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Our survey

# Family Travel Trends

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2024

# FAMILY TRAVEL TRENDS 2024

Where will Little  
Travel families  
travel to in  
2024 and what  
kind of vacation  
do they prefer?

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In August 2023 we asked our readers on Instagram, Facebook and in our newsletter to answer some questions about their travel plans in 2024.

## **2268 participants**

answered questions about the following topics:

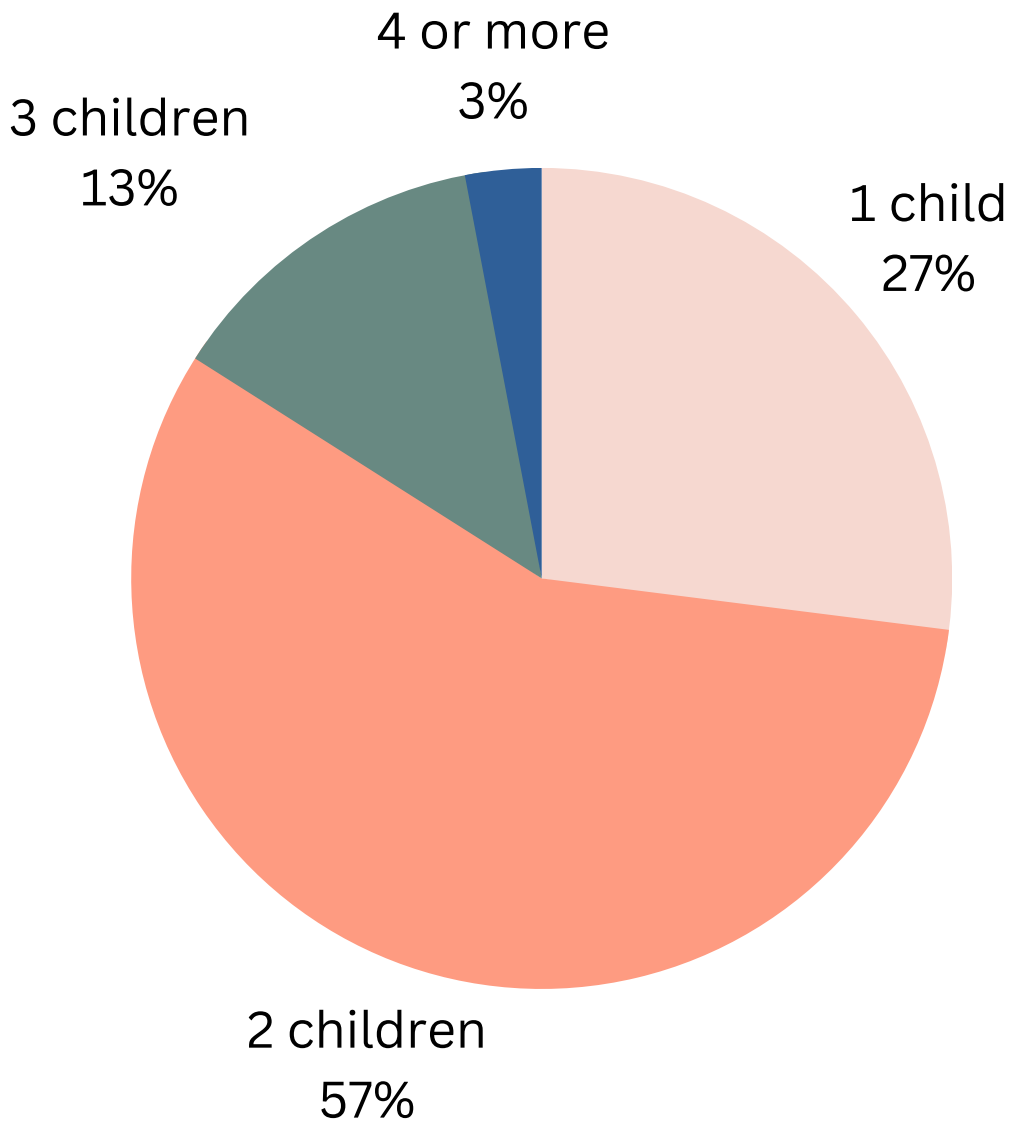
- Destination and time of the year for traveling
  - Type of vacation
  - Travel budget
  - How do travelers intend to save money?
  - Number and age of kids
-





# Who are the Little Travel Families?

# How many kids do Little Travel families have?

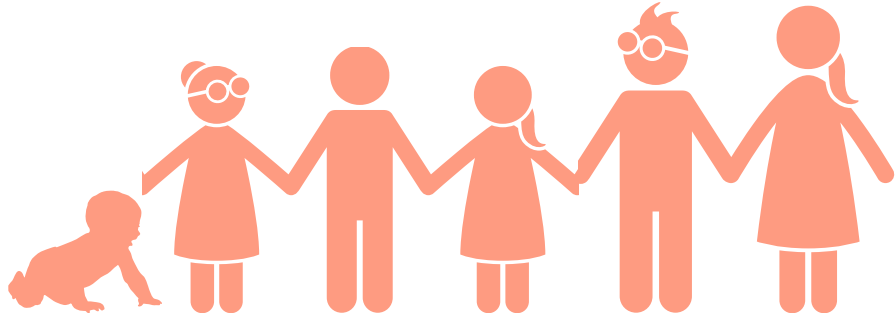


Little Travel families **have large families compared to the German average**: 57% of families have two children (cf. 27% in German average). 16% even have three or more children (cf. 8% in German average).

