

## AARP Travel Research: 2019 Boomer Travel Trends Annotated Questionnaire

**Reading Notes:**

- Weighted data shown
- Unless otherwise specified, unweighted bases are as follows:
  - Millennials n=414
  - GenXers n=399
  - Boomers n=750

**SCREENER**

S1. Let's start with a few demographic questions:

Please select your gender.

	Total	Millennials	Gen X	Boomers
Male	51	51	49	47
Female	49	49	51	53

S2. Please tell us your age.

	Total	Millennials	Gen X	Boomers
21-37	24	100	0	0
38-53	23	0	100	0
54-59	14	0	0	32
60-69	22	0	0	50
70+	17	0	0	18
Mean	52.81	32.64	44.67	63.37

S3. Please select the state in which you currently reside?

	Total	Millennials	Gen X	Boomers
Northeast (CT, ME, MA, NH, NJ, NY, PA, RI, VT)	20	18	18	18
Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)	19	21	22	22
South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)	37	37	37	37
West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)	23	24	23	23

S4. Do you, or does anyone in your household, work for any of the following?

*Please select all that apply.*

	Total	Millennials	Gen X	Boomers
A travel company or agency	0	0	0	0

A hotel or other hospitality company or provider	0	0	0	0
A market research company or market research department	0	0	0	0
A newspaper, radio or TV station/program	0	0	0	0
An advertising agency	0	0	0	0
An airline, cruise or tour company	0	0	0	0
A sales promotion or public relations agency	0	0	0	0
None of the above	100	100	100	100

S5a. Are you of Hispanic or Latino origin (ethnicity)?

	Total	Millennials	Gen X	Boomers
Yes	15	20	16	9
No	85	80	84	91

S5b. What is your race? *Select all that apply*

	Total	Millennials	Gen X	Boomers
White/Caucasian	72	78	79	81
Black/African American	16	14	13	11
Asian/Asian American	7	6	6	4
Native American	2	1	1	1
Other (Please Specify)	4	3	2	4

**HRACE - ADD BEFORE hRace**

	Total	Millennials	Gen X	Boomers
Hispanic	15	20	16	9
Caucasian	60	60	65	73
Black/African American	15	12	12	10
Asian	7	5	5	4
Native American	0	0	0	0
Other	3	3	1	3

S6a. Which of the following best describes your current employment status?

	Total	Millennials	Gen X	Boomers
Full-time employee	51	82	79	30
Full-time self employed	3	2	4	3
Part-time worker	7	7	6	7
Homemaker	3	5	5	2
Not currently working	2	3	2	2
Student	1	2	1	0
Retired	33	0	3	56

S6b. What is your current annual household income, before taxes?

	Total	Millennials	Gen X	Boomers
Below \$20,000 (18)	2	5	1	0
\$20,000 - \$29,999 (25)	1	3	2	0
\$30,000 - \$49,999 (40)	16	13	11	17
\$50,000 - \$74,999 (62.5)	22	19	22	25
\$75,000 - \$99,999 (87.5)	21	26	20	21
\$100,000 - \$149,999 (125)	23	23	27	22
\$150,000 or more (175)	14	11	16	15
Prefer not to answer	0	0	0	0
Mean in Thousands	93.73	89.94	99.31	94.48

S7a. Which of the following organizations are you currently a member of? *Select all that apply*

	Total	Millennials	Gen X	Boomers
Amazon Prime	51	68	58	44
Costco	41	44	42	41
AAA ('Triple A')	41	29	37	47
AARP	35	0	15	58
USAA	14	22	15	10
None of the above	13	16	15	9

S7b. In the past two years, which of the following **travel sites** have you visited? *Select all that apply*

	Total	Millennials	Gen X	Boomers
Hotel, Airline or Rental Car websites	85	79	83	88
Travel booking websites (i.e. Expedia, Travelocity, Orbitz, etc)	76	80	79	73
Review websites (TripAdvisor, Yelp, etc.)	64	70	67	64
Other Travel Sites (Please Specify)	9	3	6	12
None of the above	0	0	0	0

S8. In the past 2 years, how many personal trips did you take where you traveled at least 50 miles away from home and stayed two or more nights? This could be within the U.S. or abroad. By personal travel, we mean a vacation, getaway, or family-related trip; not business-related travel.

	Total	Millennials	Gen X	Boomers
None	0	0	0	0
One	5	5	5	5
Two	12	11	11	12
Three	10	11	12	9
Four or more	73	72	72	75
Mean	7.01	7.21	7.25	6.89

S9. And how many of those **[S8 RESPONSE]** personal trips (non-business related travel) were taken in the past year, just thinking about the calendar year of 2018?

	Total	Millennials	Gen X	Boomers
0	3	3	4	3
1	17	16	17	17
2	28	26	26	27
3	17	14	18	18
4	11	12	8	14
5-9	17	18	18	17
10+	7	11	8	6
Mean	3.70	4.27	3.86	3.53

S10. How many more personal trips (non-business related travel) do you anticipate taking between now and the end of the year?

	Total	Millennials	Gen X	Boomers
0	11	8	8	13
1	38	31	39	38
2	27	27	26	26
3	11	12	10	11
4+	14	22	16	12
Mean	2.27	3.07	2.43	1.93

S11. And finally, how many personal trips do you anticipate taking next year, in the calendar year of 2019? *Your best estimate is fine.*

As a reminder, by personal travel we are referring to those trips where you travel at least 50 miles away from home and stay two or more nights. This could be within the U.S. or abroad, but they are for personal reasons only, not business related travel.

