

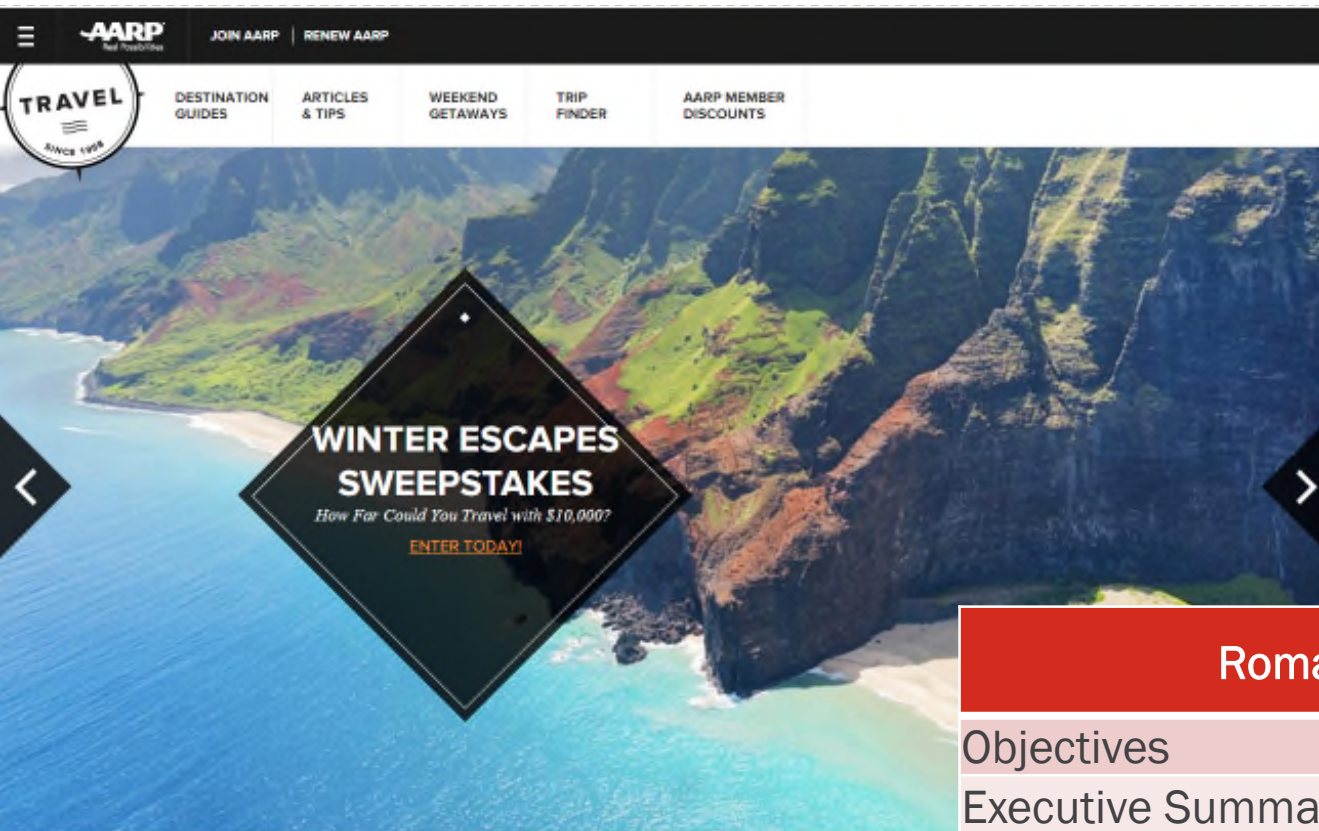
Travel Research: Romantic Getaways

December 2014

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Romantic Getaways

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Objectives

- To identify fun facts regarding Romantic Getaways, including but not limited to:
 - How do travelers define a Romantic Getaway?
 - What aspect of the trip is most responsible for setting the “mood?”
 - What are the top Romantic Getaway destinations?
 - What items do travelers make sure to pack, and leave at home, for their Romantic Getaway?
 - What are the barriers to taking Romantic Getaways?

Executive Summary

Romantic Travel

- Among the 45+ cohort who travel for personal/leisure purposes, few (15%) have taken Romantic Getaways. The majority (87%) of those who have are married and no longer have children living in the household.
- For these travelers, Romantic Getaways are more about being together, away from day-to-day distractions, and finding intimacy through communication and shared experiences than it is about sex.
- And whether their Romantic Getaway occurred in the past two years or is being planned for next year, couples' attitudes and behaviors toward the trip are the same;
 - The accommodations are very important to setting the mood; it's about the property overall and a beautiful view.
 - Some (40%) will bring special clothing and/or wine and champagne to help set the mood, but not much of anything else.
 - The majority (75%) say work is “off limits” on their trip.
- For those planning Romantic Getaways, it appears they may start out with a grander intent (more international travel, longer trips, and beach destinations) but as plans settle in, actual Romantic Getaways tend to get smaller and closer to home.
- But regardless of where they go, the primary activities on a Romantic Getaway are the same; dining out, sightseeing and relaxing, which ultimately results in extremely satisfied travelers.

Executive Summary

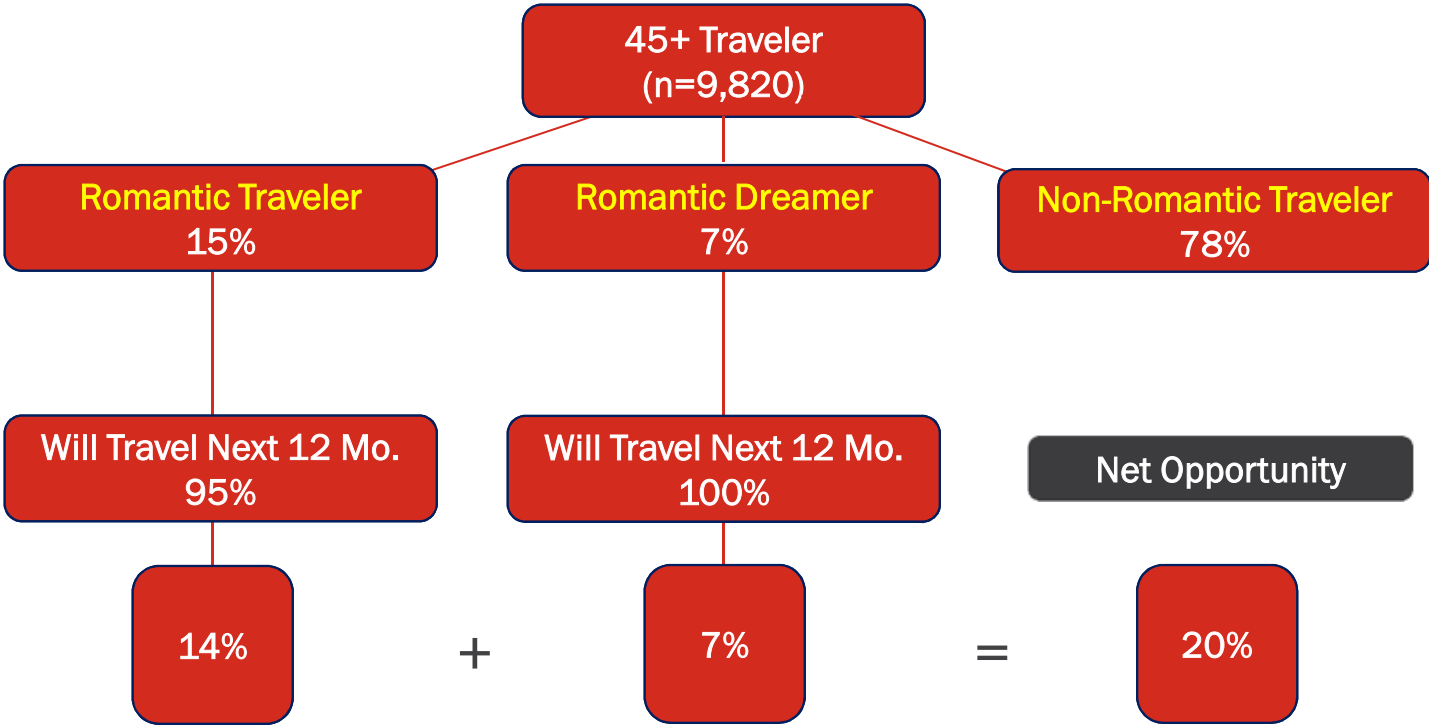
Barriers to Romantic Travel

- Day-to-day commitments are stopping most couples from taking a Romantic Getaway, whether that is work, personal, or commitments with their kids.
- Among Travelers and Dreamers, cost is also a deterrent to Romantic Travel, much more so than any relationship issues.
- *Therefore, to encourage Romantic Getaways , travelers need information sources that make it easy for them to find inexpensive getaways, or quick and easy destinations.*
- According to respondents, if money was not an issue, they would love to take approximately 4 Romantic Getaways a year.

SIZING THE AUDIENCE

Romantic Travel Audience

- Among the 45+ travel audience, few (15%) have taken time out for a Romantic Getaway in the past two years.



S11: Which of the following types of trips have you taken in the past two years? Base: Screener, 45+Travelers (n=9,819)
S12: Please indicate all the different types of trips you anticipate taking next year, January through December, 2015. Base: Screener, 45+Travelers (n=9,819)
Q34a: How likely would you be to plan another Romantic Getaway in the next 12 months? Base: Romantic Travelers (n=992)

Audience Profiles

- There are slightly more Romantic Travelers and Dreamers among the Non-AARP member audience than within it.
- Romantic Travelers and Dreamers are more likely to be under 60 years of age.
- While study data does not identify the marital status or presence of children in the household among those who are non-Romantic travelers, screener data (low base) suggests their composition consists of more singles than does the Romantic Traveler's.

Note: Romantic Dreamer are only those who did not travel for a Romantic Getaway in the past two years, but plan to in the next 12 months

Base: Screener, 45+Travelers (n=9,820)

2014 Traveler Audience Profiles			
	Romantic Traveler	Romantic Dreamer	Non-Romantic Traveler
Base:	1474	661	7685
AARP Membership	(a)	(b)	(c)
Member	45% ^b	40%	51% ^{ab}
Non-Member	55%	60% ^{ac}	49%
Gender			
Male	46% ^c	43%	41%
Female	54%	57%	59% ^a
Age			
45 - 49	24% ^c	28% ^c	14%
50 - 59	34% ^c	32% ^c	24%
60 - 69	23%	24%	27% ^a
70+	19%	16%	35% ^{ab}
Marital Status			
Single/Never Married	5%	7%	
Married/Living Together	79% ^b	76%	
Divorced/Seperated	12%	15% ^a	
Widow	4%	3%	
Kids in the Household			
Yes	15%	21% ^a	
No	85% ^b	79%	
Ethnicity			
Caucasian/Other	71% ^b	65%	71% ^b
Black	19% ^c	27% ^{ac}	16%
Hispanic	4%	5%	4%
Asian	6% ^b	3%	9% ^{ab}

KEY FINDINGS: TRAVELERS

What Defines a Romantic Getaway



In Their Own Words



“Just my wife and I, no kids, nice hotel, nice dinner, and fun activities for the both of us to enjoy.”

