



AARP[®]



2023 TRAVEL TRENDS

March 2023

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EXECUTIVE SUMMARY

What will 2023 travel look like for the 50-plus?

➤ COVID travel concerns are declining.

- More people feel that **traveling is safe now**, with respect to COVID (81% vs. 77% last year).
- More say they are “**not concerned**” about the **spread of COVID** (40% vs. 21% last year).
- **Fewer expect 2023 travel to look different** than travel prior to the pandemic (58% vs. 63% last year).
- **Fewer report that public health concerns** about COVID are a barrier to travel (25% vs. 47% last year).

➤ Inflation and high costs are impacting leisure travel.

- Two of the top three barriers to travel are financial.
 - **#1 Cost of travel** (52%, up 21 pct pts since last year)
 - **#3 Fear of financial unknown due to inflation** (27%)
- Among those who traveled less than anticipated in 2022, almost half (48%, up 38 pct pts since last year) attribute staying home to the **high cost of travel**.

➤ Anticipated **travel spend for 2023 is down**.

- Average anticipated **spend is at \$6,688** (down from \$8,369 last year).
 - This decline in spending is largely driven by travelers age 70-plus who intend to spend over 40% less than they had planned to spend for 2022 (down to \$6,777 from \$11,561 in 2022).

What will 2023 travel look like for the 50-plus?

- Finances may be the reason for **changes in the intention to travel internationally** and in **domestic modes of transportation**.
 - **Domestic road trips** are a focus.
 - For 2023, 61% anticipate **domestic-only travel**.
 - At the same time last year, 51% anticipated domestic-only travel for 2022 (which jumped to 76% in February 2022 due to the start of international conflict and the impact of the omicron variant).
 - More domestic travel will be **primarily by car** (up 7 pct pts to 50%) and fewer domestic trips will be by air (down 6 pct pts to 40%).
 - **International travel intentions, and specifically cruises, declined.**
 - Fewer (39%) travelers anticipate at least one international trip (down from 49% in 2022).
 - Fewer (18%) will take an international cruise (down 9 pct pts since 2022).
- Despite challenges, **travel remains a priority**.
 - 62% of the U.S. population 50-plus will take at least one leisure trip in 2023 (down 5 pct pts since last year).
 - The number of trips anticipated is at parity with 2022 at 3.7.
 - 85% of travelers rank travel in their **top three priorities for discretionary spending**, significantly higher than any other discretionary expense presented.

And what about those who don't plan to travel for leisure in 2023?

- **Nontravelers feel hesitant**, rather than set against travel in 2023, and many **intend to return to travel in 2024**.
 - Similar to past years, 94% are unsure if they will travel for leisure in 2023.
 - 48% anticipate returning to leisure travel in 2024 (up 40 pct pts since last year).
- Nontravelers are hesitating primarily because of **the cost of travel and the stress of inflation**, rather than concern over COVID.
 - Money: 58%
 - COVID: 20%
- Nontravelers are **repurposing unused 2023 travel dollars**.
 - Over half (51%) will spend unused travel funds on household bills and paying down debt.
 - Fewer (33%, a 9 pct pt decrease from last year) will save unused travel dollars for future travel.



WHAT WILL TRAVEL LOOK LIKE IN 2023?



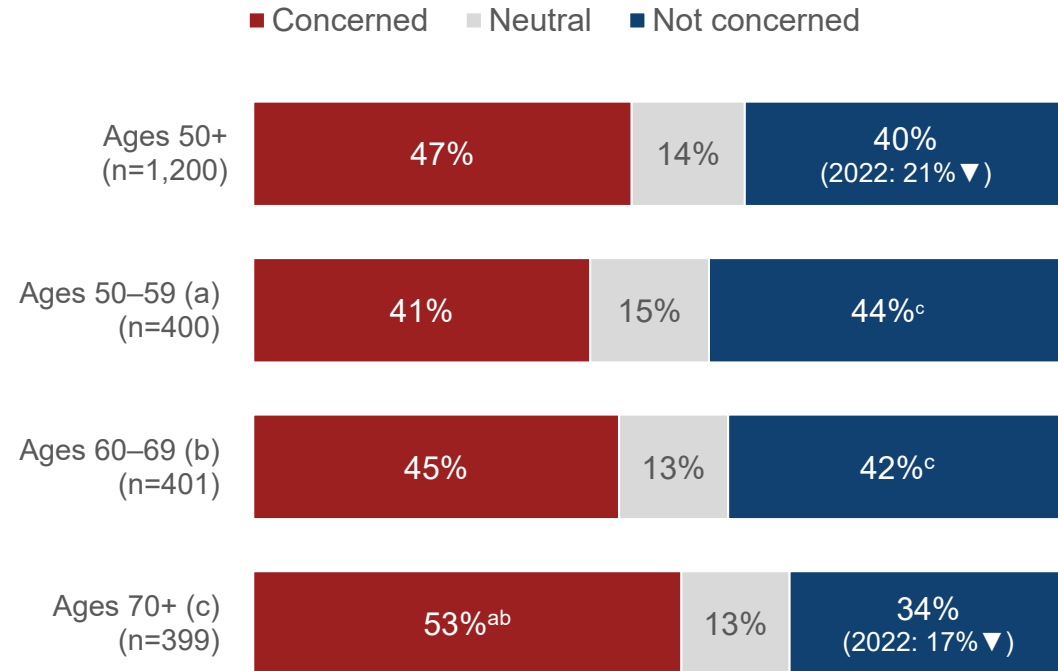
Stumble hazard

Missing your step?
Mind your step.

Concerns about COVID decreased this past year among those 50-plus, resulting in most travelers feeling that travel is now safe.

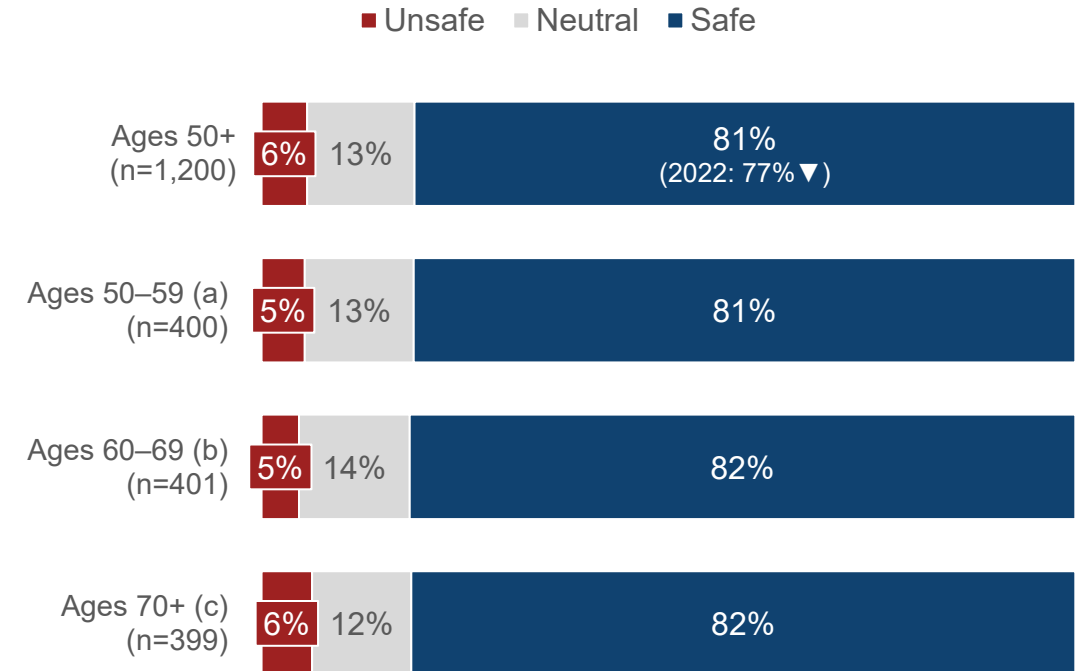
Those 70-plus remain the most cautious about the impact of COVID on travel. That said, even they are twice as likely as last year to say they are no longer concerned (34% vs. 17% in 2022 Travel Trends).

