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A Love for America's National Parks Spans Across Generations

AARP Releases New Travel Survey Highlighting How Baby Boomers, GenXers and Millennials Travel to and Enjoy the Country's National Treasures

WASHINGTON, DC — Travel is the #1 aspiration of individuals 50-plus, and America's national parks are a popular destination with 75% of Baby Boomers having visited one in their lifetime, according to a recent AARP Travel survey. The survey showed that along with Boomers, Generation-Xers and Millennials also share a love for parks despite the generations' differing reasons for visiting these national treasures.

"AARP Travel celebrates the 100th anniversary of the National Park Service by keeping travelers in-the-know on new ways to explore America's timeless parks," said Stephanie Miles, VP, Products and Platforms, AARP.

At aarp.org/parks, anyone can enjoy exclusive articles, travel tips and more to plan their ideal getaway or vacation, said Miles. "More than half of the 300+ million anticipated national park visits this year will be by people age 50-plus. AARP provides useful information and valuable travel discounts to our members helping them enjoy travel to the parks and more."

Here are some of the survey highlights:

- **A Love for National Parks Spans Generations** : According to the survey, 70 percent of adults in the U.S. have visited a national park before, and nearly all have recommended those trips to others. 9-in-10 Baby Boomers say national parks are ideal vacations for those over age 50, and about 1-in-4 GenXers and Boomers have recently taken a trip to a park to create lasting memories with children and/or grandchildren.
- **Most Popular Parks**: The majestic Grand Canyon as well as the Lincoln Memorial and Washington Monument in the nation's capital are at the top of the list for most popular parks. Others popular parks include Yellowstone, the Statue of Liberty and the Vietnam Memorial.
- **Ditching the Airport Lines**: A major perk in heading to a national park for vacation is avoiding lengthy airport lines and the other tedious tasks that come with flying. 82% of travelers instead pack up their cars for the average 2-3 day road trip to parks, and 19% of travelers would prefer a longer trip next time they go.
- **Most Popular Park Activities**: Sightseeing and hiking are the most popular park activities across generations. Other popular activities include scenic drives, visiting museums, enjoying picnics, and observing wildlife.

For more insight on AARP's National Parks Survey, visit: aarp.org/parksresearch. Here's a tweet if you would like to share the new survey: Check out the new @AARP #Travel survey to see how Boomers, GenXers & Millennials enjoy America's beloved #NationalParks

AARP is currently offering a travel sweepstakes that incorporates the parks and is called *Explore Your National Parks*. This sweepstakes gives U.S. residents ages 45+ the opportunity to win a variety of exclusive prizes. By entering online between March 1 and April 30, 2016, entrants will be eligible to win the first grand prize, a 2016 Volvo V60 Cross Country or the second grand prize, a trip for two on the AARP National Parks Tour with Collette Travel. For more details about other exciting bonuses and prizes, please visit: aarp.org/travelsweeps

AARP will also host a live Facebook chat featuring AARP Travel Ambassador Samantha Brown on Wednesday, March 9 at 1p.m. EST. During the chat, Brown will answer participants' questions, offer travel tips and provide recommendations for the 2016 summer travel season. Join the conversation here: www.facebook.com/AARP

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About AARP AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting

products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp and our CEO @JoAnn_Jenkins on Twitter.

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