

# FAMILY TRAVEL REPORT

Data from Poland, Czech Republic,  
Hungary

Report prepared by Ipsos Poland  
commissioned by Airbnb

Preparation date: 29th of April 2026



# Methodological note



## Sample Description

Parents (up to age 60) with at least one child under 14 who, in the past 12 months, took a vacation with their children that included paid accommodation



## Sample Size

A total of 1500 interviews:  
500 per market



## Countries

Poland  
Czech Republic  
Hungary

*Note: Whenever we refer to „CEE results” we mean the combined data for those 3 countries.*



## Data Collection Method

Online interviews (CAWI) on panel



## Fieldwork Period

17th-20th of March 2026



## Note on data weighting

Data was collected separately on each market, then joined to create "All three markets" result. For that total result, weighting was introduced to reflect the markets share based on population size.

# Key numbers from the report: what should you remember?

Note: all % refer to grouped results for Poland, Czech Republic and Hungary, among parents with at least one child below the age of 14 who in the past 12 months went with their kids on a holiday which included paid accommodation

60%

of parents who gave up or limited a family holiday in the past year did so due to **high costs** (accommodation, transport, or overall trip costs)

54%

experienced **accommodation difficulties when planning or booking trips with children** (affordability, availability, or suitability for family needs)

35%

say **accommodation price** is among their **top three criteria** for choosing a **family holiday destination**

80%

traveled with their children to a **major city** in the past 12 months, indicating the **high popularity of city breaks and demand for suitable accommodation**