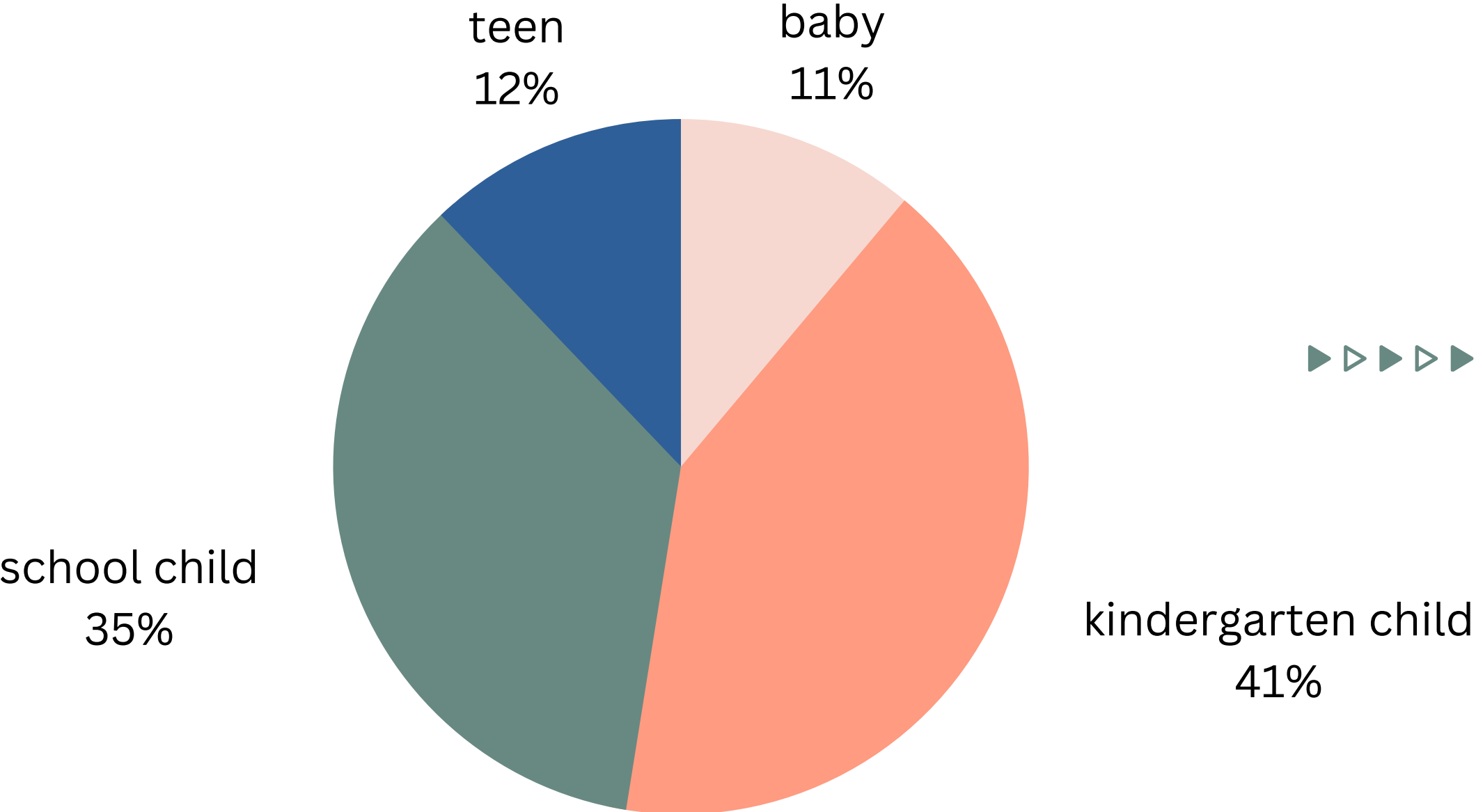


Source: Little Travel Society Survey 2023, 1687 participants

Closed Question: How many kids do you have? Source of comparative study: Statistisches Bundesamt, 2019



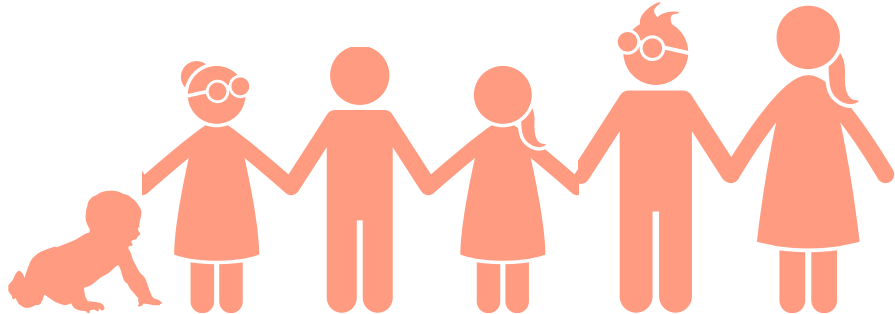
# How old are the children of our Little Travel families?



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**More than half of the survey participants go on vacation with small children (52%), 35% travel with school children. And there are even slightly more families with teenagers (12%) than with babies (11%).**

Source: Little Travel Society Survey 2023, 1062 participants  
Closed question: How old are your? \*Multiple answers were possible







