Top 7 Boomer Travel Trends for 2016



Travel Boom for Boomers 99% of Baby Boomers 2016 50% will pack for domestic travel only 5% will travel just internationally 45% will travel both domestically and internationally





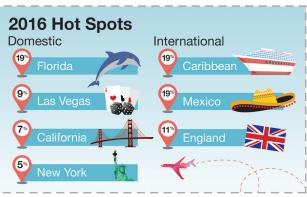


Boomers will embrace multi-gen domestic vacations in 2016, but less than in 2015

32% 2015 2015 26% 2016

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





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%)**







Source: AARP Travel Research: 2016 Travel Trends, November 2015 (aarp.org/2016traveltrends)