# WHERE AND HOW DO CEE PARENTS (POLISH, CZECH, HUNGARIAN) TRAVEL?

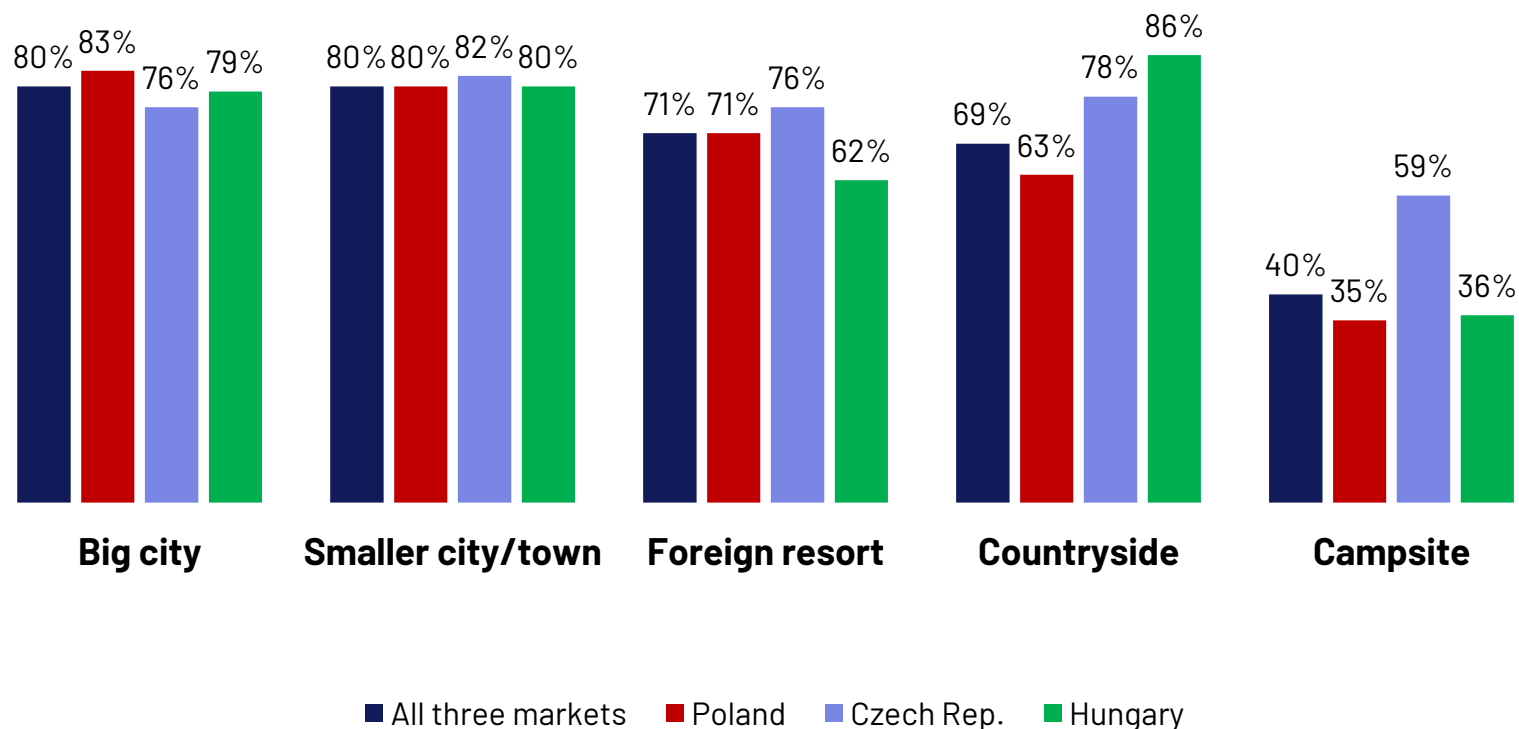
# 01

# City breaks are the most popular family „travel types“ across three CEE countries.

Czech and Hungarian parents vacation in the countryside more often than Polish parents.

On top of that, Czech parents choose camping more often than both Polish and Hungarian counterparts.

Q: In the last 12 months, have you been on vacation with children in...

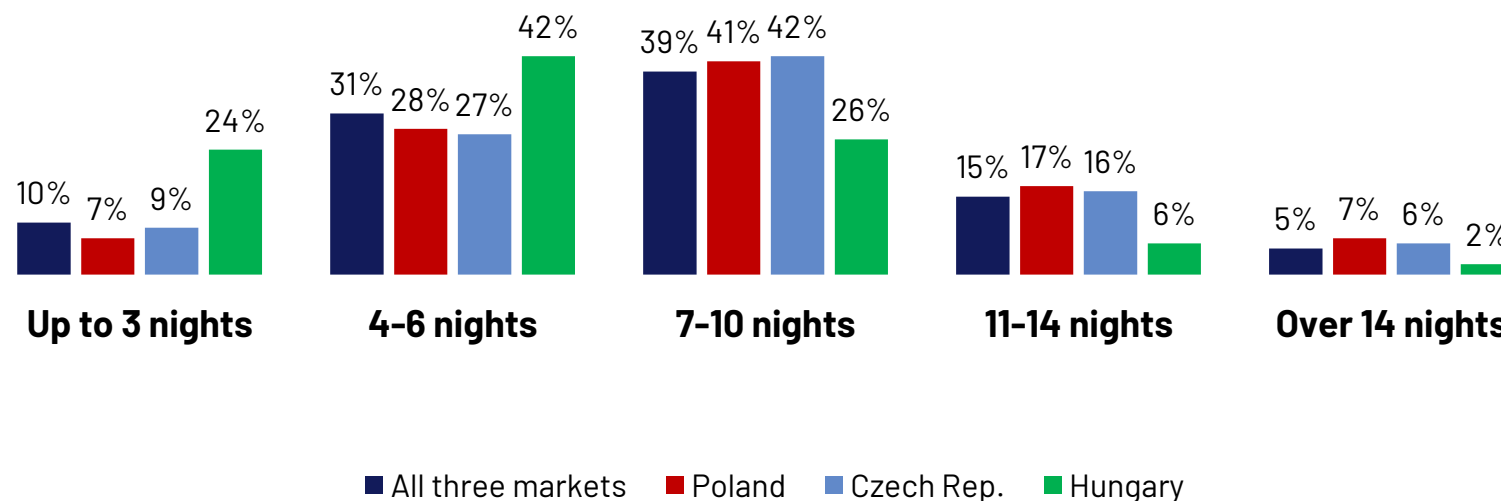


Data for „All three markets“ is weighted with each market contributing accordingly to its population size  
 Base: parents with at least one child below the age of 14 who in the past 12 months went with their kids on a holiday which included paid accommodation;  
 All three markets (N=1500), Poland (n=500), Czech Rep. (n=500), Hungary (n=500)  
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# A typical vacation with kids lasts about 7-10 nights; some trips are shorter (4-6 nights).

