

2023/24 Multigenerational Travel Report



Overview: an introduction to our multigenerational travel research

With multigenerational travel becoming ever more popular, we conducted this research to unlock insights into this fascinating travel trend. We assessed over 40 cities across 18 different metrics such as accessibility, activities like museums and cultural attractions, and sunny weather, and surveyed 3 age groups:

18-29 year olds, 30-50 year olds, and 51+ year olds. Each group had a sample size of 100 people each, all based in the US. We asked about their travel preferences to uncover which of the 18 metrics were most important for each age group.



Shared by our guest Nurys.



Shared by our guests Rivashni and Arvind.



Shared by our guest Tara.

Multigenerational travel is on the rise

Multigenerational travel is on the rise. More and more people in 2023 are searching the web for ideas on how to plan a holiday for the whole family.

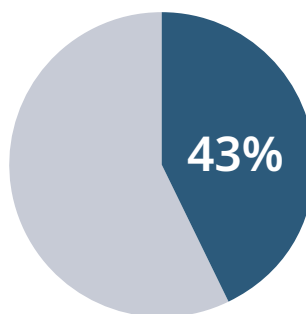
	2019	2023	% increase
Multigenerational vacation ideas	70	170	142.86%
Best vacations for multigenerational families	20	110	450.00%
Best places to travel with family	390	880	125.64%
Family vacation ideas	14,800	27,100	83.11%
Fun family trips	480	1000	108.33%

This is also backed by other research, which has found increases in [whole-family safari bookings](#) and [family travel across multiple generations](#).

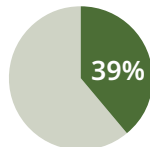
To give a full picture of this trend we conducted a customer poll. Here, respondents gave us more information about how they travel:

Travel with other age groups at least twice a year

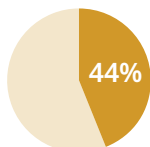
Across all ages



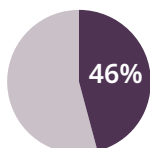
18-29



30-50

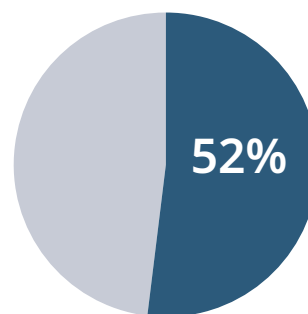


51+

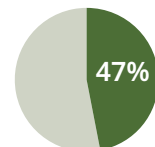


Travel with family

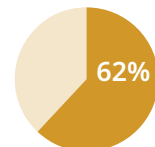
Across all ages



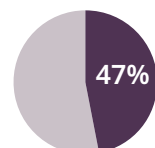
18-29



30-50

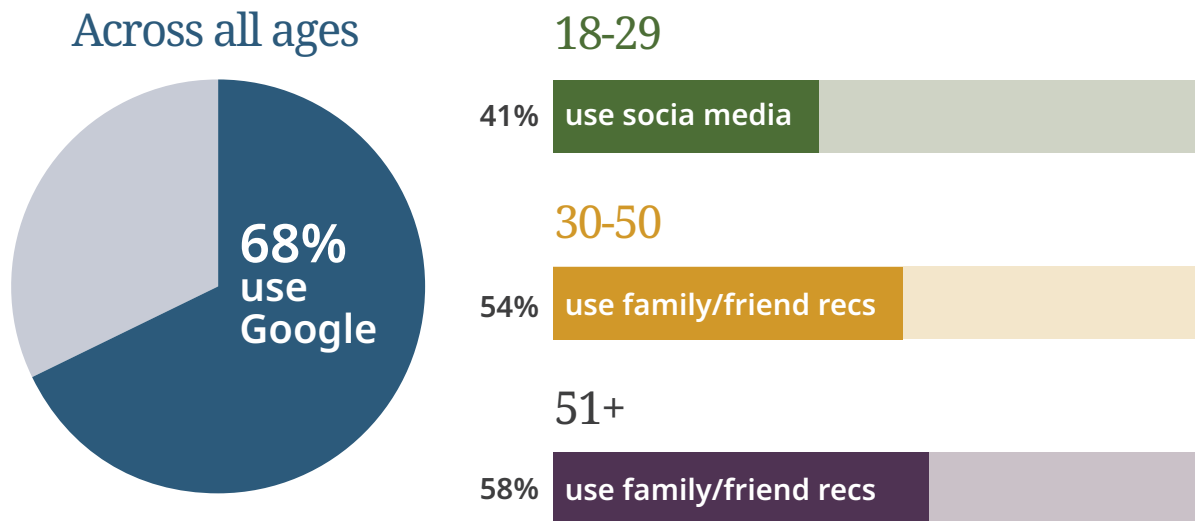


51+



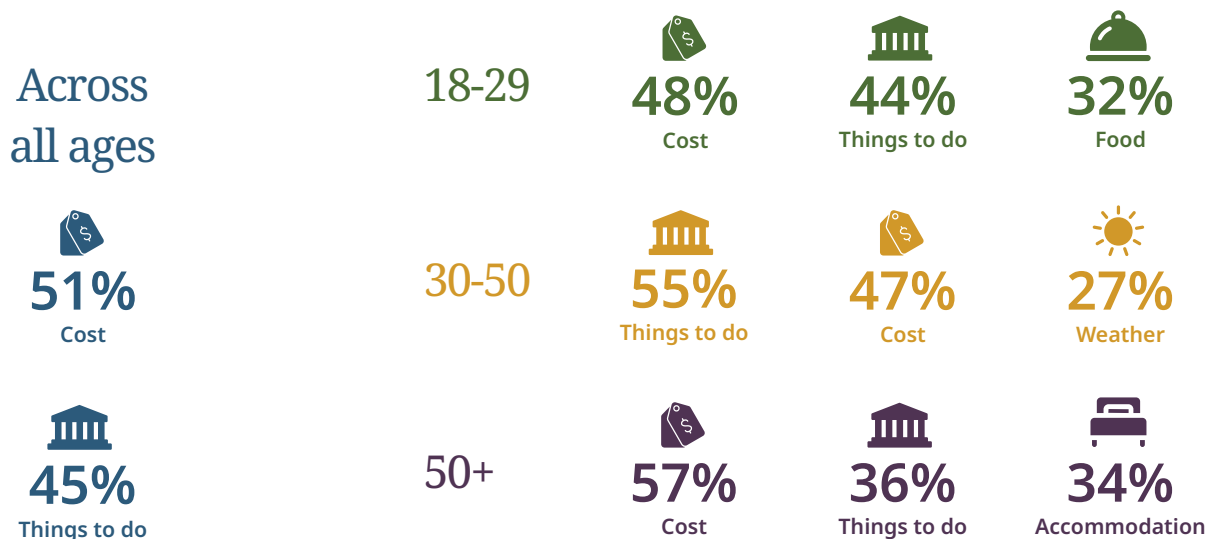
From Google to getaway: how different generations plan

When it comes to brainstorming for ideal trips, all ages agree that Google is the go-to planning tool. However, younger generations found social media platforms like TikTok and Instagram a source of inspiration too. And for the 30+, it's all about those word of mouth recommendations:



What different demographics to consider when booking a trip

All ages ranked Cost and Things to do as top factors they consider, but within individual age groups their third highest priority changed:



We asked: what's important when planning a family trip?

There were select factors that all age groups agreed were important. These were **choosing activities suited for all ages**, and **researching / selecting destinations everyone will enjoy**. Consider these when planning your multigenerational holiday.

