

2017 Family Travel Trends

What are today's hottest family travel trends? Luxury and experiential travel network **Virtuoso** surveyed 772 of its expert travel advisors worldwide to find out, and compiled their predictions in the 2017 Virtuoso Luxe Report.



Biggest Family Travel Trends

1.

Active or adventure trips
2.

Beach resort stays
3.

Celebration travel and mother/daughter or father/son trips (tie)
4.

Touring (guided or private)
5.

Educational trips
6.

Cultural immersion
7.

Ocean cruising
8.

River cruises
9.

Exclusive-use travel
10.

Luxury cruises

Most Popular Unconventional Family Destinations

TIME	DESTINATION	FLIGHT
01	ICELAND	
02	AFRICA	
03	ANTARCTICA	
04	CUBA	
05	GALAPAGOS ISLANDS	
06	THE ARCTIC	
07	INDIA	
08	RUSSIA	
09	JAPAN	
10	VIETNAM	

Hottest Family Travel Destinations

1.

Italy
2.

Mexico
3.

Hawaii
4.

Orlando, Florida
5.

England
6.

Costa Rica
7.

South Africa
8.

Turks and Caicos
9.

Dominican Republic
10.

Australia

How Generation Z Influences Family Travel

The youngest generation holds considerable sway over their families' travel decisions, with 88 percent of advisors saying they're influential:

1.

They're well traveled, so seek unusual destinations
2.

They crave adventure travel with active experiences
3.

They want cultural immersion in destinations that educate and enrich them
4.

They look for visual places and experiences to share on social media
5.

They travel with multiple generations of their family to reconnect
6.

They want trips personalized to interests like sports or shopping
7.

They enjoy staying at private residences and boutique lodging
8.

Influenced by peers, social media and reviews, they're involved in planning trips