“Just my husband and I reconnecting privately and intimately with each other.”

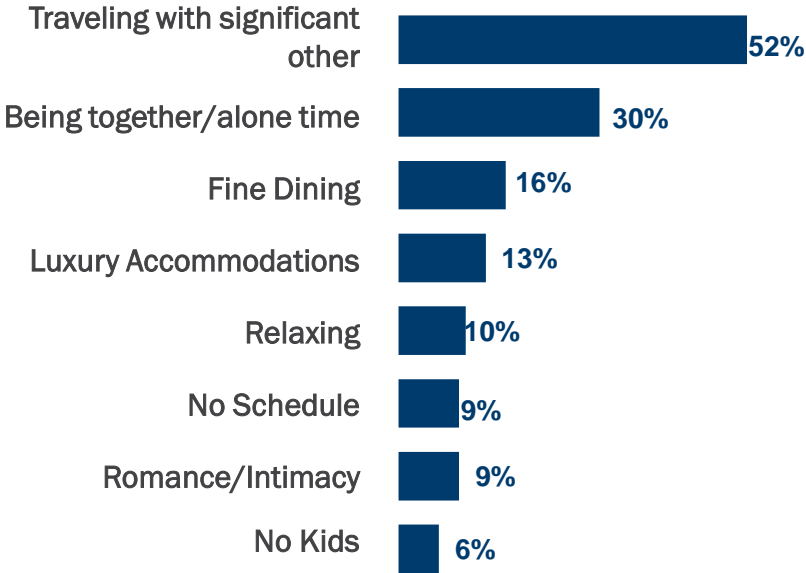
“Just the 2 of us, quaint, bed and breakfast type, wine tasting small towns, fireplace, nice dinners.”

“A nice beach, candlelight romantic dinners, dancing.”

“Beach front. No phones, Internet, interruptions from family or friends. Just enjoying each other without everyday life interrupting. Re-connection.”

“We travel to destinations we both agree on and have never visited before. We enjoy seeing the various cultures of the world.”

Coded Responses

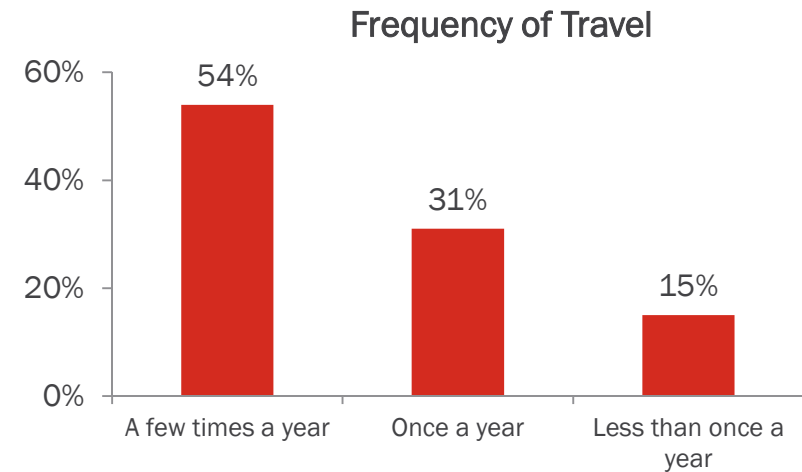
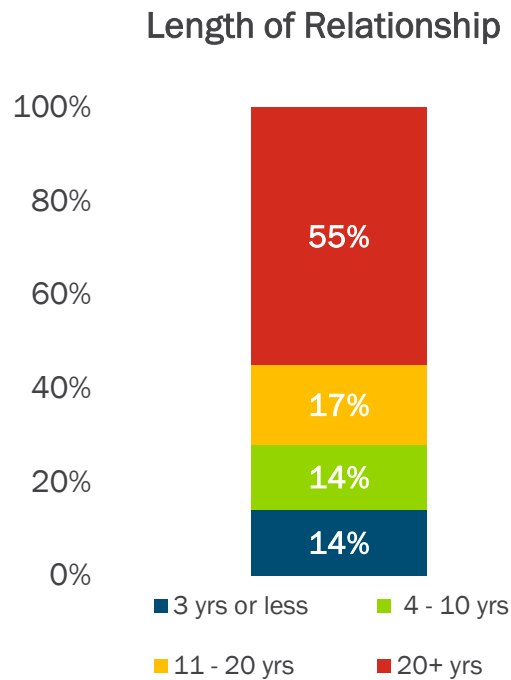


Base: Romantic Travelers (n=992)
Q2: What defines a Romantic Getaway to you?

With Who & How Often

- Among those 45+ who have taken a Romantic Getaway in the past 2 years, the majority are married and have been together for over 20 years.
- And those who are active in such travel appear to be committed to it, as most take a Romantic Getaway at least once a year (85%), regardless of age or presence of children in the home.

**87%
are
Married**



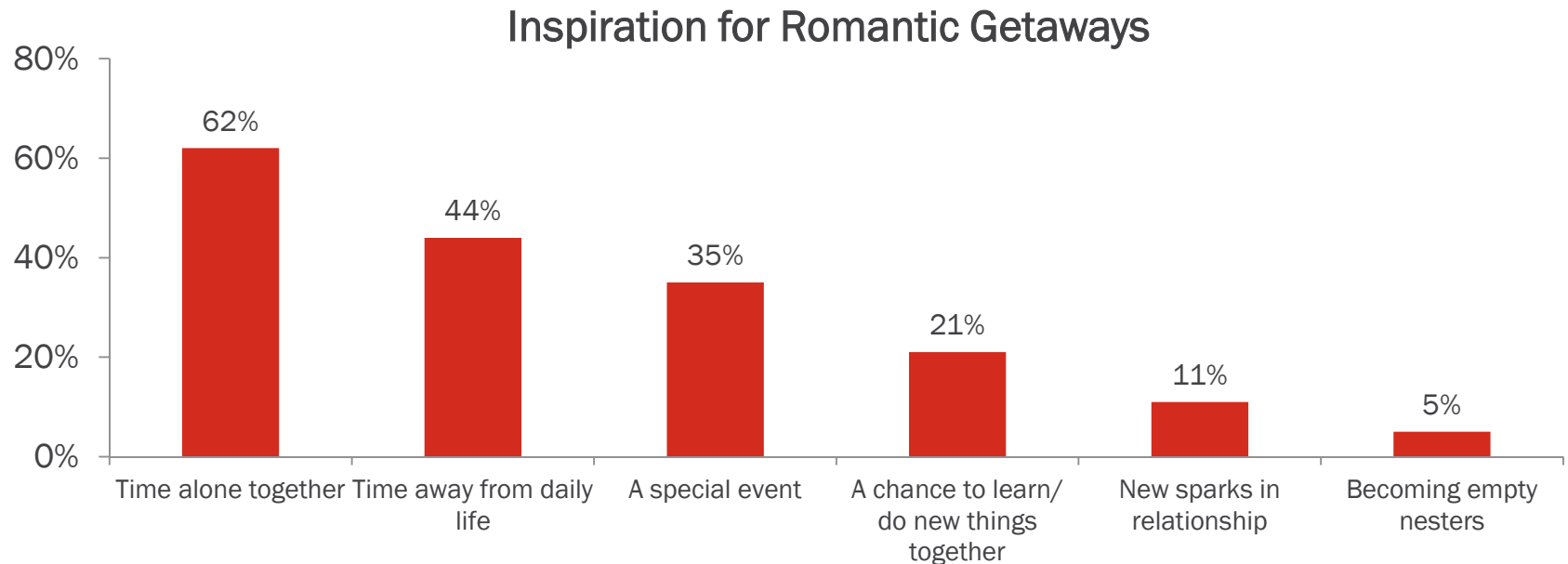
Base: Romantic Travelers (n=992)

Q1b: How frequently do you take a Romantic Getaway?

Q5: Which of the following best describes how long you and your significant other had been together at the time of your most recent Romantic Getaway?

Inspiration - Travelers

- Top inspiration for Romantic travel is finding alone time, followed by taking time away from daily life.
- Married couples are more likely to use a Romantic Getaway to celebrate an anniversary than any other type of special event.



Base: Romantic Travelers (n=992)

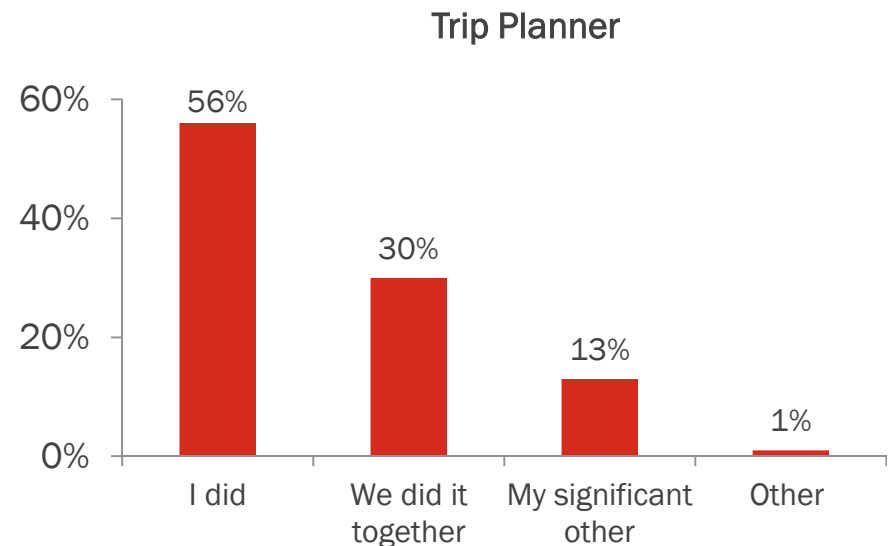
Q6: Which of the following, if any, was the inspiration for taking this most recent Romantic Getaway?

The Planning - Travelers

- Romantic Getaways are rarely a surprise!



- It is typically planned by one person in the relationship, with three in ten reporting the couple plans the getaway together.



Base: Romantic Travelers (n=992)

Q7: Who did the majority of the planning for your most recent Romantic Getaway?

Q8: Was the trip planned or a surprise?

Destination Snapshot - Travelers

- The majority of Romantic Getaways occur within the U.S.
- With most taking place more than 100 miles from home.
- Those traveling abroad are more likely to travel to more than one destination on their getaway.
- Romantic destinations, whether domestic or international, tend to be places the couple have been to before.



