2019 Boomer Travel Trends

November 2018
# Table of Contents

Executive Summary 3  
Detailed Findings 5  
   Travel Plans 9  
   General Travel Behaviors 20  
Appendix 28  
   Generational Comparisons 35  
Contact 47  

NOTE: Throughout the report, unless otherwise stated, figures represent those for Boomers.
EXECUTIVE SUMMARY
Executive Summary

• **Boomers continue to be avid travelers**, planning to take a total of 4-5 leisure trips in 2019 on which they will spend over $6,600. A small portion will only travel internationally while the rest are fairly evenly split between traveling only domestically and traveling both domestically and internationally.

• **Travel planning is taking place earlier as compared to years past** with more Boomers already having booked international trips and more of those in the domestic trip planning phase having already chosen a destination.

• **Connecting with locals for an authentic experience** on vacation is of interest to Boomers, especially over meals and on tours on international trips.

• And while the majority tend to travel with a smartphone on domestic trips, about half will bring them on international trips. Among those who do **travel with their smartphone**, most say they **“can’t travel without it.”** The top use for these phones while on vacation is to take photos.

• When it comes to mixing business and pleasure, working Boomers are still not big fans. Most **do not feel it is important to stay connected to work while they are away**. Among those who will bring work with them, they will not let it consume much of their vacation time. Also, few have extended work trips for pleasure or intend to do so in the future.

• So it is not surprising that work is not the biggest **barrier to travel** for Boomers. **Cost** and **health issues/concerns** are mentioned most often.
DETAILED FINDINGS: TRAVEL PLANS
2019 Boomer trip frequency and general destination holds stable

Not much has changed in Boomer travel plans between 2018 and 2019. Boomers plan on taking between 4-5 leisure trips next year with a similar composition of trip destinations year over year. Approximately half expect to only travel domestically (47%) while the other half hope to travel both domestically and internationally (48%). A mere 6% will travel abroad only.

* Traveler defined as one who has taken a leisure trip in the past 2 years and anticipates taking at least one in the coming year (2019).

S11: And finally, how many personal trips do you anticipate taking next year, in the calendar year of 2019? Base: Screener, Baby Boomers (54-72) Travelers (n=750)
Q1a: How many of these trips will be international and how many will be domestic? Base: 2019 Baby Boomer Travelers (n=750)
Top motive for travel is to spend time with loved ones

For Boomers, the motivation for travel consistently comes down to a desire to get away from the day to day routine to spend quality time relaxing with friends and family.

Millennials and GenXers cite the same top 3 motivators, however, where they differ from Boomers is instead of looking to share an experience with a significant other, they are more likely to indicate the motivation comes from a desire to go on an adventure and/or try something new. Full details in Appendix.

2018 Trip Motivators:
1. Spend time with family/friends (57%)
2. Get away from normal everyday life (49%)
3. Relax & rejuvenate (47%)

57% To spend time with family and friends

48% To relax and rejuvenate

47% To get away from normal everyday life

Base: 2019 Baby Boomer Travelers (n=750)
Q9b: Please select your top three motivators for choosing the destination for this trip

No significant differences from 2018
Almost all will travel domestically and about half internationally

As seen in the past, the vast majority of Boomers anticipate at least one domestic trip in 2019 (94%) with an average of 3-4 total trips cited. In addition, over half of Boomers (53%) plan on traveling internationally in 2019 with approximately 1-2 trips anticipated on average.

Different than 2018, Millennials are not reporting a significantly higher number of total trips anticipated for 2019 than Boomers.

Base: 2019 Baby Boomer Travelers (n=750)
Q1a: A moment ago you mentioned you anticipate taking [number] personal trips in 2019. How many of these will be an international trip and how many will be a domestic trip?
* Among those taking one or more trips
Boomers are big spenders on travel

Boomers’ anticipated 2019 spending on travel is on par with 2018 (although about one-third report that it is higher than 2018) at an estimated $6,600 to cover their 4-5 leisure trips in 2019.

**Anticipated Total Spend 2019 Travel**

- **$6,621**

**2019 Spend Compared to 2018**

- **35%** Higher than 2018
- **52%** Same
- **13%** Lower than 2018

Base: 2019 Baby Boomer Travelers (n=750)

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?

Q13e. And how does your expected travel expenditure for 2019 compare to your travel expenditures in 2018?
International vacations are seen as bucket list trips

As seen in the past, Bucket List trips top the list of the types of International trips Boomers anticipate. Those rounding out the top 6 are also consistent with past years.

Heritage travel, going back to one’s roots or hometown, continues to account for just 1% of the international trips being planned.
Boomers are booking international travel earlier than years past

By September of 2018, 31% of Boomers planning international travel have already booked their trips, continuing an upward trend of booking early (17% in 2017, 23% in 2018).

GenXers are more likely than Boomers to be in the stage of planning their international trips (52%) as opposed to just be thinking about them (21%).

