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From the Orlando Business Journal:

<https://www.bizjournals.com/orlando/news/2022/02/28/here-s-which-groups-are-heading-here-this-spring.html>

Florida leads destinations for families and seniors this spring, said Airbnb

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Central Florida is one of the top destinations on travelers' minds heading into the spring peak season.

Families and senior travelers both ranked Orlando in the top five of their places to go in the coming months, said a study by Airbnb, the San Francisco-based online lodging rental marketplace.

Florida has five of the top nine travel places families are booking to travel, with Orlando, the South Florida Gulf Coast, Central Florida Gulf Coast, South Florida Atlantic Coast and Miramar Beach listed.

"This spring, families are seeking destinations packed with theme parks and other child-friendly amusements, as well as sunny, warm beaches. With that in mind, Florida is high on the priority list,



ALEXANDR OZEROV

Orlando and Florida's various beaches are top destinations for two travel groups.

claiming half of the top destinations for families," said Airbnb's report.

In comparison, senior travelers have pegged the South Florida and Central Florida Gulf coasts, the South Florida Atlantic Coast and Orlando as their Florida preferences.

"The top destinations for long-term stays among older adults this spring are places with warm weather and sunshine ... Unique types of stays such as RVs, cozy earth houses and tiny homes have more than doubled this spring among long-term guests, regardless of their age, compared to the previous spring," added the report.

The spring timeframe comes with one of the region's most important vacation times: spring break.

Visit Orlando, the region's tourism marketing agency, released insights in a Feb. 2 report looking into the ongoing travel activity in Orlando. Most notably, the agency said the spring break travel season — which runs from mid-March through April — is nearing pre-pandemic activity.

"Booking windows are still very short, and we recognize that things could change," said Visit Orlando President and CEO Casandra Matej, via the Feb. 2 report. "For now, advance hotel booking pace for leisure travelers is 79% of 2019 levels for March and 85% for April compared to 2019. We are in a dramatically better position compared to last year, with advance hotel booking pace for 2022 ahead by 72% for March and 83% in April compared to 2021."

Advanced booking activity shows how far ahead trips are being scheduled and can help businesses pre-plan for spikes in activity. That could lead to new marketing campaigns, increases in employment and more capital investment.

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