Concern about COVID spread
Among 2023 travelers ages 50+, by age range



Base: 2023 50+ Travelers
D3: Which of the following best describes your current level of concern for the spread of COVID-19?

Safety of travel during COVID
Among 2023 travelers ages 50+, by age range



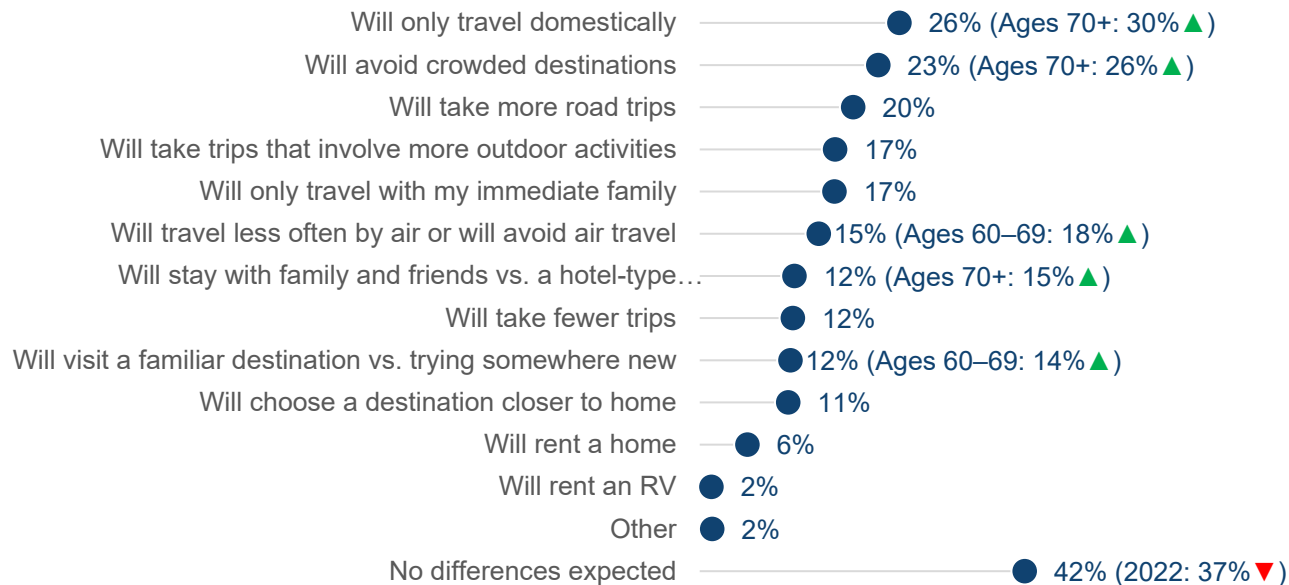
Base: 2023 50+ Travelers
T13: In general, how safe do you feel it is to traveling and vacationing now that COVID-related restrictions are being lifted?

Though many older adults are still modifying their travel to avoid potential issues with COVID, that number is decreasing.

Traveling only domestically is the most common change travelers have made to avoid COVID, though restricting their type of travel, transportation, or accommodations is lessening year over year. Women are more cautious than men in their travel plans.

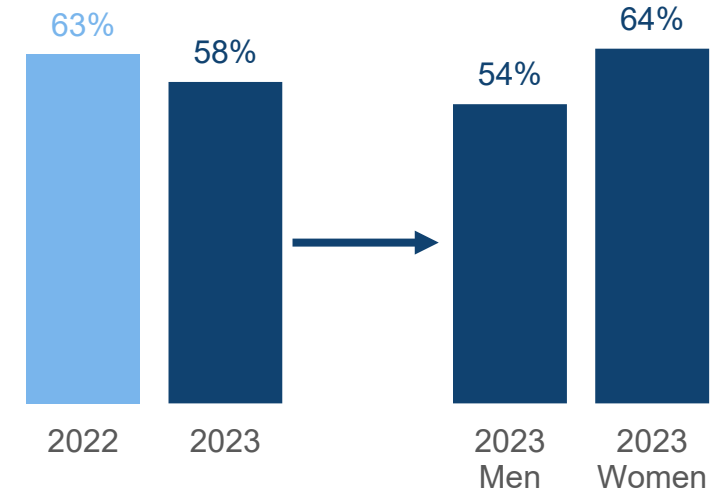
How 2023 travel will look different than travel prior to COVID

Among 2023 travelers ages 50+



Percent who expect travel to look different than the past, 2022 vs. 2023

Among 2023 travelers ages 50+

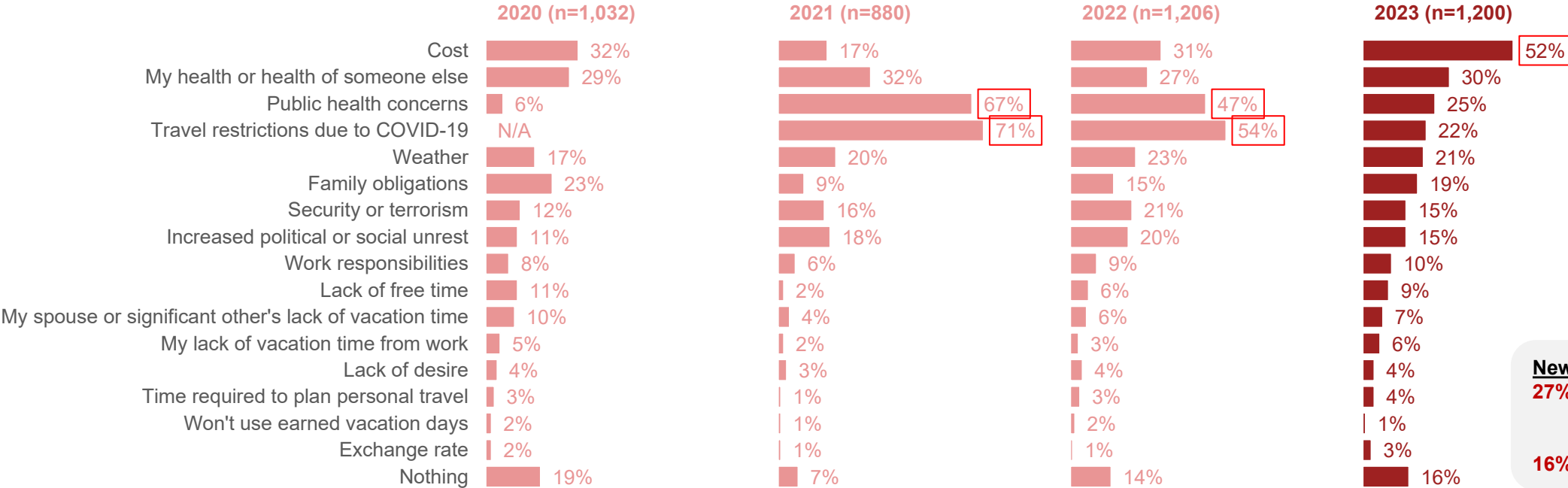


Base: 2023 50+ Travelers (n=1,200).

T12. Please indicate the ways in which your travel in 2023 might look different than your travel plans prior to COVID.

While COVID concerns were the biggest barrier to travel in the past two years, that has since diminished, and cost emerges stronger than ever as the primary barrier.

