WANDERLAND™
of LONDON



The Global Kids Hospitality Report 2027

Family travel tops luxury advisers' 2026 trends.
Children are still the guests hotels plan for least.

BY THE WANDERLAND THINK TANK TEAM · KIDSHOSPITALITY.ORG

Hello, grown-ups.
The report in 30 seconds.

Virtuoso's luxury travel advisers rank family travel their #1 trend for 2026, as they did for 2025.[2] Yet of 32 top-rated hotels in London, New York, Paris and Dubai, only 7 show a playroom or kids' club on their website.[3]

Children help shape what the family does on the trip. Hotels host most of it, yet rarely speak to the child.

Win the child and you may win two bookings: this family's, and the one the child makes as an adult. 66% of travellers in 14 markets say their parents shaped the hotels they choose (Ipsos for Hilton, 2025).[4]

WANDERLAND™ of LONDON THINK TANK TEAM

www.wanderland.london >
www.screenery.design >



Contents

03 **The short version** · summary, pp. 3–6
07 **Nobody's Baby** · market
08 **Kids Steer the Stay** · who decides
09 **The Grand(parent) Tour** · Asia and the Gulf
10 **The Teen Gap** · teens
11 **The Co-Pilot** · a teen planner
12 **They Want the Keys** · teen design
13 **Room, Not Robe** · city hotels
14 **Got the Memo** · five city hotels
15 **Got the Memo, Too** · more hotels
16 **Home Advantage** · villas and rentals
17 **The Operators' Edge** · tour operators
18 **Trade Secrets** · operator cases
19 **Sea Legs** · cruise
20 **Who's Welcome Aboard?** · cruise lines
21 **How to play the cruise game** · on land
22 **Home at Sea, All Ages** · Explora Journeys
23 **Play Money** · kids' industries
24 **Ask the Robot** · AI
25 **The Yo-Yo Dividend** · business case
26 **Who Let the Dogs In?** · pets and adults-only
27 **All Ears** · additional needs
28 **Safe Hands** · safeguarding
29 **Next stop, 2029** · future
30 **The Small Print** · methods
31 **The 2027 fact sheet** · one-page summary

FOR REFERENCE: THE 2025 REPORT IN FIVE LINES

1. Luxury city hotels under-serve kids and teens: "The same old crayons and a colouring book. A cookie. A robe."[1]
2. Kids and teens drive family travel decisions.
3. Hotels should learn from, and partner with, the kids' industries (toys, games, media).
4. Small touches pay. "To delight a 4 year-old, you need a yo-yo and a bit of imagination."[1]
5. Hotels do more for pets than for kids.

Two years on: a few brands acted, and Shangri-La launched the children's programme its chair promised in 2024: Questers, now at about 20 hotels.[5]

1 Wanderland Think Tank, The Global Kids Hospitality Report 2025, pp. 8 and 82.

2 Virtuoso, 2026 Luxe Report trade release (2,485 adviser responses, 50+ countries; #1 "Family travel (immediate family)"), 6 Oct 2025; also #1 in the 2025 Luxe Report (6 Nov 2024). static.virtuoso.com

3 Count of 32 top-rated hotels (Forbes Travel Guide 2026: 31 Five-Star, 1 Four-Star; first eight per city in London, Paris, New York and Dubai), official websites only, Sep 2026: 7 list a kids' club or playroom. Hotels not named; method on p. 30.

4 Hilton, 2026 Trends Report release and fact sheet (Ipsos for Hilton, 14,009 adults planning to travel in the next 12 months, 14 markets, 9–30 Jun 2025), Oct 2025. stories.hilton.com

5 TTG Asia, Shangri-La Questers at about 20 hotels, 17 Mar 2026. ttgasia.com

EXECUTIVE SUMMARY · 1 OF 4

The short version: twelve things to know

01

#1

Luxury travel advisers rank family travel their #1 trend for 2026.

2,485 Virtuoso advisers in 50+ countries put immediate-family travel first, as they did for 2025[1].

For luxury sellers, families are a core market, not a niche.