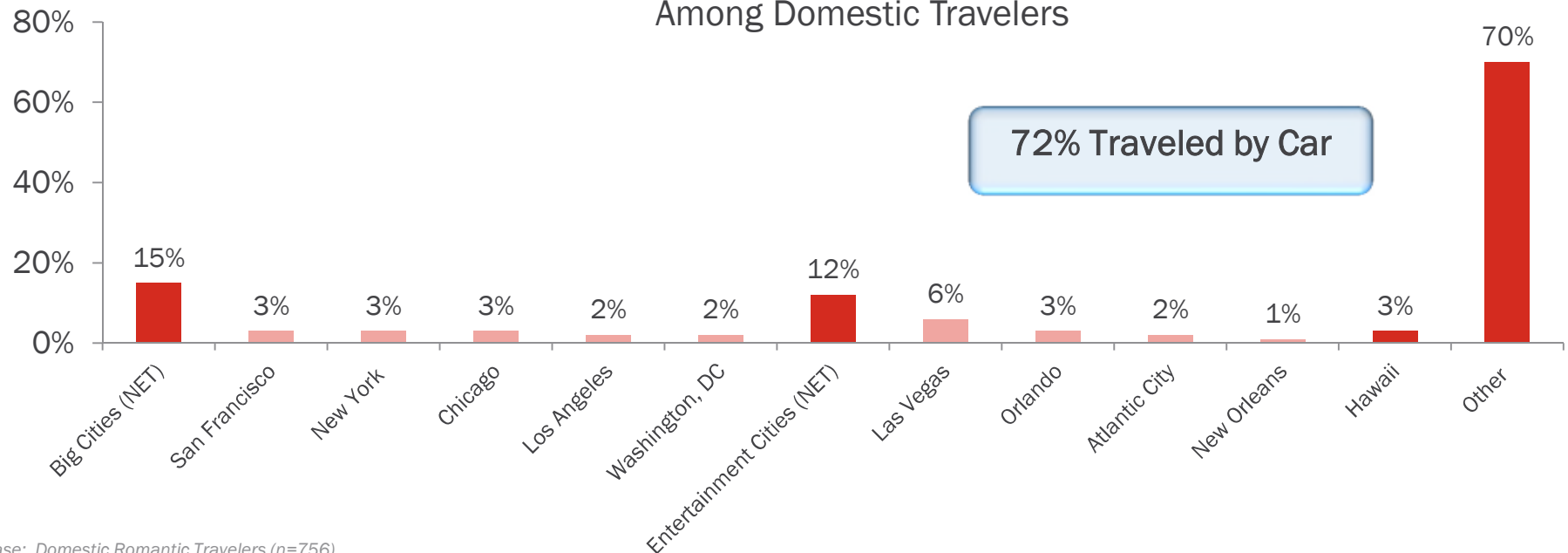
Base: Romantic Travelers (n=992)
 Q9: Did you travel internationally or domestically for this trip? Q10: Did you go to multiple destinations?
 Q11: Approximately, how far away from home were you? Q12c: Had you been to this destination before?

Selected Destinations - Domestic

- Domestic travelers are not gravitating to one type of location, instead, they appear to choose a variety of places, with “big cities” and popular entertainment locations rising to the top (see chart below for specific city mentions).
- Taking a regional look at Romantic Getaway destinations, nearly three in ten (29%) are traveling out West, a quarter (24%) are traveling to Southern destinations and about one in ten are going to Northeast (11%) and Midwest (9%) destinations.

Specific Domestic Romantic Getaway Destinations

Among Domestic Travelers

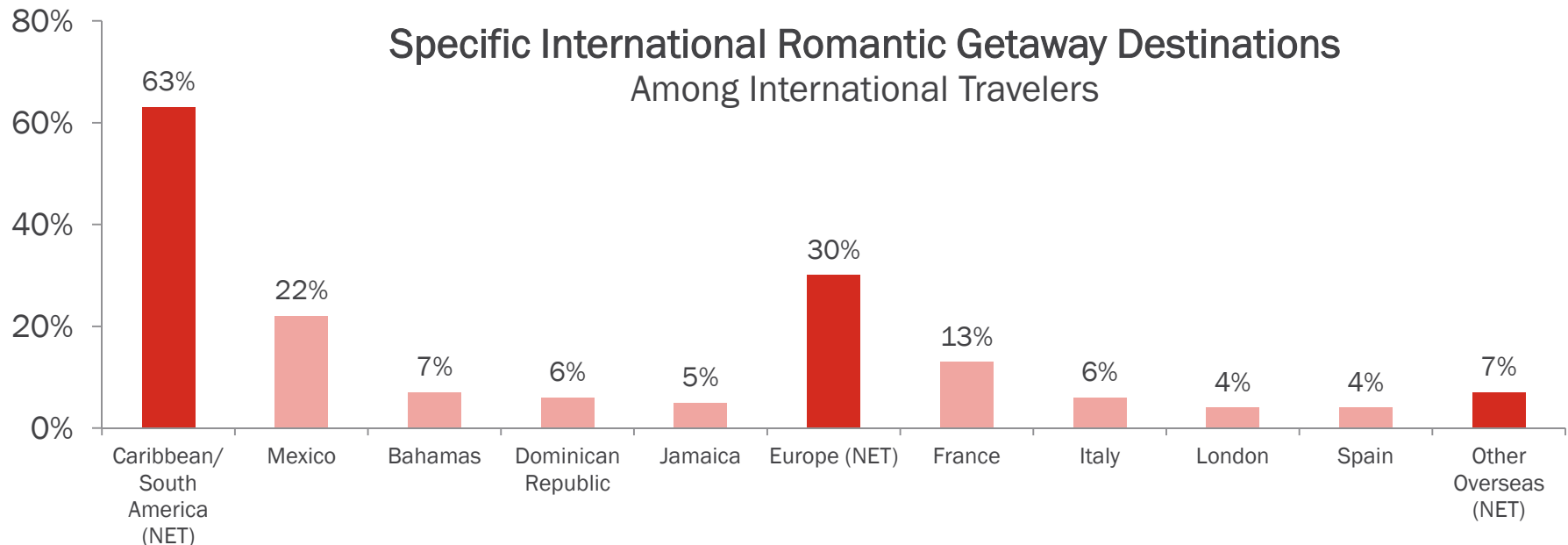


Base: Domestic Romantic Travelers (n=756)

Q12a: Where did you go on your most recent Romantic Getaway, specifically?

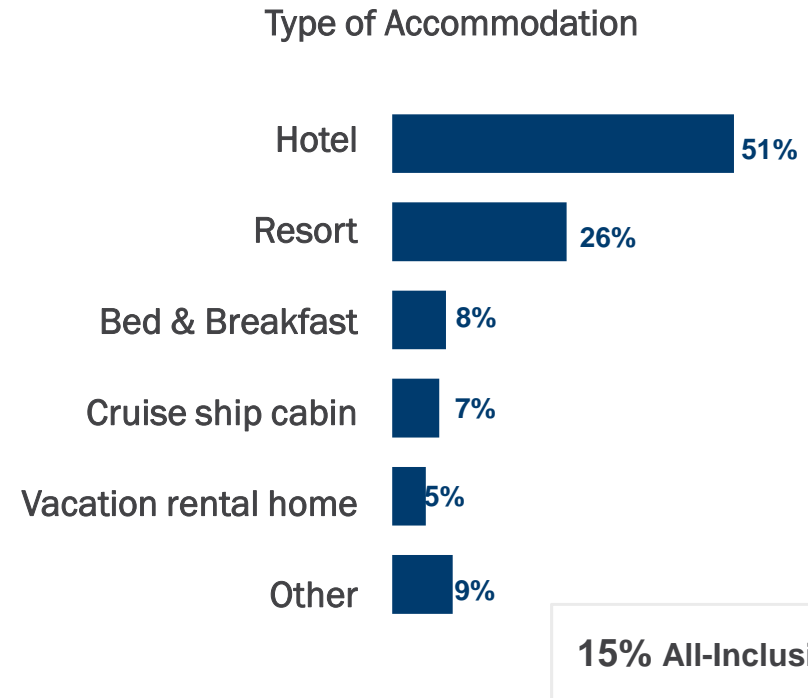
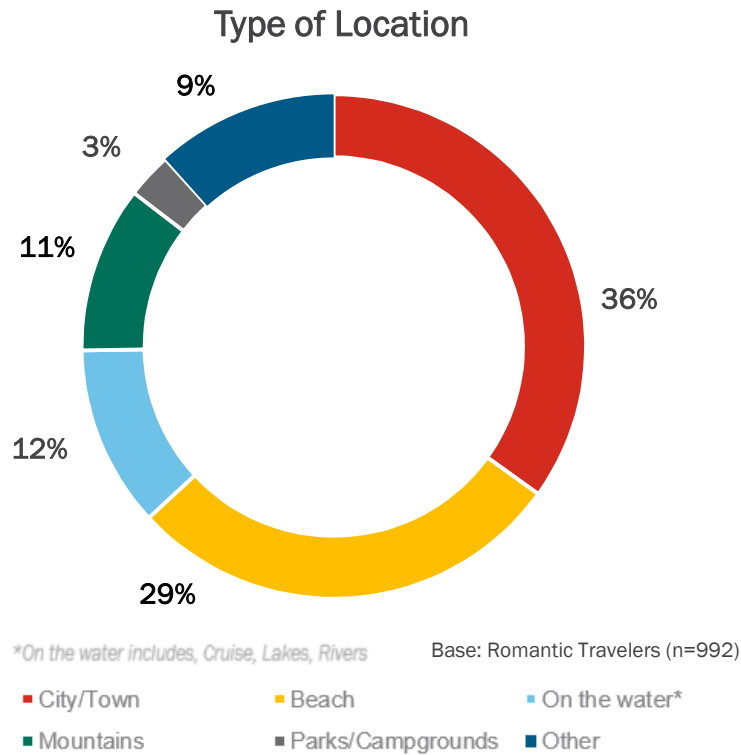
Selected Destinations – International Travelers

- Among those traveling abroad for their Romantic Getaway, a tropical destination is a favored locale.
- Outside of a tropical destination, Europe, particularly France, is ideal for Romantic Getaways.



Base: International Romantic Travelers (n=210)
Q12a: Where did you go on your most recent Romantic Getaway, specifically?

Type of Location & Accommodations



- Cities and Beaches are favored locations for Romantic Getaways.
- Most chose a Hotel or Resort for their accommodations, with one in seven (15%) selecting an all-inclusive option.
 - Among those who did, the majority (91%) thought it was great, making it simple and less for them to have to think about.
- For Bed & Breakfasts, Whites and Asians are more likely to select this type of accommodation than are African Americans.

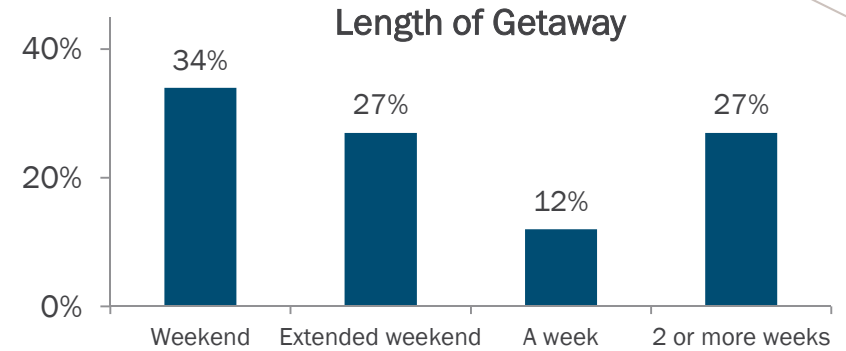
Base: Romantic Travelers (n=992)

Q14: Which of the following best describes the type of location you chose for this trip?

