

# POLL OF BABY BOOMERS TRAVELING IN 2015:

55%

Will travel domestically ONLY.

3%

Will travel internationally ONLY.

42%

Will travel BOTH domestically & internationally.



Work will probably get in the way in 2015.



Among those employed, **ONLY 52%** say they will take all or most of their vacation time in 2015

**32%** are likely to take work with them on personal trips

**26%** say it is important to stay connected to work

WHAT WILL 2015 LOOK LIKE FOR TRAVELERS 50+?

Beyond prescriptions, the most popular travel items by gender

- 35% Sunglasses
- 36% Camera
- 47% Cosmetic Bag
- 47% Comfortable Shoes
- 45% Sunglasses
- 47% Camera
- 39% Jeans
- 47% Comfortable Shoes

## 2015 TRAVEL TRENDS

Poll of Baby Boomers (age 50+) who traveled for leisure in the past two years and plan on traveling in 2015.

62% are looking for a vacation that is laid back and relaxing

82% say the current political events or health situations won't impact 2015 travel plans.

### WHY WILL WE PACK OUR BAGS?\*



International Travelers

Domestic Travelers



Bucket List

32%



Summer Vacations

24%



Multi-generational

22%



Weekend Getaways

26%

\*Parents, grandparents and children all traveling together