Percent citing barriers to travel, 2020 to 2023
Among travelers ages 50+



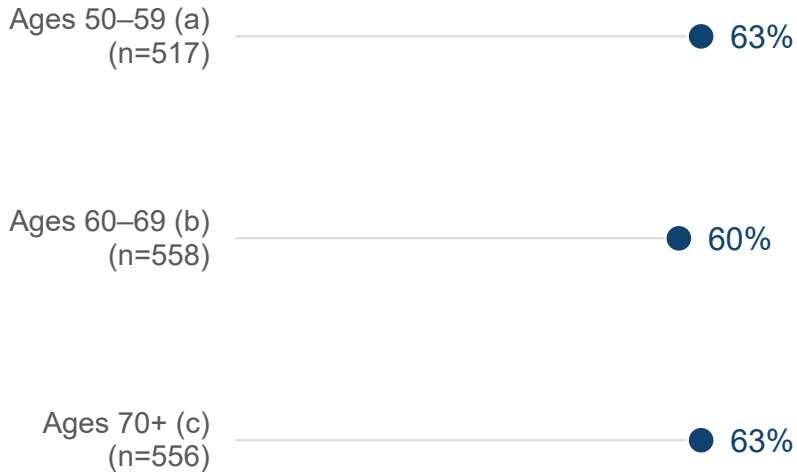
New for 2023
27% Fear of financial unknown due to inflation
16% Airline complications

Base: 50+ 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]?

Slightly fewer adults 50-plus anticipate traveling in 2023, although their anticipated number of trips is at parity with 2022.

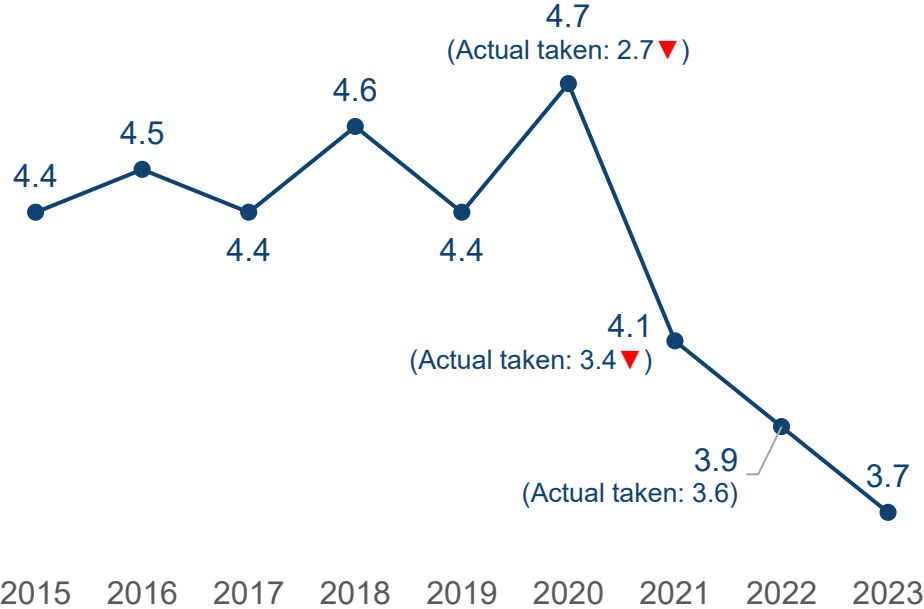
There is little variance in travel incidence by the 50-plus age cohorts.

Percent who anticipate traveling in 2023
By age range



62%
of 50-plus plan on traveling in 2023
(2022: 67% ▲)

Average number of trips anticipated, 2015–2023
Among travelers ages 50+



Base: 2023 50+ Traveler Incidence Check (n=1,631).

S11: How many personal trips do you anticipate, or hope to take, next year in the calendar year 2023?

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 (2023).

Base: 2023 50+ Travelers (n=1,200); S11. And finally, how many personal trips do you anticipate, or hope to take, next year, in the calendar year of 2023?

The decline in anticipated 2023 travel rates may be due to the impact of high costs of travel in 2022.

One-third took fewer trips than planned in 2022 and the high costs of travel increased as a factor by 38 pct pts.

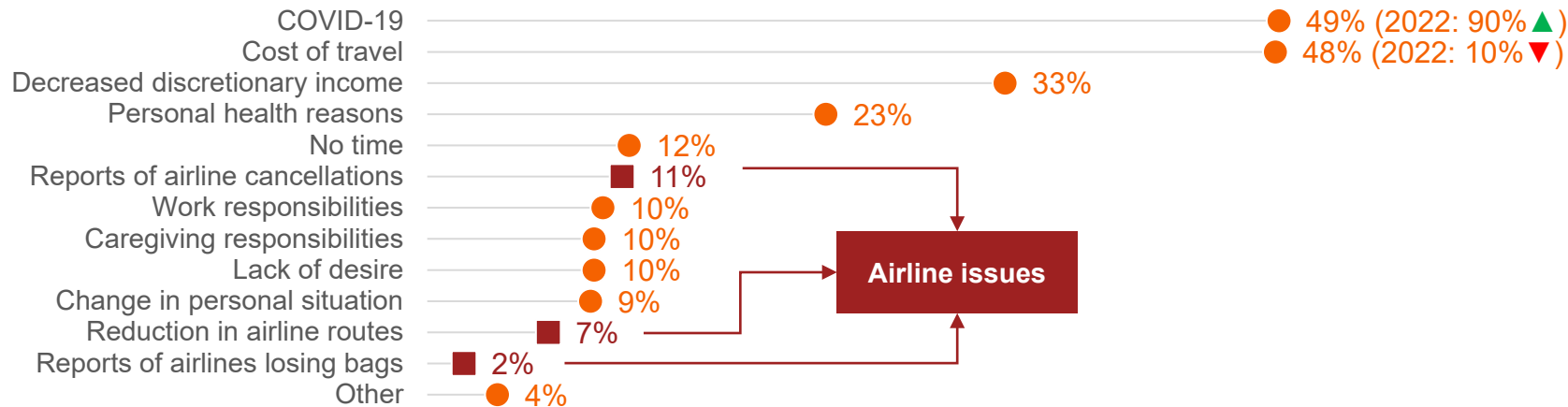
Percent who took **fewer**, the **same**, or **more** trips than planned in 2022

Among 2023 travelers ages 50+



Primary reasons for fewer trips in 2022

Among 2023 travelers ages 50+ who took fewer trips in 2022 than expected



Base: 2023 50+ Travelers (n=1,200).

T1_REVISIED. Thinking about your personal travel in 2022, did you take fewer trips, more trips, or about what you expected to take in 2022?

Base: 2023 50+ Travelers Taking Fewer Trips Than Expected (n=394).

T2b. What are the primary reasons you took fewer personal, leisure trips in 2022 than you originally intended? [NOTE: Some answer options are new in 2023.]

With inflation a more pressing issue this year, people 50-plus are focusing again on domestic travel.

While international-only travel remains steady at 6%, those who hope to travel both domestically and internationally decreases significantly year over year, down from 43% to 33% in 2023.

