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**VIDEO RELEASE**

**AARP TRAVEL AMBASSADOR SAMANTHA BROWN REVEALS SURPRISING INFO ABOUT BOOMERS AND CELEBRATION VACATIONS**

*New Video Provides Insight on Choosing Travel to Celebrate Milestones*

**Washington (August 1, 2014)** — AARP Travel's (<http://travel.aarp.org>) newest research on Celebration Vacations is brought to life by AARP Travel Ambassador Samantha Brown in a [new video](#) available for download. Brown explains why Celebration Vacations are a popular way for America's 76 million baby boomers to commemorate special milestones in life – such as anniversaries, birthdays, family reunions and weddings.

AARP research found that the joy and satisfaction of travel make it a top choice for celebrating an important milestone, with 78 percent of people 45+ saying that they have taken or intend to take a Celebration Vacation in the next two years. Celebrating anniversaries is the number one reason people 45+ plan a Celebration Vacation, with 87 percent of them choosing a vacation over a party, jewelry, or other big-ticket item to celebrate the occasion.

Highlights include:

- **U.S. destinations are most popular** with Las Vegas leading the way, followed by Disney, Los Angeles, New York and New Orleans;
- **Top tropical Celebration Vacations** include the Caribbean, Hawaii and Puerto Rico;
- **Boomers are leaving the kids/grandkids at home** for Celebration Vacations; and
- **Staying on budget and deciding where to go** are Celebration Vacation challenges.

The new AARP Travel website (<http://travel.aarp.org>) aims to alleviate some of the challenges by providing tools like the Trip Finder to build custom itineraries and the Map Explorer to get a detailed street-level interactive map of attractions, hotels and more.

To watch Samantha Brown talk about AARP Travel's research on Celebration Vacations, please visit:

[http://origin-gps.onstreammedia.com/origin/multivu\\_archive/MNR/66070\\_Sam\\_Brown\\_SMT\\_Selects\\_with\\_Slate\\_0731.mp4](http://origin-gps.onstreammedia.com/origin/multivu_archive/MNR/66070_Sam_Brown_SMT_Selects_with_Slate_0731.mp4)

For more information about AARP's research on Celebration Vacation, please visit

<http://www.aarp.org/about-aarp/press-center/info-07-2014/AARP-Travel-Finds-Celebration-Vacations-Popular-with-Boomer-Travelers.html>

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**About AARP**

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement

planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).