

AARP Travel Research: 2017 Travel Bucket Lists

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Executive Summary

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- Approximately half of all Baby Boomers have a Bucket List (46%). Among those who do, 83% claim to have travel-related items on their list, resulting in a net of 38% of Baby Boomers who have a Travel Related Bucket List.
 - Millennials and GenXers are more likely to have a Travel Bucket List (51% and 44%, respectively).
 - Roughly seven-in-ten African Americans, Acculturated Hispanics, and Acculturated Asians have travel-related items on their bucket list.
- The creation of a Travel Bucket List is typically triggered when one hits a certain age, with occasional revisions happening over time. The majority (69%) keep a mental list.
- On average, Boomers have 8 different destinations on their list; half are international destinations, half are domestic. More than half (52%) identify a specific city or town they would like to visit, as opposed to a different type of location (beach, mountain, park, lake).
 - Millennials and GenXers have more destinations on their list than Boomers; 15 and 12, respectively.

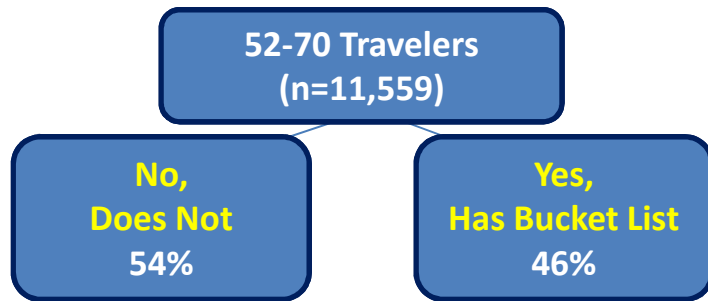
Executive Summary

- Traveling to experience the destination in general is motivation for half of these trips, while a specific attraction or activity is the motivation for the other half.
- Although not much planning has actually taken place for the next trip on their list, many anticipate taking the trip in the next 2-5 years, most likely with just a significant other.
- Boomers most often report that their list gives them something to look forward to (37%) and gives them hope and motivation.
 - Millennials are more likely to say that their list pushes them to experience new things (24%).
- And while there is great joy in the planning and thinking about such trips, the reason for the list is to actually take the trip with most (69%) being fairly optimistic it will actually happen. In fact, just a mere 3% admit the list is just for fun, with no real intention of taking the trips.
 - GenXers and Millennials are slightly more optimistic about the potential for their next Bucket List trip to actually come to fruition than are Boomers (77% each).

Detailed Findings: Sizing Up The Audience

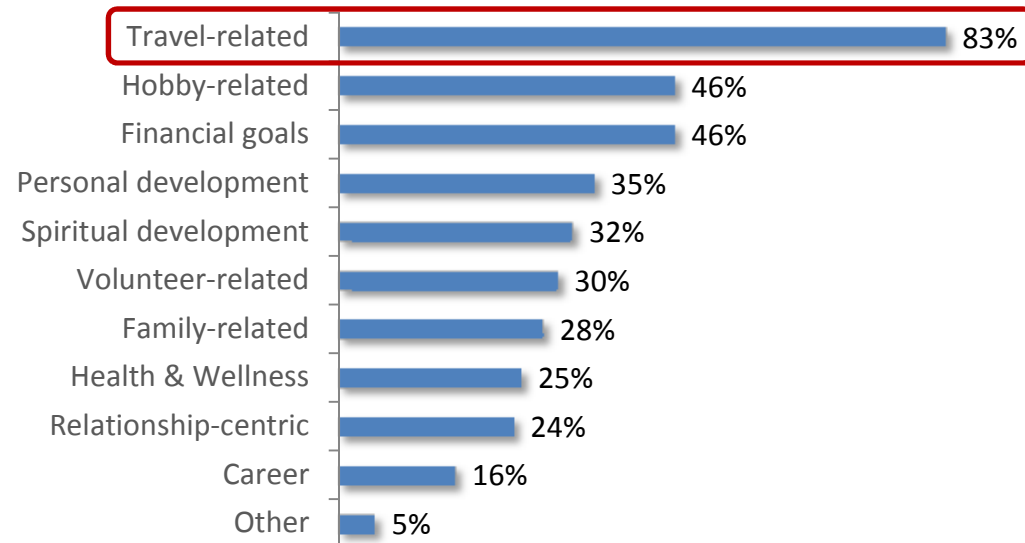
Bucket List Audience

Approximately half of all Baby Boomers have a Bucket List (46%). Among those who do, Travel-related items are by far the most frequently mentioned of all categories (38% of Baby Boomers have a Travel Related Bucket List).



Items On Bucket List

Base: Boomers With Bucket List (n=5,283)



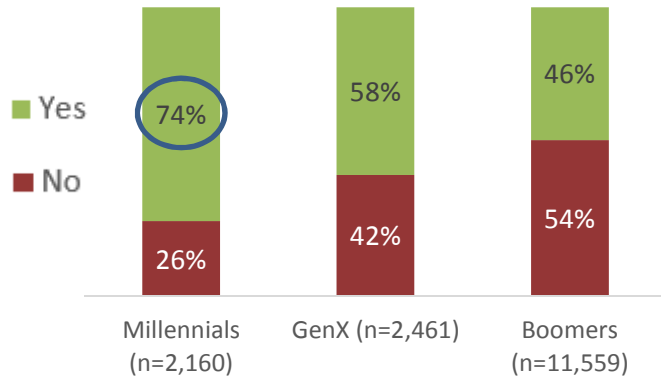
Base: 52-70 Leisure Travelers, Screener Completes

QS11. Which of the following categories are represented in the list of things you would like to do in your lifetime?

Bucket List Variances

By Generation

Has List



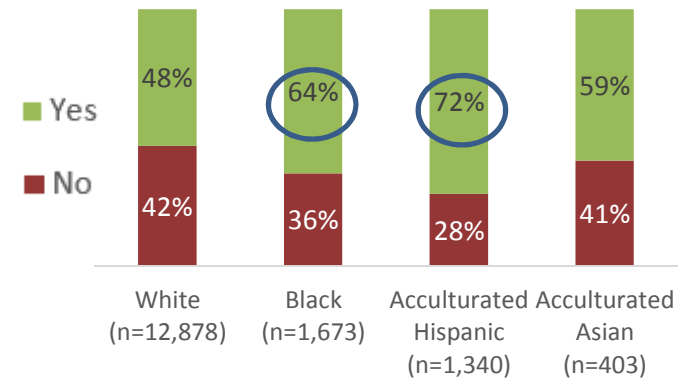
Travel-Related

Millennials	69%
GenX	76%
Boomers	83%



18+ By Ethnicity

Has List



Travel-Related

White	82%
Black	71%
Acculturated Hispanic	70%
Acculturated Asian	71%



Base: Total Leisure Travelers, Screener Completes

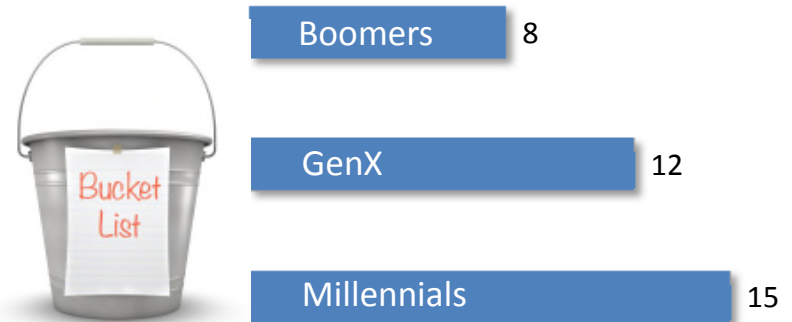
Detailed Findings: The Bucket List Breakdown

How Many Are On The List

Approximately 60% of the items on a Baby Boomer's Bucket List are travel-related, with an average of 8 destinations reported. The younger the traveler, the more destinations on the list.



