

Pools Rule in a Study of Family Vacations

Pools and water activities are the most important element of a family resort vacation, followed by spacious and potentially adjoining guest rooms, according to the latest Hilton Blue Paper – "Resort Travel Trends: What Families Want."



The study explores top destinations along with the needs and preferences of parents and kids when it comes to family vacations. Hilton finds an increased interest in all-inclusive resorts, with 92 percent of U.S. parents and 95 percent of U.K. parents polled at least "somewhat interested" in this model.

Additional focus is given to the vacation planning process, today's desirable destinations and the preferred components of an ultimate kids' club experience. The report was commissioned by Hilton Hotels & Resorts and offers valuable insight from parents and kids – through a survey to more than 1,200 parents in the U.S. and U.K. in June and July 2012 as well as 20 focus groups that separated moms and kids in November 2011 in the U.S., U.K. and China.

"This new research offers a timely perspective on what today's families seek in resort vacations," said Dave Horton, global head, Hilton Hotels & Resorts. "Of particular note, the report's leading resort vacation considerations of pools and food for everyone are key touch points for our 75 resorts that all offer at least two pools or a pool and a beach and a minimum of two restaurants along with waterfront food and beverage services."



Key insights in this Hilton Blue Paper include:

- Pools and water activities are the No. 1 resort touch point for parents and kids, followed by spacious (and potentially adjoining) guest rooms and a variety of dining options
- Kids' clubs are a highly valued resort amenity for families, as they allow kids to have fun and enjoy

group activities while parents take advantage of some "me" time – key considerations for kids' club use are safety, flexibility and diverse programming

-- Top destinations where U.S. parents want to vacation now include Hawaii, Orlando, the Grand Canyon, Southern California and Continental Europe, while U.K. parents pair their top choice of Orlando with Disneyland Paris, Italy, Mallorca and Dubai



-- An increasing interest in all-inclusive resorts, with 92 percent of U.S. parents and 95 percent of U.K. parents at least "somewhat interested" in this resort vacation option

-- Mom serves as the family travel agent – researching travel options and seeking advice from trusted sources (including friends and family) before booking a family vacation

-- While parents want to simply relax and create fond memories while vacationing, kids are most interested in fun pools and good food

"This Hilton Blue Paper examines the family vacation experience from the planning period to key on-property touch points, with input coming from the most credible source of moms, dads and kids in cities around the world who regularly take resort vacations," said Bonnie Campagnuolo, senior director, global brand marketing, Hilton Hotels & Resorts. "We look forward to using the report to further shape the guiding principles and standards for our Hilton Resorts portfolio that offers 75 resorts in 28 countries."

By Hilton Hotels & Resorts

Date: 2012-10-29

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-family-vacations-pools-and-food-are-the-most-important-article1944>