02

89%

Children shape the activities. When they help plan, US parents most often involve them in activities (89%) and restaurants (54%)[2].

Separately, 56% of families in Hilton's 2024 poll (13 markets) say they will choose hotels for the kids' club or youth programming[3].

03

7 of 32

Luxury city hotels rarely give children a place to play, or families a guaranteed connecting door.

Of 32 top-rated hotels in London, Paris, New York and Dubai, 7 list a kids' club or playroom; 13 guarantee a connecting room (Sep 2026)[4].

04

Families make big bookings: on Booking.com they spend the most per booking and book longer stays (2024)[5].

Few hotels measure family repeat stays. Specialists that do report high repeat rates.

05

By end-2027, all 13–17-year-olds are Gen Alpha (McCrindle's 2010–24 definition)[6]. Most luxury kids' programmes stop at 12.

16 of 125 readable fact sheets from one luxury brand name a teen space[7].

06

Luxury family travel is global. Gulf visitors stay in Britain far longer than average.

GCC visitors stayed 11 nights per visit in 2024 (all trip purposes), against about 7 for all visitors[8].

A programme built for a long weekend does not fit these longer stays.

07

Luxury cruising grew fastest of Bain's nine luxury categories by spending (2019–25)[9]; the lines now disagree about children.

Oceania stopped new bookings for under-18s in 2026[10].

08

Families who need several bedrooms often rent a house. Leading hotel brands now rent homes with hotel service.

Families with children book almost one in five Airbnb nights worldwide (H1 2024)[11].

09

Tour operators treat children as clients: they interview them and split clubs by age.

69% of Virtuoso advisers say family and multigenerational trips top clients' requests (Jul 2026)[12].

10

Children with additional needs are a normal part of the family market, and few holidays are built for them.

81% of UK parents of disabled children wanted a summer holiday club; only 10% found a suitable one (2023)[13].

11

Hotels cite child safety as a reason not to run a kids' club. Drowning is the risk that pools bring.

England, 2019–25: 116 of 132 child drownings with known supervision had no adult watching; 15 of 24 English children who drowned abroad died in pools[14].

12

Hotels court pets harder than children.

Of the same 32 top-rated city hotels, 25 publish a pet policy; 7 list a playroom[4].

1 Virtuoso, 2026 Luxe Report trade release (2,485 advisers, 50+ countries), 6 Oct 2025. static.virtuoso.com

2 Talker Research for Visit Anaheim (2,000 US parents of 6–17s, Apr 2025), 2 Jun 2025. talker.news

3 Hilton, 2025 Trends Report (Ipsos, 13,001 adults, 13 markets, Jun 2024), Oct 2024. stories.hilton.com

4 Count of 32 top-rated hotels (Forbes Travel Guide 2026: 31 Five-Star, 1 Four-Star; first eight per city), official websites, Sep 2026; method on p. 30.

5 Booking.com Partner Hub, "Why family bookers are a key segment" (written for rental hosts), 22 Sep 2025. partner.booking.com

6 McCrindle, "Generation Alpha defined" (born 2010–2024). mccrindle.com.au

7 One luxury brand's hotel fact sheets (at least 16 of 125 readable), 23 Sep 2026; method on p. 30.

8 VisitBritain, GCC market snapshot (IPS 2024), 2025; all-visitor average 7.4 nights from its Kuwait snapshot (/media/5435). visitbritain.org

9 Bain & Company, "Finding a New Longevity for Luxury", 18 Dec 2025. bain.com

10 Oceania Cruises, adults-only release, 7 Jan 2026. oceaniacruises.com

11 Airbnb Newsroom, "Going big and going far", 28 Oct 2024. news.airbnb.com

12 Virtuoso July 2026 survey (nearly 800 advisers), via Travel Industry Today, Aug 2026. travelindustrytoday.com

13 Contact and Disabled Children's Partnership (online, ~1,800 UK parents, Jun–Jul 2023). contact.org.uk

14 National Child Mortality Database, Child drowning deaths 2019–2025 (England), 6 May 2026. ncmd.info

EXECUTIVE SUMMARY · 2 OF 4

So what?
what it means for hotels, cruise lines and tour operators

Luxury sells to families but rarely plans for their children.