Average Number of Travel Items on Bucket List



Base: Total Baby Boomers with Travel Bucket Lists (n=889)
Q2b: What percent of your list is travel related?

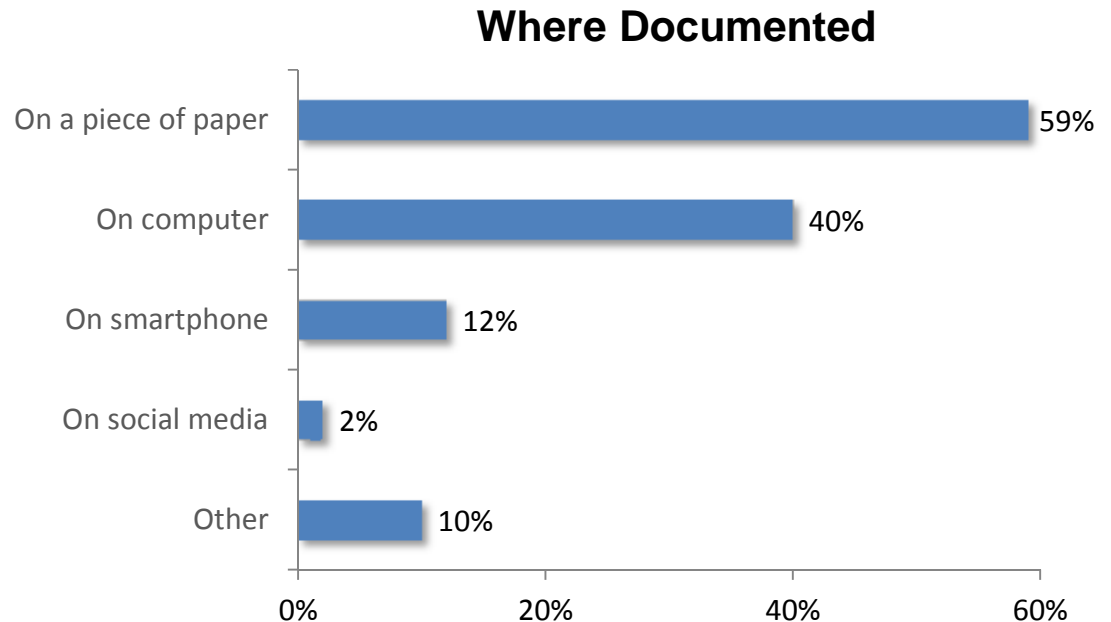
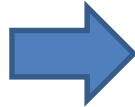
Base: Total Respondents with Travel Bucket Lists (n=1,630)
Q2: How many items do you currently have on your Travel Bucket List?

How The List Is Kept

Although the majority rely on a mental list to keep up with their Travel Bucket List, among the Boomers who do write it down, most turn to old fashioned pen and paper.

- Millennials and GenXers are more likely to utilize their smartphones to maintain their lists than are Boomers (36% and 22%, respectively).

31%
Have It
Written Down



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

QS9b: And how do you keep your list?

Base: Baby Boomers with list written down/other physical form (n=241)

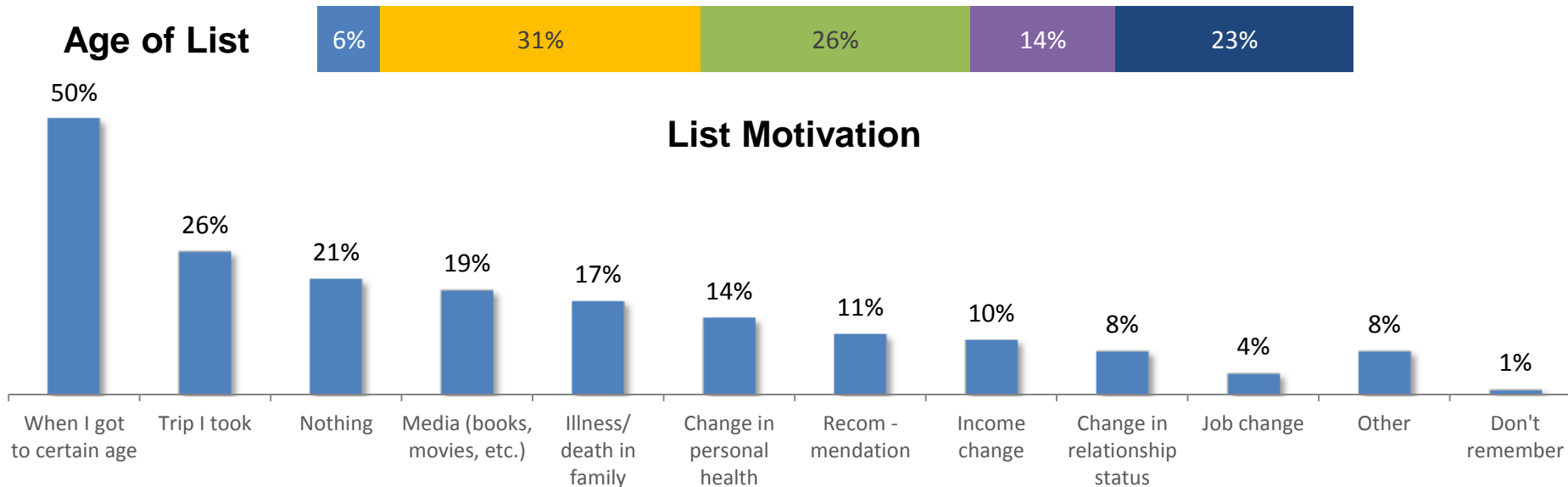
Q5: Where exactly do you keep your bucket list?

How The List Got Started

Hitting a certain age triggers the creation of a Bucket List more than other possible motivators. But that 'certain age' may be different for everyone, as indicated by the variance in the age of their list.

- Millennials are more likely to indicate it was triggered by something in the media (33%) or a change in jobs (9%) or relationships (14%).

■ 1 yr. or less ■ 2-5 yrs ■ 6-10 yrs ■ 11-20 yrs ■ More than 20 yrs



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

Q3: How long have you had your Travel Bucket List?