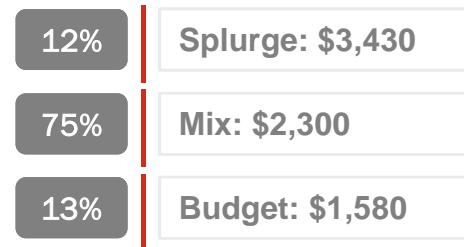
Q16: Which of the following best describes the type of accommodations you stayed at on this trip? Q17: Were your accommodations all-inclusive?

Length & Cost of Getaway

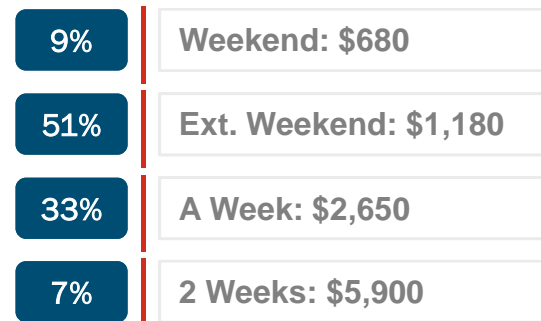
- For most (61%), a Romantic Getaway is short, typically less than a week.
 - Those with kids are more likely than those without to travel for only a weekend.
 - Those 70+ are more likely than their younger counterparts to getaway for 2 or more weeks.
- The average cost of a Romantic Getaway is ~\$2,353, but that varies by approach.
 - AARP members spend more, on average (~\$1k), than non-members.
- And although many went for just a weekend, they would suggest couples go for an extended weekend or a week and should anticipate spending ~\$2,000.



Cost of Getaway



Suggested Cost By Length of Stay



Base: Romantic Travelers (n=992)

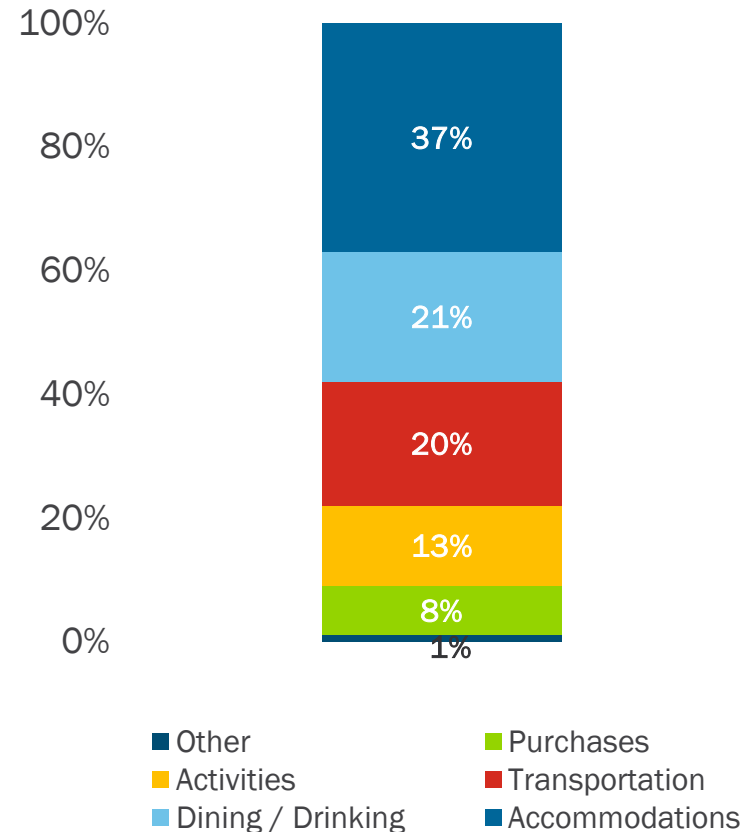
Q13: Approximately, how many nights was your most recent Romantic Getaway?

Q20: How much did your most recent Romantic Getaway cost? Q22b: Approximately how much should they expect to spend?

Romantic Getaway Expenses

- The biggest expense on a Romantic Getaway is the accommodation.
- Transportation and entertainment (eating and drinking) make up the majority of the remainder of the budget.

Percent of Total Cost

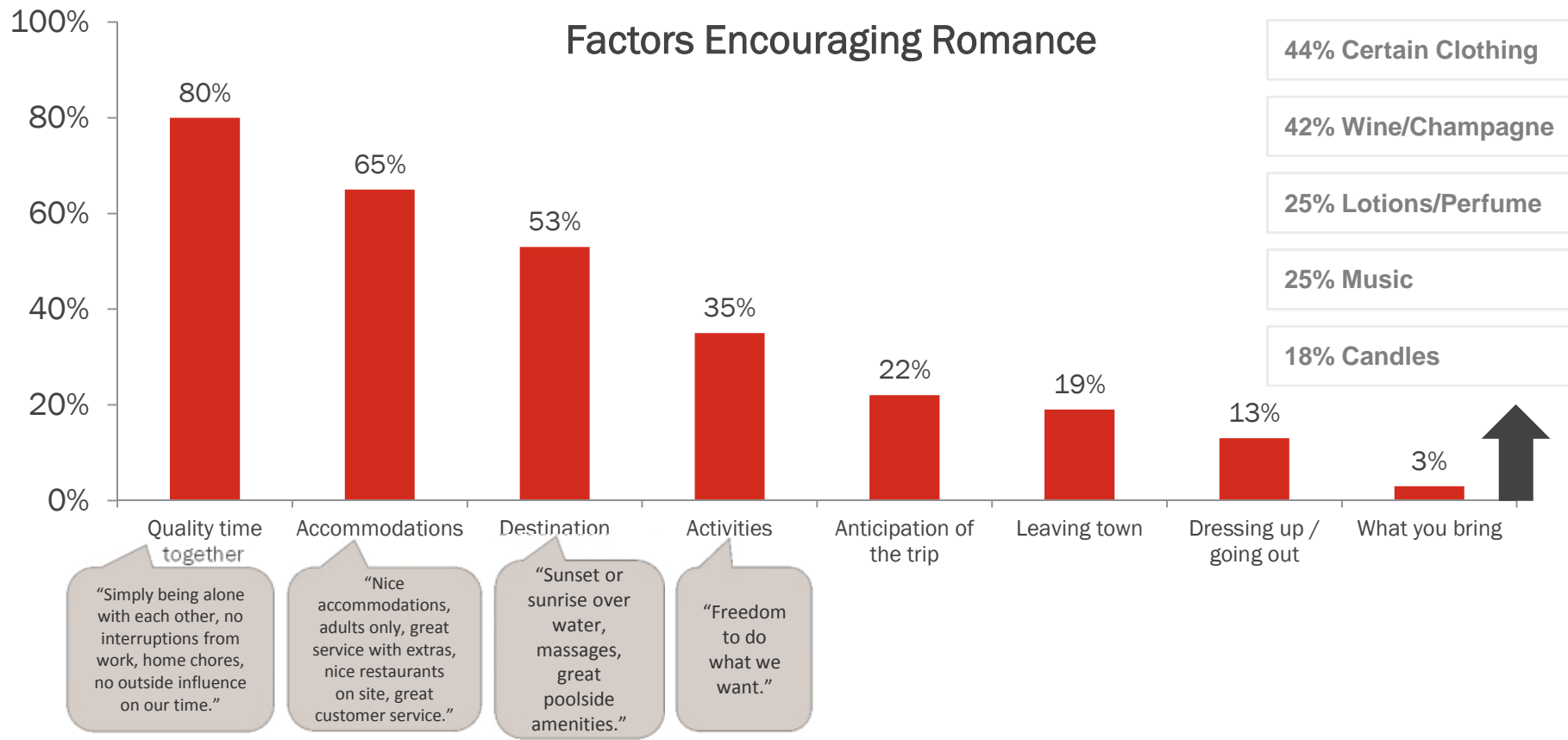


Base: Romantic Travelers (n=992)

Q23: Using 100 coins, distribute the coins to indicate how much you spend on each of the following expenses?

Setting the Mood

- While a variety of things can set the mood for romance, simply spending time together in a beautiful place appears to be the winning formula for respondents.



Base: Romantic Travelers (n=992)

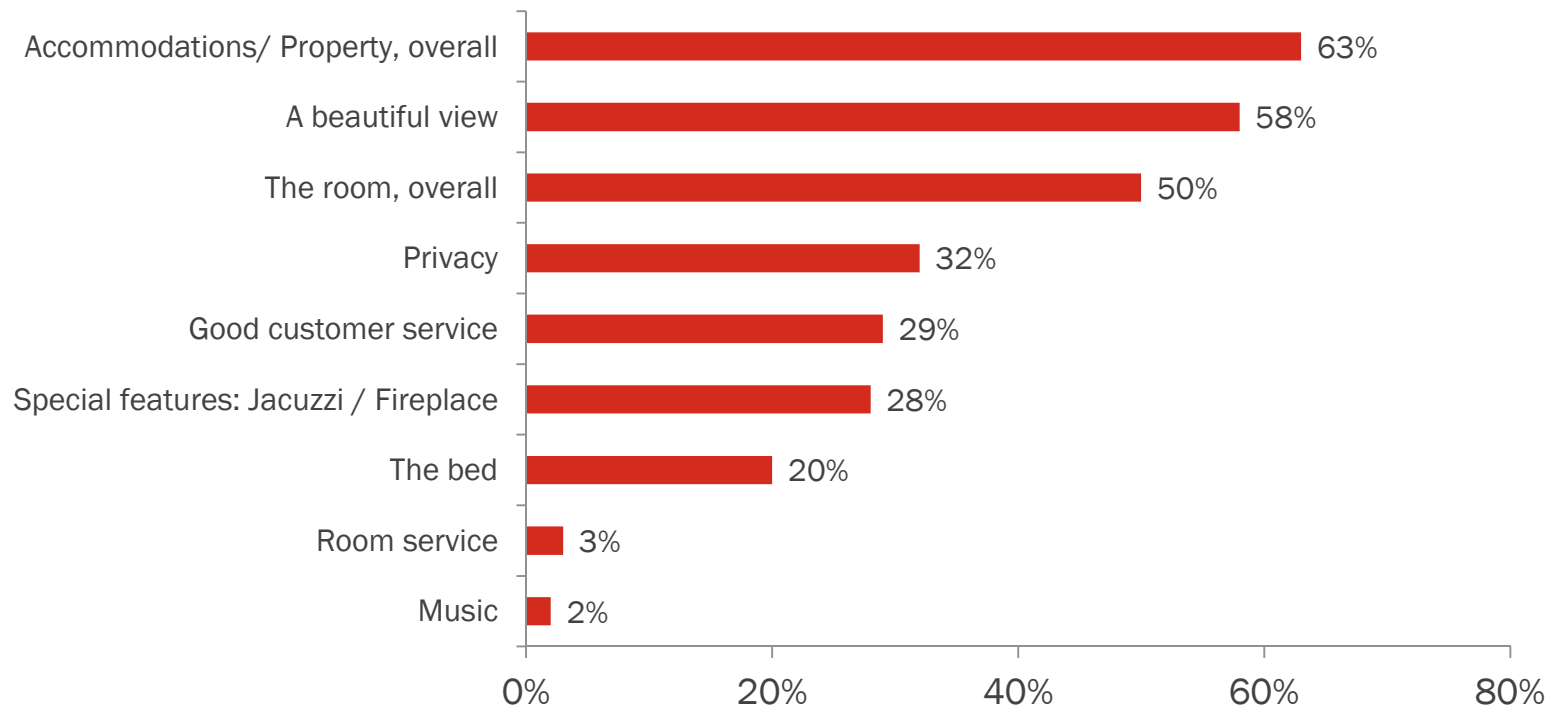
Q25a: From the list below, please select the three aspects that are most important in setting the mood and encouraging romance on Romantic Getaways?