![Diagram showing booking stages: 31% Booked, 41% Being Planned, 29% Still Just an Idea.]

Among those planning, 83% have already chosen their destination.

Base: Baby Boomer International Trips in 2019 (n=598) Data based on Total Responses, up to 5 trips discussed
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.
Q3b: For those international trip(s) that are still in the planning phase, have you selected a final destination yet? (n=244)
Europe continues to be a top international destination

Europe remains a popular destination for 2019 with England, Italy, and France mentioned most often.

And while the Caribbean and South and Central American draw significant attention as well, interest in Mexico continues to wane; down from 22% in 2017 to 4% in 2019.

Destinations Chosen
Among International Travelers

Base: Baby Boomers With International Destination Chosen (n=352 coded responses); Data based on Total Responses, up to 5 trips discussed

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.
Types of domestic trips planned for 2019 vary

The most popular domestic trip types include summer vacation, weekend getaways, and multi-generational travel.

With the exception of GenXers being more likely to plan a romantic getaway than other generations, there are not many significant differences in types of domestic trips by generation.

Interest in heritage travel is relatively non-existent across domestic trips.

That said, there is evidence of Skip-Gen Trips (grandparents taking grandchildren) within domestic travel (13%).

Details on next slide

Base: Baby Boomers Domestic Trips in 2019 (n=2,103); Data based on Total Responses, up to 5 trips discussed
Q4/Q4d: Of the domestic trips you plan on taking next year, please read the list of trip types below and select your primary motivation for EACH trip.
Skip-Generation travel tends to be for domestic trips

A total of 15% of Boomers indicate the potential for Skip-Gen travel (trips taken by grandparents and grandchildren only), of which 13% of that will be domestic. And as indicated among international travelers, these domestic trips will be primarily planned and paid for by the grandparent as well.

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?

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?

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?

Base: Boomers taking a Domestic Trip (n=708)

Base: Boomers taking a Domestic Trip with Grandchild(ren) (n=95)
**Boomers are choosing domestic destinations earlier than years past**

The incidence of Boomers who have booked, are planning, or have begun talking about domestic trips for 2019 has not changed from what was reported in 2018. What has changed is a significant increase among those ‘planning’ to have already selected their destination; up from 72% in 2018 to 88% in 2019.

Among those who have yet to pick a destination, it appears those planning a romantic getaway, spring break, or girls getaway who could benefit the most from destination ideas.

**Millennials appear to be more committed to their domestic travel than GenXers or Boomers as 23% are already booked and 43% are in the planning stages.**

**Base: Baby Boomer Domestic Trips in 2019 (n=2,103) Data based on Total Responses, up to 5 trips discussed**

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. (n=686)

Q5b: For those domestic trip(s) that are still in the planning phase, have you selected a final destination yet? (n=405)

- 14% Booked
- 39% Being Planned
- 47% Still Just an Idea

Among those planning, 88% have already chosen their destination
Florida and California continue to draw domestic traveler interest

Domestic destination preferences have not changed in several years; Southern and Western states continue to draw the majority of travelers. As for specific destinations, Florida, California, New York, Texas and Las Vegas are mentioned most often.

Destinations Chosen
Among Domestic Travelers

38%
17%
5%
3%
29%
11%
5%
4%
3%
3%
16%
5%
4%
3%
12%
3%


Base: Baby Boomers With Domestic Location Chosen (n=882 coded responses); Data based on Total Responses, up to 5 trips discussed

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.

No significant differences from 2018
The way in which Boomers reach their destination is consistent year over year; they will primarily travel by plane for international destinations while domestic travel is a mix of planes and personal vehicles. Approximately 30% of Boomers indicate one or more of their international trips will be via a cruise ship.

Base: Baby Boomers With Destination Chosen for Trip
Q3d/Q5d_2: What are all the different modes of transportation you will use to get to the [international/domestic] destinations you plan on visiting next year?

Modes of transportation used to get to destinations are stable

- **Primary Mode of Transportation**
- International (n=267)
- Domestic (n=427)

* Denotes a significant difference between travel segments

- Airplane: 87%
- Cruise Ship: 31%
- Rental Vehicle: 18%
- Train: 18%
- Personal Vehicle: 15%
- Bus: 11%
- Other Includes: Boat, Shuttle, Bus

No significant differences from 2018
**Boomers tend to stay in hotels/motels on vacation, regardless of destination**

Hotels/Motels are sought out most often for both domestic and international travel accommodations among Boomers.

Coming in a distant second are cruise ship cabins among international travelers and staying with friends or family for those traveling domestically.

And while hotel/motels are also the accommodation of choice for Millennials as well (60%), these travelers are significantly more open to trying more non-traditional options for international travel;

- Rental Home (25% vs. 3% Boomers)
- Bed & Breakfast (25% vs. 10% Boomers)
- RV/Campground (13% vs. 1% Boomers)

Base: Baby Boomers With Destination Chosen for Trip
Q3e/Q5e2: Which of the following best describes the type of accommodations you will be staying at on this trip?

* Denotes a significant difference between travel segments

No significant differences from 2018
Boomers continue to show steady interest in engaging in authentic experiences like eating or touring with locals while they travel, both internationally and domestically. That said, staying with locals appears to be less attractive to Boomers than eating or touring with locals.

Millennials continue to be the most adventurous with 75% indicating a desire to live like a local* while traveling.

- **Eat a Meal with Locals**
  - 53% International
  - 42% Domestic

- **Tour with Locals**
  - 50% International
  - 24% Domestic

- **Stay with Locals**
  - 22% International
  - 22% Domestic

- None
  - 32% International / 47% Domestic

*Total engaged in eating, touring, or staying with locals internationally or domestically:
  - 51% Boomers, 64% GenXers, 75% Millennials

Base: Baby Boomers Evaluating a Trip (n=399 International; n=708 Domestic)
Q9c: While traveling in 2019, which of the following “authentic” experiences do you have interest in?
DETAILED FINDINGS:
GENERAL TRAVEL BEHAVIORS
New Questions for 2019

**Smartphones are integral to travel for many**

### When Smartphone Used
- **International**: 54%
- **Domestic**: 92%
- **Neither**: 7%

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<th>Domestic</th>
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<tr>
<td><strong>Neither</strong></td>
<td>7%</td>
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### Degree of Necessity
- **Can't travel without**
  - International: 64%
  - Domestic: 53%
- **Nice to have**
  - International: 30%
  - Domestic: 39%
- **Could take it or leave it**
  - International: 8%
  - Domestic: 39%

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<th></th>
<th>International (n=408)</th>
<th>Domestic (n=692)</th>
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<td><strong>Time Phone is on You</strong></td>
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<tr>
<td><strong>International</strong></td>
<td>52%</td>
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</tr>
<tr>
<td><strong>Domestic</strong></td>
<td>72%</td>
<td></td>
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</table>

### How Phone is Used
- **Take photos**
  - International: 83%
  - Domestic: 85%
- **Call**
  - International: 51%
  - Domestic: 83%
- **Text**
  - International: 48%
  - Domestic: 76%
- **Map**
  - International: 66%
  - Domestic: 74%
- **Email**
  - International: 55%
  - Domestic: 68%
- **Find food/ activities**
  - International: 37%
  - Domestic: 56%
- **Check - in**
  - International: 41%
  - Domestic: 52%
- **Book reservations**
  - International: 23%
  - Domestic: 38%
- **Check social media**
  - International: 26%
  - Domestic: 34%
- **Post to social media**
  - International: 24%
  - Domestic: 37%
- **Music**
  - International: 16%
  - Domestic: 27%
- **Use Yelp/ other review site**
  - International: 10%
  - Domestic: 18%
- **Rate/ review a biz**
  - International: 10%
  - Domestic: 18%
- **Shop online**
  - International: 3%
  - Domestic: 12%

*Denotes a significant difference between travel segments* 10%+ reported

**Base**: 2019 Baby Boomer Travelers (n=750)

Q36. For which of the following type of trips do you typically bring a smartphone?
Q37. How important to your trip is your smartphone?
Q38. If you had to guess, what percentage of the time is your phone on you during your vacations?
Q39. Now reviewing the list below, please indicate all the things you typically do on your smartphone while traveling and/or on vacation.
Travel loyalty program membership is high

Airline and hotel loyalty programs are the most popular among Boomers, who tend to make their travel arrangements through these loyalty programs.

**Program Membership**
- Airline: 78%
- Hotel: 76%
- Car: 40%
- Cruise: 27%

**Frequency of Booking Through Program**

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<th>Sometimes</th>
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<tr>
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<td>75%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Hotel</td>
<td>65%</td>
<td>28%</td>
<td>7%</td>
</tr>
<tr>
<td>Car</td>
<td>67%</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>Cruise</td>
<td>75%</td>
<td>17%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: 2019 Baby Boomer Travelers (n=750)

Q5h: Please indicate the types of travel related loyalty programs you are currently a member of.

Q5i: How often do you book with your travel loyalty program provider versus other options in the marketplace when making leisure travel arrangements?
Those who will rent private homes on vacation attribute the choice to cost and amenities

Cost, amenities, and space are the primary advantages of peer to peer accommodations as cited by those planning on using such options in 2019.

Among those who will not rent a private home during vacation, a preference for hotel services continues to top the list of reasons why.

Base: Baby Boomers Planning to Rent Private Home (n=65)
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.?

Why Will Rent Private Home

- Cost of accommodation less expensive: 74%
- More amenities: 72%
- Makes trip less expensive: 62%
- More space: 61%
- Live like local: 46%
- Better location: 40%
- Accommodates large groups: 40%
- Other: 6%

Base: Baby Boomers Planning to Not Rent Private Home (n=685)
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?

