

# FAMILY TRAVEL

## INSIGHTS REPORT



# TRAVELLING WITH FAMILY IS A TOP CHOICE



- VS OTHER EXPERIENCES LIKE TRAVELLING WITH PARTNER, FRIENDS OR SOLO
- ESPECIALLY AMONG WOMEN AGED 35 TO 44
- POPULAR AMONG TRAVELLERS FROM GERMANY, SINGAPORE, SOUTH KOREA AND THE UK

\*Based on a OnePoll survey commissioned by Trip.com Group among women who have travelled in the last 2 years or intend to travel in the next 2 years. The survey was conducted from February to March 2026 and polled 3,500 women in total across Germany, Hong Kong (SAR), Japan, Singapore, South Korea, Thailand and the United Kingdom.

# TOP STRESSORS FOR FAMILY TRAVEL



## ● PLANNING THE TRIP

- **ATTRACTIONS & ACTIVITIES FOR CHILDREN (36%)**
- **ORGANISING DAILY ITINERARY AND PACING (33%)**
- **BUDGETING & TRACKING COSTS (32%)**

especially for women  
aged 25 to 44

## ● DURING THE TRIP

- **FLIGHT LENGTH & LAYOVERS (40%)**
- **ACCOMMODATION SUITABILITY (33%)**
- **FOOD OPTIONS (29%)**

# WHAT MATTERS MOST ON FAMILY TRIPS



## ACCOMMODATION

Especially for women aged 25 to 44

- HAVING FAMILY-FRIENDLY FOOD (38%) & ACTIVITIES (31%)
- NEAR TO CHILD-FRIENDLY ATTRACTIONS (29%)



## FLIGHTS

- SITTING AS A FAMILY (37%)
- VALUE FOR MONEY (31%)
- CONVENIENT FLIGHT TIMES (29%)



## ATTRACTIONS & ACTIVITIES

- VALUE FOR MONEY (43%)
- HIGH SAFETY STANDARDS (42%)
- AGE-APPROPRIATE EXPERIENCES (30%)



● GUARANTEED FAMILY SEATING ON A PLANE (24%)

● DIRECT FLIGHTS / FEWER LAYOVERS (22%)

● ALL-INCLUSIVE FAMILY PACKAGES (22%)

WILLING TO TOP UP FOR  
FAMILY TRAVEL  
EXPERIENCES



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# REGIONAL HIGHLIGHTS



## ● THAILAND

- WILL LOOK FOR FAMILY-FRIENDLY EXPERIENCES FROM FOOD, TO ACTIVITIES AND FACILITIES

## ● JAPAN

- FLIGHT EXPERIENCE IS THE TOP PRIORITY
- PREFER DIRECT FLIGHTS WITH FEW LAYOVERS & GUARANTEED FAMILY SEATING

## ● EUROPE

- FAVOUR ALL-INCLUSIVE FAMILY PACKAGES & FLIGHTS WITH CONVENIENT SCHEDULES

## ● SINGAPORE

- PLANNING IS KEY
- VALUE FLEXIBILITY & HAVING ACTIVITIES FOR CHILDREN

# WHAT WOULD HELP FAMILIES?

## ● TRIP.PLANNER

- PROVIDES A PERSONALISED ITINERARY BASED ON USER PREFERENCES
- INCLUDES TRAVEL & PACKING TIPS & ESTIMATED BUDGET

## ● TRIP.BEST

- AI-CURATED LISTS OF RECOMMENDATIONS
- INCLUDES TOP FAMILY HOTELS & FAMILY-FRIENDLY ATTRACTIONS

