

LET'S TAKE A CELEBRATION VACATION! -0-

Taking a Celebration Vacation is a popular way for persons age 45 and up to celebrate special milestones in life, such as birthdays and anniversaries. For more about Celebration Vacations, and to plan your next trip, visit travel.aarp.org.

78% will take a Celebration Vacation within the next two years

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WHY TRAVEL FOR CELEBRATIONS?

"I wanted a trip to spend time with 3 generations that included children and grandchildren."

"Travel is my favorite thing to do, and we have a tradition of celebrating each of my 5-year birthdays (since 50) with a trip to France."

"It was a special way to show my love and appreciation to my wife."



96% were pleased with their decision to take a Celebration Vacation and 92% are likely to choose travel again 53% plan to travel to destinations within U.S. borders 35% choose a city destination over other types of locations

48%

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Celebration Vacationers considered travel to celebrate a milestone, compared to throwing a party, purchasing jewelry or purchasing a big ticket item for the home

TOP 3 U.S. DESTINATIONS



DESTINATION 1 LAS VEGAS

DESTINATION 2 DISNEY

DESTINATION 3 LOS ANGELES

TOP 3 BEACH DESTINATIONS



Source: AARP Travel Research: Celebration Vacations, July 2014 (aarp.org/celebrationvacations)

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