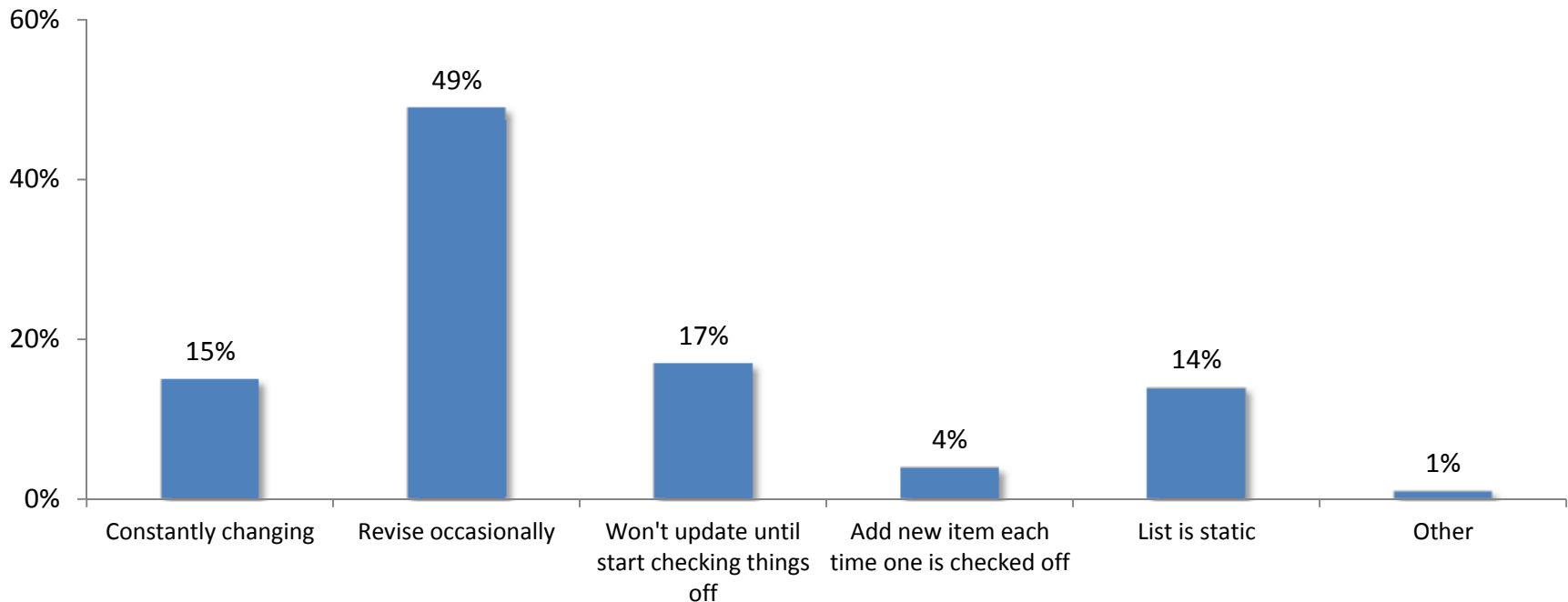
Q4: What triggered you to start a Travel Bucket List?

How The List Is Maintained

The majority of Boomers revise their list occasionally.

- Millennials and GenXers are less likely to say their list is static (5% and 6%, respectively).

Maintenance Frequency



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

Q6: Which of the following best describes how often you update, or anticipate updating, your Travel Bucket List?

Checking Things Off The List

On average, 25% of the Travel Bucket List has been accomplished. Boomers hope to get to more than 80% of their list in their lifetime, but would settle for 65% of it to be done to believe it was a worthwhile exercise.



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

Q7a: Since you first started your Travel Bucket List, what percent of the list have you checked off?

Q7b: What percent of your Travel Bucket List do you hope to check off before all is said and done?

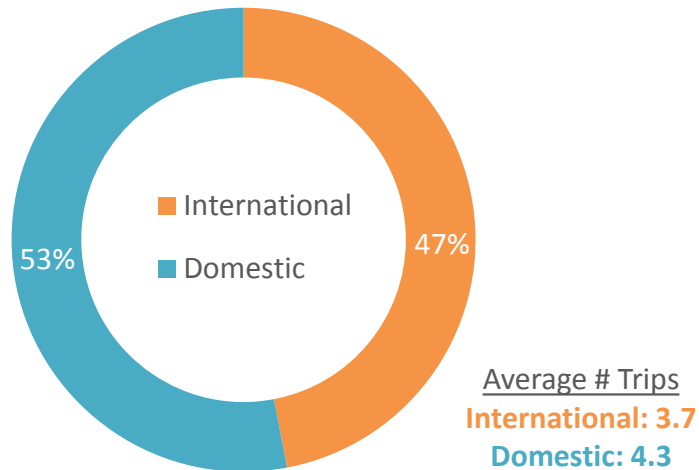
Q7c: What percent of your list do you need to check off for you to view your Travel Bucket List as a successful and worthwhile exercise?

Bucket List Destinations & Reason for Trip

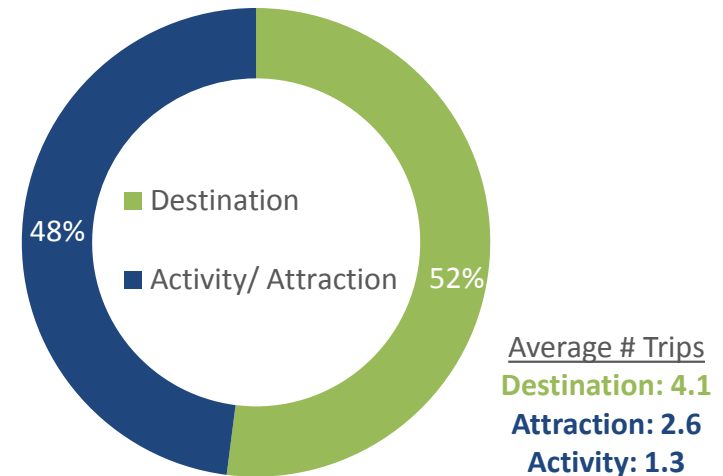
Approximately half of all Bucket List Trips are for an international destination.

Almost half of all Bucket List Trips are focused on the destination, overall, versus a specific activity or attraction at the destination.

Destination



Trip Motivation



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

Q11: Of the ___ trips on your Travel Bucket List, how many will you take to an international and domestic destination?

Q12: Still thinking about the ___ items on your Travel Bucket List, please indicate how many are motivated by the following.

Detailed Findings: The Next Bucket List Trip

Degree of Planning

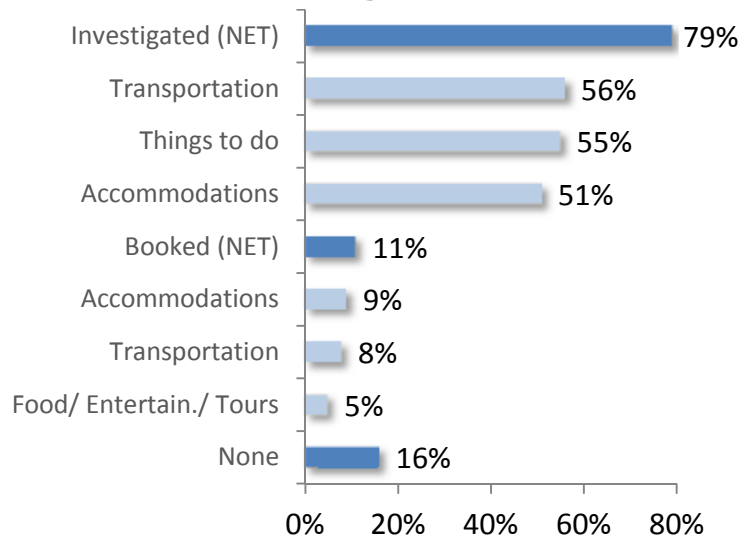
Boomers are slow to get started on planning their next Bucket List Trip, but have done some 'investigating.' Many (53%) are working to improve their physicality in preparation for the trip.

How Much Is Planned



Base: Total Baby Boomers (n=889) Q16b: How far along are you in the planning of this Travel Bucket List trip?

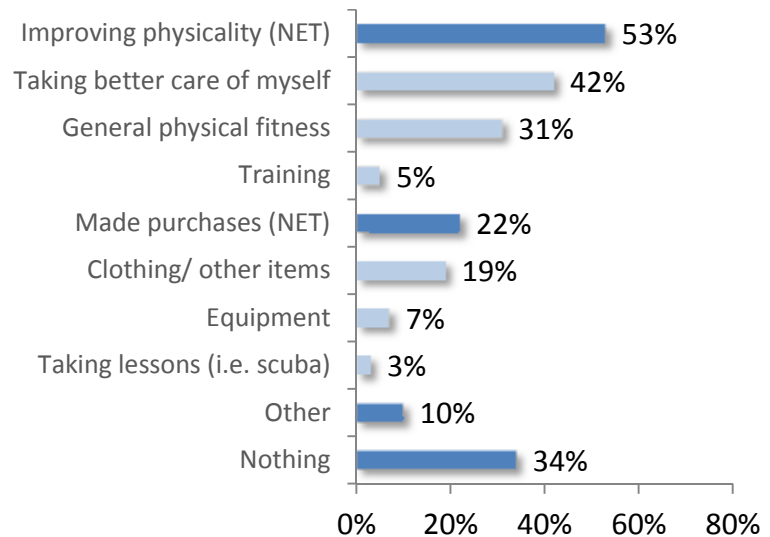
Planning Steps Taken



Base: Baby Boomers started planning process (n=405)

Q19: Which of the following have you done regarding the planning of your Travel Bucket List trip?

