

Top Boomer Travel Trends for 2019

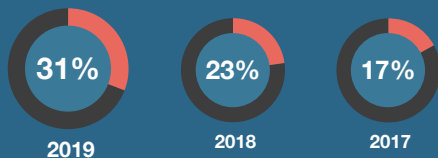


It's never too early to plan for fun

88% of Boomers planning domestic travel in 2019 have already selected their destination, up from 72% among 2018 domestic travelers

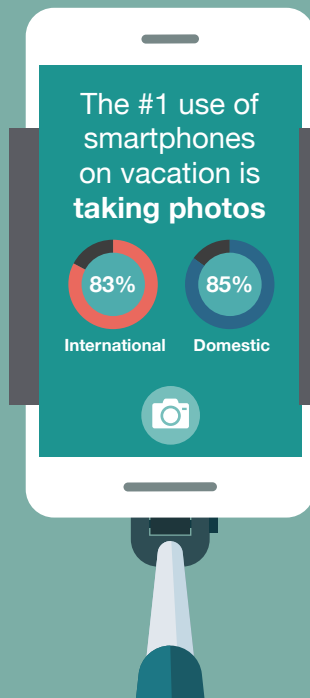
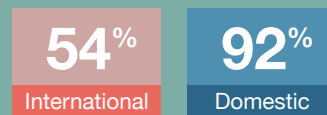


More Boomers are booking their **international vacations** early (Percent booked by September of the previous year)

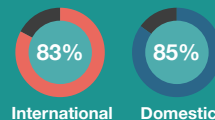


Capturing the moments

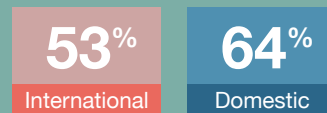
Boomers typically bring a **smartphone on vacation**



The #1 use of smartphones on vacation is **taking photos**



Among those who take their smartphones on vacations, most say they **"can't travel without it"**



Grand trips for grandkids

32%* of grandparents have ever taken their grandkids on a **skip-generation trip**, leaving mom and dad at home, and 15% of Boomers are already planning to do so in 2019



77% of these Boomers will do most of the trip planning themselves and 76% will pay for most of the trip

Around the world with Boomers

Top international destinations for Boomers in 2019:

