

Portrait of Family Travel:

Autism, ADHD, and Neurodiversity



Tripadvisor

In partnership with





Methodology & Study Details



Agenda

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- Key findings
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- Travel planning and booking
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- Transportation decisions
- Accommodation decisions
- Travel challenges & barriers
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Audience and Study Background

In 2024, Tripadvisor partnered with on a study with **MMGY**, Camp Encourage, AFAR Media, Champion Autism Network, Universal Destinations & Experiences, Visit Myrtle Beach, and Visit North Carolina.

The goal of the study was to hear from parents of neurodiverse children, and learn about their travel planning preferences, and challenges. Understanding these needs, behaviors, and concerns is a key first step in creating change to better serve this underrepresented travel community. This report outlines specific opportunities for improvement, focused on expanded information, and how to lower travel barriers.

The result was **Portrait of Family Travel™: Autism, ADHD, and Neurodiversity.**





Respondent identity qualifiers

- Family travelers with children who experience a form of neurodiversity, including but not limited to autism spectrum disorder (ASD) and attention-deficit/hyperactivity disorder (ADHD)
- 18+

Country

United States

Sample

n=1,000

Fielded

02/01-02/20/24



A note on terminology:

When needing to describe the diagnoses of their child, respondents prefer to refer to the child first, with the most preferred terms including **“child with ADHD,” “child with autism” and “child on the autism spectrum.”**

Specificity of diagnosis was also preferred by the majority of respondents – 64% of families traveling with children with ADHD prefer the use of ADHD to describe their child’s diagnosis rather than more general terminology such as neurodevelopmental disability or neurodevelopmental difference. Families traveling with children on the autism spectrum were equally split between **“child on the autism spectrum” and “child with autism,”** but both were preferred over more generalized descriptions



3 in 4 respondents cite ADHD as a disorder one or more of their children experience

There is overlap: 1 in 5 selected both ADHD and ASD

76%

Attention-deficit/hyperactivity disorder (ADHD)

38%

Autism spectrum disorder (ASD)

4%

Tourette's syndrome

3%

Dyspraxia (DCD)

8%

Other:
Dyslexia
Down syndrome
Epilepsy
OCD
Oppositional defiant disorder (ODD)





Key Findings

Key findings



Travel is a priority, and most are looking to explore new places...

Families with children that have neurodevelopmental disabilities took an average of 2.1 trips last year, and spent an average over \$4,200 on travel

Accommodations are a big budgeting priority, accounting for almost ⅓ of travel spend

77% of those planning travel over the next 12 months are planning to visit a new destination, rather than somewhere they've already been

In fact, only about 35% typically go to the same repeat destinations

Families traveling with neurodiverse children are prioritizing beach and outdoors activities, amusement parks/zoos, and family time

Those planning to travel are eager for family fun, and want to relax and unwind



... but it can also be a challenge

More than two thirds of respondents have felt overwhelmed by planning a vacation

64% prioritize destinations and accommodations that are welcoming to neurodiverse travelers

60% are willing to pay more for travel options welcome/accessible to neurodiverse travelers

86% consider their children's preferences and ideas important in travel planning

70% cite lack of accommodations for neurodiverse children as a barrier to travel

In addition to general travel barriers, neurodiverse families face a range of challenges related to their neurodiverse children: 65% say they are impacted by the attitude of other travelers to their children; others feel the impact by lack of needed accommodations for their situation (63%) or lack of necessary transportation (57%)



Travel reviews play a crucial role

Travel review websites are a key, top 5 source of inspiration when planning a trip. Over 1 in 5 also use travel review websites to book

79% consider reviews from other travelers important in travel planning

73% consider reviews from parents traveling with neurodiverse children important; 73% also consider reviews from neurodiverse travelers important

Two thirds would welcome the ability to filter reviews by travelers with disabilities



Key findings



Destination decisions

Most families planning to travel over the coming year are doing so domestically – only 8% say they are interested in international travel

While familiarity matters to respondents, it seems that the majority (77%) of those who are planning travel in the next year are looking for new experiences, not repeat ones

Orlando is the top destination choice for 43%, followed by beach destinations in Myrtle Beach and Miami.

While cost/affordability is top of mind, a destination being welcoming to neurodiverse children and families is also key for 80% of respondents

Family-oriented activities and attractions, as well as opportunities to explore nature were also important when choosing a destination

When it comes to online destination resources, 4 in 5 prioritized photos of various aspects of the destination such as lodging, attractions, and restaurants



Transportation decisions

Personal cars are the most popular transportation choice for families traveling with children with neurodevelopmental disabilities at 76%

While multiple factors go into transportation choice, this is also likely influenced by the fact that only 8% of families surveyed are planning to travel internationally over the next 12 months

Almost two thirds choose a car because of the flexibility, including being able to pack everything they need

It's also more familiar and less overwhelming for 44% of those surveyed

53% are also planning to fly to their destination in the next 12 months. After flight availability and cost, two thirds of respondents cited factors specific to neurodiverse children such as staff training and quiet areas as impacting airline choice



Accommodation decisions

Accommodations make up the largest share of travel budget (31%)

Almost two thirds (64%) opt for traditional chain-affiliated hotels when traveling, followed by short-term rentals (44%)

Over two thirds of respondents find online photos of specific rooms very or extremely important when considering booking an accommodation

Cost is also top of mind when it comes to accommodations, but a range of options such as rooms in quiet corridors, training for staff, virtual walkthroughs and online videos were also key



Key findings



Tactical opportunities for industry change

Travel industry leaders can play a key role in improving travel for families with children with neurodevelopmental disabilities easier, by providing a range of options to make travel easier for neurodiverse families. Key areas of change center around kindness, empathy, patience, as well as more tactical logistics to make travel easier.

What destinations can do:

Invest in accommodations at key attractions such as low sensory spaces (58%); invest in staff training (56%); increased information such as virtual tours for pre-travel prep (53%); Work to increase public awareness of this travel group (52%)

Destination websites can look to prioritize photos, videos, reviews, and virtual tours in particular

What airlines can do:

Ability to choose seats together ahead of time without additional fees so that families can sit together (78%); guarantee that staff have training on how to aid neurodiverse travelers (66%); access to quiet/low-sensory zones (66%); priority boarding/deplaning (65%)

What hotels can do:

Provide rooms in quiet corridors/areas (76%); availability of specific room selection (72%); quiet areas/low-sensory zones (69%); Training for staff to assist families traveling with neurodiverse children (61%)





Travel spend and budget



\$4,259

Average spend on travel over the past 12 months

(Of those who plan to travel with their kids in the next 12 months. Those who don't plan upcoming travel spent significantly less last year: \$2,718 average)

2.1

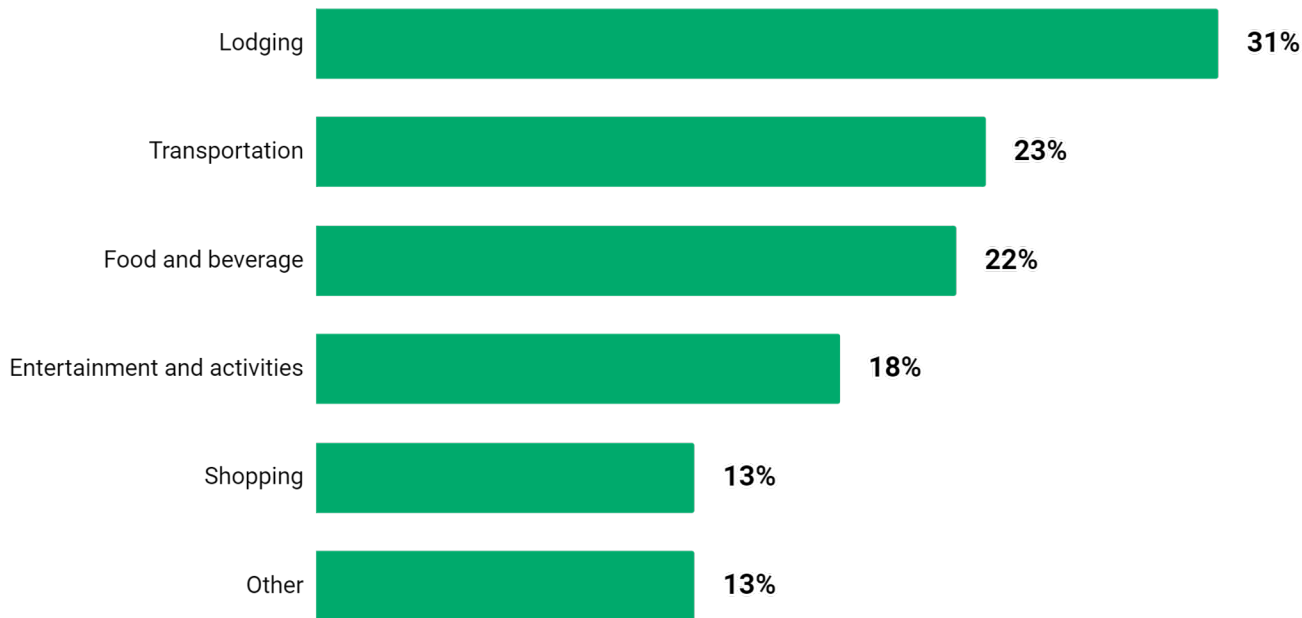
Average # of leisure trips last 12 months

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity.
Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Thinking about your leisure trips in the past 12 months, how much would you estimate you spent in total?