Why Will Not Rent Private Home

- Prefer hotel services: 47%
- Don't need the space: 19%
- Not familiar with option: 14%
- Don't want residential area: 14%
- Don't feel as safe: 12%
- Heard negative reviews: 9%
- Don't want to be off beaten path: 7%
- Other: 17%

No significant differences from 2018
Working Boomers are leaving vacation days on the table

A moderate portion of the Boomer audience is still working (38%). Among those who are, the vast majority have earned several weeks of vacation, with some having an unlimited number of vacation days from employers. That said, only 3 out of 10 anticipate using all of their vacation days.

On the other hand, a vast majority of Millennials (91%) and GenXers (88%) are working and although they have fewer vacation days than Boomers, they are more likely to use all of them (45% and 35%, respectively).

Employment Status

62% Not Employed 38% Employed

Have Vacation Time

94%

Avg: 5 Weeks
15% Unlimited

How Much Vacation Will Be Used

28% All
34% Most
32% Some
6% Hardly Any/DK

62%

Base: 2019 Baby Boomer Travelers (n=750)
Q56a: Which of the following best describes your current employment status?

Base: Employed Baby Boomers (n=304)
Q16a: Approximately, how much vacation time/paid time off will you have in 2019?

Base: Baby Boomers with Paid Time Off (n=284)
Q16b: How much of your paid vacation time will you use for personal travel in 2019?

No significant differences from 2018
Working Boomers are better than their younger counterparts at disconnecting on vacation

While Boomers do not anticipate using all of their vacation days, when they do get away, they are likely to unplug, as the majority (57%) do not think it is important to stay connected to work while away. In fact, if they do anticipate bringing any work with them, the majority will not let it consume more than 10% of their time off.

On the other hand, younger generations are merging work and leisure more often than not. Both Millennials and GenXers feel it is more important to stay connected while away than do Boomers and are more likely to dedicate some vacation time to doing so (22% Millennials, 28% GenXers who say ‘None’ to amount of vacation time spent on work vs. 41% among Boomers).

**Importance of Staying Connected To Work**

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<th>Somewhat Important</th>
<th>Extremely/Very Important</th>
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<tbody>
<tr>
<td>Millennials</td>
<td>28%</td>
<td>14%</td>
<td>58%*</td>
</tr>
<tr>
<td>GenX</td>
<td>38%*</td>
<td>21%*</td>
<td>41%*</td>
</tr>
<tr>
<td>Boomers</td>
<td>57%*</td>
<td>21%*</td>
<td>22%</td>
</tr>
</tbody>
</table>

* Denotes a significant difference between generations

**How Much Time Working**

- 30%+ of the time: 5%
- 20% of the time: 37%
- 10% of the time: 48%
- 1-5% of the time: 10%

Base: Travelers with Paid Time Off
Q17: In your opinion, how important is it for you to stay connected to work when you are on personal travel?

Base: Baby Boomers Likely to Work on Vacation (n=168)
Q17b: If you had to guess, what percent of your time do you spend on work-related stuff?
Few working Boomers mix their business and leisure travel

Boomers continue to show little interest in mixing business with pleasure as only 26% have extended a business trip to add vacation time in the same location in the past two years and just 17% have plans for doing so in 2019.

Again, it is more common for younger generations to mix business with pleasure; 53% of Millennials have done so in the past and 46% plan to do so in the future.

**Personal Travel Added on to Business Trip**

- 26% Extended a business trip for personal travel

**2019 Plans to Mix Business & Personal Travel**

- Yes: 17%
- Maybe: 18%
- No: 65%

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?

No significant differences from 2018

Base: Employed Baby Boomers (n=304)
Q17c1. 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?
Cost and health are Boomers’ largest barriers to travel

While cost is the primary travel barrier for all, some secondary deterrents arise by generation.

For Boomers it is health issues, for Millennials and GenXers it is work and family responsibilities.

**What Will Prevent 2019 Travel**

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**Millennials**

- **Cost**: 40%
- **Work responsibilities**: 28%
- **Family obligations**: 28%
- **Lack of free time**: 23%
- **Spouse/sig other lack of vacation time**: 20%
- **Health**: 20%
- **Weather**: 19%
- **Lack of vacation time**: 16%
- **Security**: 15%
- **Time required to plan**: 11%
- **Political/ social unrest**: 11%

**GenXers**

- **Cost**: 42%
- **Work responsibilities**: 26%
- **Family obligations**: 25%
- **Lack of free time**: 18%
- **Health**: 13%
- **Spouse/sig other lack of vacation time**: 15%
- **Weather**: 14%
- **Security**: 13%
- **Lack of vacation time**: 11%

**Boomers**

- **Cost**: 40%
- **Health**: 32%
- **Family obligations**: 25%
- **Weather**: 21%
- **Security**: 13%
- **Political/ social unrest**: 11%

*Other Includes: Money, Pets*

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**Greater than 10% reported**

Base: 2019 Travelers (n=1,724)

Q22: What, if anything, has prevented you or might prevent you from taking all of the personal trips you’d like to take in 2018?