	Total	Millennials	Gen X	Boomers
1	10	12	11	10
2	24	24	25	21
3	21	18	19	22
4	14	12	13	15
5	9	10	9	9
6-10	16	16	16	17
11+	6	8	8	5
Mean	4.60	4.92	4.93	4.42

#### SURVEY

Q1. Today's survey is about your travel plans for the 2019 calendar year (January 2019 through December 2019).

Q1a. A moment ago you mentioned you anticipate taking [S11 RESPONSE] personal trip(s) in 2019. How many of these will be an international trip and how many will be a domestic trip? *Your best estimate is fine.*

1. International	Total	Millennials	Gen X	Boomers
0	41	31	40	47
1	35	33	36	33
2	16	17	14	15
3	4	5	4	4
4+	4	13	6	1
Mean incl. 0	1.13	1.86	1.20	0.81
Mean excl. 0	1.91	2.71	1.99	1.52

2. Domestic	Total	Millennials	Gen X	Boomers
0	6	7	5	6
1	22	28	23	18
2	25	25	25	24
3	17	13	16	18
4+	30	27	30	34
Mean incl. 0	3.38	2.96	3.58	3.58
Mean excl. 0	3.59	3.17	3.79	3.79

### INTERNATIONAL TRIPS

ASK IF Q1a\_INTERNATIONAL =1 OR MORE, OTHERWISE SKIP TO Q4]

Q2/Q2d. Let's start by talking about your **international trip(s)**.

For the international trip(s) you plan on taking next year, please read the list of trip types below and select your **primary motivation** for EACH trip.

	Total	Millennials	Gen X	Boomers
<b>Base: Total International Trips</b>	<b>1712</b>	<b>602</b>	<b>418</b>	<b>598</b>
Bucket list trip, to check something off my bucket list	15	7	8	24
Summer vacation	12	14	14	10
Family trip (parents, grandparents, children, all going to one destination to be together)	11	11	13	7
Romantic getaway	9	9	9	10
Celebration vacation, to celebrate a life milestone	9	7	9	8
Solo vacation, traveling without friends, family, or significant other. It's a trip just for you.	7	7	8	6
Family reunion	6	8	5	5
Holiday travel (Thanksgiving, Christmas, Hanukkah, etc.)	5	6	7	3
Spring break trip	4	7	5	2
Weekend getaway	4	5	6	2

Wedding/graduation or other event	4	5	4	4
Girls getaway	3	2	2	3
Required Travel (to take care of a family member, second home, etc.)	3	5	3	2
Guys getaway	2	4	3	1
Adventure travel (e.g. take a safari)	1	0	0	1
Going back to my roots/heritage trip	0	0	0	1
To attend a music festival	0	0	0	0
To attend a sporting event	0	0	0	0
To partake in a beverage tour (e.g. winery, beer, whiskey)	0	0	0	0
To partake in a food-focused trip (e.g. best bratwurst in Germany)	0	0	0	0
Cross-country RV travel	0	0	0	0
Other	5	1	3	9

Q3a. Of the following **international trip(s)** you anticipate taking next year, please indicate which ones are already booked, currently being planned, or in the idea phase.

By booked, we mean the primary arrangements like transportation and/or accommodations have been made.

*Please select one per row*

	Total	Millennials	Gen X	Boomers
<b>Base: Total International Trips</b>	<b>1712</b>	<b>602</b>	<b>418</b>	<b>598</b>
Booked	28	32	27	31
Being Planned	46	45	52	41
Still Just an Idea	25	22	21	29

**[ASK IF Q3A\_PLANNING=1 OR MORE, OTHERWISE SKIP TO Q4]**

Q3b. For those **international trip(s)** that are still in the planning phase, have you selected a final destination yet? *Please select one per row*

	Total	Millennials	Gen X	Boomers
<b>Base: Total International Trips Planned</b>	<b>792</b>	<b>272</b>	<b>217</b>	<b>244</b>
Destination Chosen	83	83	79	83

**[ASK IF Q3B=1 FOR AT LEAST ONE TRIP, OTHERWISE SKIP]**

Q3c. For the trip(s) listed below, please tell us where you have chosen to go. Please provide a Country, along with the final destination city/location. If you are planning to visit more than one destination per trip, please just tell us the destination where you plan to spend the most time.

	Total	Millennials	Gen X	Boomers
<b>Base: Total International Trips with Destination Chosen</b>	<b>913</b>	<b>283</b>	<b>211</b>	<b>352</b>
Europe (NET)	39	48	34	41

UK/Ireland	8	15	8	6
Italy	6	6	2	9
France	6	8	8	5
Caribbean/South America (NET)	34	27	37	33
Asia/Middle East (NET)	14	10	17	11
Canada (NET)	9	12	8	10

**[ASK IF Q3B=1 FOR AT LEAST ONE TRIP, OTHERWISE SKIP TO Q4]**

Q3d. What are all the different modes of transportation you will use to get to the international destinations you plan on visiting next year? *Select all that apply*

	Total	Millennials	Gen X	Boomers
<b>Base: Destination Chosen For International Trip(s)</b>	<b>713</b>	<b>222</b>	<b>168</b>	<b>267</b>
Airplane	86	85	87	86
Cruise ship	26	20	20	31
Rental vehicle	21	29	21	18
Personal vehicle	18	21	22	15
Train	18	23	19	18
Bus	12	19	10	11
Other (Specify)	2	2	3	3
Not sure yet	1	0	1	1

Q3e. Which of the following best describes the different types of accommodations you will be staying at during your international travel next year? *Select all that apply*

	Total	Millennials	Gen X	Boomers
<b>Base: Destination Chosen For International Trip(s)</b>	<b>713</b>	<b>222</b>	<b>168</b>	<b>267</b>
Hotel/Motel	60	60	62	62
Resort	26	35	30	15
Cruise ship cabin	26	18	18	33
With Friends or Family	22	35	26	15
Airbnb, VRBO, HomeAway, etc. (managed by owner)	17	30	22	13
Bed & Breakfast	14	25	11	10
Rental Home (managed by a company)	11	25	13	3
RV/Campground	4	13	4	0
Other (Specify)	2	1	0	4
Not sure yet	1	1	1	2

Q30a. Regarding the international trips you just detailed for us, are any of these trips going to be taken by grandparents and grandchildren only in 2019?

