

AARP TRAVEL RESEARCH: THE HEALTH OUTCOMES OF TRAVEL – PERCEPTIONS OF BOOMERS

October 2018



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EXECUTIVE SUMMARY

Executive Summary

- **Health benefits of travel**, with physical well-being benefitting the most, **start at the inception** of planning and **extend well beyond the trip**, with improved relationships lasting for up to 6 weeks.
- The **benefits** of travel far **outweigh** the **drawbacks**. And, the drawbacks are short-lived.
- When planning and taking travel, **wellness is not actively thought about as the reason to travel, but rather the by-product**. Most are open to just letting the feeling of wellness happen. But most boomers who incorporated a wellness activity into their plans are likely to do so again.
- An **active focus on wellness during travel is more prominent the younger the traveler**. This most likely is a result of more intergenerational travel happening within the younger group.
- Planning a trip completely focused on wellness is not done by many and does not differ by generation.

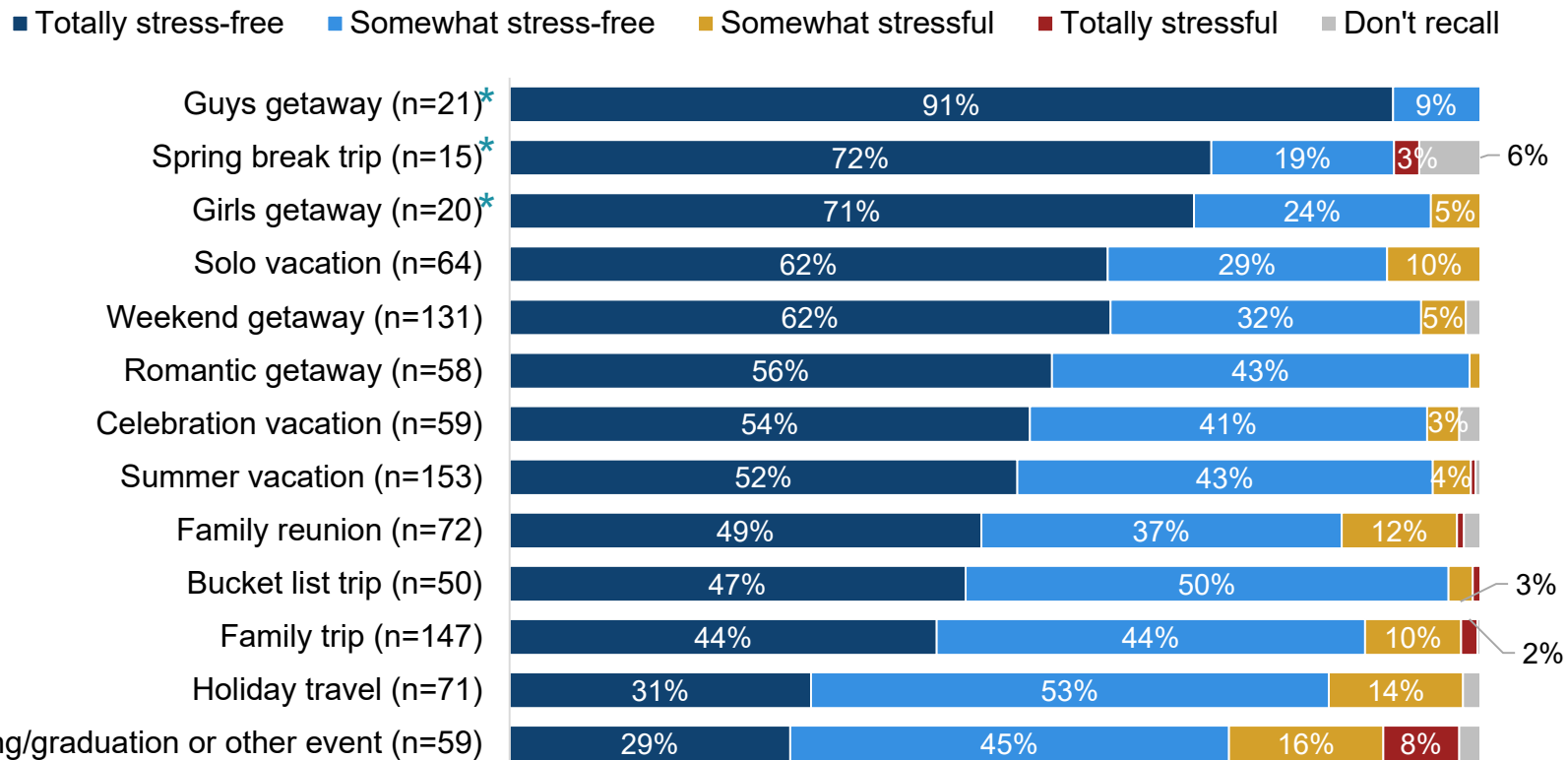


DETAILED FINDINGS: HEALTH IMPACTS OF TRAVEL

Travel, regardless of type, is largely stress-free

When it comes to travel, getting away with your buddies or your girlfriends is the least stressful type of trip for Boomers, as is Spring Break. On the other hand, family reunions, holiday travel, and/or wedding/graduations tend to evoke the most stress, although predominantly still low stress levels.

Stress by Travel Type



Base: Took trip type (base varies)

Q3. Now, thinking about these most recent trips you took for leisure, please indicate how stress-free or stressful each of them were.

* Caution low base size

Coordinating with fellow travelers leads in causing trip stress

"When I have to worry about family members having a good time."

"Coordinating with family members on location, lodging, etc."

"Knowing where we're going and not getting lost, Not getting caught in traffic jams. Not having bad weather. No one gets sick or hurt. No flight cancelations delays."

"Families can be stressful, flight delays are stressful."

"Having to do too many things to satisfy others. Too many time deadlines. Not enough time to relax."

"Travel arrangements to match others. Activities for everybody. Traveling in a large group."

"Finding suitable accommodations and coordinating all the details of getting all there."

"When people are not on the same page, not organized! People running around in many directions, yet getting nothing done!"

"Planning, driving in different city."

"Foreign countries language barriers, insufficient street signs and airports security hassle."

"Flight delays, crowds, weather conditions, over priced food and drinks."

"Getting things together."

"Long traveling time. Living out of the back of the car with all sorts of loud noises. Then eventually ending up in a big city with lots more noises and crowds everywhere. UGH!"

"Not planning far enough in advance. Having to organize those who are attending. The most cost effective way to travel."

"I prefer solo trips. These were to meet up with a group not of my choosing so the activities are more social than leisure."

Base: Boomers Who Rated Any Trip Type as Somewhat/Totally Stressful (Base Varies Per Trip Type)
Q4a. What tends to make your leisure trips stressful?

Pre-planning and flexibility during the trip eases stress

"Being able to be around family, loving and enjoying the grandchildren, just a delight of being in one household together for a short period of time. Due to not seeing all at one time, give you joy and peace of mind."

"Having an agenda that provides for many options in case one priority does not happen."

"A trip decided by everyone with no money worries."

"A lot of planning and then also being flexible when things go wrong."

"Just go with the flow."

"Don't worry about things you left behind. Enjoy spending time with family and friends."

"Avoid traffic, travel mid-week, take my time, plan ahead, don't rush anywhere."

"Advance planning including using Expedia or Trip Advisor, packing at least 2 nights before leaving, arranging car service, getting a good night's sleep prior to traveling."

"Being by yourself away from everybody, away from home make me stress free."

"Doing things we enjoy, and not to have a set agenda."

"Disconnecting from work, not having too many people to please and some activities planned out in advance."

"Go with good friends and go with where flow takes you."

"Be prepared, have enough money on hand and transportation to and from your destination and have all task done for when you leave."

"Being prepared and not making it a chore. Remember, it's a getaway, and it's not job related! Relax, relax, relax!"

"Getting to a destination that is safe and easy to get to where the cost are average and not too expensive."

"Enjoying myself, turning off my phone and just taking it easy."

*Base: Boomers Who Rated Any Trip Type as Somewhat/Totally Stress-free (Base Varies Per Trip Type)
Q4b. What is the secret to creating trips that are stress-free?*

All phases of travel contribute to health with the best moments occurring during the trip

By far, during the trip/enjoying the moment is when Boomers feel at their best. That said, 21% indicate they experience health benefits before, during, and after the trip equally.

Millennials get a far bigger benefit out of planning a trip (23%) than do Boomers (6%).

Health Benefits Per Stage



All Aspects Equally: 21%

Don't recall: 11%

Base: Boomer Leisure Travelers (n=515)

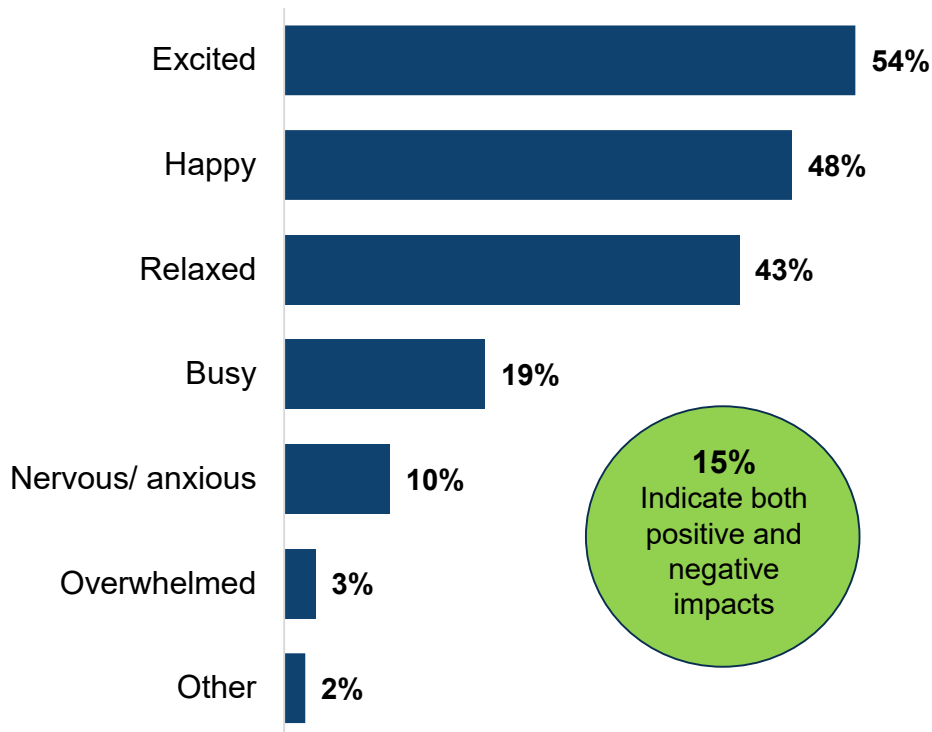
Q5. Thinking about your most recent leisure trips, if you had to pick one, which phase of the trip do you typically get the most health benefits from?

Predominantly, there is a positive state of mind during the planning phase

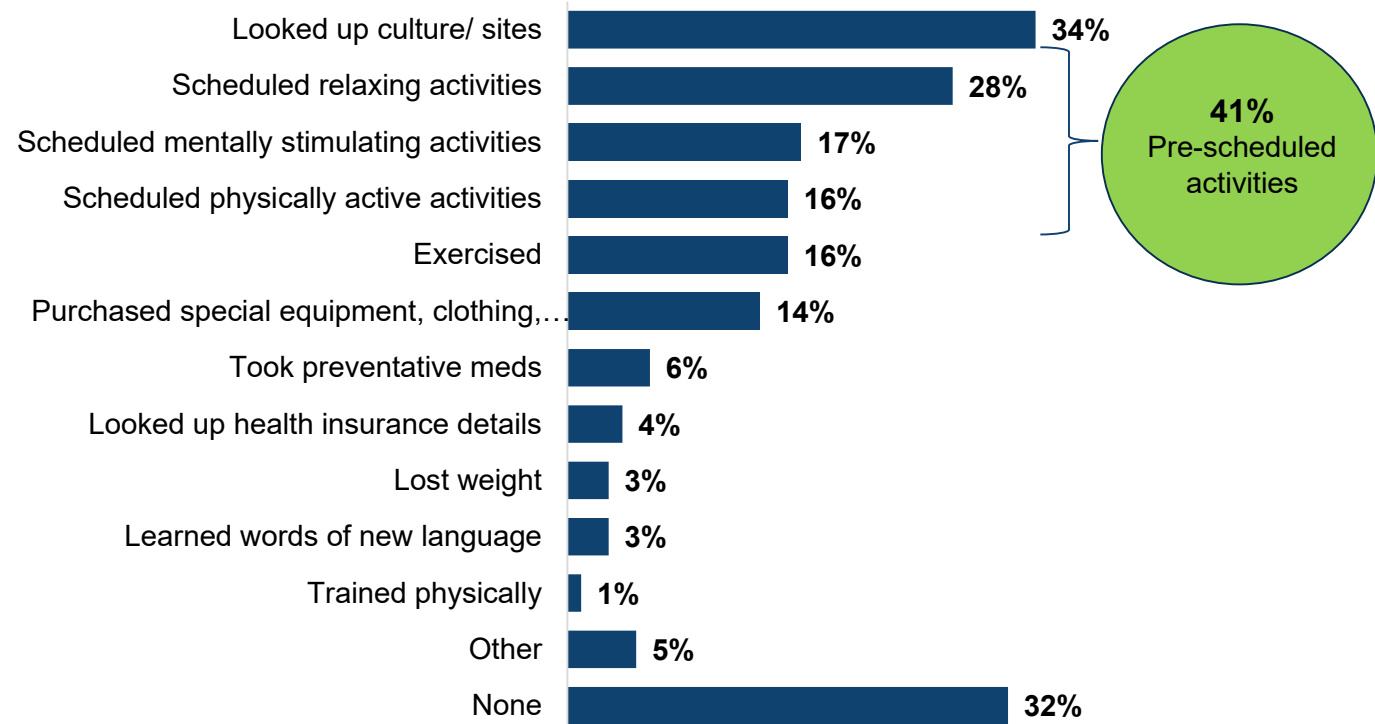
The majority of Boomers (86%) experience positive feelings while planning a trip with 68% spending at least some time prior to the trip making plans, exercising, and/or educating themselves on their destination.

