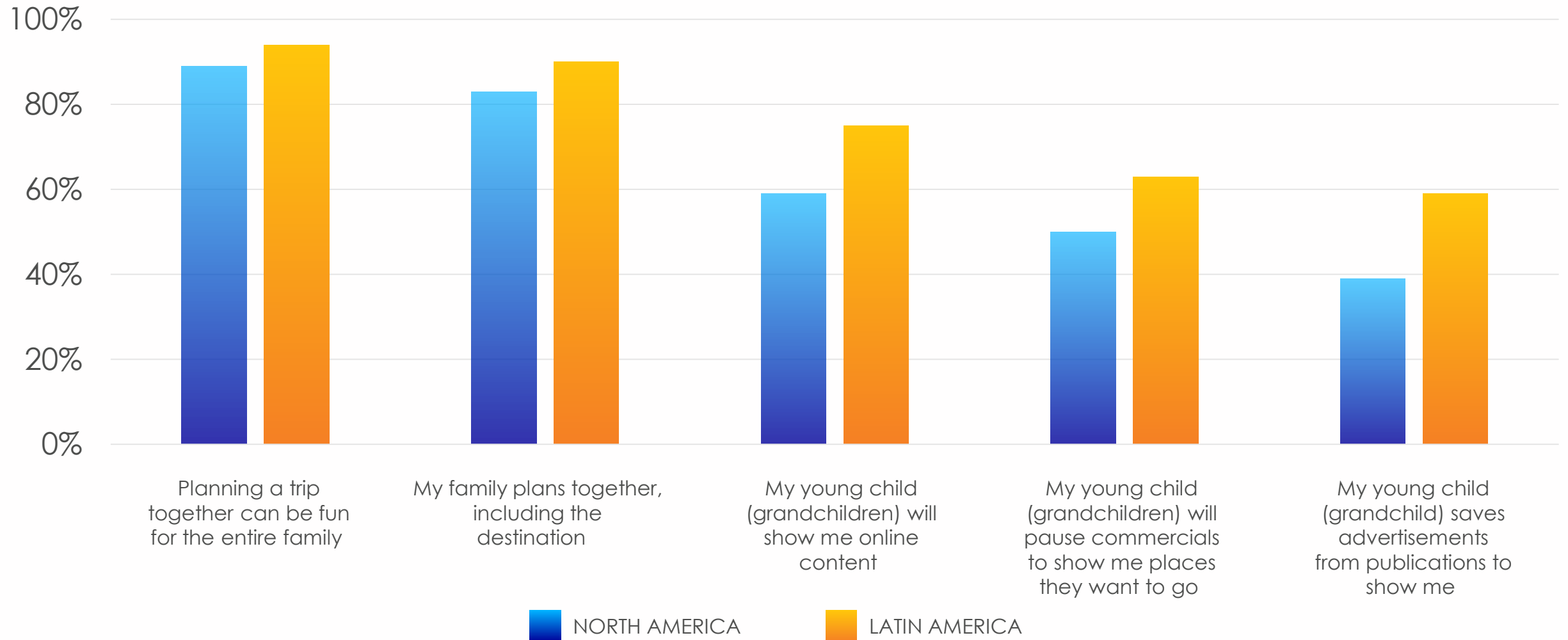
# GEN ALPHA ARE DIGITAL NATIVES AND SAVVY SMARTPHONE USERS



# GEN ALPHA INFLUENCE TRAVEL CHOICES, BUT ADULTS MAKE THE