18-29



50%

Research and select destinations everyone will enjoy

43%

Choose activities suited for all ages

43%

Schedule and budget ahead of time

30-50



62%

Include accommodations that meet everyone's needs

58%

Research and select destinations everyone will enjoy

51%

Choose activities suited for all ages

51+



66%

Get input from all group members

63%

Choose activities suited for all ages

61%

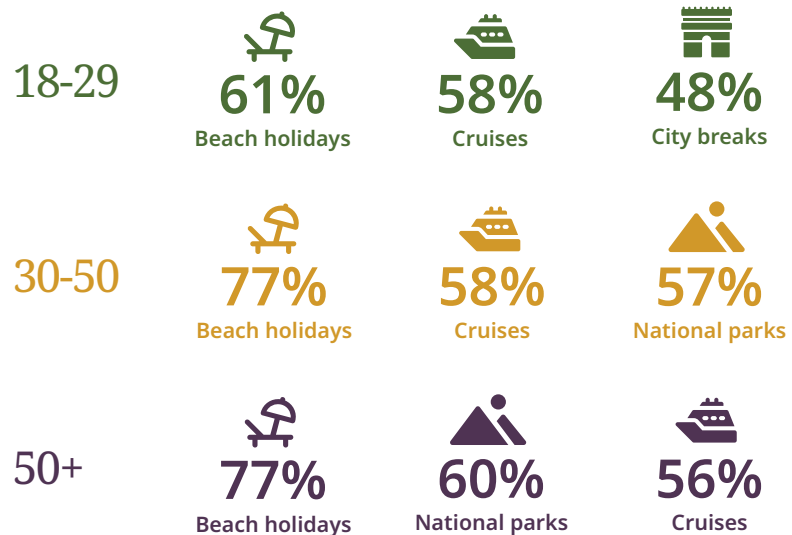
Research and select destinations everyone will enjoy

Best activities when on a multigen holiday

All ages agree that beach holidays are the best when travelling with a multigenerational group with slight variations between ages about other activities:

Across
all ages

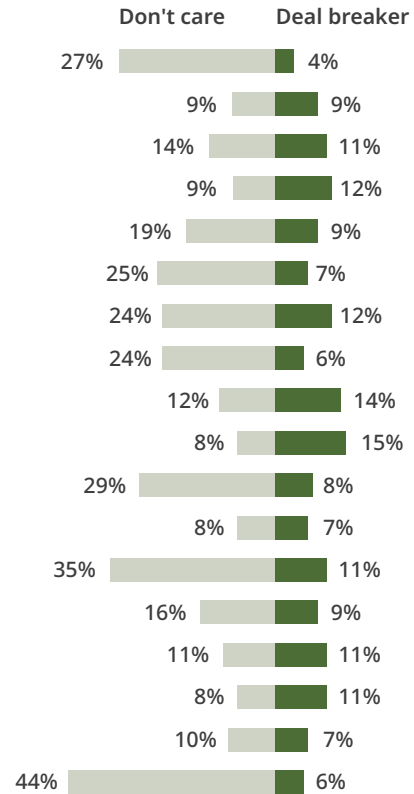
72%
Beach holidays



We asked: how important is it that your vacation destination features the following:

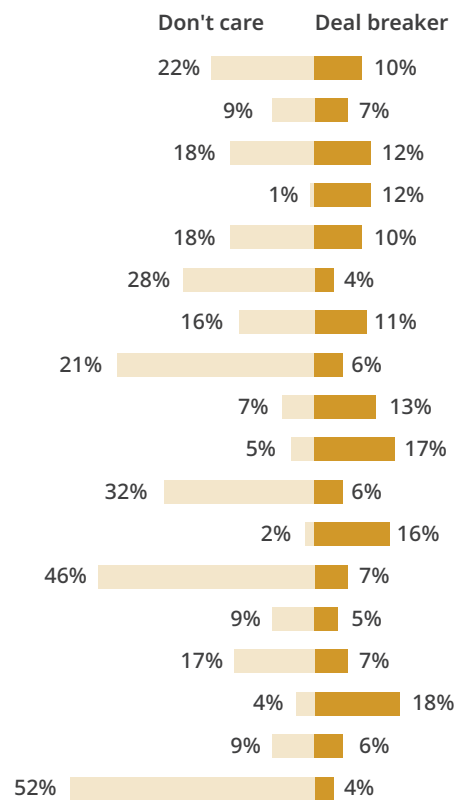
18-29

5-star / luxury hotels
Museums / cultural attractions
Accessible transport (e.g. step-free stations)
Locals speaking fluent English
Free city Wi-Fi
Michelin restaurants
Bars and pubs
Spa and wellness centres
Beach access
Parks and outdoor spaces
Nightclubs
Free attractions and activities
Lots of Instagram coverage
Busy tourist environment
Accessible infrastructure (e.g. step-free restaurants)
Sunny weather
Historic attractions (e.g. UNESCO World Heritage Sites)
Lots of TikTok coverage



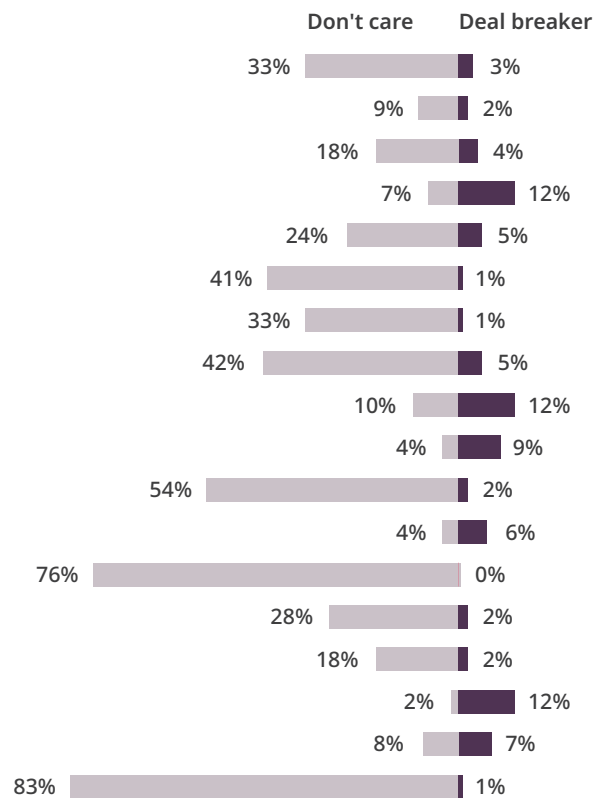
30-50

5-star / luxury hotels
Museums / cultural attractions
Accessible transport (e.g. step-free stations)
Locals speaking fluent English
Free city Wi-Fi
Michelin restaurants
Bars and pubs
Spa and wellness centres
Beach access
Parks and outdoor spaces
Nightclubs
Free attractions and activities
Lots of Instagram coverage
Busy tourist environment
Accessible infrastructure (e.g. step-free restaurants)
Sunny weather
Historic attractions (e.g. UNESCO World Heritage Sites)
Lots of TikTok coverage



50+

- 5-star / luxury hotels
- Museums / cultural attractions
- Accessible transport (e.g. step-free stations)
- Locals speaking fluent English
- Free city Wi-Fi
- Michelin restaurants
- Bars and pubs
- Spa and wellness centres
- Beach access
- Parks and outdoor spaces
- Nightclubs
- Free attractions and activities
- Lots of Instagram coverage
- Busy tourist environment
- Accessible infrastructure (e.g. step-free restaurants)
- Sunny weather
- Historic attractions (e.g. UNESCO World Heritage Sites)
- Lots of TikTok coverage



Holiday deal breaker highlights

18-29



Did you know accessibility is a top concern for 18-29s?

22%

say accessible infrastructure and travel would be a deal breaker!