Millennials are more likely than Boomers to express a feeling of anxiousness (17%) or being overwhelmed (17%) while planning a trip.

Emotions While Planning Trip



Travel Preparations



Base: Boomer Leisure Travelers (n=515)

Q7a. To begin, which of the following best describes your general demeanor as you were planning and anticipating your trip/vacation?

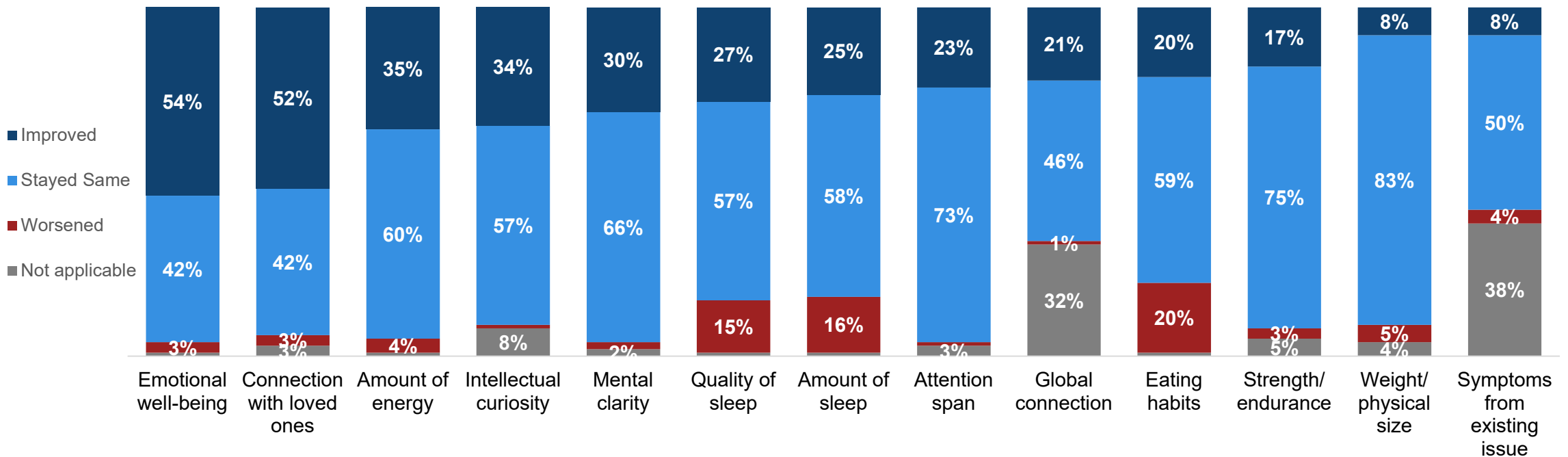
Q7b. What type of travel preparations did you do prior to your most recent trip?

Travel results in a wide range of benefits

While on the trip, travelers sense of emotional well-being and connection with loved ones improves the most. What does not fare as well are their eating habits, and the amount or quality of their sleep.

Millennials (89%) are more likely than Boomers and Gen-Xers (81% each) to notice health improvements while traveling.

Degree of Change in Health & Well-Being



Base: Boomer Leisure Travelers (n=515)

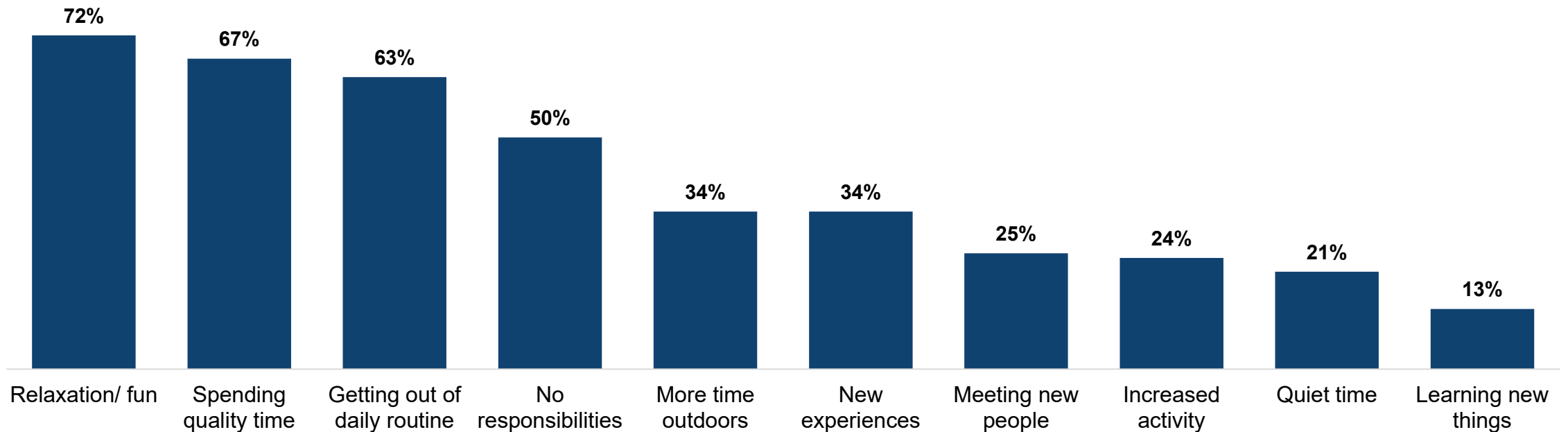
Q8a. Now, thinking about your time at your destination - not while in transit, please indicate to what extent the following aspects of your health and well-being improved, stayed the same, or worsened while at your destination.

Many drivers contribute to health benefits

Among those who acknowledge a health benefit from traveling (81%), they indicate just relaxing and having fun, spending quality time with those they love, and getting out of the day-to-day routine is what contributes the most to their better health while away.

Millennials are more likely than Boomers to indicate taking on new experiences (41%) contributed to their improved health while traveling.

What Contributed to Health Benefits



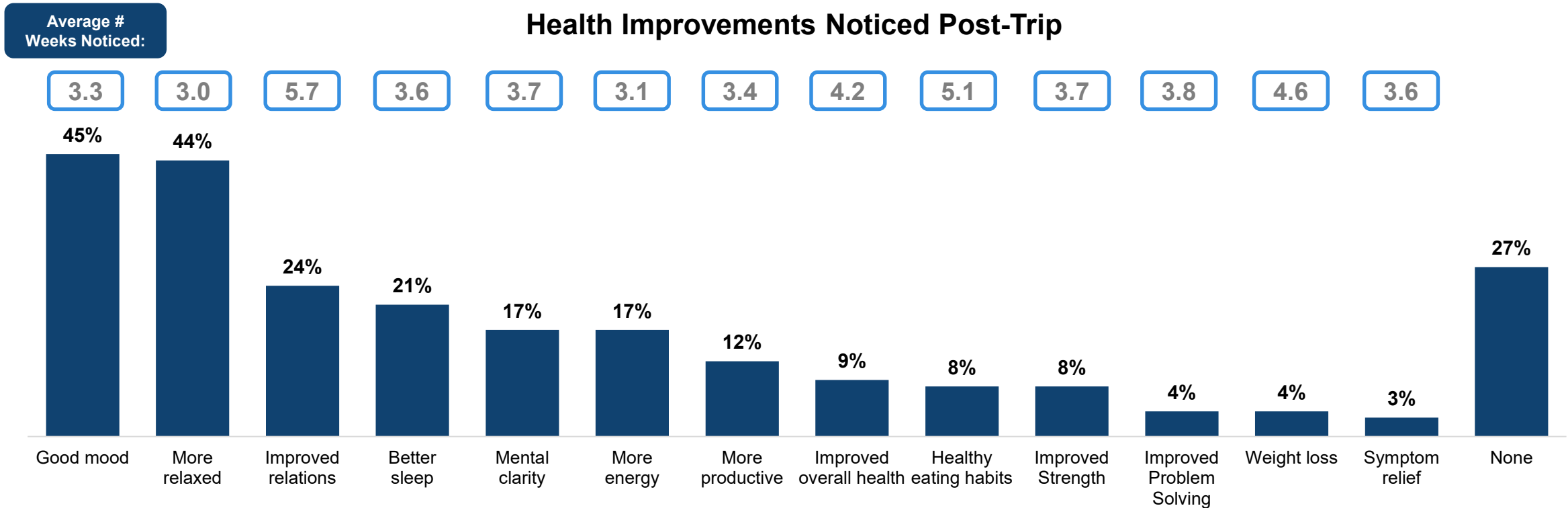
Base: Boomers Who Experienced a Health Benefit on Trip (n=416)

Q8b. And what do you attribute to the aspects of your health that improved while at your destination?

Travel results in self-improvements as well as improved relations

Most Boomers (73%) also notice health benefits after taking time away. Among the most common are a good mood and being more relaxed. Most improvements in various aspects of their health appear to last 3-4 weeks post-trip with improved relations lasting close to 6 weeks!

Millennials appear to get even more health benefits from travel post-trip than do Boomers (See Appendix for details).



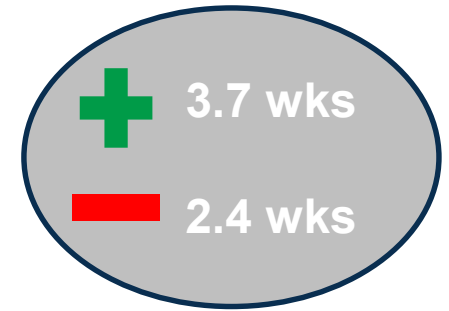
Base: Boomer Leisure Travelers (n=515)

Q9a. Upon returning from your most recent trip, what benefits did you notice in your daily life, if any?

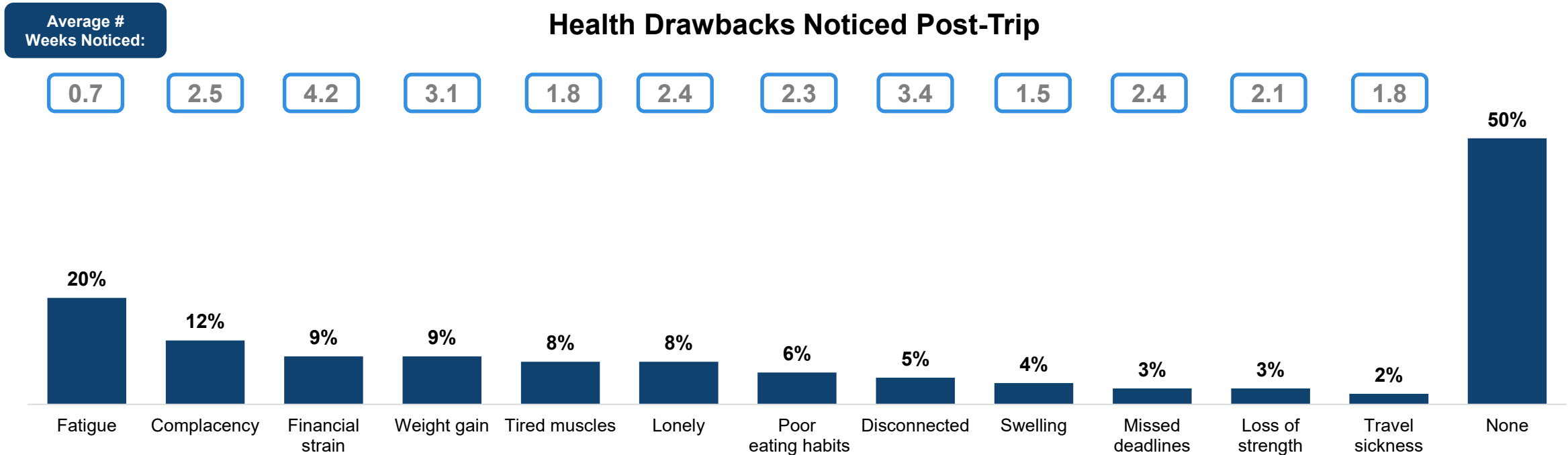
Q9b. You mentioned that you experienced the following benefits upon returning from your most recent leisure travel. If you had to guess, about how long did each of these benefits last?