FINAL DECISIONS



# MORE THAN 8 IN 10 PLAN TRIPS TOGETHER, INCLUDING DESTINATION SELECTION

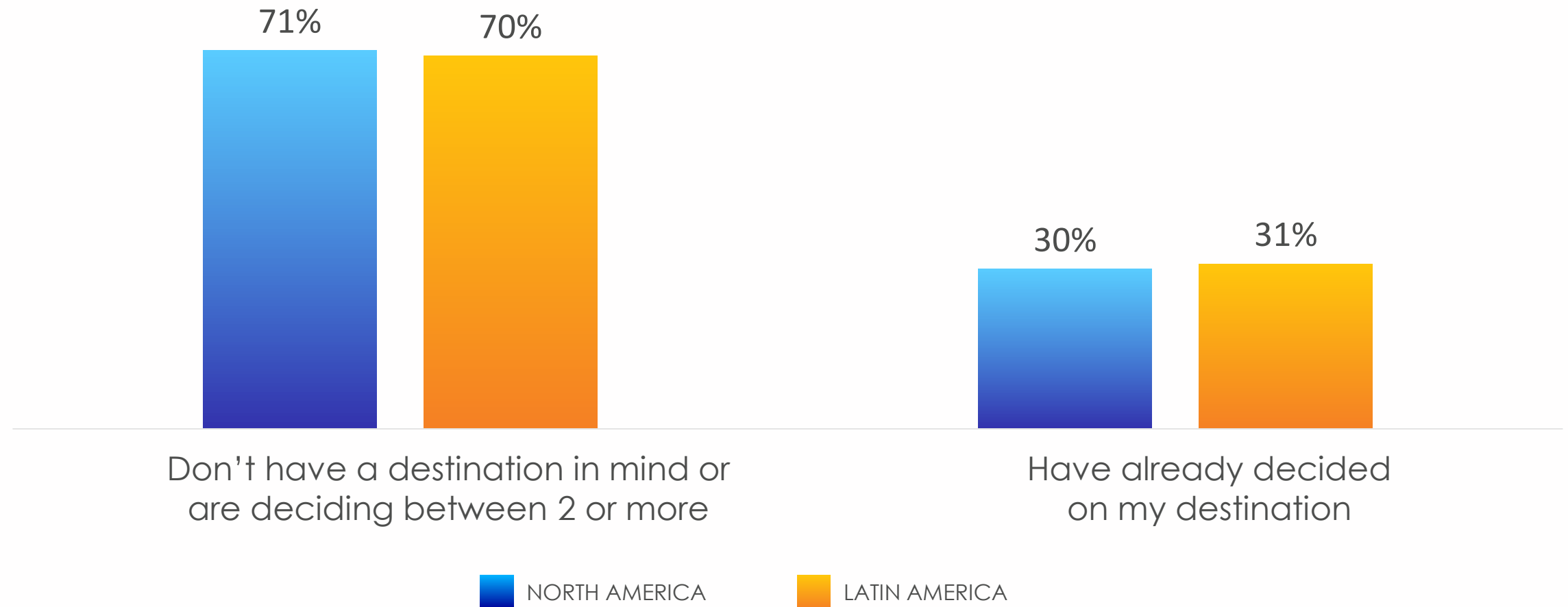