*Denotes a significant difference between generations*
Methodology

• A 15-minute online survey was conducted among males and females, 21+, who have taken at least one trip 50 miles or more away from home, with a two-night stay, in the past two years.

• Respondents were further identified as previously using an online travel site within the past 2 years and having an intent to travel for personal pleasure (non-business travel) in 2019.

• The survey was in field from September 10-18, 2018

• A total on n=1,724 surveys were completed; final unweighted counts are detailed in the table to the right

• Final data has been weighted to U.S. Census for analysis, by generation

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<th>Total Completes</th>
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Counts by Age Segment

- The focus of this analysis is among Baby Boomers (adults age 54-72) who intend to travel in 2019.
- Millennials (age 21-37) and GenXers respondents (age 38-53) have also been evaluated to compare and contrast 2019 travel behaviors across generations.
- Counts by generations are as follows, weighted.

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<th>GenXers</th>
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<td>Caucasian/Other</td>
<td>247</td>
<td>259</td>
<td>546</td>
</tr>
<tr>
<td>African American</td>
<td>49</td>
<td>49</td>
<td>76</td>
</tr>
<tr>
<td>Hispanic</td>
<td>83</td>
<td>64</td>
<td>71</td>
</tr>
<tr>
<td>Asian American/Other</td>
<td>34</td>
<td>27</td>
<td>59</td>
</tr>
<tr>
<td><strong>Region</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northeast</td>
<td>75</td>
<td>72</td>
<td>135</td>
</tr>
<tr>
<td>Midwest</td>
<td>87</td>
<td>88</td>
<td>165</td>
</tr>
<tr>
<td>South</td>
<td>153</td>
<td>148</td>
<td>278</td>
</tr>
<tr>
<td>West</td>
<td>99</td>
<td>92</td>
<td>172</td>
</tr>
</tbody>
</table>
2019 travel looks different by generation

• Similar to past years, a significant portion of the U.S. population anticipates taking both domestic and international trips in 2019, Millennials more so than others.
  – Boomers are more likely than Millennials or GenXers to be currently planning domestic only travel.

• While Boomers and GenXers indicate no change in the number of trips they anticipate taking this year compared to last year, Millennials report a significant decline from 5.8 to 4.9, driven by a drop in domestic travel (4.1 vs. 3.2).

• International travel continues to be motivated by checking things off a Bucket List for Boomers but is more likely just a summer vacation or a multi-generational trip for younger generations.

• There many different types of domestic trips anticipated without much variation by generation. That said, multi-generational travel is more popular among Millennials than Boomers while Romantic getaways are more often cited by GenXers than others.
Those planning to travel domestically and those planning to travel internationally in 2019 (please note that these groups are not mutually exclusive) look very similar to one another

- International travelers have slightly higher average incomes

<table>
<thead>
<tr>
<th></th>
<th>International Traveler</th>
<th>Domestic Traveler</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong></td>
<td>399</td>
<td>708</td>
</tr>
<tr>
<td><strong>AARP Membership</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>58%</td>
<td>59%</td>
</tr>
<tr>
<td>Non-Member</td>
<td>42%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>Female</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>54-59</td>
<td>34%</td>
<td>31%</td>
</tr>
<tr>
<td>60-69</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>70+</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian/Other</td>
<td>73%</td>
<td>77%</td>
</tr>
<tr>
<td>African American</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Asian American</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>$103K</td>
<td>$95K</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single/never married</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Married/living together</td>
<td>76%</td>
<td>77%</td>
</tr>
<tr>
<td>Divorced/separated</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Widow</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>
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About AARP

AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation’s largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

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Nimble and efficient, we do things quickly without the drag of sizeable unneeded bureaucracy. Our primary consultants have been conducting market research for over two decades while always remaining on the pulse of modern technology to inform our research methods.

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APPENDIX: GENERATIONAL COMPARISONS
Generational Travel Differences Summary

- **Travel Agendas >** Millennials and GenXers are more likely to travel both domestically and internationally in 2019 than are Boomers (62%, 55% vs. 48%, respectively), with Millennials planning more international trips (2.7) than both GenXers (2.0) and Boomers (1.5).

- **Motivation for Travel >** While Boomers and GenXers seek out travel to relax more so than Millennials (48%, 49% vs. 37%), Millennials are more likely than those older to see travel as an opportunity to try something new (31% vs. GX- 25%, B-17%), or to improve their health (13% vs. GX-7%, B-2%). In addition, Millennials motivation for travel is more likely to come from a desire to go on an adventure (31%) than it is for Boomers (24%).

- **Trip Types >** Millennials plan on taking slightly more family-oriented trips than Boomers in 2019; Multi-Generational (International: 11% vs. 8%, Domestic: 14% vs. 11%) and Family Reunion (International: 8% vs. 5%, Domestic: 8% vs. 6%).