	Total	Millennials	Gen X	Boomers
<b>Base: Taking International Trip(s)</b>	<b>1015</b>	<b>285</b>	<b>240</b>	<b>399</b>
Yes (NET)	17	40	20	7

Yes, I will be going with my grandchild(ren)	14	32	16	6
Yes, I will be going with my grandparent(s)	3	9	4	1
No	83	60	80	93

**[ASK IF Q30A=1 (GRANDPARENT), OTHERWISE SKIP**

Q31a\_1. Thinking specifically about the **international trips** you will take with your grandchild(ren) in 2019, which of the following best describes the planning of this trip?

	Total	Millennials	Gen X	Boomers
<b>Base - Grandparent</b>	<b>140</b>	<b>91</b>	<b>38</b>	<b>23</b>
I will be doing most of the planning	74	81	69	73
The child's parent will be doing most of the planning	20	18	19	16
My grandchild(ren) will be doing most of the planning	3	1	4	0
My grandchild(ren) and I will be planning it together	2	0	4	11
Other (Please specify)	0	0	0	0
Don't know	1	0	4	0

**[ASK IF Q30A=2 (GRANDCHILD), OTHERWISE SKIP**

Q31a\_2. Thinking specifically about the **international trips** you will take with your grandparent(s) in 2019, which of the following best describes the planning of this trip?

	Total	Millennials	Gen X	Boomers
<b>Base – Grandchild</b>	<b>34</b>	<b>24</b>	<b>10</b>	<b>3</b>
I will be doing most of the planning	88	87	87	100
My parent(s) will be doing most of the planning	9	13	7	0
My grandparent(s) will be doing most of the planning	3	0	5	0
My grandparent(s) and I will be planning it together	0	0	0	0
Other (Please specify)	0	0	0	0
Don't know	0	0	0	0

**[ASK IF Q30A=1 (GRANDPARENT), OTHERWISE SKIP**

Q32a\_1. And regarding the cost of the **international trips** you will take with your grandchild(ren) in 2019, which of the following best describes how the costs will be covered for this trip?

	Total	Millennials	Gen X	Boomers
<b>Base - Grandparent</b>	<b>140</b>	<b>91</b>	<b>38</b>	<b>23</b>
I will be paying for most of it	71	76	65	56
The child's parent will be paying for most of it	23	22	30	17



My grandchild(ren) and I will each be paying for ourselves	4	1	1	14
My grandchild(ren) will be paying for most of it	1	0	0	5
Other (Please specify)	1	0	0	8
Don't know	1	0	4	0

**[ASK IF Q30A=2 (GRANDCHILD), OTHERWISE SKIP**

Q32a\_2. Thinking specifically about the **international trips** you will take with your grandparent(s) in 2019, which of the following best describes how the costs will be covered for this trip?

	Total	Millennials	Gen X	Boomers
<b>Base – Grandchild</b>	<b>34</b>	<b>24</b>	<b>10</b>	<b>3</b>
I will be paying for most of it	71	86	72	0
My parent(s) will be paying for most of it	15	10	13	50
My grandparent(s) and I will each be paying for ourselves	12	4	15	0
My grandparent(s) will be paying for most of it	0	0	0	0
Other (Please specify)	3	0	0	50
Don't know	0	0	0	0

**DOMESTIC TRIPS**

**[ASK IF Q1a\_DOMESTIC =1 OR MORE, OTHERWISE SKIP TO Q33]**

Q4/Q4d. Of the domestic trip(s) you plan on taking next year, please read the list of trip types below and select your **primary motivation** for EACH trip.

	Total	Millennials	Gen X	Boomers
<b>Base: Total Domestic Trips</b>	<b>4549</b>	<b>1012</b>	<b>1052</b>	<b>2103</b>
Summer vacation	13	11	14	13
Weekend getaway	12	13	13	12
Family trip (parents, grandparents, children, all going to one destination to be together)	12	14	12	10
Holiday travel (Thanksgiving, Christmas, Hanukkah, etc.)	9	10	11	8
Romantic getaway	8	8	10	6
Celebration vacation, to celebrate a life milestone	7	7	5	7
Solo vacation, traveling without friends, family, or significant other. It's a trip just for you.	6	6	5	6
Family reunion	6	8	5	6
Bucket list trip, to check something off my bucket list	6	5	5	7
Spring break trip	4	7	5	3

Required Travel (to take care of a family member, second home, etc.)	3	2	2	4
Wedding/graduation or other event	3	4	3	2
Girls getaway	3	2	3	3
Guys getaway	2	2	3	1
Adventure travel (e.g. take a safari)	1	0	1	1
To attend a sporting event	1	0	0	1
Cross-country RV travel	0	0	0	1
To attend a music festival	0	0	0	0
To partake in a food-focused trip (e.g. best bratwurst in Germany)	0	0	0	0
Going back to my roots/heritage trip	0	0	0	0
To partake in a beverage tour (e.g. winery, beer, whiskey)	0	0	0	0
Other	6	1	2	8

Q5a. Of the following **domestic** trip(s) you anticipate taking next year, please indicate which ones are already booked, currently being planned, or in the idea phase.

