

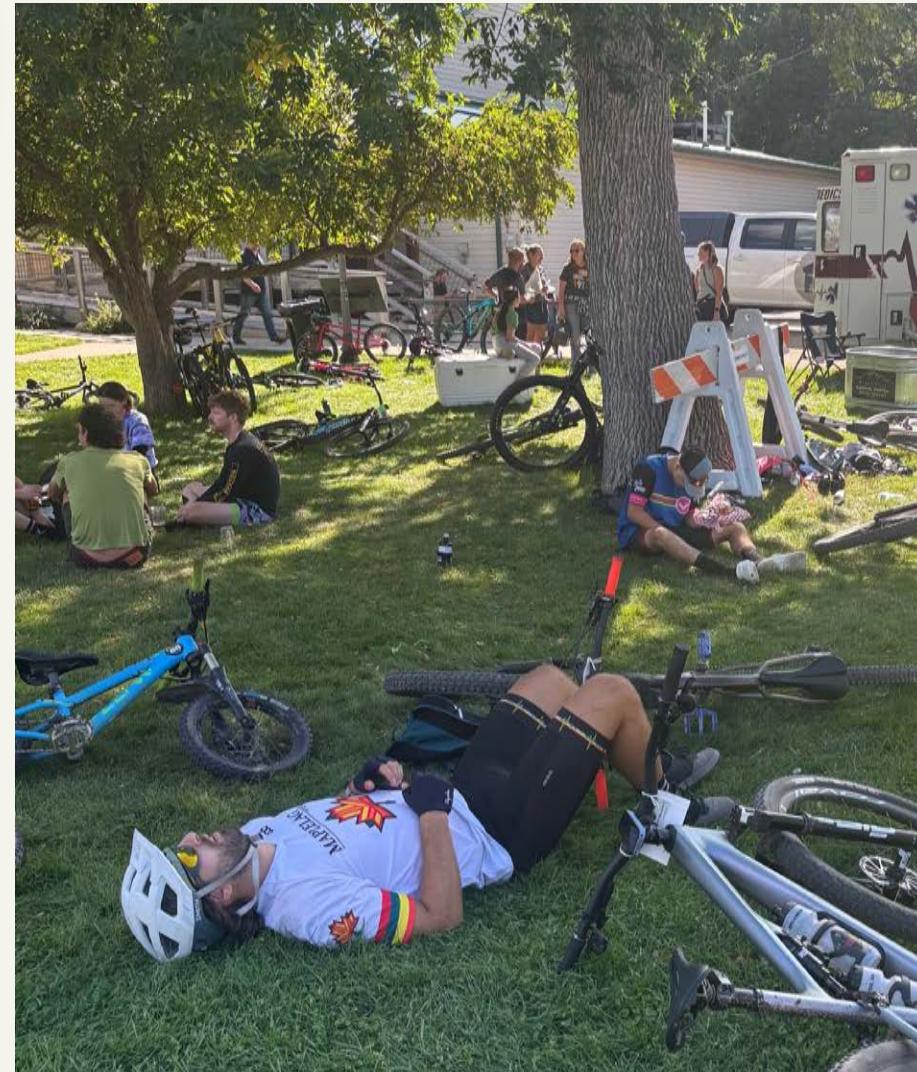


# multigenerational marketing

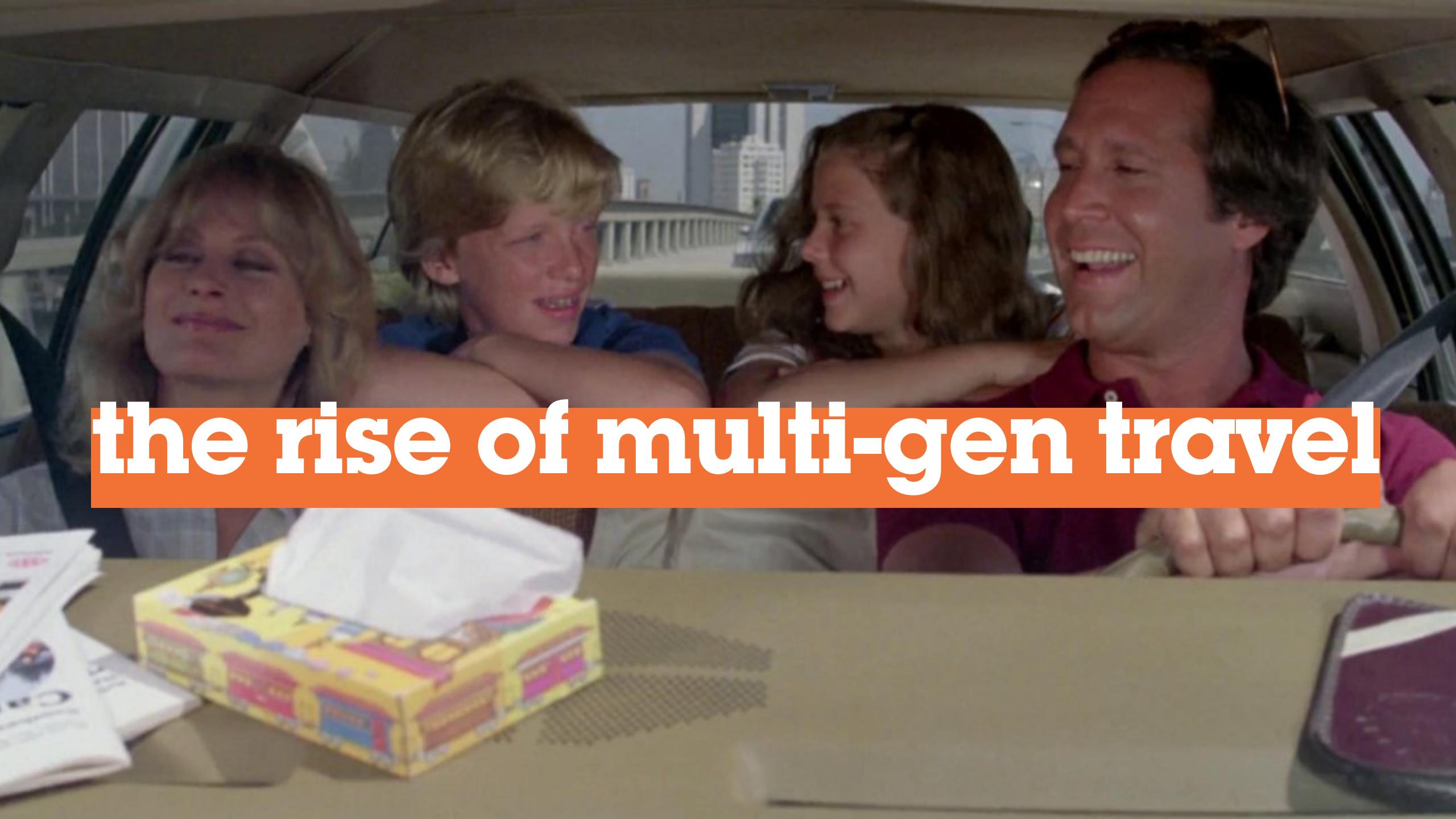
With Lawrence & Schiller



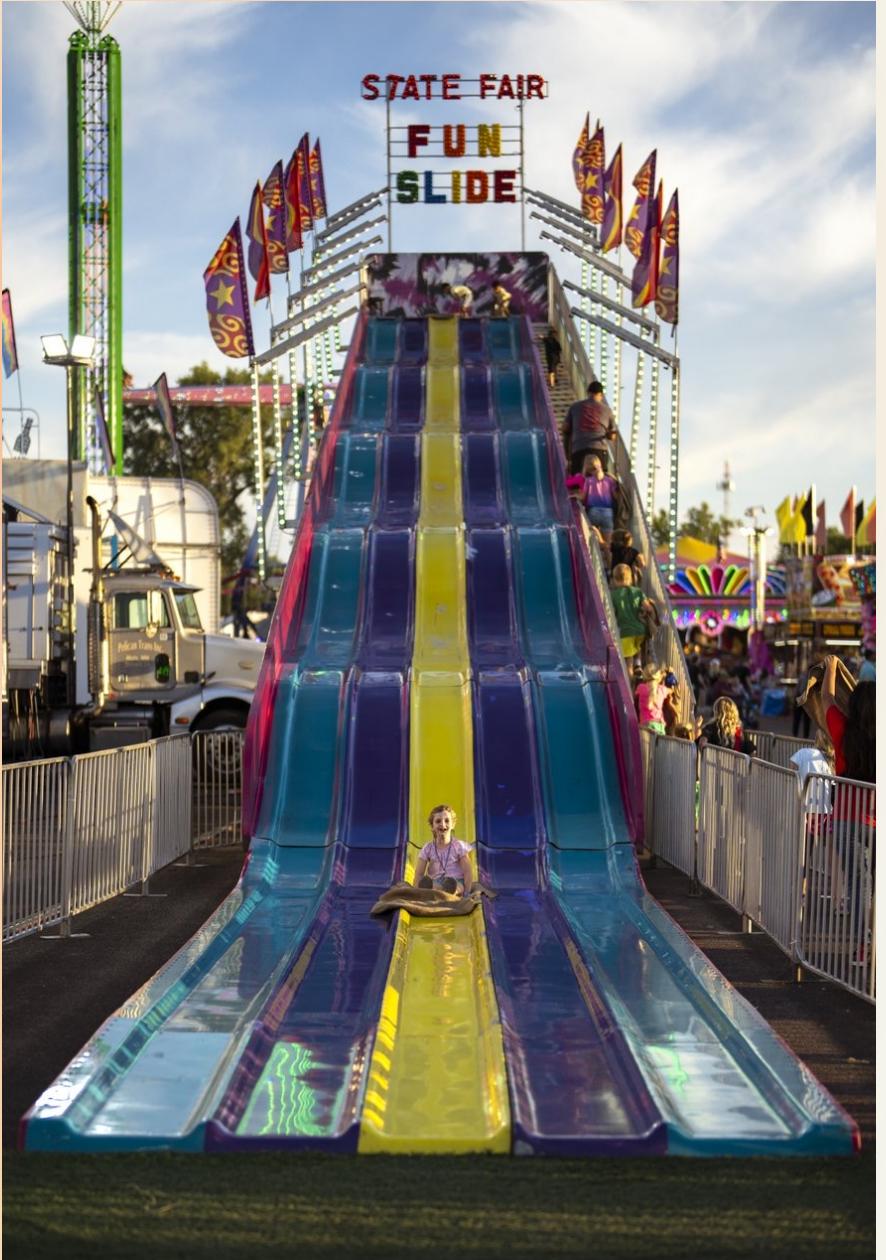
**Brian Gebhart**  
Director of Insights



**Matt Sebert**  
Creative Director

A photograph of a family of four in a car. A woman with blonde hair is on the left, a young boy is in the middle, a young girl is to the right of the boy, and a man with dark hair is on the far right. They are all smiling and laughing. The car's interior is visible, including the dashboard and windows. In the background, through the windows, a city skyline with several skyscrapers is visible. In the foreground, on the dashboard, there is a yellow tissue box with a cartoon character on it, and a book or magazine with a colorful cover.

the rise of multi-gen travel



# multi-gen travel

Travel including grandparents, parents and children traveling together, specifically trips on which three or more generations are present

# the rise of multi-gen travel

---

**34% of families have a domestic or international trip planned with multiple generations**

# the rise of multi-gen travel

---

**57% of parents actively plan travel with grandparents and children, up 2% from 2023**

# the rise of multi-gen travel

---

**in 2025, the south dakota family  
email list nearly doubled,  
growing from 17,000 to 32,000**



# why multi-gen travel matters



# why multi-gen travel matters

- Higher budgets
- Longer stays
- Multiple purchases
- Market size
- Loyalty multiplier
- Year-round potential

# generations run-down



# baby boomers

Age: 60-80

- Take about 3-4 trips per year and spend roughly \$6,600 annually on travel—that's 20-50% more than younger generations
- Prefer domestic travel (64% choose destinations within the U.S.) and favor familiar places they've visited before
- Travel during off-peak seasons since many are retired. Trips often last 10+ days
- Book primarily on desktop computers rather than smartphones when researching trips



# baby boomers

Age: 60-80

- Relaxation is their top priority—57% say it's their main vacation goal
- Love cultural immersion and culinary experiences, especially local and regional cuisine
- Enjoy sightseeing, museums, historical sites, and traditional touring experiences
- All-inclusive packages and river cruises are big hits with this generation (AARP)



# trivia time!





# trivia time!

Q: The trend of “nostalgia travel” aims to re-create memories from one’s past. So let’s get nostalgic with prices: what was the average price for a gallon of gas in 1955?



