Boomers give high reviews to the cruise
Boomers are avid cruisers (26% of 2020 trips by Boomers traveling internationally will be cruises vs. 7% of Millennials.)

Those planning to cruise in 2020 have already taken an average of 11 cruises so far! For these folks, cruises make up almost half of their trips planned for 2020. (47% of 2020 cruisers’ planned trips)

The real souvenir is friends they make along the way
#1 Boomer motivation for travel: To spend time with family and friends.

They are the most likely generation to interact casually with others they meet on vacation.

Spend is on the rise
Average anticipated spend for travel by Boomers in 2020: $7,800

40% say this is higher than what they spent in 2019

2019 Travel Spend $6,600

Comments:
This year they are going on more or longer trips or to more expensive destinations.

Boomers plan ahead for domestic trips, but leave room for spontaneity
Most Boomers (89%) planning domestic travel in 2020 have already selected their destination, up from 72% among 2018 domestic travelers.

Only 27% of Boomers’ activities on domestic trips are typically planned ahead of time.

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