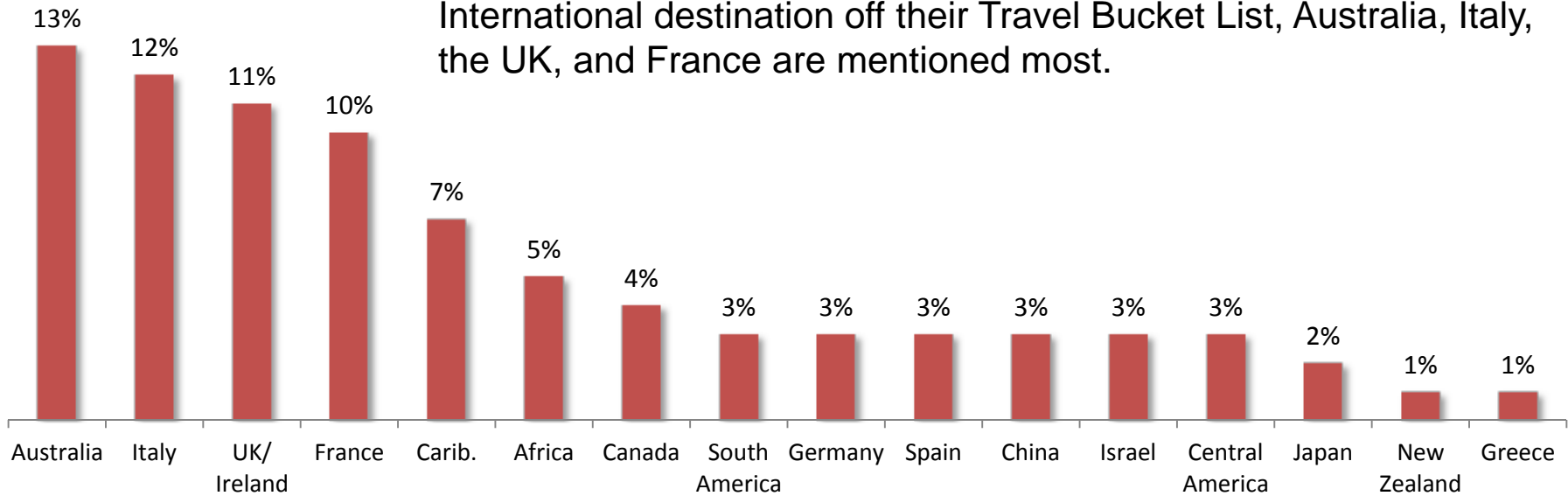
Personal Prep



Q19b: What are you doing on a personal level to plan for this trip?

Top International Destinations

Among Boomers who are most looking forward to checking an International destination off their Travel Bucket List, Australia, Italy, the UK, and France are mentioned most.



"I've always wanted to see the wildlife in **Australia** and the natural beauty of the area."

"I have always wanted to visit **Italy**. There is so much history, great food and wine, and impressive scenery."

"Studied French since the 3rd grade and would love to see **Paris** and visit the museums."

"I just would love to see **Niagara Falls** in person."

"I've read a lot about **China** and have always wanted to walk on the Great Wall."

"I want to go see **where Jesus walked** and where he actually had his experiences throughout his life. That would be amazing."

"The music, movies, culture, atmosphere, and the food is what inspired me to **Tokyo, Japan**."

Base: Baby Boomers with International Destinations for Top Trip (n=659)

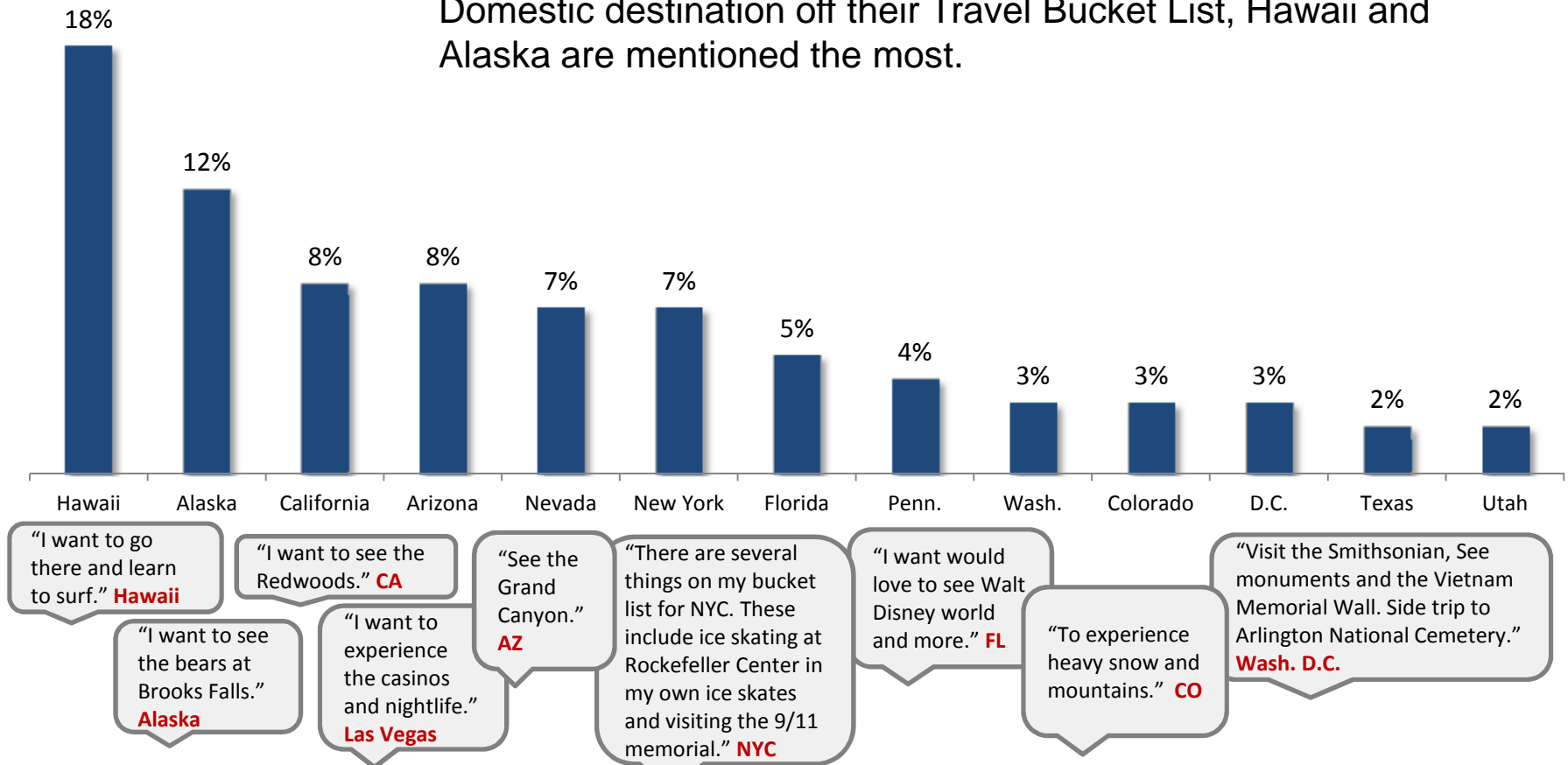
Note: Data represents trip looking forward to the most [Trip 1]; 1%+ reported

Q13a: Please use the spaces below to share with us up to 3 places on your Travel Bucket List that you are looking forward to the most.