Accommodations make up the largest share of travel budget



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On an average trip, approximately what percentage of your total travel budget is allocated to each of the following categories?





Travel planning & booking

Over one fourth
of families
traveling with
neurodiverse
children regularly
use Tripadvisor to
research, plan or
book trips

26%

Of families traveling with neurodiverse
children use Tripadvisor

33%

Use travel review websites for destination
ideas and inspiration

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Which of the following websites do you visit on a regular basis to research, plan or book travel?

Q: When considering where to travel for vacation, which of the following sources of information do you consider at the beginning of the process for ideas and inspiration?

Travel reviews are one of the top 5 sources for travel ideas and inspiration



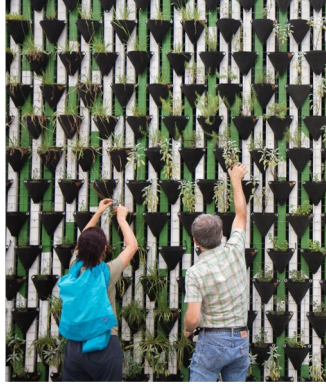
57%

Search engines



54%

Friends and family



39%

Social media specific to neurodiverse children



33%

Travel review websites



30%

Video-sharing websites

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: When considering where to travel for vacation, which of the following sources of information do you consider at the beginning of the process for ideas and inspiration?

Source

Travel review websites like Tripadvisor rank very high as a source of information and inspiration

Tripadvisor users over index on consulting various sources of information, compared with the overall pool of respondents

Top 15	Overall Users	Tripadvisor Users
Search engines	57%	61%
Friends and family	54%	59%
Social media content specific to families traveling with neurodiverse children	39%	43%
Travel review websites	33%	46%
Video sharing websites	30%	38%
Online/social media advertising	26%	31%
Travel websites specific to families traveling with neurodiverse children	26%	35%
Destination tourism websites	24%	32%
Online travel agencies	24%	38%
Online visitor guides	24%	31%
Social media posts from destinations or travel service providers	23%	28%
Disability community organizations/social media influencers	21%	28%
Travel service provider websites	19%	27%
Streaming TV services	16%	22%
Social media influencers	15%	19%

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Q: When considering where to travel for vacation, which of the following sources of information do you consider at the beginning of the process for ideas and inspiration? Top 15 answers shown.



Over 1 in 5 typically use travel review sites to book reservations

Tripadvisor users over index on consulting various sources of information, compared with the overall pool of respondents; they are 45% more likely than the total to use travel review websites for booking

	Total respondents	Tripadvisor users
Online travel agencies	46%	59%
Google Travel	31%	40%
Travel service provider websites	27%	40%
Travel service provider app	24%	30%
Travel websites specific for families traveling with children with neurodevelopmental disabilities	24%	26%
Destination tourism websites	23%	31%
Travel review websites	22%	32%
Calling travel service provider directly	20%	23%
Travel meta sites	16%	23%
Traditional travel agents	10%	12%





More than two thirds of families traveling with neurodiverse children have felt overwhelmed planning a vacation

68%

Agree that planning and booking a vacation is difficult and overwhelming at times

64%

Prioritize travel destinations and accommodations that are welcoming to neurodiverse travelers

60%

Are willing to pay more for travel options welcome/accessible to neurodiverse travelers

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity.
Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Using a scale of 1 (strongly disagree) to 5 (strongly agree) please indicate your level of agreement with each of the following statements. T2B



Those planning to travel are eager for family fun, and want to relax and unwind



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On a scale of 1 (not at all important) to 5 (extremely important), how important are each of the following attributes to you that a destination? T2B responses.





86%

Consider their children's preferences, ideas, likes and dislikes important in travel planning

79%

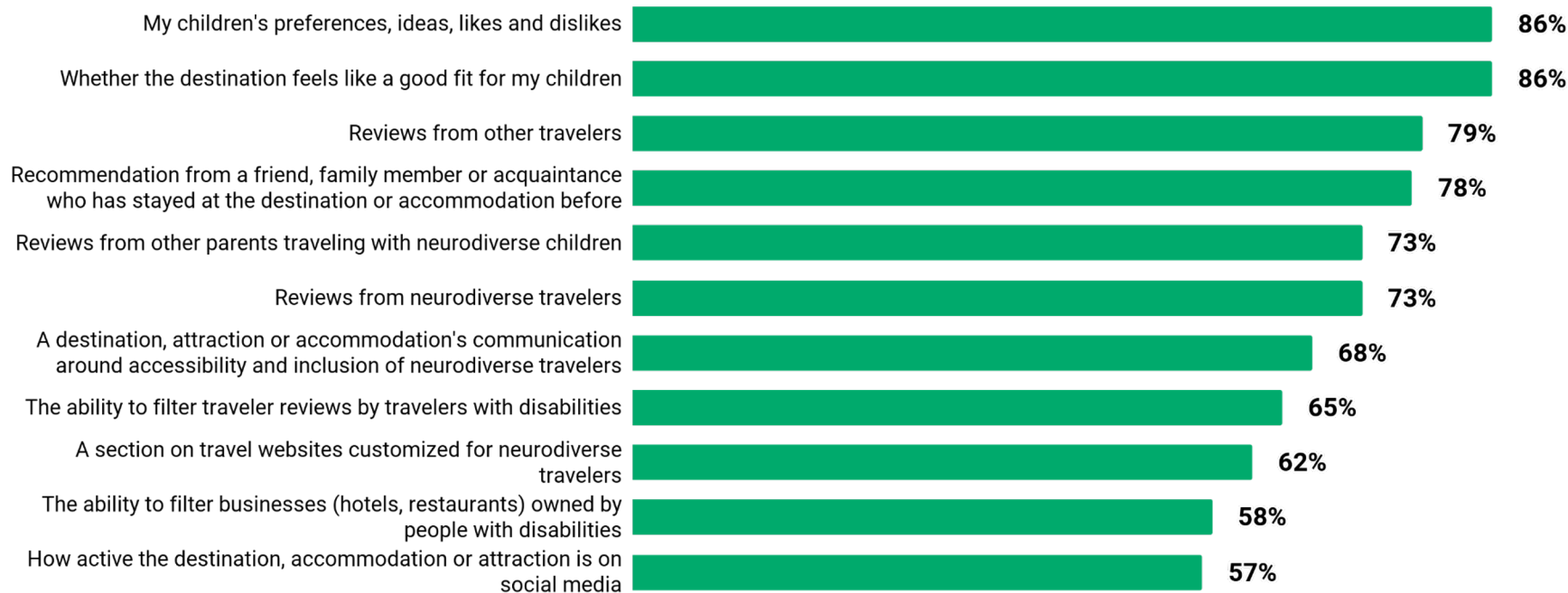
Consider reviews from other travelers important in travel planning

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity.
Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Using a scale from 1 (not at all important) to 5 (extremely important) please indicate how important each of the following are to you during the travel planning and decision-making process. (Top 2 Box responses)



Children's preferences and fit make are most important when planning travel, closely followed by reviews



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Using a scale from 1 (not at all important) to 5 (extremely important) please indicate how important each of the following are to you during the travel planning and decision-making process. (Top 2 Box responses)



In fact, travel reviews play a crucial role in travel planning and decision-making for these families