# trivia time!

Q: The trend of “nostalgia travel” aims to re-create memories from one’s past. So let’s get nostalgic with prices: what was the average price for a gallon of gas in 1955?

A: \$0.29

# gen x

Age: 44-59

- Balancing careers and family, so they travel less frequently but go longer when they do
- Dedicate around 8 days to travel per year
- Increasingly look towards multigenerational travel with adult children and extended family
- 68% say rest is their main reason to travel—they're looking to de-stress and escape daily pressures



# gen x

Age: 44-59

- Restaurants and culinary experiences are top priorities—45% make this a budget focus
- 87% seek out local and regional cuisine when traveling, enjoy unique hotel bars (65%) and appreciate getting local dining recommendations
- Looking for a mix of adventure, education, and relaxation that works for the whole family





trivia time!



# trivia time!

Q: Use it or lose it! A 2024 report found what percentage of Americans don't use all of their PTO?



# trivia time!

Q: Use it or lose it! A 2024 report found what percentage of Americans don't use all of their PTO?

A: 62%

# millennials

Age: 28-43

- They're travel champions—averaging 5 trips annually
- 18% have taken 3+ domestic flights in the past year, more than any other generation
- 84% plan to spend the same or more on travel in 2025
- 49% have booked a last-minute trip in the past year
- 97% share their travel experiences on social media, sometimes multiple times per day



# millennials

Age: 28-43

- 60% travel to rest and recharge, but 52% also prioritize exploration and adventure
- 47% have planned entire trips around visiting a specific restaurant
- 86% want to connect with local culture, food, and knowledge
- 83% want to feel cared for and pampered while traveling, valuing comfort and unique experiences





trivia time!



# trivia time!

Q: When do we land? Boston to Honolulu routinely ranks as the longest non-stop domestic flight in the US. How many miles does this 11.5-hour route typically cover?



# trivia time!

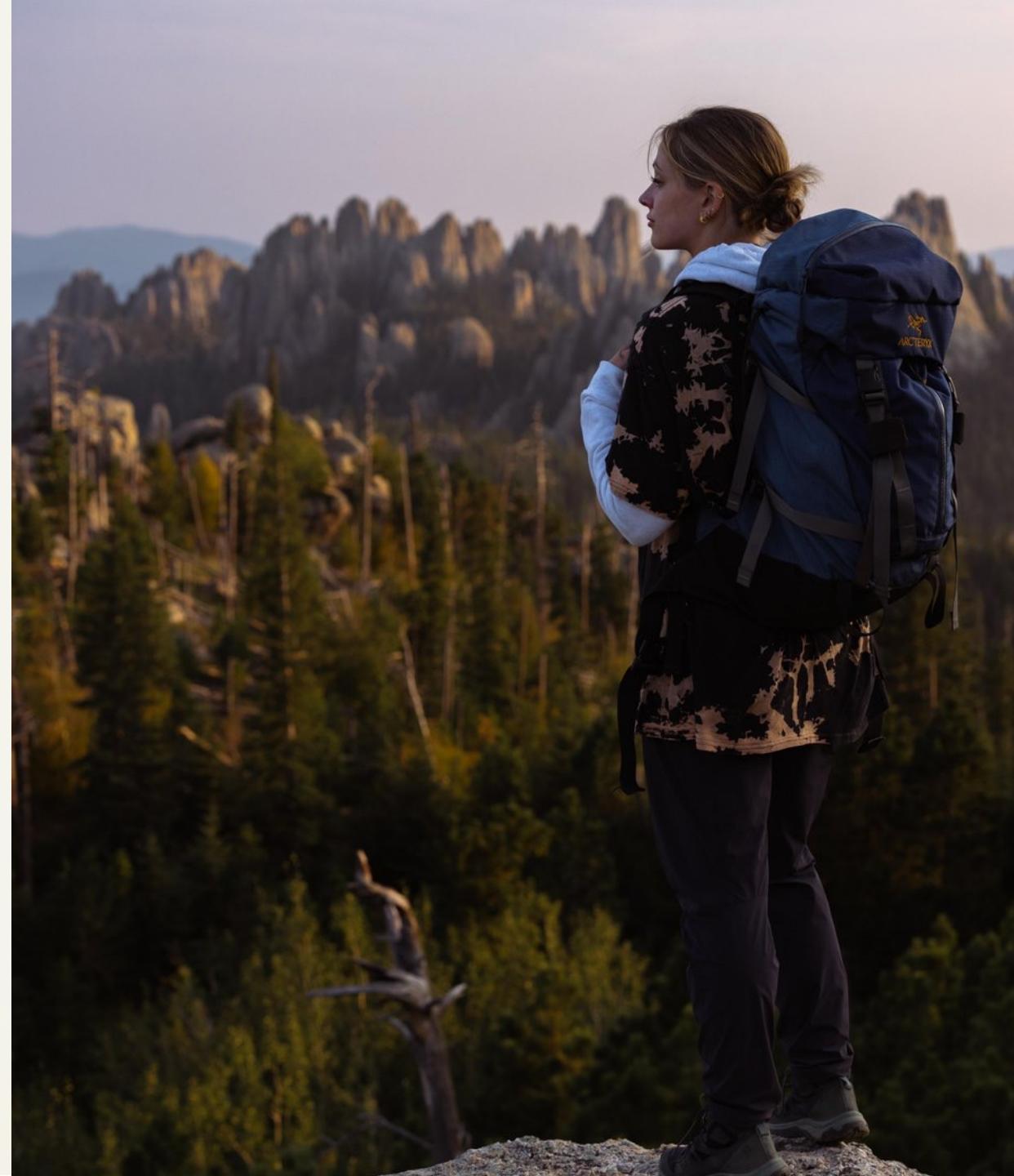
Q: When do we land? Boston to Honolulu routinely ranks as the longest non-stop domestic flight in the US. How many miles does this 11.5-hour route typically cover?