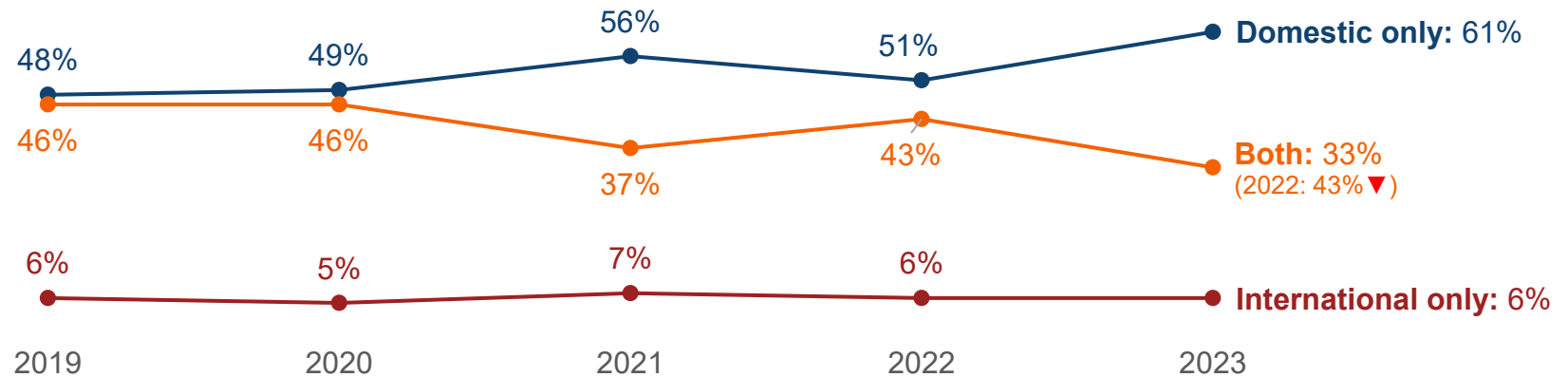
Percent of travelers by anticipated travel destinations
Domestic only, international only, or both
 Among 2023 travelers ages 50+

Average number of domestic trips planned*

3 to 4

Average number of international trips planned**

1 to 2



Base: 2023 50+ Travelers (n=1,200).

Q1a: How many of these trips will be international and how many will be domestic?

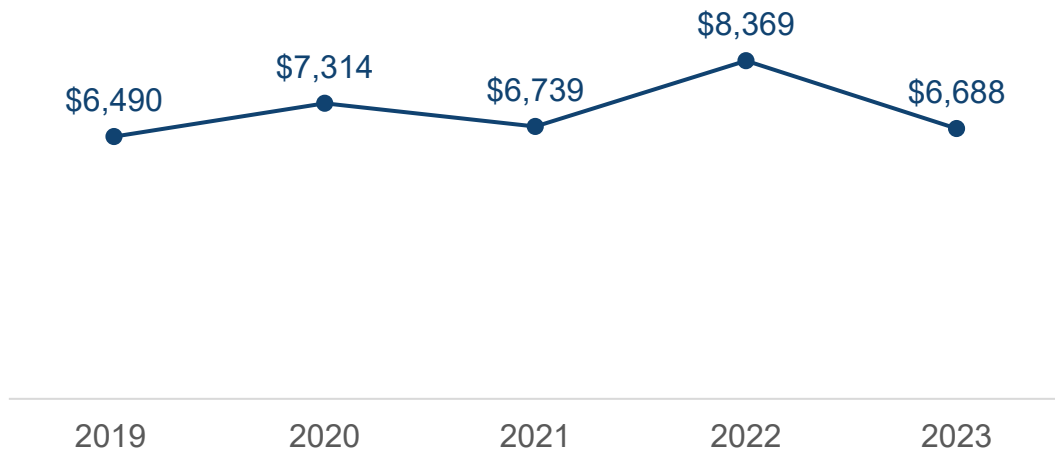
NOTE: During 2022 Travel Trends data collection in November 2021, 51% anticipated domestic-only travel; Based on data collected in February 2022, with the start of international conflict and the impact of the omicron variant, as of February 2022 domestic-only travel increased to 76%

*Among those taking one or more domestic trips.
 **Among those taking one or more international trips.

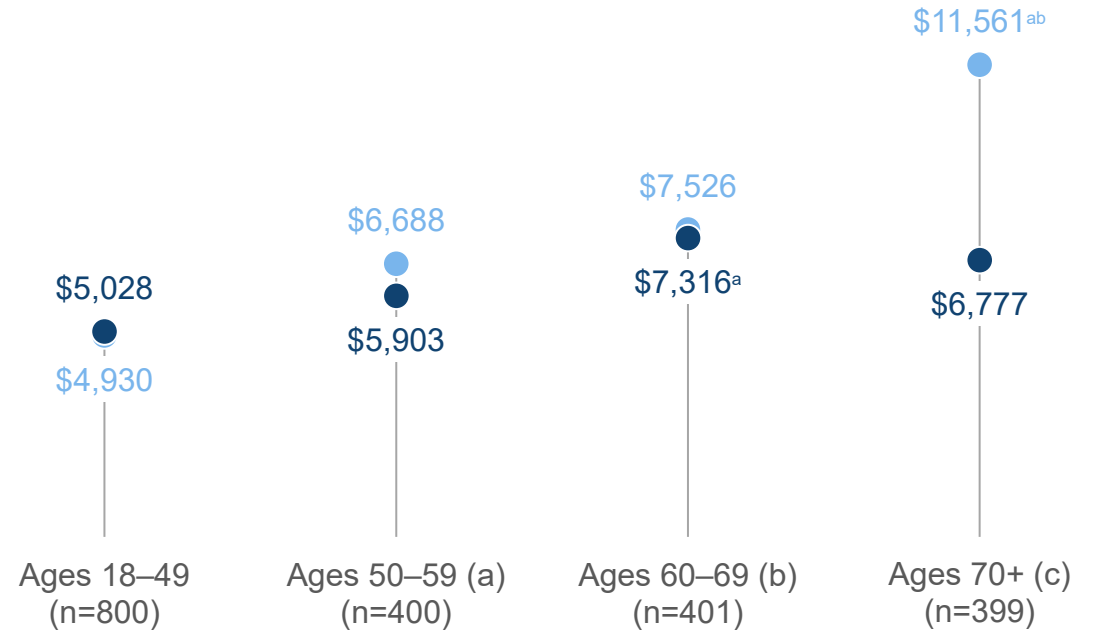
Cost concerns entail less anticipated travel spend.

A decrease in anticipated spend is seen among people 50-plus, though it is primarily driven by those 70-plus. Even with the decrease in spend, those 50-plus anticipate spending more on travel than those 18–49.

Average anticipated travel spend, 2019–2023
Among travelers ages 50+



Average anticipated travel spend, 2022 and 2023
Among travelers ages 50+, by age range



Base: 2023 50+ Travelers (n=1,200).

Q13d. Now that you have thought through your anticipated travel plans for 2022, approximately how much do you expect to spend on travel in 2022, in total?

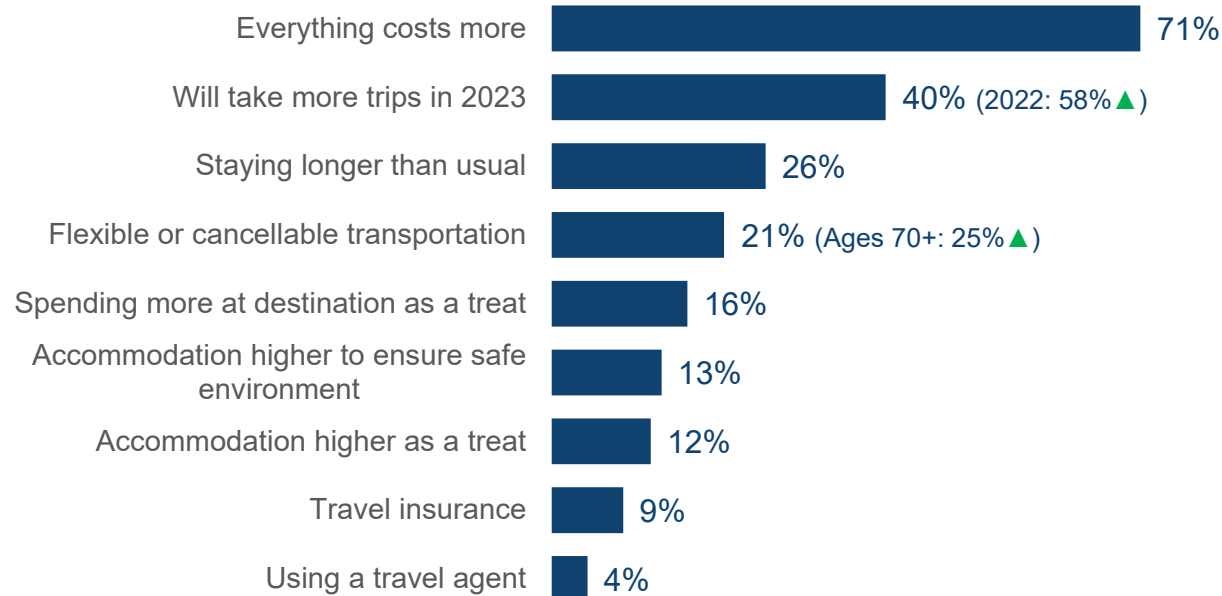
Letters denote significant differences between generations at the 95% confidence level

