

85% of Americans 45+ Not Taking Romantic Trips

Who is taking a Romantic Getaway?

ONLY **15%** of those surveyed have taken a romantic getaway

87% of them are married – a majority for 20 years and are empty nesters.

Of those who went on a romantic getaway,

98% liked it



95% said they would do it again within a year.



Why Do They Go?



It's not really about the sex, it's about:

- ♥ Being together
- ♥ Getting away from day-to-day distractions
- ♥ Finding intimacy through communication and shared experiences



What is getting in the way?

- ♥ Day-to-day commitments
 - work
 - personal
 - responsibilities for the kids

♥ Cost



What do the Romantic Getaways look like?

US Destinations

Entertainment and big cities



International

Caribbean and Europe, especially France.



ROMANTIC TRAVEL
strengthens relationships

TRAVEL

SINCE 1958

The top romantic accommodations include:

- Hotels
- B&B
- Resorts
- Cruise cabins



Most romantic trips usually last less than a week and have an average cost of

\$2,353

What makes it romantic?

- Quality time together
- Accommodations
- The actual destination
- Activities
- Anticipation of the trip
- Leaving town
- Dressing up & going out
- What you bring

