Travelling with children is easier and more valued than ever, according to Lonely Planet

(24 April 2018) – Parents report travelling with children is easier today than it’s been for past generations, according to new research by Lonely Planet in conjunction with Lonely Planet Kids.

While cost is still widely considered the biggest challenge parents face today, an overwhelming 93.7% of respondents reported that family travel options are better now than when they were children. The travel media company surveyed 1,800 parents with children under 18 about their travel habits, preferences and how family travel has changed compared to when they were young.

The survey results suggest that travelling with children is more viable and accepted today, with respondents citing reasons like better resources (eg web and apps), improved family-friendly options and more financial stability than their parents; while a handful of others noted that the cost of travelling as a family is still high and it’s harder now to find the time to travel.

Most notably, home-sharing was credited as a ‘game changer’ and a major reason family travel has ‘transformed’ in recent years, becoming more accessible and affordable. Among all respondents, 67.7% reported having used short term rentals like Airbnb in the past, and nearly surpassed hotels as the preferred accommodation for families.

That being observed, 2 in 3 parents said they have or would like to take their own kids somewhere they went on vacation as a child. Specifically, they valued the slower pace, the time spent with relaxed parents and simply being together as a family.

“Parents are prioritizing travel more than ever before,” said Lonely Planet family travel spokesperson Sarah Stocking. “Whether or not they traveled as a family in their childhood, they emphasized the importance of travelling with their own children, particularly so they can experience different cultures at
a young age. We started Lonely Planet Kids to help parents encourage their children to explore and learn about the world.”

6 in 10 parents responded that if they could improve one thing about family travel, it would be cheaper airfares, accommodations or more vacation time. Others cited reliable car seats, accommodations with multiple rooms or beds, neighbourhood safety information and child-friendly airlines.

Lonely Planet Kids conducted the survey via multiple online channels 7 - 30 March 2018. This spring, Lonely Planet is producing more family travel articles with tips and destination advice than in year’s past, informed by the survey’s findings, and offering a chance for families to win a 10-day trip to Sri Lanka. Learn more at lonelyplanet.com/kids/win-a-trip.

Notes to Editors:
- Download infographic by region here
- Lonely Planet family travel and Kids spokespeople available for interview
- Media review copies of Lonely Planet Kids books available by request

About Lonely Planet Kids:
Lonely Planet Kids published its first book in 2011. Building on parent brand Lonely Planet's 45 years of experience inspiring millions to explore the world, Lonely Planet Kids ignites children’s curiosity with engaging, educational books on culture, sociology, geography, nature, history, space and more. Whether at home, on the road or in school, Lonely Planet Kids encourages the next generation of global citizens to make every day an adventure. Come explore! Find out more on lonelyplanetkids.com, and join us on Facebook (facebook.com/lpkidstravel), Twitter (@lpkids) and PopJam (@lonelyplanetkids).

About Lonely Planet:
Lonely Planet is a leading travel media company and the world’s number one travel guidebook brand, providing both inspiring and trustworthy information for every kind of traveller since 1973. Over the past four decades, we’ve printed over 145 million guidebooks and grown a dedicated, passionate global community of travellers. You’ll also find our content on lonelyplanet.com, mobile, video and in 14 languages, nine international magazines, armchair and lifestyle books, ebooks, and more. Visit us at lonelyplanet.com or join our social community of over 14 million travellers. Find us on Facebook (facebook.com/lonelyplanet), Twitter (@lonelyplanet), Instagram (Instagram.com/lonelyplanet) and Snapchat (@lonely.planet).