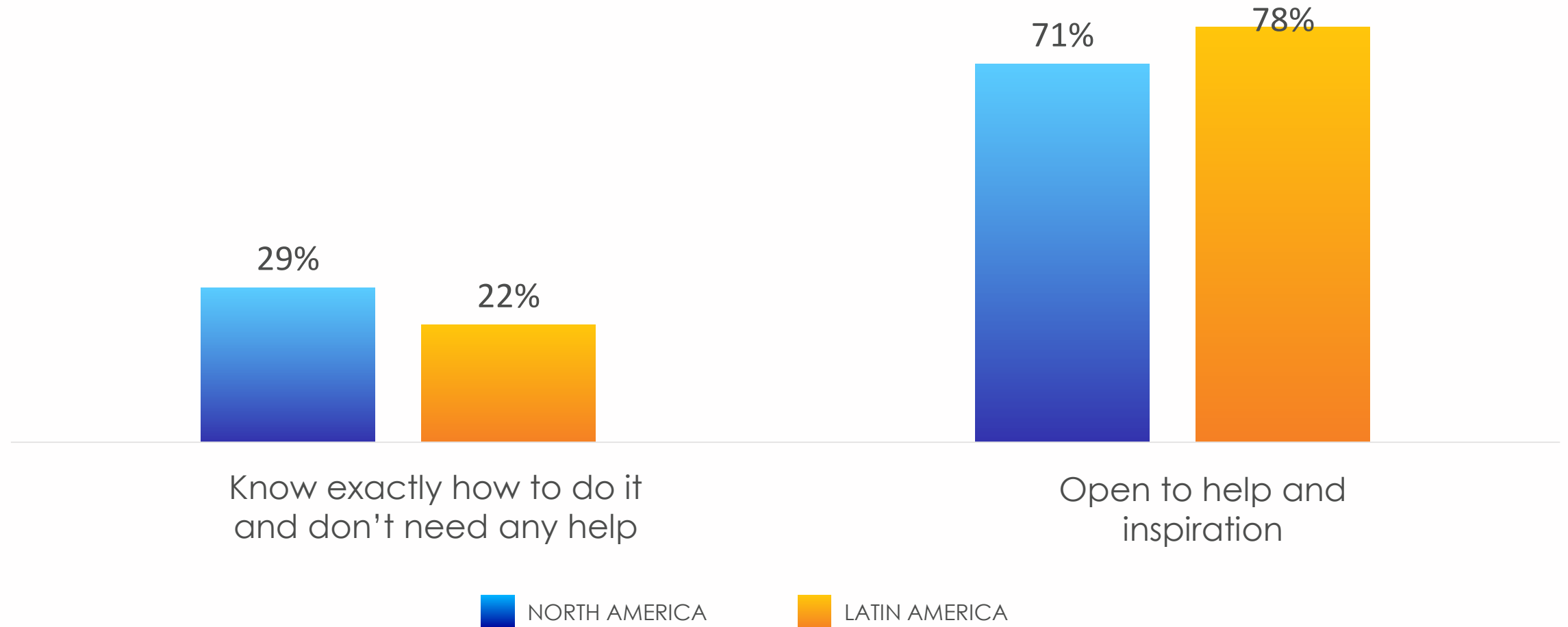
# 7 IN 10 TRAVELERS

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

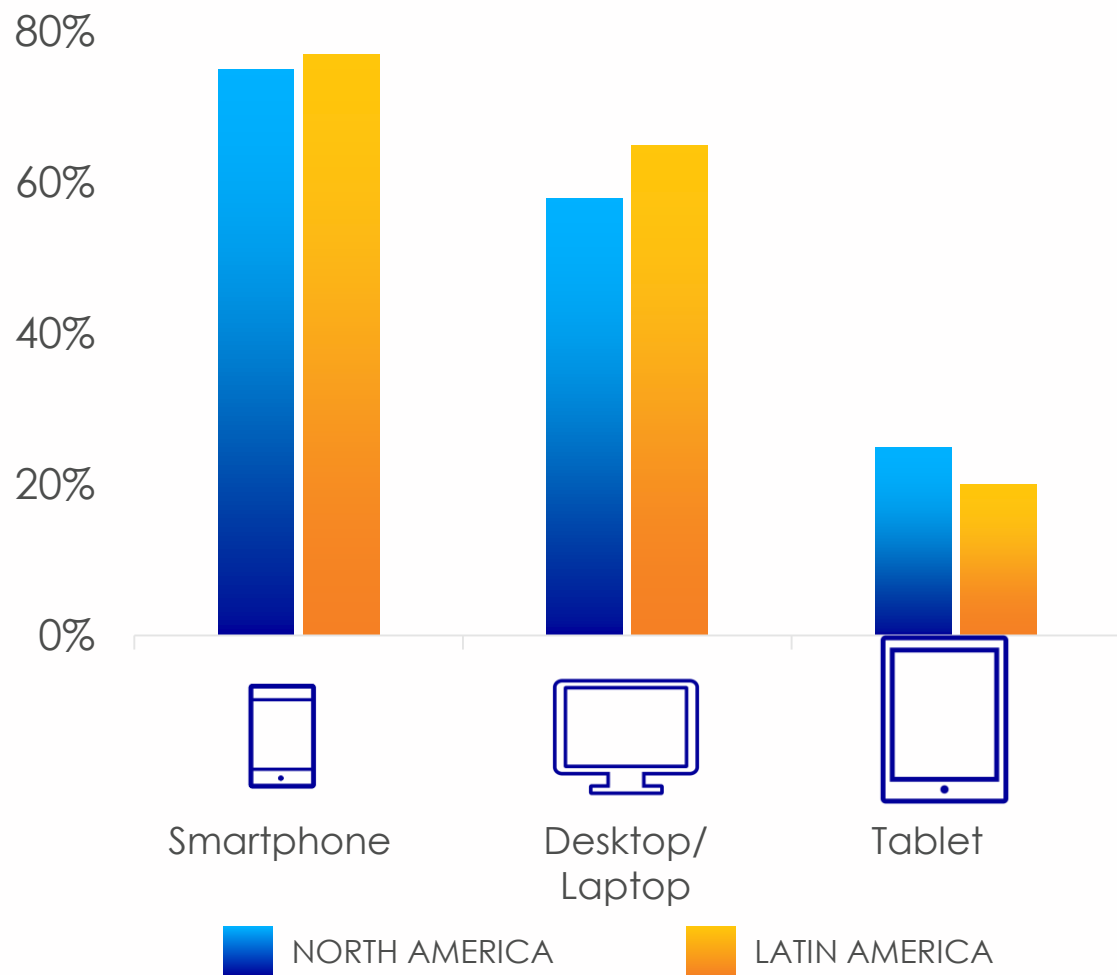