A gourmet

7%

think Michelin restaurants are a deal breaker (highest among all other age groups)



18-29 year olds love a bit of hustle and bustle

9%

think having a busy environment is a must when on holiday (highest of all age groups)

30-50



A glam

10%

say 5-star hotels are a total deal breaker when on holiday! (highest among all ages)



10%

say not having free wifi in the destination they're visiting would be a deal breaker (highest among all ages)



30-50 year olds are sun-worshippers with

18%

saying no sun would be a deal breaker on holiday (highest among all ages)

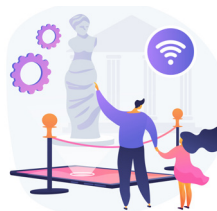
50+



Who said nightclubbing is only for the young? A hip

2%

say access to nightclubs is a top priority when on holiday!



7%

believe historic attractions are an absolute must when on holiday



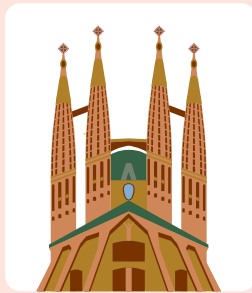
51+ influencers? A cool

1%

say that it's a deal breaker if the destination doesn't have a lot of TikTok coverage

Sun, beach & free activities: the secret ingredients to multigenerational travel

Barcelona



Rating **10.0/10**

Top factors

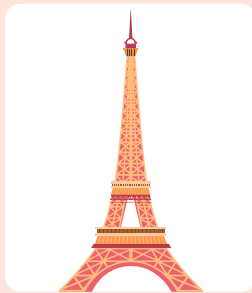
Number 1 for TikTok hashtags amongst all cities analysed (112,100,000,000 hashtags)

Number 1 city for proportion of nightclubs with a cool 0.58 nightclubs per km²

Number 1 for proportion of wine bars/pubs amongst all cities analysed with 2.44 wine bars/pubs per km²

It's official – Barcelona is the number-one city to visit for multigenerational families. Must-see attractions include Gaudí's Sagrada Família and Park Güell – and don't forget to share your #Barcelona highlights on TikTok with 112 billion others. If you want to hit the town, Barcelona topped the list for nightclubs (with 59, that's 0.58 nightclubs per km²), AND wine bars and pubs, with a whopping 2.44 bars per km².

Paris



Rating **9.9/10**

Top factors

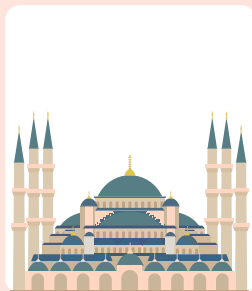
Number 1 for proportion of accessible infrastructure with 43.18 accessible restaurants per km²

Number 1 for proportion of spas (8.90 spas per km²)

Number 1 for proportion of museums with 3.48 museums per km²

The French capital is a close second, ranking number one for green spaces (1.64 parks per km²), spas (8.9 per km²) and museums (3.48 per km²). Don't miss the crème de la crème of Paris' museum scene, like the Louvre and Centre Pompidou. If you have a taste for the finer things, Paris also has the highest proportion of five-star hotels and Michelin restaurants (4.65 per km²) out of any other indexed city.

Istanbul



Rating **9.5/10**

Top factors

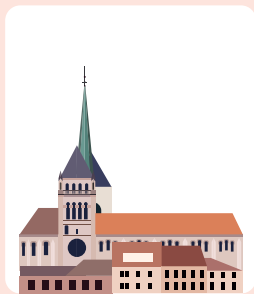
2nd highest proportion of TikTok hashtags (56,800,000,000 hashtags)

3rd highest proportion of Instagram hashtags (123,866,289 hashtags)

100% of metro stations in Istanbul are accessible

Get your camera ready for Insta-worthy Istanbul, one of the social media capitals of the world. The city has racked up a huge 56 billion hashtags on TikTok and 123 million on Instagram. This cultural melting pot is home to the UNESCO-listed Blue Mosque, Hagia Sophia and the bustling Grand Bazaar. Plus, every single metro station in Istanbul is accessible, so it's easy for everyone to get around the city.

Geneva



Rating **9.3/10**

Top factors

Number 1 for free activities, with 0.50 free museums per km²

2nd highest proportion of Michelin restaurants, with 3.08 Michelin restaurants per km²

Free city Wifi

If you're travelling on a budget, Geneva is the number one destination for free activities. With 0.5 free museums per km², there's plenty to do without spending a penny, including the Muséum d'Histoire Naturelle, Musée d'Art et d'Histoire and Ville de Genève. You can also stay connected with city-wide free wifi – perfect for sharing snaps of your fancy food (Geneva has the second-highest proportion of Michelin restaurants, 3.08 per km²).

Berlin



Rating **9.0/10**

Top factors

3rd highest proportion of TikTok hashtags (27,800,000,000 hashtags)

With **3 UNESCO sites**, it's one of the top cities in our list if you want to visit UNESCO sites

Number 9 for English proficiency in non-English speaking countries

Get your culture fix in Berlin! The German capital scores highly for UNESCO sites, with three areas in the city. Check out the historic Museum Island and the Berliner Dom, and don't forget to share your visit on social media – Berlin is the third-most TikToked city in our list, with over 27 billion tags for #Berlin. It's also made the top ten English-proficient cities on our list, so don't worry if you're not fluent in German.

Lima



Rating **8.8/10**

Top factors

4th highest proportion of TikTok hashtags (27,600,000,000 hashtags)

Free city Wifi

100% of metro stations in Lima are accessible

Peru's capital comes in strong at number six. Lima attracts over two million tourists every year with its rich history, vibrant districts, and flourishing food scene. The free city wifi makes it easy to share your Lima trip on TikTok (along with 27 billion other #lima videos), and despite being one of South America's largest cities, accessibility is a priority with 100% accessible metro stations.

Amsterdam



Rating **8.5/10**

Top factors

Number 1 for English proficiency in non-English speaking countries

Top attractions include the Van Gogh Museum and Anne Frank House

100% of metro stations in Amsterdam are accessible

Amsterdam is famous for its canals, clubs, and coffee shops, but did you know it's the number-one city for English proficiency in non-English speaking countries around the world? This makes it easy to order their famous *bitterballen* bar snacks and *stroopwafel* sweet treats. Amsterdam's metro stations are 100% accessible, so everyone can get to the city's top attractions like the Van Gogh Museum and Anne Frank House.

Venice

Rating **8.3/10**



Top factors

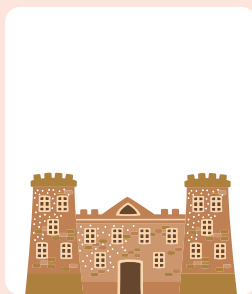
Number 1 tourist hotspot destination for number of visitors per year with a whopping 13,000,000 tourists visiting this 414km² city

Free city Wifi

Venice is the number-one tourist hotspot destination in the world, with a whopping 13 million visitors every year flocking to this 414km² coastal city. With its renowned canals, Gothic architecture and authentic Italian cuisine, it's no surprise Venice is a tourist favourite. Take a gondola ride along the Grand Canal, snap a selfie outside St. Mark's Basilica, and sample some tiramisu in the famous I Tre Mercanti bakery.

Dublin

Rating **8.0/10**



Top factors

3rd highest proportion of free activities with 0.23 free museums per km²

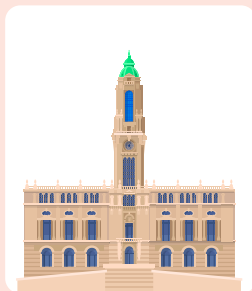
Free city Wifi

6th highest for proportion of parks with 0.29 parks per km²

If you like free stuff, Dublin is the city for you. It boasts the third-highest proportion of free activities (with 0.23 free museums per km²), plus free city wifi and an abundance of green space (it ranks sixth on our list for parks) like Phoenix Park, the largest enclosed park in Europe. Make sure you visit the Guinness Storehouse and the Irish Whiskey Museum to learn about (and sample!) the Emerald Isle's famous beverages.