By booked, we mean the primary arrangements like transportation and/or accommodations have been made. *Please select one per row*

	Total	Millennials	Gen X	Boomers
<b>Base: Total Domestic Trips</b>	<b>4549</b>	<b>1012</b>	<b>1052</b>	<b>2103</b>
Booked	16	23	18	14
Being Planned	42	43	43	39
Still Just an Idea	41	34	39	47

[ASK IF Q5A\_PLANNING=1 OR MORE, OTHERWISE SKIP TO Q9c]

Q5b. For those **domestic** trip(s) that are still in the planning phase, have you selected a final destination yet? *Please select one per row*

	Total	Millennials	Gen X	Boomers
<b>Base: Total Domestic Trips Planned</b>	<b>1931</b>	<b>436</b>	<b>453</b>	<b>825</b>
Destination Chosen	85	84	77	88

[ASK IF Q5B=1 FOR AT LEAST ONE TRIP, OTHERWISE SKIP]

Q5c. For the trip(s) listed below, please tell us where you have chosen to go. Please provide a State, along with the final destination city/location. If you are planning to visit more than one destination per trip, please just tell us the destination where you plan to spend the most time.

<b>Base: Total Domestic Trips with Destination Chosen</b>	<b>2010</b>	<b>452</b>	<b>468</b>	<b>882</b>
South (NET)	40	40	42	38
Florida	18	19	18	17
Texas	5	5	7	5

West (NET)	31	32	33	29
California	13	16	14	11
Las Vegas/NV	6	6	6	5
Northeast (NET)	15	16	11	16
Midwest (NET)	9	8	5	12

**[ASK IF Q5B=1 FOR AT LEAST ONE TRIP, OTHERWISE SKIP TO Q9c]**

Q5d\_2. What are all the different modes of transportation you will use to get to the domestic destinations you plan on visiting next year? *Select all that apply*

	Total	Millennials	Gen X	Boomers
<b>Base: Destination Chosen For Domestic Trip(s)</b>	<b>1014</b>	<b>260</b>	<b>234</b>	<b>427</b>
Airplane	68	71	71	66
Personal vehicle	53	51	46	61
Rental vehicle	29	29	28	30
Cruise ship	9	16	9	7
Train	7	16	8	5
Bus	6	15	3	3
Other (Specify)	2	0	2	2
Not sure yet	1	0	0	1

Q5e\_2. Which of the following best describes the different types of accommodations you will be staying at during your domestic travel next year? *Select all that apply*

	Total	Millennials	Gen X	Boomers
<b>Base: Destination Chosen For Domestic Trip(s)</b>	<b>1014</b>	<b>260</b>	<b>234</b>	<b>427</b>
Hotel/Motel	63	62	59	66
With Friends or Family	37	41	36	38
Resort	23	32	27	20
Airbnb, VRBO, HomeAway, etc. (managed by owner)	16	30	18	10
Cruise ship cabin	10	16	8	8
Rental Home (managed by a company)	10	16	10	7
Bed & Breakfast	8	17	9	5
RV/Campground	5	7	4	4
Other (Specify)	6	1	3	8

Q30b. Regarding the **domestic trips** you just detailed for us, are any of these trips going to be taken by grandparents and grandchildren only in 2019?

	Total	Millennials	Gen X	Boomers
<b>Base: Taking Domestic Trip(s)</b>	<b>1624</b>	<b>387</b>	<b>377</b>	<b>708</b>
Yes (NET)	16	28	14	14
Yes, I will be going with my grandchild(ren)	13	20	10	13

Yes, I will be going with my grandparent(s)	3	8	3	0
No	84	72	86	86

**[ASK IF Q30B=1 (GRANDPARENT), OTHERWISE SKIP**

Q31b\_1. Thinking specifically about the **domestic trips** you will take with your grandchild(ren) in 2019, which of the following best describes the planning of this trip?

	Total	Millennials	Gen X	Boomers
<b>Base - Grandparent</b>	<b>219</b>	<b>79</b>	<b>40</b>	<b>95</b>
I will be doing most of the planning	75	70	62	79
The child's parent will be doing most of the planning	16	28	23	10
My grandchild(ren) and I will be planning it together	3	0	7	3
My grandchild(ren) will be doing most of the planning	2	2	5	0
Other (Please specify)	2	0	0	4
Don't know	2	0	3	3

**[ASK IF Q30B=2 (GRANDCHILD), OTHERWISE SKIP**

Q31b\_2. Thinking specifically about the **domestic trips** you will take with your grandparent(s) in 2019, which of the following best describes the planning of this trip?

	Total	Millennials	Gen X	Boomers
<b>Base – Grandchild</b>	<b>41</b>	<b>30</b>	<b>12</b>	<b>2</b>
I will be doing most of the planning	83	84	67	100
My parent(s) will be doing most of the planning	10	8	24	0
My grandparent(s) and I will be planning it together	5	7	0	0
My grandparent(s) will be doing most of the planning	0	0	0	0
Other (Please specify)	2	0	8	0
Don't know	0	0	0	0

**[ASK IF Q30B=1 (GRANDPARENT), OTHERWISE SKIP**

Q32b\_1. And regarding the cost of the **domestic trips** you will take with your grandchild(ren) in 2019, which of the following best describes how the costs will be covered for this trip?

