

TMS FAMILY TRAVEL SUMMIT 2015

“Opportunities in International Family Travel & Reaching New Markets”

[DISCOVERIES FROM RIVIERA NAYARIT, MEXICO APRIL 2015]

Would you rather leave behind money or memories of great overseas adventures with your family?

Our multigenerational audiences answered that question with their growing interest in international travel. Our marketing partners asked for strategies to reach the new international family travel market. The time was right for the industry-leading TMS Family Travel Summit to present and examine the latest data on international travel trends, and we did so in April 2015 in Riviera Nayarit.

How TMS Family Travel Summit Works

#TMSRivieraNayarit (a hashtag seen more than 70 million times over the weekend) invited 40 nationally known writers, editors, social media influencers, broadcasters, and executives from various facets of the travel industry—theme parks (Disney Parks); DMOs (Visit Orlando, Mexico Tourism Board, Riviera Nayarit CVB, Niagara Tourism & Convention Corporation); cruise lines (Princess Cruises); transportation (Italia Rail, Tropical Incentives); hospitality (Kampgrounds of America, Iberostar Hotels & Resorts, Karisma Hotels & Resorts); travel public relations and marketing (Finn Partners, Family Travel Association); tour operators (Vallarta Adventures) and online search companies (Trivago, Google) to convene at the beautiful Iberostar Playa Mita resort on Mexico’s Pacific coast. They heard the latest custom research, shared best practices and engaged in honest dialogue about the needs of consumers and the travel industry.

“We were thrilled to be selected for 2015 and to bring the conference to Riviera Nayarit in neighboring Mexico where discussions focused on international family travel, an increasingly popular choice for families in North America and around the world. Hosting this prestigious conference was definitely a ‘win-win’ for the destination and participants. We made excellent new relationships with some of the top travel and family travel media in the U.S., Mexico and the U.K. as well as the leaders in travel research,”
Richard Zarkin, Riviera Nayarit Convention & Visitors Bureau

In addition to the presentation of new and custom family travel research, there were interactive workshops exploring best (and worst) practices, informal networking at the Iberostar Playa Mita and excursions in the region, giving everyone a chance to experience a little of what makes the Riviera Nayarit such a culturally enriching destination.



Welcome dinner hosted by Riviera Nayarit CVB on the beachfront golf course of the Iberostar Playa Mita.

Visiting media also had the opportunity to explore neighboring Puerto Vallarta, experiencing the galleries, restaurants, beaches and taco trucks (more than 500 here) that make this region famous, as well as lesser known towns along the Riviera Nayarit, like Sayulita, San Pancho and San Blas, a mecca for surfers and bird watchers.

"I saw firsthand in Mexico at the Iberostar and Marival that families want more luxe options with plenty of play but plenty of kickback time too... they are looking for other things besides the traditional RV park or budget motel." Mary Forgione, Los Angeles Times

Why International Family Travel, Why Now?

Increasingly, Baby Boomers becoming grandparents say they want to explore the world with their children and grandchildren while they can. That includes growing numbers of families from outside the U.S. bringing their families here.

“Orlando, which boasts more than 62 million visitors a year, is actively trying to grow the number of international family visitors,” said Denise Spiegel, Director of Global Publicity for Visit Orlando, at the TMS Family Travel Summit.

“International travel is essential to our growth,” agreed John Percy, President and CEO of the Niagara Tourism and Convention Corporation, which is seeing a surge of family travelers from south India.

“Some KOA campgrounds report that 50% of their guests are from outside the US,” said Toby O’ Rourke, Senior Vice President of Marketing at the world’s largest camping association.

Marketers recognize that families represent a multi-billion-dollar business and one that is growing on a global scale. According to the Google Travel research presented at #TMSRivieraNayarit, **45 % of leisure family travelers plan to travel more frequently with their family in the coming year.**

“Tourism creates jobs and money for the community. With family travel, you get the biggest bang for your marketing dollar.” Jeffrey Eslinger, Director – Account Services for D.K. Shifflet & Associates.

The Family Dynamic Changes as Kids Take Charge

TMS Family Travel Summit research found that families are searching and booking online and increasingly on their smartphones, spending more -- especially the growing multigenerational market -- and sharing their experiences in real time via social networks.

Significantly, parents do not think cheapest is best: **Education and time together rank higher in value** than the lowest price. A survey from the U.S. Travel Association, which launched Project: Time Off, a major campaign to encourage Americans to take their many unused vacation days, found that kids believe vacations will create the opportunity for experiences they will always remember.

And those kids have more influence than ever before. According to the 2015 MMGY Global “Portrait of American Travelers” first previewed at #TMSRivieraNayarit, **70% of families say that children have a great influence on their trips.**

“Kids now have more access to info, more chance to know about the world and are more likely to ask to go to a particular place or to see something special,” Steve Cohen explained in his presentation.

Google analyst Katy Galambos noted in “International Travel Trends” that **children as young as 8 now are influencing family vacation decisions.**

“Don’t underestimate how much parents adore their children. Ads often pull at the heartstrings of parents,” observed Genevieve Brown - ABC News Travel Editor and mother of two young children. *“Eighteen years pass and they are gone!”*

Emmanuel Rey, the Marketing Director at the Mexico Tourism Board, showed the group a successful advertising campaign focusing on kids and their reactions to vacation experiences in Mexico with their families.

As Multicultural Diversity Increases, International Travel Grows

TMS Family Travel Summit speakers also examined the robust Hispanic market — Hispanics travel as family more than any other group in the U.S. — how they are traveling and where they are going.

Jeffrey Eslinger, who analyzed D.K. Shifflet research created for this conference, noted that **35% of those traveling abroad with kids are of Hispanic, Latino or Spanish Origin**. He added that the strength of the U.S. dollar against the Euro meant that **more families are contemplating trips abroad, especially with older kids**.

“This is a different generation of travelers. They include bi-lingual and bi-cultural global travelers,” said Angela Lang from Meredith Hispanic Media. She added that Latinas are nearly 30% more likely than the national average to think planning a vacation can be as much fun as the trip.

Indeed, representatives of the Mexico Tourism Board and the Riviera Nayarit Convention & Visitors Bureau acknowledged that Hispanic family travelers may come to Mexico in part to see where their grandparents came from. *“But they are staying at a resort, not in their grandparents’ village,”* said Zarkin.

