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

- 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

- 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

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