

## Multi-Generational Travel: Are You Adapting?

*"Travel, in the younger sort, is a part of education; in the elder, a part of experience."*  
– Francis Bacon

Bring everyone along for the ride. From grandparents to grandkids, today's families are jet setting together. Today, more extended families are taking trips together. In fact, travel agents report that 35% of clients take multi-generational trips once a year. So what is behind this growing trend of families jet-setting together?

- Multi-generational travel has been steadily growing and is cited as one of the top 3 travel trends for 2015 and 2016.
- An estimated 75% of travelers plan their vacation around a milestone event such as a birthday, reunion, wedding or anniversary, and even a holiday, to bring family members together.

Why is multi-generational travel such a hot and growing trend? In a nutshell, it's a sign of the times: geography, lifestyle and schedules, and baby boomers.

- **Geography:** Today most extended families live geographically apart. Multi-generational vacations combine family time and vacation time thereby making the most of vacation time and achieving the goal of being together.
- **Lifestyle and Schedules:** In our fast paced society, vacation time is often squeezed into a very busy lifestyle and coordinating multiple schedules can be challenging. Combining the two kills two birds with one stone.
- **Baby Boomers:** More and more boomers are becoming grandparents. Boomers are typically younger, healthier, and more mobile and want to spend quality, fun time with their grandchildren.

When planning a multi-gen vacation, choosing when and where will be among the first decisions.

- Keep in mind the youngest and oldest family members.
- Find something that will be well suited to young, old and everyone in between.
- Every family has to decide what is important for them.
- Exploring family roots and visiting ancestral homes; sharing cultural enrichment and new places; or, maybe just enjoying a relaxing time, fun in the sun, or outdoor sports and activities that cater to all ages and if needed, the availability of childcare, may also be a decisive factor.

- No brainers are: cruises, escorted tours, all-inclusive resorts and beach house rentals. They all offer family-friendly vacations geared to the family experience and can meet the diverse interests and travel styles of most families.
- Everything from discovery tours in Europe and Asia to Wild West adventures in the Rockies to relaxing beach side resorts and amusement parks.
- A wide array of options, plus the ease of an all-inclusive fare (often even including airfare and transfers), it takes the bulk of coordinating and the stress of budgeting off the planning family member(s)' plate.
- By using an experienced travel professional, it frees everyone to really enjoy themselves. Depending on the size of your family, group pricing and special packages may be available and your travel professional can often offer or arrange special group events, activities and excursions, etc.
- Making memories: All that said, just because everyone is on vacation together doesn't necessarily mean everyone will magically get along together. Different personalities and preferences, old and new family "stuff" can present some challenges, but hopefully everyone can put all that aside and enjoy this precious time together. After all, it is all in the family, isn't it?

*Family time and vacation time = fun time together!*