

BACKGROUND

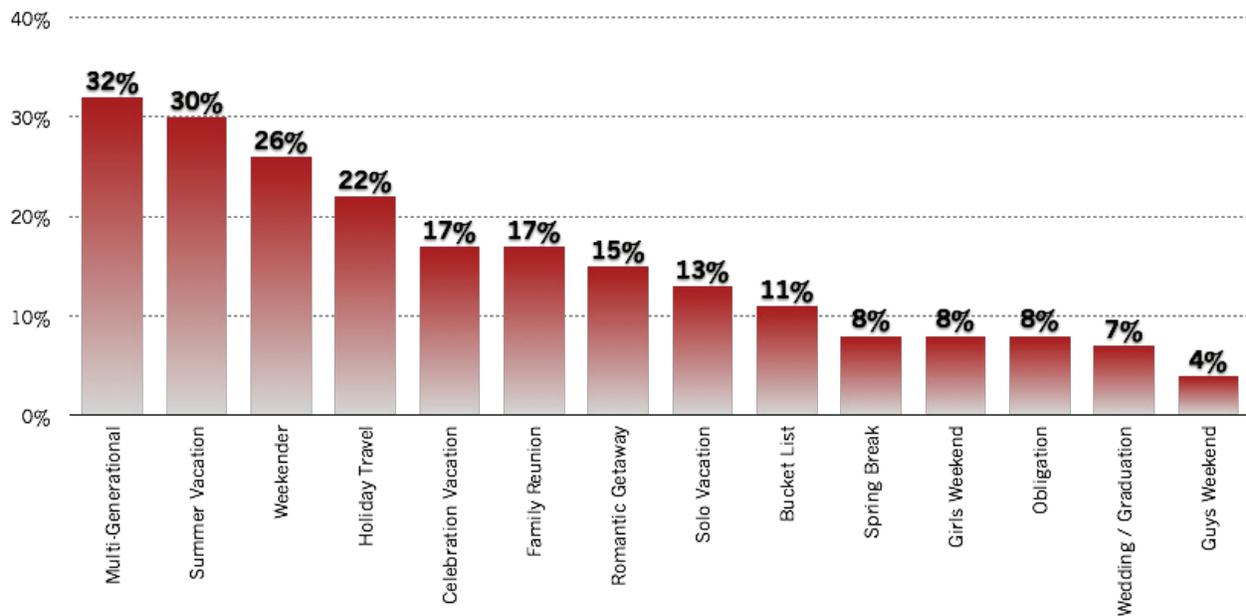
In order to keep track of trends in travel and tourism – and the factors that drive those trends – we have begun to create periodic reports that outline noteworthy updates to the industry. Armed with this knowledge, the Department and its Industry Partners may find opportunities to connect with potential travelers in more meaningful ways.

In this installment of these reports, we look at travel habits and motivations of a specific group of travelers: Baby Boomers. For the past several months, AARP has published a number of research studies regarding this group’s travel habits. The following provides a summary of some of the most actionable insights from this research.

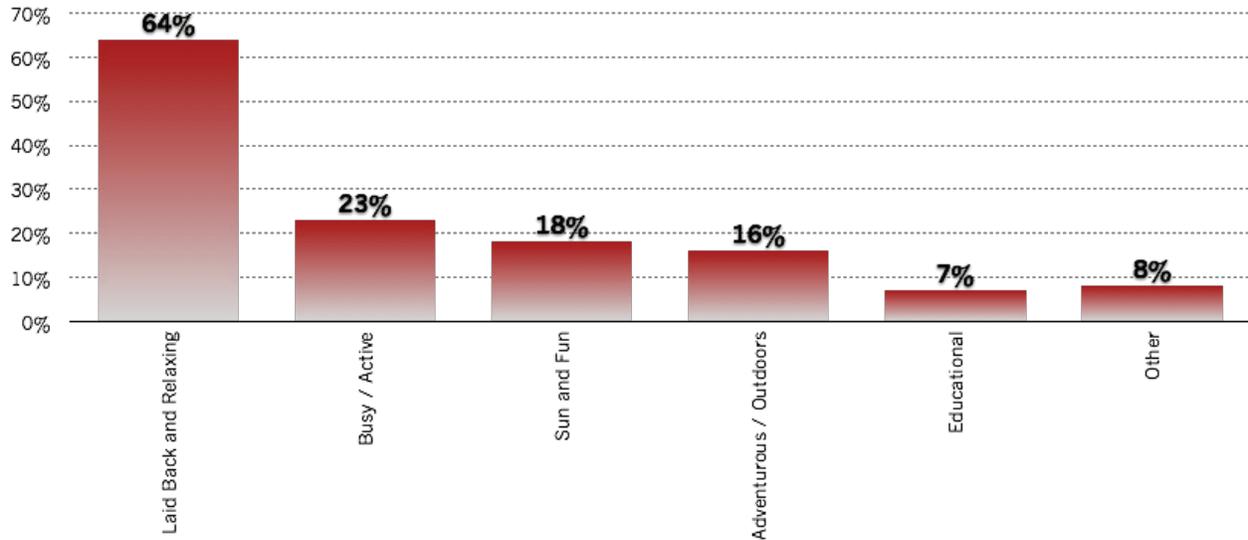
For the purposes of their study, AARP defined Boomers as 50 years old or older. All statistics shown below represent this group. For further detail on Boomer travel, the studies in their entirety can be found [here](#).

WHY TRAVEL?

In its research, AARP presented respondents with a number of different “trip types” to choose from when describing their domestic travel plans for 2015. Not surprisingly, Multi-generational travel tops the list. This insight speaks to the importance of traveling with family among Baby Boomers. For this group, traveling is a time to not only create experiences, but to share those experiences with family.