# MAJORITY OF FAMILY TRAVELERS ARE **NOT** DESTINATION DECISIVE



# FAMILY TRAVELERS ARE OPEN TO HELP AND INSPIRATION



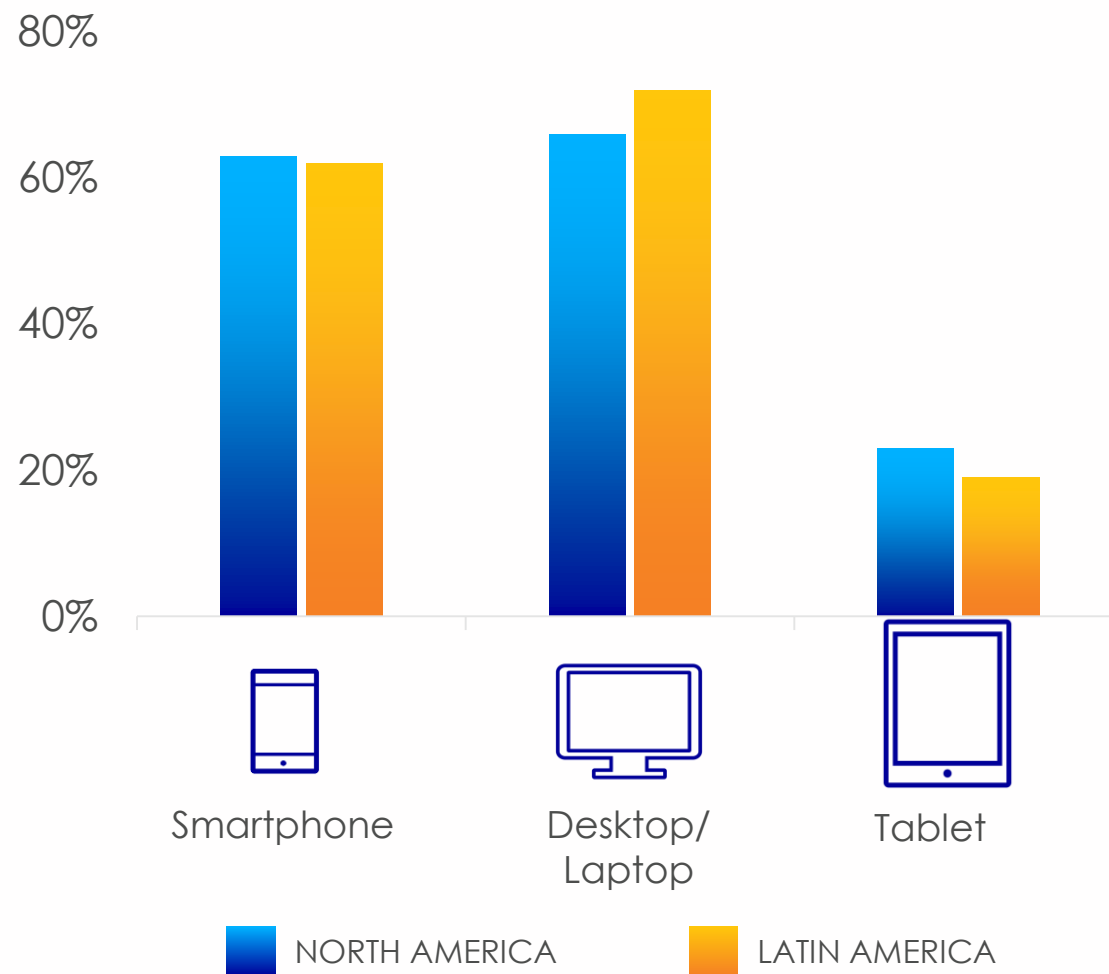