# Family travel destinations 2024

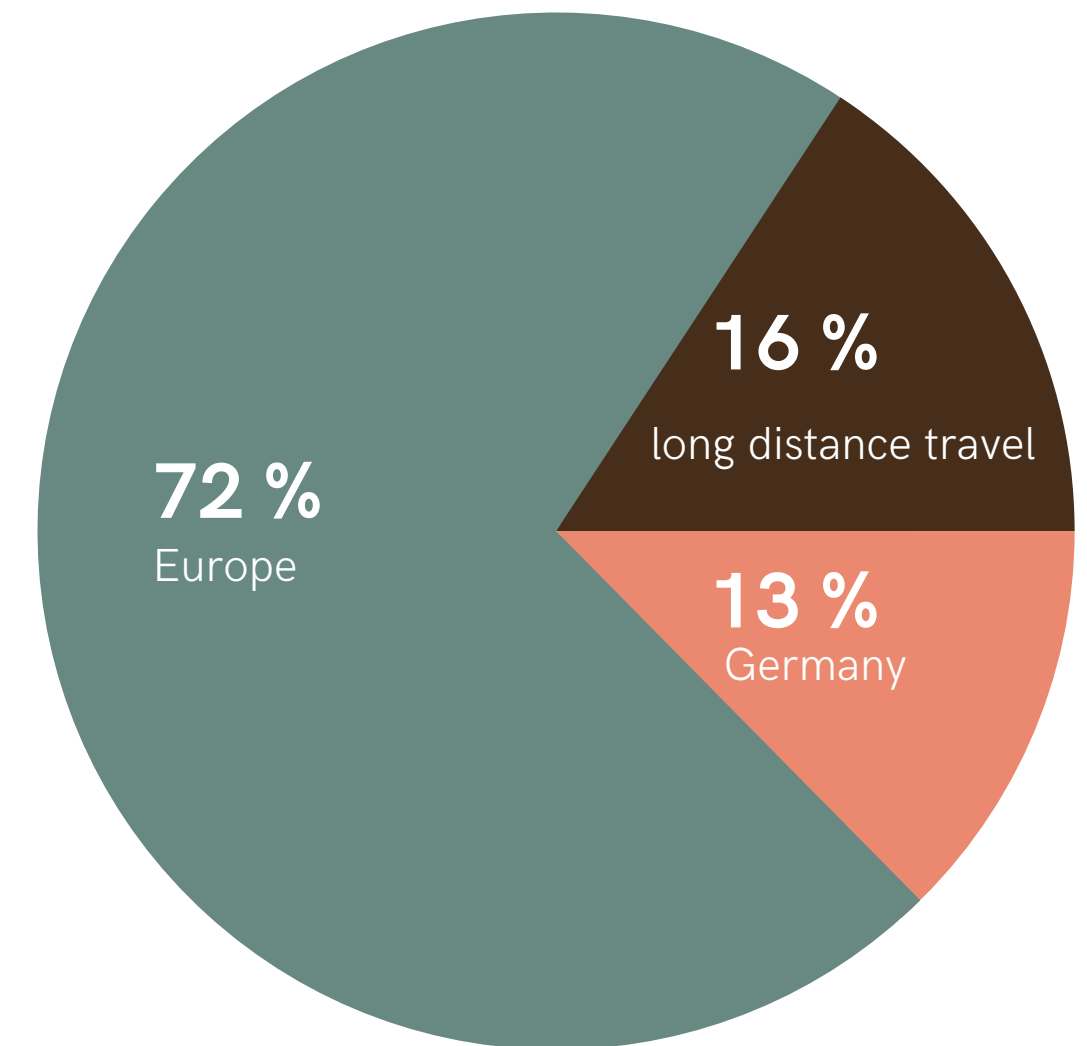


# Family travel trends 2024: Germany, Europe or overseas?



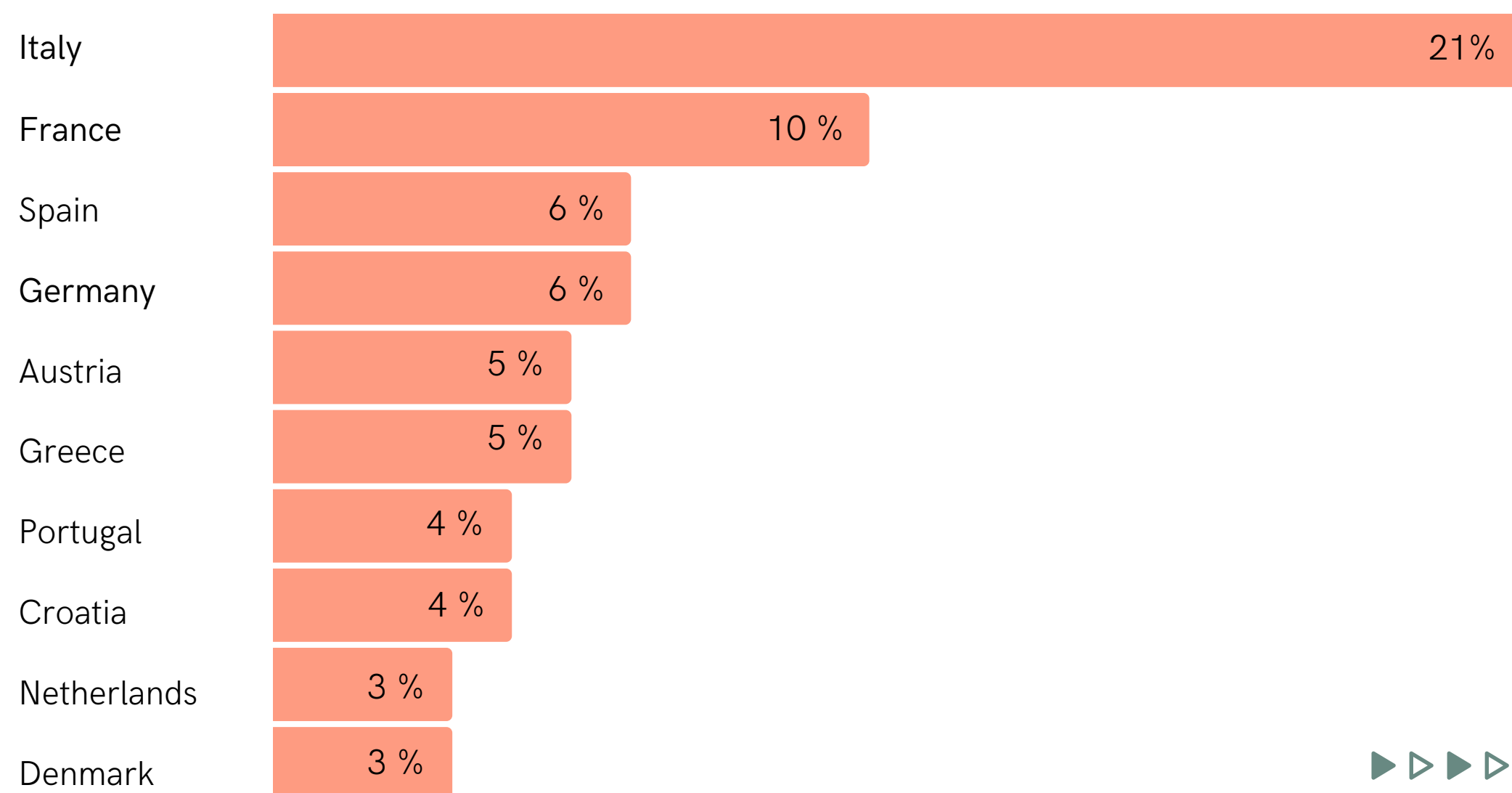
After Covid, families want to travel abroad. **88% want to vacation in Europe or overseas.**

However, considering that "Europe" and "long-distance travel" include several countries, **Germany - with 13% - also seems to be attractive.**





# Travel destinations for families in 2024: **Top 10**



**Mediterranean countries are in high demand among German families in 2024, with Italy on top with 21% of the answers. However, northern countries such as Germany, Austria, the Netherlands and Denmark are also to be found in the top 10.**