Shorter trips (4-6 nights) are most often chosen by Hungarian parents.

Q: How long was the longest vacation trip you took with your children in the last 12 months?



# Where do they end up staying?

Q: In the last 12 months, have you spent a vacation with your children in any of these types of paid accommodation?

# 74%

of parents rented a room  
in a hotel or a resort



# 65%

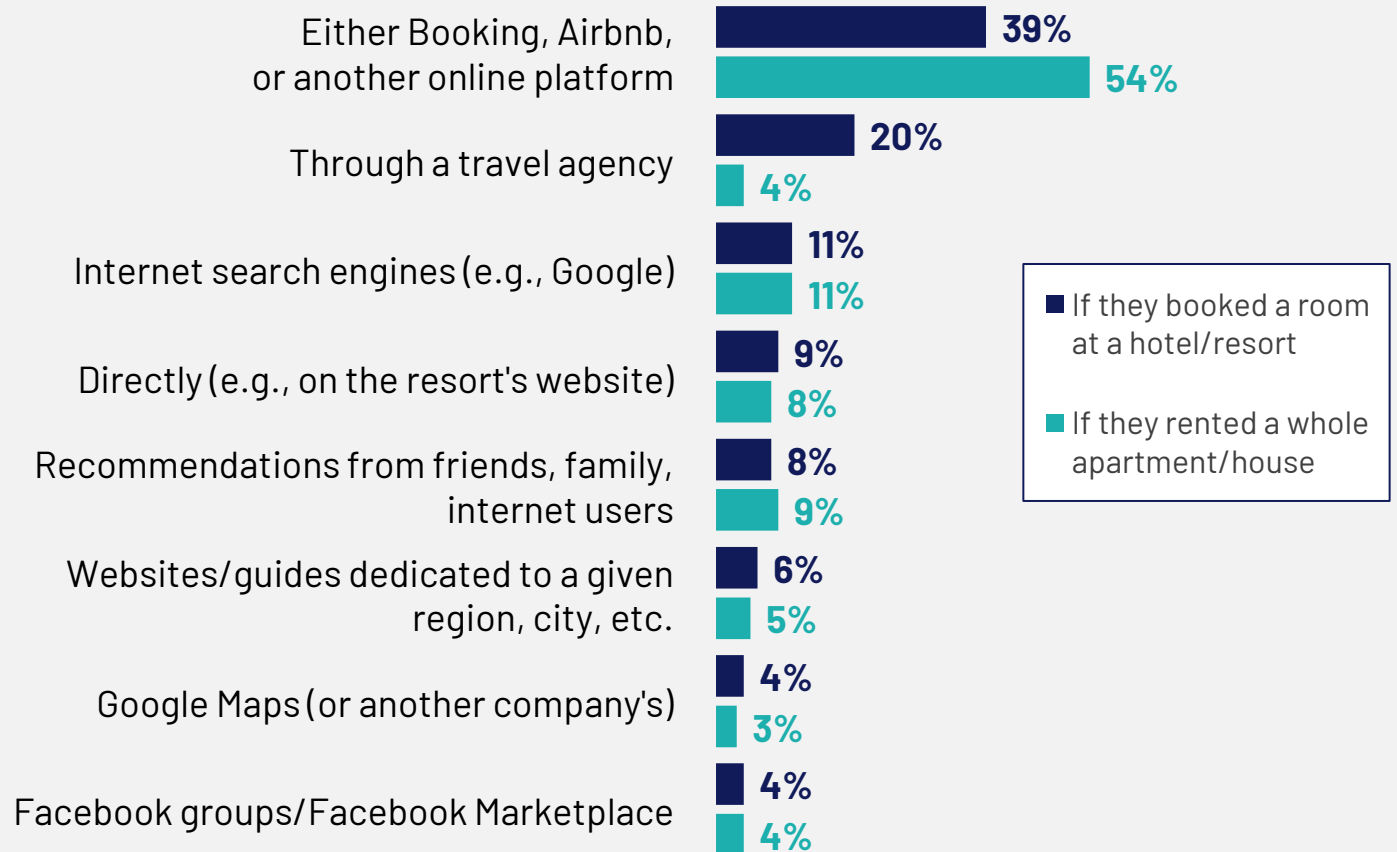
rented a whole apartment  
or a house



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**Regardless of where they end up staying, online booking platforms are their „go to“ for checking the offers.**

Q: How did you find out about the offer of the place where you finally booked accommodation?  
Results for all three markets, Poland, Czech Rep. and Hungary



Data for „All three markets“ is weighted with each market contributing accordingly to its population size  
Base: Parents who booked accommodation (in previous 12 months) in: Hotel/hostel/resort rooms (n=1064); Rented apartment/house (n=949)

# WHAT EXACTLY DOES IT MEAN FOR ACCOMMODATION TO BE „FAMILY-FRIENDLY“?

# 02

Parents need a „safe space“, meaning an accommodation which will be family-friendly, as

# 65%

of them felt like the presence of their children bothered other people in public places when on vacation.