Participants also learned from Steve Cohen that **international family travelers exercise less, eat more and have sex more than those traveling without kids**.

Collaborators at #TMSRivieraNayarit

We thank the expert presenters for generously sharing their research, and all the sponsors and media who shared their wisdom and experience to better understand the international family traveler's needs.

Hosts of #TMSRivieraNayarit

Kyle McCarthy, Family Travel Forum
Eileen Ogintz, Taking the Kids
Joanne Vero, Travel Media Showcase

Speakers at #TMSRivieraNayarit

Laura Begley Bloom, Yahoo Travel
Genevieve Brown, ABC News
Steve Cohen, MMGY Global
Jon Eichelberger, trivago
Jeff Eslinger, D.K. Shifflet & Associates
Sabrina Filatow, Karisma Hotels & Resorts
Katy Galambos, Google
Adrien Glover, Italia Rail
Angela Lang, Meredith Hispanic Media
Felicity Long, Travel Weekly
Iain Mallory, Mallory On Travel
Bruce Murray, TravelBlogger.com
Elsa Renteria, Vallarta Adventures
Emmanuel Rey, Mexico Tourism Board
Richard Zarkin, Riviera Nayarit C & VB

Delegates at #TMSRivieraNayarit

Linda Ayares, Finn Partners
Michelle Blackley, Niagara Tourism
Alicia Boy, Boy de Viaje
Ana Corona, Tropical Incentives DMC
Sandra Diaz, Riviera Nayarit C & VB
Scott Eddy, MrScottEddy.com
Ariadna Fink, Boy de Viaje
Mary Forgione, Los Angeles Times Travel
Chelsee Lowe, TravelAge West
Simon Narracott, London-Unattached
Toby O'Rourke, Campgrounds of America, Inc.
Lynn O'Rourke Hayes, Family Travel Association & FamilyTravel.com
John Percy, Niagara Tourism & Convention Corp
Norma Elena Perez Juarez, The Walt Disney Company
Sandra Perez-Ramirez, Mama Noticias
Lissa Poirot, Family Vacation Critic
Denise Spiegel, Visit Orlando

TMS Family Travel Summit 2015 Research and Presentations

TRENDS IN INTERNATIONAL TRAVEL BY AMERICANS

Key Insights from Katy Galambos, Industry Analyst- Travel, Google. She partners closely with travel advertisers in the Online Travel Agency space.

- **International travel rising.** According to Google research, 10% of all Americans have taken a Caribbean or Mexico international vacation in the past year; for ages 55+ it's 7%-8%.
- **65% of leisure travelers research online** before they even decide where to go, turning to mobile and online video to help.
- **Inspiration comes** from social networking, video or photo sites (83%) more than search engines (61%) or destination-specific sites/apps (31%). Online videos are viewed throughout the travel journey.
- **Far more leisure travelers** (74%) rely on the internet for travel planning than on advice from family or friends (48%).
- **Leisure travelers increasingly turn to search engines** before brand sites for online planning; One in three leisure travelers select an Online Travel Agency for its options and site tools.
- **Travel booking offline and online is fragmented;** users average 7.4 sessions, 15.4 site visits and 5.0 search clicks before booking a trip.
- **Smartphones now are used throughout the travel process;** 40% of travel search queries are made with a mobile device and 14% report purchasing travel with their smartphone.
- **Make booking easy.** However, nearly half of those who use their smartphone for leisure travel inspiration ultimately book through some other method, with 40.5% of international travelers – especially older millennials -- booking packages.
- **75% of leisure travelers switch between devices to plan or book;** Marketers who have a strong presence across channels are best positioned to reach new and existing travelers.

The Takeaway: Make travel planning and booking easier, on all channels, and more mobile friendly.

INTERNATIONAL FAMILY TRAVEL: WHAT MOTIVATES AMERICANS AND WHAT INHIBITS THEM

Insights into family and multigenerational traveler intentions by Steve Cohen, Vice President-Insights MMGY Global. Cohen leads the company's customer insight and industry research, including the widely respected and used annual "Portrait of American Travelers" now in its 25th year, and prepared and presented research comparing US leisure travelers from a pool of 2,832 active travelers with a HHI of \$50,000 or more who took at least one overnight vacation 75+ miles from home during the past year.

- **Families are more secure.** Those traveling internationally vacation more frequently, taking and planning more trips than those traveling internationally without kids
- **Travel inhibitions are falling** with far fewer international family travelers (15% this year as compared to 26% last year) concerned about the economy and their job security. 47% of international family travelers report they use credit cards less on vacation than they used to.
- **Togetherness.** 72% of international family travelers say trips together bring their families closer.
- **Advertising still works.** International family travelers are open to advertising (23% vs 10% non-family international travelers) and are looking for inspiration for their next vacation!
- **The majority of families say a top motivator of international travel is to experience different cultures** (73%), but safety is key (86%) as is the ease of getting to the destination (83%). Families prefer beach and all-inclusive resort vacations more than all other international travelers.
- **A surprise motivator for international family travel is interest in cuisine.** 66% want to experience new cuisines.
- **Summer is the big season.** 79% of international family travelers say they will travel in summer; 55% in the fall. More say they will travel in fall (43%) than in winter (34%).
- **Social Media is now used for advice during the travel decision making cycle.** 41% of international family travelers look for special offers for followers of a social media fan page—far more than non-family travelers. They also are more likely to link to social media pages and share information through social media than international travelers not traveling with family.
- **Use of traditional travel agents** is increasing, especially with millennials because they don't have the time to devote to booking trips, especially if they have an involved itinerary. 23% of international family travelers used a travel agent in the last year—as compared to 13% of those traveling internationally without kids; the same numbers who used a Sunday Travel newspaper section to research. They are using travel agents to book vacation packages, resorts cruises and more.

The Takeaway: International family travelers are more confident economically than other travelers, and believe that sharing international travel with children will expose them to new cultures.

INTERNATIONAL FAMILY TRAVEL TRENDS AMONG AMERICANS

Key insights from Jeffrey Eslinger, Director, Account Services at D.K. Shifflet & Associates which specializes in custom market research for the travel and tourism industry. Eslinger shared international family travel research designed for #TMSRivieraNayarit culled from DKSA's TRAVEL PERFORMANCE/Monitor that measures the travel behavior of US residents monthly.

