

Young adults holidaying with mum and dad



Young adult Australians are not only living with their parents for longer, they're choosing to take their holidays with them as well. This is according to new research conducted for P&O Cruises.

A national survey of more than 1,000 adults aged 18-29 years has found that more than half (51%) have gone on an all-expenses paid holiday with their parents since turning 18. Four in five (82%) said they would consider taking a trip with their parents.

Travel is a key priority for young Aussies

The survey found 71% of respondents regarded travel as a key priority in their life. While almost nine in ten respondents (87%) said they would take more holidays if they could, 78%

said they did not have enough money to take more trips.

“When it comes to travel, having a close relationship with mum and dad can clearly have significant benefits – both emotional and financial.” – Mark McCrindle.

Family time is the main motivator for holidaying with parents

Half (50%) of the under 30’s surveyed said the prime reason for wanting to holiday with their parents was a desire to spend more time with their family. Only 21% said their main motivation was to save their own money.

The research supports a growing trend that P&O Cruises has observed on its ships. The cruise line reports an 18% increase in the number of 18–29-year-old guests travelling with their parents on a cruise holiday last summer, compared to the 2016 peak summer period.

Introducing the ‘TRIPPERS’

The cruise line has affectionately named the group ‘TRIPPERS’ – the generation ‘Travelling In Parents’ Pockets and Eroding Retirement Savings’ (based on the popular acronym KIPPERS – Kids In Parents Pockets Eroding Retirement Savings).

The TRIPPERS trend follows highly publicised discussions about the ‘millennial’ generation being unable to afford their own home. Young Australians experience many financial pressures today, so parents are playing a key role in helping their adult children save, study and now travel.

“This research showed that while housing affordability was the biggest cause of financial stress for young adult Australians (nominated by 44% of respondents), the second biggest stress trigger was their inability to save for travel (31%).” – Mark McCrindle.

Young adults surprised by how much fun they’ve had on family holidays

An impressive 81% of those who had already travelled with their parents said they were surprised by how much fun they had. Nine in ten (91%) said they’d travel with Mum and Dad again if they had the opportunity.

Asked to nominate the reasons they enjoyed travelling with their parents:

- 61% of the young adults surveyed said it was a great opportunity to spend quality time

with mum and dad,

- 40% said it brought back memories of family time when they were younger,
- 37% said they had a lot of fun, and
- 33% said they enjoyed being able to travel without spending their own money.

About the research:

McCrindle was commissioned to conduct this research on behalf of P&O Cruises Australia. The research was conducted online in January 2018 among a sample of 1,002 Australians aged 18-29 years (representative by state and gender).

For more information

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