

Family Safety, at Every Turn

BabyQuip Safe Family Travel Report 2018



Photo by Shutterstock

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INTRODUCTION

In June 2018, baby gear rental service and marketplace [BabyQuip](#) introduced its first, safety-gearred survey to traveling U.S. parents of young children to gain greater insight on how they maintain safety during family vacations.

The survey also asked how they view their hospitality destinations' level of safety, and what they wanted from the hospitality industry to ensure a safe travel experience — leading to the company's first annual *Safe Family Travel Report 2018*. The report is informed by [First Candle](#), a preeminent national nonprofit committed to eliminating sudden infant death syndrome (SIDS) and other sleep-related infant deaths.

SURVEY INFORMATION

BabyQuip reached out to U.S. parents between ages 18 and 44 — with children age four and younger. The survey received 261 responses in total, with respondents hailing from various regions and socioeconomic backgrounds around the country.

SUMMARY OF FINDINGS

The Safety Scores are in...

While parents were much more likely to give their in-laws and their own parents' homes an A (32%) or B (36%) when asked to grade these locations in terms of how safe they were for their visiting infants and toddlers, parents were more likely to award a C grade to vacation rentals (53%) and hotels (49%). Only two percent of parents gave hotels or vacation rentals an A score. When it came to a failing grade, hotels (6%), vacation rentals (5%) and grandma's house (2%) all received a few Fs.

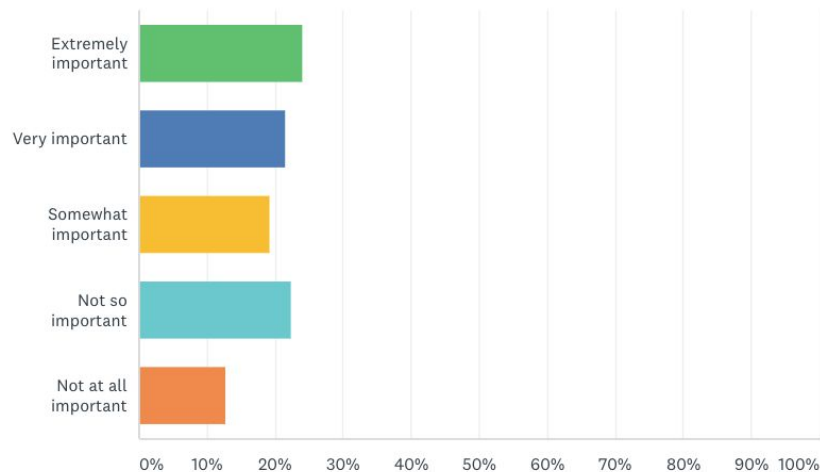
▼	F - FAILING GRADE ▼	D - NOT GREAT ▼	C - AVERAGE ▼	B - GOOD ▼	A - GREAT ▼	TOTAL ▼
Hotels	6.18% 16	30.50% 79	49.03% 127	11.97% 31	2.32% 6	259
Vacation Rentals	4.60% 12	24.52% 64	53.26% 139	15.33% 40	2.30% 6	261
Parents' Home	2.30% 6	6.13% 16	23.75% 62	36.02% 94	31.80% 83	261

Cribs are Key.

Sixty-five percent of parents with children under age two believe it's important for a hotel or vacation rental to have a full-size crib so their baby can sleep more safely, with nearly a quarter (24%) indicating it is "extremely important."

When traveling with your infant or toddler, how important is it that your hotel or vacation rental have a full-size crib so your baby can sleep safely?