- **U.S. travel abroad is increasing;** families accounted for 14% or 8.7 million of all American International travel in 2013.
- **Singles are a new market:** 38% of those traveling overseas with kids were the sole adult.
- **All ages travel.** Half the kids traveling abroad are between 6 and 12; 43% are teens and 27% are 5 or under.
- **Sell winter.** More families travel abroad with kids over the holidays in December (19%) than in the summer (12-13%).
- **More Californians travel abroad with kids (21%) than any other state.** Texas is second (14%) with Florida and New York a distant third (6%). However, more Gen Xers from Florida head abroad than Californians (11% as compared to 10%).
- **Mexico is a top country visited,** followed by Canada, Puerto Rico, and the Bahamas.
- The vast majority of families with kids traveling abroad participate in activities—everything from visiting a historic site (30%) to a museum (22%) to participating in outdoor sports (34%). They like to shop and eat out!
- **Cheapest is not best!** 17% of those traveling abroad with kids stay at high end hotels (10% in budget and 3% in economy lodging) —just 1% lower than all foreign travelers.
- **Sell millennial staycations.** Millennial families are more likely to visit friends and relatives (42%); Gen X parties and Boomers are more likely to be on a general vacation (39% and 43%).
- **Target boomers traveling with grandchildren.** Half of those traveling internationally with kids stay at a paid hotel as compared to just 27% of millennials traveling with kids. A third of Boomers opt for high end hotels. And the vast majority (95%) participated in an activity. Boomers heading abroad with kids are coming from Texas (17%) and California (16%) followed by New York (8%).
- **Speak Spanish.** 56% of all international travel done by Millennials is by Hispanic millennials, a market that will grow in value as their earning power increases.

The Takeaway: Boomers and Latinos are key markets for sellers of international travel, and a good market for travel agents to pursue.

IT'S VACATION TIME: WHAT LATINO FAMILIES WANT FROM VACATION

Research on the Hispanic market was presented by Angela Lang, Travel Editor, Ser Padres and Travel, Wellness & Arts Editor, Siempre Mujer Magazine. She shared insights from Meredith Hispanic Media about their readership in print and online. Their audience is female, married, 40% mothers, bilingual and Spanish Language preferred. 60% are employed.

Hispanics spent \$21 billion on vacation travel in the past 12 months; \$10 billion on foreign vacations.

Contrary to what many think, only a third travel abroad to visit family and friends. In the coming year, 30% report they will stay at least five nights at a hotel or resort and 21% plan to take a cruise.

Meredith Hispanic Media research also showed:

- **The vast majority of Latinas, 84%, most often travel with their family and look for** ideas to make traveling with kids fun and easy! Nearly seven in 10 have visited a theme park in the last two years. They also like the beach, nature and adventure, history and culture and nightlife.
- **Nearly three out of four Latinas** took one or more domestic vacations in the last year, with more than half traveling in summer and a third for a special occasion.
- **77% travel by car** but they are far more likely than the national average to pay more for a flight on their favorite airline.
- **Latinas are 23% more likely than the national average to prefer new places;** 52% plan to travel to a new destination in the coming year and more plan to go abroad (39%) than take a domestic vacation (37%).
- **U.S. travel is popular.** More than 4 in 10 Latinas have traveled to both the West and South in the past year.
- **Global travel is big;** in the last three years, 62% of Latinas have taken one or more foreign vacations. Nearly two in three have traveled to Latin America or Mexico.
- **Latinas like package deals.** Nearly half use online travel sites; 41% book directly.

The Takeaway: Latinas are nearly 30% more likely than the national average to agree that planning a vacation can be as much fun as the trip. Offer Spanish-speaking professionals and websites that cater to the interests of this group, says Lang, *“and you’ll win business.”*

ADDRESSING INTERNATIONAL TRAVELERS' SAFETY & HEALTHY CONCERNS RESPONSIBLY

Panelists for this session included:

- Laura Begley Bloom, Executive Editor at Yahoo Travel -the #1 visited travel content site with 12.8 million monthly users.
- Elsa Renteria, Marketing & Public Relations for Vallarta Adventures, which offers excursions and adventures to cruise ship passengers and resort guests in Mexico.
- Iain Mallory, Founder/Editor of Mallory on Travel, which focuses on extreme adventure travel around the world.

The panel urged all media to continually publish common sense travel safety tips.

- Be aware of the environment around you, including inclement weather and safety risks.
- Be observant at your hotel, in new places, and know how to get help if needed.
- Carry a spare (empty) wallet in case of thievery, to avoid physical violence.

Vallarta Adventures Elsa Renteria noted, *"The biggest challenge is perception. The media and news reports only on bad news, and bad news travels faster than good news. The most difficult task is to convince people that Mexico is not as dangerous as they may think."* She recommends that businesses take advantage of known brands and standards organizations to post logos, reviews, ratings and certifications on their websites and letterhead that will be comforting to international travelers.

Mallory agreed, *"When tourists arrive at these 'high risk' destinations, they often find that they are quite different from what they expected," he said.* In his reporting about destinations, Mallory describes his own on the ground experience and reminds his readers that theirs may be different.

Yahoo's Bloom noted that honest coverage is key and that many editors have to balance news reporting with their relationship to advertisers. She pointed to stories on Yahoo! Travel about how a crying baby led to a mid-air brawl and a look at whether after the Tunisia attack, tourism to North Africa is safe, and explained that large news organizations would have "news" divisions handle travel news, while the travel division (which most PR would deal with) covers the implication of current events for travelers to a region.

Bloom noted how Yahoo readers reacted to news of a safety warning for South Africa: *"They were not very alarmed as everywhere can be dangerous,"* she said, adding it is important to provide readers a place to voice their opinions on travel issues of the day. She also reminded destinations how important it is to clarify "bad news" by letting editors know where it has occurred in relation to popular tourism destinations, and when issues have been resolved so that "good news" can be reported as well.

The Takeaway: Be honest and transparent when there is a perceived or real safety concern.

THE “HAPPY” OF TRAVEL - HOW TRAVELERS RESPOND TO BRAND PARTNERSHIPS

Panelists for this session included:

- Genevieve Brown, Travel & Lifestyle Editor, ABC News
- Sabrina Filatow, National Sales Director of Karisma Resorts which has just announced a major new partnership with Nickelodeon
- Eileen Ogintz, syndicated columnist and creator, TakingtheKids.com

The panel discussed whether brand partnerships work in the travel space, and if coverage of these partnerships was popular with readers.