The drawbacks of travel are more muted and short-lived

Half of all Boomers indicate some noticeable drawbacks from travel; fatigue tops the list. And while positive impacts of travel can last 3-4 weeks after a trip, the drawbacks appear to be far more short-lived; roughly 2 weeks on average.



Millennials notice more negative drawbacks from travel than do Boomers, citing a higher incidence for most health issues tested.



Base: Boomer Leisure Travelers (n=515)

Q10a. Now, on the flip side, what drawbacks did you experience, upon your return, as a result of your trip, if any?

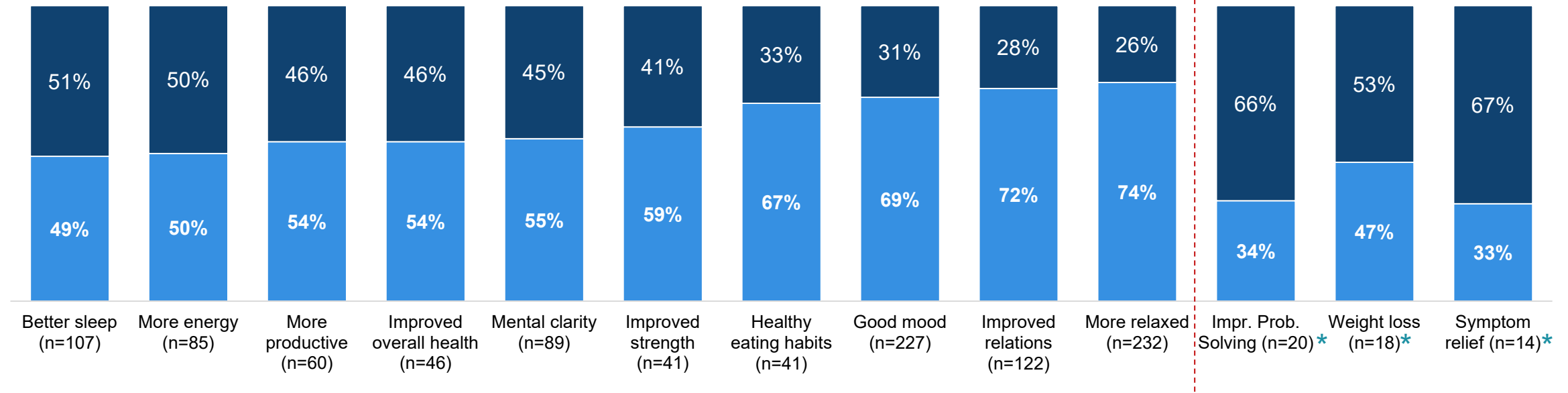
Q10b. You mentioned that you experienced the following drawbacks upon returning from your most recent leisure travel. About how long did each of these drawbacks last?

Travel results in many unexpected benefits

Regarding the positive health benefits experienced after the trip, some came as more of a surprise than a planned outcome of the trip; better sleep, more energy, more productive, improved overall health, and mental clarity top the list of those unexpected.

Expectation of Benefit

■ Intentional ■ Unexpected



Base: Boomers Who Experienced Health Benefit Post-Trip (base varies)

Q9c. And, still thinking about these benefits from your trip, which would you say were intentional?

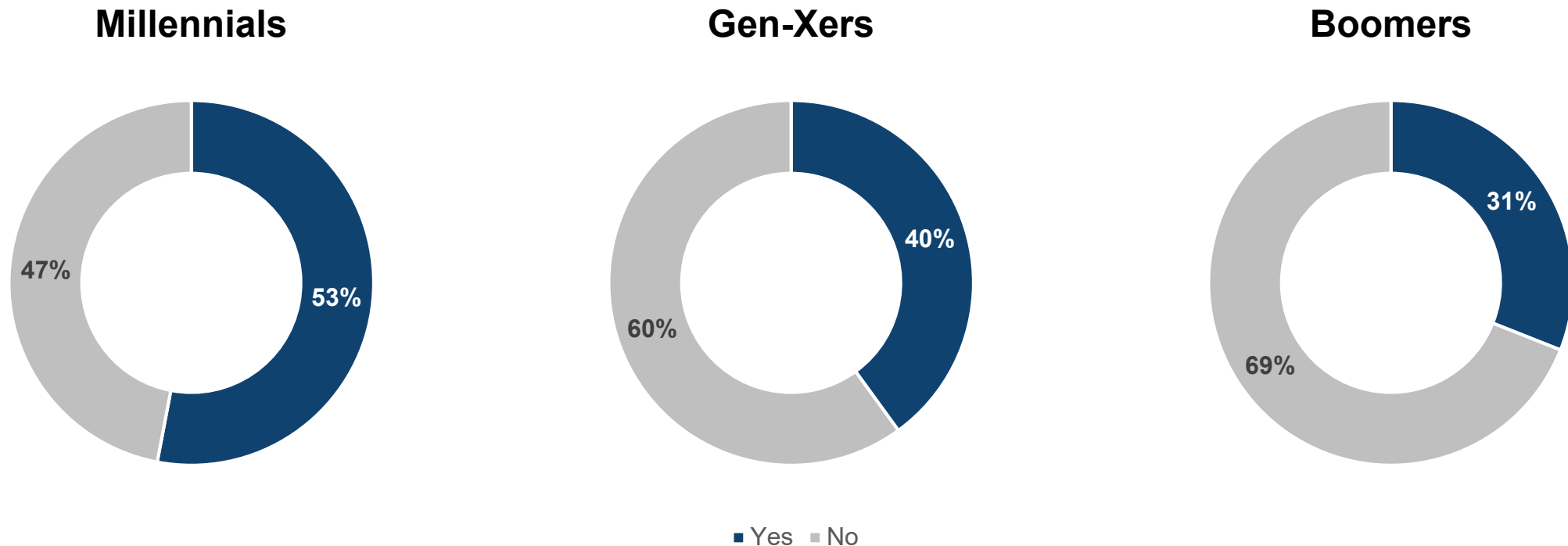
* Caution low base size



DETAILED FINDINGS: A FOCUS ON WELLNESS

The incidence of engaging in a wellness activity differs by generation

The younger the traveler, the more likely a wellness activity was embarked on during their leisure travel.

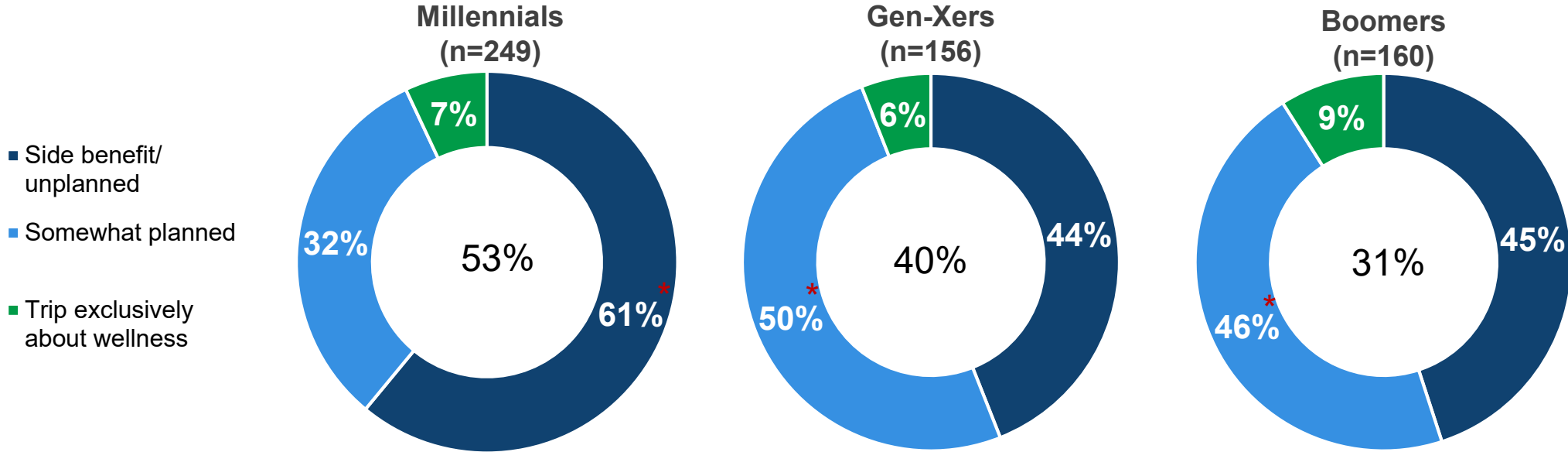


Base: Total Respondents/Leisure Travelers (n=1,500; Millennials = 467; Gen-Xers = 386; Boomers = 515)

Q11. Now, more broadly, did any of the leisure trips you took over the past 2 years involve at least one wellness activity? A wellness activity is anything you did that intentionally or unintentionally had a positive impact on you mentally, emotionally, physically, socially, and/or spiritually. This could be anything from receiving a spa service (i.e. massage) to a trip solely focused on a specific aspect of your well-being (e.g. meditation retreat).

A trip totally focused on wellness is not the norm

Just 9% of Boomers recently took a trip that was exclusively focused on wellness, most others either had some activities planned ahead of time or experienced a health benefit from an unplanned activity. Gen-Xers and Boomers appear to make more of a conscious effort to include such activities into their travel experience, while Millennials tend to benefit from the unplanned activity.



Base: Leisure Travelers Who Experienced a Wellness Activity

Q12. For the next several questions, please think about the most recent leisure trip you took that had a wellness aspect to it. Which of the following best describes this most recent trip?

Wellness trip takers seek to escape the grind and find connection

“Overworked and just needed some time to repress the stress in my life.”

“Needed time away from normal life to enjoy alone time with my wife.”

“To have a better well being with self and partner.”

“I was totally out of the loop in the spiritual aspect, I'd lost touch with my inner feelings/self.”

“Wanted to feel the closeness of family, and to feel just that I belong.”

“The recent death of my wife prompted me to take this trip to get away with our son to begin to heal.”

“Release of stress, and, opportunity to be with family.”

“To get away and forget about everything.”

“To stay in balance.”



Base: Boomers who took a trip exclusively focused on wellness (n=15)

Q14a. In just a few sentences, please tell us what prompted you to want to take a trip exclusively focused on [Q13b RESPONSE] wellness?

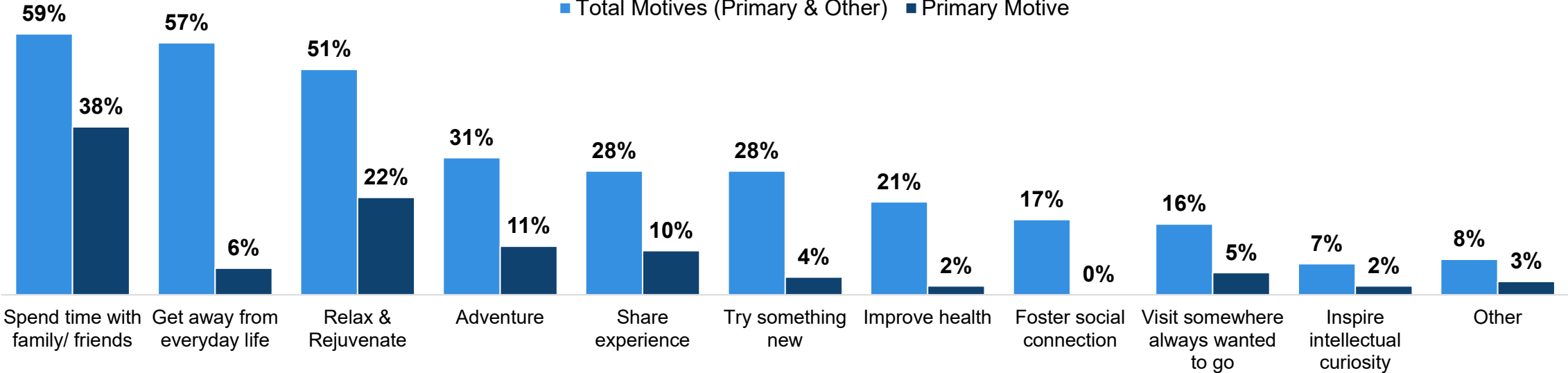
Wanting to get away from everyday life is a top motive to plan some wellness activities

Among those who took a trip partly focused on wellness (but not exclusively so), their primary motives were to spend time with family/friends and to relax and rejuvenate. When looking at their total set of motives, getting away from everyday life enters the most frequently mentioned reasons.