Q26: What specifically do you bring with you on Romantic Getaways to help set the mood for romance?

Accommodation Specifics

- For most couples, it appears the nuances of the accommodations are not as important as property's ambiance, overall.
 - That said, the younger couples (ages 45-49) are far more likely to look forward to the special features than their older counterparts.

What Sets The Mood

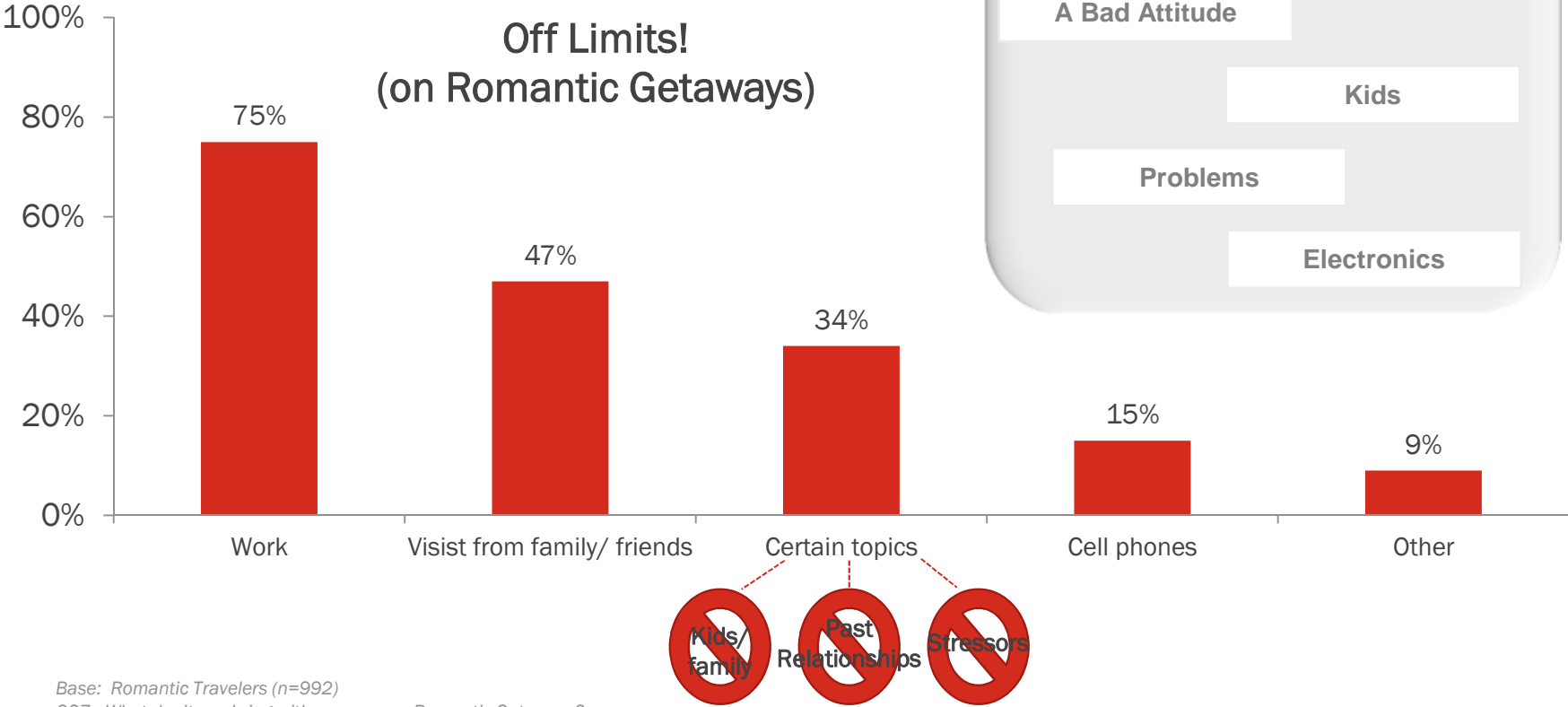


Base: Accommodations Are Important (n=647)

Q25b: What specifically about the accommodations helps set the mood for romance once you are there?

Mood Killers

- When trying to connect with their partner, work and other people, may get in the way of the ultimate goal and should be left at home.

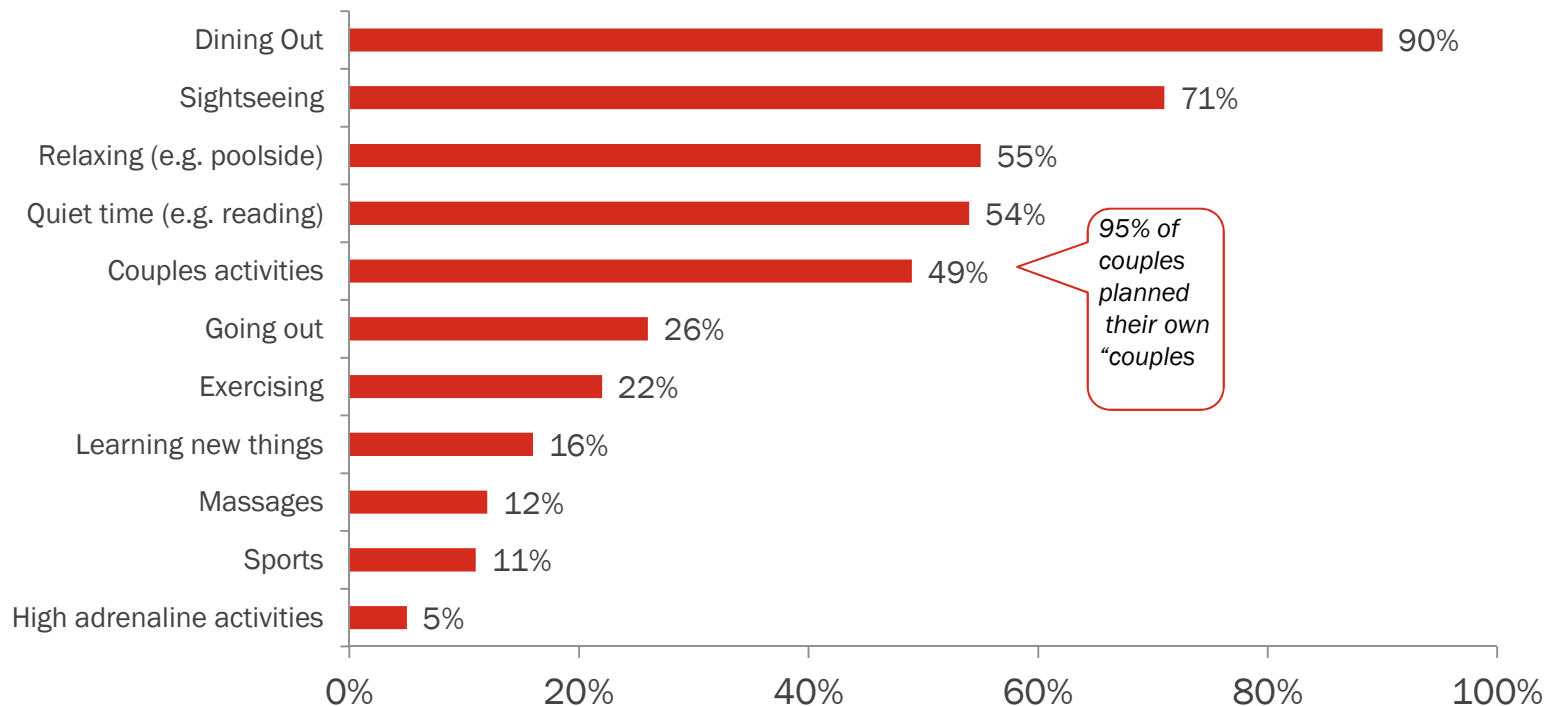


Base: Romantic Travelers (n=992)
 Q27: What don't you bring with you on your Romantic Getaways?
 Q28: Which of these items, if any, are off limits on your Romantic Getaway?

Romantic Getaway Activities

- Romantic travelers appear to participate in a mix of activities, with most engaging in dining out, sightseeing and relaxing.
 - Regardless of age, high adrenaline activities were the least mentioned.

Types of Activities

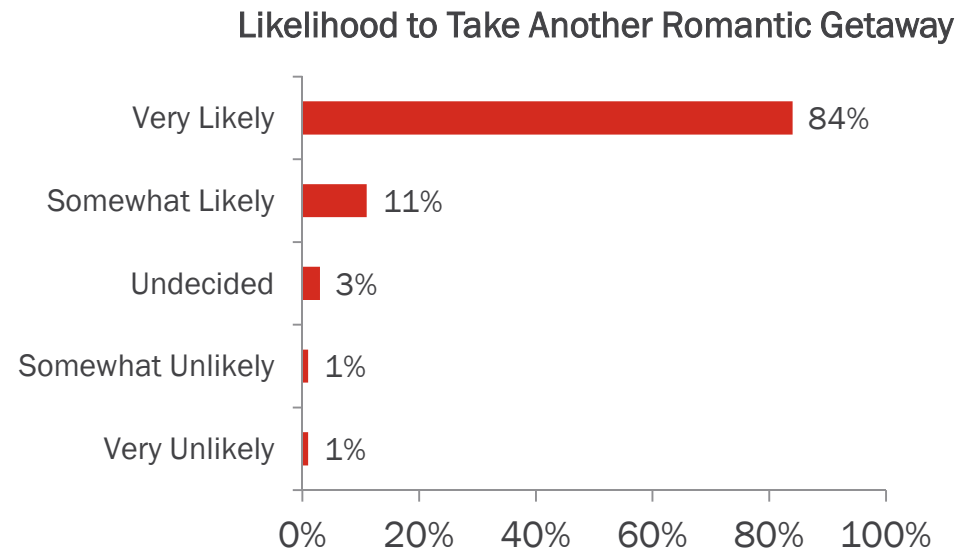
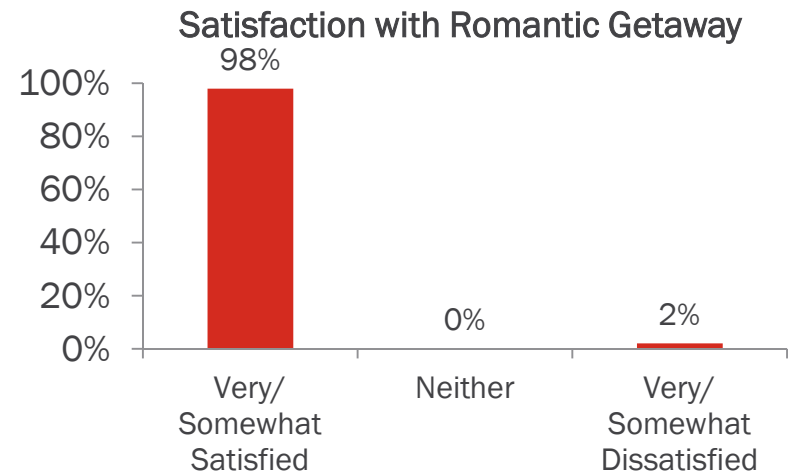


Base: Romantic Travelers (n=992)

Q18: What types of activities did your most recent Romantic Getaway include?