Brown from ABC News noted that a brand partnership doubles the chances that whoever is being pitched a story will be familiar with, or has an affinity for, one of the brands. She noted ABC stories that touted such partnerships like “Seuss at Sea” on Carnival Cruise Lines were widely reported on.

Ogintz noted that brand partnerships should make a connection between generations and show strong consumer interest as well as news value. London’s recent Paddington Bear promotion that included giant painted Paddington statues auctioned for charity was timed to the release of the Paddington movie, for example. Beaches, Sandals’ family brand, now is synonymous with “Sesame Street” with many families saying they chose that resort because their child loves the popular characters.

Filatow from Karisma Hotels & Resorts, says the popularity of Nickelodeon will encourage Americans who are not familiar with Karisma brands to give them a try. Debuting at their Riviera Maya resort will be a special Nick Concierge, toy lending program, Azulitos Playhouse and character interactions with Dora the Explorer, SpongeBob Square Pants and The Teenage Mutant Ninja Turtles. Families who book with Karisma can expect familiar activities such as private slimings and an orange carpet where kids can pose for photos with their favorite characters. The partnership includes plans to debut Nickelodeon Hotels in Punta Cana in 2016, followed by another one in Mexico.

Norma Elena Perez Juarez from The Walt Disney Company added how important celebrity partnerships were to the Disney themeparks. She noted that international coverage of a foreign celebrity visiting the parks was influential in persuading their fellow countrymen that it was a good place to visit.

The Takeaway: As a rule, most travel or vacation partnerships extend a brand’s reach without the risk of alienating potential customers, but pick your partners carefully.

WHO COMES TO MEXICO, WHERE FROM, AND WHY DOES IT HELP US MARKET TO FAMILIES?

Panelists for this session included:

- Jon Eichelberger, Regional Manager & Head of Business Development and Strategy-North America for trivago GmbH, a hotel metasearch engine which fields over two million daily hotel search queries and prices from more than 200 booking sites.
- Emmanuel Rey, Marketing Director, Mexico Tourism Board
- Richard Zarkin, Public Relations Manager, Riviera Nayarit CVB

The panel looked at international and domestic travel trends in Mexico to determine what was attracting American families.

Eichelberger from trivago revealed that Mexico was the 20th most searched destination by Trivago users in 2014. He noted that Mexico's generally lower prices make 4-star and 5-star properties affordable and that the price difference between them can be as little as \$10/Night -- not the case in most of the world. According to trivago research presented at #TMSRivieraNayarit:

- **It pays to market to families:** An average stay with a family is 5 days; an average stay for individuals is 3 days.
- **"Beach" is the first search filter people apply for** Mexico hotels and "WiFi" is number 2; followed by Spa/Fitness, Pool, and Breakfast.
- **Cancun is the best known destination** in Mexico, followed by searches for Playa Del Carmen, Acapulco and Puerto Vallarta. People booking Puerto Vallarta are more likely to book chain properties as they are not as comfortable with the destination yet.
- **Among inbound markets,** Israelis and South Koreans are especially interested in Mexico right now.
- **Acapulco is not a top 10 destination** for Americans or Canadians, but it is the third most searched Mexico destination globally in 2014.
- **Puerto Vallarta** should be promoted as a bargain with room rates \$34 less than the Mexico nightly average.

WHO COMES TO MEXICO, WHERE FROM, AND WHY DOES IT HELP US MARKET TO FAMILIES? (contd)

Riviera Nayarit, the TMS Summit's host region north of Puerto Vallarta, received nearly 2.5 million visitors last year, according to the CVB's Richard Zarkin, more domestic than international tourists.

- **Beaches attracted more than half** (53%) to the region; it has the most Certified Clean Beaches in Mexico.
- **Water sports are a draw** with 38% coming for scuba diving and snorkeling.
- **Eco-tourism and nature are big markets.** 24% of overnight visitors say they come for whale watching and 17% for turtle release programs.
- With four 5-diamond resorts in the state, Riviera Nayarit anticipates **growth in the luxury and luxury family market** following the opening of the One & Only Resort at Costa near and north of Sayulita.

Mexico tourism had a good year in 2014, said Emmanuel Rey, Mexico Tourism Board, attracting 29.1 million tourists, nearly 25% from the United States.

- **Mexico values multigenerational travel**, which their research shows is 11% of the U.S. market.
- **U.K. is a growing market** for Mexico thanks to increased airlift; 459,000 visitors in 2014 represent 10% more than 2013.
- **Cancun** is the best known destination, bringing in 50% of receipts from international travel, with Los Cabos next at 20%.
- Mexico, with 12% of the world's biodiversity, is **promoting nature** to attract families.

The Takeaway: Mexico tourism is growing despite the drawbacks some regions have faced, with Cancun still the best known and most successful international tourism destination.

WHAT MAKES THE NEWS FOR INTERNATIONAL TRAVELERS?

Panelists for this session included:

- Felicity Long, Contributing Editor- Europe, Family Travel & Ski, Travel Weekly
- Bruce Murray Travel Publisher/Writer/Photographer, TravelBlogger.com and MurrayOnTravel.com
- Adrien Glover, Vice President of Content, Italia Rail

The panel looked at what type of news was of most interest to international travelers, and what brands can do to entice more families to travel abroad. FOMO, or Fear of Missing Out, is one way to keep travelers interested in the newest destinations.

One issue, said Glover, is that because American families have such limited vacation time, *“It’s no surprise many American families want a ‘Vacation Guarantee.’* She noted that travel to Paris dropped in the wake of the Charlie Hebdo terrorism attacks, though the chance of being a victim of terrorism is just 1 in 20,000,000.

In a recurring theme for the conference, the panel agreed that perception was often more important than reality, which is why the media plays such an important role by communicating directly to travelers. Glover and Long added that even within Western Europe, some families were nervous about travel despite increased security.

While there is the tendency to only cover happy news at travel web sites, Glover warned, *“You just look bad if you ignore what everyone is talking about.”*

Brands and destinations should pitch their news around trends, and deliver the good news that follows a negative incident at a destination by showing how it aligns with trends at other destinations. Offer something that is new—and newsworthy, adds Bruce Murray. Be aggressive with good news and information to counteract bad news.