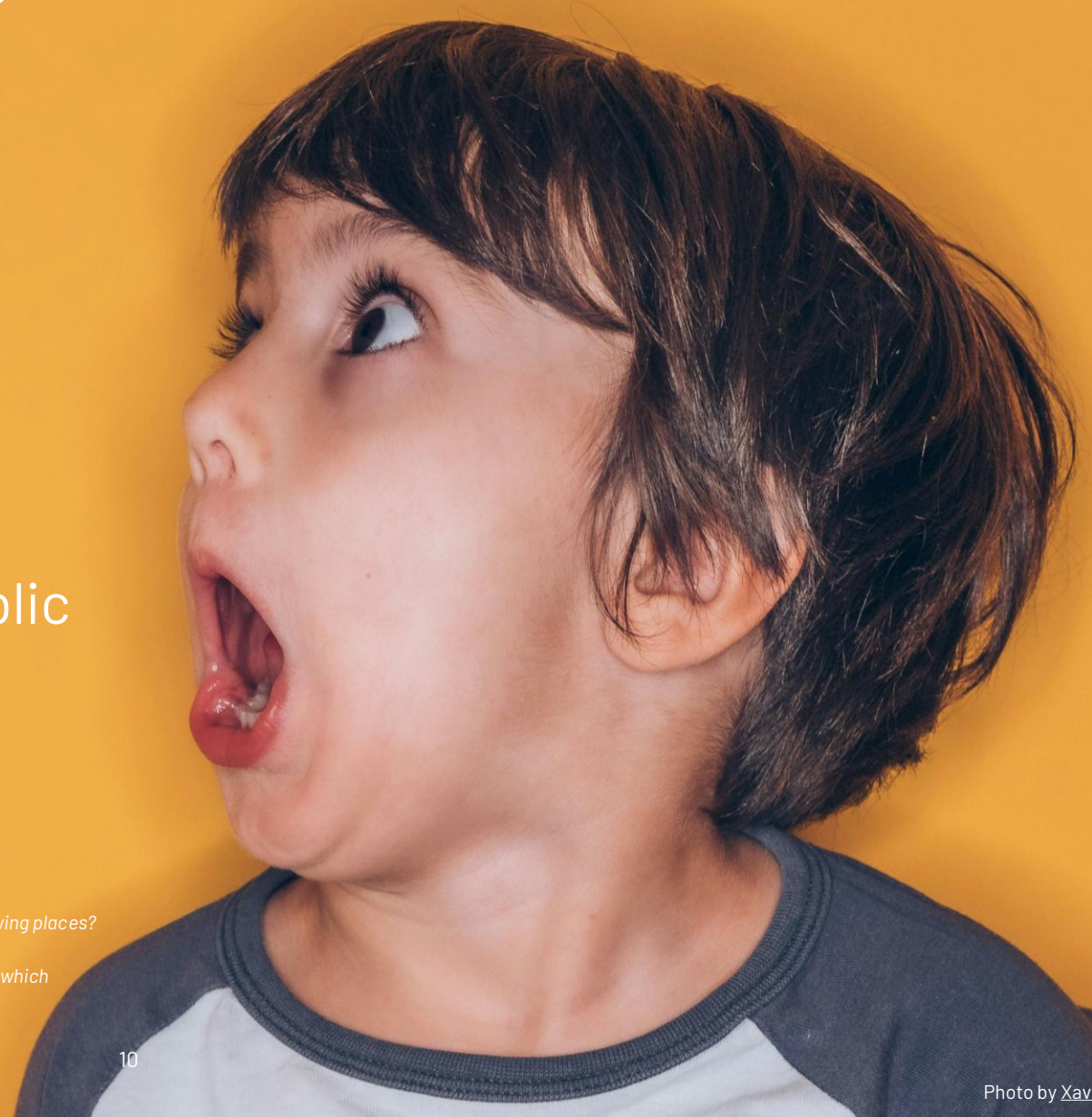


share of parents who felt that the presence of children bothered other people

Q: During your vacation, did you get the impression that the presence of children bothered other people in the following places?

