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AARP's Annual Travel Trends Survey Takes a Look Ahead at 2018 Vacation Plans

Increasing number of Baby Boomers look to escape their daily routines for relaxing, rejuvenating getaways

WASHINGTON, DC—A new survey released today from **AARP Travel** finds Baby Boomers report fewer vacation barriers heading into 2018 (20% report no barriers compared to 12% in 2017) with a stronger urge to relax and rejuvenate (up from 38% to 49%). The annual **AARP Travel Trends** survey also finds that international travelers want to see things from a local's perspective with nearly half reporting interest in touring with a local (49% compared to 40% in 2017).

"2018 travel plans are all about connecting with family while getting away from our daily stressors," said Stephanie Miles, AARP Senior Vice President, Integrated Marketing and Member Benefits. "A vacation is often one of the best ways to renew and recharge ourselves and it provides an opportunity for us to connect with others and build stronger relationships."

Additional findings from the survey include:

- Boomers expect to take four or five leisure trips next year, spending an average of almost \$6,400 on leisure travel in 2018 (most say this is the same or more than they spent in 2017).
 - Millennials estimate they will shell out about \$6,800 for vacations and Gen Xers \$5,400.
- More employed Boomers will use all or most of their vacation time in 2018 than in 2017 (68% compared to 59%)
- 74% of Millennials expect to bring work along on a trip; 65% of Gen Xers plan to do the same; but just 56% of Boomers are likely to work while out of the office.
 - Of those Boomers who do expect to work on vacation, most try to limit it to just 10% of their leisure time.

AARP Travel, a valuable resource for Americans 50-plus, who spend over \$125 billion annually in leisure travel, helps travelers stretch their dollar and itineraries while also stretching their minds and possibilities. Travel.aarp.org is the convenient location to find AARP Travel offers, vacation ideas, trip inspiration, family road trip deals, tips for a weekend getaway, and more.

To read the full report, visit: www.aarp.org/2018traveltrends

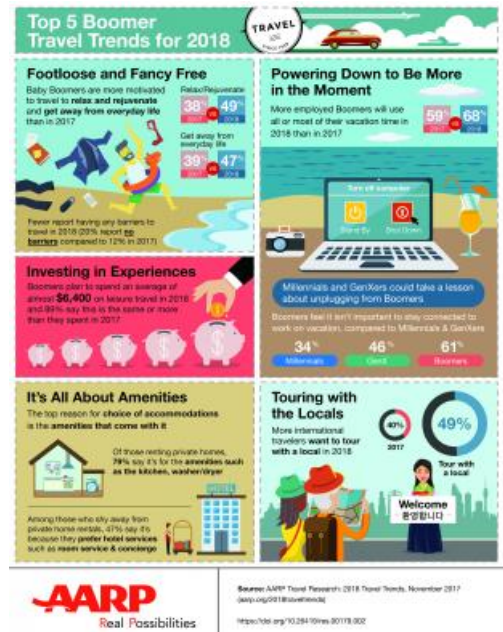
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About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

For further information: Jessica Winn, 202-434-2506, jwinn@aarp.org



AARP 2018 Travel Trends Survey Infographic