79%

Reviews from other travelers

73%

Reviews from other parents traveling with neurodiverse children

73%

Reviews from neurodiverse travelers

65%

The ability to filter traveler reviews by travelers with disabilities

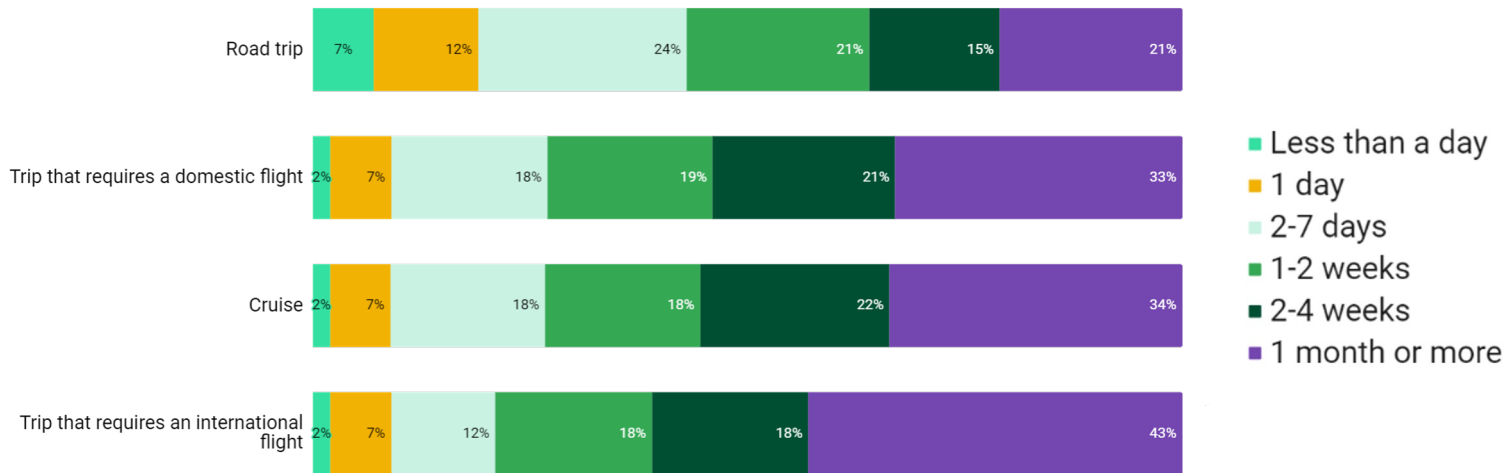
Q: Using a scale from 1 (not at all important) to 5 (extremely important) please indicate how important each of the following are to you during the travel planning and decision-making process (Top 2 Box responses)



International travel involves the most research and planning time, road trips the least

Not surprisingly, trips that involve either farther distances or transportation beyond a car typically involve longer planning times

Over 2 in 5 take less than a week to plan a road trip



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

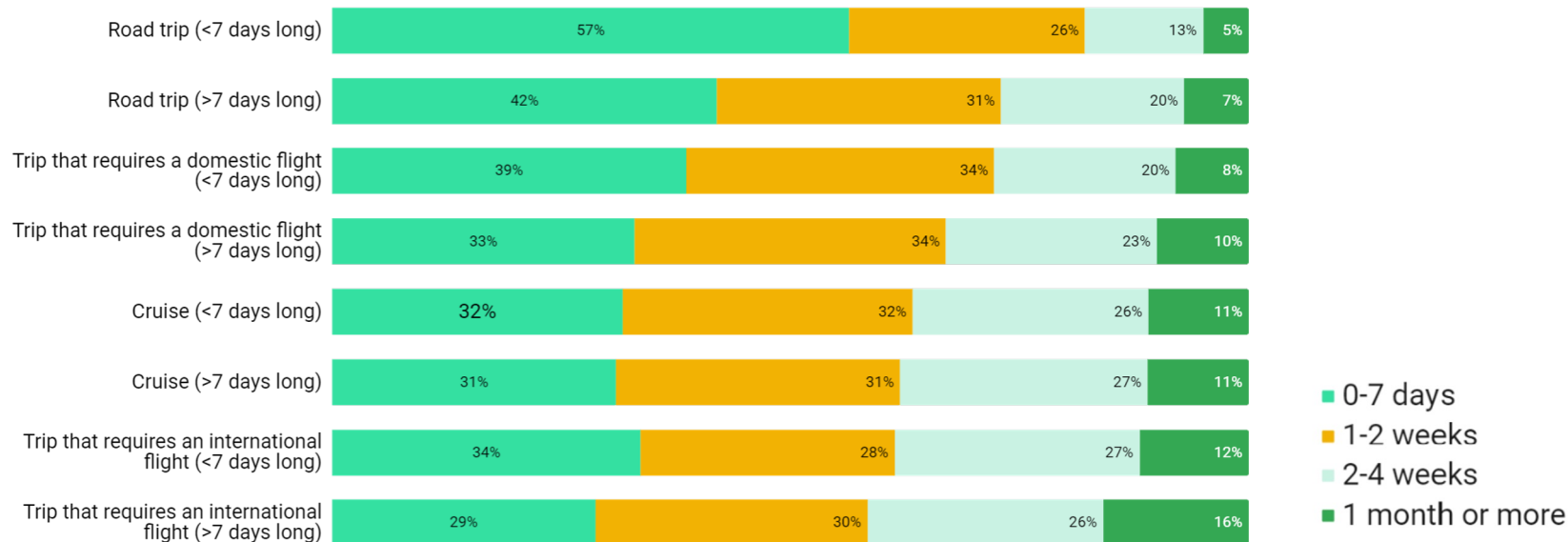
Q: How much time do you typically spend researching or planning each of the following types of trips?



Planning for international travel also starts earlier

Shorter trips closer to home generally have shorter planning windows

Perhaps surprisingly, families traveling with neurodiverse children generally start researching travel relatively close to departure



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: When do you typically start to research for each of the following types of trips?





Destinations & activities



77%

planning to travel with their children in the next 12 months are likely to visit a new destination

35%

planning to travel with their children in the next 12 months typically go to the same destinations, resorts and restaurants year after year

While familiarity matters to respondents, it seems that the majority of those who are planning travel in the next year **are looking for new experiences, not repeat ones**

Source: Tripadvisor Summer Travel Beats Report 04/2024, N=2,483; AU, IT, JP, SG, UK, US

Q: Have you traveled to this destination before?



While cost is always top of mind, a destination being welcoming to neurodiverse children and families is also key

4 out of 5 believe that a reputation of being welcoming to neurodiverse children is very/extremely important



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On a scale of 1 (not at all important) to 5 (extremely important), how important are each of the following attributes to you that a destination? T2B responses.



When choosing a destination, families surveyed look for photos, menus, attractions and more

Families traveling with neurodiverse children look for a range of online resources to help them make informed decisions about where to go



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On a scale of 1 (not impactful) to 5 (extremely impactful), how much would the online resources below affect your decision to travel to a destination?



A variety of autism-friendly experiences can influence destination choice

Open and play spaces, as well as accessible and sensory-friendly events and attractions head the list

Bold indicates a significant difference between children with autism and the total group of respondents

Autism-friendly experiences, ranked on impact on destination choice	Traveling with a child with autism	Total
Large, open natural attractions such as gardens, state parks, and zoos	86%	83%
Playgrounds for all ages and abilities	87%	81%
Availability of accessible restrooms and changing facilities.	76%	73%
Sensory-friendly events	80%	70%
Quiet or designated low-sensory areas at attractions.	79%	68%
Designated sensory-friendly hours at attractions	76%	66%
Attractions with autism-trained staff	78%	66%
GPS tracker wristbands in locations where wondering children can be a concern	73%	65%
Noise-cancelling headphones available at specific restaurants and attractions	71%	64%
Availability of preferred dietary options	70%	64%
Lodging options with autism-trained staff	71%	62%
Restaurants with autism-trained staff	73%	62%
Social skills support programs or workshops for children on the spectrum.	69%	61%
Availability of specialized equipment rentals (e.g., wheelchairs, strollers)	60%	57%
Availability of trained daycare/babysitting/carer services	57%	52%

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On a scale of 1 (not impactful) to 5 (extremely impactful), how much would the autism-friendly experiences below affect your decision to travel to a destination? Very to extremely impactful answers listed



Families traveling with neurodiverse children are prioritizing beach and outdoors activities, amusement parks/zoo, and family time



68%

Beach experiences



64%

Visiting a theme or amusement park



62%

Visiting a zoo or aquarium



57%

Visiting friends and family



51%

Visiting state or national parks, tied with shopping

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Which of the following activities are you interested in engaging in on a leisure trip with your children in the next 12 months? Top 5 answers listed

All activities of interest, by category

Nature/Outdoor activities	
Beach experiences	68%
Visiting national or state parks	51%
Hiking/climbing/other outdoor activities	39%
Camping	37%
Action/adventure activities	36%
Snow skiing/snowboarding	9%

Events/Performance activities	
Attending a sporting event	29%
Attending a show or performing arts event	28%

Attractions	
Visiting a theme or amusement park	64%
Visiting a zoo or aquarium	62%
Visiting a museum	43%
Visiting historical sites	40%
Visiting notable architectural sites	18%

General activities	
Visiting friends and family	57%
Shopping	51%
Sampling local cuisine	35%
Cruising	25%
Going on a guided tour	22%



Top destinations of interest

Orlando, Florida, was the top destination of choice for 43% of respondents. The variety of parks and activities likely contribute to this high ranking. Beach destinations round out the top 3, followed by popular city destinations.