Q13b: Please indicate up to 3 places in the world where you are most looking forward to enjoying these activities or attractions on your Travel Bucket List.

Top Domestic Destinations

Among Boomers who are most looking forward to checking a Domestic destination off their Travel Bucket List, Hawaii and Alaska are mentioned the most.



Base: Baby Boomers with Domestic Destinations for Top Trip (n=230)

Note: Data represents trip looking forward to the most [Trip 1]; 2%+ reported

Q13a: Please use the spaces below to share with us up to 3 places on your Travel Bucket List that you are looking forward to the most.

Q13b: Please indicate up to 3 places in the world where you are most looking forward to enjoying these activities or attractions on your Travel Bucket List.

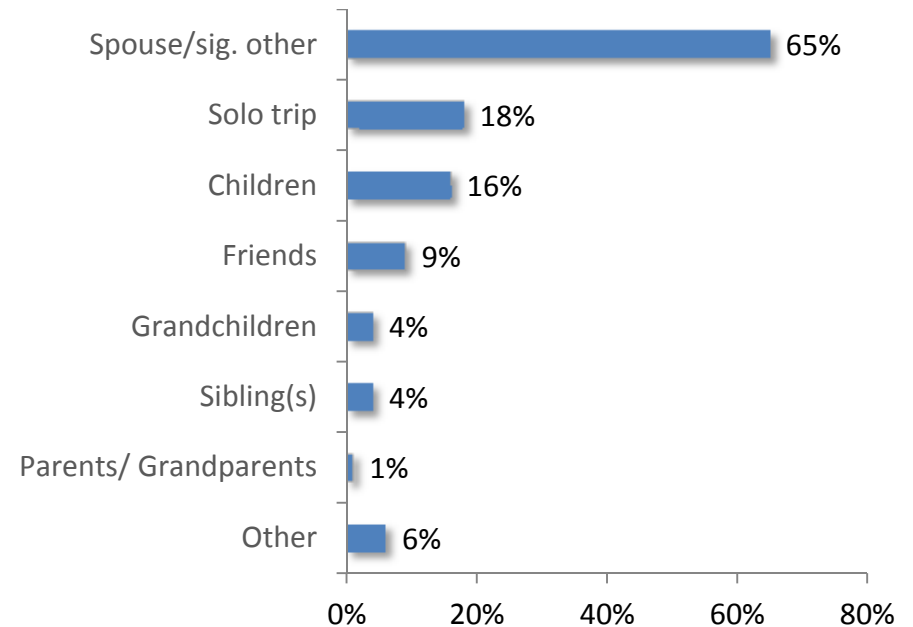
Who Traveling With

Bucket List trips are most often planned with just one other person and most likely their significant other.

Total Travelers



Who Is On Trip



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

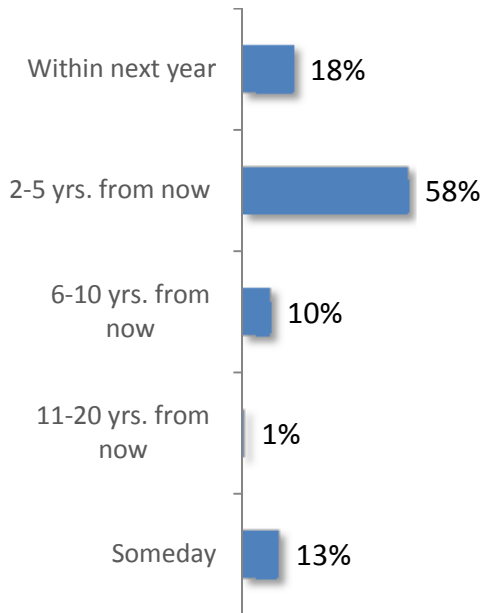
Q18: Including yourself, how many people will go on your trip to ___?

Q18b: Who specifically will accompany you on your trip to ___?

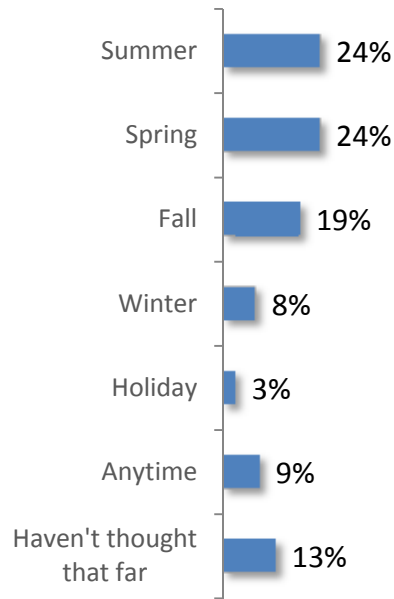
Trip Details

For most, the next trip is expected to take place in the next 2-5 years, with Spring and Summer months being most popular. The average trip will be 10 days long for which most will try to save up for it beforehand, if they haven't already started to do so.

When Going



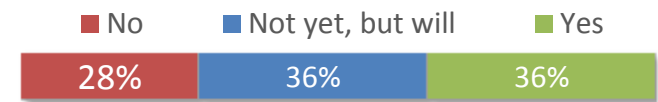
Time of Year



Duration



Saving for Trip



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

Q16: How long from now do you anticipate taking this trip to ___?

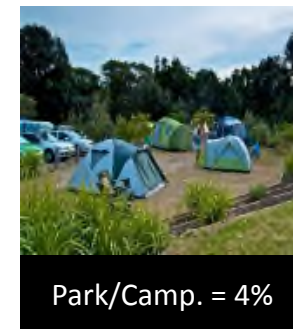
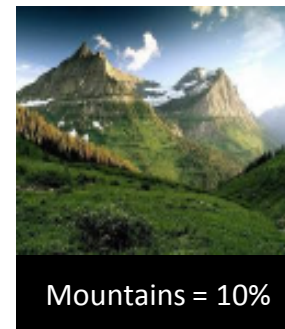
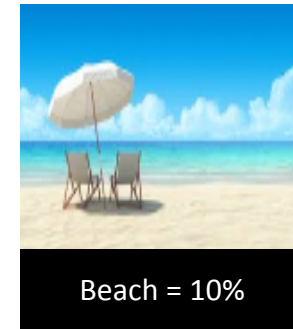
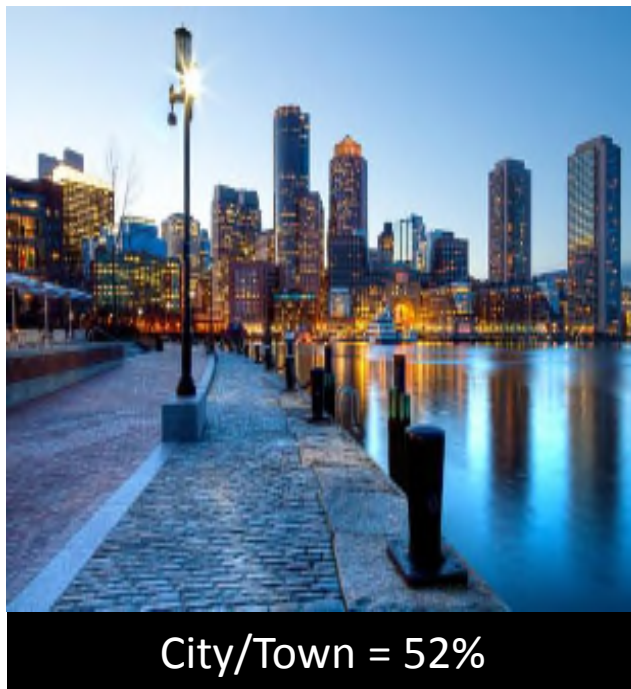
Q17: What time of year would you like to go to ___?