- **Spend >** Millennials plan on spending less, overall, on their 2019 trips ($4,400*) than both GenXers ($5,400) and Boomers ($6,600).

- **Work & Play >** Millennials will use more of their vacation time than Boomers (77% vs 62% All/Most) but are also significantly more likely to bring work with them (78% vs. 59%).

- **Smartphone Usage >** Millennial travelers are more likely than Boomers to say they can’t travel without their phone, they are also more likely to use it for social media and listening to music than those older.

*No significant differences from 2018 as the $6,802 reported spend for Millennials in 2018 was before the removal of outliers; $4,797 post removal
# Travel Motivators

## 2019 Travel Motivation

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Millennials (a)</th>
<th>GenXers (b)</th>
<th>Boomers (c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>414</td>
<td>399</td>
<td>750</td>
</tr>
<tr>
<td>Spend time with family/friends</td>
<td>45%</td>
<td>46%</td>
<td>57% ab</td>
</tr>
<tr>
<td>Relax &amp; rejuvenate</td>
<td>37%</td>
<td>49% a</td>
<td>48% a</td>
</tr>
<tr>
<td>Get away from normal, everyday life</td>
<td>41%</td>
<td>41%</td>
<td>47% ab</td>
</tr>
<tr>
<td>Visit a place I've always wanted to go</td>
<td>27%</td>
<td>33%</td>
<td>37% a</td>
</tr>
<tr>
<td>Share new experiences with sig. other</td>
<td>22%</td>
<td>24%</td>
<td>30% ab</td>
</tr>
<tr>
<td>Go on adventure</td>
<td>31% c</td>
<td>29%</td>
<td>24%</td>
</tr>
<tr>
<td>Try something new</td>
<td>31% bc</td>
<td>25% c</td>
<td>17%</td>
</tr>
<tr>
<td>Improve health</td>
<td>13% bc</td>
<td>7% c</td>
<td>2%</td>
</tr>
<tr>
<td>Scout retirement locations</td>
<td>8% c</td>
<td>6% c</td>
<td>2%</td>
</tr>
<tr>
<td>Scout relocation</td>
<td>8% c</td>
<td>5% c</td>
<td>--</td>
</tr>
<tr>
<td>Other</td>
<td>--</td>
<td>1%</td>
<td>3% ab</td>
</tr>
</tbody>
</table>

**Base:** 2019 Travelers (n=1,724)

Q9b: Please select your top three motivators for choosing the destination for this trip.

*Letters denote a significant difference between generations*
Q13d. Now that you have thought through your anticipated travel plans for 2019, approximately how much do you expect to spend on travel in 2018, in total?

Q13e. And how does ... compare to your travel expenditures in 2018?

Letters denote a significant difference between generations

*No significant differences from 2018 as the $6,802 reported spend for Millennials in 2018 was before the removal of outliers; $4,797 post removal
### Composition of Planned Trips

<table>
<thead>
<tr>
<th>Type of Trip</th>
<th>Millennials&lt;sup&gt;a&lt;/sup&gt;</th>
<th>GenXers&lt;sup&gt;b&lt;/sup&gt;</th>
<th>Boomers&lt;sup&gt;c&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(n=602)</td>
<td>(n=418)</td>
<td>(n=598)</td>
</tr>
<tr>
<td>Bucket List</td>
<td>7%</td>
<td>8%</td>
<td>24% ab</td>
</tr>
<tr>
<td>Summer Vacation</td>
<td>14% c</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Multi-Generational</td>
<td>11% c</td>
<td>13% c</td>
<td>8%</td>
</tr>
<tr>
<td>Romantic Getaway</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Celebration Vacation</td>
<td>7%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Solo Travel</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Family Reunion</td>
<td>8% bc</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Weekend Getaway</td>
<td>5% c</td>
<td>6% c</td>
<td>2%</td>
</tr>
<tr>
<td>Adventure Travel</td>
<td>--</td>
<td>--</td>
<td>1%</td>
</tr>
<tr>
<td>Girls Getaway</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Holiday Travel</td>
<td>6% c</td>
<td>7% c</td>
<td>3%</td>
</tr>
<tr>
<td>Obligation/Required</td>
<td>5% c</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Wedding/Graduation</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Spring Break</td>
<td>7% c</td>
<td>5% c</td>
<td>2%</td>
</tr>
<tr>
<td>Guys Getaway</td>
<td>4% c</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Heritage Trip</td>
<td>--</td>
<td>--</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>3% a</td>
<td>9% ab</td>
</tr>
</tbody>
</table>

---

Base: International Trips in 2019; Data based on Total Responses, up to 5 trips discussed

*Letters denote a significant difference between generations*
### Types of Domestic Trips Anticipated

