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AARP's Annual Travel Trends Survey: Increasing Number of Baby Boomers are Booking Earlier Than Ever

WASHINGTON, DC – Today, AARP Travel released the results of its annual travel trend survey, examining travel behaviors, expectations and planning among Baby Boomers, Gen Xers, and Millennials. According to the research, Boomers are eager to travel in 2019, planning to take a total of four to five leisure trips, on which they will spend over \$6,600.

Travel planning is taking place earlier as compared to years past. A significant majority of Boomers (**88 percent**) planning domestic travel in 2019 have already selected their destination, an increase from **72 percent** of 2018 domestic travelers. For Boomers traveling abroad, **31 percent** have booked their 2019 trips by September 2018, **up from 23 percent** by September of the previous year in 2018 and **17 percent** in 2017.

“According to this research, Boomers travel plans in 2019 are focused on spending time with family and friends, while getting away from everyday life,” said **Patty David, Director Consumer Insights, Personal Fulfillment**. “Whether it’s a weekend road trip or an international vacation, Boomers are eager to travel in 2019 and are planning earlier and spending more than in years past.”

Key findings from “**2019 Boomer Travel Trends**”:

Travel Frequency and Spending

- Boomers continue to be avid travelers, planning to take a total of **four to five leisure trips** in 2019.
- Boomers plan on spending more, overall, on travel in 2019 (**\$6,600**) than both Gen Xers (**\$5,400**) and Millennials (**\$4,400**).
- **Forty-seven percent** expect to only travel domestically, **48 percent** hope to travel both domestically and internationally and **6 percent** will travel abroad only.
- For Boomers, the top motivations for travel are to spend time with family and friends (**57 percent**), relax and rejuvenate (**48 percent**) and to get away from normal, everyday life (**47 percent**).
- Work is not the biggest barrier to travel for Boomers. Cost (**40 percent**) and health issues/concerns (**32 percent**) are mentioned most often.
- **Thirty-two percent*** of grandparents have ever taken their grandkids on a skip-generation trip, leaving mom and dad at home, and **15 percent** of Boomers are already planning to do so in 2019. **Seventy-seven percent** of these Boomers will do most of the trip planning themselves and **76 percent** will pay for most of the trip.

To read the full survey results, visit www.aarp.org/2019traveltrends

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. **AARP Travel** provides all interested travelers with vacation ideas, tips and inspiration for their next getaway.

For more information travel tips, vacation ideas and destinations visit: <https://www.aarp.org/travel>.

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*AARP Research: 2018 Grandparents Today National Survey

About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. With a nationwide presence and nearly 38 million members, AARP strengthens communities and advocates for what matters most to families: health security, financial stability and personal fulfillment. AARP also 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.



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