Answered: 125 Skipped: 0

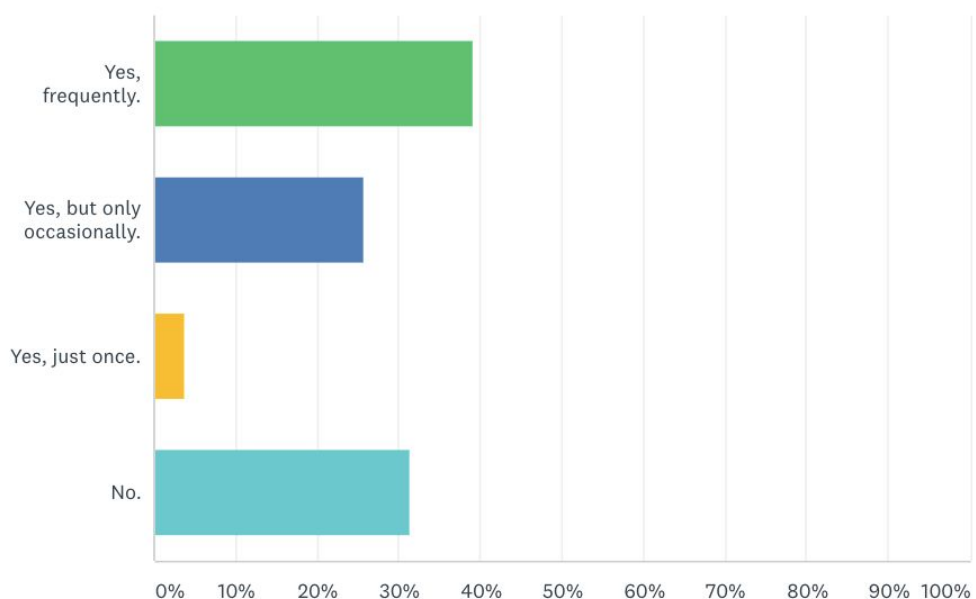


Baby Bed-Sharing is Prevalent.

Sixty-nine percent of parents indicated they slept with their infant in their beds while traveling, with 39 percent of parents indicating they've done this frequently.

Have you ever slept with your infant in your bed when traveling?

Answered: 261 Skipped: 0



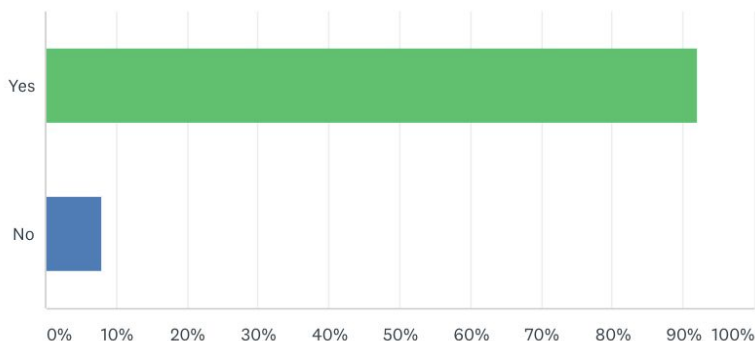
This data may tie into a concerning trend. From 1999 to 2015, SIDS rates have decreased 35.8 percent. However, the rate of accidental suffocation and strangulation in bed among infants has increased by an astonishing 183.8%, according to the [American Academy of Pediatrics](#).

The Hospitality Industry Can Give a Helping Hand

Ninety-two percent of parents would rent a “safer baby” hotel room — one equipped with baby gear to help their child sleep and play more safely — if it was available to them.

If a hotel offered a "safer baby" room equipped with baby gear to help your child sleep and play more safely, would you rent that room?

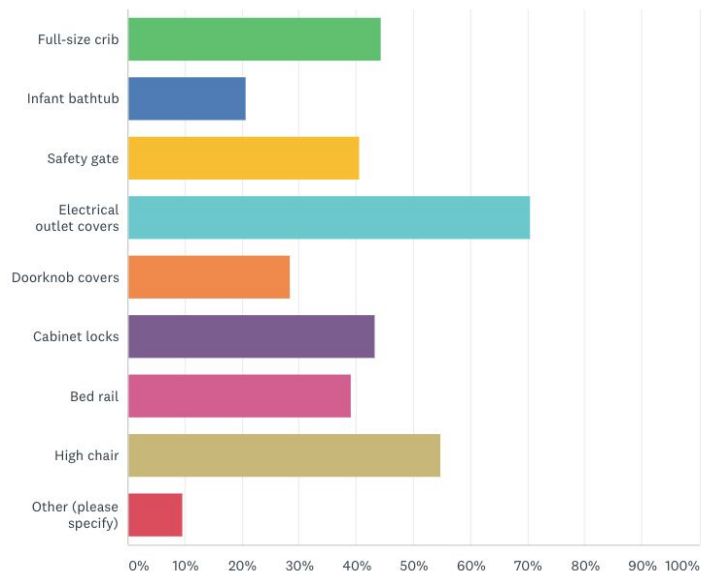
Answered: 261 Skipped: 0



More than two thirds (70%) of parents would like to see electrical outlet covers available at hotels and vacation rentals, and more than half would like highchairs. Other top safety-related items many parents would like available include cabinet locks (43%), safety gates (41%) and bed rails (39%).

What safety-related baby and toddler gear would you like available at your hotel or vacation rental? (You may select more than one answer.)