Q20: Approximately how long will your Travel Bucket List trip to ___ be?

Q21: Have you begun to save any money for your Travel Bucket List trip to ___?

Destination Details

Seeing a new city or town best describes the type of destination most will seek out on a Bucket List trip.



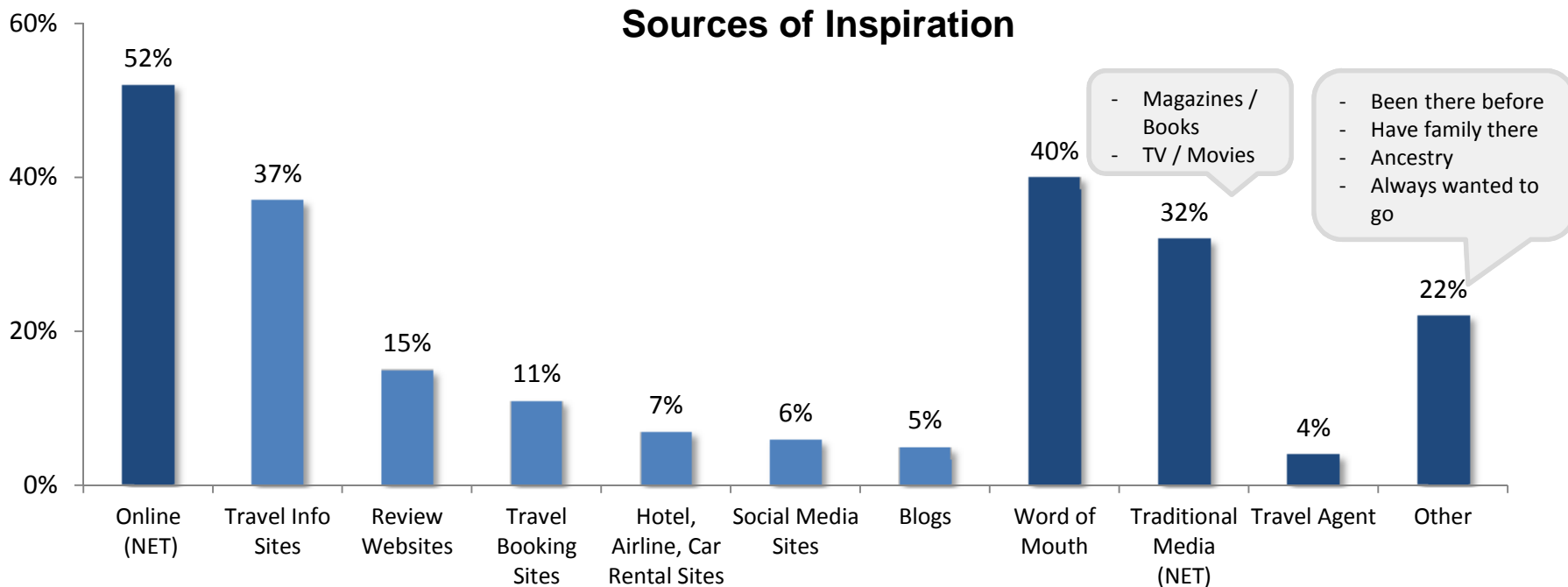
Other = 13%

Base: Total Baby Boomers with Travel Bucket Lists (n=889)
Q15: Which of the following best describes this destination?

Where Inspiration Came From

Boomers appear to draw inspiration from multiple sources – both online and off, but do not leverage travel agents.

- Millennials and GenXers are heavier users of online resources than are Boomers, 67% and 64%, respectively.



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

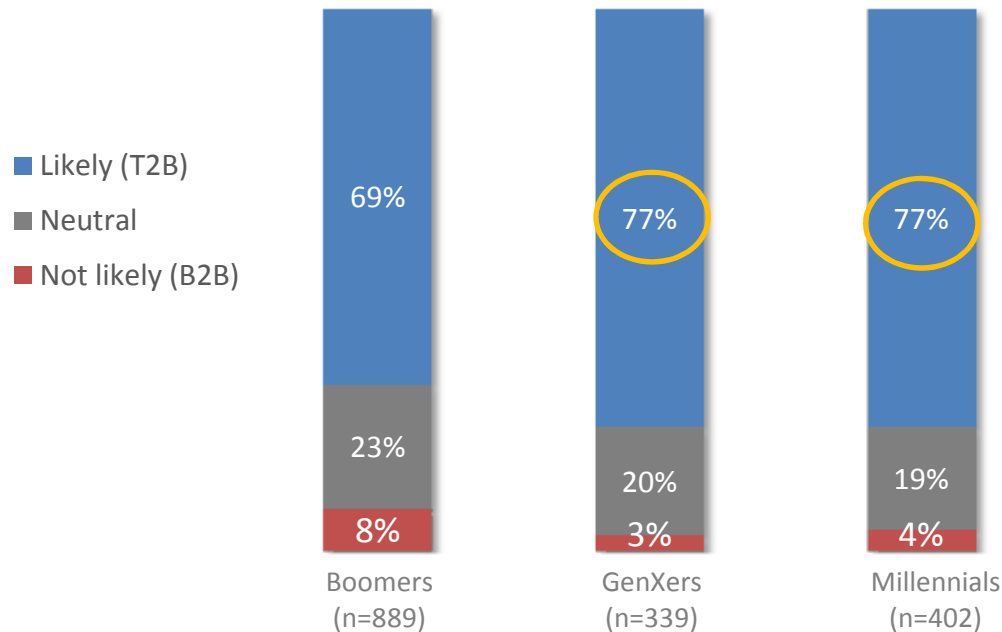
Q19c: Where have you drawn the most inspiration for this trip?

True Intent

The majority believe their next Bucket List trip will actually happen, very few are simply using the Bucket List to dream.

- GenXers and Millennials are slightly more optimistic about the potential for their next Bucket List trip to actually come to fruition than are Boomers.

Likelihood Of Trip Happening



Q22: What is the likelihood your Travel Bucket List trip to ___ will actually happen?

