

## Multi-generational holidays on the rise in 2023 – new study

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- 89% of Brits considering booking a getaway with at least three generations of their family this year, new study finds
- 7 in 10 want to create lasting memories with their families this year with more than a quarter (26%) wanting to make up for time lost due to the pandemic.
- Parents prioritise good value when booking a holiday with grandparents hoping for good weather and kids looking for activities

Multi-generational holidays are on the rise in 2023, with 89% of holidaymakers now considering booking a getaway with at least three generations of their family, according to a new study.

The research, commissioned by Visit Dubai and based on a survey of a thousand British adults, suggests families are increasingly looking for opportunities to spend quality time together with 70% expressing a desire to creating lasting memories while on holiday.

More than half (52%) said they looked forward to experiencing and discovering shared interests with their family, and just over a quarter (26%) said they wanted to make up for time they feel that they lost during the pandemic.

Two fifths (43%) of respondents said the most memorable moments of 'quality time' they had experienced were the ones they spent with their whole family while on holiday.

A similar proportion (42%) attributed this to the being away from home in a new environment, which allowed everyone to be more relaxed, helping to strengthen their relationships.

With multiple generations holidaying together, it's more important than even to tick all the right boxes when booking a getaway.

According to the survey, the top holiday priorities for parents are good value (61%) and good weather (60%), while grandparents put a high value on having a stress-free and relaxing experience (49%). The younger generation, unsurprisingly, just want to have fun, giving their vote to plenty of activities (68%) and entertainment (65%).

Visit Dubai CEO Issam Kazim said the trend towards multi-generational holidays made the city an ideal destination at any time of year:

"We pride ourselves on our vision to create exciting, engaging and innovative experiences for visitors of all ages, personal passions, backgrounds and travel aspirations. From family-friendly entertainment and visionary gastronomy, to authentic culture and world-leading hospitality, Dubai offers unforgettable experiences tailored to every individual and travelling party."

Actor Warwick Davies, who recently holidayed in the UAE with his family, added:

"As a family, we've always loved to travel. We used to take our holidays close to home, touring around the UK in our camper van, more recently we love to explore as much as we can, travelling farther afield. We all have different interests and love to try new experiences, Dubai offers everything we could dream of – from riding on a camel out into the desert in the morning to hitting the ski slopes in the afternoon".

"My philosophy to making the best of any holiday is not to make firm plans and to go with the flow."

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