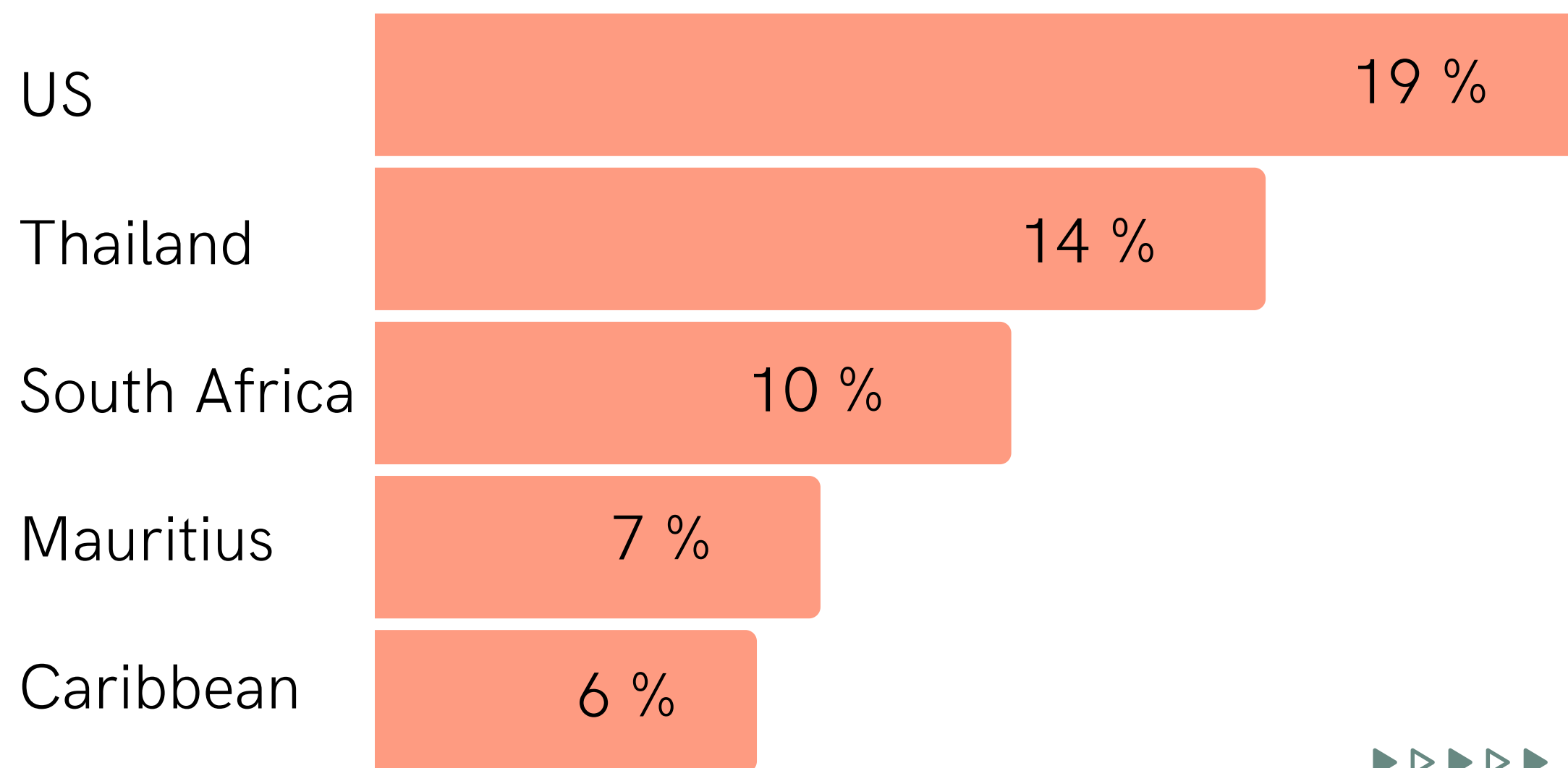


source: Little Travel Society Survey 2023, 1053 participants  
open question: What destination you will be choosing in 2024?

\*Multiple entries were possible



## Long distance destinations 2024 for families: **Top 5**



14% of respondents named a long-distance travel destination for 2024. The US, Thailand, South Africa, Mauritius and the Caribbean are among the top 5.



source: Little Travel Society Survey 2023, 1053 participants

\*Multiple entries were possible

Open question: Which country/region are you going to visit in 2024? The percentages were not calculated on the basis of all answers, but only in relation to the mentions of long-distance travel destinations.

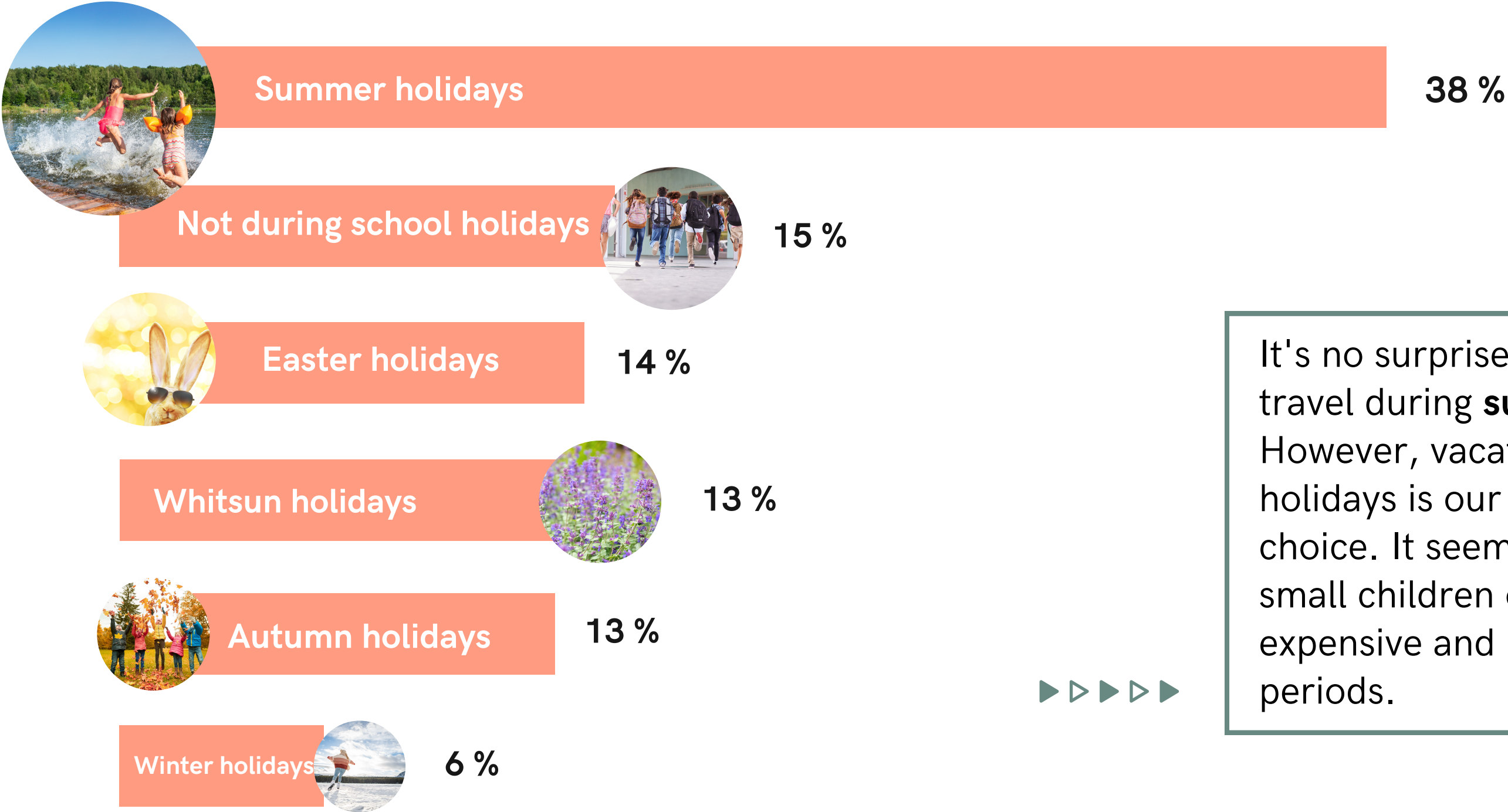




**Family travel time of the year**



# When will you go on vacation in 2024?



It's no surprise that most families travel during **summer holidays**. However, vacation beyond school holidays is our readers' second choice. It seems that parents with small children often try to avoid expensive and busy holiday periods.