Hotels

1. **The playroom, not the gift.** Put the budget into usable space and time with children before welcome gifts. In a study of city hotels in Kraków, parents rated a playroom among the most important items and a gift among the least[1].
2. **Plan the stay with the child.** Parents book the hotel; when children help plan, they most often shape activities and restaurants[2]. Asking the child before arrival shapes the family's time on site.
3. **Zone, don't ban.** Set adult-only hours or spaces instead of turning children away. Bans can backfire: South Korea has 500+ no-kids zones, and Jeju now pays restaurants a one-off ₩300,000 ($210) to equip for children[3].
4. **Plan for the long, multigenerational stay.** Gulf visitors to Britain stay about 11 nights[4], and Indian holidaymakers favour multigenerational trips[5]. A programme built for three nights runs out in the first week.



"...rather than just putting a kid's tent in a room, for example, we can create an end-to-end, integrated, holistic experience that can be delightful."[14]

Kuok Hui Kwong, Chair, Shangri-La, 2024



"...what we sell is time. We never have enough time with our loved ones..."[15]

Laurent Kleitman, CEO, Mandarin Oriental

Cruise lines

1. **Say clearly who each ship is for.** Oceania stopped taking new bookings for under-18s in 2026[6]. On 23 Sep 2026, Royal Caribbean Group agreed to buy half of Sandals (adults-only) and Beaches (families)[7]. A clear policy helps each guest choose.
2. **Treat teenagers as separate guests.** Few luxury lines separate teenagers from young children[8]. Yet teenagers help choose the trip: in Scott Dunn's 2025 survey of teen guests, nearly 40% had changed their parents' minds on where to go[9].
3. **Link the cruise to a hotel stay.** 64% of recent cruisers (all cruise types, nine markets) spent a night in the port city before or after sailing[10]. Lines and hotels that plan it together sell the whole trip.
4. **Welcome children with additional needs.** Families of disabled children rarely find a holiday club that fits. Royal Caribbean became the first autism-friendly cruise line in 2014, with its whole fleet certified[11].

Tour operators

1. **Keep treating the child as a client.** The best operators already do: one US agency gives children aged 10 and over their own planning meeting[12]. The child's view shapes much of what the family does.
2. **Set the standard with partner hotels.** Ask partner hotels for the rooms and clubs your families need, and publish which ones meet your standard. Scott Dunn runs its own age-split kids' clubs inside partner resorts[13].
3. **Hold partners to one written safety standard.** Laws differ by country, but the operator's name is on the whole trip. A published standard gives parents a promise they can check.

1 M. Siwek et al., International Journal of Environmental Research and Public Health 19(14): 8321 (Kraków city hotels; 90 parents), 6 Jul 2022. doi.org

2 Talker Research for Visit Anaheim (2,000 US parents of 6–17s, Apr 2025), 2 Jun 2025. talker.news

3 The Korea Herald, "Jeju offers cash to restaurants that welcome children, challenging Korea's 'no-kids' zones", 16 Oct 2025. koreaherald.com

4 VisitBritain, GCC market snapshot (IPS 2024, all trip purposes), 2025. visitbritain.org

5 Thomas Cook (India) and SOTC, India Holiday Report 2025 (2,500+ respondents), 28 May 2025. resources.thomascook.in

6 Oceania Cruises, adults-only release (18+ for new reservations), 7 Jan 2026. oceaniacruises.com

7 Royal Caribbean Group, Sandals and Beaches partnership release, 23 Sep 2026. royalcaribbeangrouppresscenter.com

8 Luxury cruise lines' FAQ and family pages (Explora, Seabourn, Regent, Silversea, Crystal, Ponant and others), read Sep 2026. explorajourneys.com

9 Scott Dunn's 2025 survey of teen guests (n not disclosed), via Luxury Travel Magazine, 8 Nov 2025. luxurytravelmagazine.com