#### Composition of Planned Trips

<table>
<thead>
<tr>
<th>Type of Domestic Trip</th>
<th>Millennials</th>
<th>GenXers</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Vacation</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Multi-Generational</td>
<td>14%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Weekend Getaway</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Holiday Travel</td>
<td>10%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Bucket List</td>
<td>5%</td>
<td>5%</td>
<td>7% a</td>
</tr>
<tr>
<td>Solo Travel</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Romantic Getaway</td>
<td>8%</td>
<td>10% ac</td>
<td>6%</td>
</tr>
<tr>
<td>Celebration Vacation</td>
<td>7% b</td>
<td>5%</td>
<td>7% b</td>
</tr>
<tr>
<td>Family Reunion</td>
<td>8% bc</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Obligation/Required</td>
<td>2%</td>
<td>2%</td>
<td>4% ab</td>
</tr>
<tr>
<td>Girls Getaway</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Wedding/Graduation</td>
<td>4% c</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Spring Break</td>
<td>7% c</td>
<td>5% c</td>
<td>3%</td>
</tr>
<tr>
<td>Adventure Travel</td>
<td>--</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>To attend a sporting event</td>
<td>--</td>
<td>--</td>
<td>1%</td>
</tr>
<tr>
<td>Guys Getaway</td>
<td>2%</td>
<td>3% c</td>
<td>1%</td>
</tr>
<tr>
<td>RV</td>
<td>--</td>
<td>--</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2%</td>
<td>8% ab</td>
</tr>
</tbody>
</table>

Base: Domestic Trips in 2019; Data based on Total Responses, up to 5 trips discussed

Letters denote a significant difference between generations.
Traveling with a Smartphone - International

% Use While On Vacation
Base: Total Respondents

<table>
<thead>
<tr>
<th></th>
<th>Millennials (n=414)</th>
<th>GenXers (n=399)</th>
<th>Boomers (n=750)</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>59%</td>
<td>54%</td>
<td></td>
</tr>
</tbody>
</table>

Importance of Smartphone

Base: Takes Smartphone For International Travel

<table>
<thead>
<tr>
<th></th>
<th>Can't Travel Without</th>
<th>Nice to Have</th>
<th>Not Necessary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials (n=288)</td>
<td>29%</td>
<td>62%</td>
<td>9%</td>
</tr>
<tr>
<td>GenXers (n=235)</td>
<td>27%</td>
<td>68%</td>
<td>5%</td>
</tr>
<tr>
<td>Boomers (n=408)</td>
<td>39%</td>
<td>53%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Primary Uses
Base: Takes Smartphone For International Travel

- Photos: 68% (a)
- Text: 54% (b)
- Email: 49% (b)
- Calls: 43% (b)
- Map: 54% (b)
- Check-In: 47% (c)
- Find food/activities: 48% (bc)
- Check social media: 48% (bc)
- Social media posts: 48% (bc)
- Book reservations: 48% (bc)
- Music: 48% (bc)

Letters denote a significant difference between generations

New Questions for 2019

Q36. For which of the following type of trips do you typically bring a smartphone?
Q37. How important to your trip is your smartphone?
Q39. Now reviewing the list below, please indicate all the things you typically do on your smartphone while traveling and/or while on vacation.
Traveling with a Smartphone - Domestic

% Use While On Vacation
Base: Total Respondents

<table>
<thead>
<tr>
<th>Generation</th>
<th>Use While On Vacation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials (a)</td>
<td>93%</td>
</tr>
<tr>
<td>GenXers (b)</td>
<td>95%</td>
</tr>
<tr>
<td>Boomers (c)</td>
<td>92%</td>
</tr>
</tbody>
</table>

Importance of Smartphone
Base: Takes Smartphone For Domestic Travel

<table>
<thead>
<tr>
<th>Importance</th>
<th>Millennials (n=384)</th>
<th>GenXers (n=378)</th>
<th>Boomers (n=692)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can't Travel Without</td>
<td>71%</td>
<td>69%</td>
<td>64%</td>
</tr>
<tr>
<td>Nice to Have</td>
<td>21%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Not Necessary</td>
<td>8%</td>
<td>3%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Primary Uses
Base: Takes Smartphone For Domestic Travel

<table>
<thead>
<tr>
<th>Activity</th>
<th>Millennials (n=384)</th>
<th>GenXers (n=378)</th>
<th>Boomers (n=692)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos</td>
<td>85%</td>
<td>83%</td>
<td>76%</td>
</tr>
<tr>
<td>Calls</td>
<td>70%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Text</td>
<td>73%</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Map</td>
<td>71%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Email</td>
<td>66%</td>
<td>74%</td>
<td>74%</td>
</tr>
<tr>
<td>Find food/activities</td>
<td>54%</td>
<td>52%</td>
<td>50%</td>
</tr>
<tr>
<td>Check-In</td>
<td>56%</td>
<td>57%</td>
<td>53%</td>
</tr>
<tr>
<td>Book reservations</td>
<td>53%</td>
<td>50%</td>
<td>49%</td>
</tr>
<tr>
<td>Check social media</td>
<td>49%</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>Social media posts</td>
<td>34%</td>
<td>40%</td>
<td>34%</td>
</tr>
<tr>
<td>Music</td>
<td>20%</td>
<td>27%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Letters denote a significant difference between generations

