

# UNDERSTANDING THE FAMILY MARKET

In partnership with Boxclever, VisitScotland conducted research with over 300 UK children aged between 8-12 years, and over 300 parents too. The research captured the views and preferences of children and their parents via workshops, tele depths and online surveys.

## INFLUENCE CHILDREN HAVE ON THE CHOICE OF HOLIDAY DESTINATION

**21%**  
Children have a **big influence**



**69%**  
Children have **some influence**

## BUDGET FOR A WEEK'S FAMILY HOLIDAY IN UK

(including travel, accommodation, food & activities)



## TOP FACTORS THAT ARE IMPORTANT FOR HOLIDAYS

### CHILDREN 8-12 YEARS



**89%** Sunshine



**88%** Beaches/seaside



**88%** Swimming pool



**80%** Access to free Wi-Fi

### PARENTS



**86%** Access to countryside/outdoors



**84%** Beaches/seaside



**82%** Sunshine



**75%** Swimming pool

## WHAT MAKES A GREAT FAMILY HOLIDAY EXPERIENCE?



**56%** Togetherness



**42%** Having a break from normal household routines



**36%** Chance for children to play outdoors & be active



**35%** Shared activities

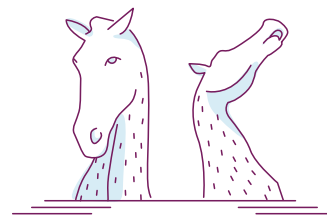
## ACTIVITIES CHILDREN WOULD LIKE TO DO ON HOLIDAY IN SCOTLAND

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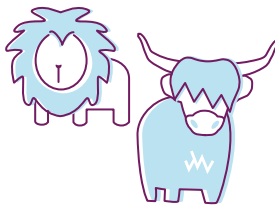


**60%**  
Swimming

**52%**  
Zoo, safari park, farm



**48%**  
Theme park

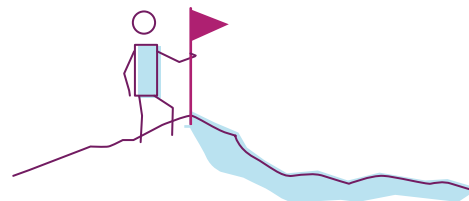


**41%**  
Castles/monuments



**39%**  
Shopping

**39%**  
Walking/hiking  
in the countryside

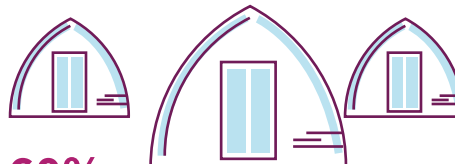


## ACCOMMODATION CHILDREN WOULD LIKE TO STAY IN

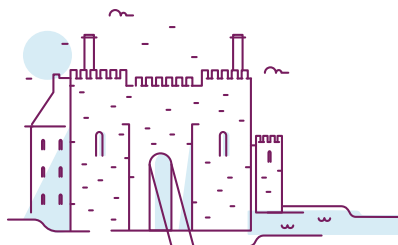
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**70%**  
Amongst the trees  
in a wooden treehouse



**60%**  
In an eco-friendly wooden  
wigwam out in the wild



**52%**  
In a castle feeling  
like royalty

Sample Base: children aged 8-12 (305), parents (305)

A detailed Topic Paper of the results is available on [www.visitscotland.org](http://www.visitscotland.org)

### CONTACT DETAILS

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