# SMARTPHONES ARE THE LEADING DEVICE FOR TRAVEL INSPIRATION



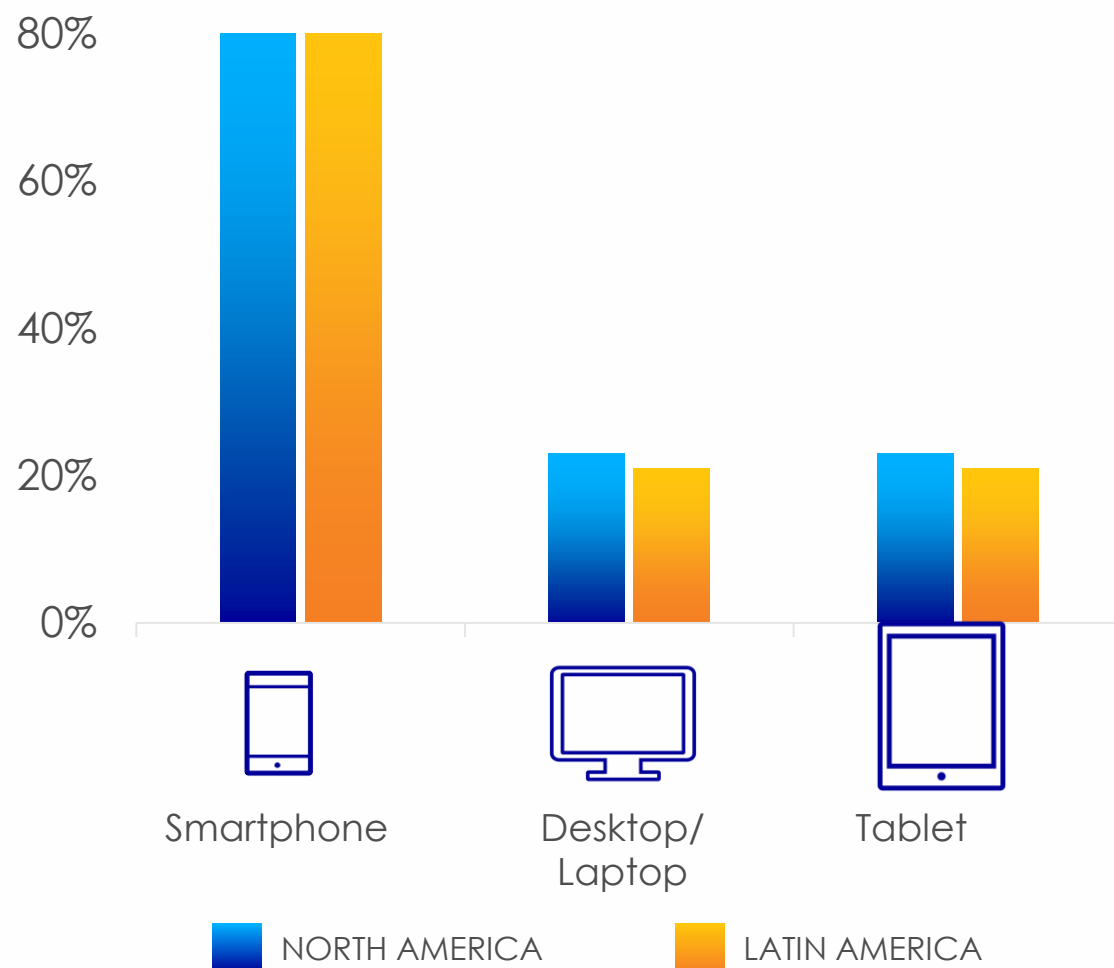
Q40 Device usage - When I'm looking for inspiration on where to travel