A: 5,095 miles

# gen z

Age: 13-28

- Super enthusiastic travelers: 76% say they're more interested in travel than ever before
- Take about 4-5 trips per year on average
- 72% say they're looking to spend big on leisure travel this year
- Value is key: 47% prioritize budget when selecting destinations



# gen z

Age: 28-43

- Adventure and exploration are #1
- 72% are confident using AI to plan and book travel
- Wellness and self-care are important—34% want yoga or exercise classes as part of business travel
- Big on sustainability—56% prefer eco-friendly accommodations and green transportation options



A film crew is filming a scene. In the foreground, a man with a beard and long hair, wearing a dark jacket with gold buttons, looks through the viewfinder of a large Panavision camera mounted on a tripod. A camera operator in a light blue shirt and a baseball cap is positioned behind the camera, holding a long lens. The background shows a brick building and trees.

trivia time!



# trivia time!

Q: 66% of Millennial and Gen Z travlers are inspired to visit the locations of popular films, TV shows and books. How many Academy Awards did Dances With Wolves win at the 1993 Oscars?



# trivia time!

Q: 66% of Millennial and Gen Z travlers are inspired to visit the locations of popular films, TV shows and books. How many Academy Awards did Dances With Wolves win at the 1993 Oscars?

A: 7

# multi-gen motivations



**free  
babysitting**

# free **babysitting**

Well, not really.

# intentional togetherness



Quality Time

# intentional togetherness



Quality Time



Shared Experiences

# intentional togetherness



Quality Time



Shared Experiences



Breaking Routines



# memories > thrills

- Balance of adventure + relaxation
- “Something for everyone” mindset
- Nostalgia-driven travel





