

A man and a woman are walking along a city sidewalk. The woman, on the left, is wearing a yellow long-sleeved shirt, blue jeans, a straw hat with a black band, and a brown backpack. She is holding a blue smartphone in her right hand and a silver camera in her left. The man, on the right, is wearing an orange and white plaid short-sleeved shirt over a green t-shirt, khaki pants, and a backpack. He is holding a black rolling suitcase with his right hand. They are both smiling and looking at each other. The background shows a city street with trees, a building with stone carvings, and a blurred car in the distance.

2025 TRAVEL TRENDS: A SURVEY OF U.S. ADULTS AGE 50-PLUS

March 2025

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EXECUTIVE SUMMARY

Executive summary

Travel is expected to be in full-swing in 2025 among adults age 50-plus.

- A significant increase in the percentage of adults age 50-plus expecting to travel is observed from 2024 (65%) to 2025 (70%), reflecting an upward trend beyond pre-pandemic levels*.
 - This result may reflect the influence of unanticipated travel experiences in 2024. Notably, for the first time since we began tracking travel among older adults, the number of trips taken (3.9) has surpassed the average number of trips anticipated (3.6).
- In addition, anticipation of international trips has increased from 37% in 2024 to 45% in 2025, though this remains below prepandemic levels of 52%.
- The desire to travel domestically by plane also appears to be gaining momentum for 2025 — up from 38% in 2024 to 46% in 2025, surpassing traveling by personal vehicle, now at 43%, down from 49% in 2024. Contributing factors appear to be dwindling COVID concerns and reduced inflationary stress.
- That said, since cost continues to be the top barrier to travel, it is not surprising travel spend remains steady year over year at approximately \$6800, on average.

The majority acknowledge that travel is good for their health.

- More specifically, 95% agree travel is good for their mental health, and 85% agree it is good for their physical health.
- Therefore, it is not surprising that the primary motivations for travel include spending time with family or friends, getting away from everyday normal life, and finding time to relax and rejuvenate.
- They anticipate family trips, summer trips, and weekend getaways domestically, while bucket list trips continue to be a top motivator internationally.

*Source: GfK MRI Doublebase 2019 Report®.

Executive summary

Adults 50-plus are open to having help planning their trips.

- Approximately 40% of adult travelers express interest in an organized group trip, with a guided travel tour, of greatest interest (25%).
- While most travelers 50-plus are not currently aware of curated trips (60%), once introduced to the concept, 55% express an interest in having someone create a personalized itinerary for them.

But getting assistance from AI for travel planning is slow to take hold.

- The vast majority of adults 50-plus (98%) acknowledge knowing what AI is.
- However, just 8% have used AI to assist them with travel planning in the past, mainly to find deals, accommodations or experiences available at their destination, with practically all users saying AI was helpful (95%).
- However, AI may not yet be mainstream enough for this segment to fully embrace it, as fewer than one in five adults 50-plus express an intention to use it in the near future.
- Nonusers express some significant reservations about using AI for travel planning, with data privacy being the main concern (40%).



WHAT WILL TRAVEL LOOK LIKE IN 2025?

Older adults are engaging in more travel than expected and report a significant increase in anticipated travel for 2025.

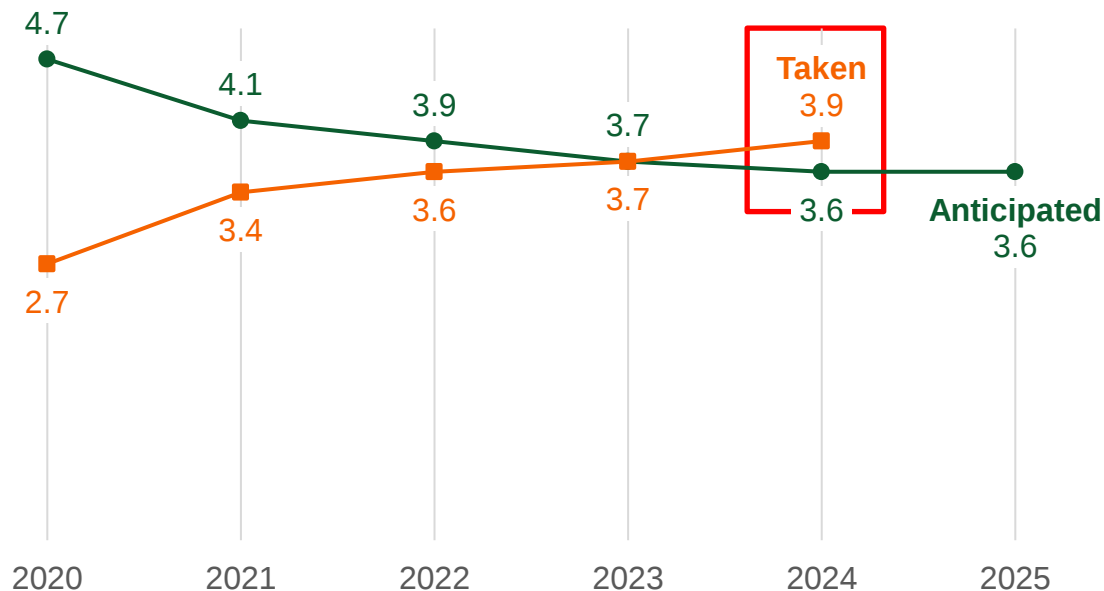
While the number of trips taken in 2024 is the highest it has been in 4 years, adults 50-plus remain conservative in their anticipated number of trips in 2025.

70% of 50-plus plan on traveling in 2025.
(2024: 65% ▼)

Percent who anticipate traveling in 2025
Among adults ages 50-plus



Average number of trips anticipated and taken
Among travelers ages 50-plus, 2020–2025

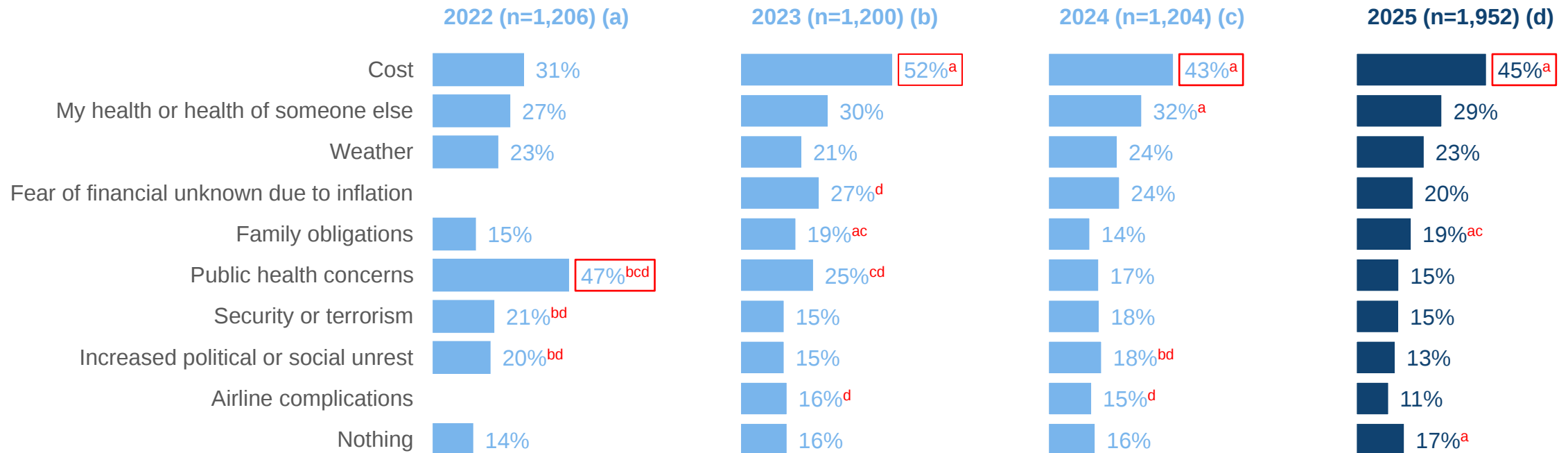


Base: 2025 50-plus Traveler Incidence Check (n=2,027). S11: How many personal trips do you anticipate, or hope to take, next year in the calendar year 2024? Personal travel is defined as taking a trip at least 50 miles from home for 2 or more nights. Traveler is defined as one who has taken at least one leisure trip in the past two years and anticipates taking at least one in the coming year (2025).
Base: 2025 50-plus Travelers (n=1,952); S11. And finally, how many personal trips do you anticipate, or hope to take, next year, in the calendar year of 2025?

▼ ▲ denote significant differences between years at the 95% confidence level.

Cost remains the main barrier to travel in 2025; however, reduced financial uncertainty over the past two years is likely contributing to the growing desire to travel.

Top barriers to travel, 2022–2025
Among travelers ages 50-plus



Base: 50-plus Travelers. Q22: What, if anything, has prevented you or might prevent you from taking all of the personal trips you'd like to take in [next year]?
Only barriers of 10% or higher from 2025 are shown.

Letters denote significant differences between years at the 95% confidence level.

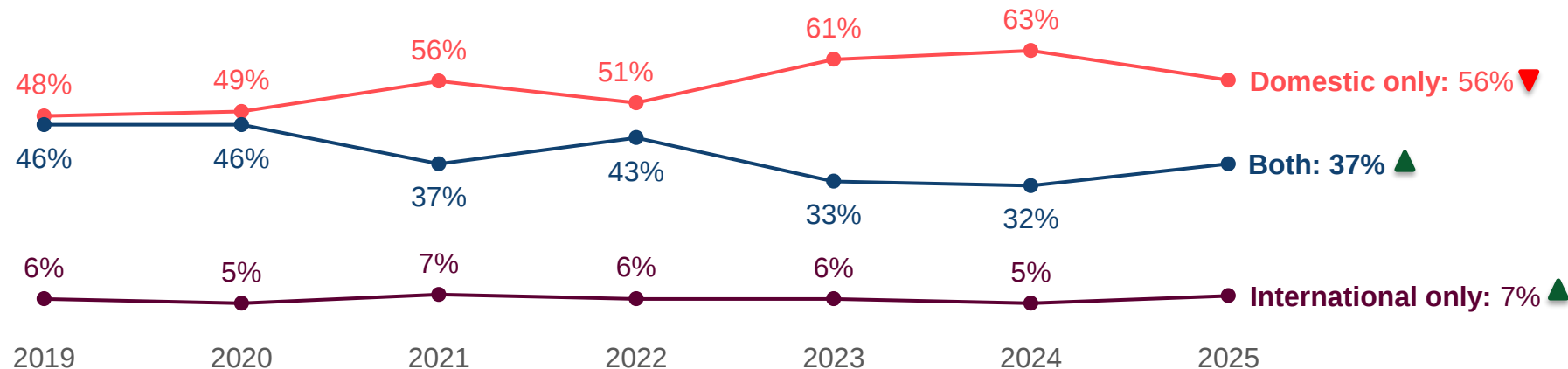
As a result, international travel shows a significant increase for 2025, countered by a decrease in domestic travel.

However, the number of domestic and international trips being planned remains steady year over year.

Percent of travelers by anticipated travel destinations

Domestic only, **international only**, or **both**

Among 2025 travelers age 50-plus



Average number of domestic trips planned[^]

3 to 4

Average number of international trips planned^{^^}

1 to 2

Base: 2025 50-plus Travelers (n=1,952). Q1a: How many of these trips will be international and how many will be domestic?