10 CLIA, "2026 State of the Cruise Industry" (Cruise SPI, Dec 2025, n=1,884), Apr 2026. cruising.org

11 Autism on the Seas certification release (Royal Caribbean, 20 Feb 2014; fleet-wide, Bronze level). prweb.com

12 Travel Weekly, "The Wander Years", reproduced by the FTA ("kids consultation", ages 10+), 28 Jan 2026. familytravel.org

13 Scott Dunn, Explorers age groups and CREW, Sep 2026. scottdunn.com

14 McKinsey & Company, "Updating perceptions about today's luxury traveler" (Kuok Hui Kwong interview), 29 May 2024. mckinsey.com

15 McKinsey, interview with Laurent Kleitman, 27 Jan 2026. mckinsey.com

EXECUTIVE SUMMARY · 3 OF 4

Five numbers for the board: the money case for families

Families pay for space, fill rooms and shape the next generation's choices.

48% vs 21%

of US parents choosing where to stay name amenities for children as a top factor; 21% name reward points (FTA/NYU, 2025)[1]

What a hotel offers children wins families more than points do

66%

of travellers in 14 markets say their parents shaped the hotels they choose (Ipsos for Hilton, 2025)[2]

A family stay done well can win the child as a future guest

97.3%

occupancy at Center Parcs UK & Ireland, FY2025; 65% of its guests are repeat guests[3]

A business built around families can keep rooms full and guests returning

+150–160%

growth in luxury cruise spending, 2019–2025, the fastest of Bain's nine luxury categories, from a small base (€6bn in 2025)[4]

The fastest-growing corner of luxury is still deciding how to host families

~$80,000

a week for the three-level Ultimate Family Townhouse on Royal Caribbean's Icon of the Seas at its 2024 launch; it was "mostly sold out" for the ship's first year[5]

Families pay a top price for space designed for them, even on a big-ship brand

1 FTA and NYU SPS Tisch Center, "US Family Travel Survey 2025", p. 20 (multi-select; 778 parents on Good Housekeeping mailing lists, 18 Jul–25 Aug 2025; "Amenities for children" 48%, "Ability to use rewards points" 21%), 20 Oct 2025. familytravel.org

2 Hilton, "Inheritourism: Travel Runs in the Family", 2026 Trends, and fact sheet release and fact sheet (Ipsos for Hilton, 14,009 adults planning to travel in the next 12 months, 14 markets, 9–30 Jun 2025), 6 Oct 2025. stories.hilton.com

3 Center Parcs (Group Holdings) Ltd, Annual Report 2025 (UK & Ireland, 53 weeks to 24 Apr 2025), pp. 8–10 (65% repeat rate, p. 9, not defined), Companies House, 31 Oct 2025. find-and-update.company-information.service.gov.uk

4 Bain & Company, "Finding a New Longevity for Luxury", Fig. 2 (spending growth 2019–2025E, current exchange rates), 18 Dec 2025. bain.com

5 Cruise Critic, "Icon of the Seas Cabins & Suites", editor's review ("despite its $80,000 per week price tag, it's mostly sold out for the ship's inaugural year"), read Sep 2026. cruisecritic.com

EXECUTIVE SUMMARY · 4 OF 4

Must try harder:
the Kids Hospitality Report Card 2027

We graded four sectors on six subjects, from welcome to loyalty.

Report card 2027: tour operators top the class; hotels and ships get a D for loyalty