Satisfaction and Intent

- The payout of taking time for a Romantic Getaway appears to be big, with practically all couples reporting they had a satisfying experience.
- And 95% plan to take another trip in the next 12 months.



Base: Romantic Travelers (n=992)

Q31: When it was all said and done, how satisfied were you with your most recent Romantic Getaway?

Q34a: How likely would you be to plan another Romantic Getaway in the next 12 months?

The Value of a Romantic Getaway



In Their Own Words



“Well let's put it like this. We have been married 19 years.”

“Renews our relationship on many levels.”

“Keeps us from getting mundane and stale.”

“Rekindle the relationship, ensures a greater appreciation for each other and life in general.”

“Refreshing the every day life and appreciate each other again, add some spice to love life.”

“Just time together, reminding each other what attracted us in the first place.”

“Strengthens the relationship; allows you to get to know each other better and stay in tune to each others dreams, ambitions, goals.”

“Reminds you why your together. Life can slow down for a moment and you can just take care of each other. None of the usual distractions that keep you from actually talking/listening to each other.”

“It's a nice thing to look forward to on occasion. The anticipation of setting dedicated time aside to be with my wife is important to maintaining our relationship.”

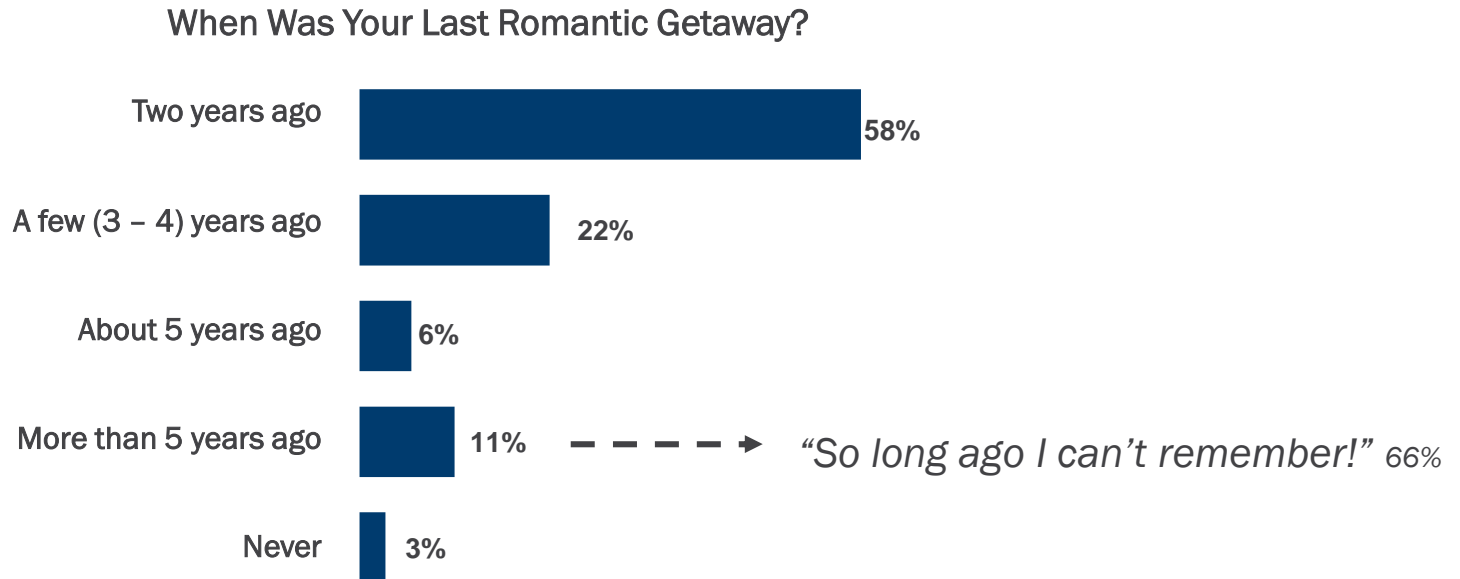
Base: Romantic Travelers (n=992)

Q29: In your opinion, what value does taking a Romantic Getaway bring to your relationship?

KEY FINDINGS: DREAMERS

Last Romantic Getaway

- The majority of Dreamers have taken a Romantic Getaway in the past, just not the recent past.

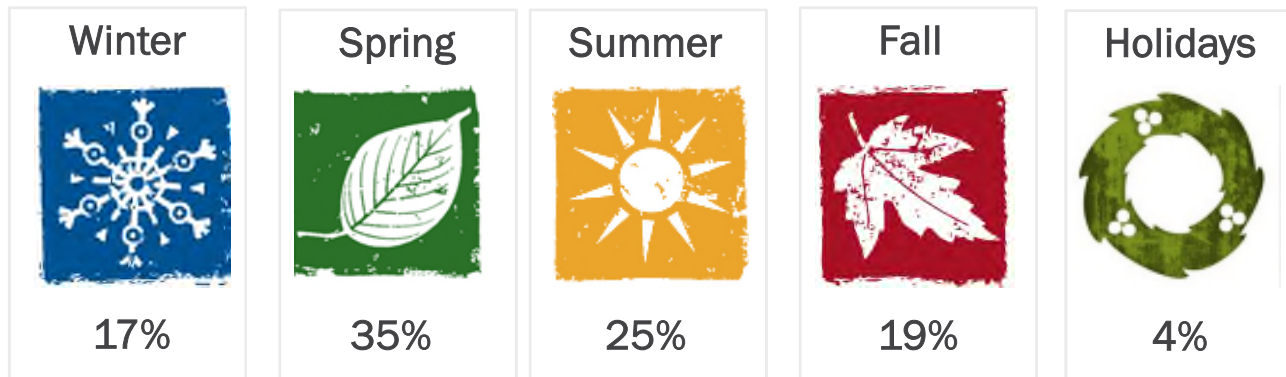


Base: Romantic Dreamers (n=429)

Q41: To start, which of the following best describes the last time you took a Romantic Getaway?

Time of Romantic Travel

- Springtime is the most anticipated season for Romantic travel, followed by Summer.
 - Those with kids tend to favor Summer more so than those without kids in the household.

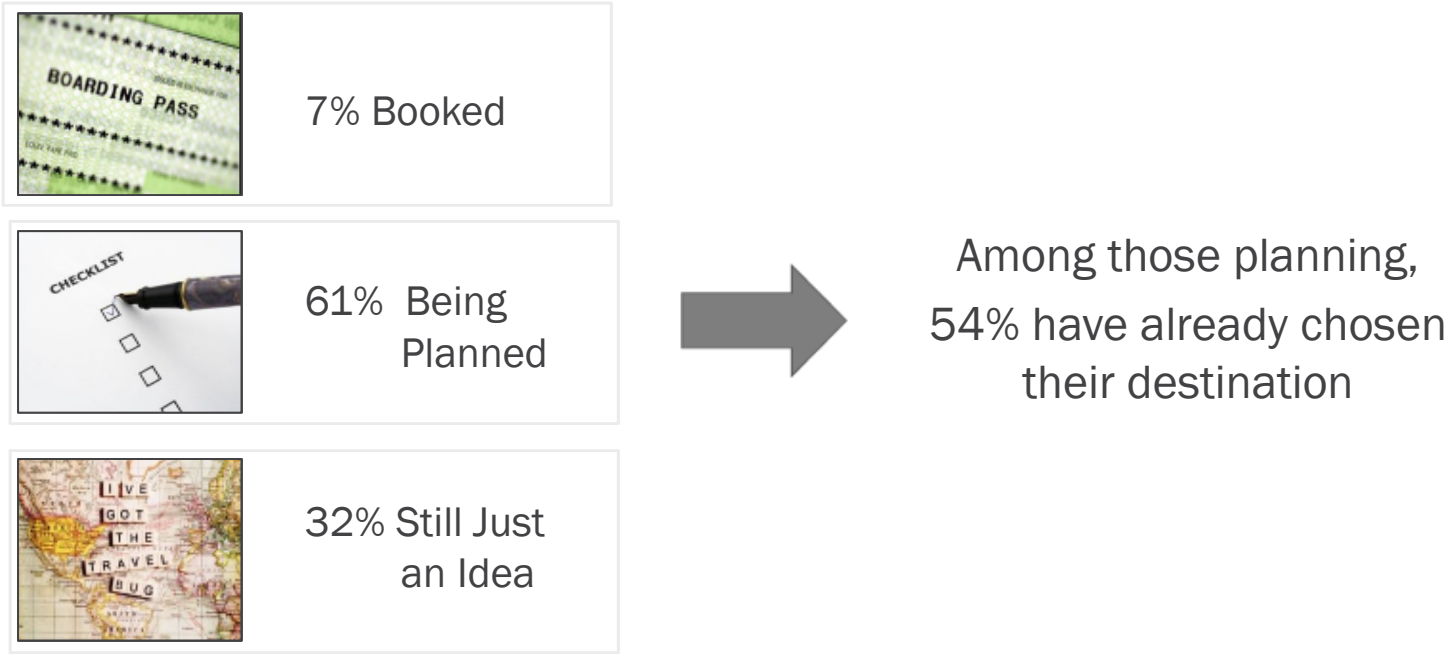


Base: Romantic Dreamers (n=429)

Q43: What time of year are you planning to take your Romantic Getaway?

