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%** Swimming pool

**PARENTS**

- **86%** Access to countryside/outdoors
- **82%** Sunshine
- **84%** Beaches/seaside

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

CONTACT DETAILS

Insight Department
VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh
EH6 6JH
research@visitscotland.com

Instagram
@VisitScotland

Facebook
@VisitScotland

YouTube
www.youtube.com/user/VisitScotland

Twitter
@VisitScotland