NOTE: During 2022 Travel Trends data collection in November 2021, 51% anticipated domestic-only travel; Based on data collected in February 2022, with the start of international conflict and the impact of the omicron variant, as of February 2022 domestic-only travel increased to 76%

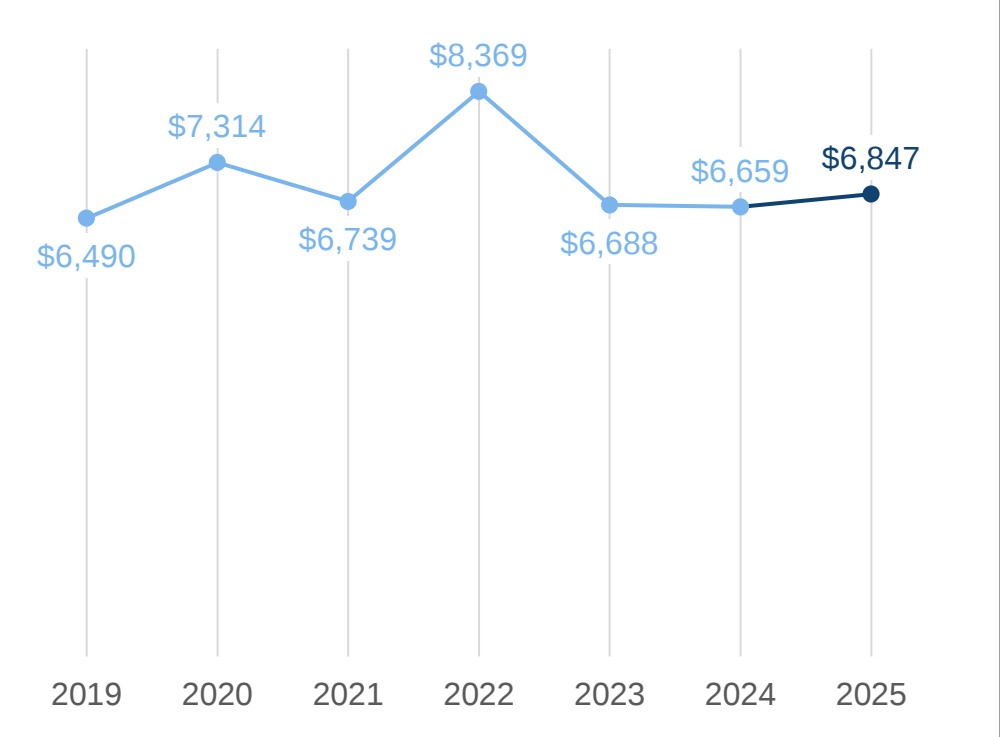
[^]Among those taking one or more domestic trips.

^{^^}Among those taking one or more international trips.

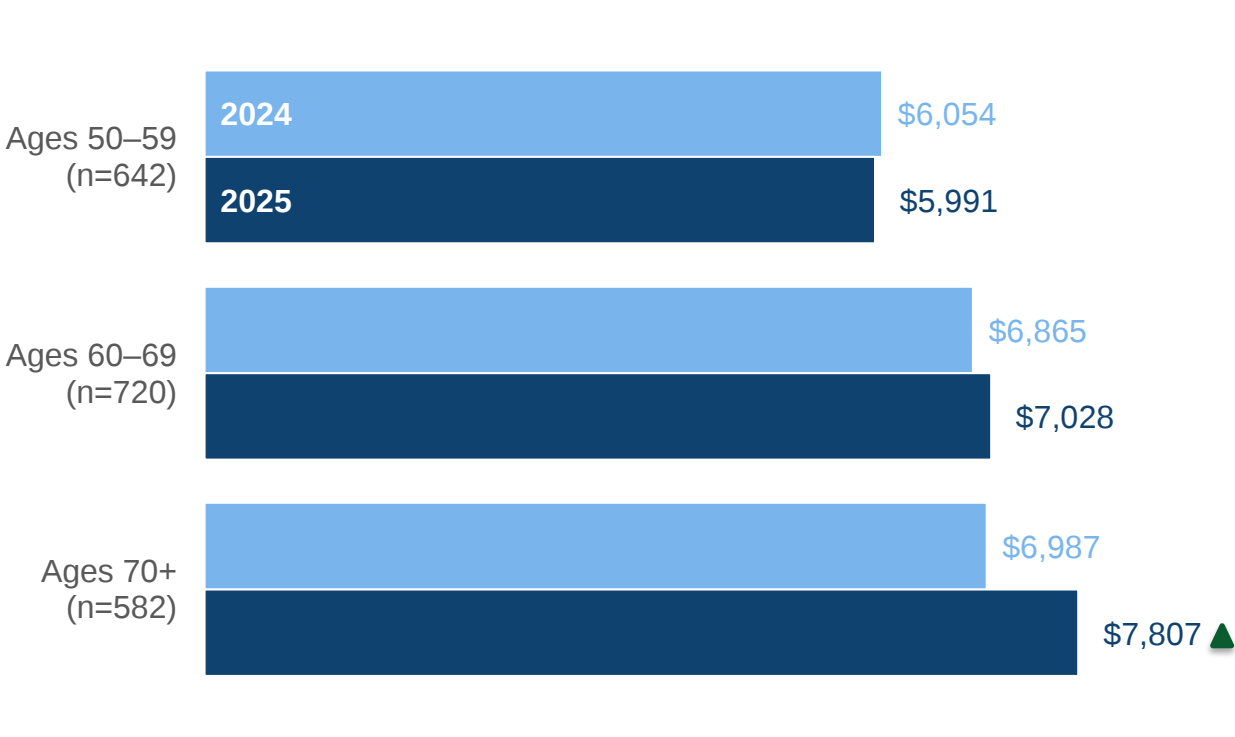
Travel spend remains steady overall.

That said, travel spend significantly increases among adults 70-plus, which may be a result of a significant increase in the percent who anticipate traveling internationally in 2025 (48%) compared to 2024 (37%).

Average anticipated travel spend
Among travelers age 50-plus, 2019–2025



Average anticipated travel spend, 2024 and 2025
Among travelers age 50-plus, by age range



Base: 2025 50-plus Travelers (n=1,952).

Q13d. Now that you have thought through your anticipated travel plans for 2025, approximately how much do you expect to spend on travel in 2025, in total?

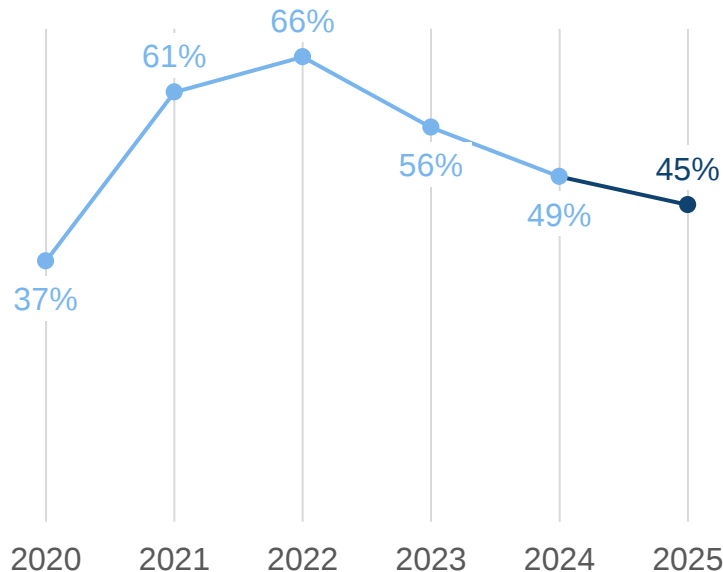
▼ ▲ denote significant differences between years at the 95% confidence level.

The cost of transportation and accommodations remain key reasons some travelers will be spending more this year than last year.

Though, it is worth noting, the percent citing increased costs has declined year over year, another indication of the easing of inflationary stress.

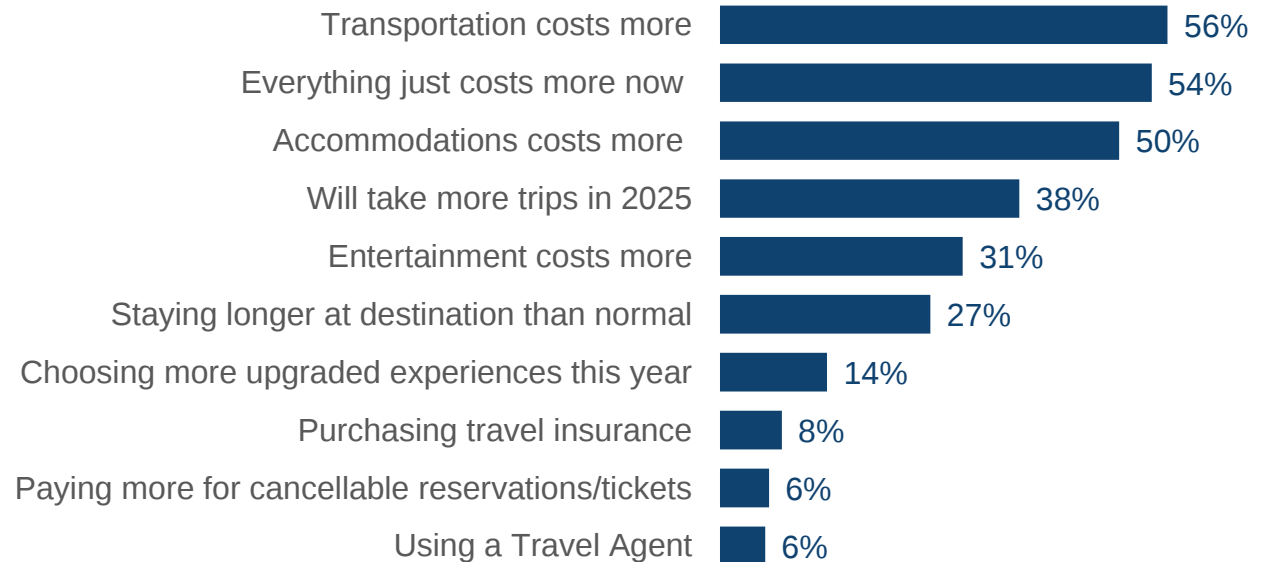
Percent planning to spend **more** on travel than in the previous year