Commitment to Romantic Travel

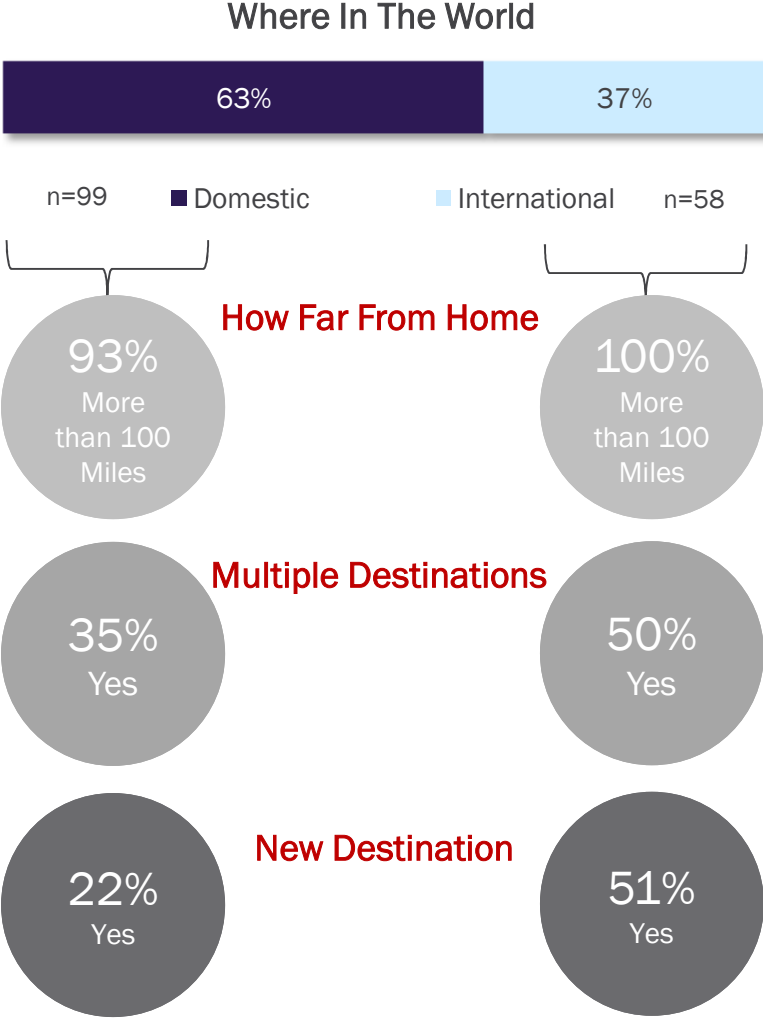
- As of November 2014, only a few have fully booked their upcoming trip.
- Most are in the planning phases, and somewhat early in the planning phases, as only half have selected their destination.
 - Those without kids in the household are more likely to have had the time to select a destination than those with kids in the household.



Q48_1: How far along are you in the planning process of this upcoming trip? Base: Romantic Dreamers (n=429)
Q48_2: Have you decided on a final destination for your trip? Base: Romantic Dreamers Planning Trip (n=292)

Destination Snapshot - Dreamers

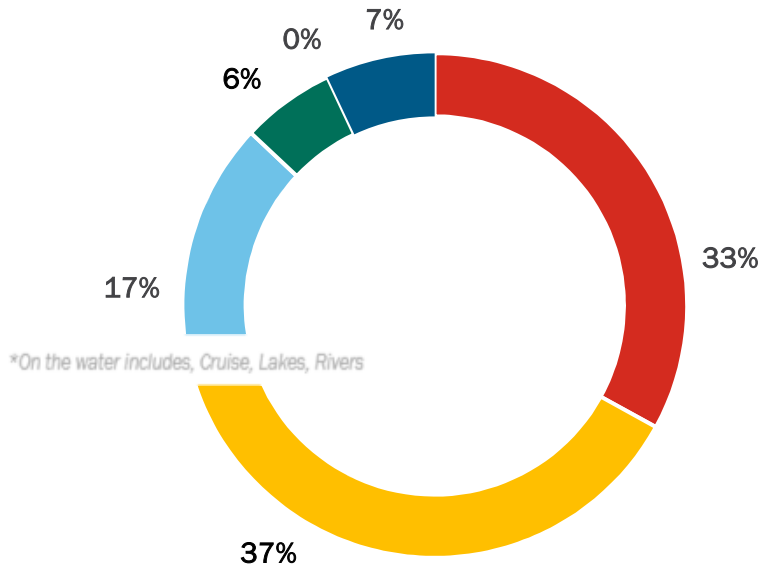
- Dreamers appear to be a bit more ambitious than Travelers, with more international travel anticipated than what has been experienced in the past (37% vs. 24% among Travelers).
- All Romantic Travelers appear to really like to getaway, traveling more than 100 miles from home.
- Those traveling abroad are more likely to be going to new places and visiting more than one location than those who plan a domestic trip.



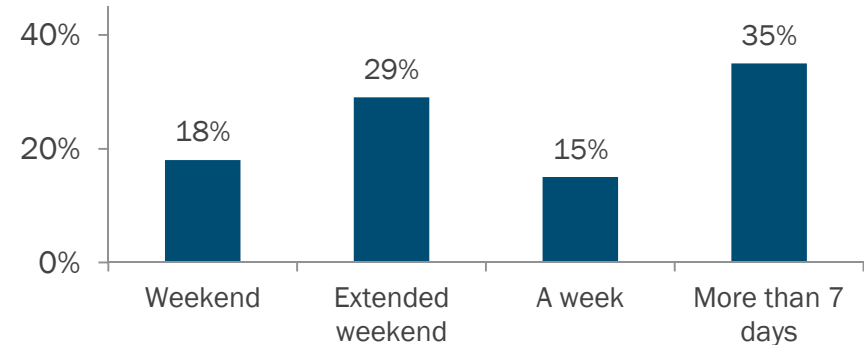
Base: Romantic Dreamers With Destination Known (n=157)
Q49: Will you be traveling internationally or domestically for this trip? Q50: Will you go to multiple destinations?
Q51: Approximately, how far away from home will you be? Q52c: Have you been to this destination before?

Type of Location & Length of Stay

Type of Location



Length of Getaway



44% Anticipate Traveling by Car

Base: Romantic Dreamers Planning Trip (n=292)

- City/Town
- Beach
- On the water*
- Mountains
- Parks/Campgrounds
- Other

- Comparing Dreamers to Travelers, it appears the plans start out big, with more anticipating an international trip for a getaway of a week or longer, perhaps to a beach.
- As plans settle in, however, the trips tend to get shorter and closer to home.
 - Those with kids are more likely to anticipate a short, weekend trip than those without kids.
 - Those 70+ are more likely to anticipate a Cruise than younger Baby Boomers.

Base: Romantic Dreamers Planning Trip (n=292)

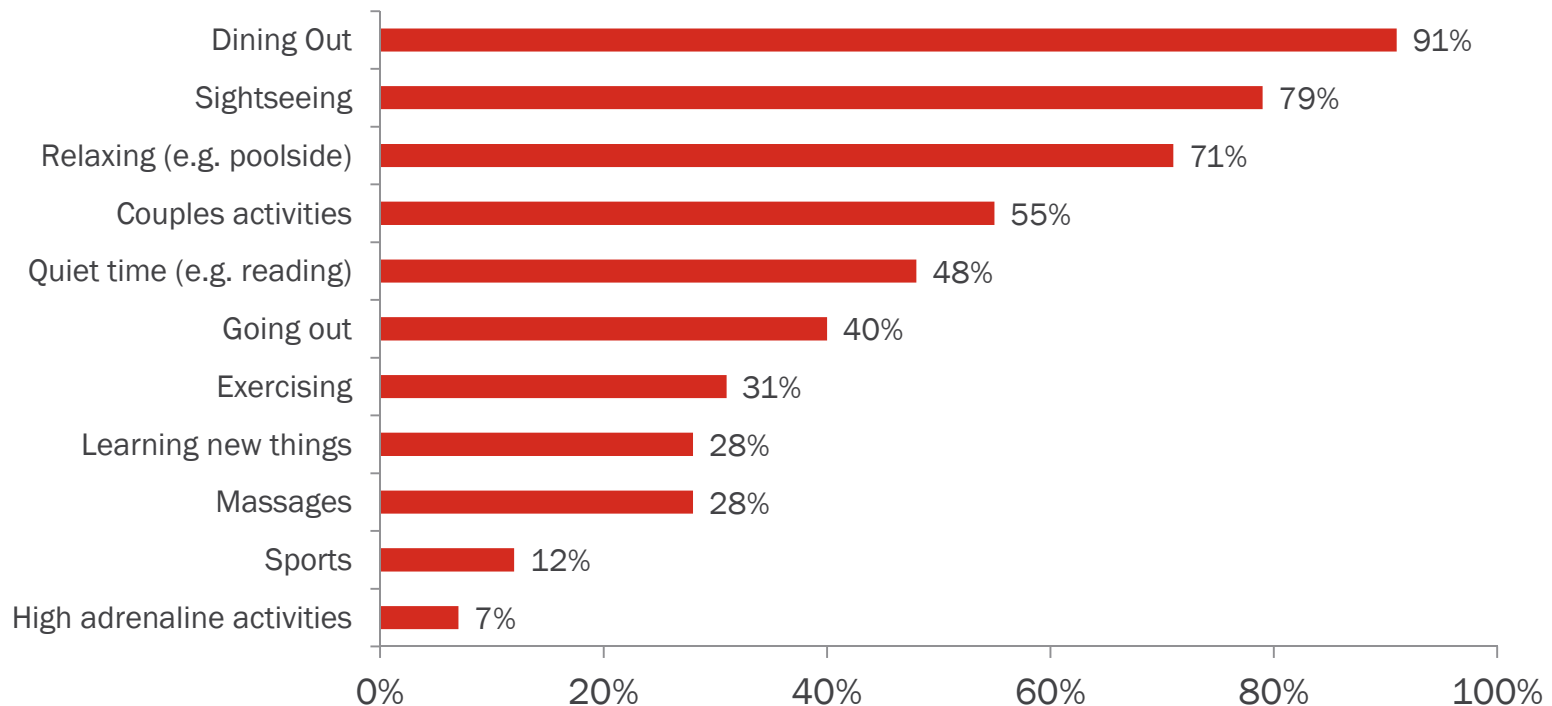
Q54: Which of the following best describes the type of location you chose for this trip?

Q53: Approximately how many nights will your Romantic Getaway be? Q17: Were your accommodations all-inclusive?

Anticipated Romantic Getaway Activities

- Dreamers have the same priorities as Travelers when it come to the activities they anticipate engaging in during their Romantic Getaway; dining out, sightseeing and relaxing.
 - However, Dreamers do have higher aspirations for going out, exercising, and learning new things, than what Travelers actually experienced.

