

# Kids Travel Survey Report 2022



RVshare

# About the RVshare Kids Travel Survey Report:

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The RVshare 2022 Kids Travel Survey Report reveals what kids want out of family travel, what they look forward to, and how involved they are in the trip planning process. According to research conducted by Wakefield, kids want to be the decision makers for their family vacations with 64% claiming they want to weigh in on all aspects of planning. With 99% of families are currently planning their next vacation, the younger members of the family are speaking up. Kids want to sure they are getting the most out of their time off on spring breaks and summer vacations, and have strong opinions about family travel. This trend could cause a shift in the way families travel and approach planning family getaways this upcoming season.

1 The RVshare Kids Travel Survey was conducted by Wakefield Research among 500 US kids ages 5-15 with parental approval. The survey was fielded in February 2022.



## Backseat Drivers

Kids are sounding off on planning their next family getaway.

- ✓ According to a recent survey, 40% of kids say that it's been more than a year since their family took a vacation.
- ✓ With 99% of families planning their next vacation, 64% of kids want a say in this decision.

**39% of kids and 44% of teens prefer to wait until the current school year ends to take their next vacation, while younger siblings aren't so patient. 57% of kids ages 5-8 want to hit the road ASAP.**

# Memory Makers

82%

Enjoy going on adventures

80%

Enjoy exploring new places

74%

Claim that fun stops along the way is one of their favorite parts of family road trips

52%

Enjoy being active

34%

Enjoy meeting new kids



# Their Favorite Things

When it comes to family road trips, almost all (98%) of kids say there is something about them they enjoy:

- ✓ 80% enjoy snacking on junk food in the car
- ✓ 74% enjoy fun stops along the way
- ✓ 50% enjoy watching movies or listening to audiobooks
- ✓ 47% enjoy road trip games and singalongs
- ✓ 23% enjoy bringing the family pet along

When it comes to family road trips, most kids (98%) say there's something about them they enjoy—especially snacking on junk food in the car (80%). **That might be why deciding where to eat (71%) is a top family vacation item kids say they help plan.**



# Travel Agents



Nearly all (96%) say they get to help plan at least one aspect of family vacation, including nearly half (46%) who say they at least get to help in planning where they go.

**Even more get to help plan what they do on family vacation, with more than 3 in 4 kids (77%) saying they get to help with this.**

But while kids might want to plan their vacation, there are some areas where **they don't feel heard.**

**Just 1 in 5 kids say they get to help plan where they stay on family vacations** - and maybe it's time for grown-ups to start letting them!

## Who Gets to Choose?

While kids admit that adults have more say in where they go for family vacations, preteens seem to be the most persuasive.

**20% of kids ages 9-12 say they have more say than the adults on where to go on family vacation**

As many parents of a teenager might know, the older they get, the more *opinionated* they can become. **71% of kids ages 13-15 want to decide their vacation destination. Significantly more than their younger peers (63%).**





# One Big Happy Family

**58%**

Nearly 3 in 5 kids, seeing their family members having fun is one of the best parts about family vacations.

**91%**

More than 9 in 10 kids say spending time with family during vacation is really important to them.

**51%**

Over half of kids surveyed admit that spending time with family during vacation is the best part.

# For More Information



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