

Vacation Travel and the Modern Grandparent



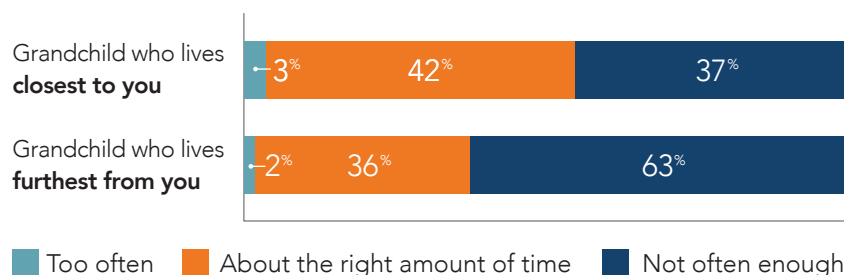
A new study on the modern grandparent demonstrates the importance and challenges of staying connected to their grandchildren.

Distance is a challenge for grandparents, and many are looking for ways to deepen their connection with their grandchildren.

A majority of grandparents (89%) feel that their relationship with their grandchildren nourishes their mental, social, and physical well-being. Grandparents feel they play an important role in providing wisdom, knowledge, and friendship, but building moments of happiness and fun is hard to do from a distance.

Over half of grandparents (52%) have at least one grandchild who lives 200+ miles away, and about a third (29%) live over 50 miles from their closest grandchild. About half say physical distance is the #1 challenge to grandparenting their busy grandchildren, but they are looking for ways to deepen their connection beyond their virtual options.

Frequency of Seeing Grandchildren by Physical Distance



The Biggest Challenge as a Grandparent

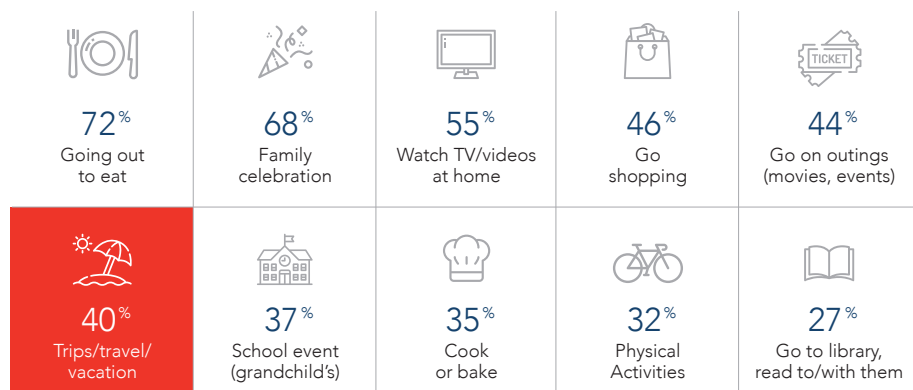
49% of grandparents say that long distance is their biggest challenge

"So I can snap my fingers and be there at the drop of a hat, instantly be there without wrestling with airlines and things like that" (IDIs)

Grandparents are turning to leisure travel to bridge the distance and create moments of happiness and fun with their grandchildren.

Vacations are in the Top 10 List of activities done with grandchildren in the past year. Two in three (65%) grandparents enjoy leisure travel, and many are bringing the grandkids along for the fun. **Four in ten (40%) have traveled with their grandchildren in the past year. Of those travelers, three-quarters (73%) of their trips include three or more generations (multi-generational trips).** Half of all grandparents (49%) plan to take a multi-generational trip in the next twelve months.

Activities done with grandchildren



When grandparents travel with their grandchildren, many foot the bill to make it happen.



Twenty-six percent of grandparents say they spent money on vacations for grandchildren, the second most frequent expense after gifts. They spend, on average, \$1,746 annually on vacations with their grandchildren, demonstrating how much of a priority spending time with their grandchildren is for them.



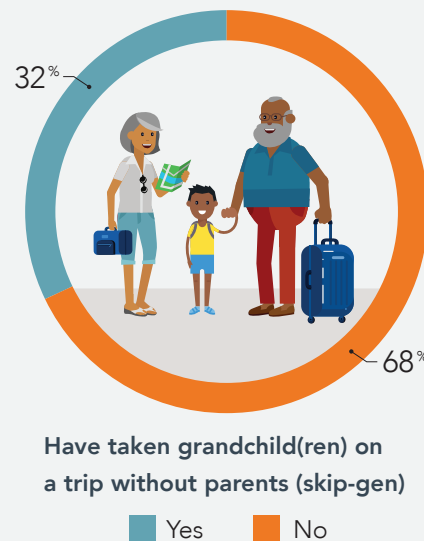
Average Amount Spent Per Year on Travel and Vacations for Grandchildren

Opportunities

- Bridge the distance and help grandparents create memories with their grandchildren by finding ways to make family travel easy to schedule.
- Provide opportunities for grandparents and grandchildren to feel connected by offering fun, inexpensive activities that all can afford and enjoy.
- Demonstrate the benefits of the 'skip-gen' trip to grandparents, parents and grandchildren.
- That said, family travel remains challenging to schedule and can be an expensive activity that is out of reach for many.

Grandparents are making the most of their grandkid time by leaving the parents at home ('skip-gen' travel).

Many are interested in seeing the world and sharing new experiences with their grandkids without the parents ("skip-gen" travel). A third of grandparents (32%) have taken a skip-gen trip, and 15% of Boomers already plan to do so in 2019.* Sixty-one percent give the skip-gen trip a "thumbs-up" as being a good idea. And grandkids are feeling the benefits as well: 60% report feeling closer to their grandparents after vacationing together.**



*Gelfeld, Vicki. 2018. 2019 Boomer Travel Trends. Washington, DC: AARP Research. <https://doi.org/10.26419/res.00263.001>

**The Travel Effect. 2013. "Family Vacations Bring Multiple Generations Together." Retrieved from <http://traveffect.com/info/infographics/family-vacation-s-bring-multiple-generations-together>.