

Top 7 Boomer Travel Trends for 2016



Travel Boom for Boomers

99% of Baby Boomers will travel for fun in **2016**

50% will pack for domestic travel only

5% will travel just internationally

45% will travel both domestically and internationally



Deal Seekers, But Cost Not a Deal Breaker

Cost has dropped as a travel barrier



Only **42%** are budgeting for travel

Most (**63%**) say higher airfares won't impact their plans



Boomers Will Check Off Their Bucket List with International Travel

32% will take an international bucket list trip and

20% will take multigenerational trips

29% International travel will blossom in the spring season



Summer and Weekends Will Sizzle With Domestic Travel

Most domestic travel will happen in the **summer** (31%) with **weekend** getaways being popular (23%)

Boomers will embrace **multi-gen domestic vacations** in 2016, but less than in 2015



Romance will take a back seat with 12% planning **romantic vacations**



2016 Hot Spots

Domestic



International



Accommodations With Free Wi-Fi Will Be Popular With Boomers

43% of Boomers must have **free Wi-Fi** in their hotel and **86%** in a rental home

About **40%** of Boomers will stay at **hotels or motels**, but Airbnb and VRBO are gaining popularity (**9%**)



2016 Travel Will Be F-U-N

Boomers smile and laugh more on vacation (**68%**) and spend more time with loved ones (**61%**)