Re-create  
childhood  
memories



Re-create  
childhood  
memories

Bring the family  
closer together  
with quality time



Skeptical of the experience, doing his own thing

Re-create childhood memories

Bring the family closer together with quality time

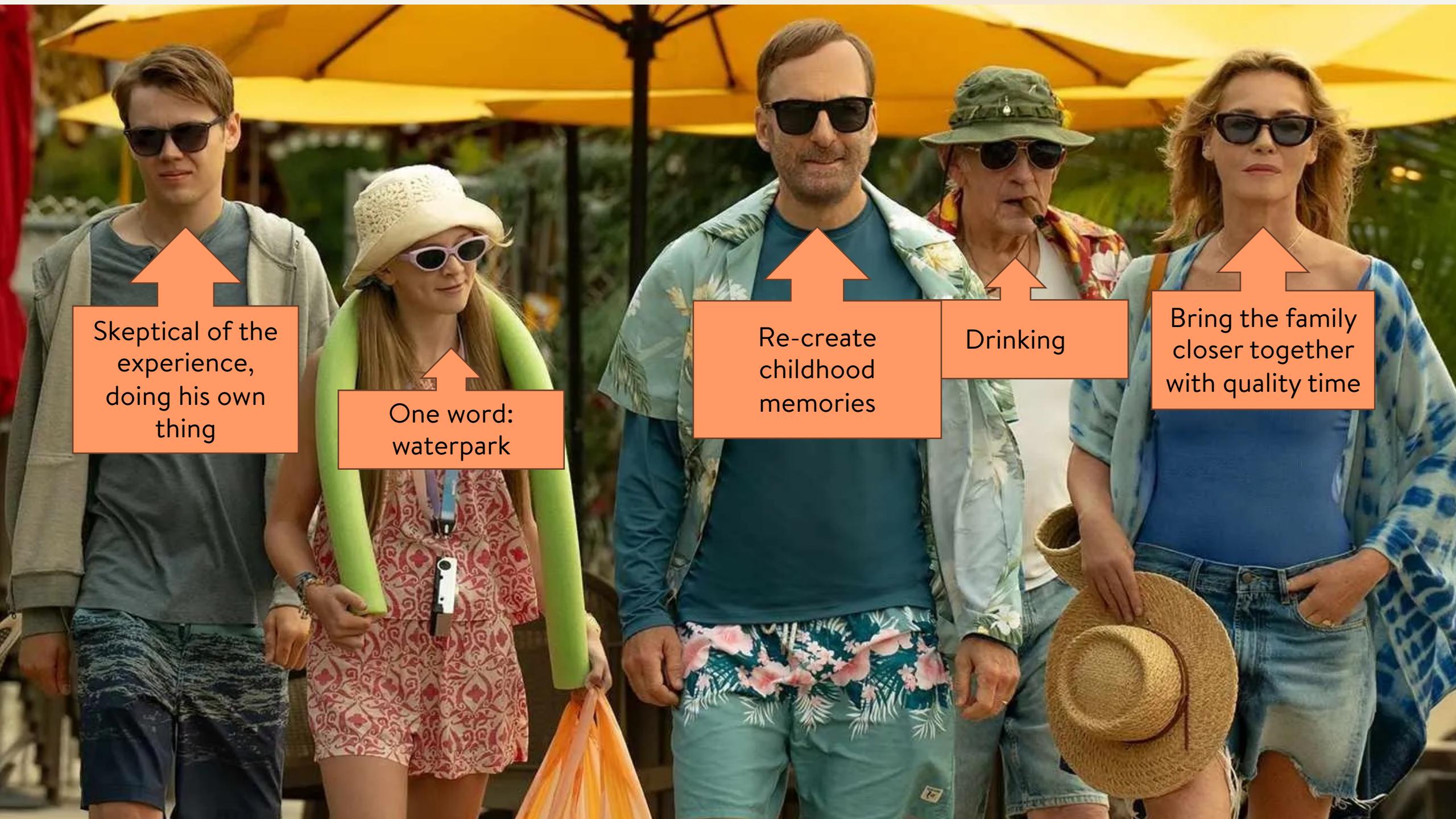


Skeptical of the experience, doing his own thing

One word: waterpark

Re-create childhood memories

Bring the family closer together with quality time



Skeptical of the experience, doing his own thing

One word: waterpark

Re-create childhood memories

Drinking

Bring the family closer together with quality time



**with all these motivations,  
what do they need?**

# multi-gen must haves

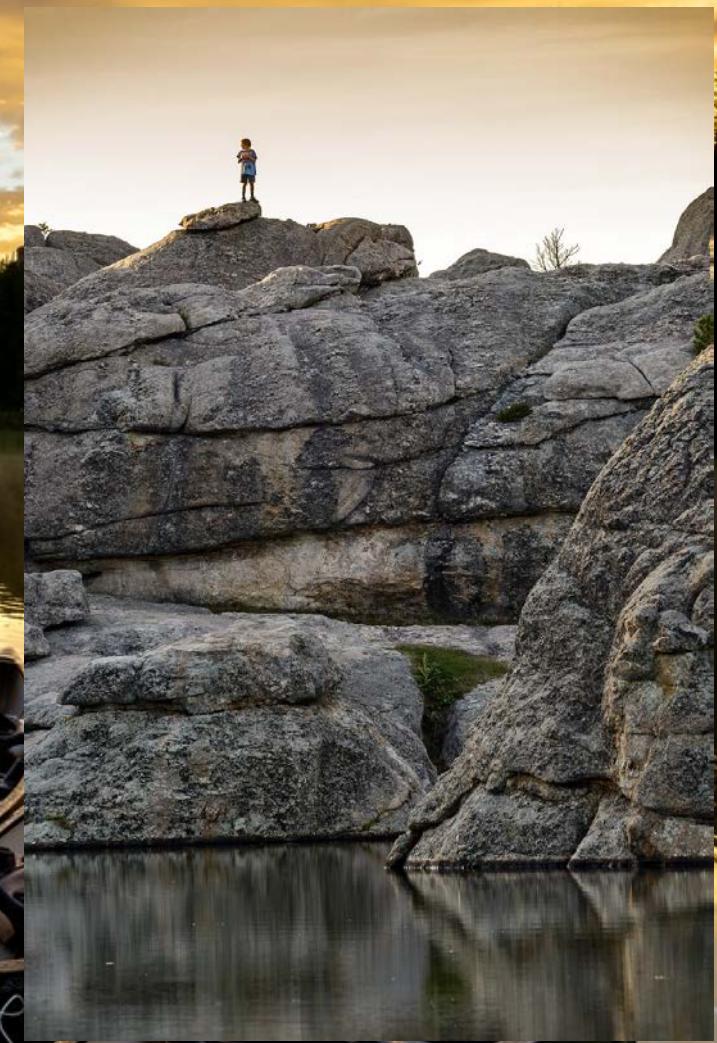
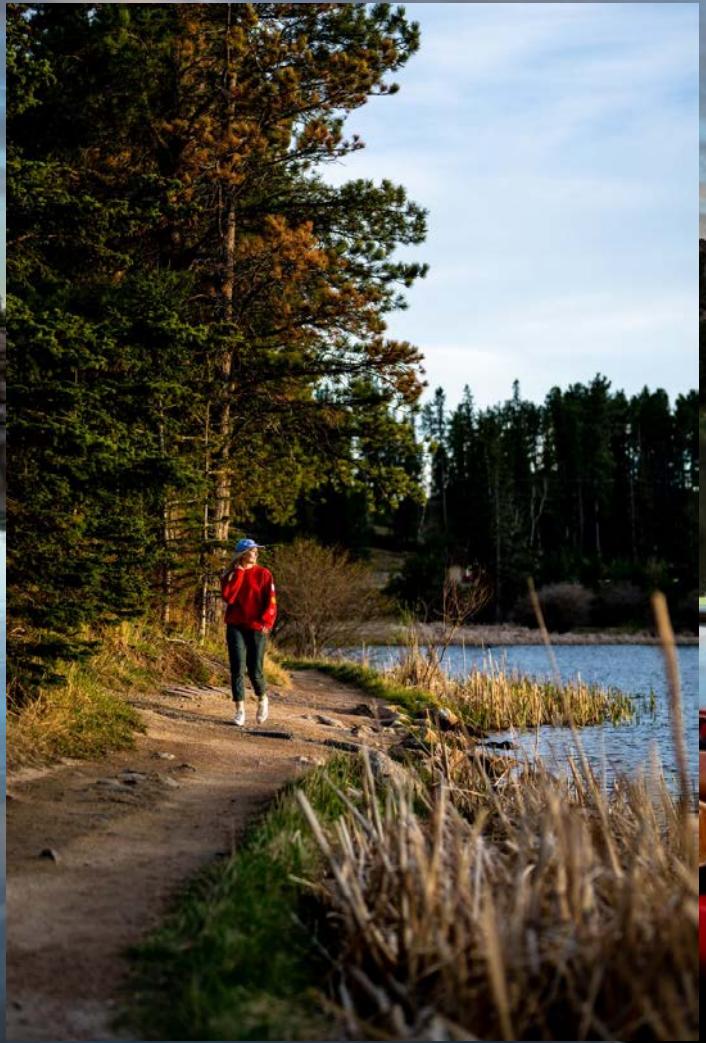
- Accessibility across age ranges
- Diverse activity options
- Ease of planning + coordination



# analysis paralysis

- Multi-gen travelers don't want more things to choose from
- They want permission to choose differently