End-of-year report

	WELCOME	SPACE	PLAY	TEENS	LOYALTY	FAMILY INFO IN PLAIN TEXT
Luxury city hotels	C+	C	C-	D	D	D
Few top-rated city hotels show a playroom, and fewer than half guarantee a connecting room[1].						
Luxury resorts	B+	B	A-	C	D	D
Strong with young children, weak from 13: few of one luxury brand's fact sheets name a teen space[2].						
Luxury cruise lines	C	B-	B-	D+	D	C
Four Seasons Yachts' kids' club is complimentary[3]; Explora puts 6- and 17-year-olds in one club[4].						
Luxury tour operators	A-	B	A-	B+	B	n/a
One leading agency gives children aged 10+ their own planning meeting[5]; the best operators split kids' clubs by age[6].						
Every sector: loyalty and family info. No big loyalty programme gives a child an account of their own; Shangri-La adds children to a parent's family account.[7] Few hotels publish family facts in plain text.						
How we grade	**A** children named, priced and welcomed as guests. **C** a gift at check-in. **D** a policy line only.	**A** second room or connecting door offered at booking. **C** extra bed or cot. **D** nothing for families.	**A** staffed, age-split programme every day. **C** a playroom or a kit. **D** nothing.	**A** own space for 13+, open in the evening. **C** shared with young children. **D** a games console or nothing.	**A** the child has an account or benefits. **C** the child sits on a parent's account. **D** nothing for the child.	**A** ages, hours, prices and rooms in plain text. **C** some, scattered. **D** yes/no boxes only.

Grades are our reading of the evidence in this report. They describe the typical business in each sector. Cruise lines are graded on lines that take children; Oceania (18+) is not graded.

Three principles for top marks

1. **Make family terms bookable.** Families book what they can see and secure, so child prices, ages and room arrangements need to be clear and bookable.
2. **Give each age group its own space and say.** Children steer the family's activities, and teenagers leave when they are treated as small children.
3. **Measure families as a segment.** Without family-level numbers, the business case stays unproven.

1 Count of 32 top-rated hotels (Forbes Travel Guide 2026: 31 Five-Star, 1 Four-Star; first eight per city in London, Paris, New York and Dubai), official websites only, Sep 2026: 7 show a playroom, 13 guarantee a connecting room. Hotels not named; method on p. 30.

2 Count of one luxury brand's hotel fact sheets (at least 16 of 125 readable), 23 Sep 2026. Brand not named; method on p. 30.

3 Four Seasons Yachts, FAQ ("The Children's Program is complimentary"; ages 4 to 12), Sep 2026. fourseasonsyachts.com

4 Explora Journeys, Nautilus Club (ages 6–17), Sep 2026. explorajourneys.com

5 Travel Weekly, "The Wander Years", reproduced by the FTA ("kids consultation", ages 10+), 28 Jan 2026. familytravel.org

6 Scott Dunn, Explorers age groups and CREW, Sep 2026. scottdunn.com

7 Shangri-La Circle, "Questers Rewards" FAQ (child members under 18 join a Family Group), accessed Sep 2026. shangri-la.com

WANDERLAND™ of LONDON

The 2027 fact sheet:
five trends, fifteen facts, one page

Virtuoso's luxury travel advisers rank family travel their #1 trend for 2026.[1]
Children are still the guests hotels plan for least.

1 Room, Not Robe.

Families have the money. Hotels don't guarantee the connecting room, so many families rent a house.

Free or half price

a family's second room: free with a one-bedroom suite at Claridge's and The Connaught; at Rosewood London free with a suite or half price with a Family Room; half price at Corinthia[2, 3]

Some London hotels use the second room to attract families.

7 of 32

top-rated hotels in London, Paris, New York and Dubai list a kids' club or playroom; 25 publish a pet policy (Sep 2026)[4]

Top city hotels publish more for pets than for children.

Almost 1 in 5

nights on Airbnb are booked by families with children, worldwide, H1 2024[5]

2 The Teen Gap.

By end-2027 all teenagers are Gen Alpha, and few hotels give them a space of their own.

All

13–17-year-olds are Gen Alpha by end-2027 (McCrindle's 2010–24 definition)[6]

16 of 125

readable fact sheets from one luxury brand name a teen space (Sep 2026)[7]

>70%

of teens in Scott Dunn's 2025 survey of teen guests give their parents ideas on where to go[8]

Teens have a voice in where the family goes.

3 The Operators' Edge.

Tour operators already sell trips that balance what each family member wants.

69%

of nearly 800 Virtuoso advisers say family and multigenerational travel is the trip type clients most ask for more of (Jul 2026)[9]

Family-ready hotels offer what clients ask advisers for.