Types of Activities Anticipated

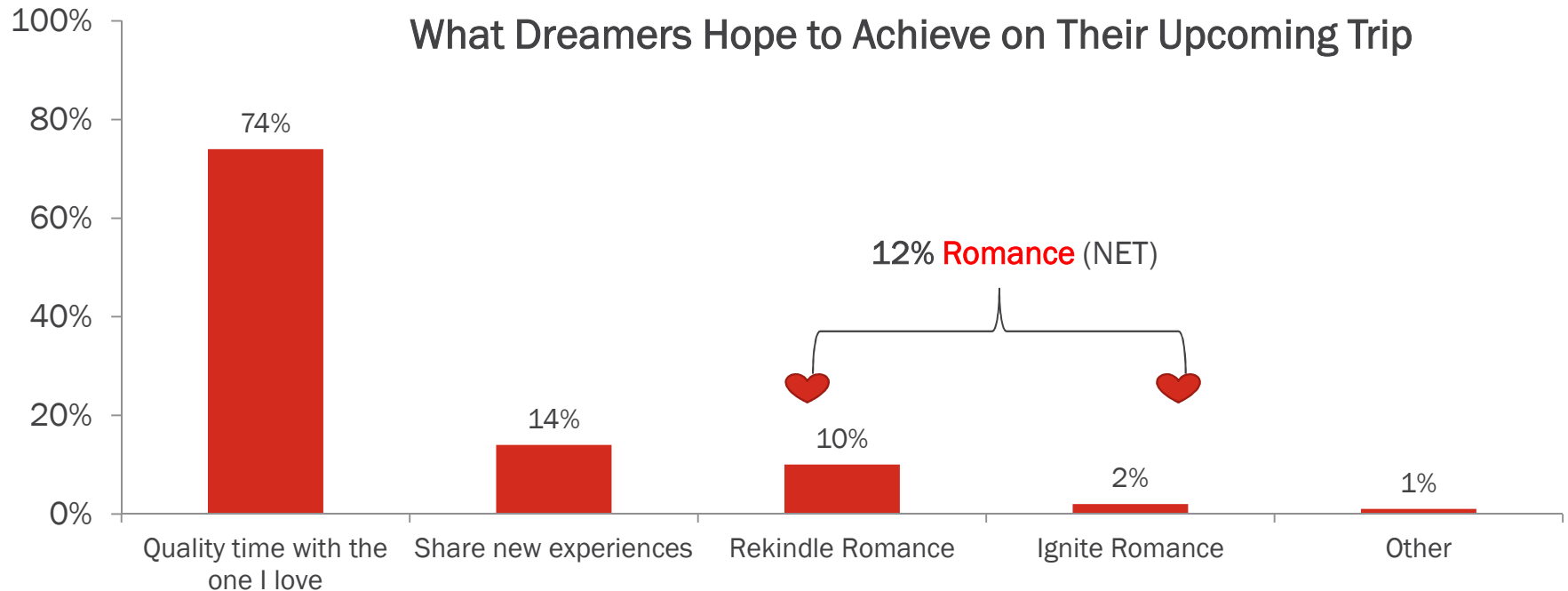


Base: Romantic Dreamers Planning Trip (n=292)

Q58: What types of activities did your most recent Romantic Getaway include?

Aspirations for their Getaway

- Among those who anticipate taking a Romantic Getaway in the next 12 months, it's more about quality time together than it is about sex.
 - That said, among those age 50-59, the “romance” aspect is more important for them than it is to those age 60+.



Base: Romantic Dreamers (n=429)

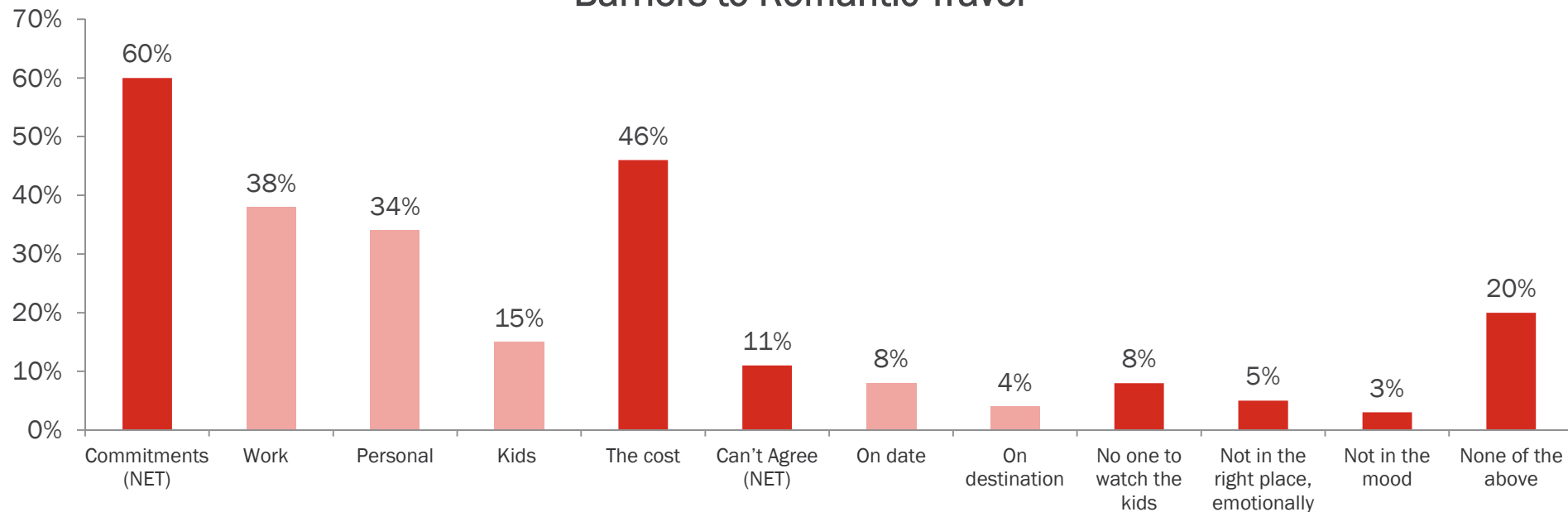
Q70: And which statement best describes what you hope to achieve on your upcoming Romantic Getaway?

KEY FINDINGS: BARRIERS

Barriers to Romantic Travel

- Day-to-day commitments are stopping most couples from taking a Romantic Getaway, with work and personal commitments mentioned twice as much as commitments with the kids.
- Cost is also a deterrent to Romantic Travel, much more so than issues within the relationship.
 - Those with kids are more likely to cite commitments and cost than those without kids in the household.

Barriers to Romantic Travel



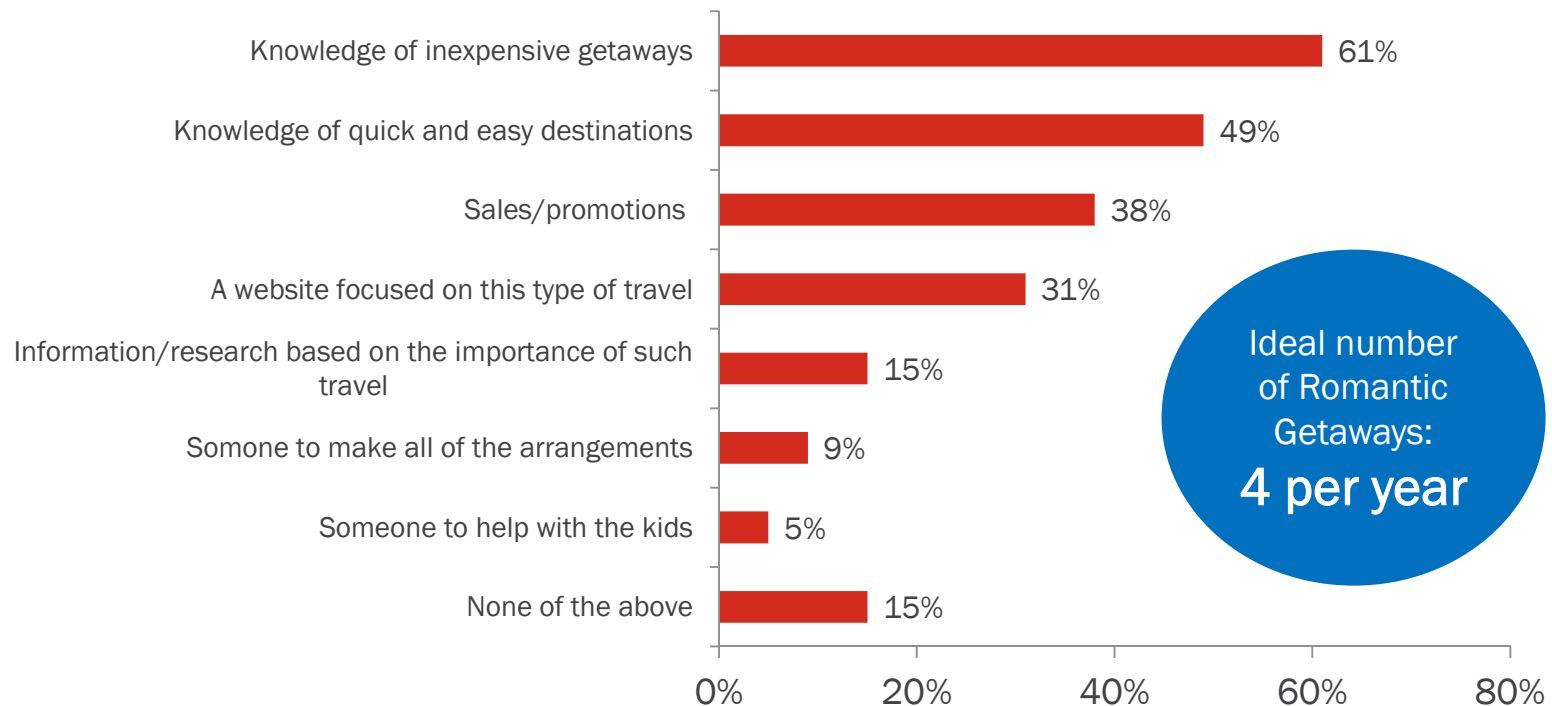
Base: Total Respondents (n=1,421)

Q78: Using the list below, please identify those things that get in the way, making it hard, or less desirable, to take time out for a Romantic Getaway?

To Encourage Future Romantic Travel...

- Regardless of whether one is an active Romantic Traveler or just a Dreamer, knowledge of inexpensive getaways and quick and easy destinations are needed to help encourage such travel in the future.
 - Sales/promotions are a bigger draw for those under 50 years of age compared to those that are over 50.

What Would Encourage a Romantic Getaway



Base: Total Respondents (n=1,421)

Q80: Using the list below, please identify those things that might encourage you to take more Romantic Getaways in the future?

Q85: If cost wasn't an issue, how many Romantic Getaways would you ideally take each year?

APPENDIX

Methodology

- A 10-minute online survey was conducted among males and females, age 45+, who have taken at least one trip 50 miles or more away from home, with a two-night stay, in the past two years.
- Respondents were further identified as those who had taken a Romantic Getaway in the past two years and/or intend to take one in the next 12 months.
- The survey was in field from November 12 – 24, 2014.
- A total of n=1,421 surveys were completed; final counts are detailed in the table to the right
- Final data has been weighted to U.S. Census for analysis.

	Completes
Total	1421
Age	
45-49	279
50-59	485
60-69	345
70+	313
Gender	
Male	671
Female	750
RACE	
Caucasian/Other	1098
African American	151
Hispanic	112
Asian American	60
Region	
West	339
South	489
Midwest	326
Northeast	267

Research Team

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and



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