Those who experienced, but had not planned on, a wellness activity express similar motivations with the only significant difference being those who planned it are more likely to say they ‘wanted to go on adventure’ more than those who did not plan it (11% vs. 0%, respectively).

Why Trip Was Taken

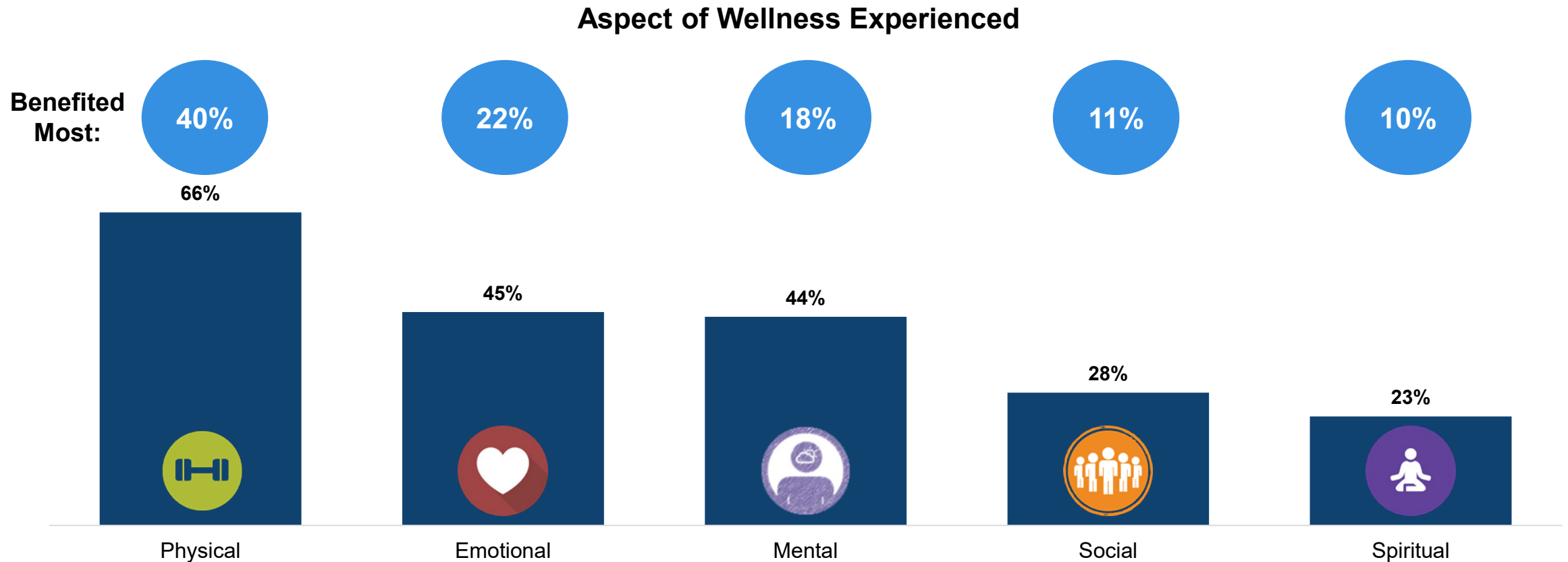
■ Total Motives (Primary & Other) ■ Primary Motive



Base: Boomers Who Took a Trip Partly Focused on Wellness (n=73)
 Q14b. What was your primary motivation for taking this most recent trip?
 Q14c. And what other motivations did you have for taking this most recent trip, if any?

Physical well-being benefits most from trip activities

Boomers indicate experiencing an average of approximately two different aspects of wellness on their most recent trip with their physical well-being improving the most from their activities.

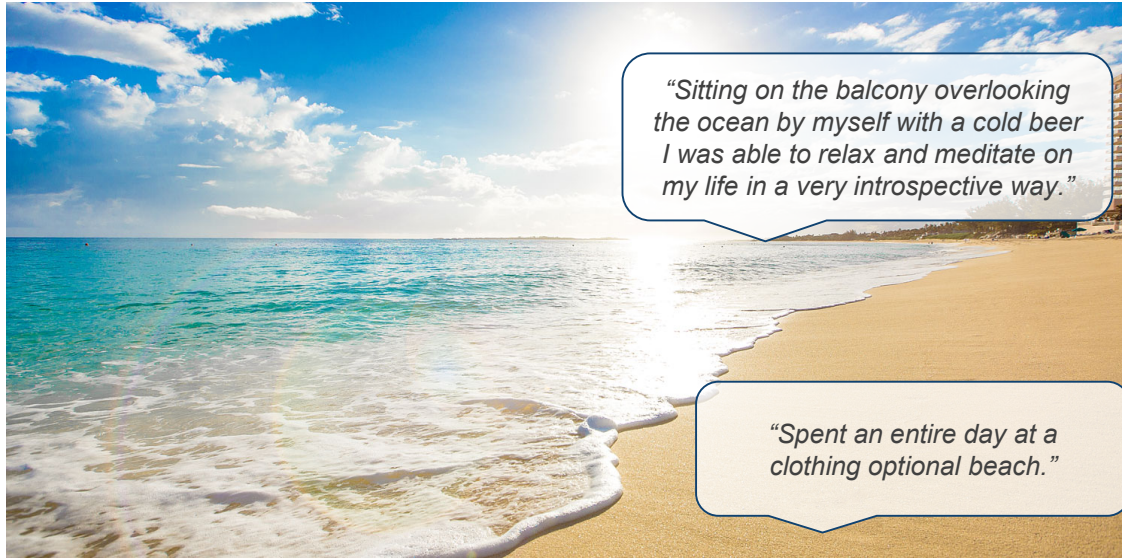


Base: Boomers Who Experienced a Wellness Activity (n=160)

Q13a. What aspects of wellness did you experience on / consciously incorporate into your most recent trip?

Q13b. And if you had to choose one, what area of your wellness benefited the most on your most recent trip?

Quiet and alone time are key to sparking a sense of wellness



"Sitting on the balcony overlooking the ocean by myself with a cold beer I was able to relax and meditate on my life in a very introspective way."

"Spent an entire day at a clothing optional beach."



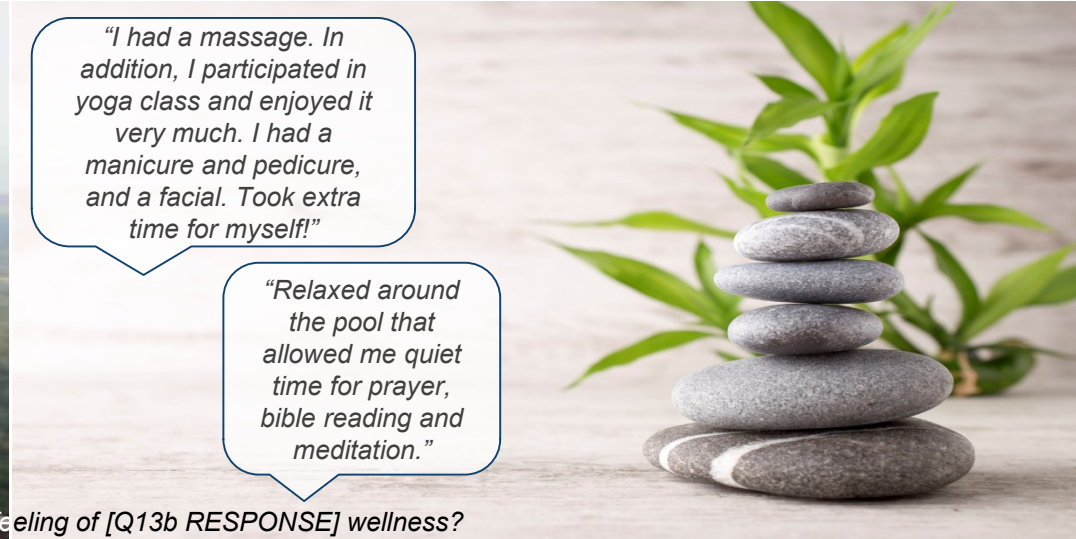
"Yoga classes surfing wind surfing biking enjoying the sun on the beach snorkeling hiking."

"I could just relax, no cooking, cleaning and work."



"We went hiking and fishing and enjoyed the pool and spa and had nice barbeques."

"We visited warm geothermal ponds each day most days to see the sun rise. We explored an island in advance of a decision to move there."



"I had a massage. In addition, I participated in yoga class and enjoyed it very much. I had a manicure and pedicure, and a facial. Took extra time for myself!"

"Relaxed around the pool that allowed me quiet time for prayer, bible reading and meditation."

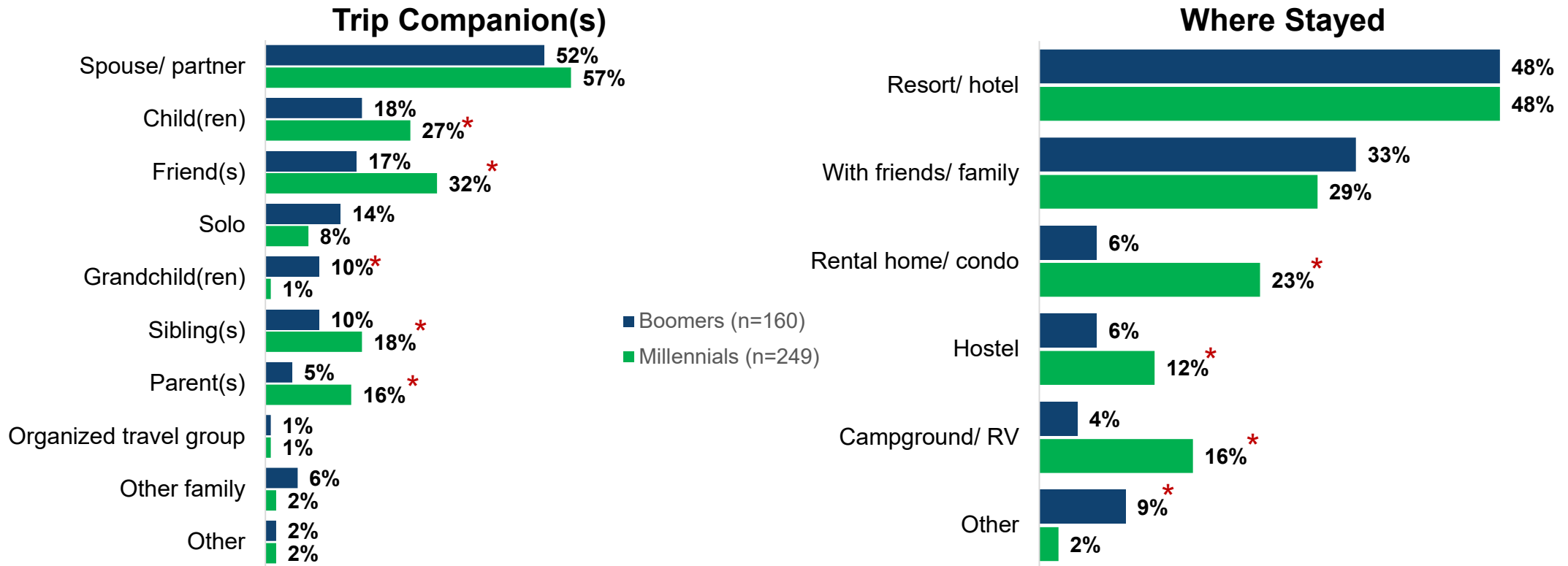
Base: Boomers Who Took a Trip With a Wellness Aspect (n=160)

Q16b. In your own words, please tell us what you did on your most recent trip that led to your feeling of [Q13b RESPONSE] wellness?

Wellness trip details differ by generation

When wellness is involved, Boomers are very likely to be traveling with a spouse/partner and staying at a hotel or a family/friends house.

Millennials are far more likely to be traveling with a variety of family members and staying at alternate accommodations when compared to both Gen-Xer and Boomer wellness travelers (Rental Home: Gen-Xers - 13%; Campground: Gen-Xers - 8%).



