

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

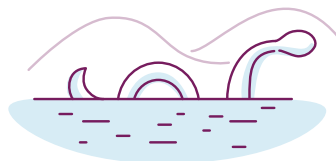


75% Swimming pool

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



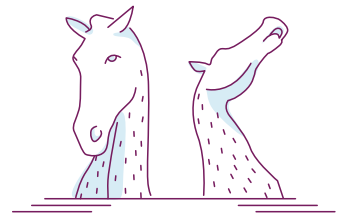
35% Shared activities

ACTIVITIES CHILDREN WOULD LIKE TO DO ON HOLIDAY IN SCOTLAND

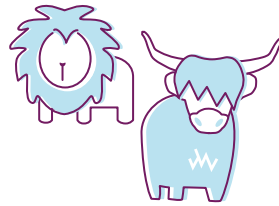


60%
Swimming

52%
Zoo, safari park, farm



48%
Theme park

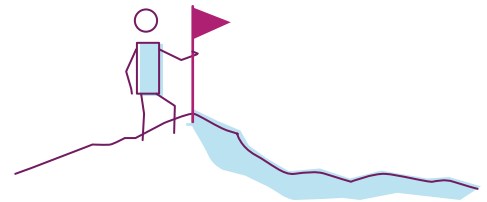


41%
Castles/monuments



39%
Shopping

39%
Walking/hiking
in the countryside



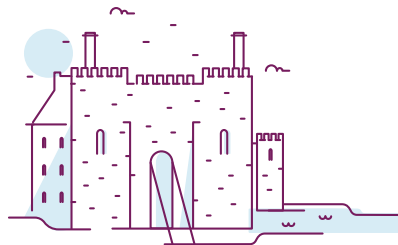
ACCOMMODATION CHILDREN WOULD LIKE TO STAY IN



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

CONTACT DETAILS

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