	Total	Millennials	Gen X	Boomers
<b>Base - Grandparent</b>	<b>219</b>	<b>79</b>	<b>40</b>	<b>95</b>
I will be paying for most of it	80	74	80	80
The child's parent will be paying for most of it	13	23	18	7
My grandchild(ren) and I will each be paying for ourselves	3	0	0	6

My grandchild(ren) will be paying for most of it	1	2	2	0
Other (Please specify)	3	1	0	5
Don't know	0	0	0	1

**[ASK IF Q30B=2 (GRANDCHILD), OTHERWISE SKIP**

Q32b\_2. Thinking specifically about the **domestic trips** you will take with your grandparent(s) in 2019, which of the following best describes how the costs will be covered for this trip?

	Total	Millennials	Gen X	Boomers
<b>Base: Grandchild</b>	<b>41</b>	<b>30</b>	<b>12</b>	<b>2</b>
I will be paying for most of it	59	65	53	72
My grandparent(s) and I will each be paying for ourselves	17	8	23	0
My parent(s) will be paying for most of it	15	23	0	28
My grandparent(s) will be paying for most of it	2	0	11	0
Other (Please specify)	5	0	13	0
Don't know	2	4	0	0

**HERITAGE TRAVEL DEEP DIVE**

**[ASK IF Q2d=1 or Q4d=1 (TAKING HERITAGE TRIP IN 2019), OTHERWISE SKIP TO Q9C]**

Q33. Earlier you mentioned you are anticipating at least one **Heritage trip** in 2019, going back to discover your roots or accompanying someone going back to discover theirs. So to clarify, whose roots/home town is at the focus of this trip?

	Total	Millennials	Gen X	Boomers
<b>Base: Anticipates Taking Heritage Trip</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>13</b>
Mine, my immediate family's (e.g. Mother's/Father's)	79	0	0	79
My significant other's	21	0	0	21
Another family member's	0	0	0	0
My friend's	0	0	0	0
Other (Please specify)	0	0	0	0

**[ASK IF Q33=1, OTHERWISE SKIP]**

Q34a. Best you can pinpoint, what motivating factor(s) got you wanting to take this kind of a trip? *Select all that apply.*

	Total	Millennials	Gen X	Boomers
<b>Base: Visiting Own Roots/Home Town</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>10</b>
I have thought about it/talked about it for a long time	45	0	0	51
I finally have the time/money	36	0	0	29
After talking to relatives	18	0	0	20
It just recently became important to me	18	0	0	10

After doing some research on ancestry.com	9	0	0	7
A specific travel promotion caught my eye	9	0	0	7
After obtaining DNA data from 23 and Me (or something similar)	0	0	0	0
Other (Please specify)	18	0	0	24
Don't recall	0	0	0	0

Q34b. To what degree does this Heritage trip overlap with destinations on your Bucket List?

	Total	Millennials	Gen X	Boomers
<b>Base: Anticipates Taking Heritage Trip</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>13</b>
100%, they are one in the same	29	0	0	27
Some Bucket List trips are Heritage trips, some are not	14	0	0	11
0%, my Bucket List trips are a totally separate list	7	0	0	5
I don't have a travel Bucket List	50	0	0	57

Q35. How many days will you spend visiting/exploring [your/their] roots/home town?

	Total	Millennials	Gen X	Boomers
<b>Base: Anticipates Taking Heritage Trip</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>13</b>
2	7	0	0	8
3	21	0	0	23
6	7	0	0	8
7	14	0	0	12
11	7	0	0	10
14	29	0	0	22
17	7	0	0	7
21	7	0	0	11
Mean	9.71	0.00	0.00	9.69

### GENERAL TRAVEL INFO

Q9c. While traveling in 2019, which of the following “authentic” experiences do you have an interest in?

*Please select all that apply*

1. International	Total	Millennials	Gen X	Boomers
<b>Base: Taking International Trip(s)</b>	<b>1015</b>	<b>285</b>	<b>240</b>	<b>399</b>
Eat meals with locals	59	67	60	53
Tour with locals	52	58	52	50
Stay with locals	28	41	31	22
Other (Please specify)	3	1	2	3
None of the above	23	10	19	32

2. Domestic	Total	Millennials	Gen X	Boomers
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<b>Base: Taking Domestic Trip(s)</b>	<b>1624</b>	<b>387</b>	<b>377</b>	<b>708</b>
Eat meals with locals	47	55	47	42
Stay with locals	26	32	30	22
Tour with locals	29	37	32	24
Other (Please specify)	3	0	1	4
None of the above	39	24	33	47

**[ASK IF Q3E=7 OR Q5E\_2=7, OTHERWISE SKIP]**

Q13b. Earlier you indicated you anticipate renting a home from a home owner through a service such as Airbnb, VRBO, etc. What do you believe are the benefits of using this type of an accommodation over other options such as motels, hotels, etc.? *Please select all that apply.*

	Total	Millennials	Gen X	Boomers
<b>Base: Will Be Staying At Home Service</b>	<b>237</b>	<b>114</b>	<b>65</b>	<b>65</b>
More amenities (e.g. kitchen, washer/dryer)	59	54	52	72
Cost of the accommodations is less expensive	59	49	53	74
Makes the trip less expensive (e.g. meals, beverages)	54	49	51	62
More space	52	50	49	61
To live more like a local/a more authentic experience	43	36	51	46
Better locations	43	50	44	40
Can accommodate larger groups	37	43	30	40
Other (Please specify)	2	0	0	6
None of the above	0	0	0	0