Among travelers ages 50-plus, 2020–2025



Reasons for spending **more** on travel in 2025

Among 2025 travelers ages 50-plus who expect to spend more than in 2024

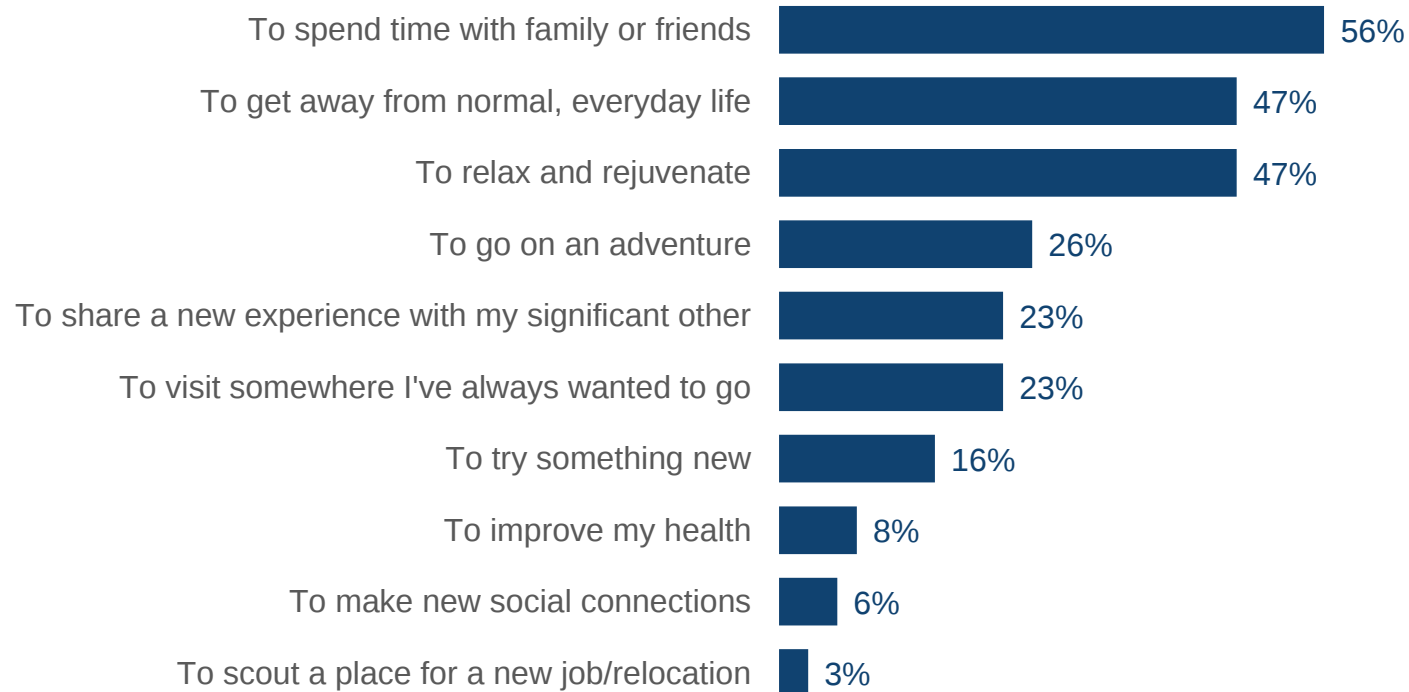


Base: 2025 50-plus Travelers (n=1,952). Q13e. And how do your estimated 2025 expenses compare to what you expect to spend on travel by the end of 2024?

Base: 50-plus Travelers who anticipate higher spend on travel in 2025 vs 2024 (n=943). T8a. You indicated you will be spending more on travel in 2025 than in 2024. Which of the following are reasons why your travel expenses will be more next year?

There are several motivations for making the time to travel, perhaps none greater than its mental and physical benefits.

Top motivations for travel in 2025
Among 2025 travelers ages 50-plus



95%
of 50-plus Travelers agree
that travel is good for their
mental health

85%
of 50-plus Travelers agree
that travel is good for their
physical health

Base: 2025 50-plus Travelers (n=1,952). Q9b. From the list below, please select your top three motivators for your 2025 travel plans.
Q9e. Please indicate how much you agree or disagree with the following statement.

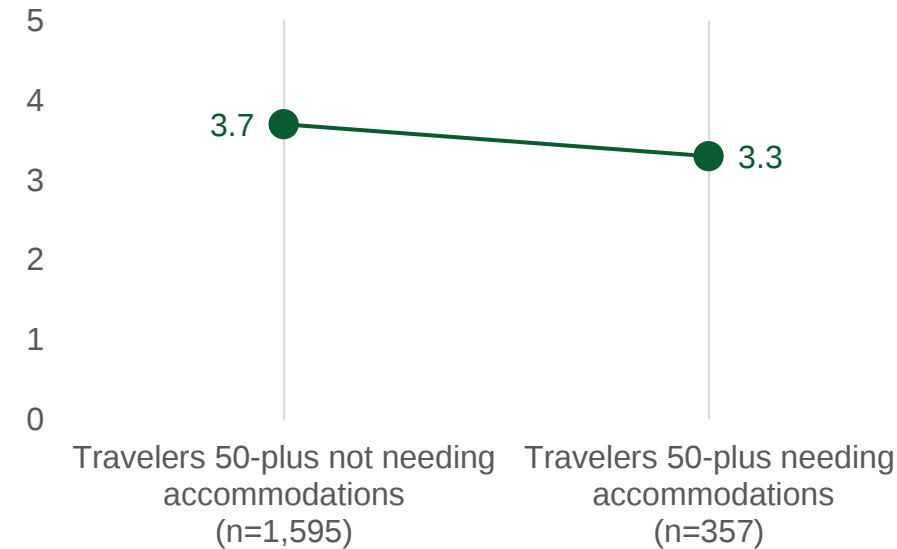
Those needing travel accommodations for a disability or health condition expect to take as many trips as those who do not.

They anticipate spending roughly \$5,000 on travel in 2025.

17%

Travelers ages 50-plus who need accommodations for a disability or health condition

Average number of trips anticipated, 2025
Among travelers ages 50-plus needing and not needing accommodations



Base: 2025 50-plus Travelers (n=1,952). D2_NEW_2025. Will you, or a travel companion, require an accommodation for a disability or health condition while traveling internationally or domestically in 2025?

Base: 2025 50-plus Travelers (n=1,952). S11. And finally, how many personal trips do you anticipate, or hope to take, next year, in the calendar year of 2025?

Average travel spend anticipated, 2025
Among travelers ages 50-plus needing accommodations

\$4,864

Average anticipated travel spend, 2025

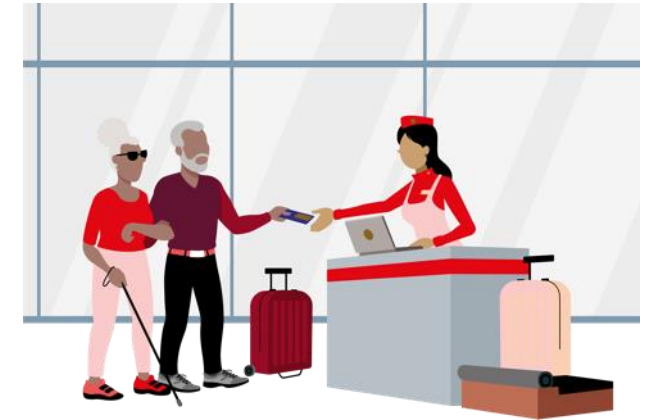
Base: 2025 50-plus Travelers needing accommodations (n=357). Q13d. Now that you have thought through your anticipated travel plans for 2025, approximately how much do you expect to spend on travel in 2025, in total?

Accommodations for mobility are the most common travel need for older travelers.

While the incidence of requiring an accommodation does not increase with age, the percent who cite mobility issues does.

Type of disability or health condition requiring accommodation(s)

Among 2025 travelers age 50-plus with accommodations needs



8%
of 50-plus travelers have had issues traveling in the past due to a disability or health condition.

Base: 2025 50-plus Travelers (n=1,952). Q75b. In the past, have you had issues traveling via air travel due to yours, or your travel companions' disabilities or health conditions?

Base: 50-plus Travelers needs accommodation(s) for self or travel companion (n=357). Q74_99. Which type of limitations or disabilities will you need accommodation for in 2025?

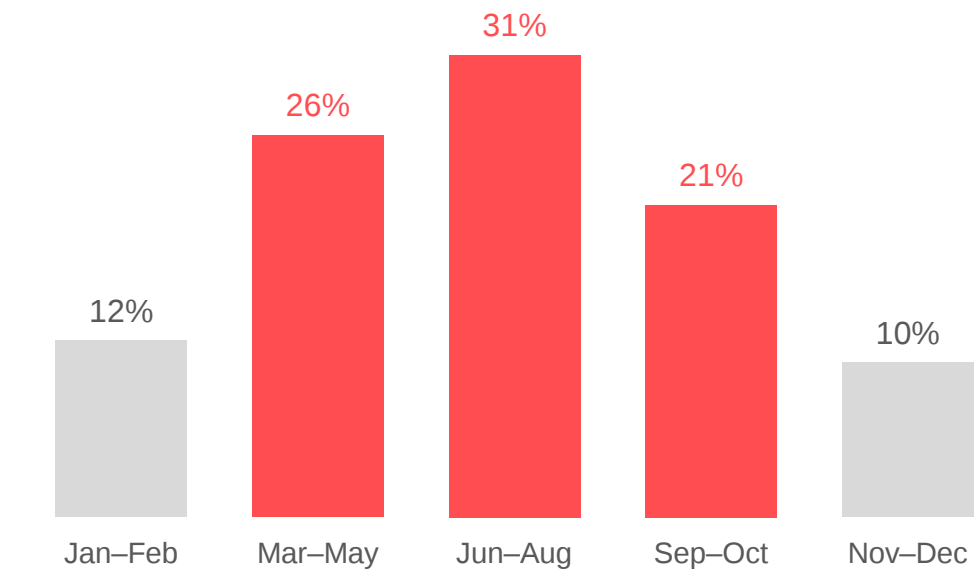


2025 DOMESTIC TRAVEL

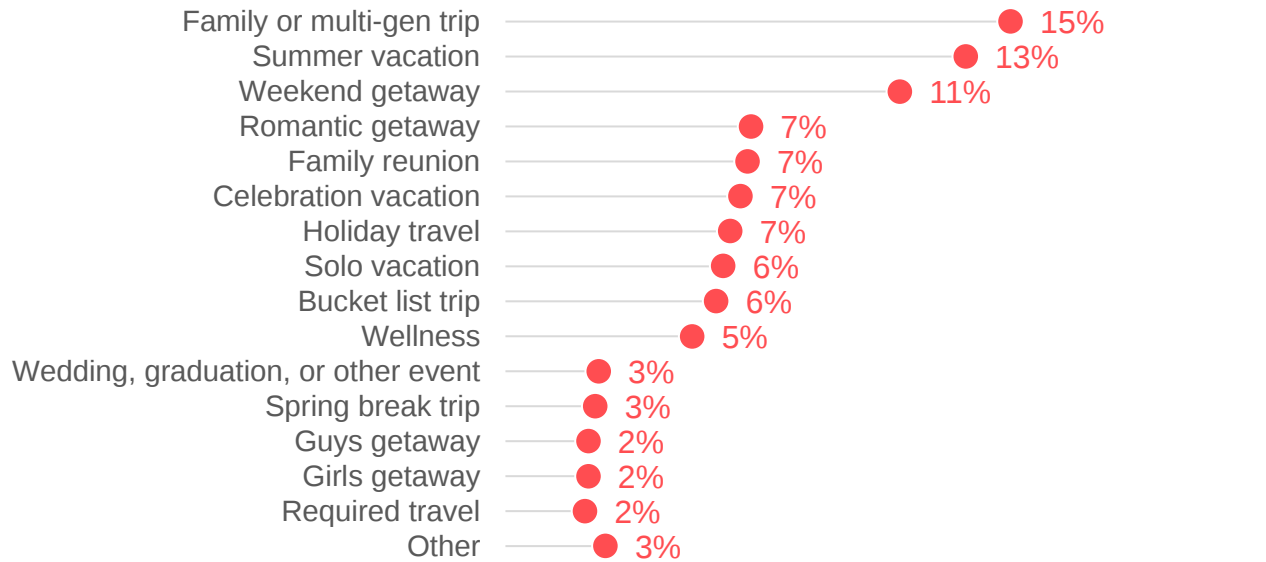
Domestic travel plans are similar from 2024 to 2025, with most trips occurring in the spring and summer and family trips high on the list.

Family reunions appear to be a more popular choice the older one gets: 50s at 5%, 60s at 7%, and 70-plus at 10%.