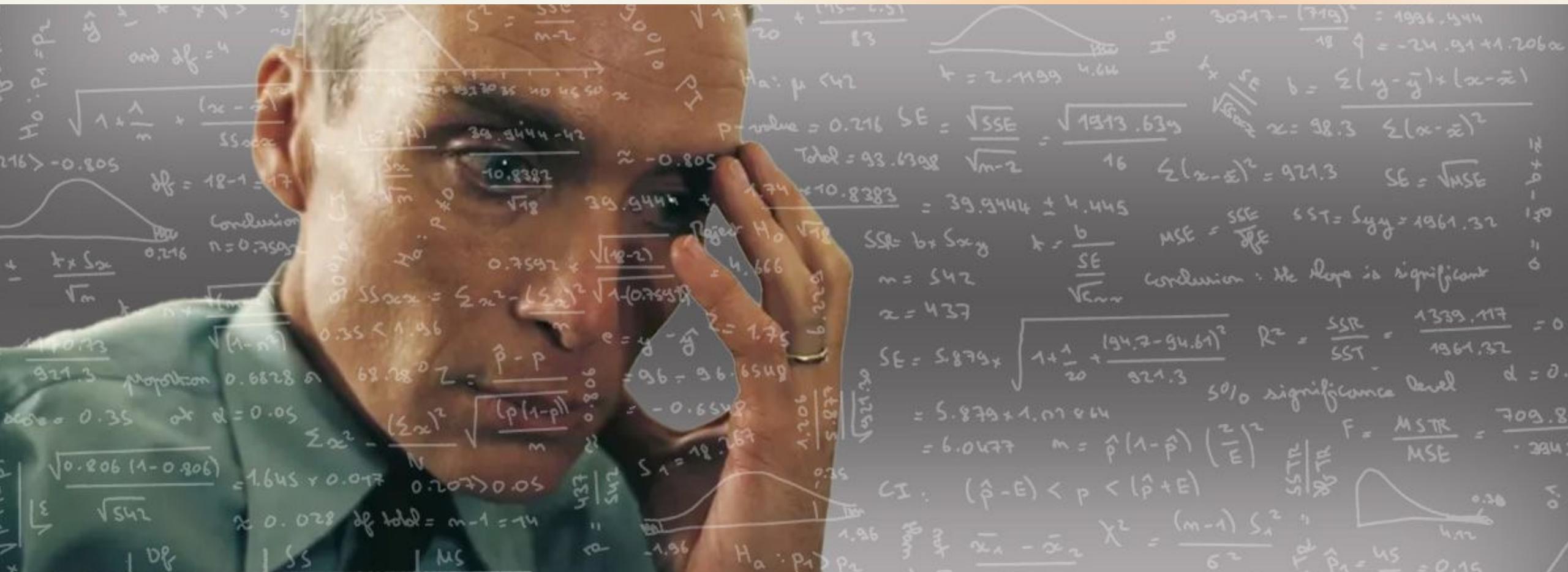




# challenges



# multi-gen trips are hard



# multi-gen trips are hard



Coordination  
Complexities



Energy &  
Pace



Budget &  
Value

THEME PARKS &amp; ATTRACTIONS

VALUE

# Tips for Traveling With Multiple Generations

[Beth Bell](#)

Jun. 26, 2024



ASK &amp; EXPL

to ask.

*Orlando vacation planning made easy – and free. Make a complimentary appointment with [Visit Orlando's Vacation Planners](#) at a time and date of your choosing for the latest insider advice, special offers and more ahead of your next visit.*

# How Do I Start Planning a Multi-Generational Family Vacation?



You can find these items at all Orlando theme parks in a pinch, and many hotels stock them as well for a super-convenient getaway.

*Discover: [10 Ways to Stay Cool in Orlando](#)*

# Are There Any Free or Low-Cost Activities in Orlando?



# Is Orlando Wheelchair Accessible?



can also rent playpens, cribs and other childcare gear from Rent Baby Gear of Orlando and similar companies.

## Where Can We Go for Medical Assistance?



ASK & EXPLORE

# marketing & messaging





**who's calling  
the shots?**

# who's calling the shots?



The Planner

# the planner

- Digital-first
- Research heavy
- Social-reviews matter



# who's calling the shots?



The Planner



The Payer

# the payer

- Value quality + bonding
- Willing to invest
- Ease and reassurance over novelty



# who's calling the shots?



The Planner



The Payer



The Kids

# the kids

- Kids don't book, but they sway decisions
- Visual storytelling is critical
- Inspiration > information



# speaking to every generation

## Baby Boomers/Gen X

- "Bring the family together"
- Focus on value, comfort, ease
- Emphasize legacy and bonding

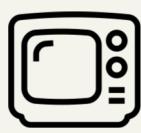
### Channel Examples:



OOH:  
Billboards



Digital:  
News Sites



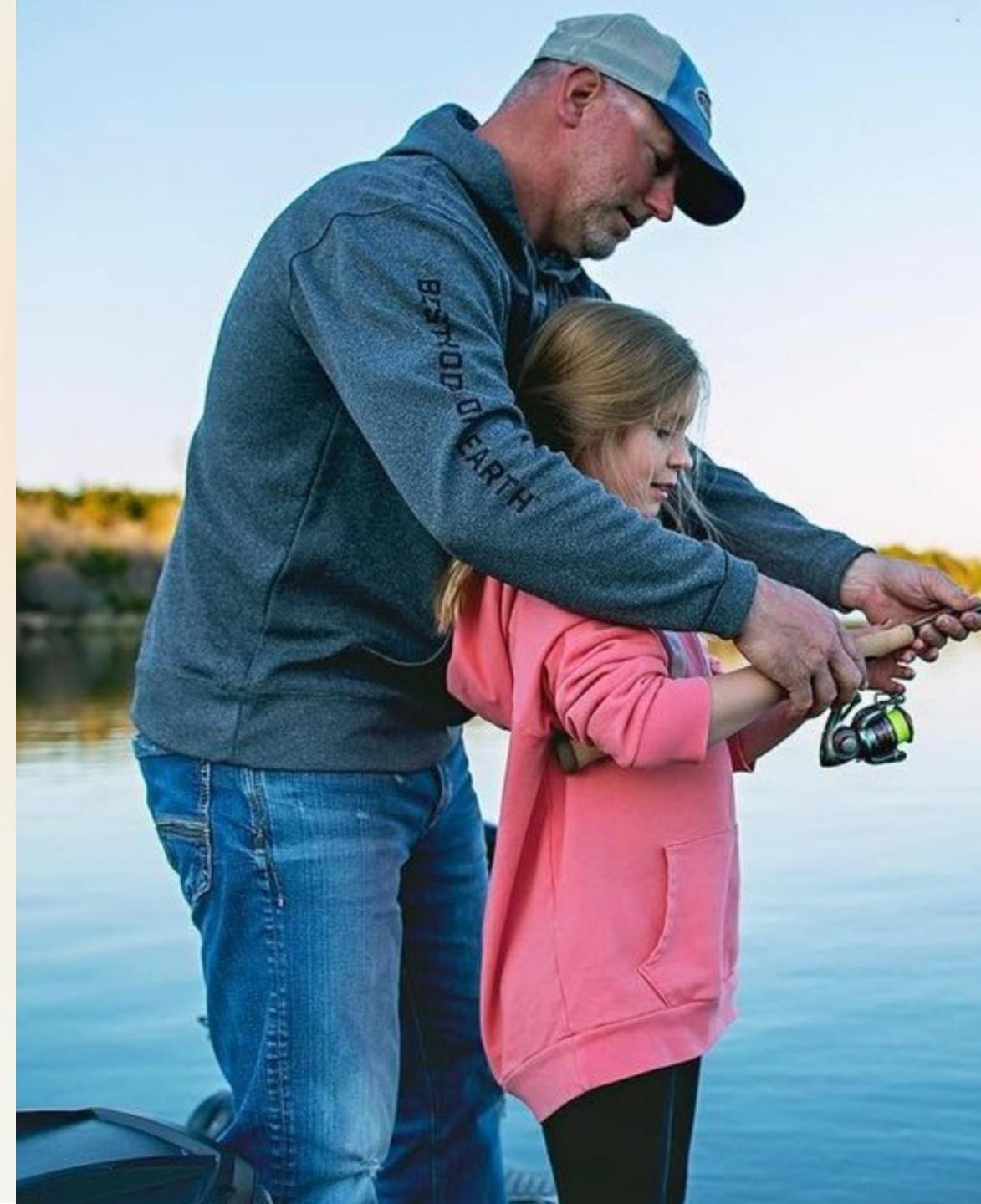
Video:  
Broadcast

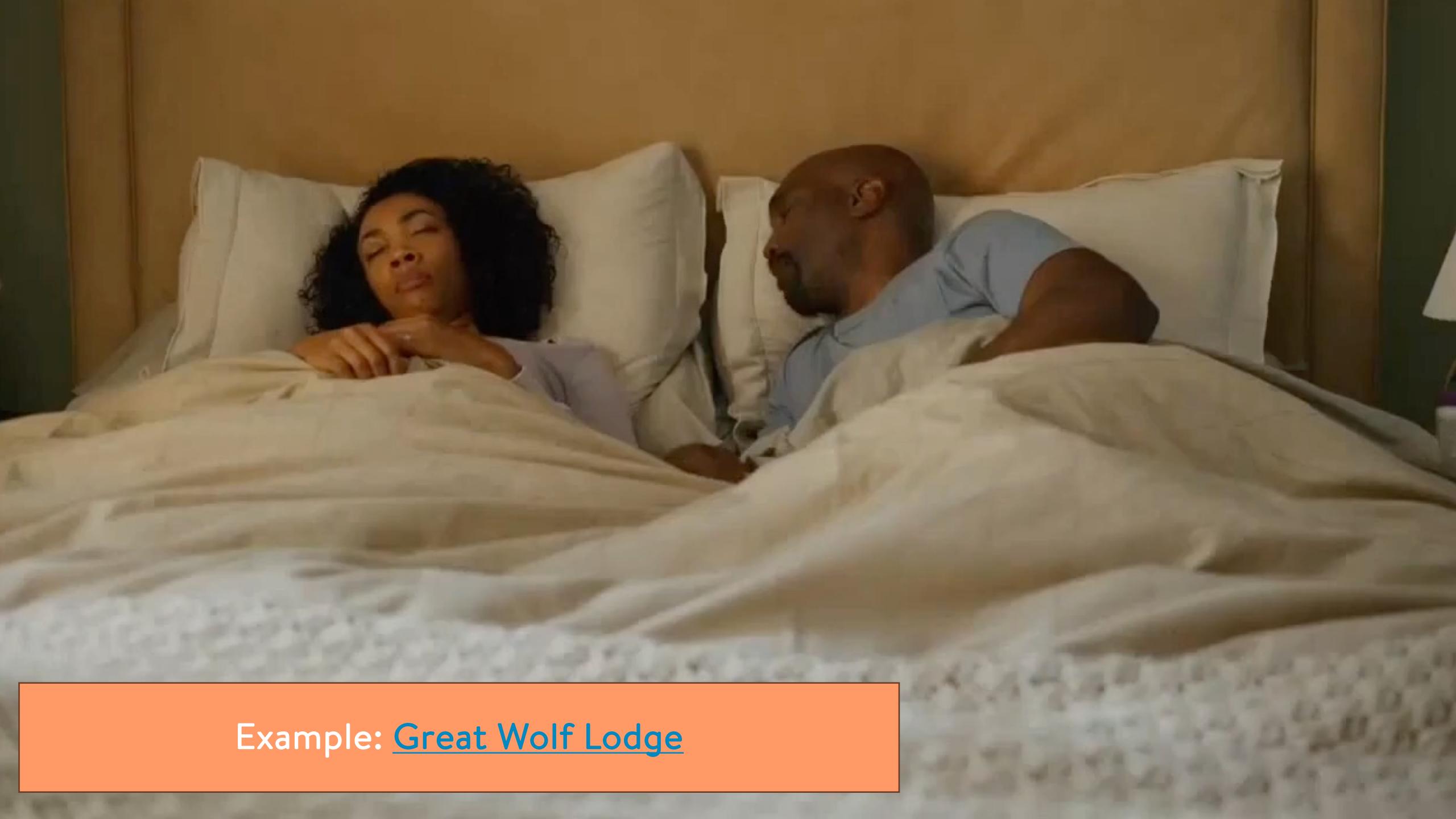


Audio:  
Radio



Social:  
YouTube





Example: [Great Wolf Lodge](#)