**[ASK IF Q3E≠7 AND Q5E\_2≠7, OTHERWISE SKIP]**

Q13c. Earlier you did not indicate interest in renting a home from a home owner through a service such as Airbnb, VRBO, etc. for any of your upcoming trip(s). Which of the following best describes why that is? *Please select all that apply.*

	Total	Millennials	Gen X	Boomers
<b>Base: Will Not Be Staying At Home Service</b>	<b>1487</b>	<b>300</b>	<b>334</b>	<b>685</b>
I prefer hotel services (e.g. room service, concierge)	45	43	38	47
I don't need that much space	19	22	17	19
Doesn't feel as safe	15	20	16	12
Not familiar with the option	15	15	17	14
Don't want to be in a residential area	13	11	14	14
I have heard negative reviews of such options	11	12	12	9
Don't want to be off the beaten path	9	8	13	7
Other (Please specify)	13	5	8	17
None of the above	13	14	11	14

Q9b. From the list below, please select your **top three motivators** for your 2019 travel plans. Please select up to three.

	Total	Millennials	Gen X	Boomers
To spend time with family or friends	52	45	46	57
To relax and rejuvenate	47	37	49	48
To get away from normal, everyday life	46	41	41	47
To visit somewhere I've always wanted to go	33	27	33	37
To share a new experience with my significant other	27	22	24	30
To go on an adventure	25	31	29	24
To try something new	22	31	25	17
To improve my health	6	13	7	2
To scout a place for my retirement	4	8	6	2
To scout a place for a new job/relocation	3	8	5	0
Other (Specify)	3	0	1	3

Q13d. Now that you have thought through your anticipated travel plans for 2019, approximately how much do you expect to spend on travel in 2019, in total? *Your best estimate is fine. Please enter a whole dollar amount without using a comma or period.*

	Total	Millennials	Gen X	Boomers
1-250	2	7	2	1
251-500	5	11	4	4
501-750	2	3	2	1
751-1000	8	10	6	7
1001-2500	20	23	21	18
2501-5000	30	26	34	30
5001-7500	8	6	10	10
7501-10000	12	7	11	14
10001+	12	7	10	14
Mean	5937	4403	5400	6621

Q13e. And how does [\[Q13d RESPONSE\]](#) compare to your travel expenditures in 2018?

	Total	Millennials	Gen X	Boomers
Travel spend will be higher in 2019	41	52	45	35
Travel spend will be about the same in 2019	48	41	47	52
Travel spend will be lower in 2019	11	8	9	13



Q5h. Please indicate the types of travel related loyalty programs you are currently a member of.  
*Select all that apply*

	Total	Millennials	Gen X	Boomers
Use ANY Awards Program (NET)	91	87	91	93
Airlines (e.g. AAdvantage, MileagePlus, Rapid Rewards)	73	66	68	78
Hotel (e.g. Hilton Honors, Marriott Rewards, Starwood Preferred Guest)	72	64	72	76
Car Rental (e.g. Avis Preferred, Hertz Gold, Emerald Club)	40	35	40	40
Cruise Line (e.g. Disney, Princess, Norwegian)	23	17	18	27
Other Travel Programs (Specify)	2	0	2	2
None of the above	9	13	9	7

**[ASK IF Q5h=1:3,6; OTHERWISE SKIP]**

Q5i. How often do you book with your travel loyalty program provider versus other options in the marketplace when making leisure travel arrangements?

1. Airlines	Total	Millennials	Gen X	Boomers
<b>Base: Member of Airlines Loyalty Program(s)</b>	<b>1260</b>	<b>272</b>	<b>271</b>	<b>582</b>
Top Two Box (NET)	75	81	73	75
I always use my loyalty provider	38	46	40	34
I use my loyalty provider most of the time	38	35	32	41
I use my loyalty provider some of the time	19	14	22	20
Bottom Two Box (NET)	6	5	6	5
I rarely use my loyalty provider	4	3	4	3
I never use my loyalty provider	2	2	2	2

2. Hotel	Total	Millennials	Gen X	Boomers
<b>Base: Member of Hotel Loyalty Program(s)</b>	<b>1246</b>	<b>265</b>	<b>287</b>	<b>568</b>
Top Two Box (NET)	69	78	69	65
I always use my loyalty provider	28	38	32	23
I use my loyalty provider most of the time	41	39	37	43
I use my loyalty provider some of the time	25	19	24	28
Bottom Two Box (NET)	7	3	7	7
I rarely use my loyalty provider	5	3	5	5
I never use my loyalty provider	1	0	1	2

3. Car Rental	Total	Millennials	Gen X	Boomers
<b>Base: Member of Car Rental Loyalty Program(s)</b>	<b>682</b>	<b>147</b>	<b>159</b>	<b>297</b>
Top Two Box (NET)	72	83	74	67
I always use my loyalty provider	37	42	43	32
I use my loyalty provider most of the time	35	41	30	35
I use my loyalty provider some of the time	21	14	20	25
Bottom Two Box (NET)	7	4	7	8
I rarely use my loyalty provider	6	3	5	7
I never use my loyalty provider	1	0	2	1

4. Cruise Line	Total	Millennials	Gen X	Boomers
<b>Base: Member of Cruise Line Loyalty Program(s)</b>	<b>394</b>	<b>69</b>	<b>72</b>	<b>205</b>
Top Two Box (NET)	76	82	74	75
I always use my loyalty provider	39	44	44	38
I use my loyalty provider most of the time	37	38	30	37
I use my loyalty provider some of the time	16	14	18	17
Bottom Two Box (NET)	8	4	7	8
I rarely use my loyalty provider	6	3	3	7
I never use my loyalty provider	2	1	4	1

Q36. For which of the following type of trips do you typically bring a smartphone? Select all that apply.

