Almost Everyone Will Travel for Leisure in 2016

Generational Travel Trends for 2016

Top Domestic Travelers
- Boomers
- Millenials

Top International Travelers
- Boomers
- Millenials

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Most Use Online Travel Booking Sites, like Expedia and Priceline, But the Younger You Are, the More You Use Them

Bag Checkers are Likely to Find Different ‘Must Have’ Items in the Suitcase

Why Will They Pack Their Bags?

Boomers
- will check off bucket list spots

GenXers
- are focused on family travel

Millenials
- are packing for romance

Summer Vacation
- Boomers: 35%
- GenXers: 42%
- Millennials: 36%

Multi-Gen Travel
- Boomers: 30%
- GenXers: 43%
- Millennials: 40%

Weekend Getaway
- Boomers: 24%
- GenXers: 38%
- Millennials: 35%

Romantic Getaway
- Boomers: 17%
- GenXers: 24%
- Millennials: 32%

Bucket List Trip
- Boomers: 24%
- GenXers: 12%
- Millennials: 13%

Many Share Their Vacation Fun on Social Media, but Millennials Post the Most

- 80% of Millennials are posting to a social media site at least once while only
- 55% of GenXers and just
- 33% of Boomers post while on vacation

The Sharing Economy is Gaining Popularity, With Many Planning to Stay in Airbnb/VRBO for Accommodations in 2016

The Older You Are, the Less Budget Impacts the Trip

- Impacted by increased airfare
- 37% Boomers
- 57% GenXers
- 63% Millennials

- Establish a trip budget
- 42% Boomers
- 63% GenXers
- 65% Millennials

Source: AARP Travel Research: 2016 Travel Trends, November 2015 (aarp.org/2016traveltrends)
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