

Boomers on the Road



Homewood Suites by Hilton surveyed more than 12,000 AARP members* on their travel preferences.

We found that the baby boom generation is still in love with the classic American road trip, are packing their bags for shorter, more frequent getaways and checking into hotels like Homewood Suites that offer a large, comfy room with value-added amenities for one bundled price.

*AARP members registered on AARPDiscounts.com

Rediscovering the Weekend Road Trip

Forget a big, budget-busting annual excursion. Boomers have rediscovered the joys of the weekend getaway and are hitting the road more often.

The majority of those surveyed take

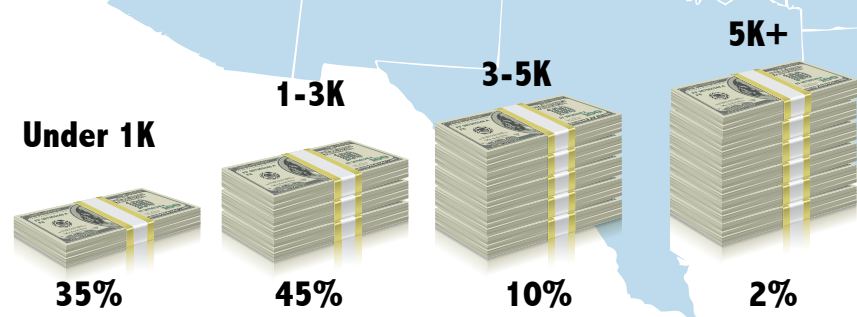
2-4
trips per year



61%

are travelling in North America

Average Annual Travel Budget



40%

prefer to drive to their destination

Road Trips Minus the Kids

What's better than exploring new sites within driving distance of your hometown? Now that the kids are grown and out of the house, boomers are loving reliving road trips without any kicking and screaming.

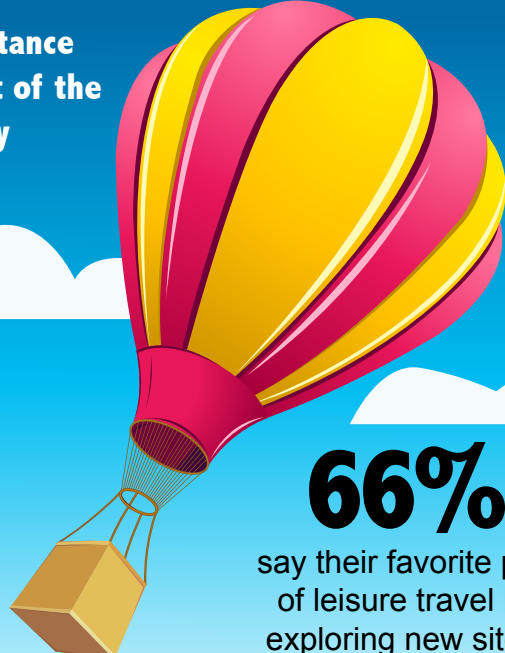
77%

prefer to travel with only their spouse or partner



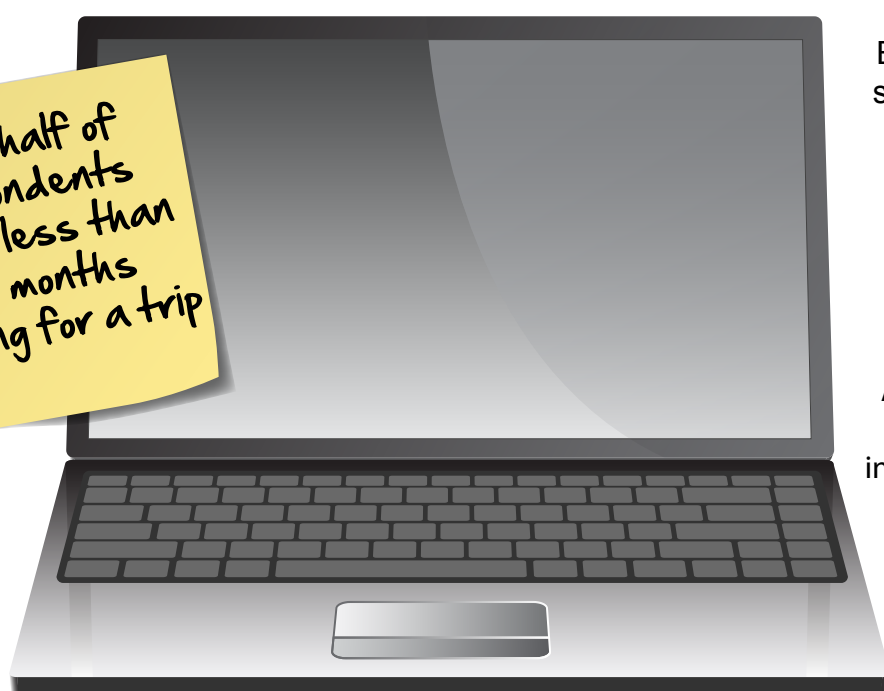
66%

say their favorite part of leisure travel is exploring new sites



Boomers Like to Get Up and Go!

Over half of respondents spend less than two months planning for a trip



But you can bet they will be searching online for reviews and recommendations.

83%

will look at sites like Trip Advisor and Oyster.com, and almost all of them will be influenced by customer ratings

Home On The Road

At the end of a long day on the road, what are boomers looking for in a hotel?



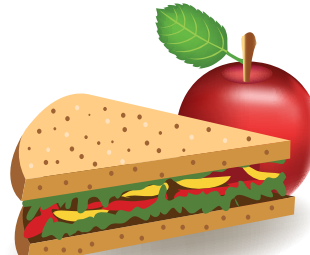
72%

are looking for a large, comfy room



From breakfast and internet, to airport shuttle and business center, boomers want all their amenities included up front - no nickel and diming!

Even on vacation, boomers who are health-conscious will try to maintain their healthy habits. Amenities like full-sized kitchens and healthy food options make this easier.



Homewood Suites hotels are upscale, residential-style all-suite hotels with full kitchens and more than 300 locations throughout the United States and Canada.

To learn more about our hotels, ranked "Highest in Guest Satisfaction Among Extended Stay Hotel Chains," by J.D. Power and Associates in the 2013 North America Hotel Guest Satisfaction Index StudySM, visit www.homewoodsuites.com.