Percent of **domestic trips** planned in 2025
By season



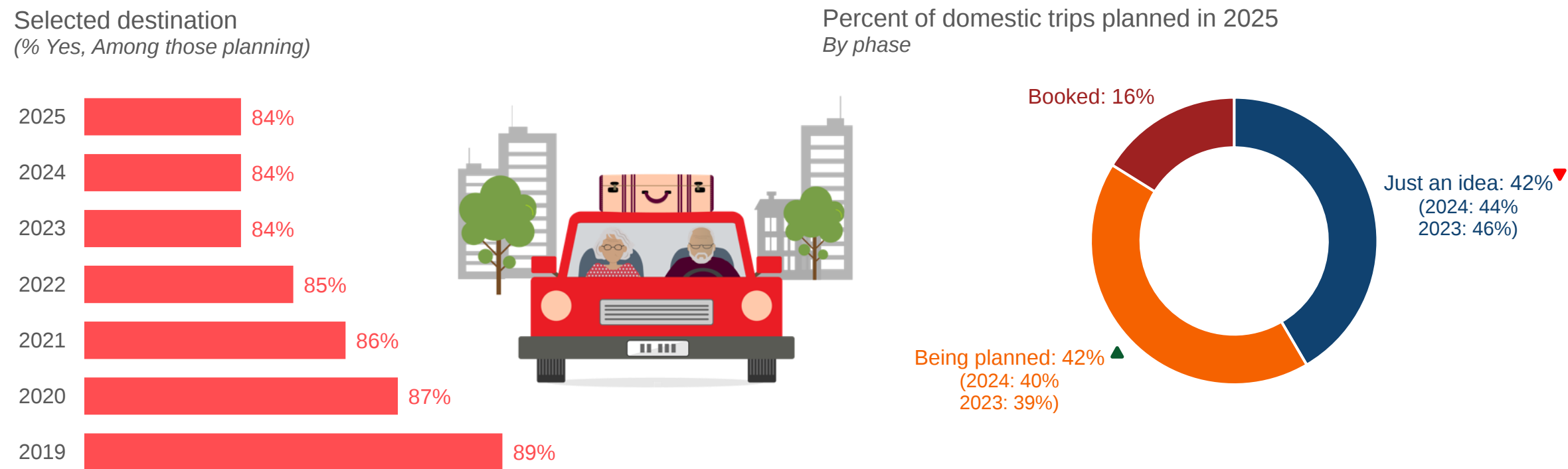
Percent of **domestic trips** planned in 2025
By primary motivation



Base: 50-plus domestic trips; total responses, up to 5 trips discussed (n=4,612). Q4b. Thinking about your upcoming domestic trips listed below, please indicate the time of year, or season, you plan to travel.
Q4: For the domestic trips you plan on taking next year, please read the list of trip types below and select your primary motivation for EACH trip.

Travelers are showing greater intent and seriousness in 2025, with an increase in planned trips.

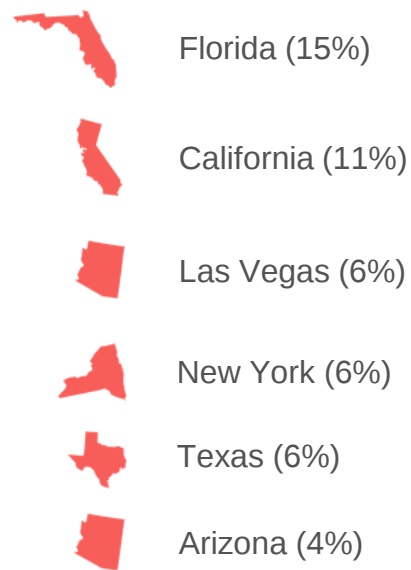
While the percent of trips already booked is the same across age cohorts, those 50–59 (44%) and 60–69 (45%) are more committed to their domestic trips (i.e., being planned) compared to those ages 70-plus (36%).



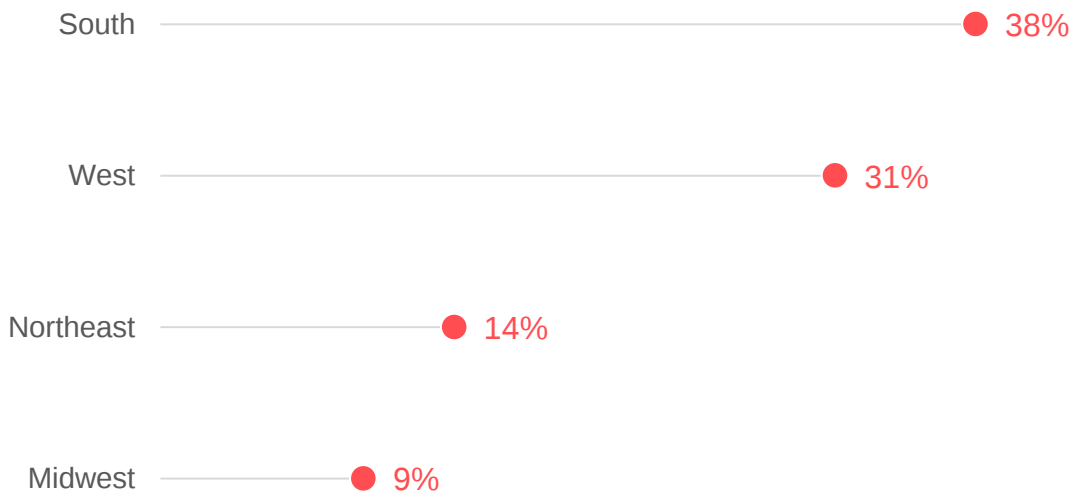
Base: 50-plus domestic trips; total responses, up to 5 trips discussed (n=4,612). Q5a: Of the following domestic trip(s) you anticipate taking next year, please indicate which ones are already booked, currently being planned, or in the idea phase. Q5b: For those domestic trip(s) that are still in the planning phase, have you selected a final destination yet? (n=1,983)

Within the U.S, the South and West continue to attract the most domestic leisure travel.

The most popular destinations in 2025 are:



Percent of planned domestic trips in 2025
By destination



Base: 50-plus with domestic location chosen; total responses, up to 5 trips discussed (n=2,213). Q5c: For the trip(s) listed below, please tell us where you have chosen to go. Please provide a state, along with the final destination city/location. If you are planning to visit more than one destination per trip, please just tell us the destination where you plan to spend the most time.

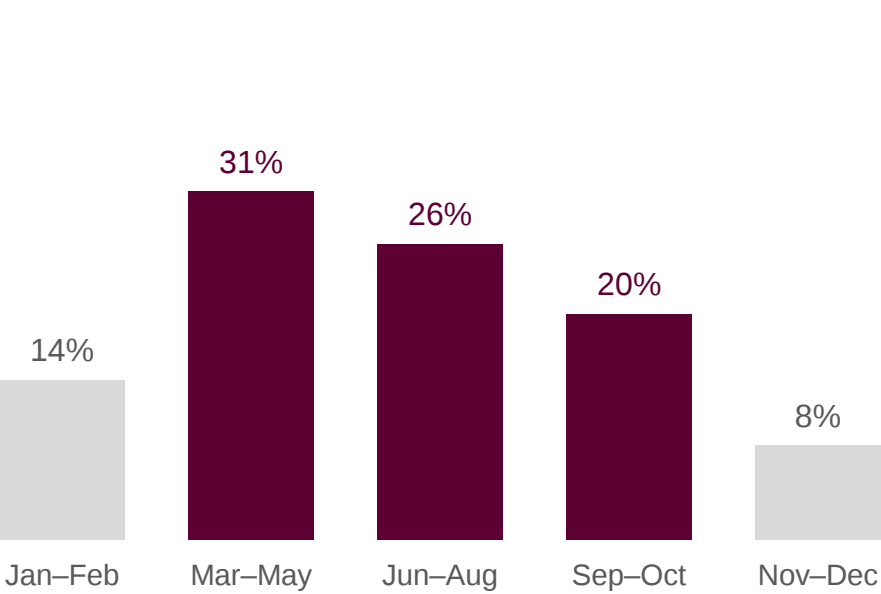


2025 INTERNATIONAL TRAVEL

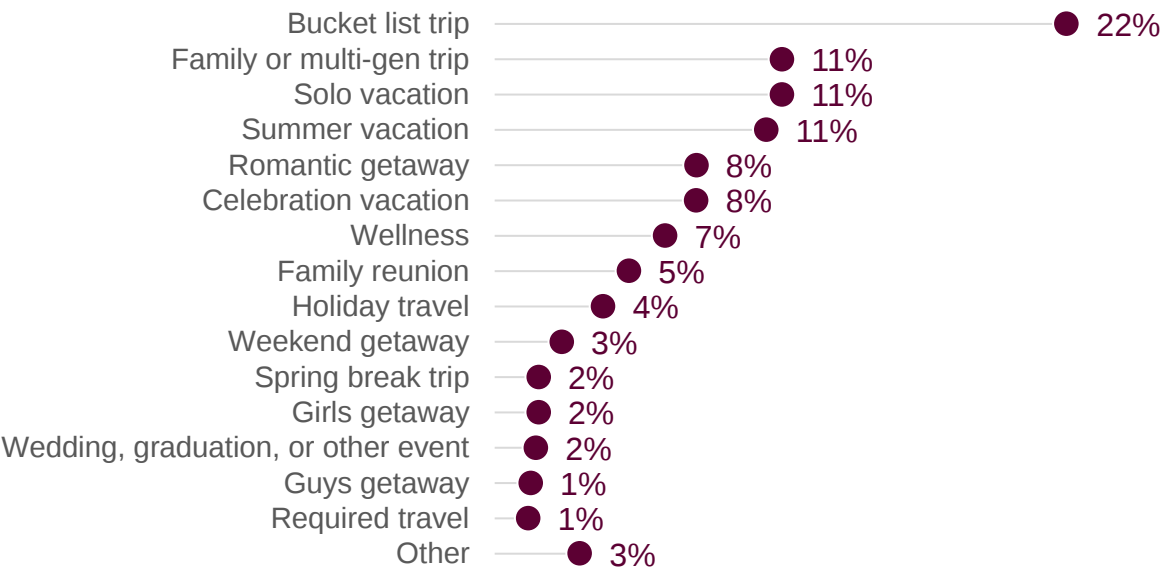
Spring remains a key time for international trips with bucket list trips, by far, the most popular motivation.

Family trips, solo vacations, and summer vacations are also high on the list of types of trips, with 15% of those ages 70-plus anticipating a solo trip in 2025, a significant increase from 8% reported in 2024.

Percent of **international trips** planned in 2025
By season



Percent of **international trips** planned in 2025
By primary motivation



Base: 50-plus international trips; total responses, up to 5 trips discussed. (n=1,309). Q2b. Thinking about your upcoming international trips listed below, please indicate the time of year, or season, you plan to travel.
Q2: For the international trips you plan on taking next year, please read the list of trip types below and select your primary motivation for EACH trip.

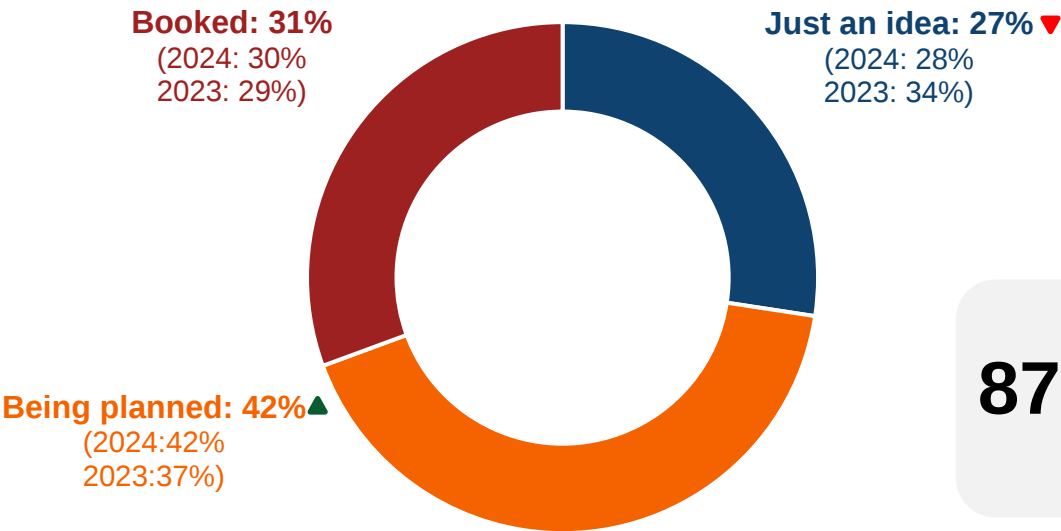
Enthusiasm for international travel remains, with most trips either already booked or in the planning phase.