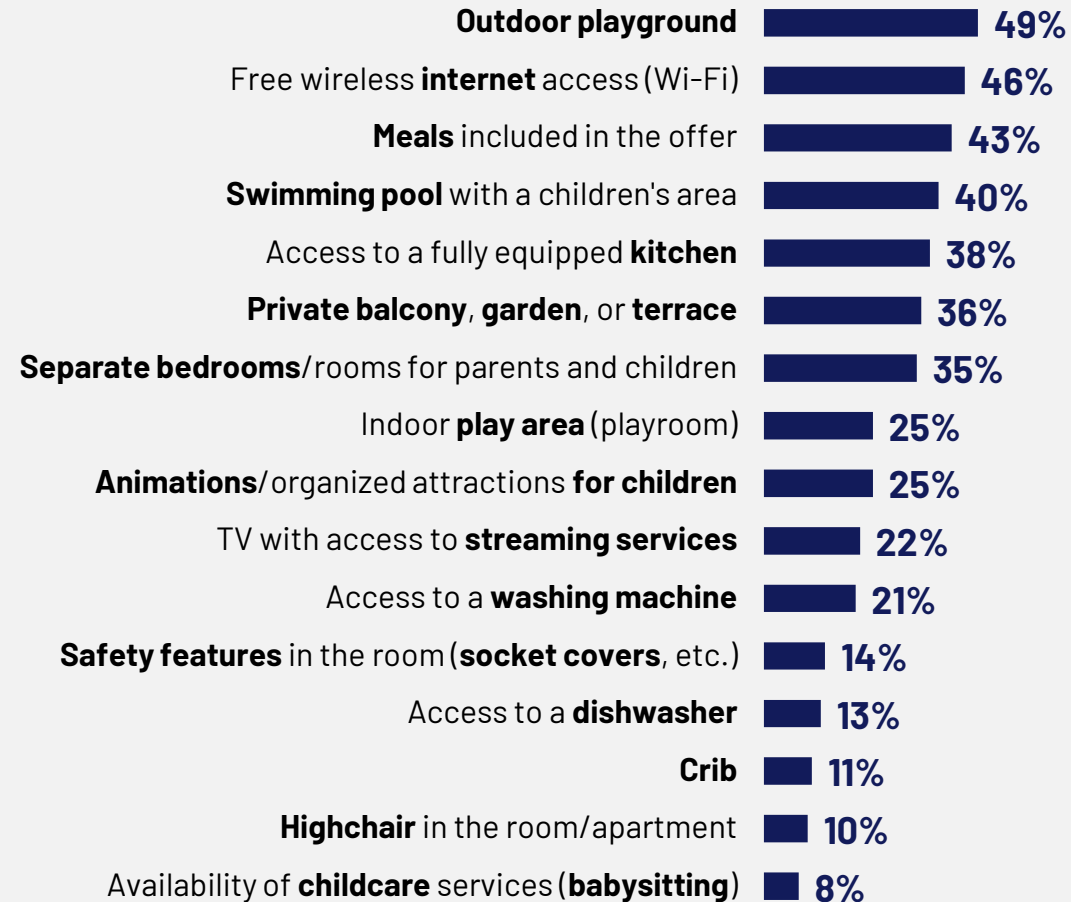
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**Outdoor playgrounds, free Wi-Fi, and meals included are the top three elements that make accommodation feel suitable for families.**