Porto

Rating **7.8/10**



Top factors

Number 1 for proportion of beaches with 0.24 beaches per km²

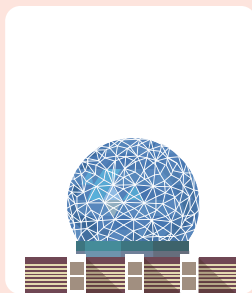
Number 4 for proportion of parks (0.41 per km²)

100% of metro stations in Porto are accessible

Want to hit the beach on your city break? Visit Porto! This Portuguese coastal gem tops the list for the highest proportion of sandy shores, with 0.24 beaches per km². It's not just beaches this city has in abundance – it's got an impressive park offering too, with 0.41 parks per km² (the fourth highest on our list). And with 100% accessible metro stations, everyone can explore the city's top sights, like Ribeira Square.

Vancouver

Rating **7.6/10**



Top factors

5th highest proportion of parks with 0.38 parks per km²

100% of metro stations in Vancouver are accessible

Coming in at number 11, nature lovers will love Vancouver. The city has a lot of green spaces to explore – 0.38 parks per km², to be precise. This includes the sprawling Stanley Park which covers over 1,000 acres and is home to lakes, beaches, botanical gardens, an aquarium, a golf course and much, much more. All metro stations in the city are accessible, so if getting around is a concern for you, Vancouver has your back.

Sydney



Rating **7.5/10**

Top factors

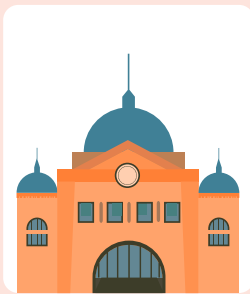
11th sunniest city, with 2,628 hours of sunshine a year

Top attractions include Sydney Harbour with the iconic Opera House

100% of metro stations in Sydney are accessible

If it's sunshine you're after, Sydney's the place. The Australian city is the 11th sunniest in our list, with 2,628 hours of sunshine a year. Top up your tan whilst strolling along Sydney Harbour to see the iconic Opera House, or face your fears on the SKYWALK for unrivalled views from the city's highest outdoor viewpoint. Getting around Sydney is a breeze, with 100% accessible metro stations throughout the city.

Melbourne



Rating **7.2/10**

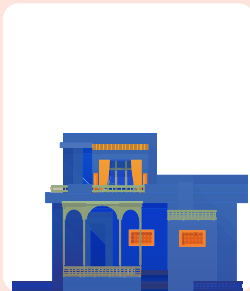
Top factors

Free city Wifi

100% of metro stations in Melbourne are accessible

The second Aussie city to make the top 20, Melbourne has plenty to please every generation. Travel around with ease with 100% accessible metro stations and keep loved ones up to date with your travels with free wifi across the city. If you need a break from the city, get back to nature and visit the Royal Botanic Gardens, which covers 38 hectares filled with more than 8,500 plant species.

Marrakesh



Rating **7.1/10**

Top factors

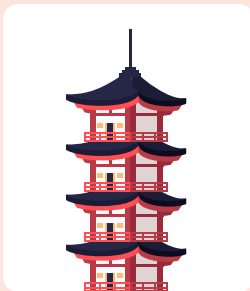
Number 3 tourist hotspot destination for number of visitors per year with a huge 12,000,000 tourists visiting this 230km² city

6th sunniest city, with 3,146 hours of sunshine a year

3rd highest for the number of five-star hotels, with 0.66 5-star hotels per km²

Marrakesh takes the bronze medal as a tourist hotspot destination, with a whopping 12 million visitors flocking to this 230km² city every year. It's also the sixth-sunniest destination on our list with 3,146 hours of sunshine a year, so you can soak up the sun whilst shopping in the souks and wandering the cobblestone streets of the Medina. If you like a little luxury, Marrakesh has the third most five-star hotels on our list.

Tokyo



Rating **7.0/10**

Top factors

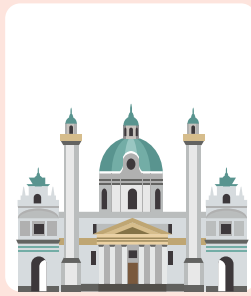
2nd highest proportion of wine bars/pubs, with a thirst-quenching 2.20 bars per km²

7th highest for proportion of parks with 0.25 parks per km²

6th highest for number of Instagram hashtags (63,200,000 hashtags #tokyo)

You won't go thirsty in Tokyo! The most-populated city in the world is home to the second-highest proportion of watering holes, with 2.2 bars and pubs per km² to quench your thirst. Japan's capital also ranks highly for green spaces with 0.25 parks per km². If you're looking for an Instagrammable city, Tokyo ranks sixth with 63 million hashtags – don't forget to tag your snaps of the Sensō-ji Temple and Ueno Park with #Tokyo.

Vienna



Rating **6.9/10**

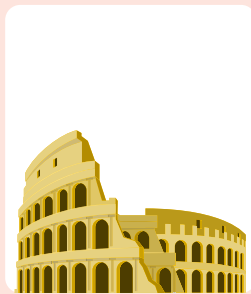
Top factors

Free city wifi

Number 5 for English proficiency in non-English speaking countries

Austria's capital has made it into the top 20, and with picture-perfect buildings, mouth-watering cuisine and culture aplenty, it's no surprise why. Must-see sights include the Upper Belvedere Palace and the MuseumsQuartier – and you can stay connected during your trip with free city wifi. English speakers can get by in Vienna without knowing the native tongue (German), as the city ranks fifth for English proficiency.

Rome



Rating **6.8/10**

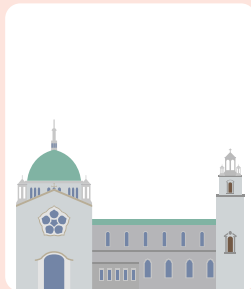
Top factors

2nd highest amount of Unesco sites out of the cities in our research, with 3 sites

Free city wifi

If you're a history buff, Rome is the place to go. It ranks second for the number of UNESCO sites with four protected areas, including the whole historic district (home to the Colosseum, Roman Forums and the Trevi Fountain). Upload your Roman snaps on the go with free city-wide wifi. You can even visit another country without leaving Rome – the Vatican City, home to St. Peter's Basilica and the world-renowned Sistine Chapel.

Galway



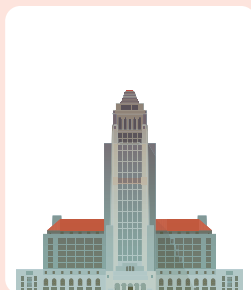
Rating **6.6/10**

Top factors

Number 2 tourist hotspot destination with 1,000,000 tourists per year visiting this 54km² city

The second Irish city to make our top 20, Galway is an ideal getaway with heaps of traditional eateries, pubs, and Irish folk music. This harbour city came in second place as a tourist hotspot destination, attracting 1 million visitors a year to its 52 km² city. For the best views, take a stroll along the cliffs or a boat ride out of the harbour to the Aran Islands for dramatic views of the Irish coastline.

LA



Rating **6.5/10**

Top factors

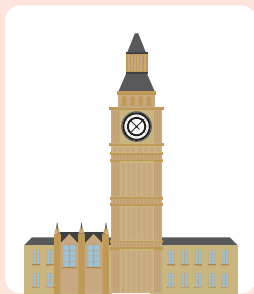
3rd sunniest city, with 3,246 hours of sunshine a year

100% of metro stations in LA are accessible

Coming in hot at number 19, LA is the third-sunniest city on our list with 3,246 hours of sunshine every year – that's almost nine hours a day! Soak up the Californian sun on the famous Venice Beach or mingle with the stars on Hollywood Boulevard. La-La Land boasts 100% accessible metro stations, so you can travel from Universal City to Santa Monica with ease.