The 70-plus traveler is the most prepared with 43% already booked compared to 25% among those ages 50–69.

Percent of international trips planned in 2025
By phase



Those 50-plus are twice as likely to have an international trip booked by November 2024 than they are a domestic trip.



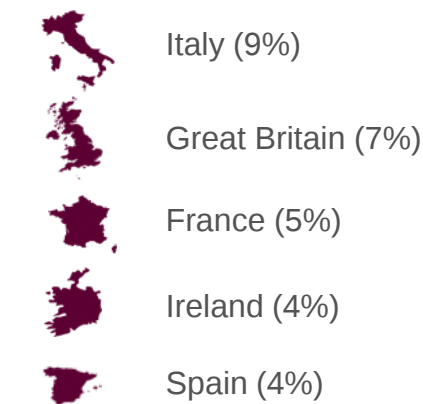
87%

Of those making plans, have already chosen their international destination.

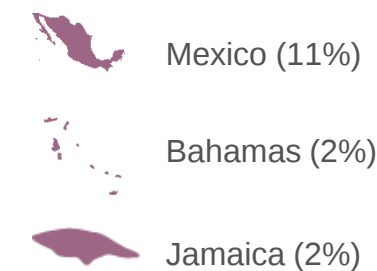
Base: 50-plus international trips; total responses, up to 5 trips discussed (n=1,309). Q3a: Of the following international trip(s) you anticipate taking next year, please indicate which ones are already booked, currently being planned, or in the idea phase. Q3b: For those international trip(s) that are still in the planning phase, have you selected a final destination yet? (n=542)

Europe and Latin America/Caribbean remain the most popular international destinations. New to the list this year is Ireland.

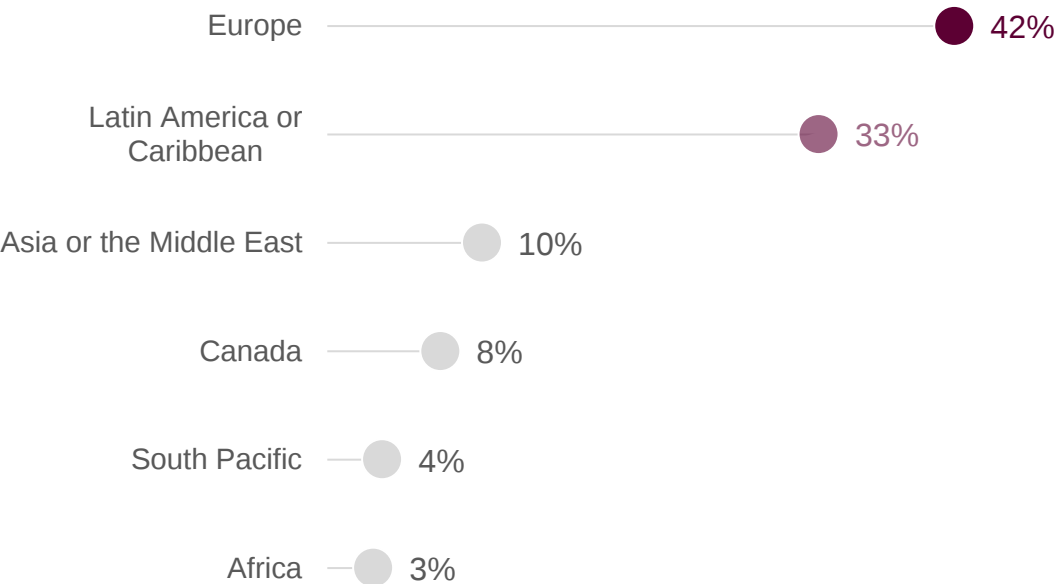
In Europe, popular destinations are:



In Latin America/Caribbean, popular destinations are:



Percentage of planned international trips in 2025
By destination



Base: 50-plus with international destination chosen; total responses, up to 5 trips discussed (n=755). Q3c: For the trip(s) listed below, please tell us where you have chosen to go. Please provide a country, along with the final destination city/location. If you are planning to visit more than one destination per trip, please just tell us the destination where you plan to spend the most time.

A photograph of a middle-aged couple sitting in the passenger seats of a vehicle, likely a bus or train. The woman, on the left, has dark hair and is wearing a blue button-down shirt. The man, on the right, has grey hair and a beard, wearing a light-colored shirt with a green patterned scarf. They are both smiling and looking out the window. The window shows a blurred view of a building with the words "ZONE 1 TRA" visible. A semi-transparent white box with black text is overlaid on the bottom right of the image.

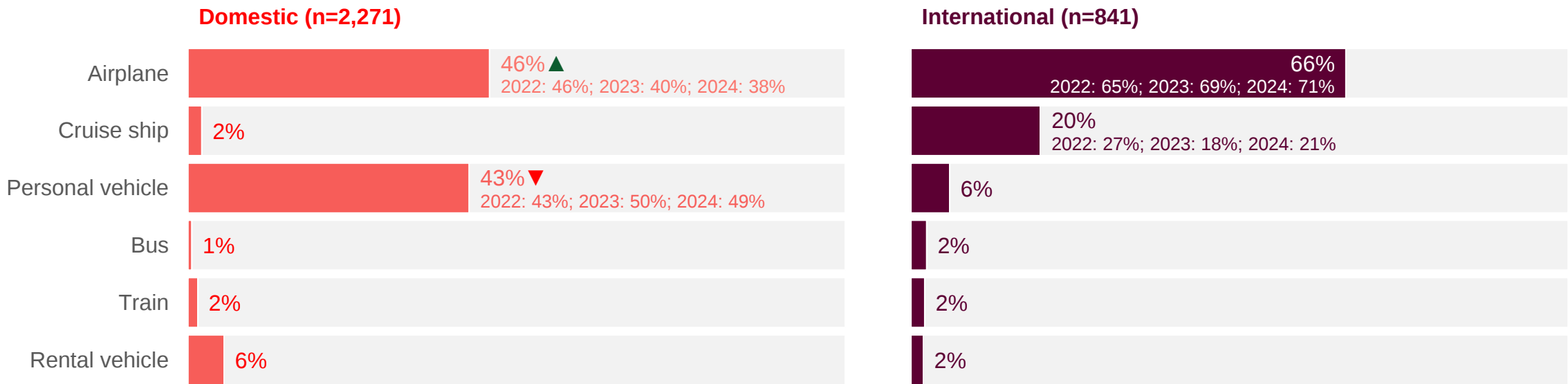
2025 TRANSPORTATION AND ACCOMMODATION PREFERENCES

As air travel and financial concerns ease, a significant rise in air travel is anticipated for 2025.

That said, when traveling domestically, those age 70-plus are more likely to opt for a personal vehicle (50%) than an airplane (42%), whereas those 50–59 and 60–69 favor flights over road trips; 50% and 45% compared to 37% and 43%, respectively.

Percent of trips by primary mode of transportation
Domestic vs. *international* trips

23%
of 50-plus travelers express no hesitation about traveling by air in 2025. (2024: 18%)



Base: 50-plus Travelers with destination chosen for trip; total responses, up to 5 trips discussed. Q3d/Q5d_2: For each [domestic/international] trip below, please indicate the primary mode of transportation you will use.

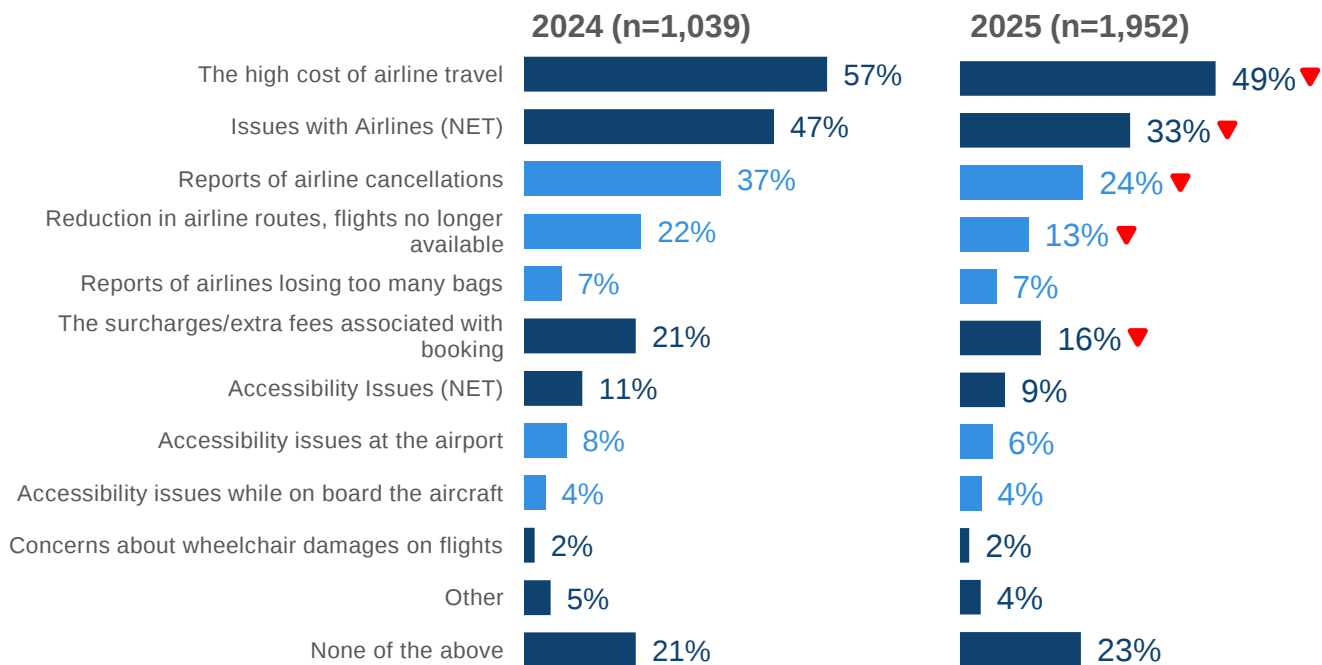
▼ ▲ denote significant differences between 2024 and 2025 at the 95% confidence level.

All air travel concerns have decreased for 2025 compared to 2024, though the high cost of travel remains the top complaint.

Booking nonstop flights appears to be the tactic of greatest use to have a more enjoyable flight experience.

