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## US affluent households spend over \$23,000 a year on family travel according to new survey



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*Seeing the pyramids of Giza - one of the top five dream getaways for affluent US families*

Taking in the Northern Lights, a trip to the Galapagos Islands, an African safari, diving the Great Barrier Reef and seeing the pyramids of Giza feature as the top five dream getaways in a survey conducted by Top Flight Family, a US online destination for luxury family travel.

The survey looks at the travel habits of US families earning more than \$100,000 per year, including their top destinations, their favourite accommodation options, and the upgrades they say are must-haves for getting the most out of their vacations.

Survey respondents reported spending about \$1,500 per person per vacation.

With an average household size of 3.9 and an average of 4.1 trips taken per year, that means affluent households spend over \$23,000 per year just on family travel.

Nearly a quarter of affluent parents (23%) said they take trips primarily to enrich their children's education and development, and two-thirds said they are willing to let their kids miss some school in order to travel (65%).

'Travel brings us closer together as a family' was the single most popular reason given by survey respondents for why they travel with their children (35%).

Affluent parents chose kids clubs as the third-most popular upgrade (32%).

The Luxury Family Traveler survey was conducted online in October among 362 residents from 42 different US states who have children under the age of 17 and household incomes in excess of \$100,000 per year.

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