New Questions for 2019

Q36. For which of the following type of trips do you typically bring a smartphone?
Q37. How important to your trip is your smartphone?
Q39. Now reviewing the list below, please indicate all the things you typically do on your smartphone while traveling and/or while on vacation.
Travel Loyalty Programs

Program Membership

<table>
<thead>
<tr>
<th></th>
<th>Millennials (n=414) (a)</th>
<th>GenXers (n=399) (b)</th>
<th>Boomers (n=750) (c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>68%</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>64%</td>
<td>72%</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>36%</td>
<td>40%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>17%</td>
<td>18%</td>
<td>27%</td>
<td></td>
</tr>
</tbody>
</table>

Letters denote a significant difference between generations.

Always/Mostly Booking Through Program

<table>
<thead>
<tr>
<th></th>
<th>Millennials (a)</th>
<th>GenXers (b)</th>
<th>Boomers (c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airline</td>
<td>81% bc</td>
<td>73%</td>
<td>75%</td>
</tr>
<tr>
<td>Hotel</td>
<td>78% bc</td>
<td>69%</td>
<td>65%</td>
</tr>
<tr>
<td>Car</td>
<td></td>
<td>74%</td>
<td>67%</td>
</tr>
<tr>
<td>Cruise</td>
<td></td>
<td>74%</td>
<td>75%</td>
</tr>
</tbody>
</table>

Base: 2019 Travelers (n=1,724) Base: Member of Loyalty Program (base varies per program)

Q5h: Please indicate the types of travel related loyalty programs you are currently a member of.

Q5i: How often do you book with your travel loyalty program provider versus other options in the marketplace when making leisure travel arrangements? Letters denote a significant difference between generations.
Work and Travel in 2019

**Have Vacation Time**

- **Millennials** (n=376) (a): 96%
- **GenXers** (n=354) (b): 96%
- **Baby Boomers** (n=304) (c): 94%

**How Much Vacation Will Be Used**

- **Millennials** (n=362) (a):
  - Hardly Any/ DK: 6%
  - Some: 15%
  - Most of It: 32%
  - All of It: 45%

- **GenXers** (n=338) (b):
  - Hardly Any/ DK: 6%
  - Some: 33%
  - Most of It: 34%
  - All of It: 28%

- **Baby Boomers** (n=284) (c):
  - Hardly Any/ DK: 6%
  - Some: 25%
  - Most of It: 32%
  - All of It: 34%

Letters denote a significant difference between generations. No significant differences from 2018.
# Work and Travel in 2019

## Importance of Staying Connected To Work

<table>
<thead>
<tr>
<th>Generation</th>
<th>Not Important</th>
<th>Somewhat Important</th>
<th>Extremely/Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials (a) (n=362)</td>
<td>28%</td>
<td>14%</td>
<td>58%</td>
</tr>
<tr>
<td>GenXers (b) (n=338)</td>
<td>38%</td>
<td>21%</td>
<td>41%</td>
</tr>
<tr>
<td>Boomers (c) (n=284)</td>
<td>57%</td>
<td>21%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Base: Have Paid Time Off

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

Letters denote a significant difference between generations.

## Likely To Work On Vacation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Probability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials (a) (n=281)</td>
<td>78%</td>
</tr>
<tr>
<td>GenXers (b) (n=244)</td>
<td>72%</td>
</tr>
<tr>
<td>Boomers (c) (n=168)</td>
<td>59%</td>
</tr>
</tbody>
</table>

Base: Have Paid Time Off

**Q17b:** If you had to guess, what percent of your time do you spend on work-related stuff?

## How Much Time Working

### Millennials (n=281)

- 30% of the time or more: 18%
- 20% of the time: 27%
- 10% of the time: 26%
- 1-5% of the time: 29%

### GenXers (n=244)

- 30% of the time or more: 11%
- 20% of the time: 22%
- 10% of the time: 29%
- 1-5% of the time: 38%

### Boomers (n=168)

- 30% of the time or more: 5%
- 20% of the time: 37%
- 10% of the time: 48%
- 1-5% of the time: 18%

Base: Likely to Work

**Q17b:** If you had to guess, what percent of your time do you spend on work-related stuff?

Note: Those who say 0% of the time have been removed from this metric. Letters denote a significant difference between generations.
Extended Work Trips

Have Added Personal Travel to a Business Trip  
(% Yes)

- Millennials (a) (n=376): 53% bc
- GenXers (b) (n=354): 35% c
- Baby Boomers (c) (n=304): 26%

Plan to Add Personal Travel to a Business Trip in 2019  
(% Yes)

- Millennials (a) (n=376): 46% bc
- GenXers (b) (n=354): 28% c
- Baby Boomers (c) (n=304): 17%

Base: Employed
Q17c1. 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?

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?  
No significant differences from 2018
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This research was designed and executed by AARP Research