Base: Those Who Took a Trip With a Wellness Aspect

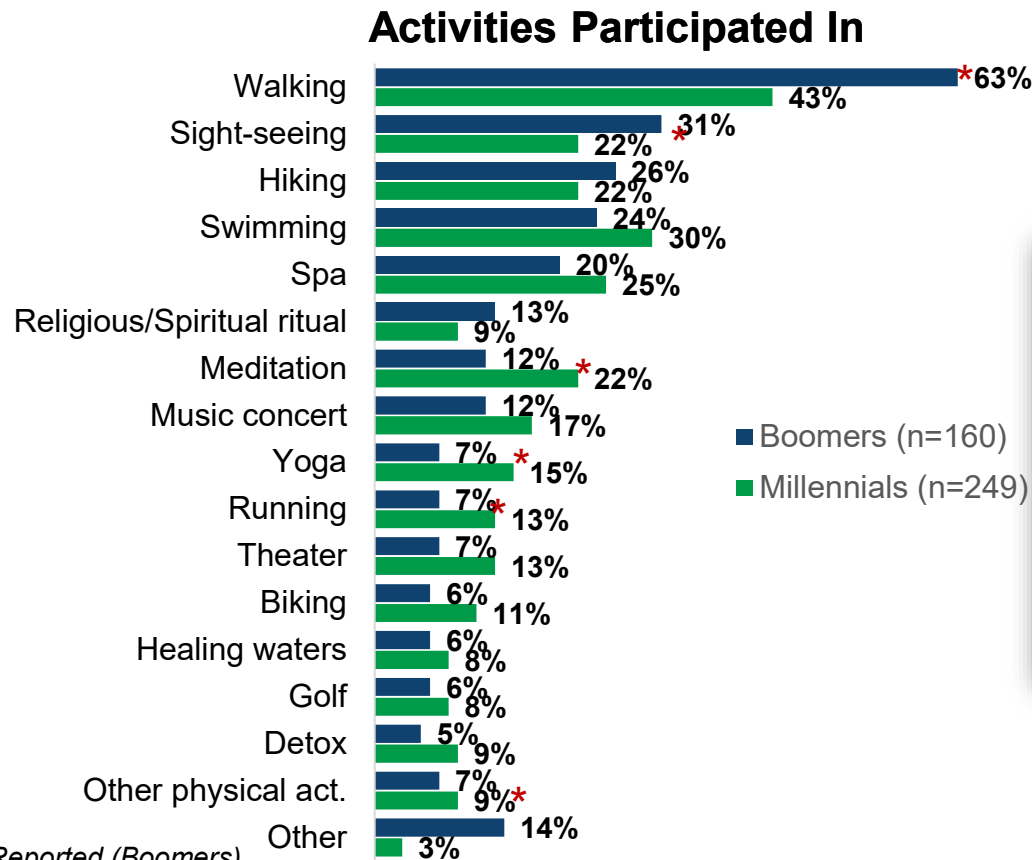
* Indicates a significant difference between generations at the 95% confidence level

Q15. Who accompanied you on this most recent [... wellness] trip [that had a ... benefit to it]? Q16. Which of the following best describes the type of accommodations you had on this most recent trip?

Wellness activities differ by generation

There are a variety of wellness activities Boomers engage in with walking being mentioned most often.

While walking (43%) and swimming (30%) are also popular among Millennials, they are more likely than Boomers to also cite meditation (22%), yoga (15%), and running (13%) as wellness activities on their most recent trip.

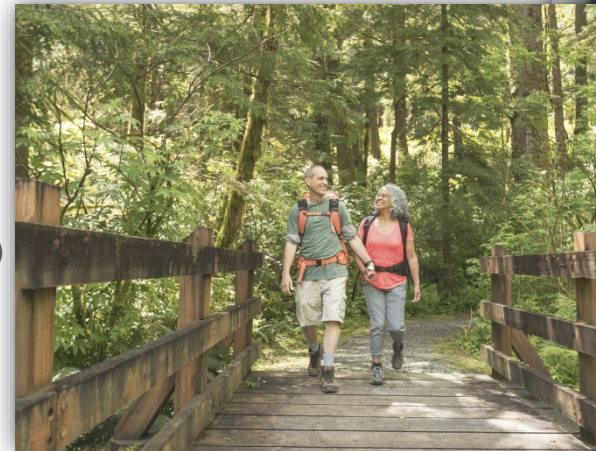


Note: 5%+ Reported (Boomers)

Base: Took a Trip With a Wellness Aspect

Q17. Now, using the list below, please indicate which of the following activities were a part of your wellness experience during your most recent trip, if any?

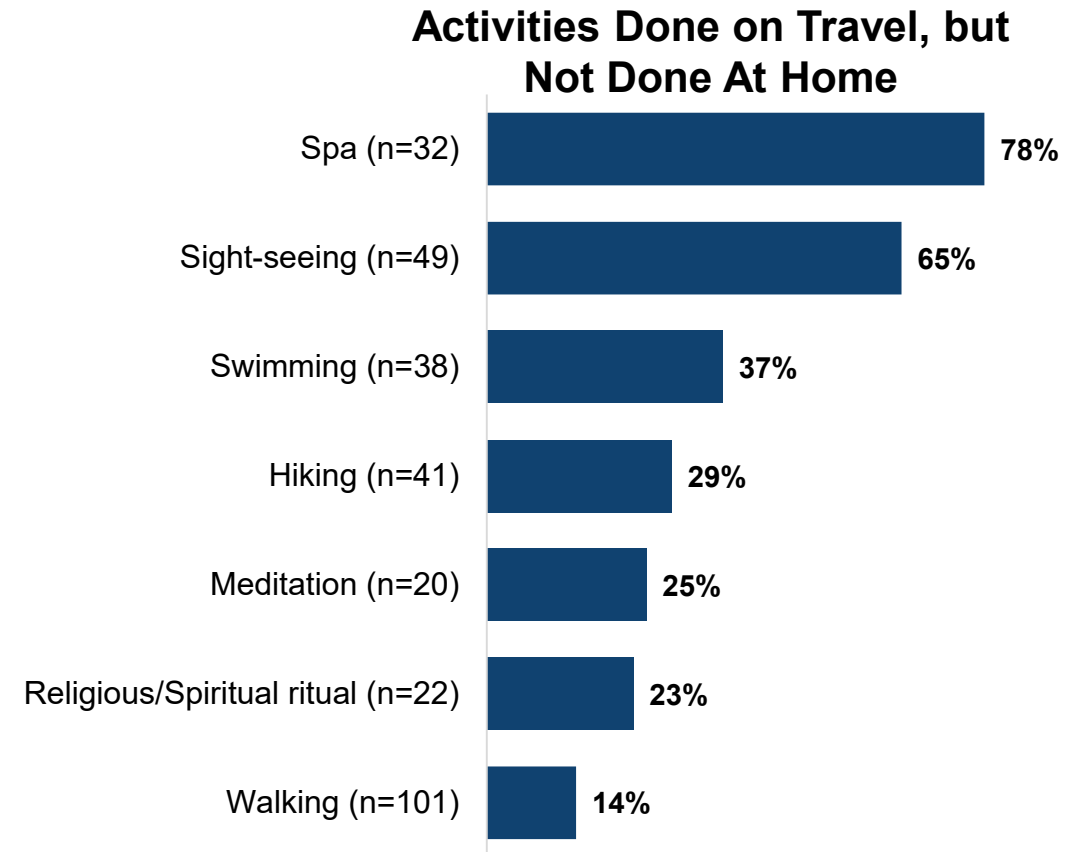
* Indicates a significant difference between generations at the 95% confidence level



Some wellness activities are only done on travel

Taking time to get a spa treatment is something many Boomers say they engage in as a wellness activity while traveling that they do not typically take time for at home.

Beyond sight-seeing, some of the other wellness activities travelers make time for while vacationing are swimming, hiking, meditation, and religious/spiritual rituals.



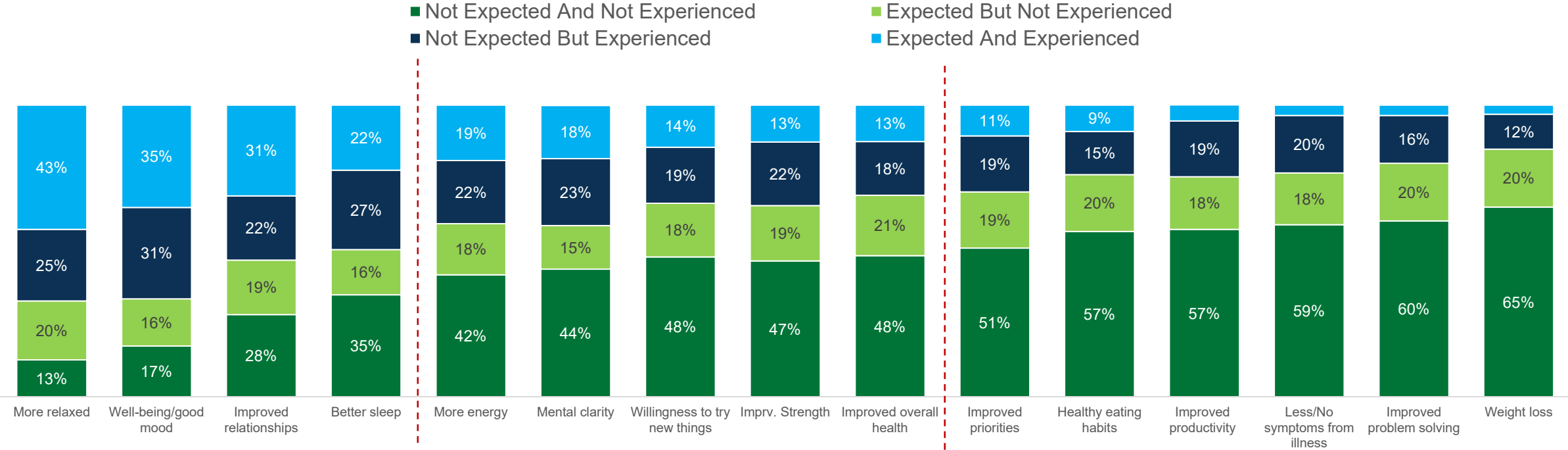
Base: Boomers Who Participated In A Wellness Activity (n=146)

Q18. And of the activities you participated in on this most recent trip, which ones do you normally not engage in at home?

Not all aspects of wellness are experienced and many are surprised to experience the unexpected

While everyone’s trips and experiences are different, it appears feeling more relaxed and in a good mood are common expectations that are usually met while traveling. In addition, there are several potential health benefits of travel that are not anticipated, but can occur; better sleep and mental clarity to name a couple.

Expectations vs Actual



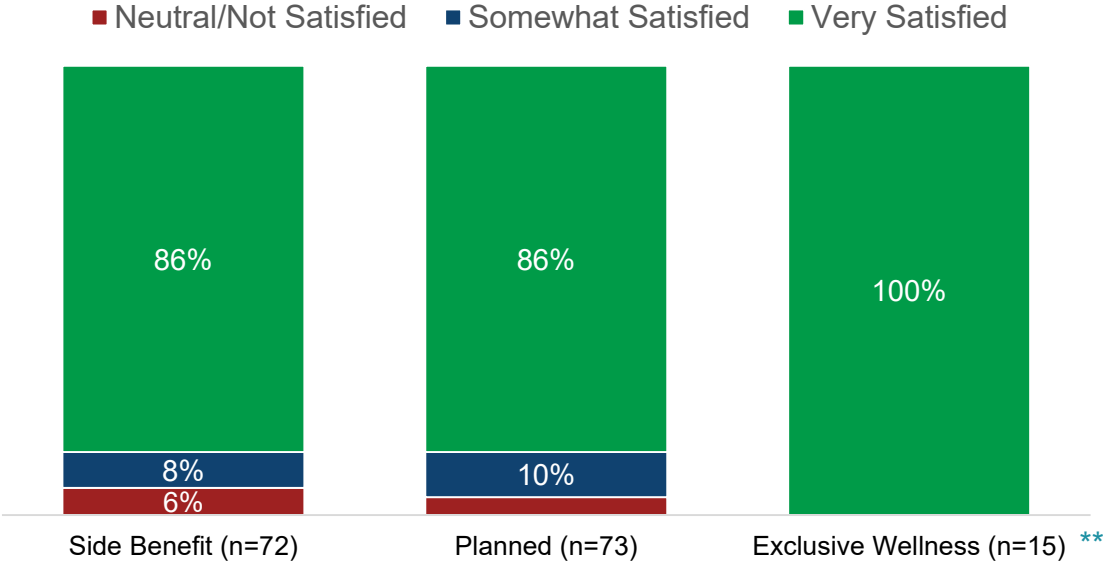
Base: Boomers Who Took a Trip With a Wellness Aspect (n=160)

Q19. Now, please review the list of potential health benefits below. Which of the following did you expect to achieve as a result of your most recent trip and which did you actually experience?

