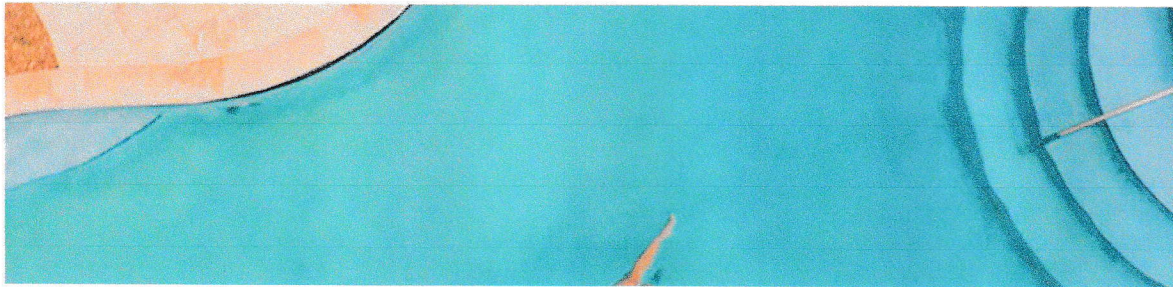


What Makes An International Destination Ideal For Family Travel?

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(Belize Tourism Board)

According to [Destination Analysts \(https://www.destinationanalysts.com/blog-update-on-american-travel-trends-sentiment-week-of-january-31st/\)](https://www.destinationanalysts.com/blog-update-on-american-travel-trends-sentiment-week-of-january-31st/), family travel will be a huge motivator this year and spending time with loved ones is one of Americans' top priority travel experiences. This traveler sentiment presents an excellent opportunity for travel advisors to cultivate business in the family and multi-generational travel market and expand their earning potential. International destinations close to home hold a treasure trove of engaging experiences where families and multi-generational groups can re-connect and create indelible memories. What should travel advisors look for in an international locale to see if it would be an ideal spot for this travel segment? Here are four key things for advisors to consider.

Abundant Activities

Activity choice is paramount for families, targeting a mix of ages and interests to keep everyone smiling and satisfied. Particularly appealing are international destinations that offer a variety of activities above and below the surface, along the coast and in a destination's interior, and a blend of beach-minded pursuits with opportunities to learn the culture and traditions of a locale.

Think of scuba diving and snorkeling to see colorful marine life; kayaking, paddleboarding, windsurfing and a host of exciting watersports; nature walks within botanical gardens; invigorating hikes; historical tours of a destination's city center and rural villages; cooking lessons; cultural immersion experiences with local families; zip-lining and other adventure pursuits; and so much more. Families also favor a destination where they can participate in lots of activities in a small amount of time to maximize their getaway.

Spacious Accommodations

Families generally spend most of their time on vacation out of their hotel room, but accommodations – their home base – are still of extreme importance. For families, accommodations are for more than just sleeping, such as quiet mornings or afternoon downtime to enjoy activities on their own (like reading or phone time) and in-room dining.

Advisors can suggest to clients an international destination known for a diverse selection of properties encompassing varied budgets and styles to meet the individual needs of families and multi-generational groups – from price-conscious inns to spacious rooms/suites and expansive villas with multiple bedding layouts, multiple bathrooms, and space for relaxing. Balconies offer important additional outdoor space.

Proximity, Familiarity & Budget

Proximity to home, familiarity and budget are important considerations for family travel. Advisors may recommend to their clients international locales in close proximity to the U.S. that also have good air connectivity for easier travel, a bonus for families departing from different gateways. Advisors might propose international spots that afford some familiarity with language (such as English-speaking or where English is widely spoken) and currency (the U.S. dollar). Families and multi-generational groups may also favor global spots where they can maximize their budgets, such as having the option of staying in moderately priced accommodations while spending more on activities.

Belize (<https://www.travelbelize.org/>), for example, is an English-speaking country easily reachable from the U.S. with flights from several key gateways across North America (Frontier Airlines from Orlando and Denver; Alaska Airlines from Seattle and Los Angeles; American Airlines from Miami, Los Angeles, Dallas and Charlotte; United Airlines from Denver, Los Angeles, Houston, Chicago and Newark; and Delta from Atlanta).

Insurance & Health/Safety Measures

COVID has understandably heightened consumers' concerns about health and safety measures in destinations around the world. To provide families with peace of mind when traveling, travel advisors can suggest to their clients global destinations that have instituted thorough hygiene/safety protocols to best protect their health and minimize trip disruptions. Advisors should make sure clients understand the arrival process at the airport, how they are being kept safe in a destination, and the essential oversight and accountability in place to ensure safety measures are implemented.

For an added measure of comfort, a growing number of international destinations are requiring travelers to purchase travel insurance from the local government, which typically provides coverage for medical emergencies incurred in the locale. Effective from February 15, 2022, all foreign tourists entering Belize (including infants and children) must [purchase travel health insurance \(https://belizetourismboard.org/news-and-gallery/belize-covid-19-travel-updates/\)](https://belizetourismboard.org/news-and-gallery/belize-covid-19-travel-updates/) in order to safeguard the well-being of all visitors and provide them with the confidence that they are protected from unforeseen events related to their travel. Belize's travel health insurance is affordably priced at \$18 per person for 21-day coverage and provides financial protection and medical treatment if needed.

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With family travel anticipated to be a huge driver of getaways this year, advisors may consider international destinations known for what families crave – abundant activities that thrill the senses; a choice of hotels with spacious accommodations for spreading out in comfort; where there is a familiarity with language and currency, proximity to the U.S., and where the budget can be maximized; and required travel health insurance to elevate confidence when away from home.

The editorial staff had no role in this post's creation.