Families are often attracted to international destinations because of parents’ interests, but *“parents are thrilled at seeing the love for a destination through the eyes of their children,”* noted Long. Marketers can explore destinations from a child’s viewpoint and pitch story ideas for the family market based on unique activities for children.

To get a reporter’s attention, pay attention to an email’s subject line. *“The subject line in an email to a reporter is key,”* said Bruce Murray. *“Think of the subject line as the headline in a travel piece.”*

Most important, all of the media agree, travel communications teams must respond to reporters’ queries promptly and honestly, because they may not have another chance.

The Takeaway: Content is king. Media editors are going to travel companies to create legitimate content that isn’t marketing-speak, giving PR and communications professionals more outlets for their message.

15 Takeaways from TMS Family Travel Summit 2015

Parents and grandparents want to show their children the world. They recognize the educational value of travel. This is a fast growing market and one that can use tailored offerings to make the most of their time and money:

1. Leisure family travelers plan to travel more frequently with their family in the coming year as families are less concerned about the economy and their job security.
2. Family travelers tend to stay longer, and spend more. That is why it is worth it for marketers to court them with special programs and activities to better their experience.
3. Family travelers report kids have a large and influential role in planning where families go and what they do when they get there. Kids and teens want to hear from other kids and teens.
4. Multigenerational travel continues to grow with 37% of leisure trips now multigenerational. Boomers are very interested in showing their grandchildren the world through travel and are likely to spend more—planning celebration trips and staying in upscale lodgings.
5. More Californians travel abroad with kids (21%) than any other state. Texas is second (14%) with Florida and New York a distant third (6%). Despite safety concerns, Mexico is the top country visited.
6. Tip for marketers: International family travelers are open to advertising and are looking for inspiration for their next vacation.
7. The vast majority of Latinas, 84%, most often travel with their family. Give them ideas to make traveling with kids fun and easy.
8. Hispanics spent \$21 billion on vacation travel in the past 12 months -- \$10 billion on foreign vacations. Contrary to what many think, only a third travel abroad to visit family and friends.
9. The majority of family travelers say a top motivator to go abroad is to experience different cultures, but safety is key as is the ease of getting to the destination.
10. A surprise motivator for international family travel is interest in cuisine. Tip for marketers: Offer family cooking classes.
11. Most leisure travelers switch between devices to plan or book. Once they arrive, more than half rely on their smartphones to plan activities. Successful marketers are those whose customers can reach them any time, across all platforms.
12. International family travelers are turning to social media more than advice from friends.
13. Brand partnerships can extend a brand's reach without alienating potential customers, and may encourage journalists and customers who are familiar with that brand to cover a destination or property.
14. Inbound family travel is a growing market and U.S. marketers must work to welcome these often multigenerational groups with information in their languages, guides who speak their languages, an understanding of their culture and an understanding of what families need.
15. International family travelers do not believe cheapest is best. They want a memorable experience and are willing to pay more for that.

Comments from TMS Family Travel Summit Participants

"All of the stats and the data we got are like a secret weapon." - Adrien Glover, ItaliaRail.

"This is one of the most exciting conferences in the tourism industry. I learn so much every time and I go back and share with my team and my clients." - Linda Ayares, Finn Partners

"I'm going home from the Summit with so many new story ideas." - Chelsee Lowe, TravelAge West.

*"It's great to make the contacts we made here. That's the lifeblood of this business."
- Bruce Murray, TravelBlogger.com.*

"Exploring Riviera Nayarit during and after the Summit gave me a chance to think about Mexico, a place where my readers go with great frequency, in a new way. I especially enjoyed seeing the out-of-the-way places that travelers seeking "authenticity" will fall in love with." - Mary Forgione, LA Times

*"I'm going home with a lot more than the data...with ideas, ideas, ideas to incorporate in our plans."
- John Percy, President and CEO of the Niagara Tourism and Convention Corporation,*

"I learned so much from the conversations here."- Felicity Long, Travel Weekly

*"I get a lot of great insights from the attendees that I can bring back to my clients."
- Jeffrey Eslinger, D.K. Shifflet & Associates.*

"The data from this conference is the best—really eye opening!" - Lissa Poirot, Family Vacation Critic

"The conversations at this Summit are fantastic." Mary Forgione, LA Times

"I have enough content to last until next year."- Iain Mallory, Mallory on Travel

"As Mexico's newest destination, Riviera Nayarit is an ideal destination for family travel ... so it was also an ideal site for discussion of international family travel trends. As a destination host, we found that there was sufficient time in the program for the participants to experience the hotel partner's facilities as well as destination attractions and cuisine so they are able to cover the destination extensively in their social networks and subsequent articles. The information gleaned from participants in the program is newsworthy which provides additional coverage for the conference and destination."

- Richard Zarkin, Riviera Nayarit Convention & Visitors Bureau

Thanks to the TMS Family Travel Summit 2015 Sponsors who made this all possible.



TMS Family Travel, along with the following sponsors, is proud to present
 "Opportunities in International Family Travel & Reaching New Markets,"
 a family travel summit.