Those taking wellness trips are very satisfied

It appears a trip exclusively focused on wellness can leave the traveler totally satisfied with their experience. Those who only experienced some wellness activities also report high satisfaction but with no difference by level of intent.

Level of Satisfaction

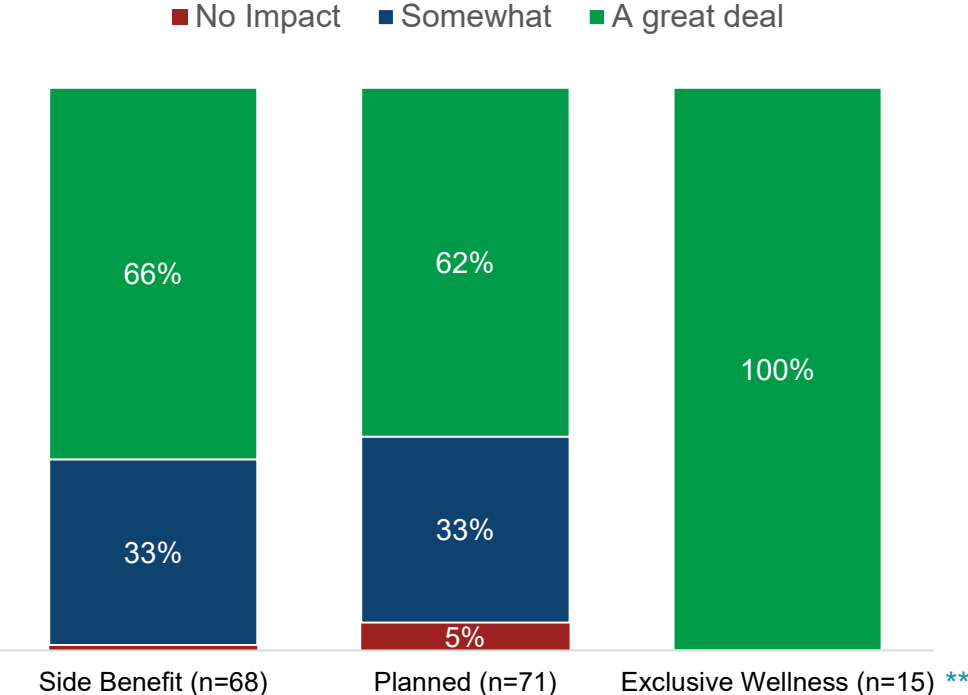


Base: Boomers Who Took a Trip With a Wellness Aspect (n=160)
Q20. What was your overall level of satisfaction with this most recent trip?

** Caution: Low Base Size

Wellness activities play a significant role in the satisfaction Boomers experience while traveling

How Satisfaction Is Impacted by Wellness



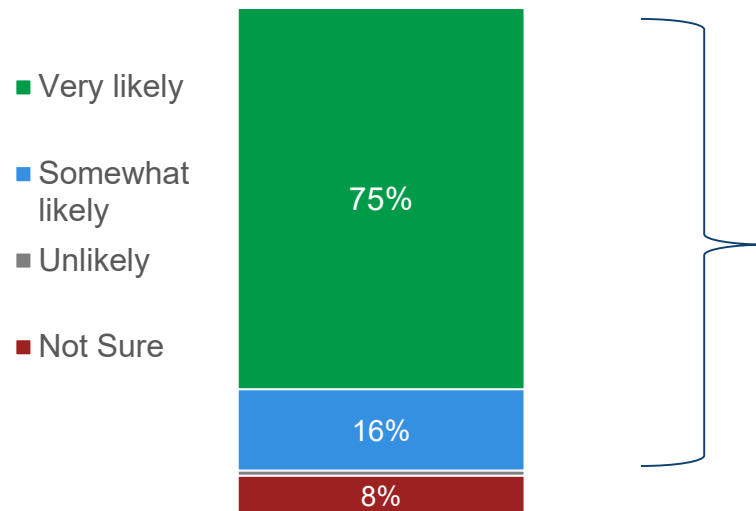
Base: Boomers Who Took a Trip With a Wellness Aspect and Rated Satisfaction in the Top 2 Categories (n=155)
Q21. To what degree do you think the ... wellness aspect of your trip contributed to your high satisfaction level?

** Caution: Low Base Size

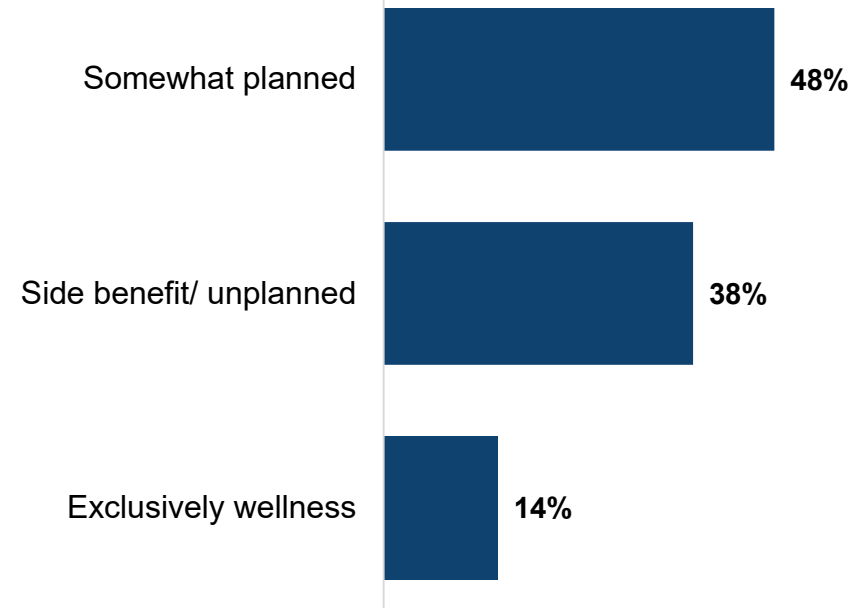
Once having taken a wellness trip, most would do it again

Among those who have taken a trip that involved some degree of wellness, most (91%) would incorporate wellness in a future trip. And while only a handful want to fully immerse themselves in it, it appears more are at least likely to make a plan to include a wellness activity versus leaving it up to chance.

Likelihood of Taking Another Trip with Wellness Aspect



Degree of Wellness Planned in Future Trip(s)



Base: Boomers Who Took a Trip With a Wellness Aspect (n=160)

Q22. Based on your recent experience, how likely are you to take another trip in the next two years that incorporates a wellness aspect to it?

Q23. You said you are likely to take another trip in the future that incorporates wellness. To what degree do you think wellness will be a focus?

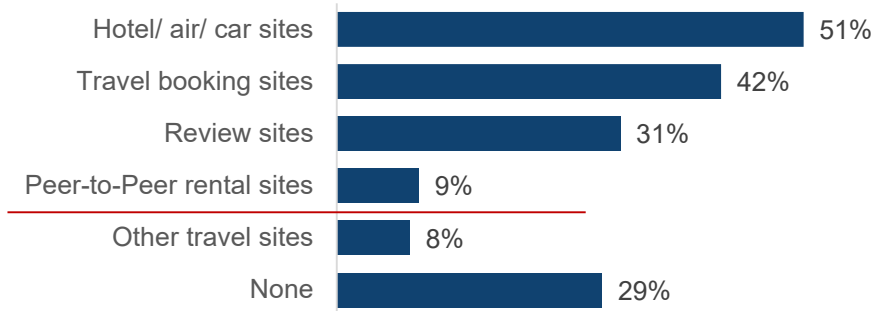
Base: Boomers Who Are Likely to Take a Future Trip with a Wellness Aspect (n=145)



DETAILED FINDINGS: ADDITIONAL INSIGHTS

Peer-to-Peer Accommodations Dashboard

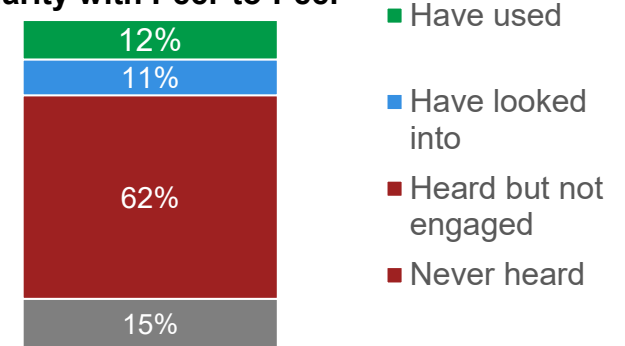
Websites Visited Past 2 Years



Base: Boomers (n=515)

Q24. Which of the following travel sites have you visited when thinking about or planning your leisure travel?

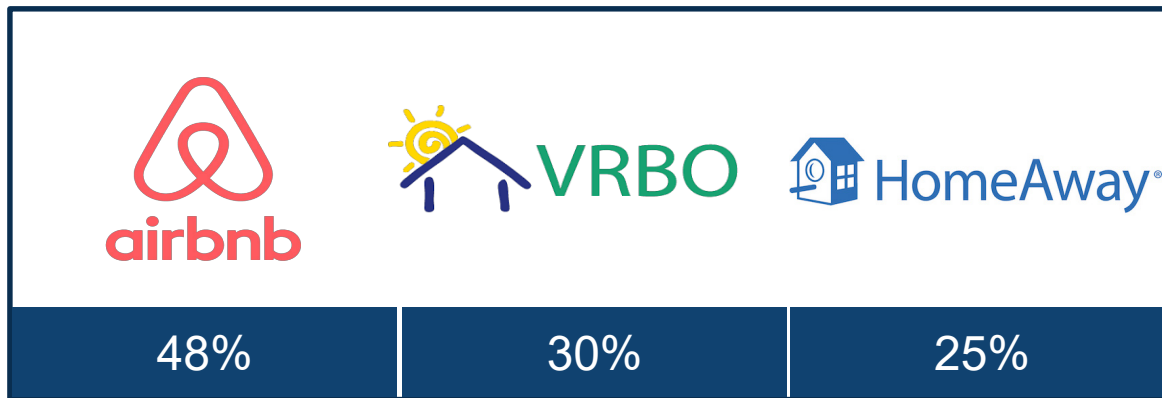
Familiarity with Peer-to-Peer



Base: Boomers Who Have Not Visited a Peer-to-Peer Rental Site in Past 2 Years (n=469)

Q25. Which of the following best describes the highest level of experience you have with peer-to-peer rental companies such as HomeAway, Airbnb and VRBO?

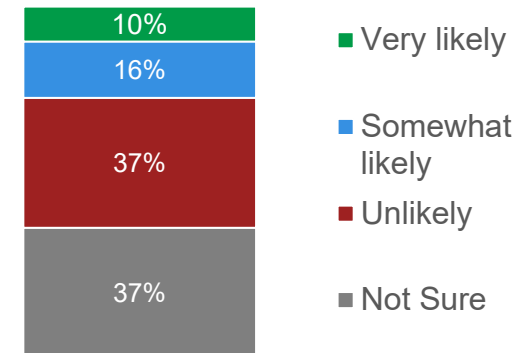
Peer-to-Peer Used



Base: Boomer Leisure Travelers Who Have Visited a Peer-to-Peer Rental Site in Past 2 Years (n=46)

Q26. Over the past 2 years, which peer-to-peer services have you used for leisure travel accommodation needs?

