The motivations, behavior and experiences of intergenerational tourists

Case study on the inhabitants of Limburg (Belgium)

Veerle Cops
19th October 2016
Contents

1 Scope

2 Intergenerational holidays

3 Results survey

4 Conclusions and further research
Contents

1 Scope

2 Intergenerational holidays

3 Results survey

4 Conclusions and further research
1 Scope

- **Aim:**
  - Insight in motivations, features, experiences
  - Recommendations for tourism sector
- **Focus:**
  - Duration, destination, transport, spending, accommodation, activities, assessment
- **Methodology:**
  - Literature review on intergenerational holidays
  - Local questionnaire (quantitative)
  - To be followed by in depth interviews (qualitative)
Contents

1 Scope

2 Intergenerational holidays

3 Results survey

4 Conclusions and further research
2 Intergenerational holidays

- Demographic trends:
  - Increasing longevity
  - Fewer children
  - Vertical family structures
  - Increased mobility and geographically dispersed family members
    (Schänzel, 2014; Schänzel & Yeoman, 2014; Schänzel & Yeoman, 2015)

- Trends in family tourism: increase in intergenerational holidays
  - Survey in the USA by Trip Advisor (2011): 37% plan to take an intergenerational trip in that year
2 Intergenerational holidays

- 18% of Britons have been on an intergenerational holiday in the last year (2014)
  (Kim, 2014; Schänzel & Yeoman, 2015)

- Motivations and benefits:
  - Re-connecting holidays / spend valuable time together
  - Cost-cutting (splitting costs / other family members pay)
  - Shared childcare duties
  - Etc.
  (Letho et al., 2009; Butlins, 2012; Kim, 2014; Schänzel & Yeoman, 2014; Schänzel & Yeoman, 2015)
Contents

1 Scope

2 Intergenerational holidays

3 Results survey

4 Conclusions and further research
3 Results survey

- Respondents:
  - Ongoing: up until now n=74
  - Survey on the most recent intergenerational holiday (during the last 3 years)
  - All living in Belgium, province of Limburg
  - All part of generation ‘grandfather, -mother, -aunt, etc.’
  - Elderly (52-90y); mean age 67.7y
  - Frequency of intergenerational holidays:
3 Results survey

- **Composition travel party**
  - Average size: 9.2 (min.3; max.21)
  - Age of the members of the intergenerational travel party:

- **Most important motivation:**
  - Spending quality time together: 68.9%
  - Special occasion (birthday, jubilee, etc.): 20.3%
3 Results survey

- **Time and duration**

The intergenerational holiday started in:

<table>
<thead>
<tr>
<th>Month</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1.4%</td>
</tr>
<tr>
<td>February</td>
<td>4.1%</td>
</tr>
<tr>
<td>March</td>
<td>2.7%</td>
</tr>
<tr>
<td>April</td>
<td>5.4%</td>
</tr>
<tr>
<td>May</td>
<td>5.4%</td>
</tr>
<tr>
<td>June</td>
<td>4.1%</td>
</tr>
<tr>
<td>July</td>
<td>31.1%</td>
</tr>
<tr>
<td>August</td>
<td>23.9%</td>
</tr>
<tr>
<td>September</td>
<td>13.5%</td>
</tr>
<tr>
<td>October</td>
<td>4.1%</td>
</tr>
<tr>
<td>November</td>
<td>2.7%</td>
</tr>
<tr>
<td>December</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

Type of stay:

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Long) weekend</td>
<td>45.0%</td>
</tr>
<tr>
<td>Midweek</td>
<td>10.3%</td>
</tr>
<tr>
<td>Other, less than a week</td>
<td>1.8%</td>
</tr>
<tr>
<td>One week</td>
<td>25.7%</td>
</tr>
<tr>
<td>More than one week</td>
<td>11.2%</td>
</tr>
</tbody>
</table>
3 Results survey

- Destination

- Decision about destination was taken by:
  - 1st generation (grandparents): 43.2%
  - 2nd generation (parents): 55.4%
  - 3rd generation (children): 1.4%
3 Results survey

- **Destination**
  - Most important motivations for choosing the destination: (multiple answers possible)
    1. Landscape, nature: 52.7%
    2. Hiking: 45.9%
    3. Accommodation: 40.5%
    4. Attractions for children: 32.4%
    5. Nearby: 29.7%
    6. Quiet holiday: 29.7%
    7. Active vacation: 27.0%
3 Results survey