London

Rating **6.2/10**



Top factors

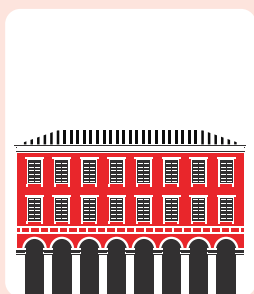
Number 1 city for number of Instagram hashtags with 158,310,913 hashtags

3rd highest proportion of nightclubs with 0.32 nightclubs per km²

London is officially the most Instagrammable city in our list, coming number one for Instagram hashtags with a whopping 158 million. So, don't forget to add your #London when sharing your snaps of iconic London landmarks like Big Ben, Buckingham Palace and the Shard. If you like to party, London has you covered – it has the third-highest proportion of nightclubs on our list with an impressive 0.32 per km².

Nice

Rating **6.1/10**



Top factors

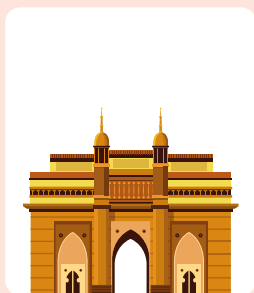
3rd highest for number of Michelin restaurants with 1.43 Michelin restaurants per km²

Number 2 for beaches, with 0.18 beaches per km²

Planning your next foodie trip? Nice is a top destination for fine cuisine, with an impressive 1.43 Michelin restaurants per km². This French city also ranked second for beaches with 0.18 per km², so you can hit the sand before strolling along Promenade des Anglais with a gelato to cool off. For the best views, head to Castle Hill to watch an unforgettable sunset over the Old Town and the Mediterranean Sea.

Mumbai

Rating **5.9/10**



Top factors

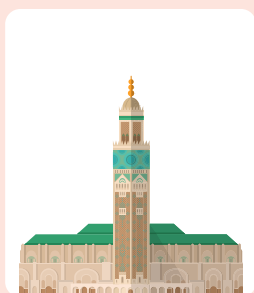
Three UNESCO World Heritage Sites in the city

100% of metro stations in Mumbai are accessible

Mumbai is a treasure trove of cultural landmarks with three UNESCO World Heritage Sites in the city. Don't miss Chhatrapati Shivaji Terminus, one of the grandest train stations in the world, or the Elephanta Caves, just a short boat ride from the iconic Gateway of India. Every one of Mumbai's metro stations is accessible, so you can get from A to B easily. For a break from the city, visit the vast Sanjay Gandhi National Park.

Casablanca

Rating **5.8/10**



Top factors

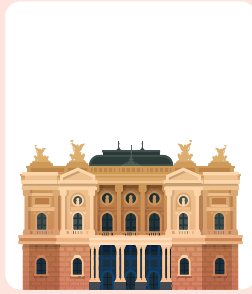
7th sunniest city, with 3,119 hours of sunshine a year

Blend of city life with beach vibes

As the seventh-sunniest city on our list, Casablanca is a top destination for a dose of vitamin D. The Moroccan city receives a staggering 3,119 hours of sunshine a year, so you can explore the Old Medina in almost guaranteed sunshine. Coastal Casablanca offers a heady blend of city life with beach vibes. Be sure to take a sunny stroll along the Corniche and stop to enjoy a traditional mint tea with seaside views.

Zurich

Rating **5.6/10**



Top factors

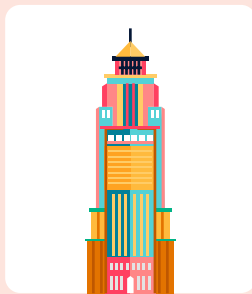
5th highest for proportion of Michelin star restaurants with 0.85 Michelin restaurants per km²

Number 7 for English proficiency in non-English speaking countries

If fine dining is your thing, Zurich is a top pick for you. Switzerland's largest city is home to the fifth-highest proportion of Michelin restaurants, with 0.85 per km². And if you're not fluent in German, don't worry – Zurich is joint seventh with Lisbon for English proficiency. You'll have no trouble asking directions for the iconic Grossmünster or Bahnhofstrasse for a spot of retail therapy.

São Paulo

Rating **5.4/10**



Top factors

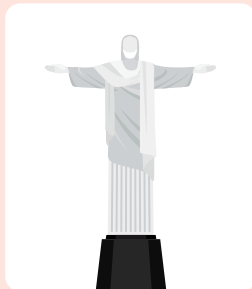
8th highest for number of Instagram hashtags with 42,600,000 #saopaulo hashtags

Free city Wifi

São Paulo has bagged a spot in the top ten most photogenic cities in the world. It ranks eighth on our list for the most Instagram hashtags, with a cool 42 million tags for #SaoPaulo. With free wifi across the city, you can upload your photos of Ibirapuera Park, Sé Cathedral and the Insta-famous Batman Alley as you go. If museums are your jam, São Paulo has plenty. Don't miss the Museu de Arte and the Museu do Futebol!

Rio de Janeiro

Rating **5.2/10**



Top factors

2nd highest for the number of UNESCO sites in the city

100% of metro stations in Rio de Janeiro are accessible

Brazil's capital is officially a culture hub, coming joint-second for the highest number of UNESCO sites in the city (tied with Rome – no mean feat). Rio de Janeiro is home to four UNESCO World Heritage Sites, including Tijuca National Park and Valongo Wharf Archaeological Site. With 100% accessible metro stations, getting to must-see locations in Rio like Copacabana, Lapa, and Jornal do Comércio Square is a breeze.

NYC

Rating **5.0/10**



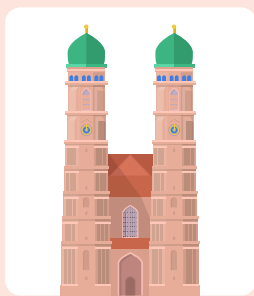
Top factors

Number 8 tourist hotspot destination with 66,600,000 tourists visiting this 784km² city annually

Free city Wifi

No list of top cities would be complete without New York. The Big Apple makes it into the top 30 as a tourist hotspot destination, attracting more than 66 million tourists (yes, really!) to this 784km² city every year. Navigating this vast metropolis is made easier with free city wifi, so you can check directions to New York bucket-list destinations like Times Square, Central Park, and the Statue of Liberty.

Munich



Rating **4.8/10**

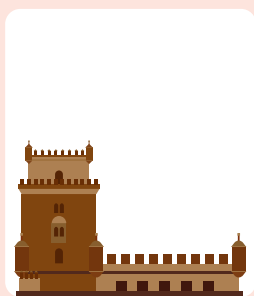
Top factors

Number 3 for English proficiency in non-English speaking countries

100% of metro stations in Munich are accessible

Another German city adept in English, Munich takes third place for English proficiency. The city's most famed park is even called the English Garden (or Englischer Garten) due to its 18th-century English-inspired layout. Getting around Munich is easy with 100% accessible metro stations, so you can visit the city's top attractions stress-free. Don't miss the imposing Residenz or Munich's heart, Marienplatz square.

