LIKE THEIR PARENTS, CHILDREN CHERISH FAMILY VACATION MEMORIES

Youth participants in the survey strongly agreed that:
- They get to see and do new things on family vacations that they'll remember for a long time (64%);
- Vacations bring their family closer together (53%);
- Memorable things happen on family vacations that their family talks about even after they return home (47%); and
- Some of their best memories are of things that they did during a family vacation (49%).

PARENTS UNDERESTIMATE THE VALUE OF INCLUDING GRANDPARENTS ON FAMILY VACATIONS

While slightly less than half (49%) of adults believe strongly that family vacations are worthwhile because they provide opportunities for multiple generations to come together, children are very enthusiastic when it comes to traveling with their grandparents.
- Children who traveled with their grandparents on family vacations reported that they get to spend quality time with their grandparents (78%), they feel closer to their grandparents (60%) and they like to remember stories about what they did with their grandparents after they return home (65%).

ADULTS AND CHILDREN CAPTURE AND SHARE THEIR TRAVEL MEMORIES ONLINE

Not unexpectedly, teens and young adults are more likely to share their travel experiences online than other age groups. However, adults are also moving their travel memories to social media sites, blogs and online photo albums.
- More than half of teens and young adults share details about their family vacations online:
  - 58% of 13-18 year olds share their vacation memories via social media.
  - 58% of 18-34 year olds share their vacation memories online through Facebook, online photo albums, or blogs.
- Half (51%) of parents with children post pictures and stories from family vacations online.
- Surprisingly, a full quarter (25%) of both the youngest (ages 8-12) and oldest (55 and older) respondents are sharing vacation memories online.