Likelihood of Using Peer-to-Peer in Future

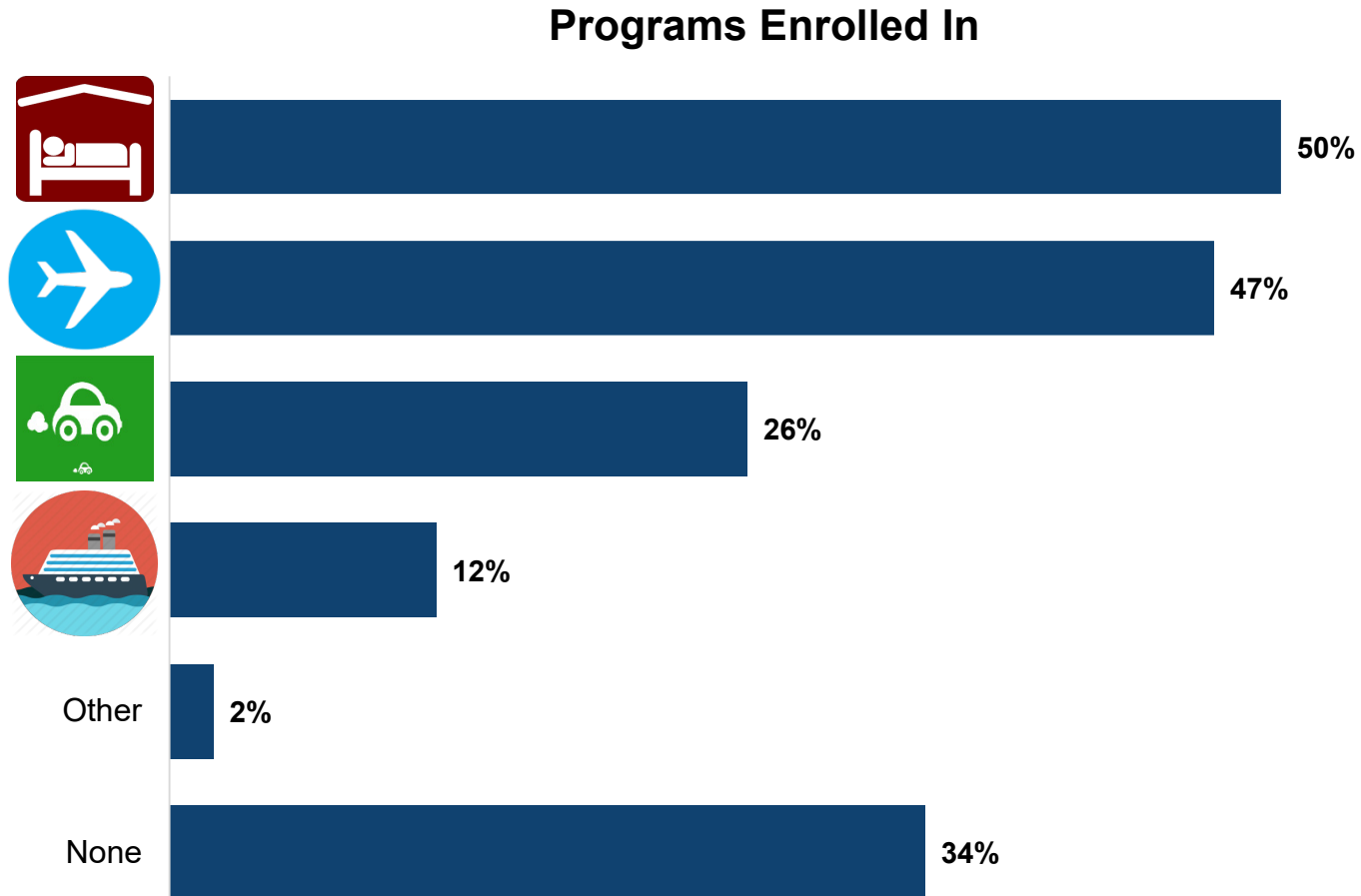


Base: Boomer Leisure Travelers (n=515)

Q29. How likely would you be to use a peer-to-peer accommodation service, such as HomeAway, Airbnb and VRBO, for leisure travel in the near future?

Loyalty Programs

Hotel and Airline loyalty programs are the most popular among Boomers. That said, 34% of this audience is not engaged in any travel-related loyalty programs.



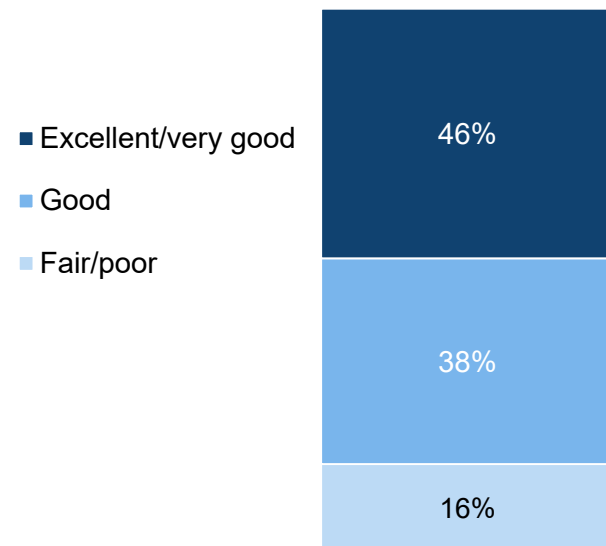
Base: Boomer Leisure Travelers (n=515)

Q30. Please indicate the types of travel related loyalty programs you are currently a member of.

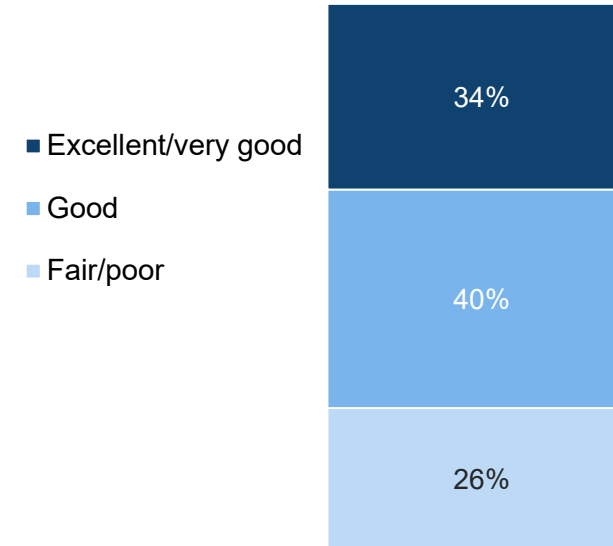
Self-Reported Health Status

Slightly less than half of Boomers see themselves as being in very good or excellent health with more than one-fourth (26%) admitting they do not live a healthy lifestyle.

Evaluation of Own Health



Evaluation of Healthy Lifestyle



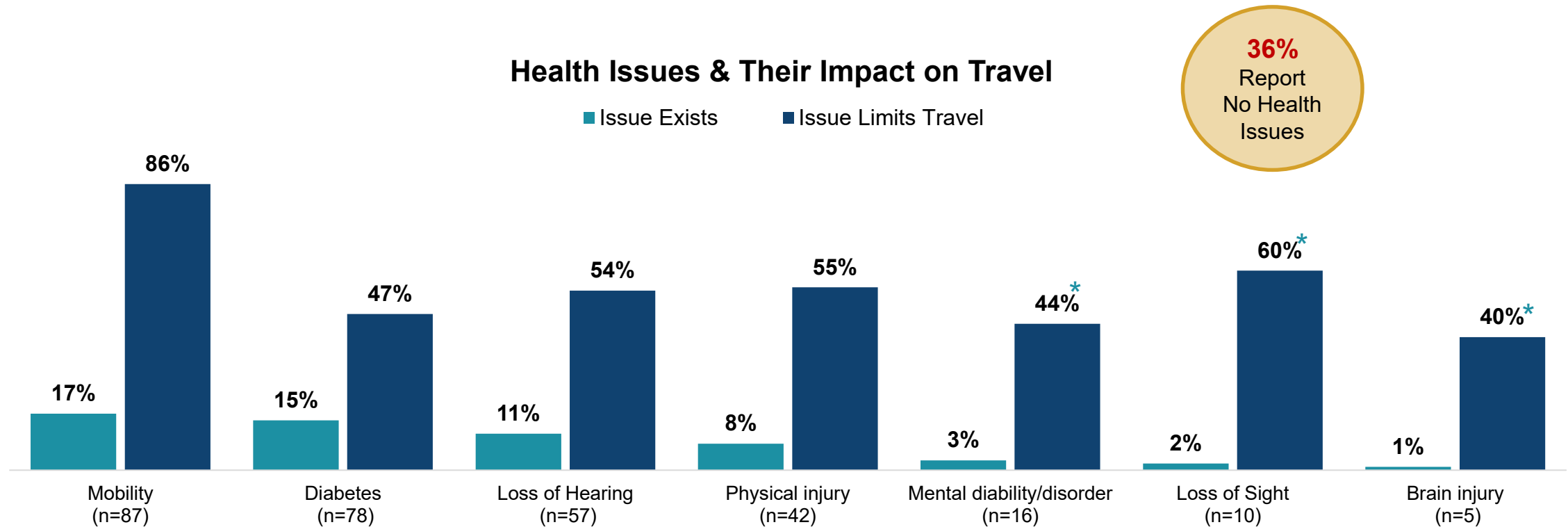
Base: Boomer Leisure Travelers (n=515)

D15. In general, how would you classify your overall health?

D16. Being totally honest, how would you rate yourself on 'living a healthy lifestyle?' By a healthy lifestyle we mean you make your well-being a priority, ensuring you get regular exercise, eat well, and follow other routines that keep you emotionally, socially, and/or spiritually whole.

Travel Barriers – For Self

Approximately two-thirds of Boomers report having some kind of health issue, most commonly mobility or diabetes. Among those who suffer from a health issue, mobility appears to be the one to limit travel the most.



Base: Issues Exist/Total Boomer Leisure Travelers (n=515), Issues Limit/Boomer with Issue (base varies, noted above)

D19. Please indicate which, if any, of the health issues listed below have been or are expected to be barriers or limitations in your plans for travel in the future.

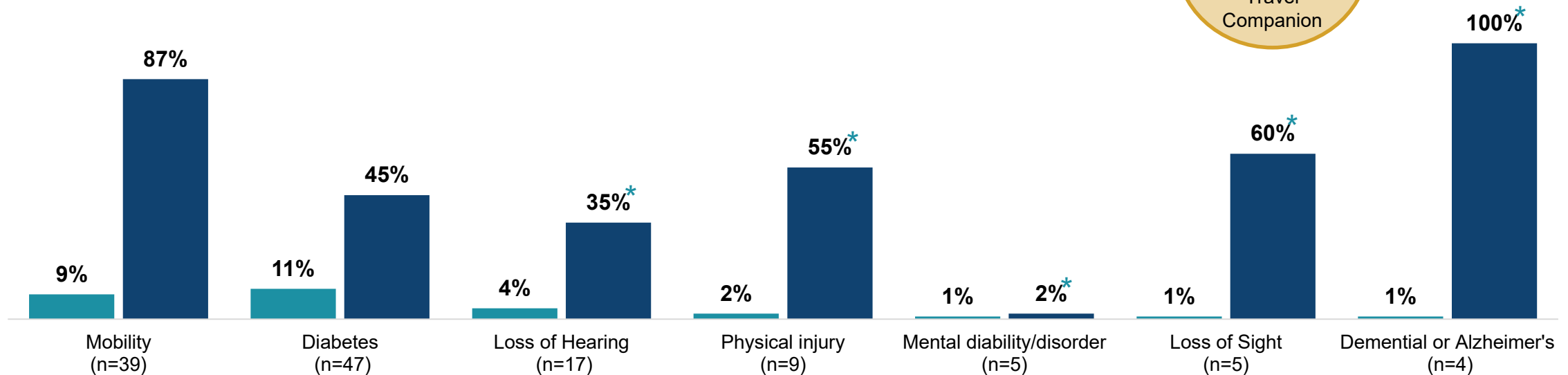
*Caution low base size

Travel Barriers – For Travel Companion

Not many Boomers have Travel Companions with health issues (27%). Among those who do, mobility is cited most often. The most limiting health issue among companions is mobility. And while the base size is too low to be conclusive, all of those with companions who have dementia or Alzheimer’s do not consider leisure travel to be an option.

Health Issues & Their Impact on Travel

■ Issue Exists ■ Issue Limits Travel



73%
Report No Health Issues For Travel Companion

80% of Boomers have a travel companion

Base: Issues Exist/Total Boomers With Travel Companions (n=411), Issues Limit/Companion with Issue (base varies, noted above)

D19. Please indicate which, if any, of the health issues listed below have been or are expected to be barriers or limitations in your plans for travel in the future.