Lisbon



Rating **4.6/10**

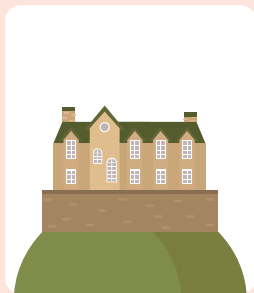
Top factors

Number 7 for English proficiency in non-English speaking countries

Number 4 for proportion of museums with 1.46 museums per km²

Museum buffs will love Lisbon. Portugal's coastal capital ranks fourth for the proportion of museums, with a staggering 1.46 per km². Must-visit museums include the Museu de Lisboa, the Fundação Arpad Szenes, and the Museu do Chiado. There's even a museum dedicated to puppets (the Museu da Marioneta), with more than 800 on display! Don't worry about a language barrier in Lisbon, the city ranks joint-seventh (with Zurich) for English proficiency.

Edinburgh



Rating **4.5/10**

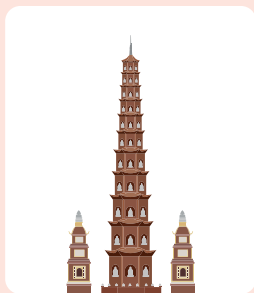
Top factors

7th highest for free activities, with 0.11 free museums per km²

Free city Wifi

The first Scottish city to make the list, Edinburgh earned its place at number 30 with oodles of free things to do. Scotland's capital is seventh for free activities, with 0.11 free museums per km². Get your fill of Scottish heritage with free museums like the Scottish National Galleries and the National Museum of Scotland. And if that wasn't enough free stuff, there's also city-wide wifi which is – you guessed it – free.

Hanoi



Rating **4.3/10**

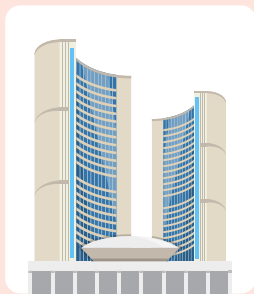
Top factors

Top attractions include Hanoi's Old Quarter, the Bach Ma Temple, the famous Tube Houses, and the traditional Heritage House

100% of metro stations in Hanoi are accessible

Vietnam's capital is big on accessibility, with 100% accessible metro stations across the city. Wander through 2,000 years of history in Hanoi's Old Quarter, and make sure you sample some of the best authentic Vietnamese dishes here like phở and bánh mì. It's also home to some of Hanoi's top attractions, like the Bach Ma Temple, the famous Tube Houses, and the traditional Heritage House – the most wanderlust-inducing spots in the city.

Toronto



Rating **4.2/10**

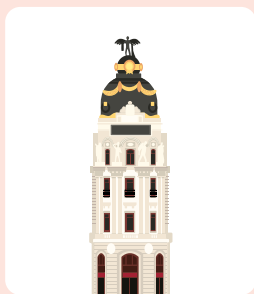
Top factors

Top attractions include Toronto Island Park, St. Lawrence Market, Casa Loma and the CN Tower

100% of metro stations in Toronto are accessible

Toronto joins fellow Canadian metropolis Vancouver as a city with 100% accessible metro stations. This makes it easy to travel to some of the city's must-see spots, like Toronto Island Park, St. Lawrence Market, and the imposing Casa Loma. Of course, no visit to Toronto is complete without a trip up the CN Tower. The jewel of the city's skyline, this tower boasts the highest observation deck in the Western Hemisphere.

Madrid



Rating **4.1/10**

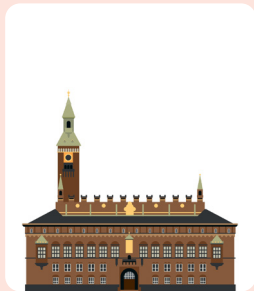
Top factors

5th sunniest city, with 2,769 hours of sunshine a year

Free city Wifi

The Spanish capital has earned its sunshine credentials with 2,769 hours of sun a year, making it the fifth-sunniest city on our list. Bask in the sun as you find some vintage bargains at the Rastro market, take in the city from above at Circulo de Bellas Artes, and enjoy some chocolate-drizzled churros in El Retiro Park. With free wifi across the city, you can stay connected during your Madrid break.

Salzburg



Rating **4.0/10**

Top factors

Number 4 for English proficiency in non-English speaking countries

Top attractions include Salzburger Altstadt, with plenty of boutiques, eateries and Mozart landmarks

Don't let the lingo deter you from a trip to Salzburg. The Austrian city claims fourth place for English proficiency. This means you'll have no trouble ordering your schnitzel, strudel or sweet Mozart balls in local cafés. Salzburger Altstadt is the city's cultural hub, with plenty of boutiques, eateries and Mozart landmarks, of course. It's a UNESCO World Heritage Site for a reason!

Rotterdam



Rating **3.9/10**

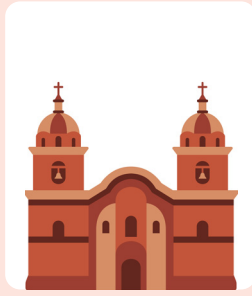
Top factors

Number 2 for English proficiency in non-English speaking countries

If your Dutch isn't up to scratch, fear not – Rotterdam is the second-most English-proficient city in our list. You'll have no trouble ordering food or buying souvenirs at the 100+ stores in the famous Markthal. For the best views in the city, venture up the Euromast Tower. Enjoy a truly high tea in the restaurant, get your heart pumping on the glass floor, or abseil down the 185m tower for a real adrenaline hit!

Cuzco

Rating **3.7/10**



Top factors

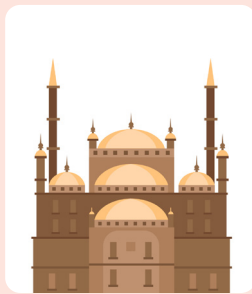
5th most popular tourist hotspot, with 3 million visitors per year

3 UNESCO World Heritage sites including Santo Domingo church, the Plaza de Armas, and Machu Picchu

Cuzco claims fifth place as a tourist hotspot city. The 385km² city attracts a cool three million tourists every year with sights like the Sacsayhuaman ruins and Cuzco Cathedral – not to mention the world-famous Inca Trail. This Peruvian city is also home to three UNESCO World Heritage sites, so if it's culture you're after, Cuzco is the place. Don't miss Santo Domingo church, the Plaza de Armas, and of course, Machu Picchu.

Cairo

Rating **3.5/10**



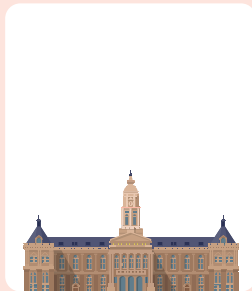
Top factors

1st sunniest city, with 3,451 hours of sunshine a year

Pack your sunglasses and sunscreen for a trip to Cairo, which is officially the sunniest city in our list. The Egyptian capital has a sweltering 3,451 hours of sunshine a year – that's over nine hours a day on average. Escape the heat in the Museum of Egyptian Antiquities, which houses the largest collection of ancient Egyptian artefacts, or find some shade as you shop for souvenirs in the Khan Al-Khalili bazaar.

Cape Town

Rating **3.4/10**



Top factors

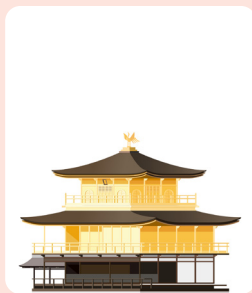
14th sunniest city, with 2,500 hours of sunshine a year

Top attractions include hiking up Table Mountain and Robben Island Museum

Another sun-kissed city, Cape Town enjoys 2,500 hours of sunshine a year (joint 14th with Rome). Catch some rays as you hike up Table Mountain which dominates the city's skyline (or take the aerial cableway for a more leisurely ascent). History fans can't miss Robben Island Museum, a UNESCO World Heritage Site with a rich 500-year history. The former prison is best known as the place where Nelson Mandela was incarcerated.