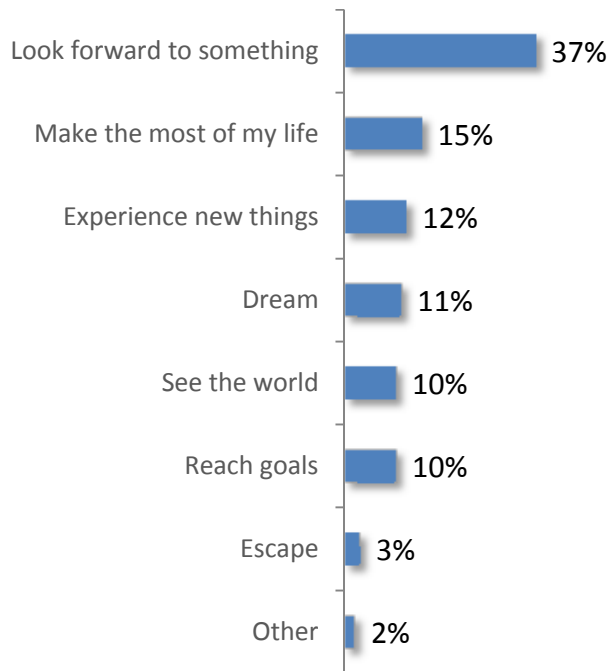
Detailed Findings: The Emotional Impact of Travel Bucket Lists

Reasons for a Travel Bucket List

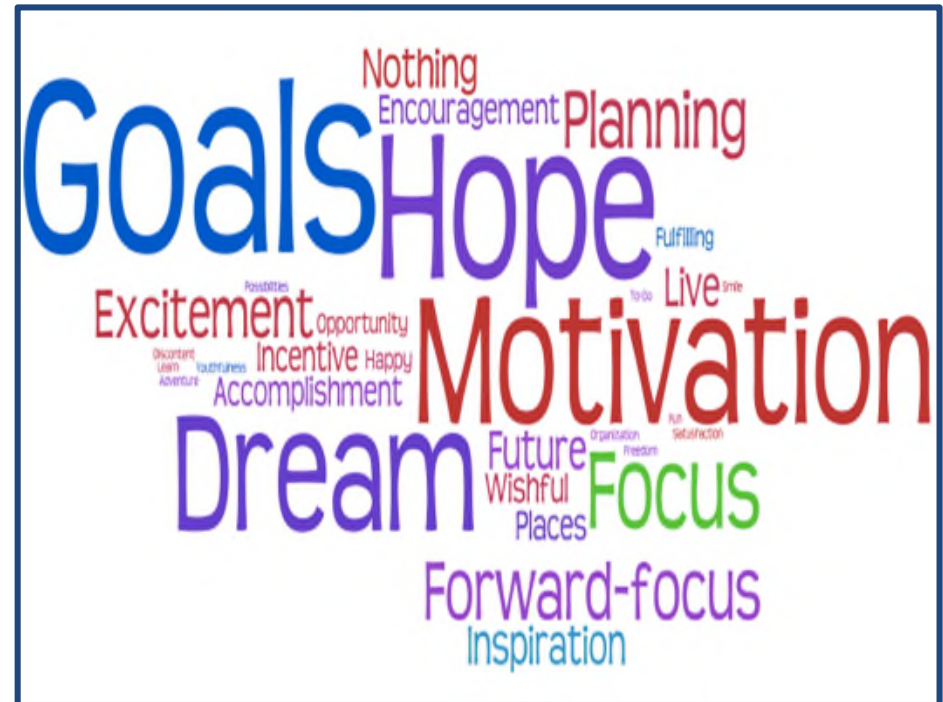
Travel Bucket Lists appear to be very inspiring, giving folks something to look forward to, to give them hope and motivation.

- Millennials are more likely to say their list pushes them to experience new things (24%) and less likely to say that it gives them something to look forward to (20%).

Why Have a List



What List Provides In Their Own Words



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

Q8b: Which of the following best describes your reason for having a Travel Bucket List?

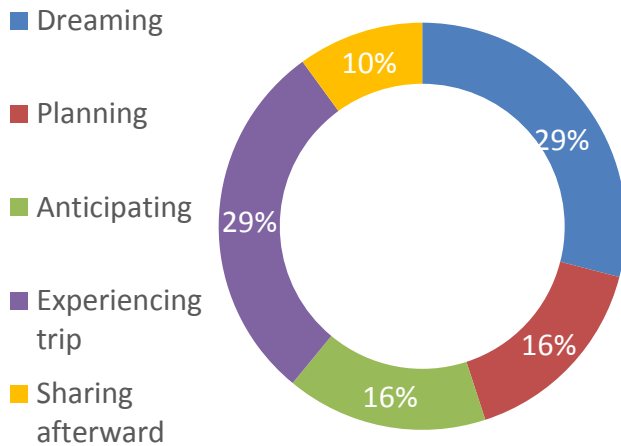
Q8a: In as few words as possible, even in one word if you can, what does having a Travel Bucket List do for you?

The Joy of a Travel Bucket List

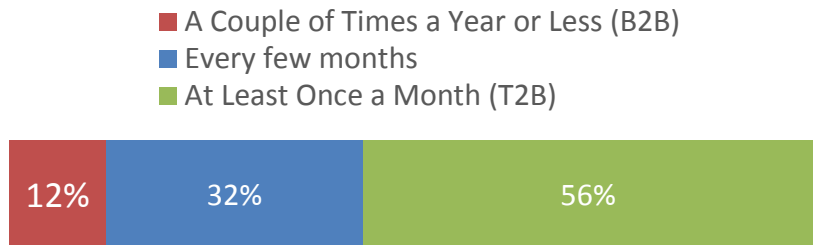
Boomers enjoy dreaming about the upcoming trips almost as much as they enjoy experiencing the trip. And clearly, such trips are great distractors from the day-to-day as many claim thinking about them frequently.

- Millennials and GenXers report thinking about them even more frequently than Boomers (77% and 70% at least once a month, respectively).

Joy in Each Stage



How Often Think About Trip



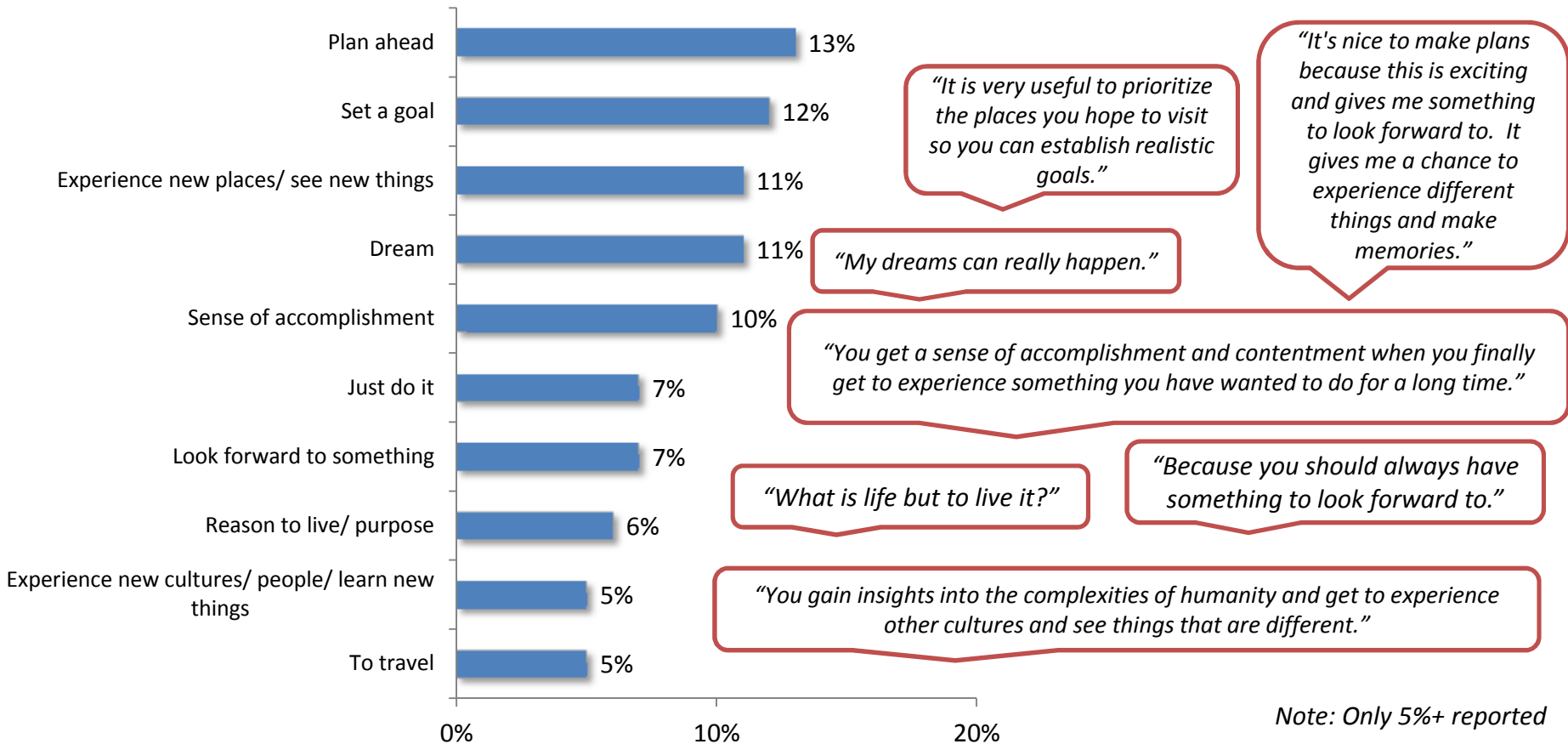
Base: Total Baby Boomers with Travel Bucket Lists (n=889)