Only 8% of respondents are planning international travel with their children over the next year. Tripadvisor users are slightly more likely to plan international trips at 10%

Destinations	
Orlando, FL	43%
Myrtle Beach, SC	30%
Miami, FL	25%
New York City, NY	23%
Nashville, TN	21%
Tampa, FL	20%
Las Vegas, NV	19%
Honolulu, HI	19%
San Diego, CA	18%
Los Angeles, CA	18%
Washington, D.C.	17%
New Orleans, LA	15%
Atlanta, GA	15%
Denver, CO	14%
Chicago, IL	14%

Destinations	
Dallas, TX	13%
San Francisco, CA	13%
Charlotte, NC	11%
Phoenix, AZ	11%
Philadelphia, PA	11%
Boston, MA	11%
San Antonio, TX	10%
Austin, TX	10%
Houston, TX	10%
International destination	8%
Portland, OR	8%
High Point, NC	5%
Minneapolis, MN	5%
Mesa, AZ	5%



Top international destinations of interest

Only 8% of families traveling with neurodiverse children are interested in traveling internationally over the next year.

Europe and the Caribbean top the list for those planning to travel internationally.

International destinations	
Europe	57%
Caribbean	51%
Mexico	41%
Canada	37%
Asia	30%
Oceania (Australia, New Zealand, etc.)	23%
South America	22%
Middle East	18%
Central America	16%
Africa	15%

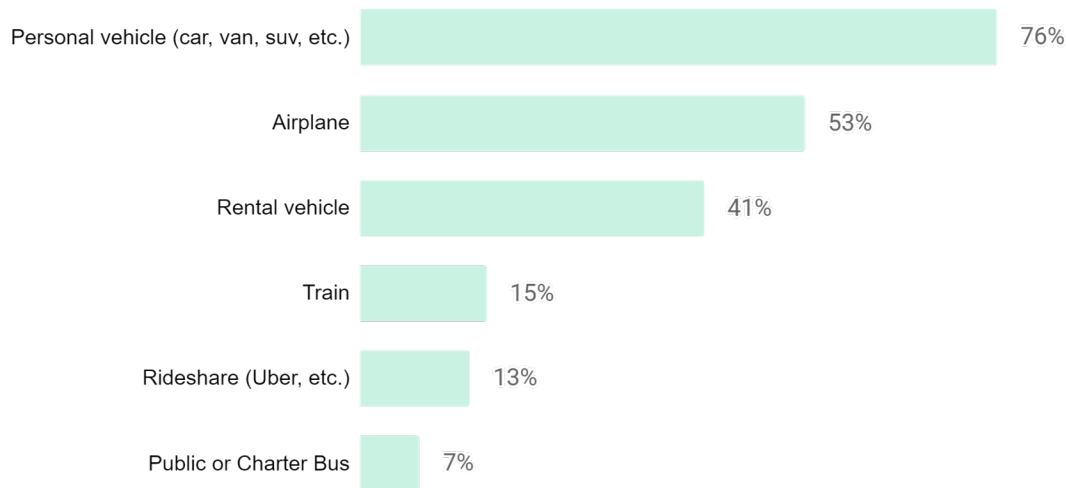




Transportation decisions

Cars are the most popular transportation choice: 3 in 4 plan to drive their cars to their next destination

While multiple factors go into transportation choice, this is also likely influenced by the fact that only 9% of families surveyed are planning to travel internationally over the next 12 months



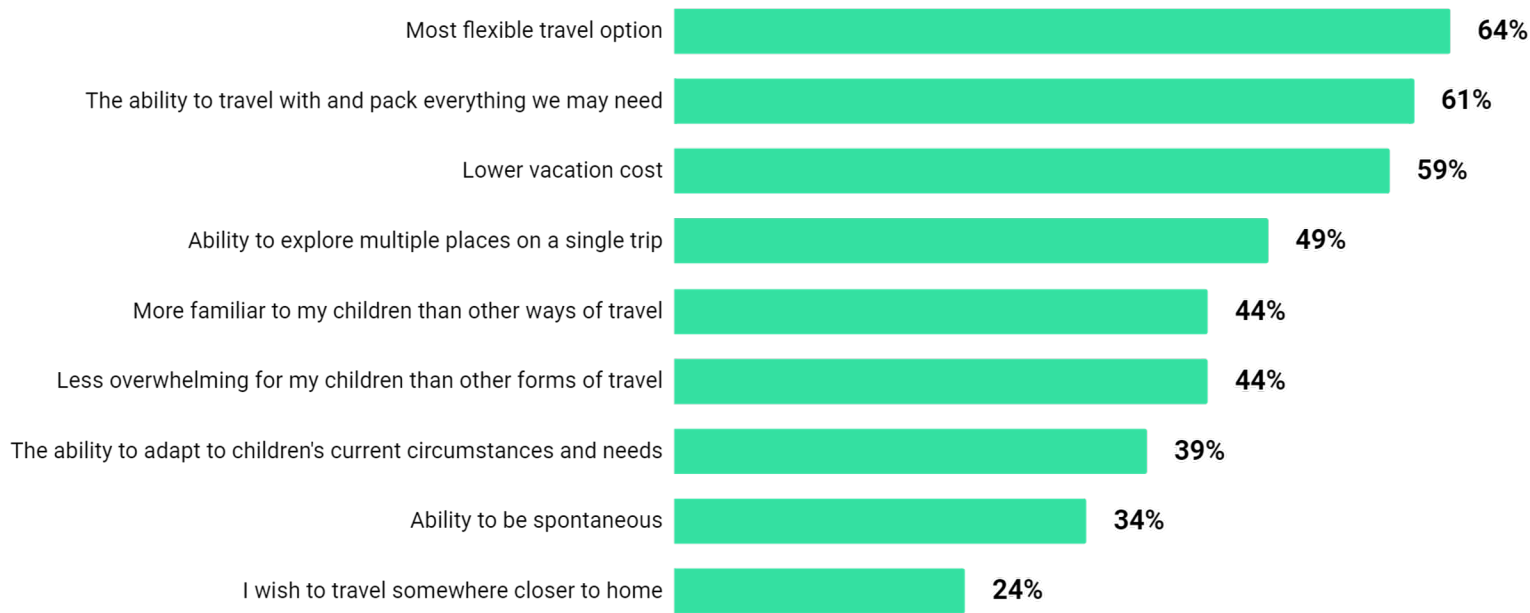
Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Which of the following types of transportation are you most likely to consider when planning a leisure trip with your children?



Almost two thirds choose a car because of the flexibility, including being able to pack everything they need

Families traveling with neurodiverse children look for a range of online resources to help them make informed decisions about where to go

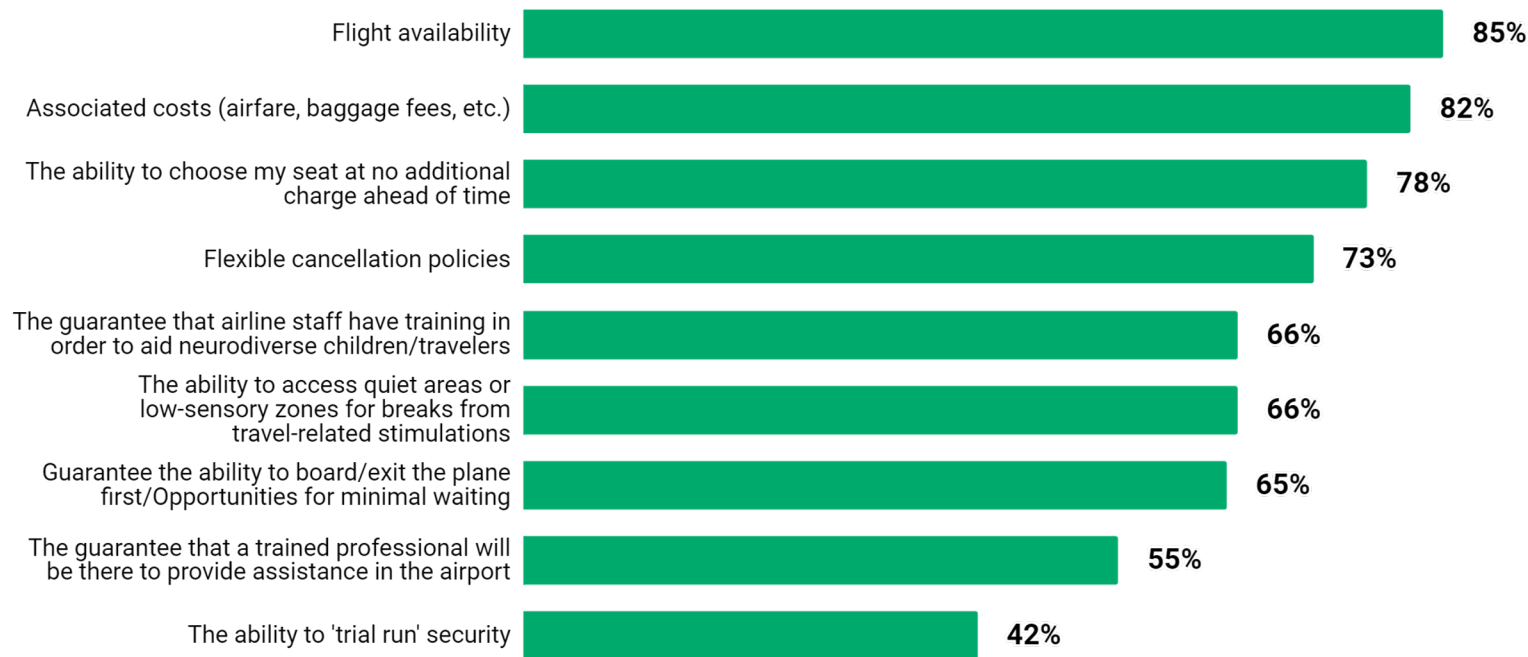


Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

24 Q: What are your main motivations to travel by car for a leisure trip?



After flight availability and cost, two thirds of respondents cited factors specific to neurodiverse children such as staff training and quiet areas as impacting airline choice