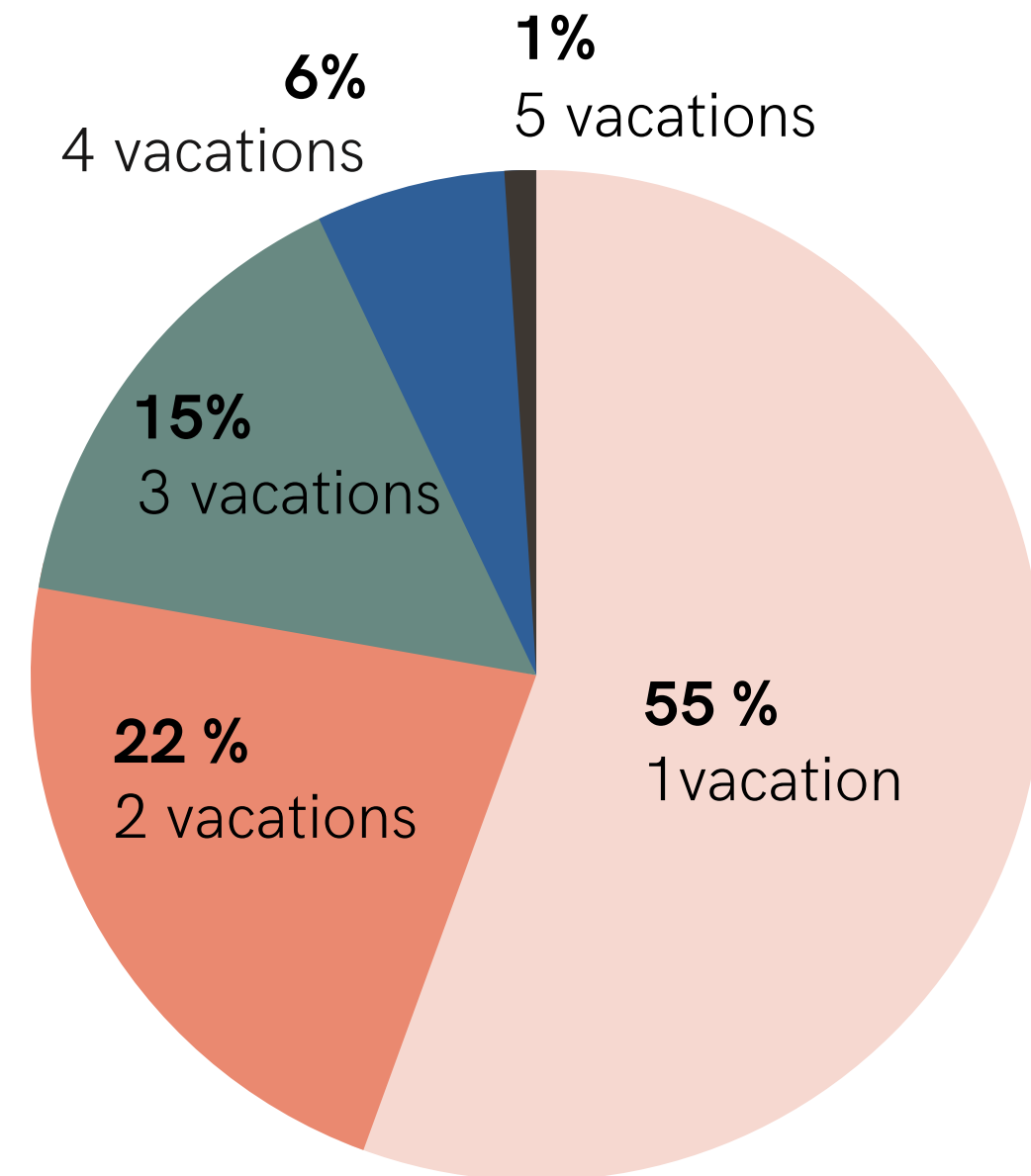
Source: Little Travel Society survey 2023, 1020 participants  
Multiple choice question: When will you go on vacation in 2024?

\*Multiple entries were possible

# How often will you go on vacation in 2024?



Over half of those surveyed are only planning one vacation for 2024. However, **45% want to go on vacation 2 to 5 times.** A comparison with a Statista survey shows: **Little Travel families are more fond of traveling than the average family in Germany** (only 29% stated in a Statista survey that they travel twice or more often per year).



Source: Little Travel Society survey 2023, 1020 participants

\*Multiple entries were possible

Multiple choice question: How often will you go on holiday in 2024?