*Caution low base size



APPENDIX

Methodology

- A 15-minute online survey was conducted among a US Pop sample of leisure travelers; males and females age 18+
 - Leisure Travelers: having traveled within past 2 years for 2 nights or more, at least 50 miles from home, for non-business-related travel
- Sample was a mix of the Toluna consumer panel and the Toluna AARP panel
- The survey was in field from August 15 – 28, 2018
- A total of n=1,500 surveys were completed, final unweighted counts are detailed in the table to the right
- Final data has been weighted to U.S. Census, by generation, for analysis
 - Generations are defined as the following:
 - Millennials = Age 21 to 37
 - Gen-Xers = Age 38 to 53
 - Boomers = Age 54 to 72

	Total	AARP Member	Non-Member
	<i>n=1500</i>	<i>n=255</i>	<i>n=1245</i>
Gender			
Male	733	130	603
Female	767	125	642
Age			
18-24	193		193
25-34	253		253
35-49	412		412
50-64	382	127	255
65+	260	128	132
Ethnicity			
Caucasian	951	167	784
African American/Black	180	30	150
Hispanic	225	41	184
Asian	60	7	53
Other	68	8	60
Region			
Northeast	303	54	249
Midwest	329	50	279
South	577	93	484
West	291	58	233

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About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

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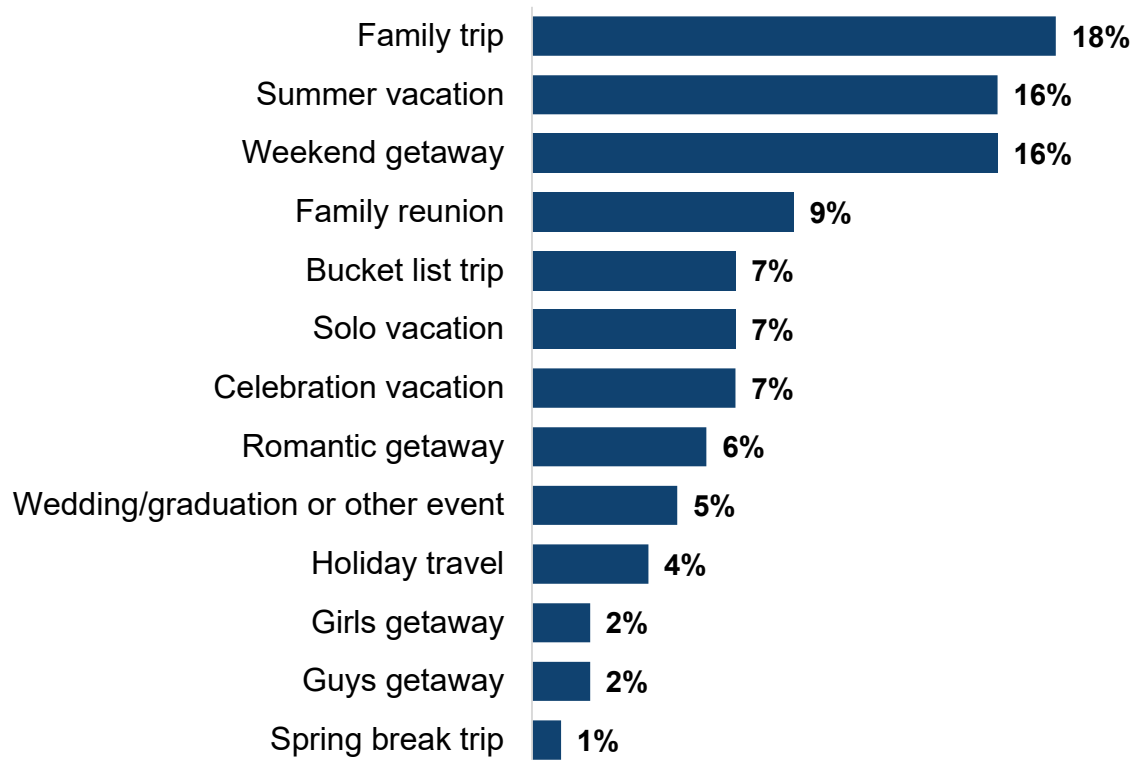
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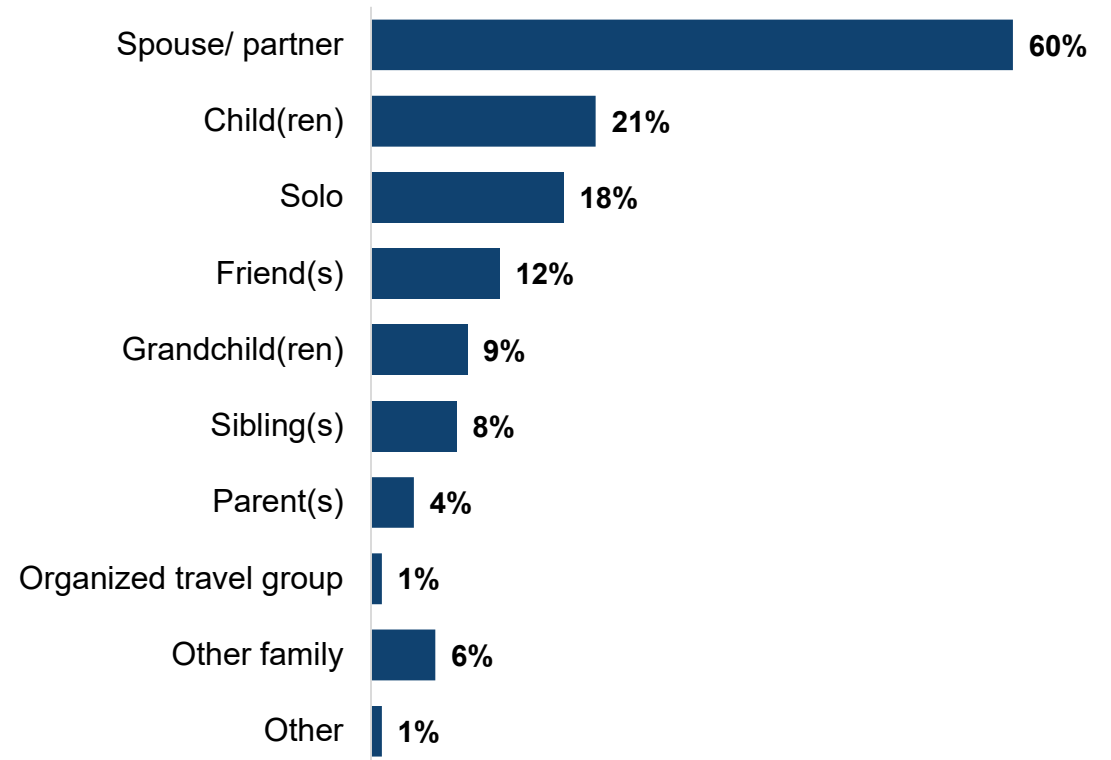
Most Recent Leisure Trip Type & Companion(s)

When Boomers are referencing their most recent trip most are family trips, summer vacations and weekend getaways. All which are typically taken with their spouses/partners; 18% went solo.

Trip Type



Trip Companion(s)



Base: Boomers Who Took a Trip (Not "Other") (n=494)

Q6a. For the next several questions we'd like you to think about just one of your most recent leisure trips. Please indicate which trip was your most recent.

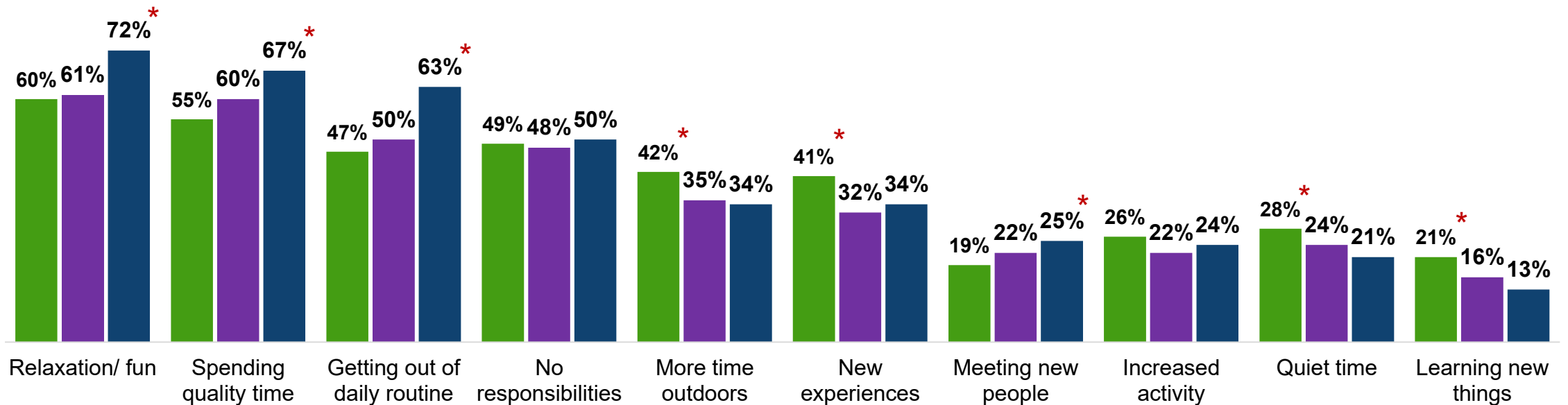
Q6b. Who accompanied you on this most recent trip?

Drivers of Health Benefits – By Generation

Millennials have a slightly different take on what contributes to their sense of wellness while traveling compared to Boomers. While relaxing and having quality time are cited often, they mention more time outdoors, new experiences, quiet time and learning new things more so than Boomers.

What Contributed to Health Benefits

■ Millennials (n=415) ■ GenXers (n=313) ■ Boomers (n=416)



Base: Experienced a Health Benefit on Trip

Q8b. And what do you attribute to the aspects of your health that improved while at your destination?

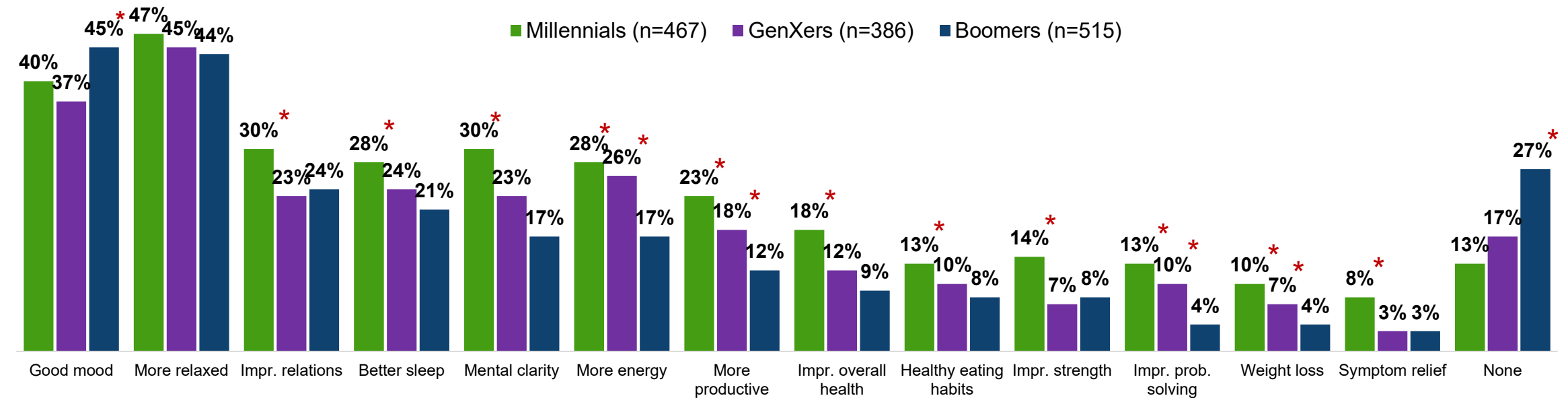
* Indicates a significant difference at 95% confidence level between generations

The Impact Post-Trip – By Generation

Millennials are generally more likely than Gen Xers and Boomers notice positive impacts of a trip after they have returned. That said, generally, the duration of the impact is somewhat shorter than what is experienced by Boomers, across most benefits.

Average # Weeks Noticed:

Health Improvements Noticed Post-Trip



Base: Total Respondents/Leisure Travelers

Q9a. Upon returning from your most recent trip, what benefits did you notice in your daily life, if any?

* Indicates a significant difference at 95% confidence level between generations

Q9b. You mentioned that you experienced the following benefits upon returning from your most recent leisure travel. If you had to guess, about how long did each of these benefits last?

Profile: Wellness Travelers vs Not

	Wellness Traveler	Not a Wellness Traveler
<i>Base: Boomer Leisure Travelers</i>	<i>n=160</i>	<i>n=355</i>
Gender		
Male	48%	55%
Female	52%	45%
Ethnicity		
Caucasian	72%	73%
Hispanic	12%	8%
African-American	11%	10%
Other	5%	9%
Marital Status		
Married/Living together	62%	67%
Divorced/Never married	33%	28%
Widowed	5%	5%
AARP Membership		
Current Member	43%	40%

Profile: By Self-Proclaimed Health Status

	In Good Health	Not In Good Health
<i>Base: Boomer Leisure Travelers</i>	350	53
Gender		
Male	52%	60%
Female	48%	40%
Ethnicity		
Caucasian	75%	69%
Hispanic	9%	8%
African-American	10%	6%
Other	6%	17%*
Marital Status		
Married/Living together	68%*	54%
Divorced/Never married	28%	39%
Widowed	5%	7%
AARP Membership		
Current Member	40%	37%

* Indicates a significant difference at 95% confidence level between segments



Vicki Gelfeld, AARP Research
vgelfeld@aarp.org

For media inquiries, please contact
media@aarp.org

This research was designed and executed by AARP Research