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The New Luxury Inheritance: Elegant Resorts Sees Growing Demand for Multi-Generational Travel

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Leading luxury tour operator Elegant Resorts is seeing growing demand for multi-generational travel as grandparents, parents and children choose to holiday together, prioritising shared experiences and quality time over material gifts.

The trend reflects a growing desire among affluent families to create lasting memories through travel, where younger members are introduced to the cultures, heritage, and natural wonders that define a family's values. From private villa buyouts and adventure itineraries to educational wildlife experiences and cultural discoveries, families are choosing experiences that can be shared across all ages.

Elegant Resorts has reported a 16% increase in bookings for groups of six or more passengers over the past first half of 2026 to both Africa and 12.5% to the Caribbean, alongside an increase in enquiries and bookings for private estates, highlighting the growing popularity of larger properties and exclusive-use accommodation among family groups.

Private villas continue to be a preferred option for multi-generational travellers, offering privacy, flexibility and space for families to spend time together while enjoying personalised experiences. Properties such as *Ani Villas Thailand* provide exclusive villa buyouts and bespoke itineraries designed around the individual interests of each family member.

Educational and experiential travel is also becoming a key consideration for families travelling with children and grandchildren. At *The Resort at Paws Up in Montana*, younger guests can participate in Junior Naturalist programmes, wilderness survival training, and river ecology sessions, creating opportunities to learn new skills while spending meaningful time together.

Other popular destinations for multi-generational travel include Iceland, where families can explore dramatic landscapes and natural wonders together, and Lapland, which offers memorable winter experiences suitable for all ages. In the Indian Ocean, spacious three and four-bedroom villas at resorts such as *.Here Maldives* provide an ideal base for larger family groups. Meanwhile, *Ikos Resorts'* signature beachfront villas across Europe offer a blend of expansive living spaces and activities designed to appeal to all generations.

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Gordon McCreadie, Managing Director of Elegant Resorts, said:

"We're seeing more families choose to invest in experiences rather than possessions, with travel becoming a meaningful way to bring generations together. For many, creating lifelong memories with children and grandchildren has become the ultimate luxury. These holidays provide an opportunity to strengthen family connections, discover new destinations together and create stories that will be shared for years to come. Clients are choosing Elegant Resorts to build-out bespoke multi-generational itineraries that can prioritise both time together and time apart to pursue individual interests during the trip."

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About Elegant Resorts

For nearly 40 years, Elegant Resorts has been creating exceptional luxury holidays tailored to the individual needs of its guests. With access to some of the world's most exclusive destinations, hotels, villas and experiences, the award-winning luxury tour operator specialises in crafting personalised journeys that go beyond expectations.

At the heart of the Elegant Resorts experience is a commitment to delivering outstanding service and expert knowledge. Its team of highly experienced Luxury Travel Specialists offer first-hand insight and trusted advice, designing bespoke itineraries that reflect each client's interests and aspirations.

From securing exclusive experiences to arranging every detail before and during travel, Elegant Resorts' dedicated concierge team provides seamless support, ensuring every holiday is effortless, unique and memorable.

Combining decades of expertise with a deep understanding of today's luxury traveller, Elegant Resorts continues to create meaningful travel experiences that inspire, enrich and delight.

For further press information on Elegant Resorts please contact us at pressoffice@elegantresorts.co.uk or call 01244 897 062