# speaking to every generation

## Millennial/Gen Z Parents

- "Create memories across generations"
- Highlight flexibility, convenience, all-ages activities
- Showcase outdoor/nature experiences

### Channel Examples:



Digital:  
Travel Sites



Video:  
Streaming



Audio:  
Podcasts



Social:  
Instagram



# Top National Sites for Boomers and Multigenerational Travelers

National parks, monuments and recreation areas can provide one of the most accessible outdoor vacation experiences around.

Luckily, Utah has [five national parks](#) and 14 other national monuments, and recreation areas to help you fill your dance card. In the south, [Lake Powell](#) is a popular destination for house and speed boating while anglers will appreciate the trophy trout of [Flaming Gorge](#) and the [Green River](#) in northeastern Utah. All five national parks have [scenic byways](#) and stretches of paved or improved trails for travelers with limited mobility, yet all the parks also have extensive backcountry if your family heeds the call of the wild. In short, Utah's national parks enable families to custom build an itinerary with options for every age and ability.

## NATIONAL SITES IN UTAH

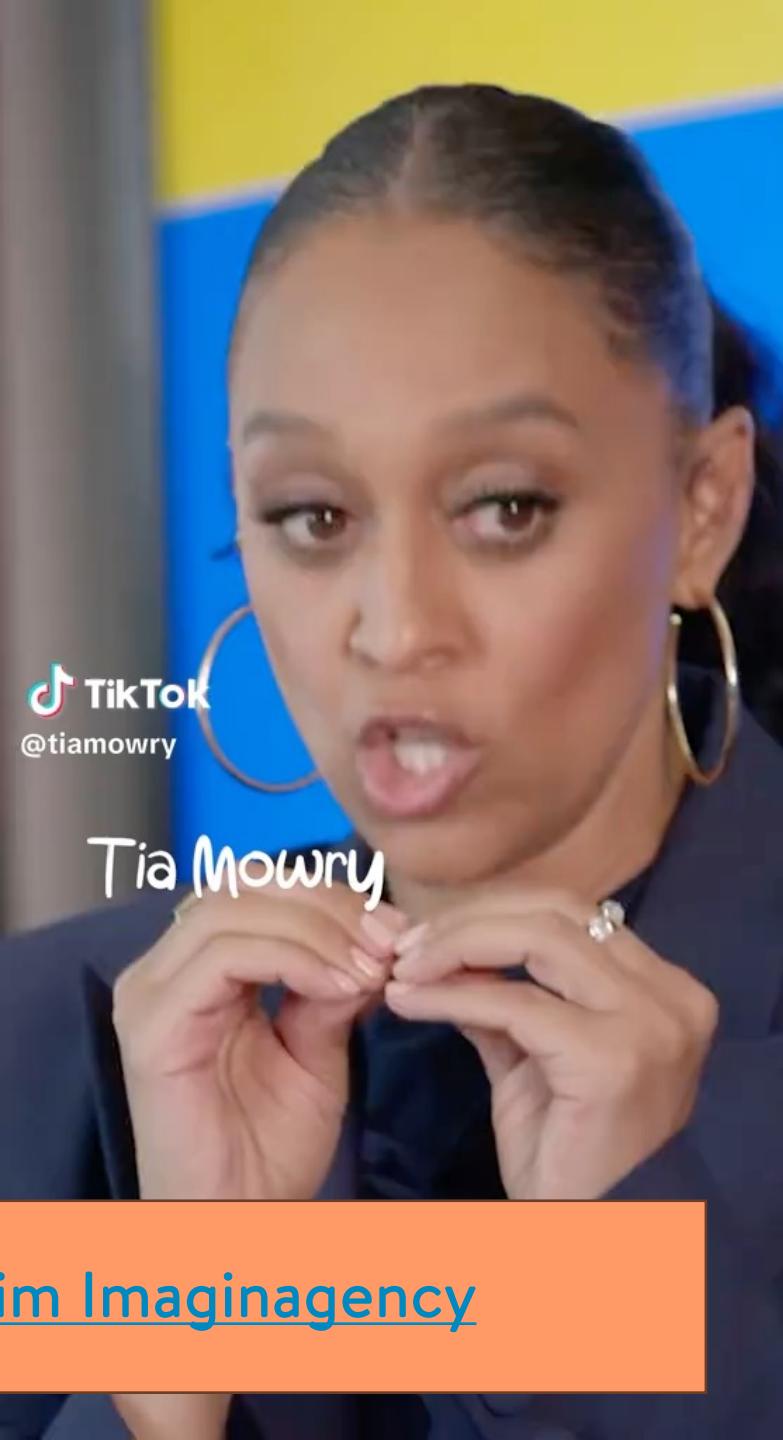


# speaking to every generation

## Kids (the influencers)

- Adventure, fun, unique experiences
- Visual storytelling
- Kid-friendly itinerary ideas





Example: [Visit Anaheim Imaginagency](#)

# quick takeaways





# multi-gen travel is a whole new game

(with not-so different motivations)



**simplification  
is key**

VACATION IN SCENIC

# SOUTH DAKOTA



**FUN  
COUNTRY!**

BLACK HILLS  
AND BADLANDS  
REGION

**south dakota is  
in a great  
position to  
benefit**

let's talk about it



**how has family travel  
changed at your destination?**



LAWRENCE & SCHILLER



**matt sebert**

[MATT.SEBERT@L-S.COM](mailto:MATT.SEBERT@L-S.COM)



**brian gebhart**

[BRIAN.GEBHART@L-S.COM](mailto:BRIAN.GEBHART@L-S.COM)