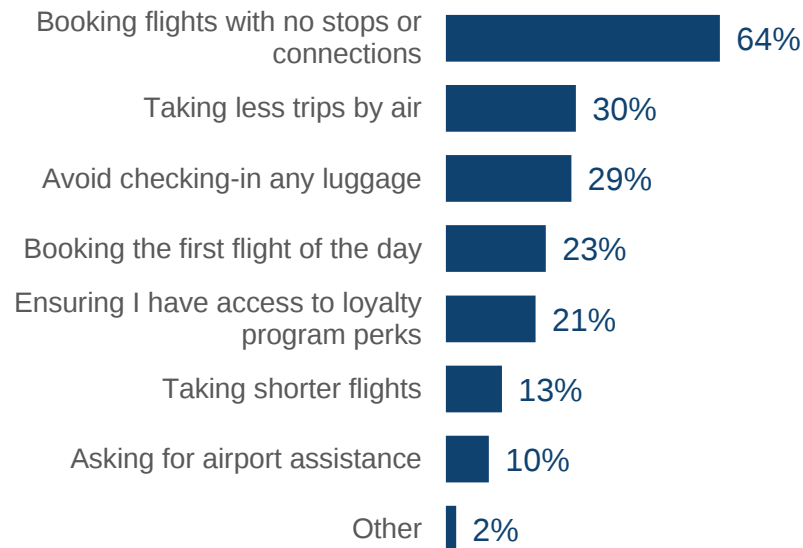
Concerns about traveling by air

Among 2024 travelers ages 50-plus intending to travel by air



Air travel tactics

Among 2025 travelers age 50-plus with air travel concerns



Base: 50-plus Travelers. Q70. As you make your travel plans for 2025, which of the following tends to give you the most pause about traveling by air?

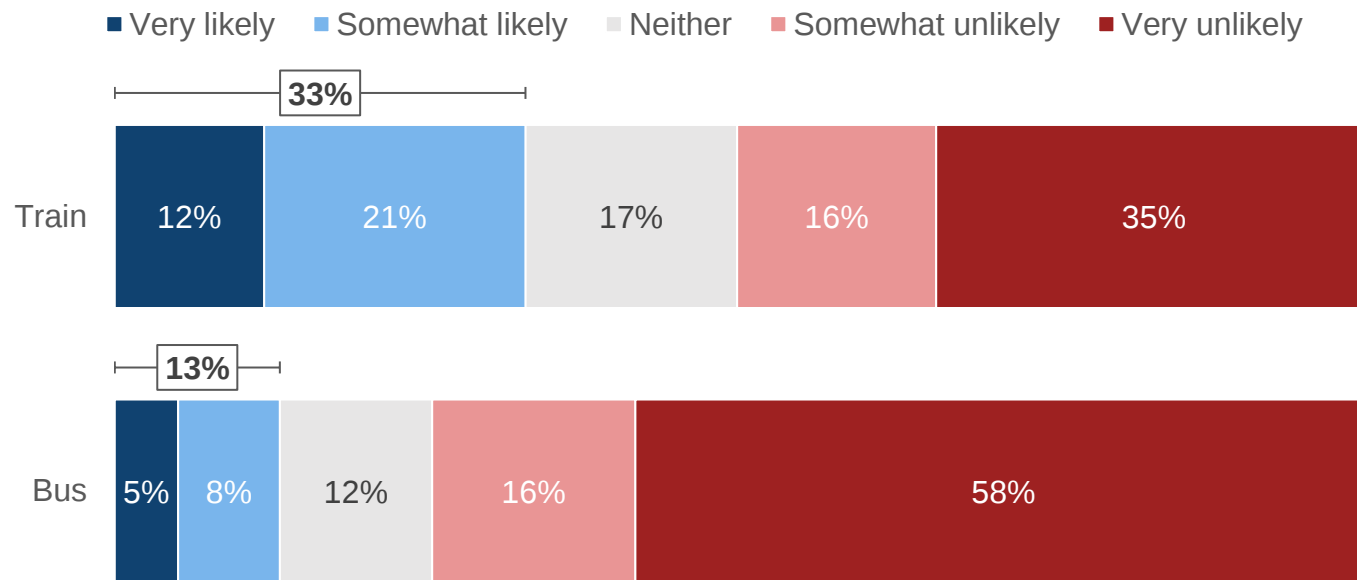
[NEW QUESTION 2025] Base: 2025 50-plus Travelers with air travel concerns (n=1,321). Q71_2025. Which of the following do you typically consider as options for mitigating any anticipated air travel issues or challenges?

▼ ▲ denote significant differences between 2024 and 2025 at the 95% confidence level.

Some adults age 50-plus are interested in traveling by train, but fewer are interested in traveling by bus.

While these modes of transportation attract a small percentage of travelers currently, those ages 50–59 express greater interest than those who are older, with 39% very/somewhat likely to travel by train and 19% by bus.

Likelihood of traveling by train or bus
Among 2025 travelers ages 50-plus

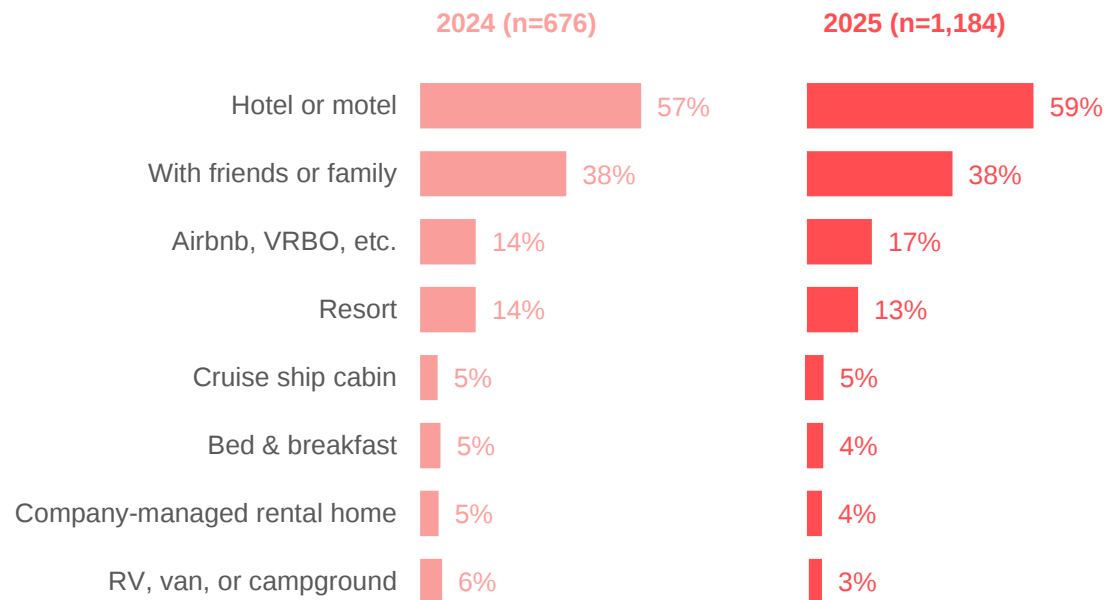


[NEW QUESTION 2025] Base: 2025 50-plus Travelers (n=1,952). Q80_2025. How likely would you be to travel by train or bus in the near future?

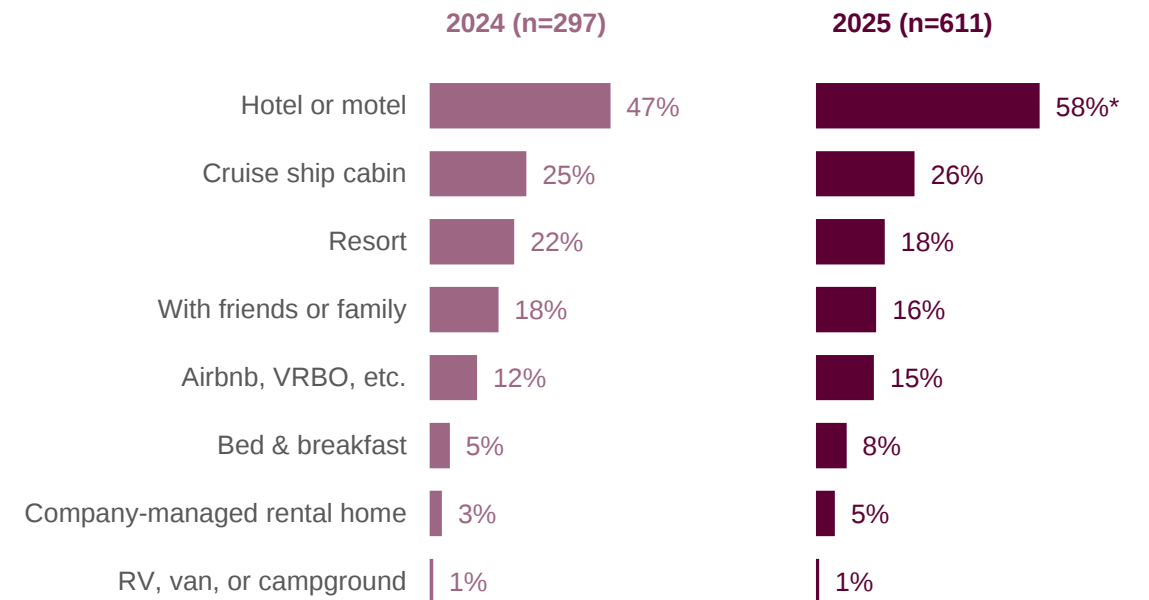
Accommodation preferences for 2025, both domestically and internationally, are almost identical to 2024.

The only change is an increase in hotel/motel accommodations internationally, up from 47% in 2024 to 58% in 2025.

Accommodation for **domestic** trips, 2024 vs. 2025
Among travelers ages 50-plus with a chosen destination



Accommodation for **international** trips, 2024 vs. 2025
Among travelers ages 50-plus with a chosen destination



Base: 50-plus with destination chosen for trip. Q3e/Q5e2: Which of the following best describes the type of accommodations you will be staying at on this trip?

*Significant differences at the 95% confidence level

A small percent of the 50-plus travelers anticipate taking a cruise, and they are avid cruisers.

They see many benefits in traveling by ship, with being able to visit multiple destinations topping the list.

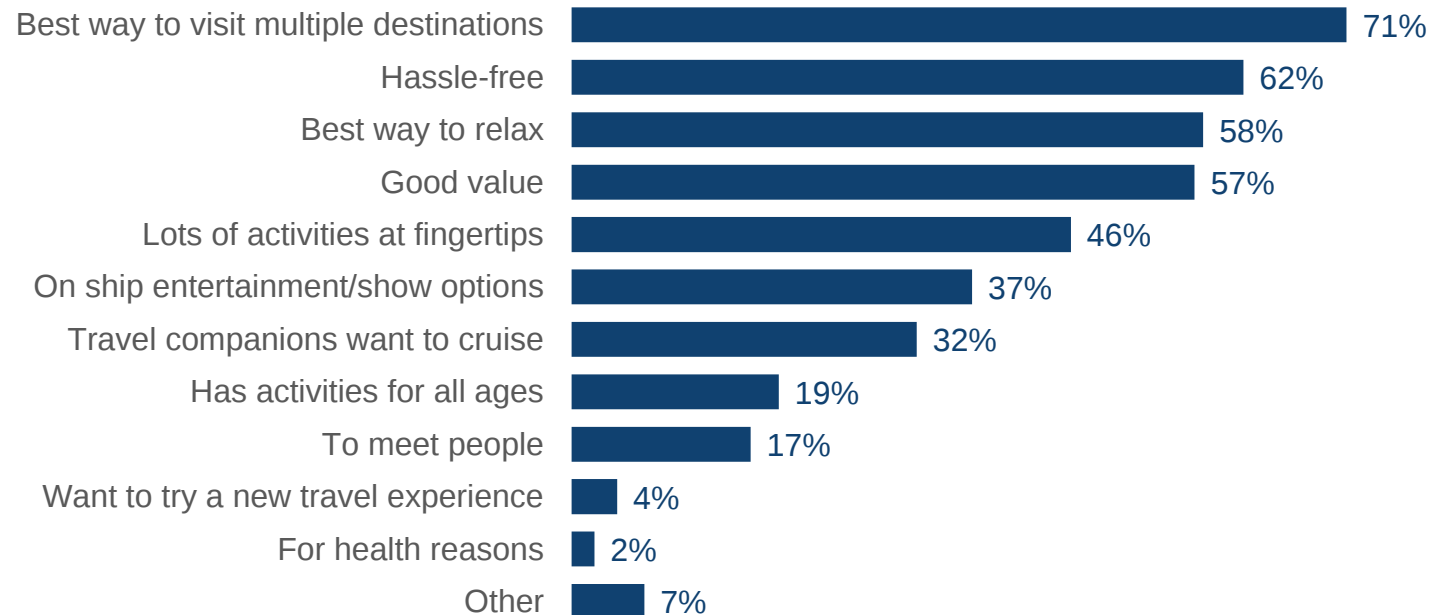
Percent who will take a cruise in 2025
Among 50-plus Travelers

7%

Average number of cruises ever taken
Among 50-plus Travelers taking a cruise in 2025

12

Motivation for cruise ship travel
Among 50-plus Travelers taking a cruise in 2025



[QUESTIONS REINSTATED IN 2025] Base: 2025 50-plus Travelers who plan on taking a cruise in 2025 (n=156).