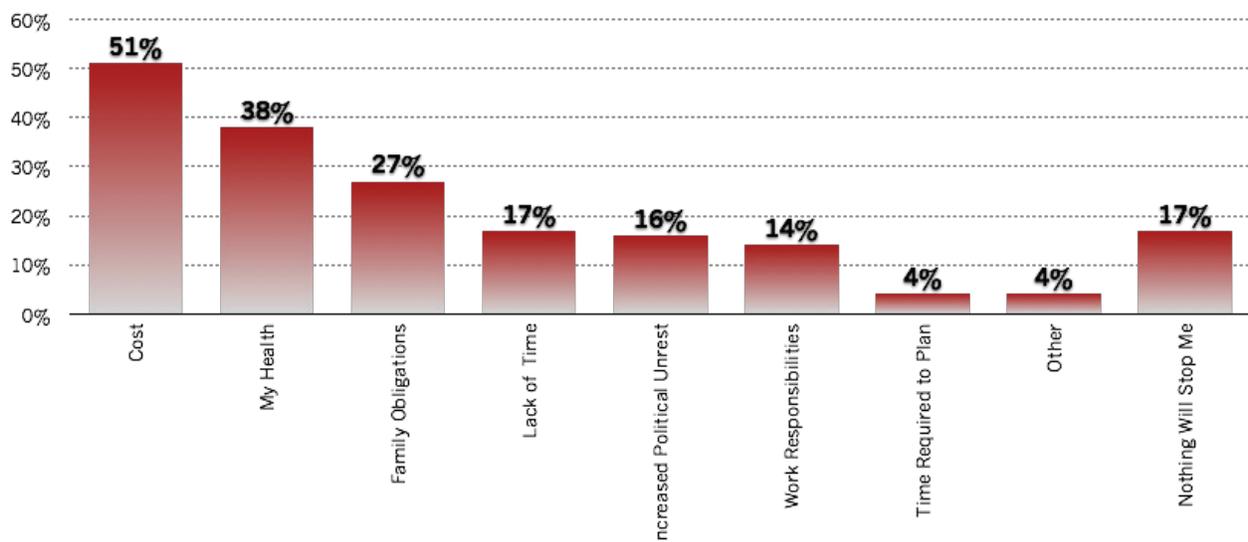


AARP also asked Boomers what their ideal vacation would consist of. Among domestic travel, “Laid Back and Relaxing” is by far the leading type of vacation cited. As we think about how to bring “Fun” to life in our advertising and marketing, this will be something to consider when speaking specifically to the Boomer crowd.



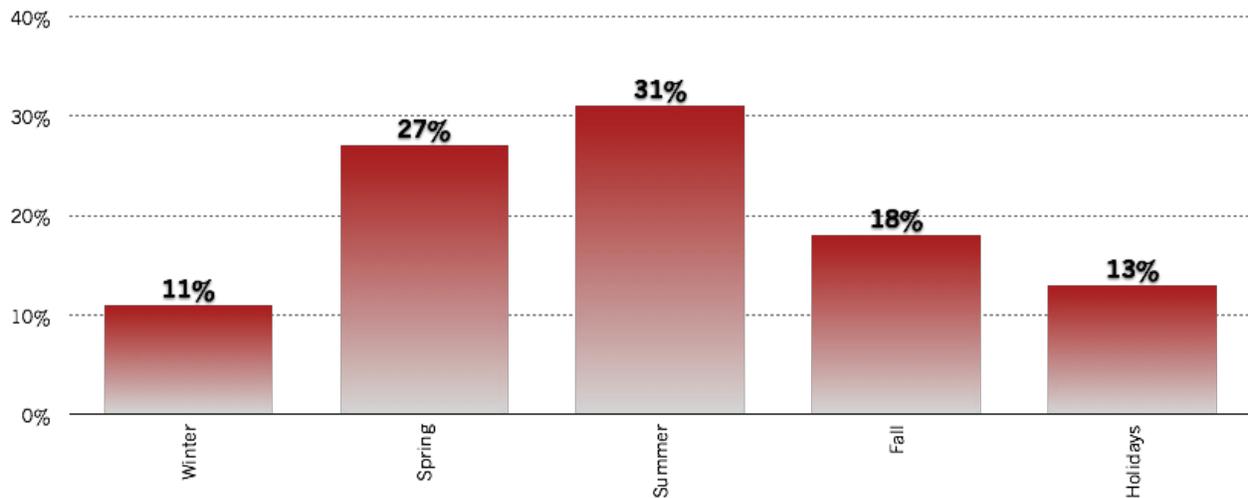
WHY NOT TRAVEL?

So we know why Boomers travel. But what stops them from potentially traveling? Cost is cited as the number one barrier. However, we know from our proprietary Tracking Study that Midwest travelers view Wisconsin as being the best value for a vacation when compared to Illinois, Michigan, and Minnesota. Knowing this, it will be important to stress the value of traveling to / within Wisconsin when talking directly to the Boomer generation.



WHEN TRAVEL?

Similar to the findings from our Tracking Study, spring and summer are seen as the most popular travel seasons. Our media strategy lines up perfectly with this finding, as we spend the majority of our budget leading up to the summer months. One interesting new finding from AARP is the prevalence of “Holiday” travel. 13% of Boomers polled cited Holiday travel as their reason for traveling in the past.



WHERE TRAVEL?

Similar to our findings from the state’s proprietary Tracking Study, warm states (Florida, Texas, California, Arizona, Hawaii) are seen as the most attractive destinations among Boomers. However, it is worth noting that Wisconsin is seen as an attractive destination by about two percent of respondents.