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

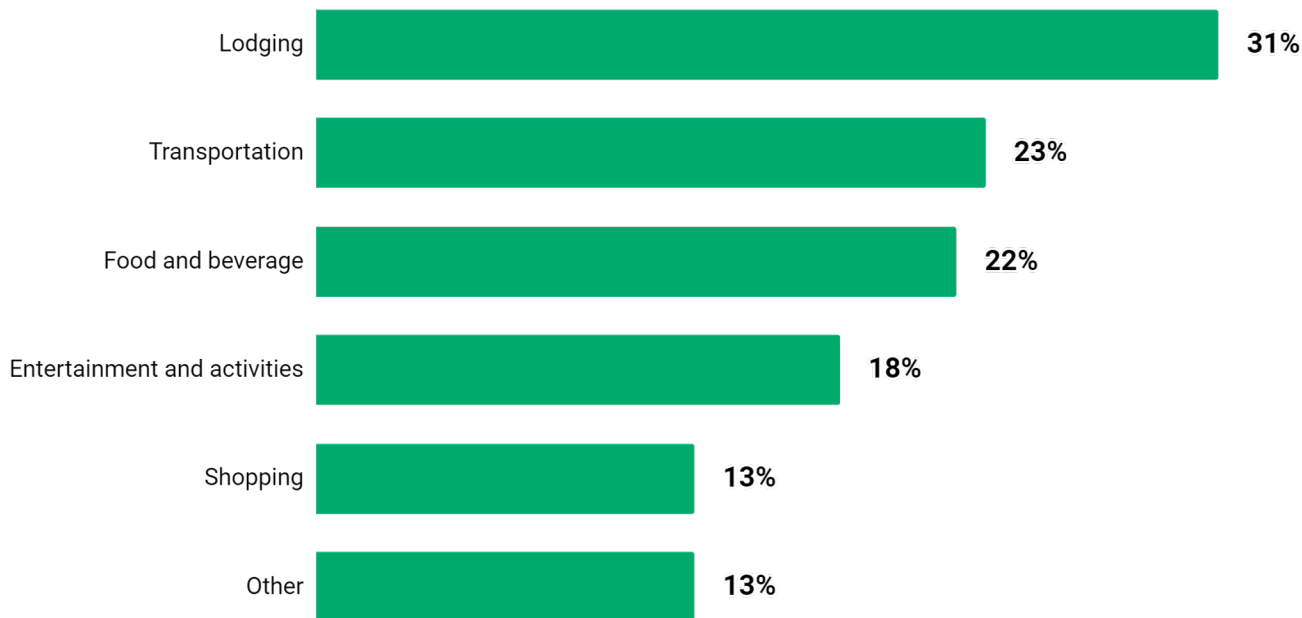
Q: On a scale of 1 (not at all impactful) to 5 (extremely impactful), please indicate the level of impact the following typically has on your choice of airlines.





Accommodation decisions

Accommodations make up the largest share of travel budget



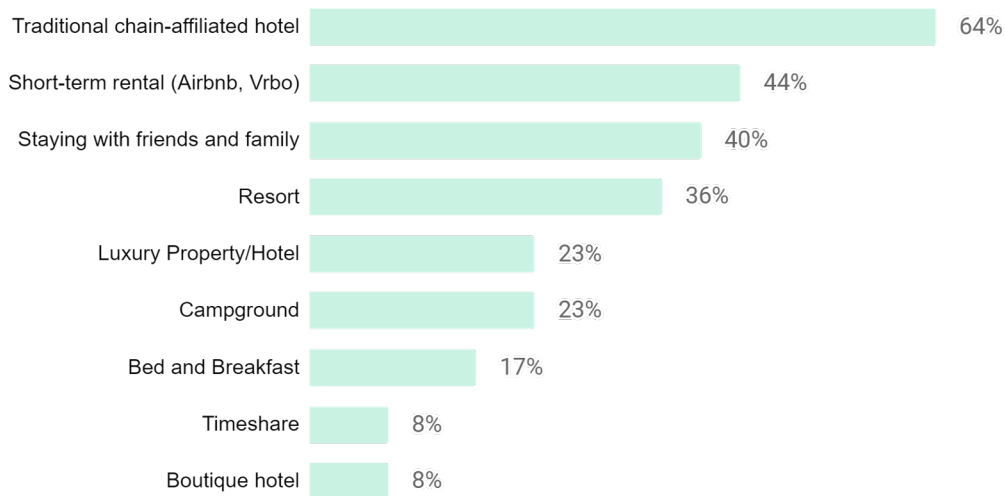
Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On an average trip, approximately what percentage of your total travel budget is allocated to each of the following categories?



Almost two thirds will opt for traditional chain hotels during their upcoming travel

Over 2 in 5 will stay in short-term rentals, followed by staying with friends and family

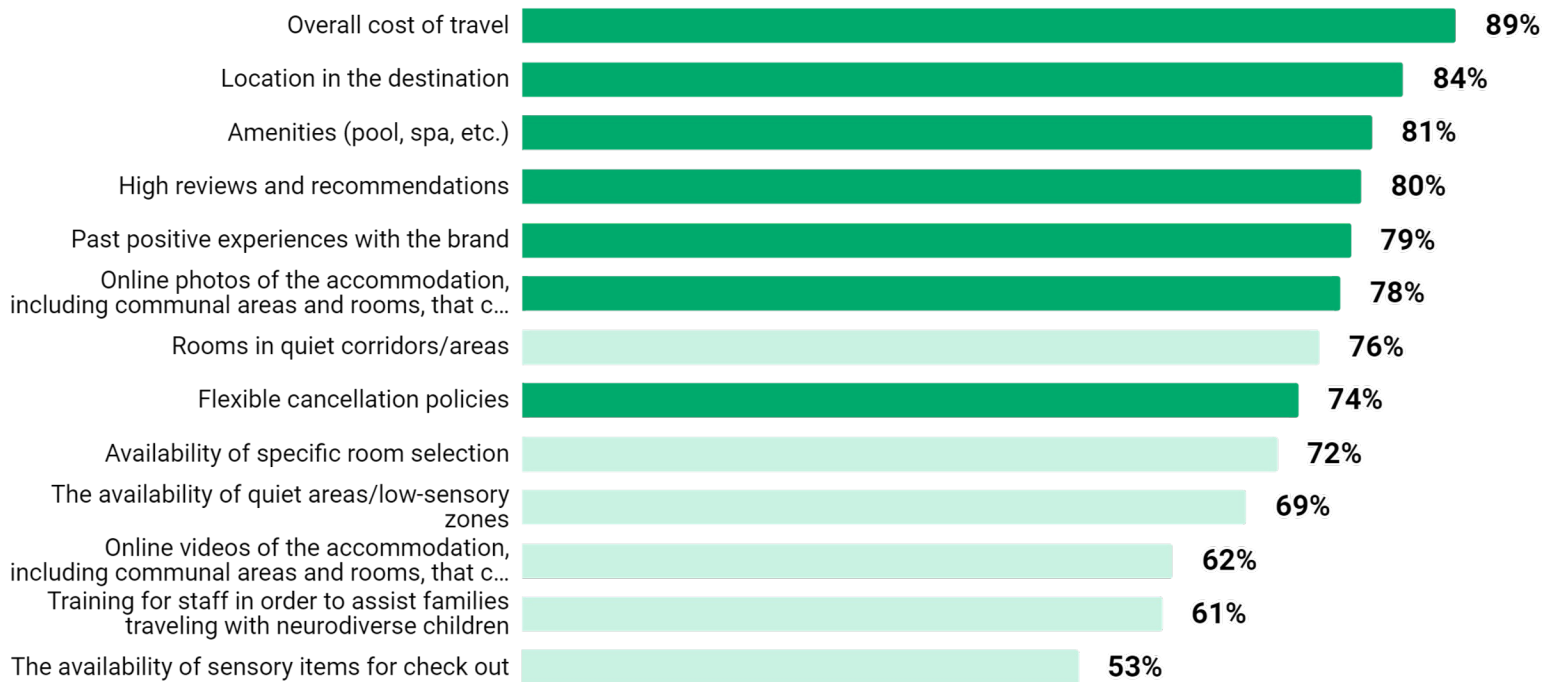


Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Which of the following types of accommodations do you plan to stay in on a leisure trip with your children in the next 12 months?