IBEROSTAR
HOTELS & RESORTS



VisitOrlando

KARISMA
HOTELS & RESORTS



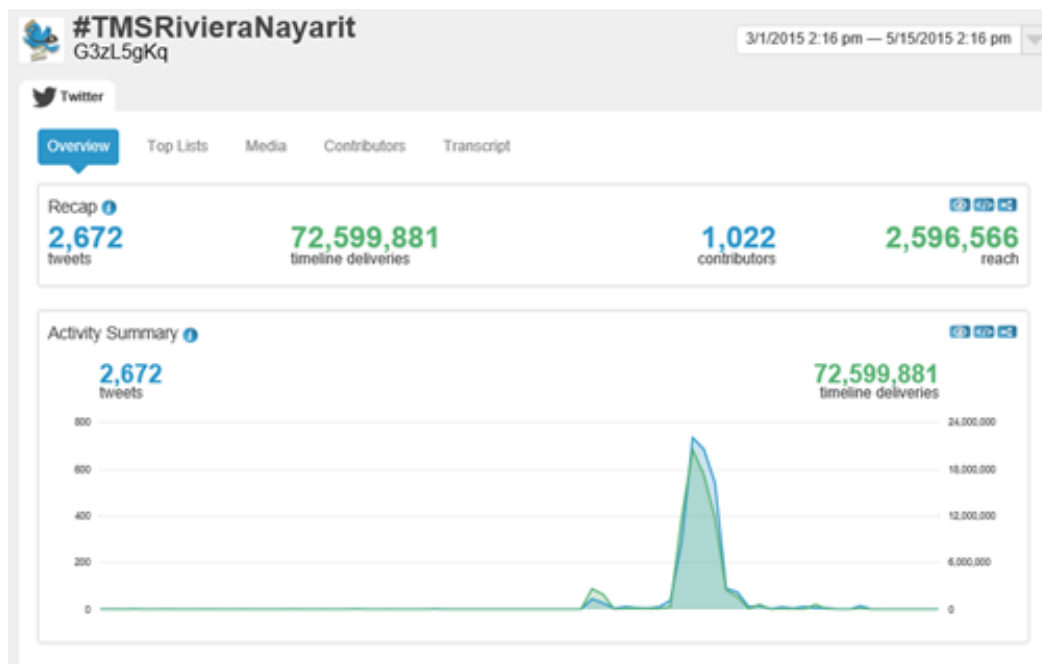
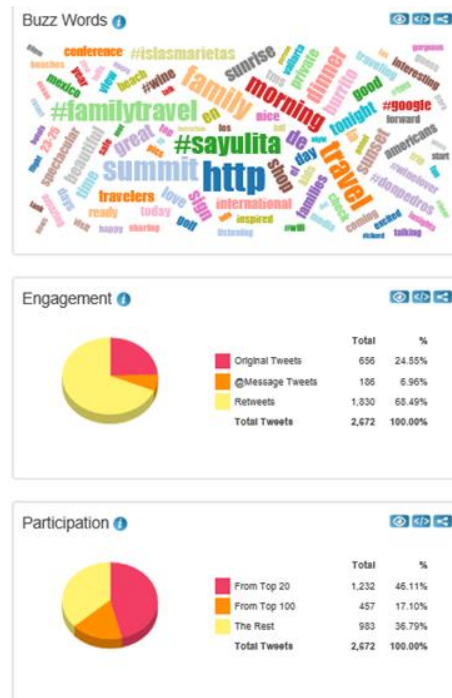
NAYARIT
Paraíso del Pacífico

trivago



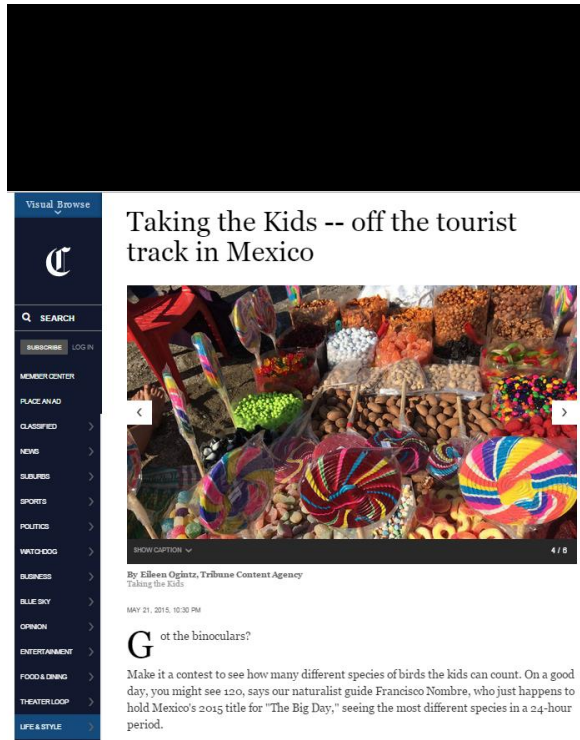
Metrics of Engagement for TMS Family Travel Summit 2015

During the period March 1-May 15, 2015, talk about #TMSRivieraNayarit reached 2.59 million people via social media, who in turn shared that message with 72.6 million followers.



Media and PR Coverage of TMS Family Travel Summit 2015

From April 1-June 1, 2015, the following outlets – reaching millions of consumers and travel trade -- have published conference findings, videos and reports on tours of Riviera Nayarit.



TMS Family Travel Summit Explores Opportunities in International Family Travel (Media Release distributed to 3,500 media in early April 2015) - <http://ow.ly/NWEd1>

Taking the Kids: Off The Tourist Track in Mexico, Chicago Tribune, Eileen Ogintz - <http://ow.ly/NWwRA>

Where to Go Off the Tourist Track in Mexico, Fox News by Eileen Ogintz - <http://ow.ly/NWg2g>

Trends Discussed at Travel Summit, Travel Weekly, by Felicity Long - <http://ow.ly/NWcOR>

Discovering Paradise Riviera Nayarit, Mama Noticias (en español) by Sandra Perez Ramirez - <http://ow.ly/NWdhQ>

San Blas is for the Birds and the Food, Family Travel Forum by Kyle McCarthy - <http://ow.ly/NWbku>

Puerto Vallarta Hotels & Resorts, Family Travel Forum - <http://ow.ly/NWdJM>

Riviera Nayarit Hotels & Resorts, Family Travel Forum - <http://ow.ly/NWe5V>

Kids Stay Free at Iberostar if Booked Now, Family Travel Forum - <http://ow.ly/NWdTg>

Media and PR Coverage of TMS Family Travel Summit 2015

FOX NEWS

2015 CHEVROLET SILVERADO 1500
2015 SILVERADO 1500
\$43,999 TOTAL ALLOWANCE
\$4,399 TOTAL ALLOWANCE
\$8,000 TOTAL VALUE

Where to go off the tourist track in Mexico

By Eileen Ogintz · Published May 22, 2015 · FoxNews.com

Drinking coconut water served up in the coconuts just picked from the nearby trees. (Eileen Ogintz)

Got the binoculars?

Save up to 20% on two or more nights!