55%

of private-tour orders on Ctrip, China's largest online travel agency, were placed by families, summer 2025[10]

On Ctrip, families are the main buyers of private tours.

61%

of US parents would consider using a travel adviser in the next two years (2025)[11]

Advisers may help most US parents choose where to stay.

4 Sea Legs.

Luxury cruising grows fastest but can't agree on children: some lines cap them, one bans them.

+150–160%

luxury cruise spending, 2019–2025, from a small base (€6bn in 2025): the fastest of Bain's nine luxury categories (luxury hospitality: +21–23%)[12]

64%

of recent cruisers (all cruise types, nine markets, Dec 2025) stayed a night in the port city before or after sailing[13]

Port-city hotels can meet most cruisers before or after sailing.

~$3bn

Royal Caribbean Group's price for 50% of Sandals (adults-only) and Beaches (families), expected to close in early 2027[14]

A cruise group is buying into family resorts on land.

5 The Yo-Yo Dividend.

Families make big bookings. Few hotels measure whether they come back; family specialists that publish it report strong repeat rates.

65%

of guests are repeat guests at Center Parcs UK & Ireland, a family holiday business (FY2025)[15]

66%

of travellers in 14 markets say their parents shaped the hotels they choose (2025)[16]

A good family stay can win tomorrow's adult guest.

#1

spend per booking of any travel group on Booking.com in 2024; families also book longer stays[17]

The Wanderland Think Tank team
kidshospitality.org · wanderland.london

1 Virtuoso, 2026 Luxe Report release (2,485 advisers, 50+ countries): "Family travel (immediate family)" #1, 6 Oct 2025. static.virtuoso.com

2 Maybourne, "A Family Story" (Claridge's; The Connaught), Sep 2026. maybourne.com

3 Corinthia London, "Little Feet, Big London"; Rosewood London, "Family Moments", Sep 2026. rosewoodhotels.com

4 Count of 32 top-rated hotels (Forbes Travel Guide 2026: 31 Five-Star, 1 Four-Star; first eight per city), official websites only, Sep 2026. Hotels not named; method on p. 30.

5 Airbnb Newsroom, "Going big and going far" (global nights, H1 2024; bookings with a baby or child), 28 Oct 2024. news.airbnb.com

6 McCrindle, "Generation Alpha defined" (born 2010–2024); other definitions differ. mccrindle.com.au

7 Count of 125 readable fact sheets in one luxury brand's press kit, 23 Sep 2026; at least 16 name a teen space. Method on p. 30.

8 Scott Dunn's 2025 survey of teen guests (n not disclosed), via Luxury Travel Magazine, 8 Nov 2025. luxurytravelmagazine.com

9 Virtuoso July 2026 survey (nearly 800 advisers), via Travel Industry Today, Aug 2026. travelindustrytoday.com

10 Ctrip, 2025 Summer Parent-Child Travel Report (platform data, mainland China), 1 Sep 2025, via TravelDaily. m.traveldaily.cn

11 FTA / NYU SPS Tisch Center, US Family Travel Survey 2025 (778 parents, Good Housekeeping mailing lists, 18 Jul–25 Aug 2025; would consider using a travel adviser), 20 Oct 2025. familytravel.org

12 Bain & Company, "Finding a New Longevity for Luxury", Fig. 2 (2019–2025E, current exchange rates), 18 Dec 2025. bain.com

13 CLIA, 2026 State of the Cruise Industry (n=1,884, Dec 2025), Apr 2026. cruising.org

14 Royal Caribbean Group release, 23 Sep 2026. royalcaribbeangrouppresscenter.com

15 Center Parcs (Group Holdings) Ltd, Annual Report 2025 (UK & Ireland, to 24 Apr 2025), p. 9 (repeat rate not defined), Companies House. find-and-update.company-information.service.gov.uk

16 Hilton, 2026 Trends release (Ipsos, 14,009 adults planning to travel, 14 markets, Jun 2025), Oct 2025. stories.hilton.com

17 Booking.com Partner Hub (for rental hosts), "Why family bookers are a key segment", 22 Sep 2025. partner.booking.com