Beyond factors such as cost and location, aspects specific to traveling with neurodiverse children impact accommodation choice for most respondents



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On a scale of 1 (not at all important) to 5 (Extremely important), which of the following are important to you when considering accommodations for an overnight leisure trip with your children?



68%

Over two thirds of respondents find online photos of specific rooms very or extremely important when considering booking an accommodation

Source:

Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, a 2024 survey

Q: On a scale of 1 (not at all important) to 5 (Extremely important), which of the following are important to you when considering accommodations for an overnight leisure trip with your children?





Travel challenges & barriers



More than two thirds of families traveling with neurodiverse children have felt overwhelmed planning a vacation

68% Agree that planning and booking a vacation is difficult and overwhelming at times

64% Prioritize travel destinations and accommodations that are welcoming to neurodiverse travelers

60% Are willing to pay more for travel options welcome/accessible to neurodiverse travelers

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Using a scale of 1 (strongly disagree) to 5 (strongly agree) please indicate your level of agreement with each of the following statements. T2B



In addition to general travel barriers, neurodiverse families face a range of challenges related to their neurodiverse children

Bold indicates a significant difference between children with autism and those with ADHD, focused on accommodations, transportation, and unfamiliar places

Travel barriers	Traveling with a child with autism	Traveling with a child with ADHD	Total
Overall costs of travel	89%	86%	87%
Overall safety of the destination	86%	86%	86%
Quality of service in destination	84%	83%	83%
Time available to travel	79%	79%	78%
Destinations are too crowded/overwhelming	77%	76%	76%
Destination is too far away	68%	64%	65%
Attitude of other travelers in the destination related to traveling with a child/children with neurodevelopmental disabilities	71%	64%	65%
Attitude of local residents in the destination related to traveling with a child/children with neurodevelopmental disabilities	69%	62%	63%
Lack of accommodations for children with neurodevelopmental disabilities	70%	60%	63%
Health safety	62%	64%	63%
Lack of specific information for the destination (ex: no specific guides or walkthroughs)	62%	64%	61%
Difficulties in interrupting routine due to travel	61%	56%	57%
Transportation does not accommodate the needs of neurodiverse children	64%	55%	57%
The unfamiliarity of new places/people for children with neurodevelopmental disabilities	63%	54%	55%
Language/cultural differences	51%	50%	50%
Lack of diversity within the destination	49%	45%	46%

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q> On a scale of 1 (not impactful) to 5 (extremely impactful), how much do the barriers below affect your decision to travel to a specific destination? Ver/extremely impact answers.



Challenges, in their own words

Traveling with children requires more planning for rest stops on the way to destination and an itinerary that has to be more flexible based on how my children are doing/feeling certain days

Bathroom breaks. My youngest has to use the bathroom a lot and wants to stop a lot while we are traveling. Also trying to keep her occupied while traveling is difficult at times

Keeping them engaged while traveling

Dealing with other people who DON'T have children or businesses who act like children are a problem/nuisance/hindrance. Other than that I have no issues

Being sensitive to their needs and sensitivities which can frequently change as they grow older and become more or less sensitive to different needs

They get overwhelmed by new places

Finding destinations and lodging that accommodate neurodiverse children



Challenges, in their own words

Unpredictability of their mood and reaction to changing environments. Pressure to keep kids from distracting other travelers

You never know what's going to set them off

Trying to get others to understand that my child has a disability

They get bored too easily

Having to limit activity length to keep him from getting overwhelmed, or avoiding crowded activities and keeping an eye on him because he gets distracted and doesn't stay with us

The most challenging aspect about traveling with a neurodiverse child is keeping them entertained and stimulated enough so they don't wear the entire family down

Planning enough down time and flexibility in the schedule to allow kids time to recharge and not feel overwhelmed

Dealing with overwhelming crowds of people and keeping my children calm

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q:

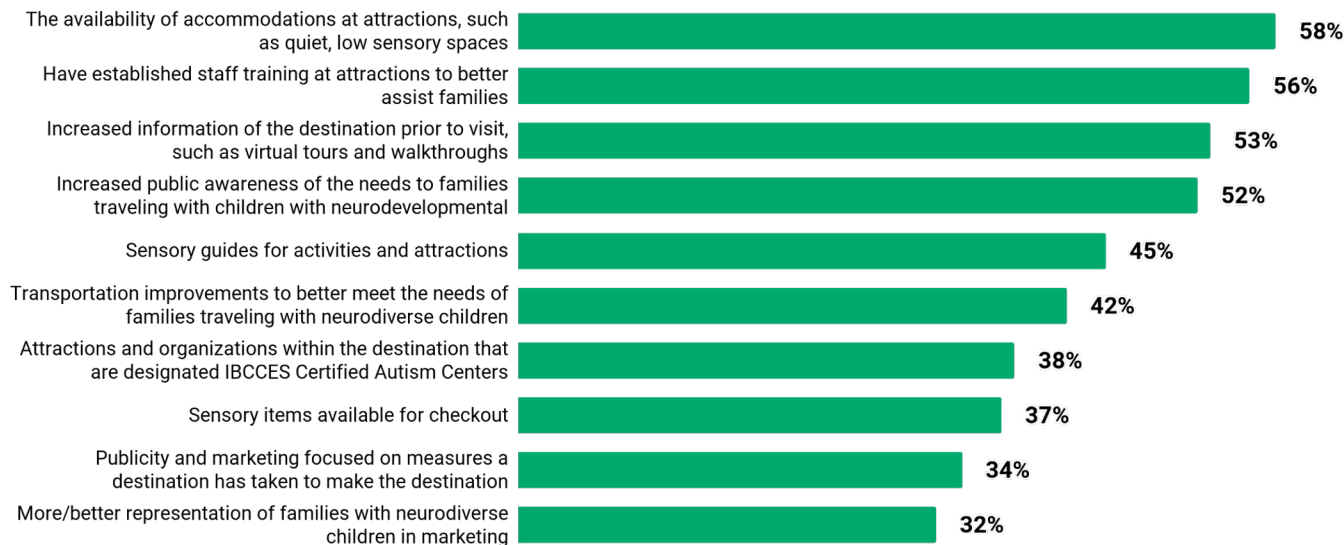




Opportunities for industry change

What destinations can do: provide a range of options to make travel easier for neurodiverse families

97% of respondents chose at least one option that would make travel with neurodiverse kids easier and more appealing

