Boomers Arrive Early

Of those Boomers, 51% took advantage of airport amenities while 49% went directly to their gate and stayed there.

Millennials and GenXers are even more likely than Boomers to go straight to the gate AND to check their luggage there.

What would improve Boomers’ air travel?

- Add more seats and more comfortable seats at the gates
- Improve security (more and friendlier agents, faster lines)
- Reduce prices for goods and services
- More leg room on flights

Boomers have major buying power

Americans age 50 and over are responsible for at least $7.1 trillion in annual economic activity.


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