Q: Which of these options should a hotel/apartment offer for you to consider it suitable for a family trip? Results for all three markets, Poland, Czech Rep. and Hungary



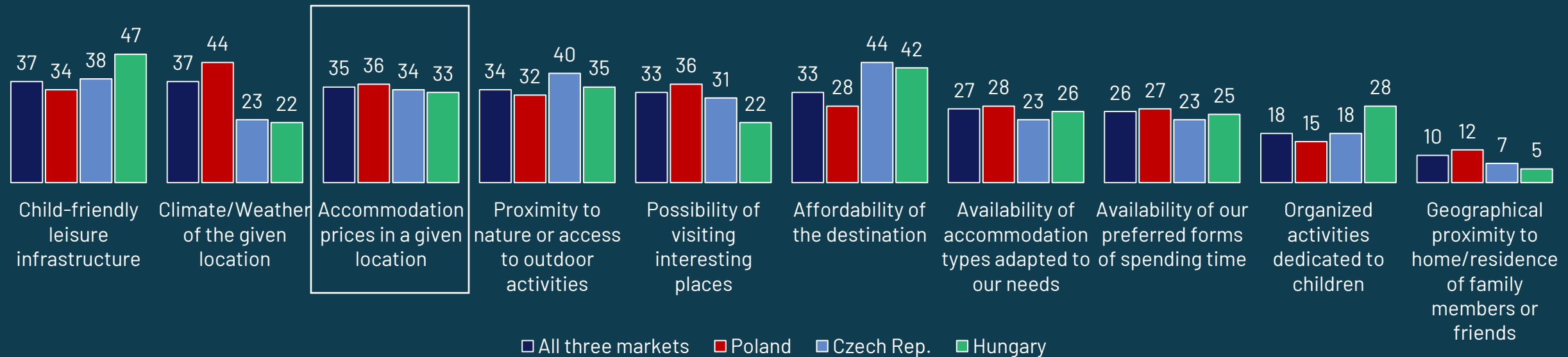
# WHY IS IT IMPORTANT THAT AFFORDABLE ACCOMMODATION OPTIONS REMAIN AVAILABLE?

# 03

# When choosing a vacation destination, accommodation price matters just as much as child-friendly infrastructure and weather/climate.

Q: Choose three most important criteria you usually consider when choosing a place (destination) for a vacation with your children.

Data in %



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# 54%

**of parents across the three CEE countries have experienced accommodation difficulties when planning or booking trips with children** (related to affordability, availability or fit to family needs).