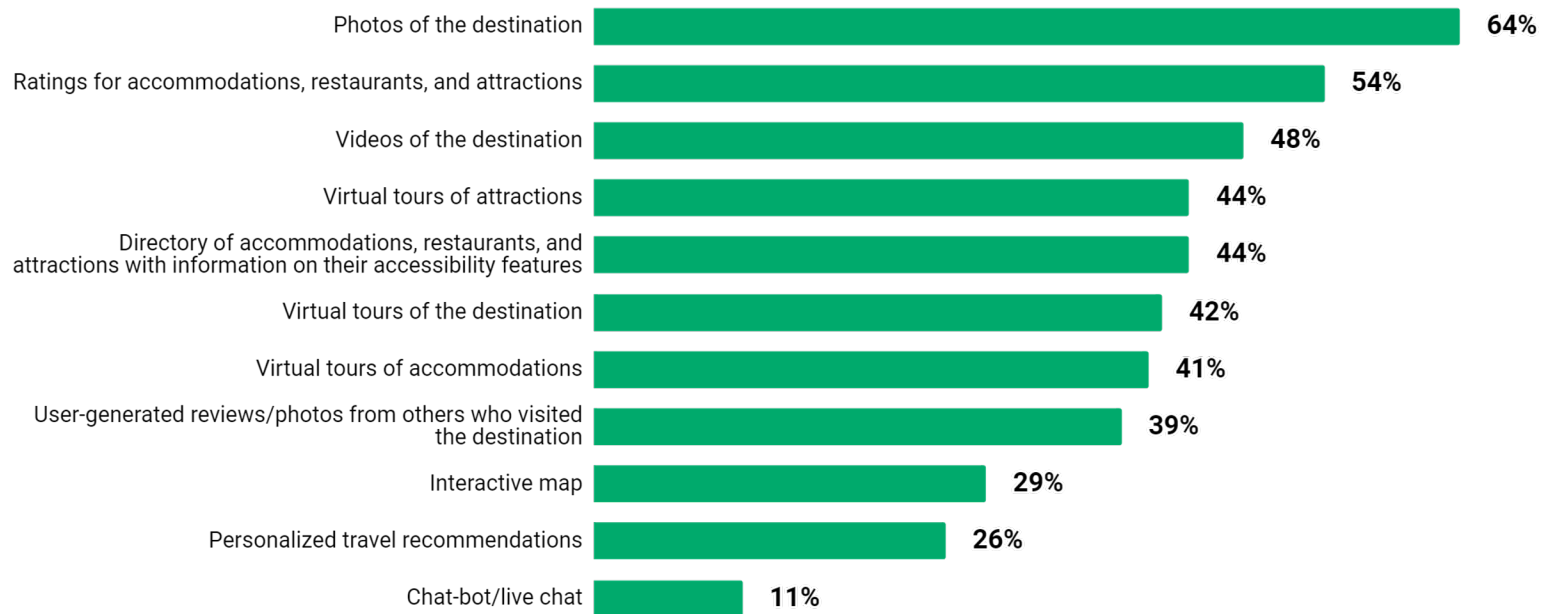


Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: What can most travel destinations do in order to do a better job of attracting families traveling with children with neurodevelopmental disabilities?



Important information for destination websites prioritizes photos, reviews, and virtual tours

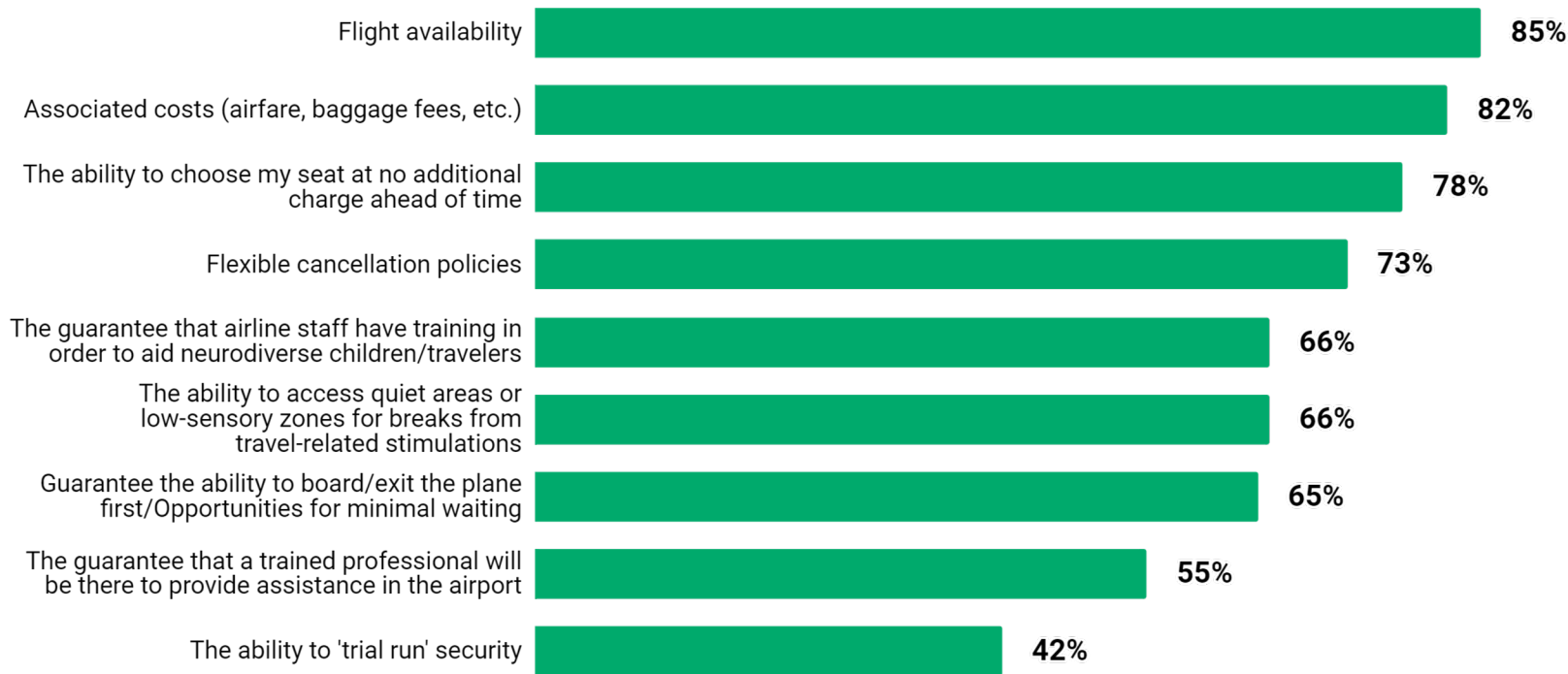


Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: Which of the following website features/content do you find valuable when searching specific destination websites for vacation information?



What airlines can do: provide a range of options to make flights easier for neurodiverse families



Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On a scale of 1 (not at all impactful) to 5 (extremely impactful), please indicate the level of impact the following typically has on your choice of airlines.

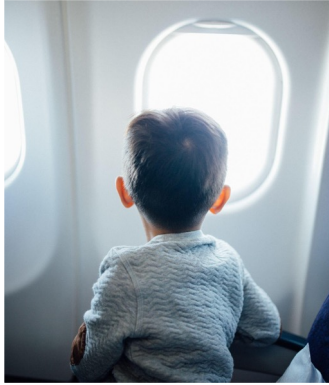


Airlines have the opportunity to provide a range of options that make flights easier for neurodiverse families



66%

Guarantee that airline staff with training in order to aid neurodiverse children/travelers



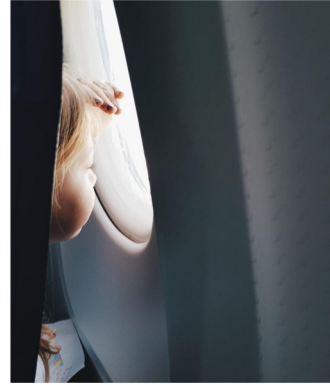
66%

Access to quiet areas or low-sensory zones for breaks from travel-related stimulation



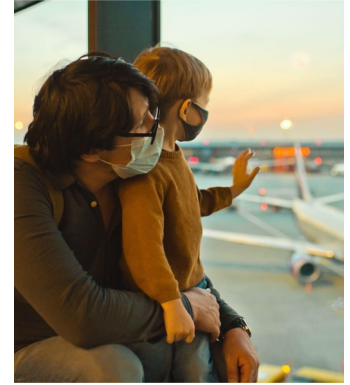
65%

Ability to board/exit the plane first. Opportunities for minimal waiting



55%

The guarantee that a trained professional will be there to provide assistance at the airport