- **Transport**
  - **Travel distance and time**

- **Mode of transport:**
  - 81.1% by car
  - 9.5% by airplane
3 Results survey

- **Top 3 motivations for choosing car:**
  (ranking of max. 3 answers) (n=60)

<table>
<thead>
<tr>
<th>Most important (nr.1)</th>
<th>Most selected (nr.1,2,3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The only option available</td>
<td>Luggage space</td>
</tr>
<tr>
<td>Comfort</td>
<td>Comfort</td>
</tr>
<tr>
<td>Composition of travel party</td>
<td>The only option available</td>
</tr>
</tbody>
</table>

- **Top 3 motivations for choosing airplane:**
  (ranking of max. 3 answers) (n=7)

<table>
<thead>
<tr>
<th>Most important (nr.1)</th>
<th>Most selected (nr.1,2,3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The only option available</td>
<td>The only option available</td>
</tr>
<tr>
<td>Comfort</td>
<td>Travel time</td>
</tr>
<tr>
<td></td>
<td>Comfort</td>
</tr>
</tbody>
</table>
3 Results survey

- Accommodation

  - Type of accommodation:

- Top 3 motivation for accommodation (max. 3 answers)

<table>
<thead>
<tr>
<th></th>
<th>Vacation rental (n=30)</th>
<th>Vacation rental in holiday park (n=19)</th>
<th>Hotel (n=15)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity</td>
<td>Capacity</td>
<td>Capacity</td>
<td>Interesting offer</td>
</tr>
<tr>
<td>Child friendliness</td>
<td>Child friendliness / Facilities</td>
<td>Immediate surroundings</td>
<td>Immediate surroundings</td>
</tr>
<tr>
<td>Immediate surroundings</td>
<td>Immediate surroundings</td>
<td>Price / Facilities / Own previous experience</td>
<td></td>
</tr>
</tbody>
</table>
3 Results survey

- Activities

  - Top 9 of the activities, with corresponding participation rate of all generations (at least 1 participant from at least 3 different generations)

  1. Visit village or city: 61.7%
  2. Hiking < 1 hour: 62.8%
  3. Swimming / beach: 55.3%
  4. Café: 57.9%
  5. Relaxing / doing nothing: 63.6%
  6. Attractions for children: 53.3%
  7. Heritage / museum: 65.4%
  8. Hiking > 1 hour: 60.0%
  9. Local gastronomy: 65.2%
3 Results survey

- Experiences and assessments

- Satisfaction regarding statements (satisfied – very satisfied)

<table>
<thead>
<tr>
<th>Intergenerational activities at the holiday destination:</th>
<th>65.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of activities suitable for multiple generations</td>
<td>71.6%</td>
</tr>
<tr>
<td>Availability of information on intergenerational activities</td>
<td>60.8%</td>
</tr>
<tr>
<td>Affordability of intergenerational activities</td>
<td>58.1%</td>
</tr>
<tr>
<td>Quality of the intergenerational activities</td>
<td>70.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Restaurants and cafés at the holiday destination:</th>
<th>67.1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of suitable restaurants and cafes for intergenerational travel</td>
<td>67.5%</td>
</tr>
<tr>
<td>Affordability of those restaurants and cafés</td>
<td>62.1%</td>
</tr>
<tr>
<td>Quality of those restaurants and cafés</td>
<td>71.6%</td>
</tr>
</tbody>
</table>
3 Results survey

- Experiences and assessments (continued)

<table>
<thead>
<tr>
<th>Intergenerational lodging accommodations (in general):</th>
<th>63.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of information on intergenerational lodging accommodations</td>
<td>64.4%</td>
</tr>
<tr>
<td>Affordability of intergenerational lodging accommodations</td>
<td>62.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intergenerational lodging accommodation where they stayed:</th>
<th>80.1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>90.5%</td>
</tr>
<tr>
<td>Child friendliness</td>
<td>87.7%</td>
</tr>
<tr>
<td>Suitability for elderly or disabled people</td>
<td>54.8%</td>
</tr>
<tr>
<td>Privacy for the individual members of the intergenerational travel party</td>
<td>82.2%</td>
</tr>
<tr>
<td>The space available in the lodging accommodation</td>
<td>85.2%</td>
</tr>
</tbody>
</table>

- Intention for intergenerational holidays in the future: 78% (likely – very likely)
1 Scope

2 Intergenerational holidays

3 Results survey

4 Conclusions and further research
4 Preliminary conclusions and further research
4 Preliminary conclusions and further research

- Research is ongoing

- Will be continued through in depth interviews:
  - spending and financing
  - perspectives from other generations

- Recommendations for the sector
References

Questions / remarks?

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