Q40. Earlier you mentioned that you plan to travel by cruise ship for one of more of your trips in 2025. How many cruises have you taken in the past?

Q41. What is your motivation for traveling by cruise ship in 2025?

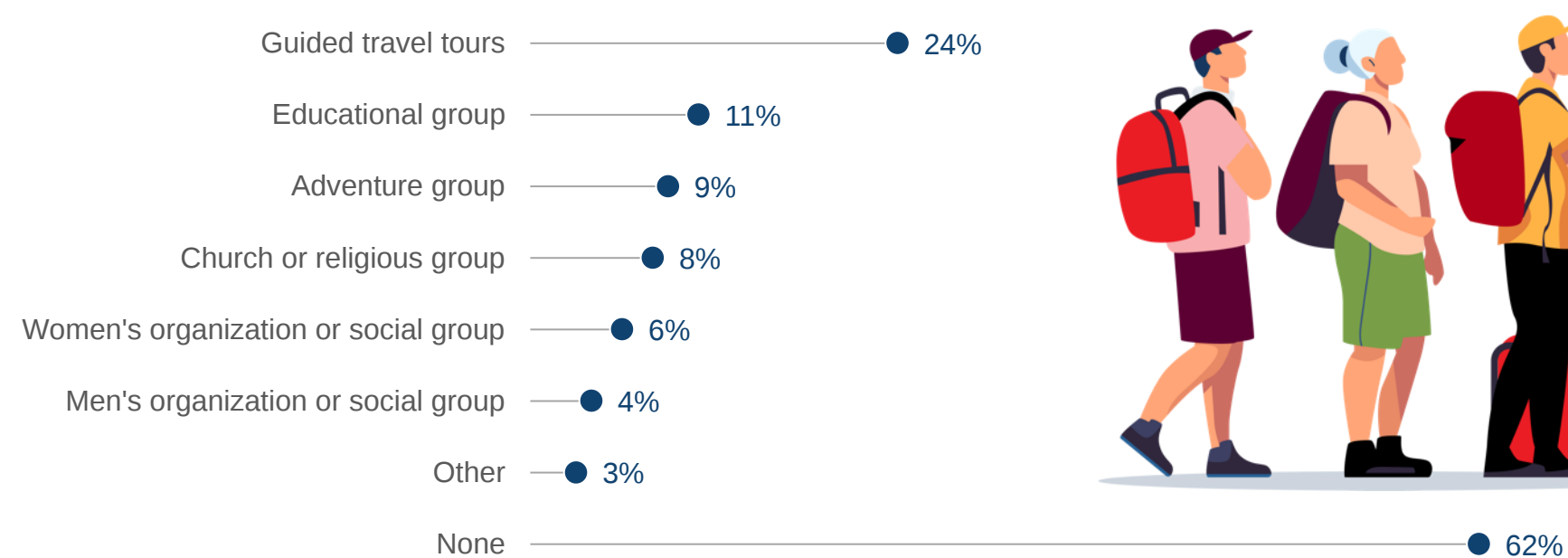


ORGANIZED TRAVEL OPTIONS

The 50-plus traveler expresses some interest in an organized group travel package.

Guided travel tours attract the most interest.

Percent interested in types of organized group travel
Among 2025 travelers ages 50-plus



[NEW QUESTION 2025] Base: 2025 50-plus Travelers (n=1,952). Q34. Still thinking of your leisure trips, please indicate what type of organized group trips might be of interest to you in the near future, if any.

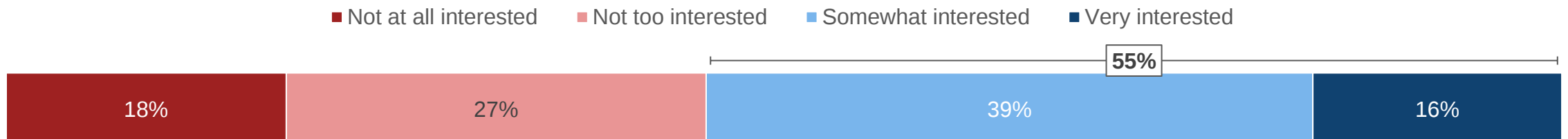
While familiarity with curated trips is limited, they generate significant interest once explained.

Familiarity with curated trips
Among 2025 travelers ages 50-plus

A curated trip is one where a travel professional has identified and outlined a personalized itinerary for maximizing your experience while at your destination. In most cases you can pick and choose which aspects of the itinerary you wish to participate in. It includes your accommodations, transportation during your stay, activities, dinner plans, and everything in between.



Interest in curated trips
Among 2025 travelers ages 50-plus



[NEW QUESTIONS 2025] Base: 2025 50-plus Travelers (n=1,952). Q81_2025. What is your level of familiarity with curated trips?
Q82_2025. Reviewing the concept of a curated trip again, how interested would you be in taking such a trip in the near future?



TRAVEL AND TECHNOLOGY

The few who have used AI to assist with travel plans have found it helpful.

AI has been used in a variety of ways, with helping find the best travel deals mentioned most.

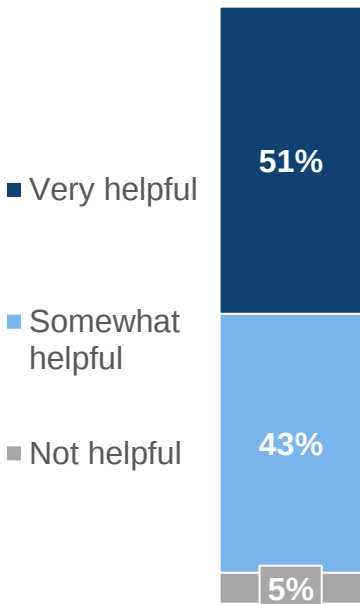
Percent used Artificial Intelligence (AI) to plan travel
Among 2025 Travelers 50-plus aware of AI

8%

Travel planning aspects used AI for help
Among 2025 Travelers 50-plus who have used AI



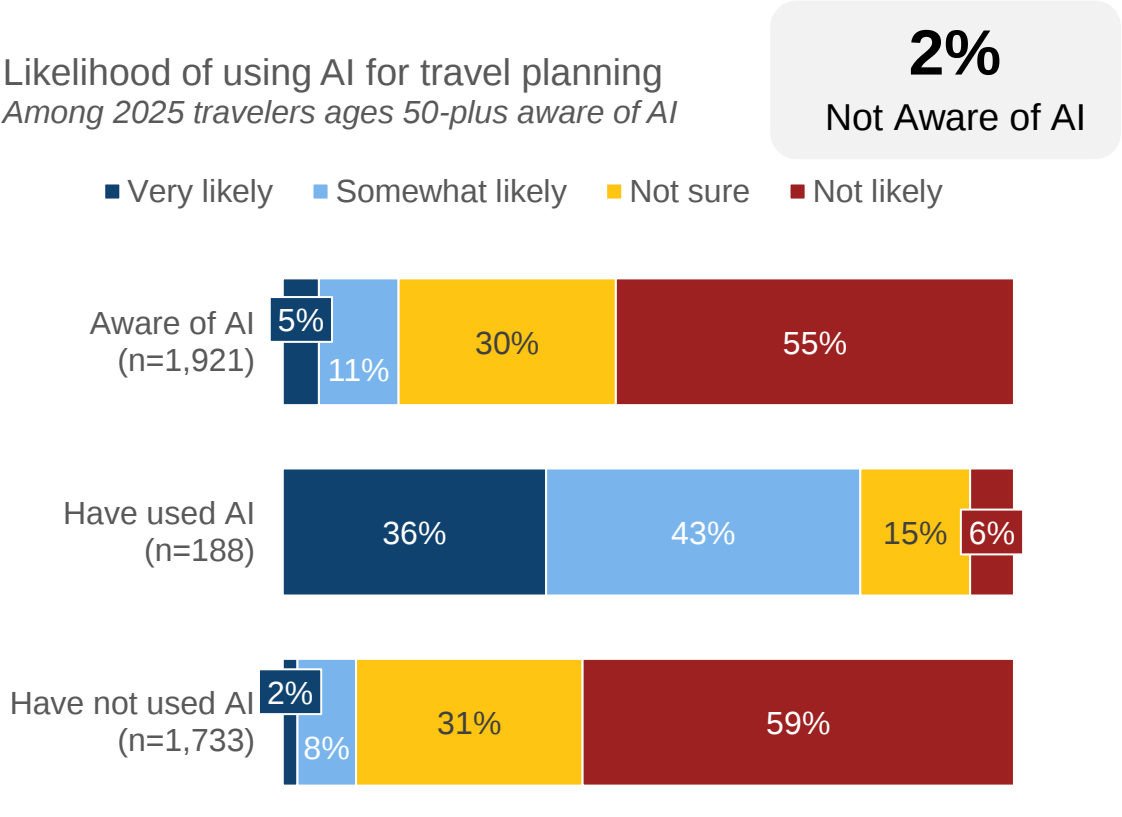
Helpfulness of AI
Among 2025 Travelers 50-plus who have used AI



[NEW QUESTIONS 2025] Base: 2025 50-plus Travelers who are aware of AI (n=1,921). Q86_2025. Have you used any artificial intelligence (AI) to help you plan your leisure travel in the past? 2025 50-plus Travelers who have used AI (n=188). Q87_2025. What aspects of your leisure travel did you use AI to help with your planning? Q88_2025. How helpful was the AI tool in providing you with the information, ideas, and/or guidance you were looking for?

Hesitation to use AI for travel planning assistance only exists among nonusers.

Those who have yet to try AI anticipate using it primarily to help find the best transportation and accommodation deals.



Travel planning aspects anticipate use of AI
Among 2025 travelers ages 50-plus non-AI users open to future use



[NEW QUESTIONS 2025] Base: 50-plus Travelers (n=1,952). Q85_2025. Thinking about your leisure travel plans for 2025, how likely are you to use artificial intelligence (AI) to help you plan trips in the near future?