Though over half of people 50-plus expect to spend more in 2023, high travel costs are cited more than the volume of trips anticipated.

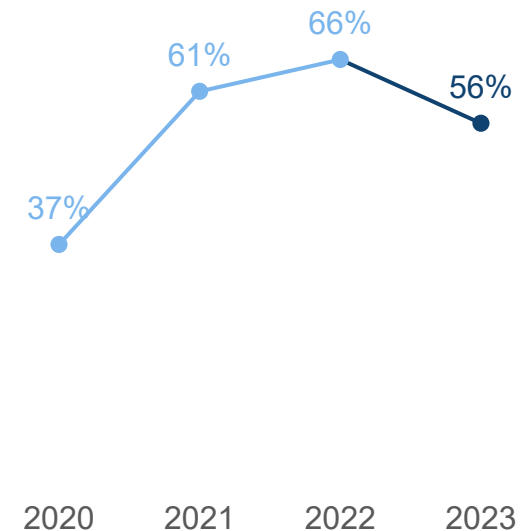
Volume of trips declined 18 pct pts since last year. Staying longer at the destination or paying more for flexible travel continues to be part of the reason for spending more, though the need to travel as a treat after COVID kept us at home.

Reasons for spending **more** on travel in 2023

Among 2023 travelers ages 50+ who expect to spend more than in 2022



Percent planning to spend **more** on travel than in the previous year
Among travelers ages 50+



Base: 2023 50+ Travelers (n=1,200).

Q13e. And how do your estimated 2023 expenses compare to what you expect to spend on travel by the end of 2022?

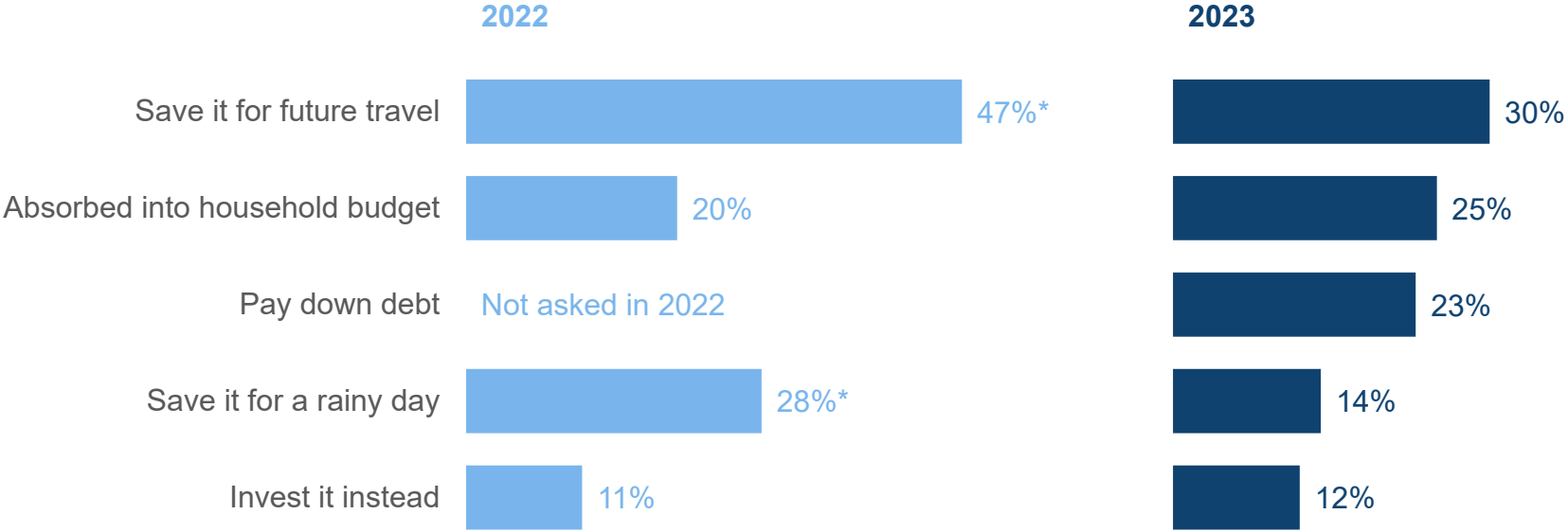
Base: 50+Travelers who anticipate higher spend on travel in 2023 vs 2022 (n=678).

T8a. You indicated you will be spending more on travel in 2023 than in 2022. Which of the following are reasons why your travel expenses will be more next year?

Among the small portion of travelers who expect to spend less on travel in 2023, fewer will be saving that money for future travel than last year.

Saving unspent travel dollars for future travel declined 17 pct pts year over year.

How travel money will be used
Among 2023 travelers ages 50+ expecting to spend less on travel in 2023 than 2022



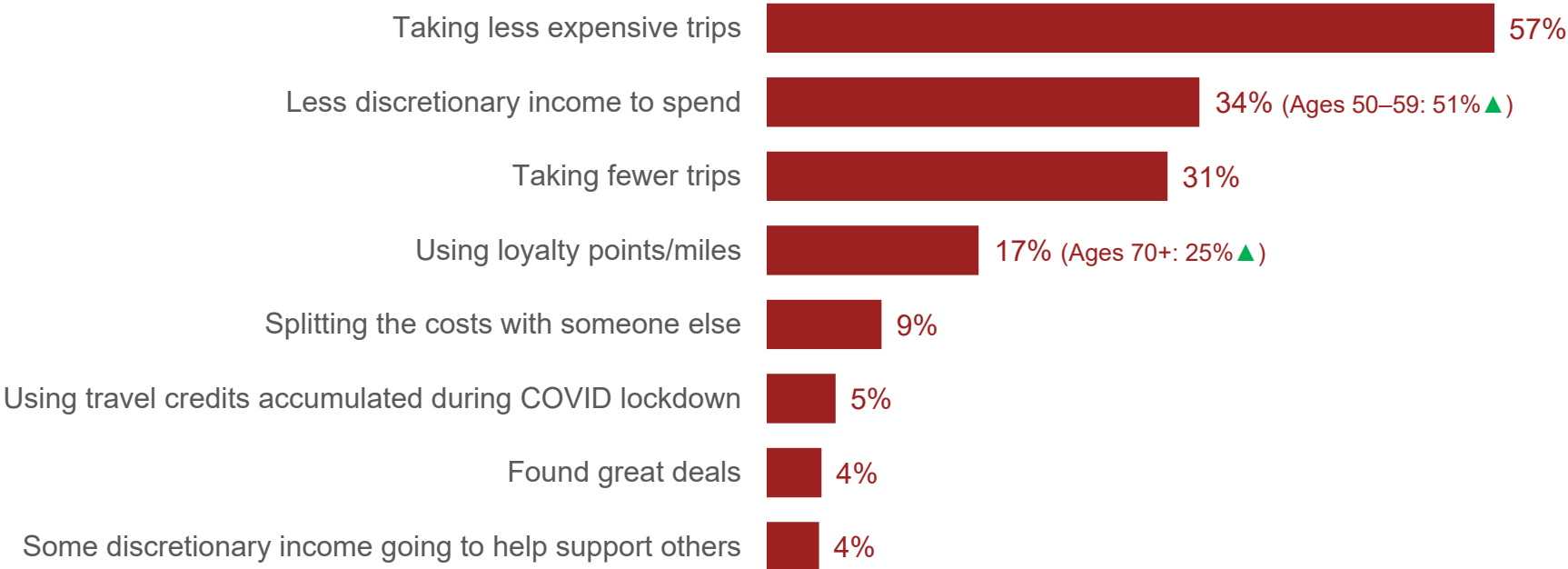
10% of 50-plus travelers plan to spend **less** on travel in 2023 than in 2022