BOOK NOW

More from Fox News

TRAVEL AGE WEST EXPLORE INSPIRE EDUCATE

Travel To Go From TAW

TravelAge West editors share stories from the road

Home Adventure Art Destinations + + + Hotels Travel Types + + + Archive

Been There, Do This: Las Islitas Beach in San Blas, Mexico

May 27, 2015

By: Chelsea Lowe

Mexico Culinary Been There / Do This

HAWAII
BIG ISLAND
Become a true Hawaiian Islands expert.
GET STARTED

Visit Orlando Attends TMS Family Travel Summit – “Tourism Orlando” Newsletter - <http://ow.ly/NWgBO>

Inside Scoop From TMS Family Travel Summit, Travel Age West by Chelsea Lowe – <http://ow.ly/NWicw>

La Tovara National Park Is for the Birds, Travel Age West by Chelsea Lowe - <http://ow.ly/NWIEs>

Been There, Do This: Las Islitas Beach in San Blas, Travel Age West by Chelsea Lowe - <http://ow.ly/NWNhj>

TMS Family Travel Summit (Video) by Kyle McCarthy- <https://www.youtube.com/watch?v=oB-9wo8zjtE>

Living La Vida Lujo at Matlali (V) by Kyle McCarthy - https://youtu.be/87NZ7_A12TE

1 Minute in Puerto Vallarta (V) by Kyle McCarthy - <https://www.youtube.com/watch?v=MSxoanocpVU>

Exploring San Blas, Mexico (V) by Kyle McCarthy - <https://www.youtube.com/watch?v=o18jLYzlxTA>

TRAVEL WEEKLY NEWS & FEATURES VOICES RESOURCES FIND A...

Trends discussed at travel summit

By Felicity Long / May 28, 2015

The kingdom of Arendelle from Disney's "Frozen" was based on sites in Norway. The company and the country have a branding partnership.

Family travel is one of the most sought-after segments in the industry, but just as children grow and change, so does this key market.

At the third annual Travel Media Showcase Family Travel Summit, held last month at the Iberostar Playa Mita Resort on Mexico's Riviera Nayarit, trend

Related Content

Travel Institute's new website to have millennials in mind

Focus on social media

TOURISM Matters

The official site of Visit Orlando

Featured Event

President & CEO's Message

Hot Topics session focuses on transportation updates

On April 24, Visit Orlando held a Hot Topics educational session, all University of Central Florida's Rosen College of Hospitality Management. Speakers included David Paris (4 Ultimate Florida), Caroline Gardner (SunRail), Stephen Alamo (The Point), Carol Henderson (All Aboard Florida) and Vicki Jaramila (Orlando International Airport). Each provided an update on what's being done to create a better travel experience in Orlando. Special thanks to the Orlando International Airport, the Corporate Ambassador sponsor for this event, and from left, John Roth (Visit Orlando), Vicki Jaramila, Carol Henderson, Caroline Gardner, Stephen Alamo and David Paris.

Visit Orlando Attends TMS Family Travel Summit

Visit Orlando's Communications team participated in the multi-day TMS Family Travel Summit in Riviera Nayarit, organized by award-winning travel writer Eileen Ogintz. The event brought together hand-picked tourism communications professionals with media to discuss trends, research and story ideas around family travel. Media attendees included Yahoo! Travel, ABC News, Los Angeles Times, Family Vacation Critic, Travel Weekly and Ben Pappas.

Conversations Online About the TMS Family Travel Summit 2015

LinkedIn Groups

iab. Popular discussions in: IAB Long Tail Alliance [View all discussions](#)

How Does Family Travel Power The Huge Growth in International Arrivals?

Kyle McCarthy
Family Traveler

Statistics all point to enormous potential for the tourism industry by building the next generation...

Travel Daily News
TMS Family Summit examines international travel trends
The 3rd annual TMS Summit convenes in Riviera Nayarit, Mexico to explore how to encourage international family travel and cultural exchange.

[View Discussion](#)

The **ViajesBaratos** Daily

HEADLINES PHOTOS LEISURE BUSINESS ENVIRONMENT SPORTS ADULT EDUCATION #TABLONDEARUNICOS #LOWCOST

Thursday, May 12, 2015 [Read current edition](#) [Archives](#)

La paella quiere tener su emoticono en WhatsApp
Shared by ABC Viajes

Visitar el Museo Guggenheim Bilbao
Shared by ViajesBaratos

Subscribe to updates
enter your email address [Subscribe](#)

ViajesBaratos
Viajes baratos, vuelos low cost y vacaciones económicas.

LEISURE

Venta billetes avión a milán-bérgamo, Vacaciones
ViajesBaratos.com - Venta de billetes de avión para avión desde Barcelona para hacer milán-bérgamo con trenes: billetes (300€/15 a las 11:35 vuelta 06/04/15 a las 13:45 precio actual que oscila entre 135€ y 235€ aprox...

Air Travel Forum: Easyjet luggage - TripAdvisor
tripadvisor.com - This post has been removed at the author's request. The author may request it be restored. Posts on the TripAdvisor Forums may be edited for a short period of time. Once the edit period has expired, no...

Spring Break Vacation Deals Busting Out All Over
Shared by Family Travel

Ofertas de tren valencia-madrid, vacaciones
Shared by ViajesBaratos

Virginia Beach is Great for Family Vacations
Shared by Family Travel

Kids Stay Free at Bonaville Resorts if Booked Now
Shared by Family Travel

TRAVEL WEEKLY
HOME BASED AGENT
June 8, 2015

JOIN A WINNING TEAM **70%-90% Commission**
Marketing Programs
Total Support

TRAVEL PLANNERS INTERNATIONAL
TravelPlannersInternational.co

TRAVEL WEEKLY Chats

Rock star onboard
Top-shelf crew members inspire loyalty from cruise passengers and travel agents alike and can greatly influence cruise line selection.

Trends discussed at travel summit
Family travel is one of the most sought-after segments in the industry, but just as children grow and change, so does this key market.

TW Chats on Twitter, June 10: Focus on Social Media
We'll be tweeting about how to use social media professionally, which platforms are best and why, best-practices and tips on creative posts, new favorite apps and more. Our next Chat: Wednesday, June 10, at 3 p.m. Eastern, Noon Pacific.

[READ MORE](#) [READ MORE](#)

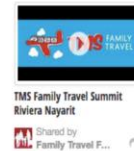
Family Hilton Hotel

at @HiltonHotels We daily check the best #rates, #promotions, #news and #

PHOTOS VIDEOS LEISURE TECHNOLOGY ART & ENTERTAINMENT

Saturday, May, 09, 2015 [Read current edition](#) [Archiv](#)

VIDEOS



Family Travel Forum
Shared publicly - 9:52 AM

The #tmsrivanayarit Summit was capped off by a great trip to #SanBlas w/ @RichardZarkin @tmsfamtrav

Exploring San Blas, Mexico

Popular discussions in: New York Travel Writers Association [View all discussions](#)

How Does Family Travel Power The Huge Growth in International Arrivals?

