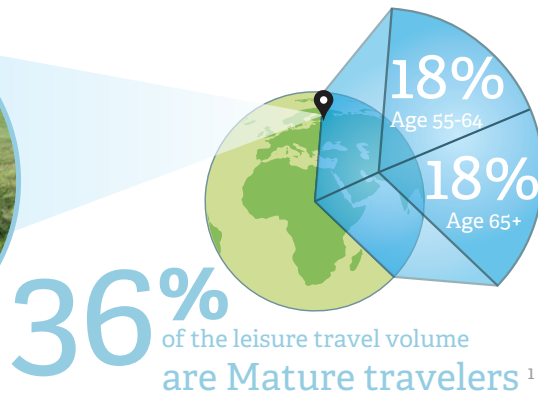




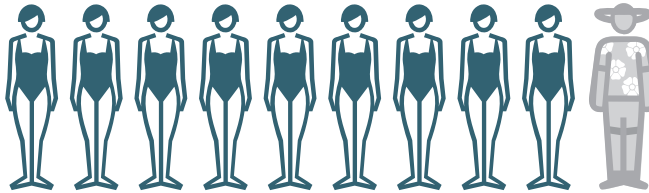
# BOOMER TRAVELER PROFILE

## Profile of a Boomer Traveler



- AARP has approximately 38 million members. In poll after poll, Clay Buckley, lifestyle vice president for AARP Services states: "Travel is consistently the No. 1 interest."<sup>3</sup>
- While only 22 percent of the overall US population has a valid passport, over 60% of boomer consumers have their passports.<sup>4</sup>
- 80% of boomers want to visit a place they haven't been to before.<sup>5</sup>
- Boomers are highly likely to travel with children under age 18 and close to a third have traveled with their grandchildren.<sup>6</sup>
- Almost one-third of boomers have taken an international leisure trip in the past 12 months.<sup>5</sup>

Women account for 90% of vacation spending.<sup>2</sup>



## Boomer Traveler Market

Leading-edge baby boomers (born between 1946 and 1955) and seniors account for **4 of 5 dollars** spent on luxury travel today.<sup>7</sup>

Americans over 55 spend 50% of all vacation dollars in America.<sup>8</sup>



- Boomers spend \$157 billion on trips every year.<sup>9</sup>
- The most popular travel categories for boomers are:
  - Ecotourism
  - Adventure
  - Medical Tourism (\$40 billion -a-year-trend)
  - Multi-generational
  - Bucket list
  - Passions
  - Spiritual<sup>9</sup>
- Over 900,000 people from the U.S. average age of 55 traveled for religious reasons, according to the.<sup>10</sup>

## Online Habits



Over eight in 10 consumers ages 50 and older use websites to plan and book leisure trips.<sup>12</sup>



- Boomers are particularly interested in online video as part of the travel research process.<sup>13</sup>
- 54% of boomers use search to find travel related information such as destination information, vacation ideas, and booking.<sup>13</sup>
- Women, who make most travel purchases, dominate social media.
  - $\frac{3}{4}$  of adult women in the US use Facebook
  - Women are more likely than men to interact with brands on social media
  - Women are more likely to use social media several times a day<sup>2</sup>

## Immersion Active Insights

To connect with these lucrative consumers:

- Focus on telling a story consumers can insert themselves into
- Make an emotional connection
- Evoke the senses
- Connect with mature consumers' need to have transformational experiences as they see self-actualization.

Let Immersion Active help you turn mature audience insights into actionable, profitable, campaigns. Call or contact us today.

Immersion Active

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Sources:

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