Base: 2023 50+ Travelers (n=1,200).
 Q13e. And how do your estimated 2023 expenses compare to what you expect to spend on travel by the end of 2022?
 Base: 50+Travelers who anticipate lower spend on travel in 2023 vs 2022 (n=118)
 T8b. Since you anticipate spending less on travel in 2023 than this year (2022), what might you do with the dollars you save on travel? [NOTE: Some answer options are new in 2023.]
 *Significant differences at the 95% confidence level

Travelers who will spend less than in 2022 attribute it to taking less expensive trips, having less to spend, and taking fewer trips overall.

Those ages 50–59 are the most likely to cite having less discretionary income to spend in 2023.

Reasons for spending **less** on travel in 2023
Among 2023 travelers ages 50+ expecting to spend less than in 2022

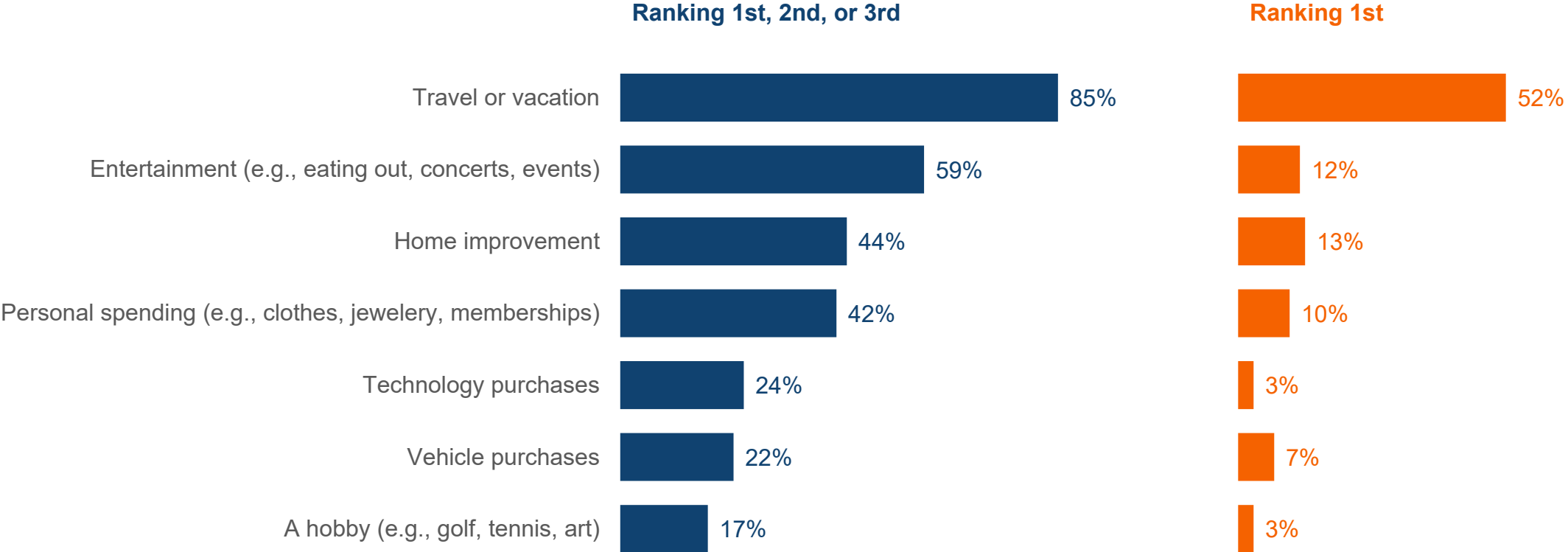


[NEW QUESTION 2023]

Base: 50+ Travelers who anticipate lower spend on travel in 2023 vs 2022 (n=118).
T8a_2. You indicated you will be spending less on travel in 2023 than in 2022. Which of the following are reasons why your travel expenses will be less next year?

That said, travel remains the top priority for discretionary income among travelers 50-plus.

Priorities for discretionary income (ranking 1st, 2nd, or 3rd)
 Among 2023 travelers ages 50+



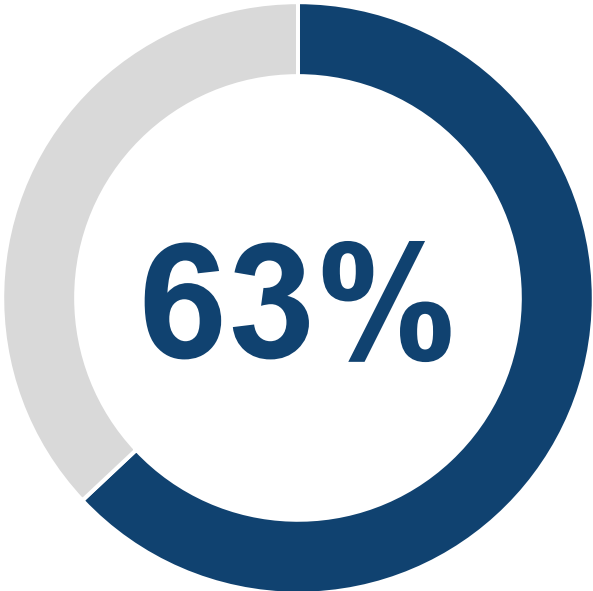
Base: 2023 50+ Travelers (n=1,200).

Q53. Below is a list of discretionary spending categories. Thinking about what is important to you, please put these categories in priority order – starting with the one you are most likely to spend discretionary income on in 2023. Only rank order those categories for which you anticipate spending discretionary income on in 2023.

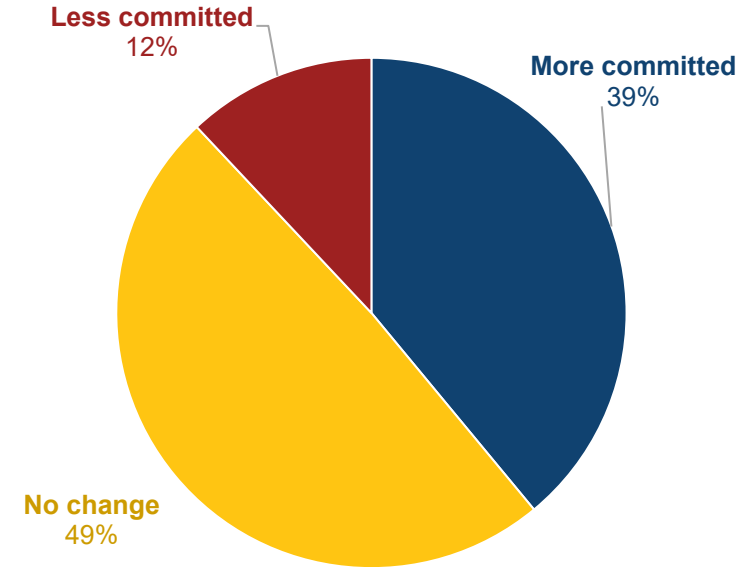
The idea of a bucket list trip is as intriguing today, if not more so, than it was prior to the pandemic lockdown.