Source comparative study: Statista survey 2012

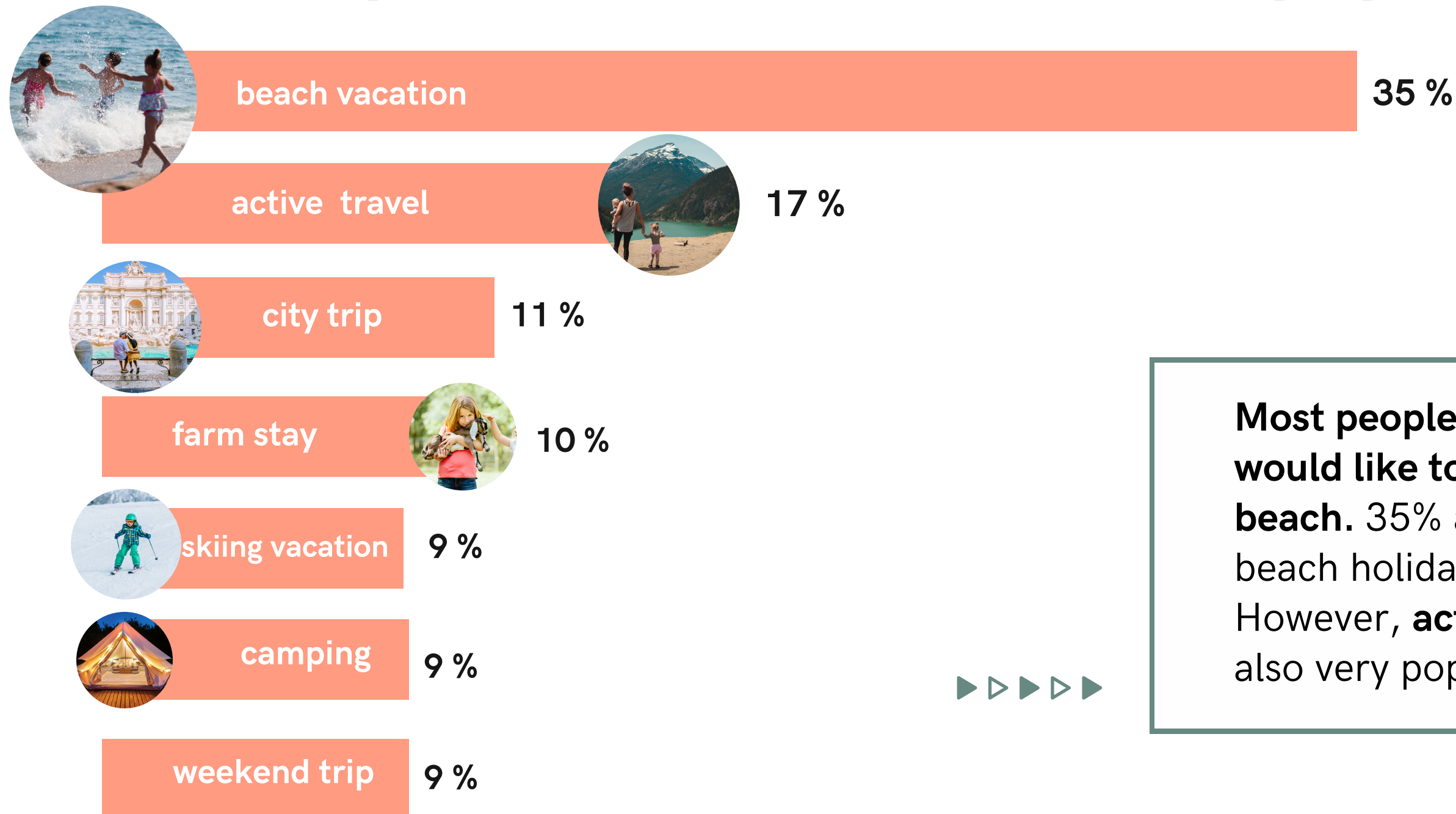




# Family vacation trends 2024



# Which type of vacation is the most popular?



Most people with children are would like to holiday at a **beach**. 35% are planning a beach holiday for 2024. However, **active holidays** are also very popular.

Source: Little Travel Society survey 2023, 989 participants

\*Multiple entries were possible

Multiple choice question: What kind of vacation are you planning for 2024?





**What type of accommodation will be popular in 2024?**



# Holiday home, hotel or apartment?



37 %

holiday home /-  
apartment



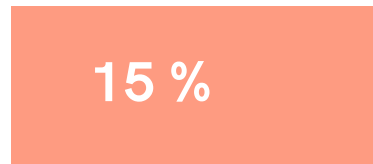
25%

hotel



23 %

apartement with meals



15 %

Family hotel

**Most respondents, 60%, want to stay in a holiday home or holiday apartment in 2024.** However, if you sum up hotels and family hotels, there are quite a few hotel vacationers at 40%.

source: Little Travel survey 2023, 960 participants

Multiple-choice questions: What kind of accomodation do you prefer?

\*Multiple entries were possible





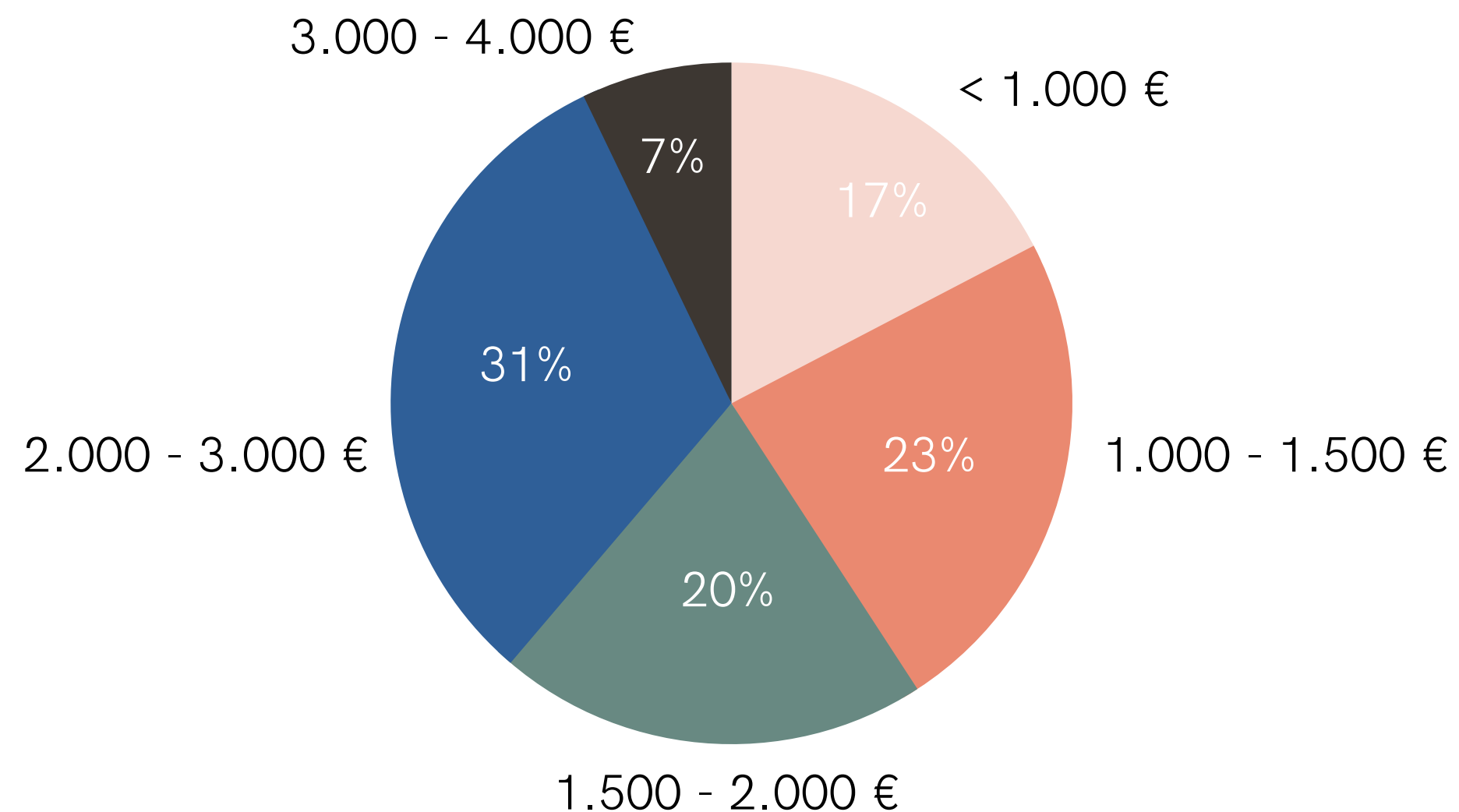
# The family accommodation budget for 2024





# How much will be spent on accommodation?

per week in a **holiday home/apartement**



Most respondents (31%) are willing to **invest between €2,000 and €3,000** for a week in a holiday home/holiday apartment (however, with the majority specifying the lower €2,000 range).

