



For Immediate Release

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## **Would you rather leave behind money, or savor memories of great travel adventures with your family?**

### **Growing interest in international family travel explored in depth by participants at the 2015 TMS Family Travel Summit in Riviera Nayarit, Mexico**

(June 16, 2015) - With families showing a growing interest in traveling abroad and international families interested in visiting the U.S., a group of writers, editors, social media influencers and executives from the travel industry discussed data on trends and proposed strategies to reach the new international family travel market. The setting was the annual [TMS Family Travel Summit](#) at the Iberostar Playa Mita resort in Riviera Nayarit, Mexico, April 23-25, 2015.

Participants at the Summit agreed that 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. The top three takeaways from the Summit (more takeaways are included in a comprehensive report prepared for Summit participants):

1. Leisure family travelers plan to travel more frequently 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.

Increasingly, Baby Boomers becoming grandparents say they want to explore the world with their children and grandchildren while they can, according to expert speaking at the

Summit. That includes growing numbers of families from outside the U.S. bringing their families here.

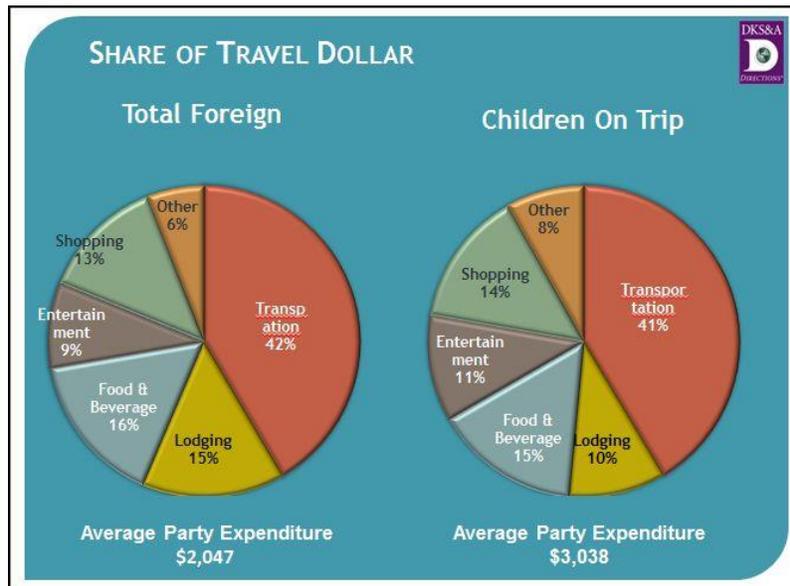
"Orlando, which boasts more than 62 million visitors a year, is actively trying to grow the number of international family visitors," said Denise Spiegel, Director of Global Publicity for Visit Orlando, at the TMS Family Travel Summit.



"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. Added Toby O' Rourke, Senior Vice President of Marketing at the world's largest camping association: "Some KOA campgrounds report that 50% of their guests are from outside the US."

Speakers from Google, Yahoo! Travel, ABCNews, Travel Weekly, Meredith, Mexico Tourism Board and others, as well as leading analysts from D.K. Shifflet and MMGYGlobal will present and discuss the latest research on the family travel market, with a sidebar on Mexico and family travel in the Hispanic market.

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.

The 3rd annual Summit was hosted by Eileen Ogintz of [Taking the Kids](#), Kyle McCarthy, editor of [Family Travel Forum](#), Joanne Vero, creator of [Travel Media Showcase](#) and the Riviera Nayarit Convention and Visitors Bureau arranged excursions for summit participants in the beautiful area on Mexico's southwest Pacific Coast.

"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," said Richard Zarkin of the Riviera Nayarit Convention & Visitors Bureau. "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,"

"IBEROSTAR Playa Mita, a five-star all-inclusive with an array of amenities for kids and adults alike, was the perfect location and strategic partner for the TMS Family Travel Summit," said John Long, Vice President of Sales and Marketing at IBEROSTAR Hotels & Resorts in North America. "Family travel is a core segment of IBEROSTAR's business, and we were pleased to be part of the industry discussions and look forward to building upon the valuable relationships created at this year's summit."

### About TMS Family Travel

In its 16th year, [Travel Media Showcase](#) produces the TMS Family Travel conference and brings together leading print and broadcast travel media with tourism representatives to showcase new regions and connect destinations with qualified leads. Travel Media Showcase is a division of J. Vero & Associates, a conference production and management firm based in New Jersey.

### About Family Travel Consulting

[Family Travel Consulting](#) is the collaboration of Eileen Ogintz of Taking the Kids, the nationally syndicated travel column with millions of readers; and Kyle McCarthy of Family Travel Forum, the vacation planning resource that's The Wall Street Journal's "Best for Grandparents" and a Forbes "Favorite." FTC provides strategy, marketing, digital and social know-how to travel and family products, and hosts the TMS Family Travel Conferences and Summits for media reaching the family vacation audience.

### About IBEROSTAR

IBEROSTAR Hotels & Resorts is a resort hotel chain based in Palma de Mallorca (Balearic Islands, Spain), founded by the Fluxà family in 1986. IBEROSTAR Hotels & Resorts is an integral part of GRUPO IBEROSTAR, one of the main Spanish tourist companies with over 80 years of experience, which currently has more than 100 hotels of 4 and 5 stars in 16 countries around the world.