## DESKTOP/LAPTOP IS THE LEADING DEVICE FOR TRAVEL RESEARCH



# 8 IN 10 TRAVELERS USE THEIR SMARTPHONE IN-TRIP

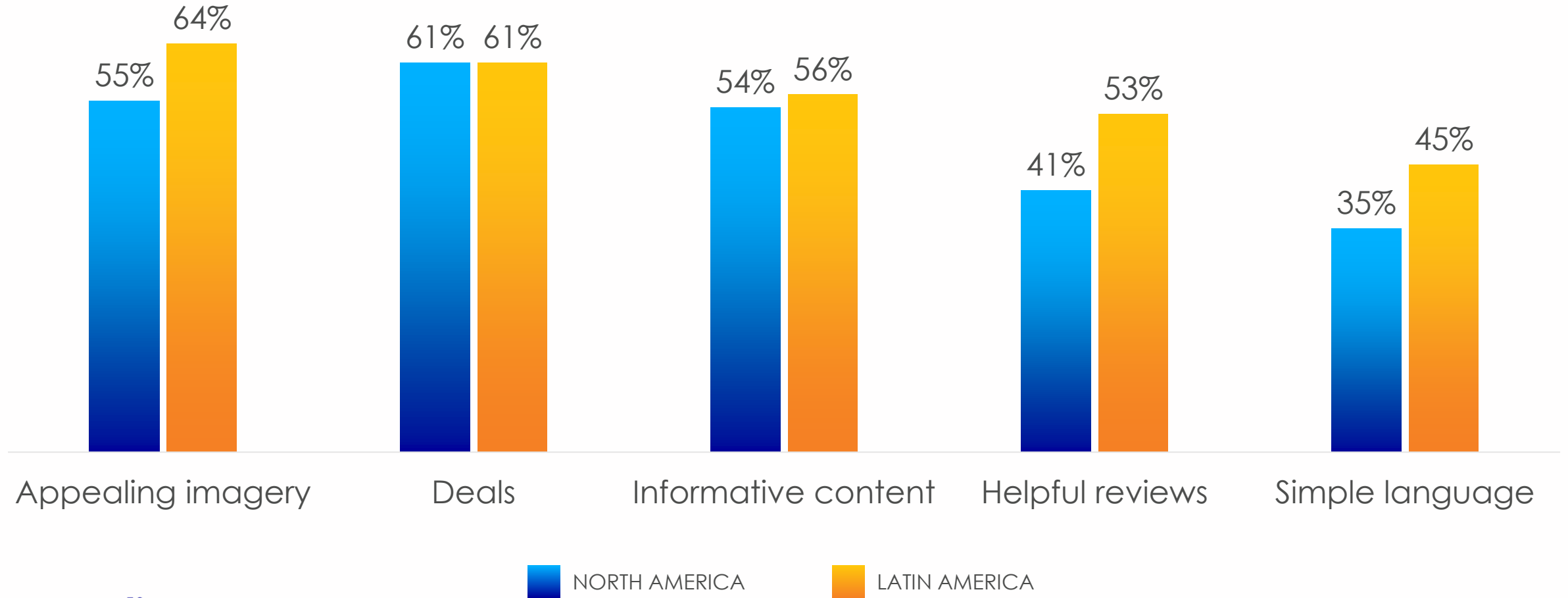


Q40 Device usage – During my trips



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# THE 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 from both regions.



## 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