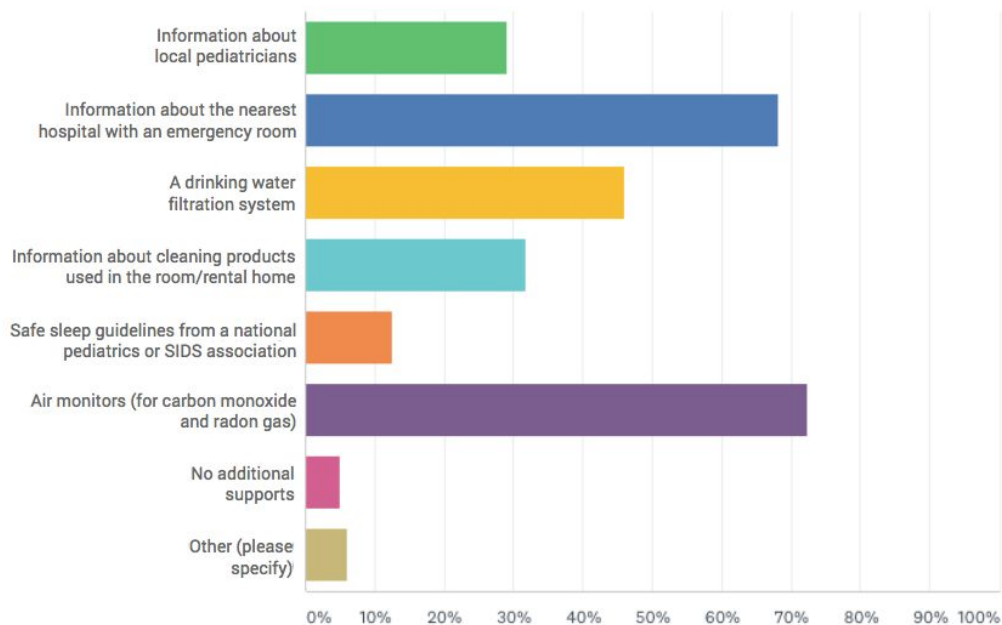
Answered: 261 Skipped: 0



Parents want other supports available for their families when staying in hotels/vacation rentals too, including air quality monitors for carbon monoxide & radon gas (72%), information about the nearest hospital & emergency room (68%), a drinking water filtration system (46%) and information about the cleaning products used on the premises (32%).

Which of the following additional supports would you like to see hotels or vacation rental hosts make available to your family? (Please select as many as you want.)

Answered: 261 Skipped: 0

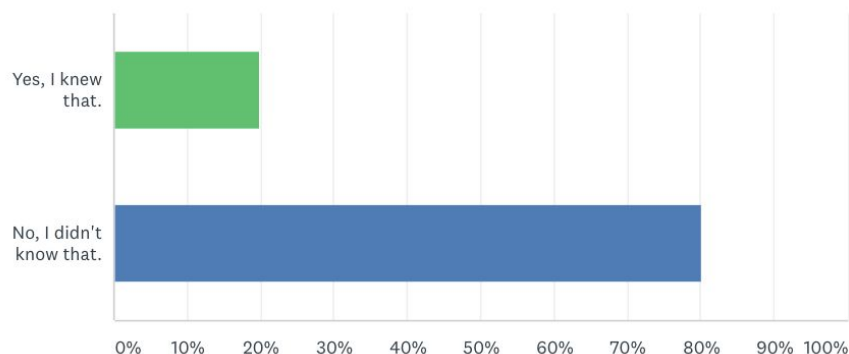


Baby Gear is Rentable?

As the leading baby gear service and marketplace, BabyQuip was surprised to find only 20 percent of parents were aware they can rent baby equipment when traveling.

Do you know you can rent baby equipment and have it delivered to your hotel, vacation rental or a private home?

Answered: 261 Skipped: 0



CONCLUSION

Almost all families traveling with young children would like more help when it comes to safety, no matter where they end up staying. Far beyond the availability of cribs, parents would like an assortment of safety-related gear available to them when traveling, including high chairs, outlet covers, cabinet locks, safety gates, bed rails, door knob covers and infant bathtubs.

Interestingly enough, some parents anecdotally said they would like to see televisions and dressers bolted to walls, and rooms with fewer sharp corners or breakable decor.

Vacation rental owners, hotels and resorts can differentiate their businesses and address these travel safety concerns by partnering with baby gear service providers in their areas. This way, having fun becomes their guests' main concern.

For more information about this report, including a breakdown in demographics, please contact trish@babyquip.com.