	Total	Millennials	Gen X	Boomers
Domestic Travel	91	93	95	92
International Travel	59	70	59	54
Neither	6	0	2	7

**[ASK IF Q36=1,2, OTHERWISE SKIP]**

Q37. How important to your trip is your smartphone?

1. Domestic	Total	Millennials	Gen X	Boomers
<b>Base: Takes Smartphone For Domestic Travel</b>	<b>1572</b>	<b>384</b>	<b>378</b>	<b>692</b>
Couldn't imagine traveling without it	67	71	69	64
Certainly helpful, but more nice to have than have to have	27	20	27	30
Could take it or leave it, minimal impact on my trip	6	8	4	6

2. International	Total	Millennials	Gen X	Boomers
<b>Base: Takes Smartphone For International Travel</b>	<b>1010</b>	<b>288</b>	<b>235</b>	<b>408</b>
Couldn't imagine traveling without it	59	62	68	53
Certainly helpful, but more nice to have than have to have	33	29	27	39
Could take it or leave it, minimal impact on my trip	8	9	5	8

**[ASK IF Q36=1,2, OTHERWISE SKIP]**

Q38. If you had to guess, what percentage of the time is your phone on you during your vacations?

1. Domestic	Total	Millennials	Gen X	Boomers
<b>Base: Takes Smartphone For Domestic Travel</b>	<b>1572</b>	<b>384</b>	<b>378</b>	<b>692</b>
0	1	0	0	1
1-10	11	5	12	13
11-20	4	3	3	5
21-30	5	6	4	4
31-40	3	5	4	1
41-50	11	18	14	7
51-60	4	8	4	2
61-70	2	3	3	1
71-80	10	9	9	10
81-90	6	4	6	7
91-100	46	38	41	49
Mean	70.61	69.21	68.36	71.66

2. International	Total	Millennials	Gen X	Boomers
<b>Base: Takes Smartphone For International Travel</b>	<b>1010</b>	<b>288</b>	<b>235</b>	<b>408</b>
0	3	1	2	4
1-10	17	7	17	23
11-20	6	6	7	6
21-30	8	9	5	8
31-40	5	10	7	2
41-50	16	19	16	17
51-60	3	5	5	1
61-70	2	4	1	1
71-80	5	5	5	3
81-90	3	3	3	4
91-100	33	32	33	31
Mean	56.95	61.61	57.69	52.39

**[ASK IF Q36=1,2, OTHERWISE SKIP]**

Q39. Now reviewing the list below, please indicate all the things you typically do on your smartphone while traveling and/or while on vacation.

1. Domestic	Total	Millennials	Gen X	Boomers
<b>Base: Takes Smartphone For Domestic Travel</b>	<b>1572</b>	<b>384</b>	<b>378</b>	<b>692</b>
Take photos	78	70	73	85
Make phone calls	72	54	64	83
Message/Text with friends/family	69	61	64	76
Use map/find directions	68	62	67	74
Read/respond to email	58	47	54	66
Find food and activities near me	55	52	57	56
Check-in (e.g. lodging, flights, car rental)	51	50	53	52
Check social media	41	54	47	34
Book reservations (e.g. restaurants, lodging, flights, car rental)	38	39	38	38
Post to social media	34	49	40	27
Listen to music	31	47	37	20
Use Yelp or other review sites for input	23	34	26	18
Rate/review a business (e.g. restaurant, entertainment, hotel)	21	28	21	18
Shop online	17	24	19	12
Stream TV, videos	15	31	18	5
Watch downloaded movies, TV shows	12	24	15	5
Interact with smart technology at home (e.g. security, lights, AC)	11	18	11	8
Other (Please specify)	1	1	1	1
None of the above	1	0	1	0

2. International	Total	Millennials	Gen X	Boomers
<b>Base: Takes Smartphone For International Travel</b>	<b>1010</b>	<b>288</b>	<b>235</b>	<b>408</b>
Take photos	75	68	68	83
Make phone calls	57	54	49	61
Message/Text with friends/family	50	40	49	55
Use map/find directions	49	54	48	48
Read/respond to email	48	44	40	51
Find food and activities near me	43	47	46	41
Check-in (e.g. lodging, flights, car rental)	39	45	38	37
Check social media	34	48	38	26
Book reservations (e.g. restaurants, lodging, flights, car rental)	32	48	35	24
Post to social media	31	39	34	23
Listen to music	26	41	29	16
Use Yelp or other review sites for input	17	25	19	10

Rate/review a business (e.g. restaurant, entertainment, hotel)	17	27	21	10
Shop online	13	24	19	4
Stream TV, videos	12	26	14	3
Watch downloaded movies, TV shows	11	22	16	3
Interact with smart technology at home (e.g. security, lights, AC)	10	20	10	6
Other (Please specify)	3	1	5	2
None of the above	1	2	0	2

**WORK/LIFE MODULE**

[ASK IF S6A=1:3, OTHERWISE SKIP TO Q22]

Q16a. Switching gears a little bit, we'd now like to ask a few questions about your personal travel as it relates to your work.

Approximately, how much vacation time/paid time off will you have in 2019?