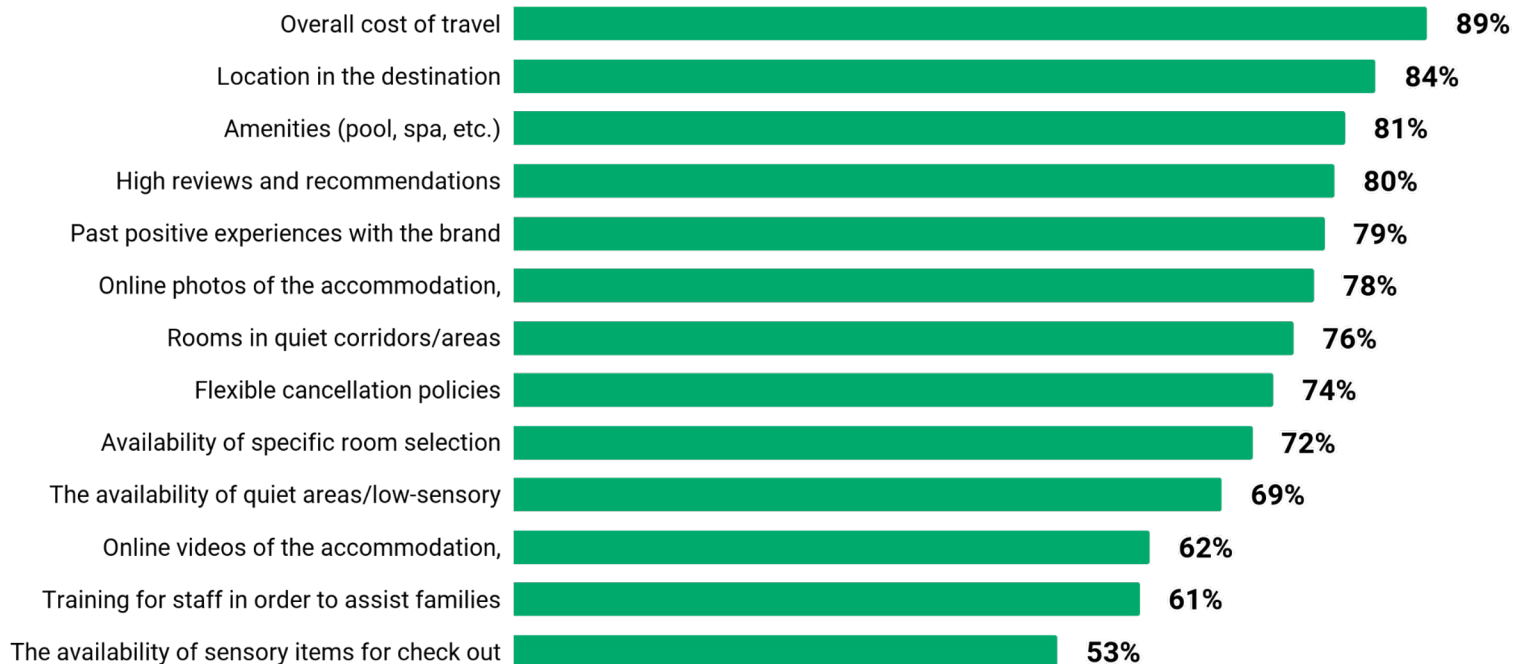
42%

The ability to “trial run” security

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On a scale of 1 (not at all impactful) to 5 (extremely impactful), please indicate the level of impact the following typically has on your choice of airlines.

What hotels can do: provide a range of options to make stays easier for neurodiverse families

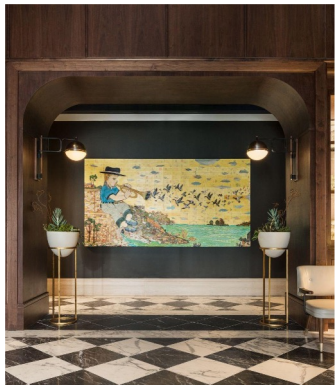


Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On a scale of 1 (not at all important) to 5 (Extremely important), which of the following are important to you when considering accommodations for an overnight leisure trip with your children?



Hotels have the opportunity to provide a range of options that make stays easier for neurodiverse families



76%

Rooms in quiet corridors/areas



72%

Availability of specific room selection



69%

Availability of quiet areas/low sensory zones



61%

Training for staff to assist families traveling with neurodiverse children



53%

Availability of sensory items for check-out

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000

Q: On a scale of 1 (not at all important) to 5 (Extremely important), which of the following are important to you when considering accommodations for an overnight leisure trip with your children?

What the CEO of an **airline** should understand about families traveling with neurodiverse children

Key themes: empathy, patience, time; logistics centered around quiet areas, boarding first/skipping lines, guaranteed seats with family

These families will need extra time. They should be allowed a lot of extra time to board the plane and get settled in. These children may need to use the bathroom at an inopportune time like takeoff and landing. It would be great if the staff were kind to the children and to the parents when these things occur. Maybe when purchasing the tickets sort of option to checkmark a box requesting extra accommodation for neurodivergence. That way the staff is alerted to the issue and can offer assistance.

That not all disabilities are visible. Training on neurodivergence is extremely important for those working with the public at all levels in the airline industry. It will only become more critical as more and more people are traveling. The airport in Abu Dhabi is a "quiet airport" and it make such a difference when flying with a neurodivergent child. Airlines should benchmark this

Offer free headphones, movies, music sensory toys ... room to roam for longer flights or play with other children.

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000
Q: If there's one thing you could tell the CEO of an airline that you believe they should understand about families traveling with neurodiverse children, what would it be?



What the CEO of an **airline** should understand about families traveling with neurodiverse children

Key themes: empathy, patience, time; logistics centered around quiet areas, boarding first/skipping lines, guaranteed seats with family

Going to and being in an airport as a neurodivergent person myself as well as having my children have the same problems, is massively overwhelming and or stimulating. I understand that having a bunch of people inside the airport and the sounds going on in the airport is something that can't be helped however perhaps having a quiet spot within the airport to decompress would be helpful. Or allowing those of us who personally or have children that have these disabilities to board the plane quicker to prevent meltdowns from over stimulation. And I think that all disabilities, including mental ones, should be included when you're talking about people getting on first due to disabilities. It shouldn't be just people in wheelchairs or old people

Staff should be trained to accommodate neurodivergent children and adults it's really not that hard. Instead of asking, "why are they doing x, y, z?" Ask, "what happening to cause x, y, z?"

We need to be able to sit together, near the restroom and be one of the first to get off plane

They can't help their behaviors. They aren't bad or disorganized or poorly mannered. Their brains are wired differently, and that's okay.

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000
Q: If there's one thing you could tell the CEO of an airline that you believe they should understand about families traveling with neurodiverse children, what would it be?



What the CEO of a **hotel** should understand about families traveling with neurodiverse children

Key themes: patience, understanding, friendliness, and kindness; logistics centered around quiet areas, training, snacks, available books/games, no strong scents etc.

Calm and serene without being aged and old is best. Comfy and clean are extremely important. Specifically – easy to access clean water, touchable not scratchy materials, and no plugins or other strong scents

That their staff should be understanding of their needs and some of their actions are out of their control, they aren't just acting out. And areas that would be available to them where there wouldn't be as much noise or as many people so they don't get overwhelmed

The check-in area should have multiple places to sit or have tables with things kids can touch (game boards, tables, etc) so that while we wait and get situated with keys my kiddo has something to occupy them. Rooms that are quiet, soundproof and calming. Bath tubs in the bathroom. wheelchairs. Pathways down the beach to the water are necessary to help wheelchair users access the waterfront.

Routine and predictability are crucial for many neurodiverse children, quiet spaces and relaxation options are essential, and trained staff can make a world of difference.

Expand your breakfast items to include foods kids eat (even if it's only by request) like chicken nuggets and fries. Some kids won't eat typical breakfast food items.



What the CEO of a **hotel** should understand about families traveling with neurodiverse children

Key themes: patience, understanding, friendliness, and kindness; logistics centered around quiet areas, training, snacks, available books/games, no strong scents etc.

Having a quiet unstimulating area is essential when my child has had too much. Also, understanding staff if a breakdown does happen with my child. It's not a temper tantrum, it's a sensory overload & we try to catch it before it happens but sometimes we cannot as parent

Patience, patience, patience! Not all family's travel the same & not all children behavior & react to new environments the same. Our children have just as much of a right to make & experience life memories with our family as any other. Please explain for staff to have time & patience for all guests.

To always have safe snacks, sensory helpful things like a sensory swing, stimming toys, noise canceling headphones because being overstimulated sucks and can turn aggressive and to have weighted blankets

Most neurodiverse children they tend to use a lot of towel as they don't like dirt and white towels show dirt easily. So maybe different colored towels and more than a minimal amount especially on rooms that are pre booked for more than 1 person.

Having lights that are dimmer in some areas of the room so they can be turned on instead of all bright lights in the room.

Patience. Rushing is the enemy. We're going to need more time. All the time.

Source: Portrait of Family Travel: Autism, ADHD, and Neurodiversity. Tripadvisor in partnership with MMGY, 4/2024; n=1,000
Q: If there's one thing you could tell the CEO of a hotel brand that you believe they should understand about families traveling with neurodiverse children, what would it be?



Other points of impact, in their own words

Key themes: patience, understanding, friendliness, and kindness; logistics centered around quiet areas, training, snacks, available books/games, no strong scents etc.

I have had such bad experiences taking my kids to local places that I don't even want to attempt traveling with them. I don't think I would be able to enjoy any of it.

finding a pharmacy just in case my child loses their medication or has ran out.

Website should have a specific section designated for families with kids that need more support

List of 24/7 grocery stores or pharmacy available in a 5 mile radius of the attraction

Disability services. Disney does a great job of that. Having return times for rides and you can register in advance. If there was a website like that that had special services that would be great.

I search for campgrounds, so my ADHD child can be outside and stimulated, where he can expend his energy without bothering anyone. But he also enjoys being outside so much it calms him.

Ability to have private eating arrangements

Being able to book a hotel room that allows my kids to have their own space to sleep would be amazing. They wake each other up if they are all in one room together, so it makes overnight stays in a hotel impossible

I'd love to see more play spaces dedicated to neurodiverse children and children in general in the airport waiting areas. It's very hard to entertain a child, specially a neurodiverse one, while waiting for boarding time, and it's very rare to find a play area at airports. We would definitely use more an airport and go more often to a destination whose airport has a dedicated play area





Thank you