Kyoto

Rating **3.1/10**



Top factors

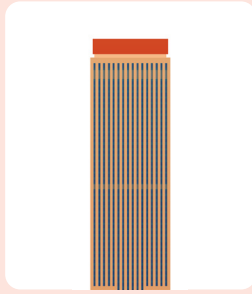
Top attractions include Kinkakuji Temple, Fushimi Inari-taisha Shrine and Arashiyama Bamboo Grove

100% of metro stations in Kyoto are accessible

The second Japanese city to make our list, Kyoto is a great place to visit for those with restricted mobility. Every single metro station in Kyoto is accessible, so you can explore the city with ease. The former Japanese capital is packed with must-see temples, including Kinkakuji Temple and the iconic Fushimi Inari-taisha Shrine. For an other-worldly experience, add Arashiyama Bamboo Grove to your Kyoto itinerary.

Johannesburg

Rating **2.9/10**



Top factors

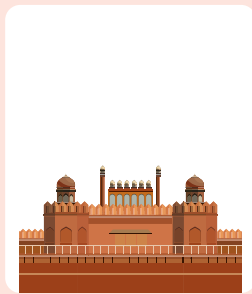
4th sunniest city, with 3,182 hours of sunshine a year

Free city Wifi

South Africa's biggest city receives 3,182 hours of sunshine a year, making it the fourth-sunniest city in our list. If you need a break from the sun, pop into one of Johannesburg's many museums. Top picks include the Apartheid Museum, Constitution Hill and Gold Reef City Mine. If you're an adrenaline junkie, you can bungee jump from the Soweto Towers, a mere 33 storeys tall! Why not livestream it on the free city wifi?

New Delhi

Rating **2.8/10**



Top factors

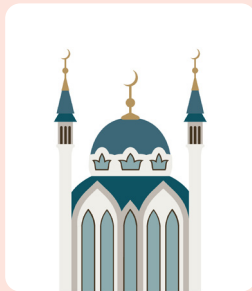
Number 1 for UNESCO World Heritage Sites, with five sites in total

Free city Wifi

If you're a culture vulture, New Delhi is the place to go. It's the number-one city on our list for UNESCO World Heritage Sites, with an unrivalled five sites in total. Unmissable UNESCO sites in the city include Humayun's Tomb, an architectural marvel from the 16th century, and the majestic Red Fort, one of the city's top tourist attractions. Share your New Delhi adventures on the go via the city-wide free wifi.

Ankara

Rating **2.7/10**



Top factors

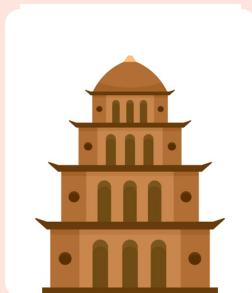
2nd sunniest city, with 3,376 hours of sunshine a year

Top attractions include Anıtkabir Museum and Ankara Castle

The second Turkish city to make the list, Ankara's best asset is its weather. The city enjoys 3,376 hours of sunshine a year, making it the second-sunniest city in our list. Why not enjoy the sun in Ankara's Gençlik Park? If it's culture you seek, Ankara won't disappoint. You can't miss the sprawling Anıtkabir Museum or Ankara Castle for some history, or the citadel neighbourhood for a blast from the past.

Ho Chi Minh City

Rating **2.5/10**



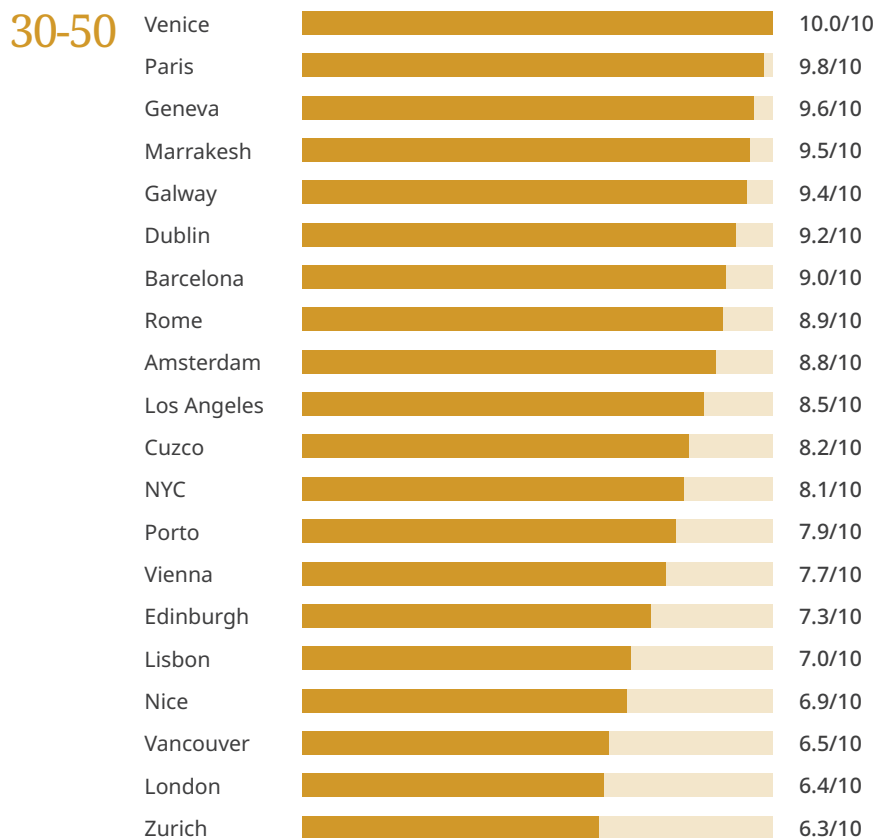
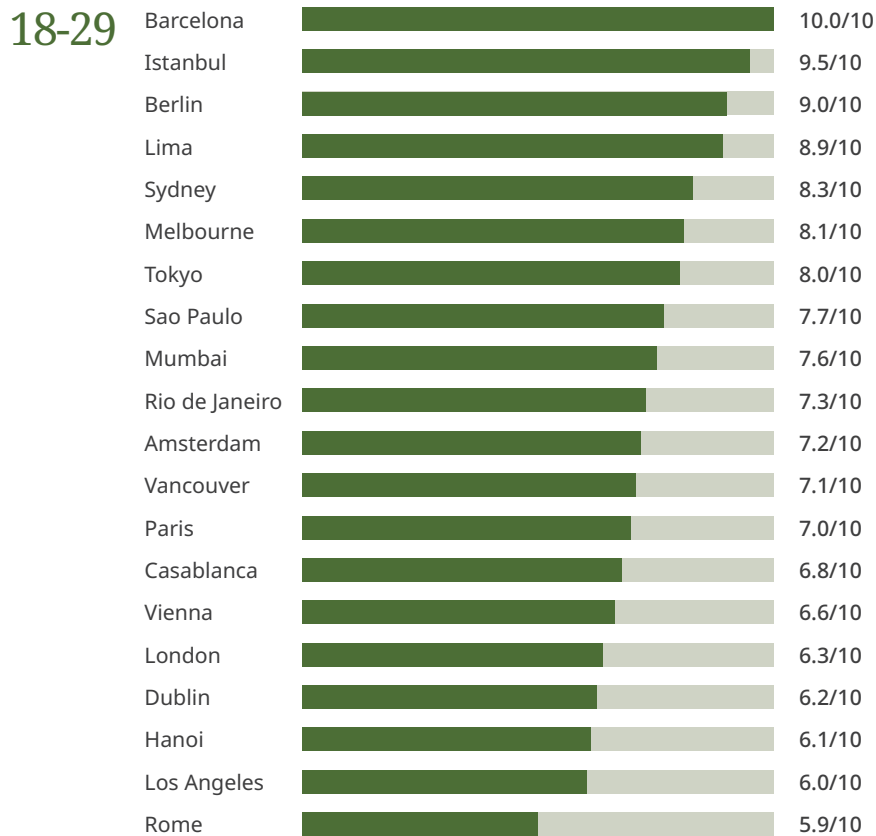
Top factors