Source: Little Travel Society survey 2023, 1385 participants

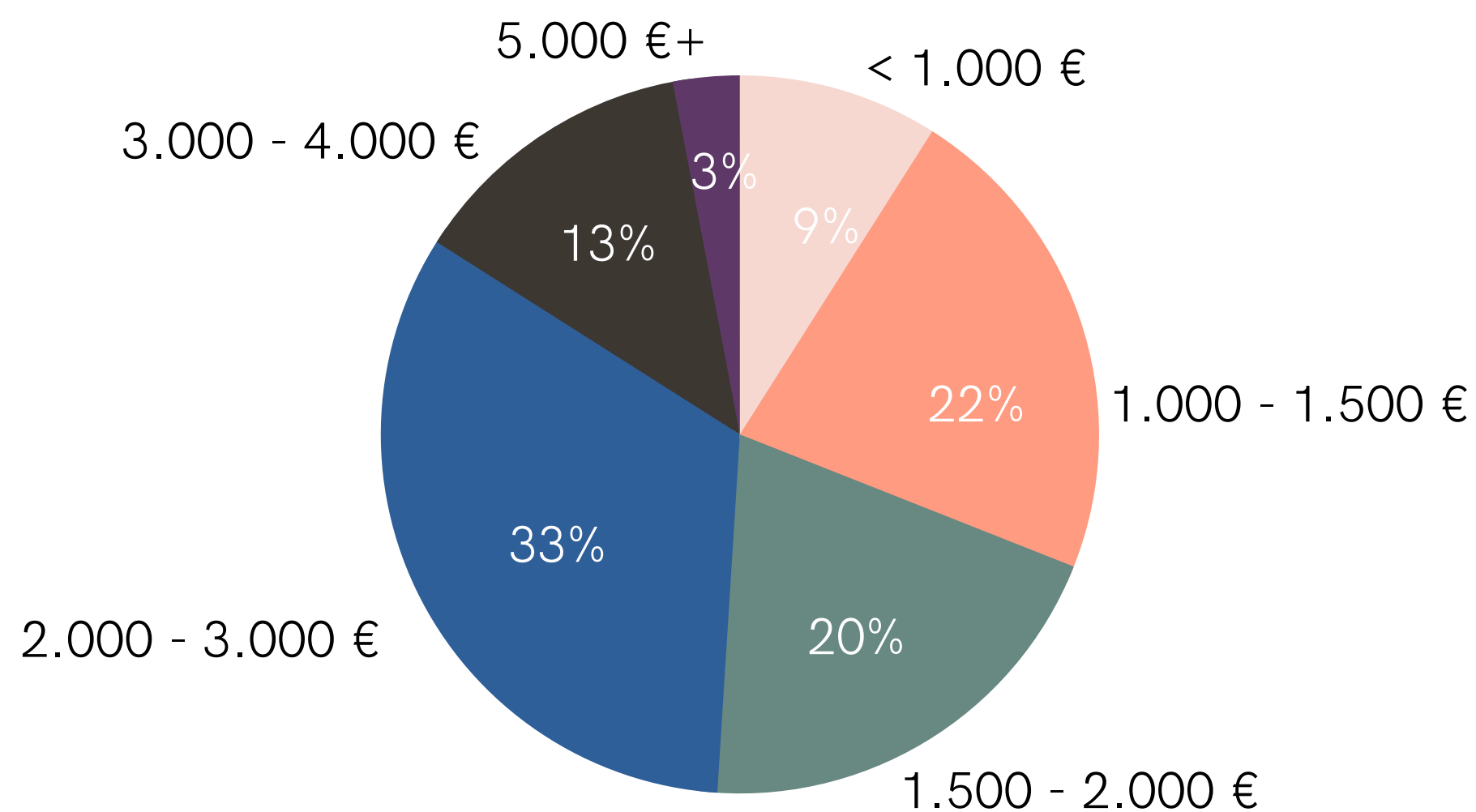
Closed questions or slider question on Instagram: What will be your budget per week in a holiday home/apartement?





# How much will be spent on accommodation?

per week Woche in an **apartment with breakfast**



Most respondents (33%) are willing to spend **between €2,000 and €3,000 for a week in an apartment with breakfast** (however, the majority in the low €2,000 range). Breakfast doesn't seem to make a big difference in people's willingness to spend money, as the same range was mentioned for a holiday home without meals.