Q10: What percentage of the joy of a Travel Bucket List is in the following stages of the process?

Q9: How often do you think about your Travel Bucket List?

Benefits of a Bucket List

Why Bucket List is Worthwhile



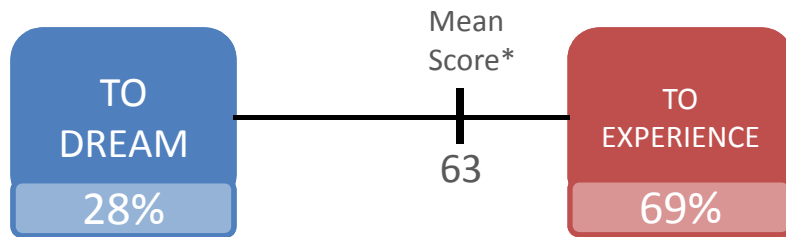
Base: Baby Boomers with 5%+ of Travel Bucket List completed (n=698)

Q25: Earlier you indicated that you have checked off some items on your Travel Bucket List in the past. In your opinion, what are some of the key benefits of having and executing against a Travel Bucket List?

The Goal of The Bucket List

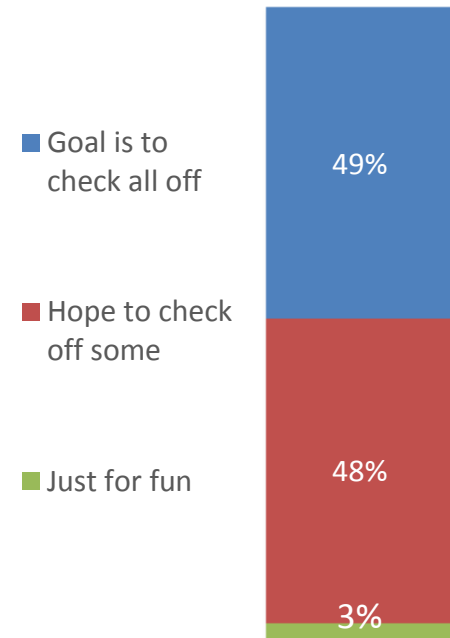
Travel Bucket List trips are real and about the experience. The goal is to actually make the time and effort to take them.

Dreaming vs. Experiencing



*100-point scale
Dream = 0-49
Neutral = 50
Experience = 51-100

How Bucket List is Viewed



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

Q23: Thinking about your entire Travel Bucket List one last time, to what degree is the list about dreaming about the trip as opposed to experiencing the trip?

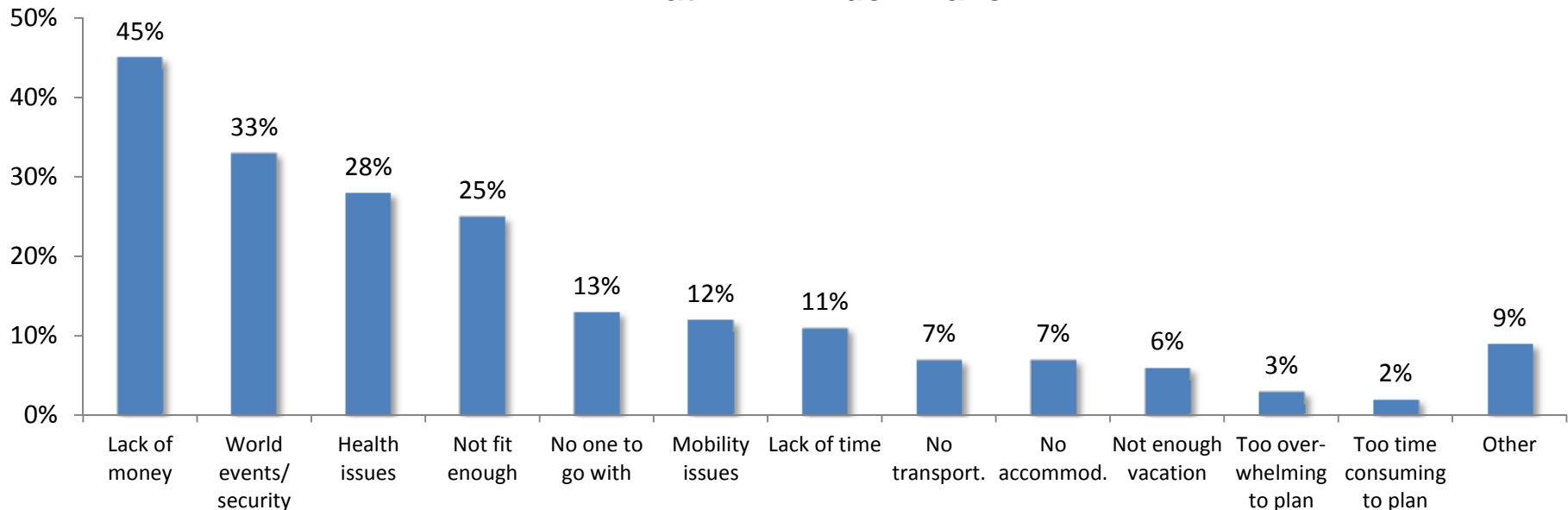
Q24: Which of the following best describes how you look at your Travel Bucket List?

The Barriers

Money is the biggest barrier to Bucket List travel, followed by potential world events or personal health issues. Very few indicate it is too difficult to plan.

- Millennials are far more money sensitive (70%) and far less concerned about world affairs (17%) or personal health issues (9%) than are Boomers.

What Will Hinder Travel



Base: Total Baby Boomers with Travel Bucket Lists (n=889)

Q26: What are the biggest barriers that may hinder your ability to take the trips on your Travel Bucket List?

Appendix

Methodology

- A 15-minute online survey was conducted among males and females, 18+, who have traveled for a leisure trip in the past 2 years.
- The survey was in field December 1-14, 2016.
- A total of n=1,630 surveys were completed; final counts are detailed in the table to the right.
- Final data has been weighted to U.S. Census, by generation, for analysis.
- The analysis focuses on the Travel Bucket Lists of Baby Boomers (n=889)

	Members	Non-Members
Base	547	1083
Gender		
Male	297	535
Female	250	548
Age		
18-34	32	342
35-49	37	293
50-59	113	197
60-69	182	143
70+	183	108
Ethnicity		
Caucasian/Other	379	599
African American	80	214
Hispanic	65	190
Asian	23	80
Region		
Northeast	102	191
Midwest	115	235
South	213	406
West	117	251

Research Team

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