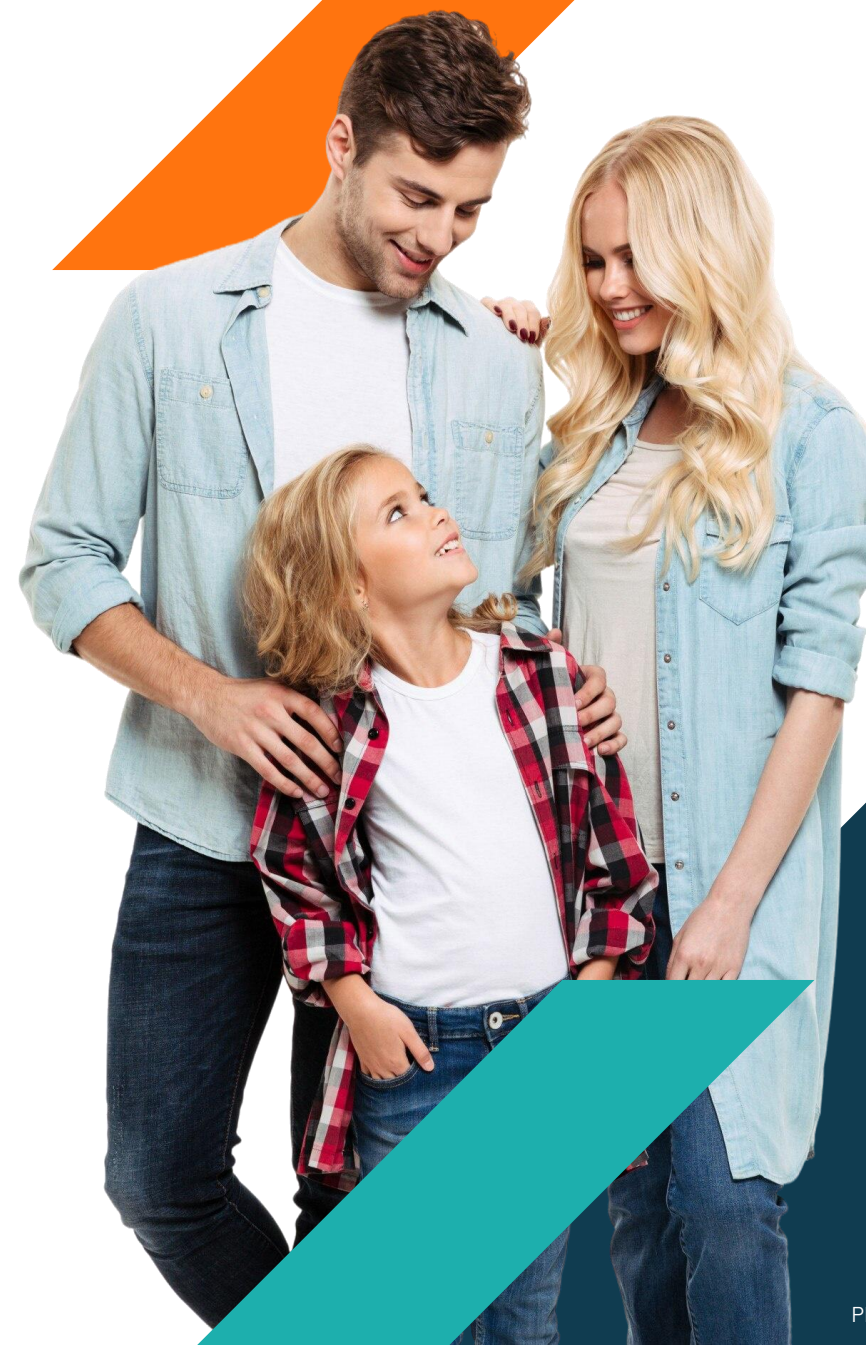


Q: In the last 12 months, have you encountered any of the following difficulties when planning or booking trips with children?