A change in the cost of travel, their discretionary income, or their health are potential barriers to such trips.

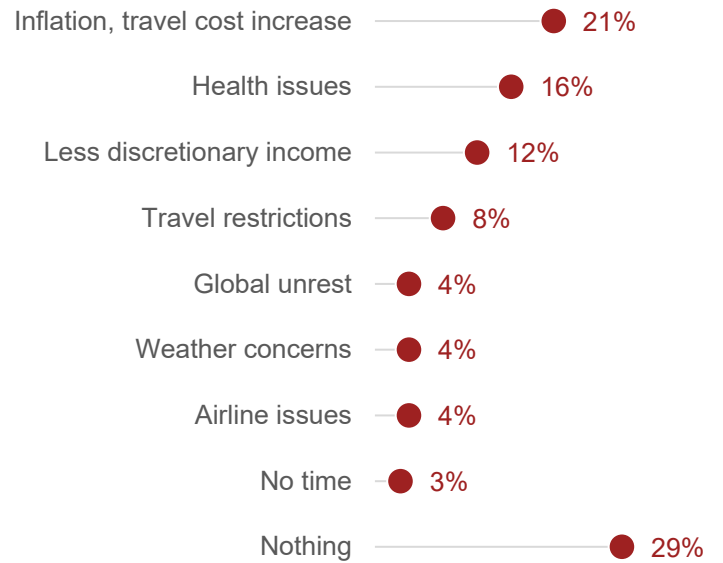
Percent who have a bucket list of places they would like to visit
Among 2023 travelers ages 50+



Change in commitment to their bucket list due to the COVID-19 pandemic
Among 2023 travelers ages 50+ with a bucket list



Potential barriers to bucket list travel
Among 2023 travelers ages 50+ planning a bucket list trip in 2023



[NEW QUESTIONS 2023]
 Base: 2023 50+ Travelers (n=1,200). Q50. Do you have a 'bucket list' of places you would like to travel to in your lifetime? Base: 50+ Travelers with a bucket list (n=773)
 Base: 2023 50+ Travelers with a bucket list (n=773). Q51. Coming out of the pandemic, are you more of less committed to your bucket list of places you would like to travel to in your lifetime?
 Base: 2023 50+ Travelers with bucket list planned (n=248). Q52. What is the primary barrier that might stop you from taking your bucket list trip this year, if any?

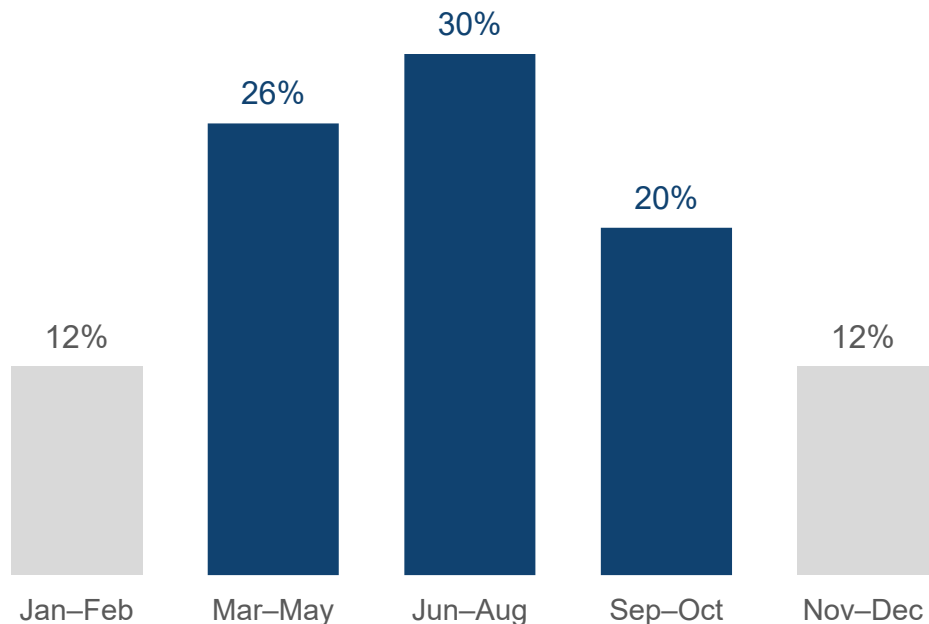


2023 DOMESTIC TRAVEL

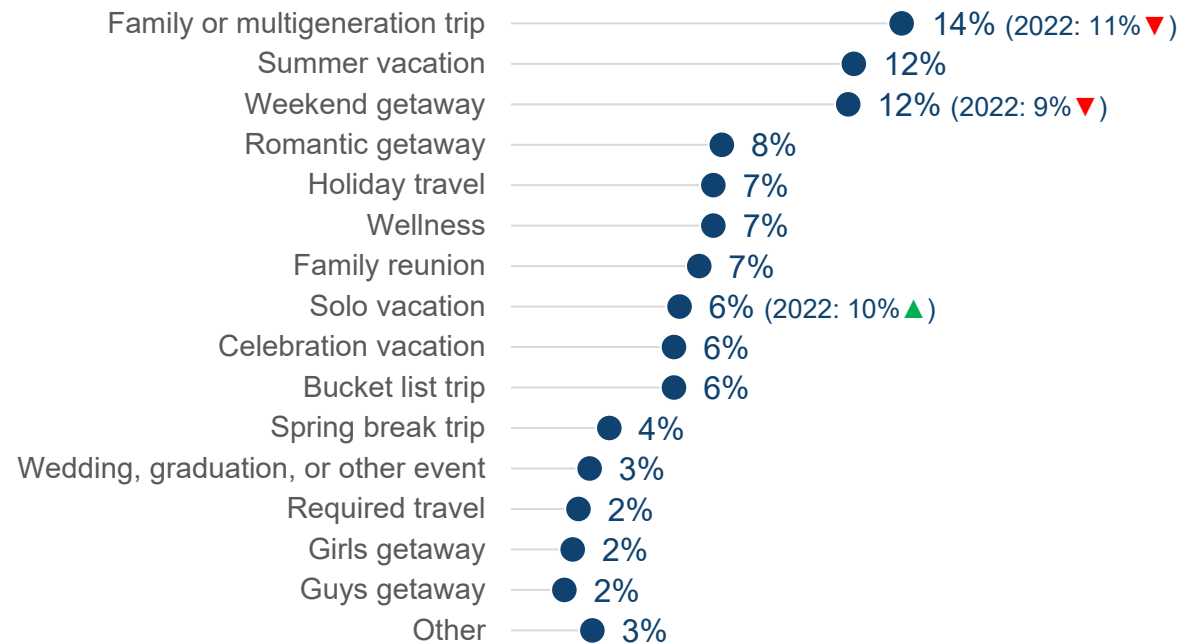
Travel patterns remain the same year over year for domestic trips, with spring and summer attracting the most travelers.

Family trips and weekend getaways are becoming more popular as intent to take solo trips in 2023 is decreasing.

Percent of **domestic trips** planned
By season



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



Base: 50+ domestic trips; total responses, up to 5 trips discussed (n=3,161).

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.

Similar to last year, more than half the trips anticipated in 2023 are either booked or in the planning phase.