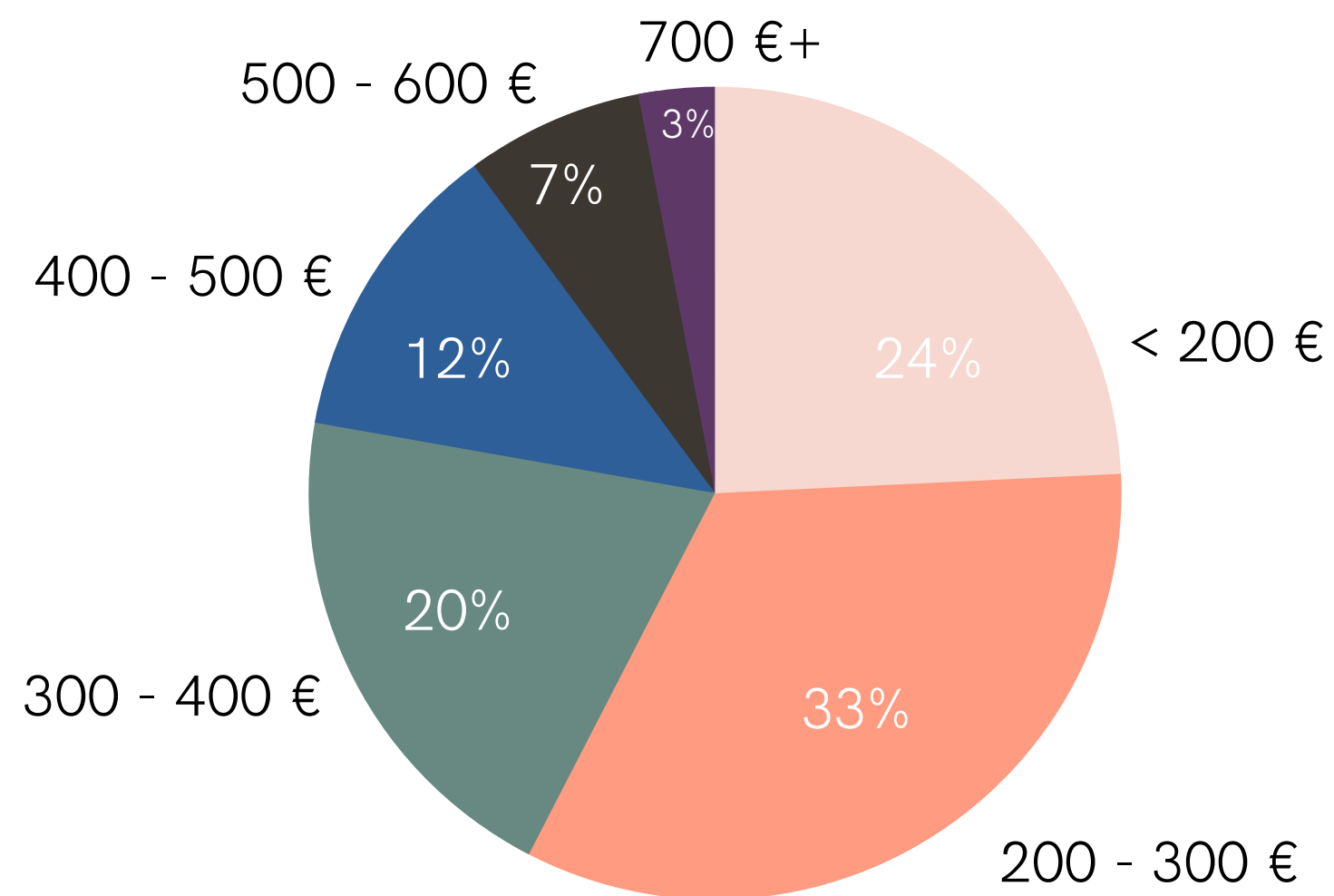
Source: Little Travel Society survey 2023, 1385 participants

Closed questions or slider question on Instagram: What will be your budget per week in a holiday home/apartment with breakfast?



# How much will be spent on accommodation?

per night at a familyhotel with childcare/full board/ wellness etc.



A third of those surveyed want to spend **between €200 and €300** per night in a family hotel. 24% want to pay less than €200 for it. 22% are willing to spend €400 and more per night.

Source: Little Travel Society survey 2023, 1385 participants

Closed questions or slider question on Instagram: What will be your budget per night in a family hotel with child care, full board, wellness etc?

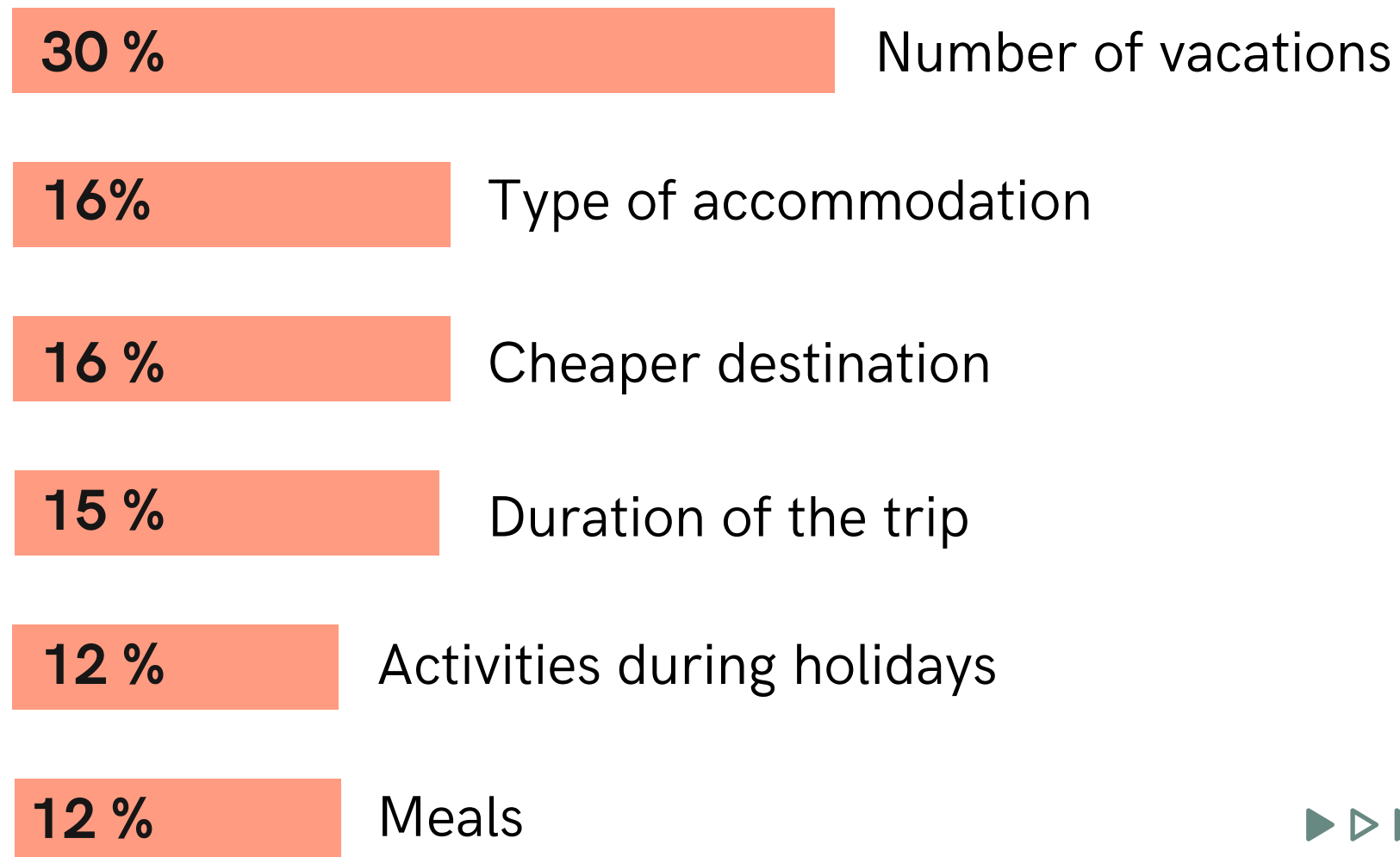




**How to save money when travelling in 2024?**



# What will be the most likely measure for you to save money on vacation?



In order to save money, most people choose **to reduce the number of vacations** they will go on in 2024 (30%). However, family travelers are less likely to restrict themselves during their holiday (only 12% would save on food or excursions).



Source: Little Travel Society survey 2023, 938 participants \*Multiple entries were possible  
Multiple choice question: What will be your most likely measure to save on vacation?