Kyle McCarthy
Family Traveler

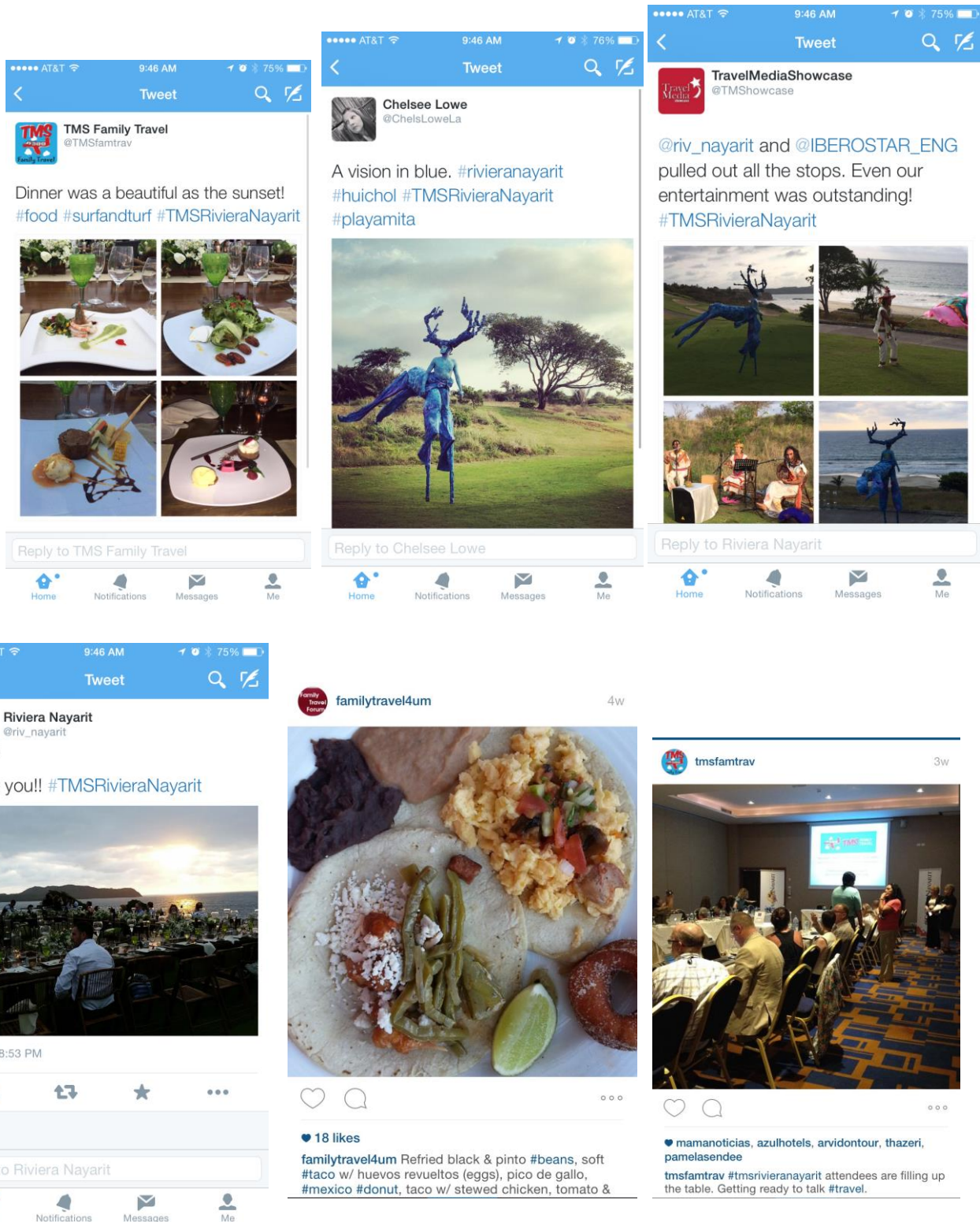
Statistics all point to enormous potential for the tourism industry by building the next generation...

[View Discussion](#)

A Sampler of Social Media for TMS Family Travel Summit 2015



A Sampler of Social Media for TMS Family Travel Summit 2015



A Sampler of Social Media for TMS Family Travel Summit 2015

**malloryontravel**
Marival Resort & Suites

4w



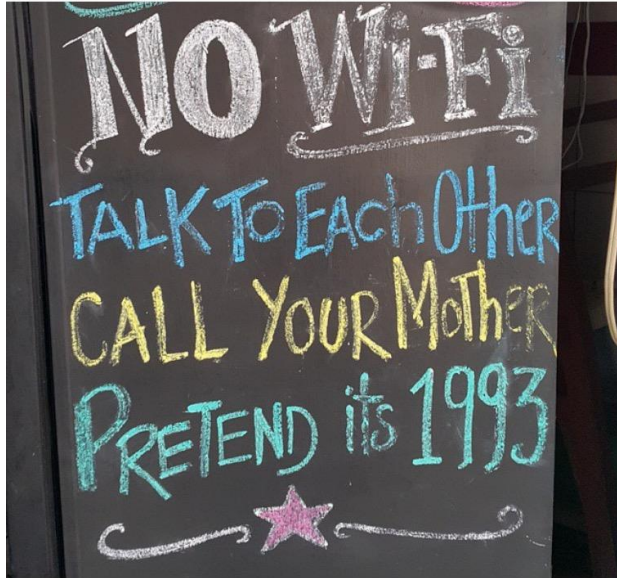
...

♥ 655 likes

malloryontravel This maybe the obligatory 'view from the room balcony pic #ttot but not all views are equal and this one from my #tmsrivieranayarit balcony is a pleasure to share. Can't wait to get out and start exploring the resort, although it might have to wait until after I've tried that very tempting pool

**mrscotteddy**
Sayulita Surf Beach

3w



...

♥ 1,115 likes

mrscotteddy Saw this sign at a burrito shop in #Sayulita #Mexico. #Travel #TMSRivieraNayarit #TheDigitalAge #WiFi #DigitalDetox #Beaches #BeachTown #Surfing