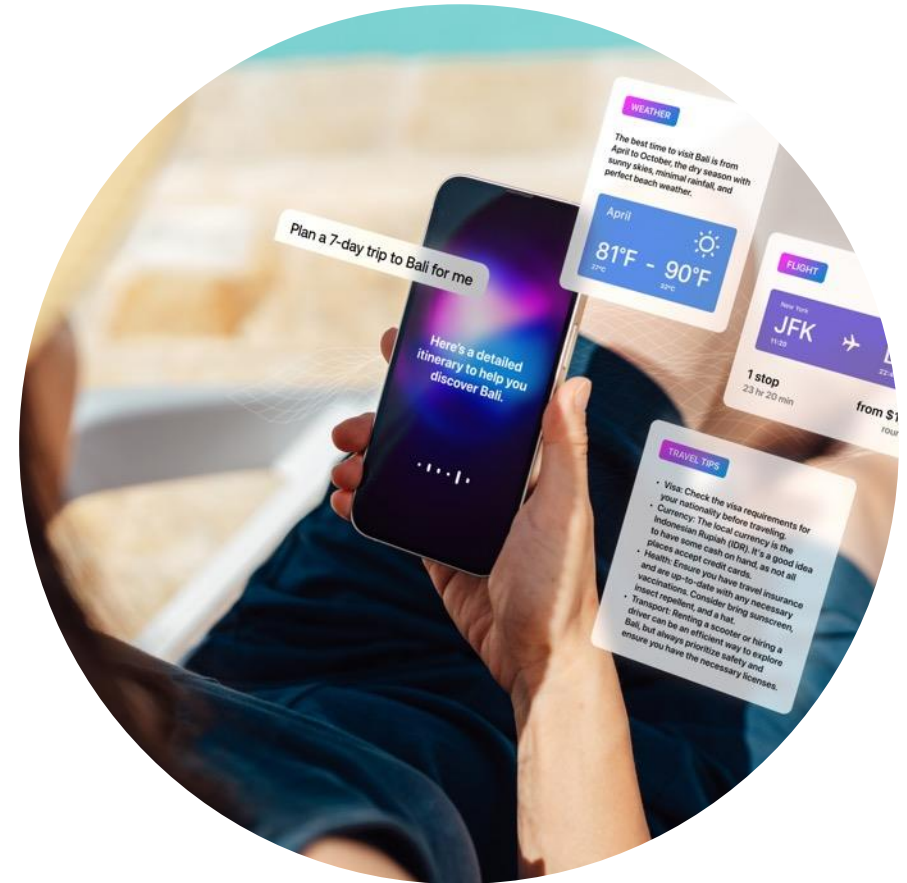
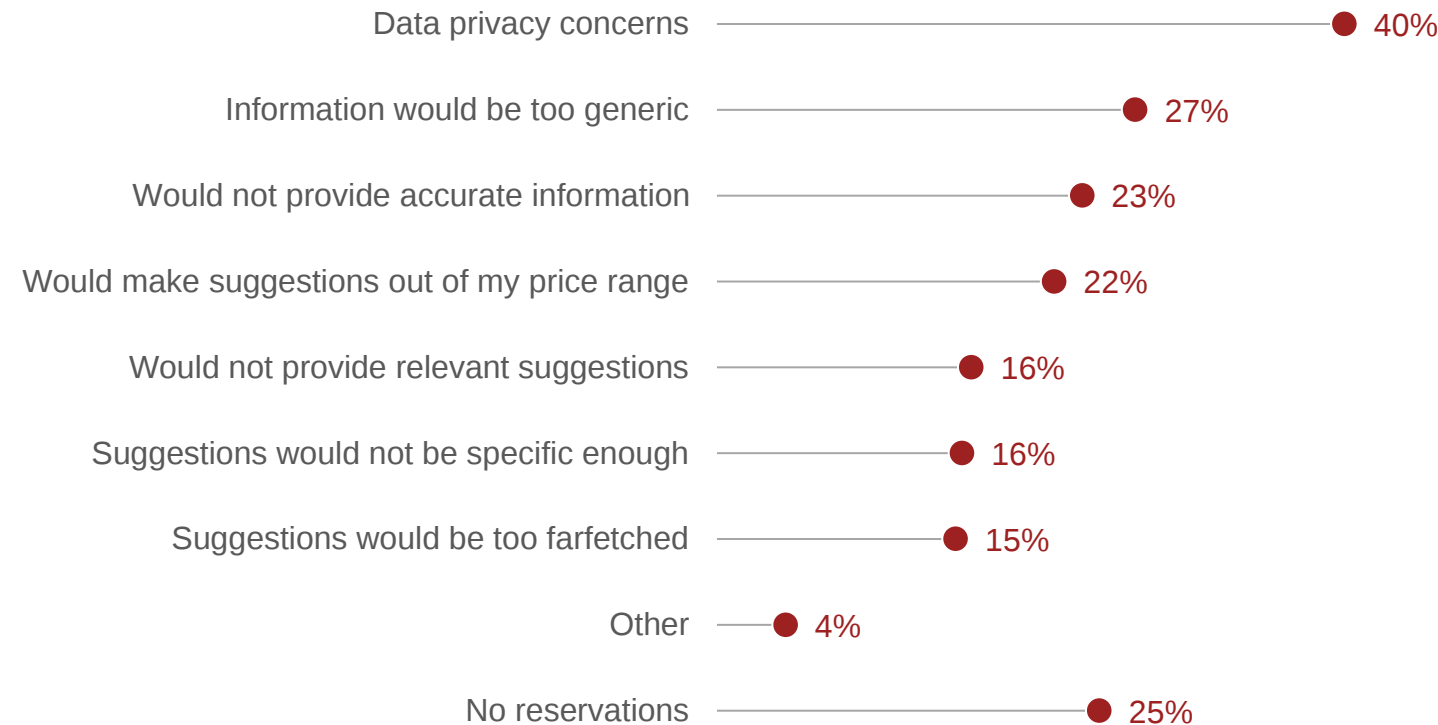
Base: 50-plus Travelers have not used AI to plan travel, but likely/unsure to use in future (n=785). Q87b_2025. What aspects of your leisure travel do you anticipate the use of AI could help you with?

Data privacy is the primary concern with using AI for travel planning.

Additional reservations center on how accurate or helpful the information might be.

Reservations about using AI to plan travel

Among 2025 travelers ages 50-plus who have not used AI to plan travel



[NEW QUESTION 2025] Base: 2025 50-plus Travelers who have not used AI (n=1,733). Q90_2025. Which of the following, if any, are reservations you might have about using AI to help you with your travel plans?



IMPLICATIONS

Implications

Domestic Air Travel Gains Popularity Over Road Trips

There is a noticeable shift towards domestic air travel among older adults, with more travelers opting for flights rather than road trips. Enhanced TSA security measures, which simplify and expedite the airport security process for older travelers, along with convenient flight options, better customer service, and improved amenities, may further encourage this demographic to choose air travel.

Health Benefits Drive Travel Motivations

With a vast majority of older adults recognizing the mental and physical health benefits of travel, travelers may be looking for experiences that prioritize their overall well-being. Promoting wellness retreats, family-friendly destinations, and stress-free travel experiences can appeal to the health-focused traveler.

Interest in Organized Group Travel and Curated Trips Is Promising

There is a growing interest in organized group travel and curated trips among older travelers. Increased marketing efforts to this demographic to raise awareness may drive more interest in these types of trips. Many are open to having travel professionals plan their trips to ensure a hassle-free experience. Offering more personalized itineraries that cater to older adults who are traveling with families or looking to check something off their bucket list could provide a more enriching travel experience.

Cost Remains a Significant Barrier to Travel

Although the desire to travel remains strong, cost continues to rise to the top as a major barrier. Budgets will need to stretch further given that the travel spend has not increased but costs have. Offering attractive pricing during shoulder seasons would be beneficial for those with flexible schedules, as well as affordable travel packages and cost-saving tips, that can help older adults fulfill their travel aspirations without breaking the bank.

Implications, cont'd.

Prioritizing Accessibility Is Essential for Travelers with Disabilities or Health Conditions

Ensuring accessibility in transportation and accommodations is crucial for this demographic, as well as clearly communicating these features to attract and retain travelers with disabilities or health conditions. New protections issued by the U.S. Department of Transportation for airline passengers with disabilities shows the importance of ensuring a safe and stress-free travel experience.*

AI Adoption for Travel Planning Remains Low but Encouraging

While awareness of AI is high among older adults, actual usage for travel planning remains limited. Concerns about data privacy and the accuracy of AI recommendations are barriers. Ensuring robust data privacy measures and face-to-face engagement can help build trust and encourage more older adults to use AI for their travel needs.** And, integrating AI into travel planning platforms could enhance the user experience for older adults — providing personalized itineraries, real-time travel updates, and tailored recommendations can make travel planning more efficient and enjoyable. However, human interaction is still an important part of the travel planning experience.



*U.S. Department of Transportation. (2024, December 16). Secretary Buttigieg Announces Sweeping Protections for Airline Passengers with Disabilities [Press release]. <https://www.transportation.gov/briefing-room/secretary-buttigieg-announces-sweeping-protections-airline-passengers-disabilities>

**Kakulla, Brittne. *Click, Book, Go: Travel Technology Use Among Travelers Age 50-Plus*. Washington, DC: October 2024. <https://doi.org/10.26419/res.00827.001>



APPENDIX

Traveler methodology

Methodology: Online survey using Dynata’s research panel

Qualifications: U.S. Adults ages 18+ who have

- taken at least one trip within the past two years 50 miles or more away from home, with at least a two-night stay.
- used an online travel site within the past two years.
- an intent to travel for personal pleasure (nonbusiness travel) in 2025.

Sample Size: 2,970

Questionnaire Length: Approximately 15 minutes

Language: English

Field Dates: November 8 – December 2, 2024

Weighting: Weighted to demographically represent a U.S. traveler, as defined in the screener, by age cohort.

Traveler Total Completes (unweighted counts)	2,970
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Gender:

Male	1,525
Woman	1,436
Nonbinary	7

Age:

18 – 49	1,443
50 – 59	531
60 – 69	551
70-plus	444

Ethnicity:

Hispanic/Latino	472
White	1,819
Black/African American	340
Asian	202
Native American	21
Other	115

Region:

Northeast	520
Midwest	601
South	1,130
West	719

Traveler counts by age cohort

The focus of this analysis is on adults 50-plus who intend to travel in 2025.

Counts by age cohorts shown here are weighted.



	50-plus	50 – 59	60 – 69	70-plus
<i>Total (unweighted)</i>	<i>n=1,952</i>	<i>n=645</i>	<i>n=720</i>	<i>n=587</i>
Gender:				
Man	1,017	366	368	289
Woman	935	279	352	298
Ethnicity:				
Hispanic/Latino	273	121	102	55
White	1,283	362	468	458
Black/African American	158	61	69	19
Asian	100	49	34	19
Native American	22	14	1	8
Other	115	38	45	28
Region:				
Northeast	326	106	114	100
Midwest	385	145	139	99
South	761	241	292	230
West	480	153	176	158

50-plus traveler profile

The profile of the 50-plus traveler does not differ dramatically based on travel destination.

Most notably, those who intend to travel both internationally and domestically have higher annual incomes.

In addition, those who only plan on traveling internationally in 2025 skew female, whereas the world traveler skews male.



	International Only Traveler (a)	Domestic Only Traveler (b)	World Traveler* (c)
Base:	138	1,085	729
Members	38%	31%	38% ^b
Nonmembers	62%	69% ^c	62%
Gender			
Male	40%	51%	56% ^a
Female	60% ^c	49%	45%
Age			
50 – 59	32%	36%	36%
60 – 69	32%	36%	34%
70-plus	36%	28%	31%
Ethnicity			
Hispanic/Latino	20%	13%	15%
White	55%	68%	64%
Black/African American	7%	9%	7%
Asian American/Native American/Other	18% ^b	10%	14% ^b
Income			
Average	\$86,000	\$77,000	\$104,000 ^{ab}
Marital Status			
Single/Never married	16%	17%	11%
Married/Living together	60%	56%	67%
Separated/Divorced	14%	19%	13%
Widowed	9%	8%	8%

* One who plans to travel both domestically and internationally

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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This research was designed and executed by AARP Research