5th sunniest city, with 3,176 hours of sunshine a year

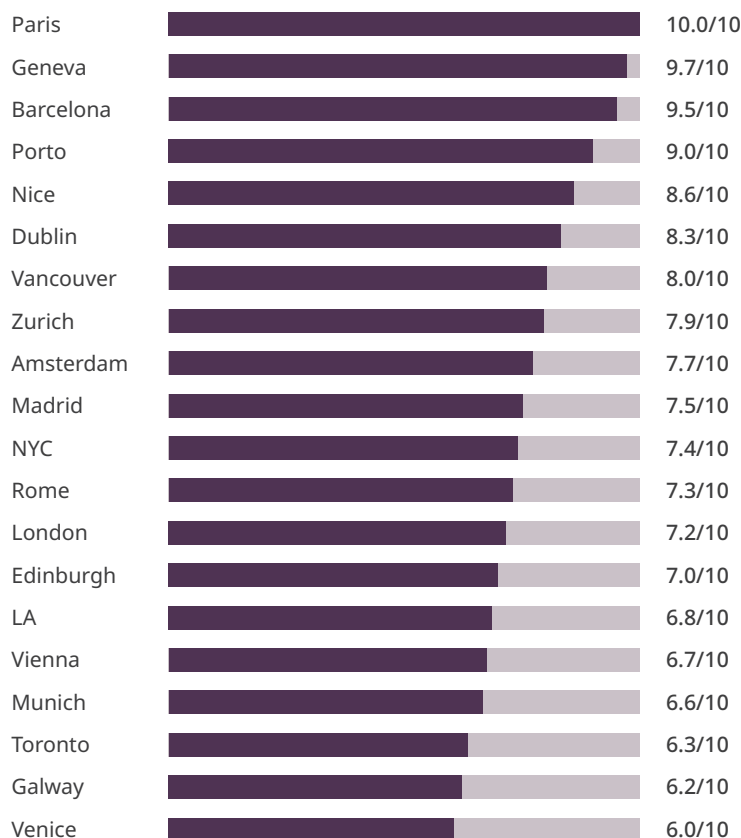
Top attractions include Notre Dame Cathedral, the Saigon Opera House, the Bitexco Tower, and the Central Post Office

Don't forget your sunhat when you visit Ho Chi Minh, the fifth sunniest city in our list. Sun-seekers flock to Vietnam's most populous city to bask in the 3,176 hours of sunshine a year. Whatever the weather, you can't leave Ho Chi Minh without seeing landmarks like the Notre Dame Cathedral, the Saigon Opera House, the Bitexco Tower, and the Central Post Office (the grandest post office you'll see, guaranteed).

Top cities list



51+



Key differences

With great nightclubs, social media popularity and plenty of sun, Barcelona came in first for the youngest demographic. It also ranked high for the other groups, due to its beaches, sun and accessibility. Paris and Geneva made the top three for both 30-50 and 51+ age groups, but ranked low for the youngest, who didn't care as much about the number of 5-star hotels. Marrakesh was

a bit of an outlier, ranking 4th for 30-50 year olds, but not even making the top 20 for the other demographics. For 30-50 year olds, the common theme that made cities like Paris, Dublin, and Barcelona popular was the number of wine bars / pubs, while for 51+ year olds it was the accessibility of places like Porto and Vancouver that got them into the top 10.



Shared by our guest Yaquelin.



Shared by our guest Teresa.

How we cracked the code for multigenerational travel

To find the best places for a multigenerational holiday, we looked at over 40 cities that Trafalgar travels to and used 18 different metrics validated by a poll survey across three age brackets (18-29, 30-50, 51+).

Here's a breakdown of the metrics we analysed:



Number of
beaches



Number of wine
bars/pubs



Number of tiktok
hashtags



Michelin-star
restaurants



Number of
UNESCO sites



Number of parks



Number of spas



Number of
nightclubs



Number of
museums



Level of english
proficiency



Free city wi-fi



Number of
instagram hashtags



Number of sunny
hours per year



5-star hotels



Number of free
attractions



Number of
tourists per year



Accessible
transport



Accessible
restaurants

We totalled these metrics to create a final multigenerational index score out of 10. In making our top 20 city rankings, we also found unique insights into what metrics were most important for each age group.

18-29

year olds (unsurprisingly) cared more than other groups about how much a location featured on TikTok and Instagram. A good selection of nightclubs was also a decisive factor. Interestingly, this age group rated transport accessibility as a top consideration, preferring cities with step-free stations and easy navigation. But it's not all parties and social media, 18-29 year olds also ranked museums and cultural attractions as important factors when picking their ideal holiday destination.



30-50

year olds valued spending quality time outdoors hiking or walking in parks, ranking destinations with plenty of green spaces high on their list. And what better way to wind down than by visiting a spa or wellness centre? Comfort, relaxation, and self-care is where it's at for this age group - which explains why they also rated 5-star hotels and nice wine bars and pubs as top considerations when travelling.



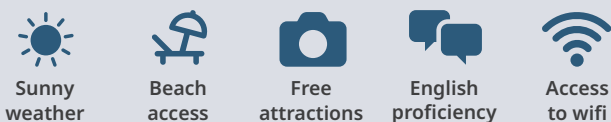
51+

When it comes to 51+ year olds, it's all about top historical attractions and quality activities. That's why they rate destinations with plenty of UNESCO World Heritage sites high. Add in Michelin restaurants, and make them preferably step-free accessible, and you've got a winning destination.

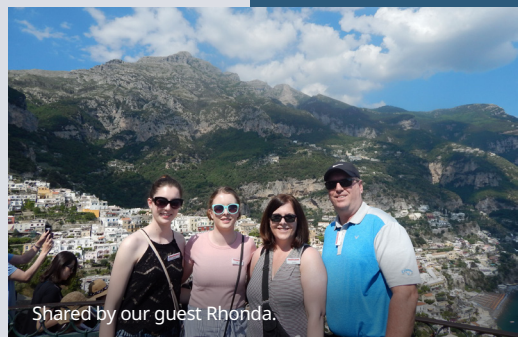


Multigenerational

Though each age group had their own interests, there were plenty of metrics that every demographic valued. These were:



Think about these shared values when booking your multigenerational holiday, as they'll make everybody happy!



Key takeaways

Multigenerational travel is on the rise

- Search demand for multigenerational and family travel has skyrocketed.
- More people are booking trips with the whole family.
- The majority of all age groups travel with other generations at least twice a year, mostly with family.

From Google to getaway: here's how different generations plan

- Google is the most used travel planning tool. Social media is also important to the youngest demographic, while word of mouth recommendations are key for older age groups.
- All age groups consider Cost and Things to do as the most important factors when booking a trip.
- All age groups view researching and selecting destinations everyone will enjoy and choosing activities suited for all ages as important when booking a multigenerational trip.

Sun, beach & free activities: the secret ingredients to multigenerational travel

- Though different age groups had different values, there were factors that they all agreed were important: sunny weather, beach access, free attractions, English proficiency and access to wifi.
- Barcelona ranked first overall as the best city for multigenerational travel, as it covers almost all of those shared interests.
- 18-29 year olds generally liked cities with high social media coverage, 30-50 year olds liked cities with plenty of wine bars and pubs, while 51+ year olds enjoyed accessible infrastructure the most.

Want to find out which city to travel to for your next family holiday?
See our index in action on [Trafalgar.com/multigen-travel-index](https://www.trafalgar.com/multigen-travel-index)