	Total	Millennials	Gen X	Boomers
<b>Base: Employed</b>	<b>1048</b>	<b>376</b>	<b>354</b>	<b>304</b>
None	5	4	4	6
Any (NET)	95	96	96	94
7 days or less (7)	8	14	8	3
8 - 14 days (11)	21	33	21	9
15 - 21 days (18)	24	27	25	19
22 - 28 days (25)	17	12	18	20
More than 28 days (35)	17	8	18	27
I have unlimited vacation days	8	3	5	15
Mean	18.77	15.65	19.12	22.52

[ASK IF Q16a=2:7, OTHERWISE SKIP TO Q17c]

Q16b. How much will you use for the personal travel you have planned for 2019?

	Total	Millennials	Gen X	Boomers
<b>Base: Has Vacation/Paid Time Off</b>	<b>992</b>	<b>362</b>	<b>338</b>	<b>284</b>
All/Most (NET)	68	77	69	62
All of it	35	45	35	28
Most of it	33	32	33	34
Some/Hardly Any (NET)	28	20	28	34
Some of it	25	17	25	32
Hardly any of it	3	3	3	2
Don't know	3	3	3	4

Q17. In your opinion, how important is it for you to stay connected to work when you are on personal travel?

	Total	Millennials	Gen X	Boomers
<b>Base: Has Vacation/Paid Time Off</b>	<b>992</b>	<b>362</b>	<b>338</b>	<b>284</b>
Top Two Box (NET)	39	58	41	22
Extremely important	21	35	22	7
Very important	18	22	19	14
Somewhat important	18	14	21	21
Bottom Two Box (NET)	43	28	39	57
Not too important	17	9	17	26
Not at all important	26	19	21	32

Q17b. If you had to guess, when you are on personal travel, what percent of your time do you spend on work-related stuff?

	Total	Millennials	Gen X	Boomers
<b>Base: Has Vacation/Paid Time Off</b>	<b>992</b>	<b>362</b>	<b>338</b>	<b>284</b>
None	32	22	28	41
Less than 5% (2.5)	26	23	28	29
About 10% (7.5)	20	20	21	22
About 20% (15)	14	21	16	6
About 30% (25)	8	13	7	3
More than 30% (35) (Please specify)	0	1	0	0
Mean	6.29	8.75	6.60	4.02

Q17c. In the past two years, have you taken advantage of a business trip and either arrived early or stayed later to add on some vacation/leisure time to the trip?

	Total	Millennials	Gen X	Boomers
<b>Base: Employed</b>	<b>1048</b>	<b>376</b>	<b>354</b>	<b>304</b>
Yes	36	52	35	26
No	64	48	65	74

Q17d. In 2019, do you anticipate taking advantage of any business trips and either arriving early or staying later to add on some vacation/leisure time to the trip?

	Total	Millennials	Gen X	Boomers
<b>Base: Employed</b>	<b>1048</b>	<b>376</b>	<b>354</b>	<b>304</b>
Yes	29	46	28	17
No	52	35	55	65
Maybe/Not sure yet	19	19	18	18

**BARRIERS**

Q22. What if anything, has prevented you, or might prevent you, from taking all the personal trips you'd like to take in 2019? *Please select all that apply*

	Total	Millennials	Gen X	Boomers
Cost of travel	40	40	42	40
My health/the health of someone else	26	20	13	32
Family obligations	25	28	25	25
Weather disasters	20	19	14	21
Work responsibilities	18	28	26	10
Lack of free time	14	23	18	9
Security/Terrorism	13	15	12	13
My spouse/significant other's lack of vacation time	11	20	15	8
Increased political or social unrest around the world	9	11	5	11
My lack of vacation time from work	9	16	11	5
Time required to plan personal travel	7	11	9	6
Public health concerns	7	9	6	6
Exchange rate	5	10	6	2
Despite having earned vacation days, I feel pressure from my management not to use them	3	8	5	0
Other (Specify)	2	1	2	2
Nothing will prevent me from personal travel in 2019	17	10	13	21

**DEMOS**

Q60. And finally, just a few demographic questions for classification purposes.

What is your current marital status?

	Total	Millennials	Gen X	Boomers
Single/Never married	17	30	21	8
Married/Living together	71	69	69	77
Separated/Divorced	8	1	8	11
Widowed	4	0	2	4

Q61. Do you have children in the household, under the age of 18?

	Total	Millennials	Gen X	Boomers
Yes	29	61	52	6
No	71	39	48	94

Q62. Do you have children in the household age 18 or older, or any at college who are still dependent on you?

	Total	Millennials	Gen X	Boomers
Yes	19	28	31	13
No	81	72	69	87

Q63. Which of the following best describes the last level of education you have completed?

	Total	Millennials	Gen X	Boomers
Some high school or less	0	0	1	0
High School graduate	6	5	7	8
Some college	15	7	15	18
2-year college/technical school	12	8	10	14
4-year college	33	44	38	29
Some postgraduate work	6	5	5	6
Postgraduate degree	28	30	25	26

Q64. Those are all the questions we have for you, thank you so much for your time. We hope you have enjoyed this survey. Based on the feedback you have provided, if we would like to speak to you a bit more about your travel plans, would you be open to being contacted for some additional research?

	Total	Millennials	Gen X	Boomers
Yes	73	84	80	67
No	27	16	20	33

**[ASK IF Q64=YES, OTHERWISE SKIP]**

Q65. Wonderful, thank you! You will be contacted by us, at e-Rewards, if further input is needed. Thanks again and have a great day!

**[ASK IF Q64=NO, OTHERWISE SKIP]**

Q66. No problem, we understand. Thank you again for your participation, have a great day!

**[END SURVEY]**