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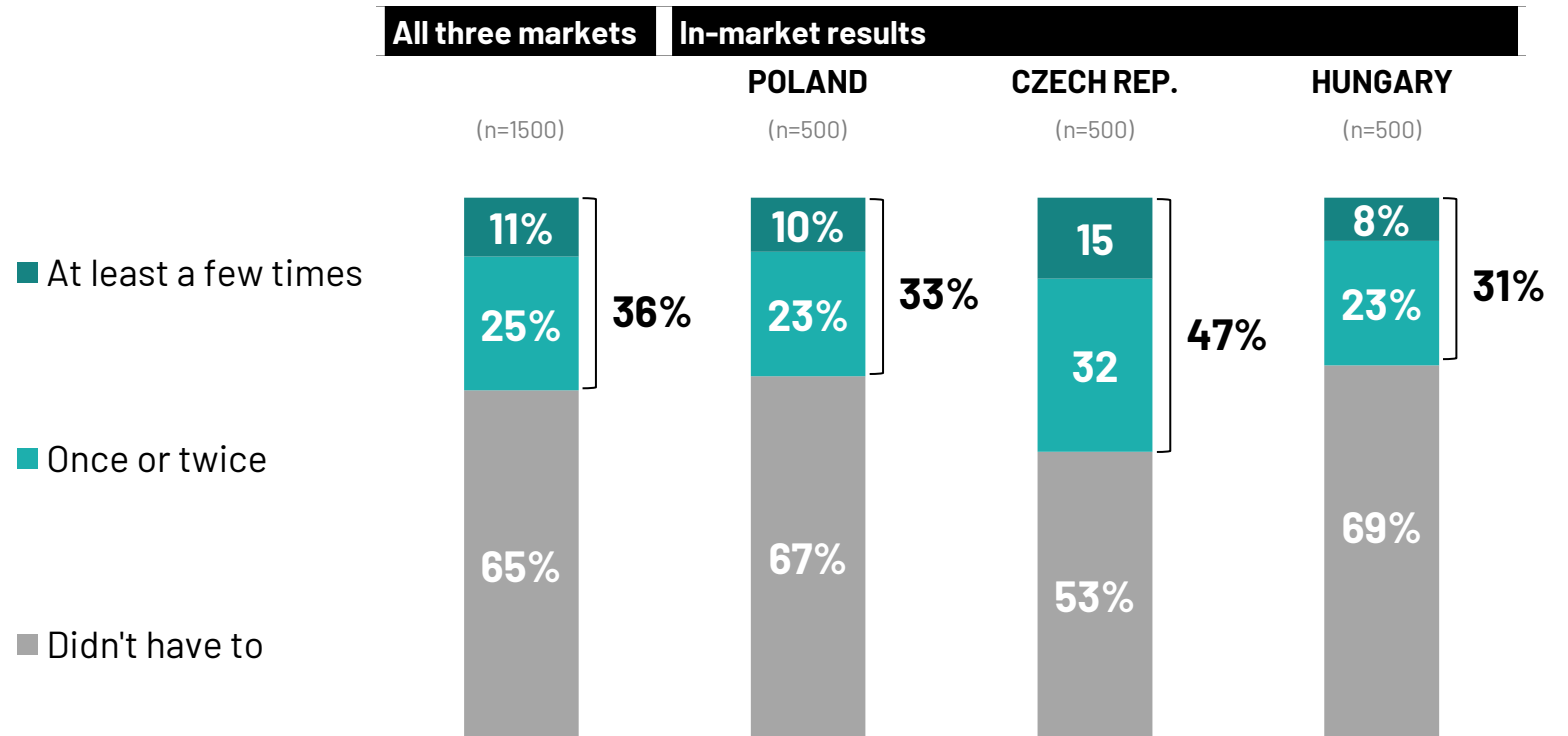
All three markets (N=1500), Poland (n=500), Czech Rep. (n=500), Hungary (n=500)



# 36% of parents had to limit or completely cancel a family vacation at least once in the past year

The share is highest in the Czech Republic.

Did you have to cancel or limit your vacation plans with children in the last 12 months?



Data for „All three markets“ is weighted with each market contributing accordingly to its population size  
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# 60%

of parents who **limited or completely canceled their family travel plans** did so because of **high costs** (of either accommodation, transport, or overall trip costs)



Q: And for what reason/reasons [you had to give up or limit your family trip plans]? Choose all that apply to the last 12 months.

Data for „All three markets” is weighted with each market contributing accordingly to its population size

Base: parents who had to give up or limit their family vacation plans in the last 12 months

All three markets n=558 / for country %: Poland n=166, Czech Rep. n=235, Hungary n=157

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