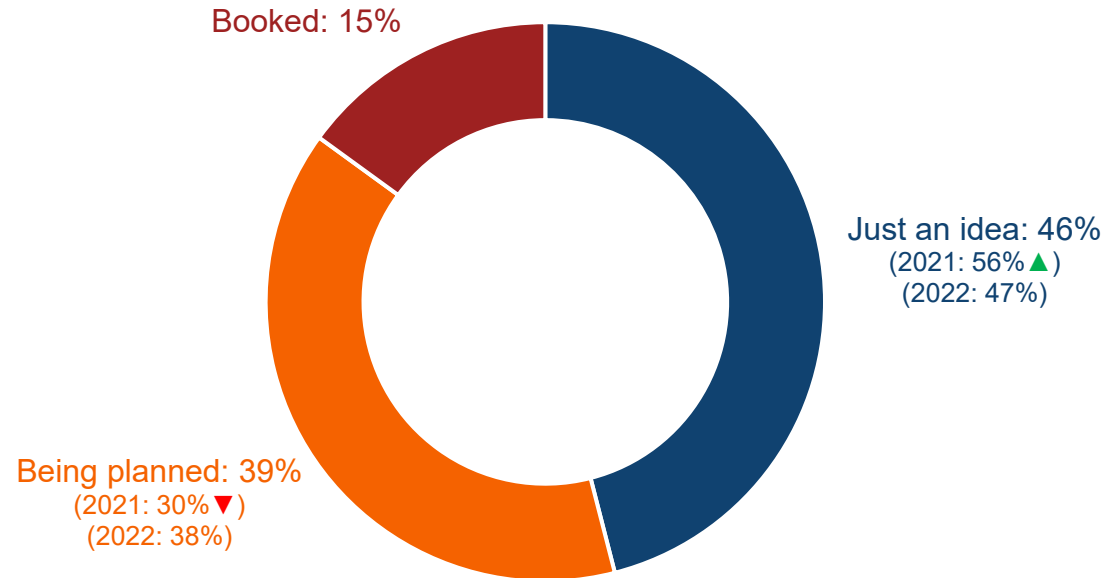
Among those planning, 84% have selected their destination, significantly less than what was reported in 2019 (89%).

Percent of domestic trips planned
By phase



Selected Destination (% Yes, Among those in planning)

2019: 89%
2020: 87%
2021: 86%
2022: 85%
2023: 84%



Base: 50+ domestic trips; total responses, up to 5 trips discussed (n=3,161)

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.

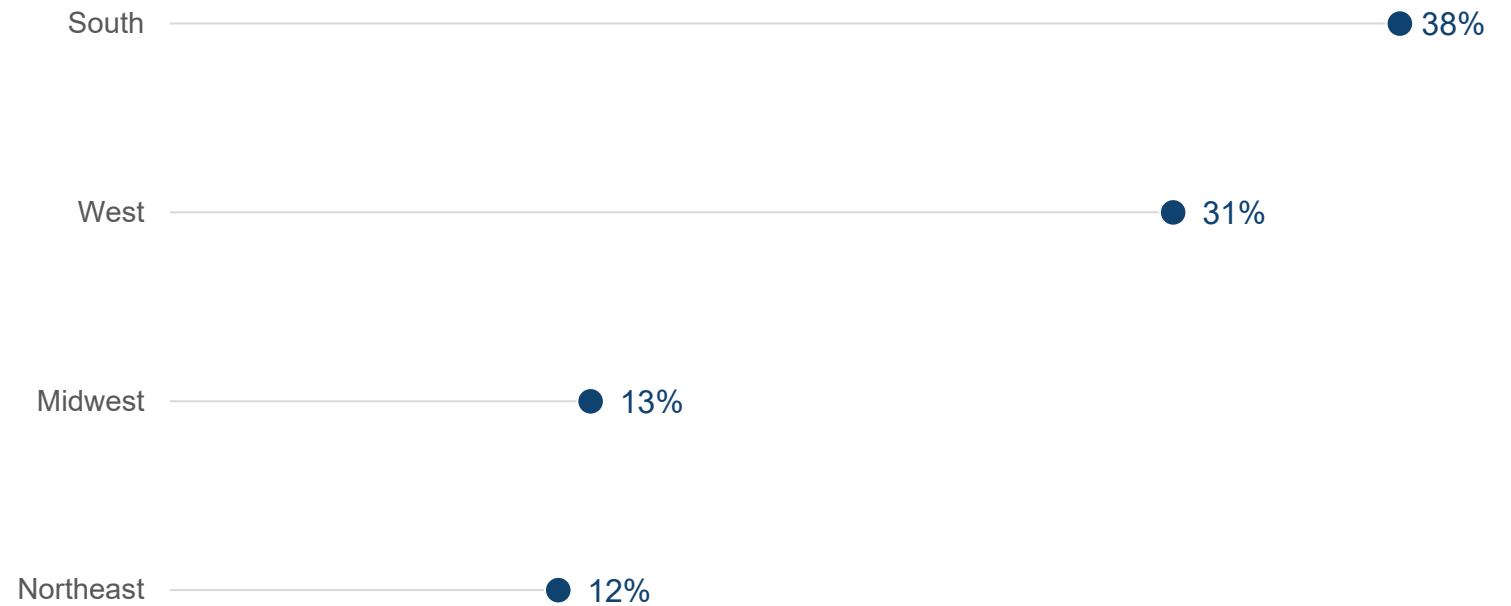
Q5b: For those domestic trip(s) that are still in the planning phase, have you selected a final destination yet? (n=1,212 Responses)

Domestic travelers continue to venture South and West more often than to cities or towns in other parts of the country.

Similar to years past, the most popular destinations in 2023 are:

- Florida (15%)
- California (8%)
- Las Vegas (7%)
- Texas (4%)
- Arizona (4%)
- New York (4%)

Percent of planned domestic trips
By destination



Base: 50+s with domestic location chosen; total responses, up to 5 trips discussed (n=1,340).

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.

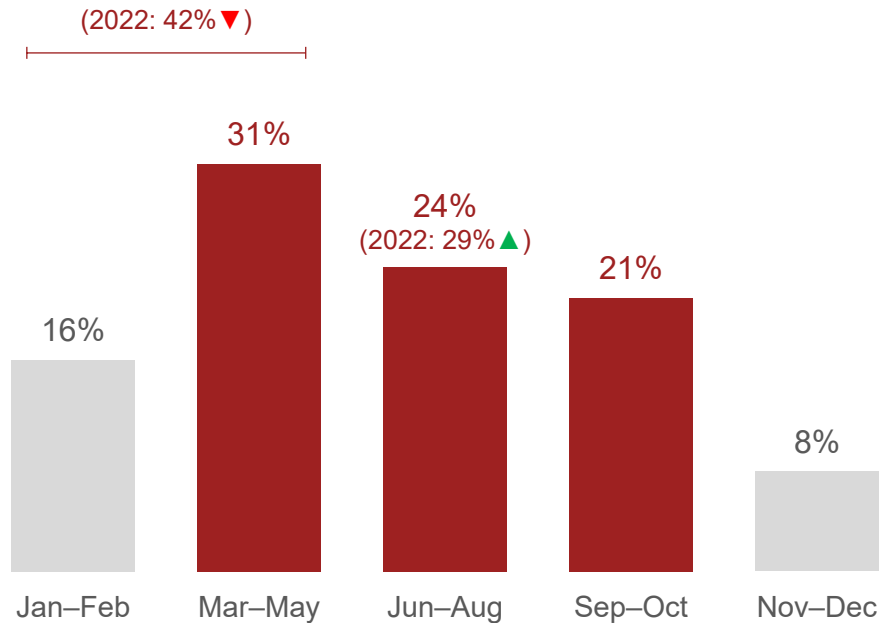


2023 INTERNATIONAL TRAVEL

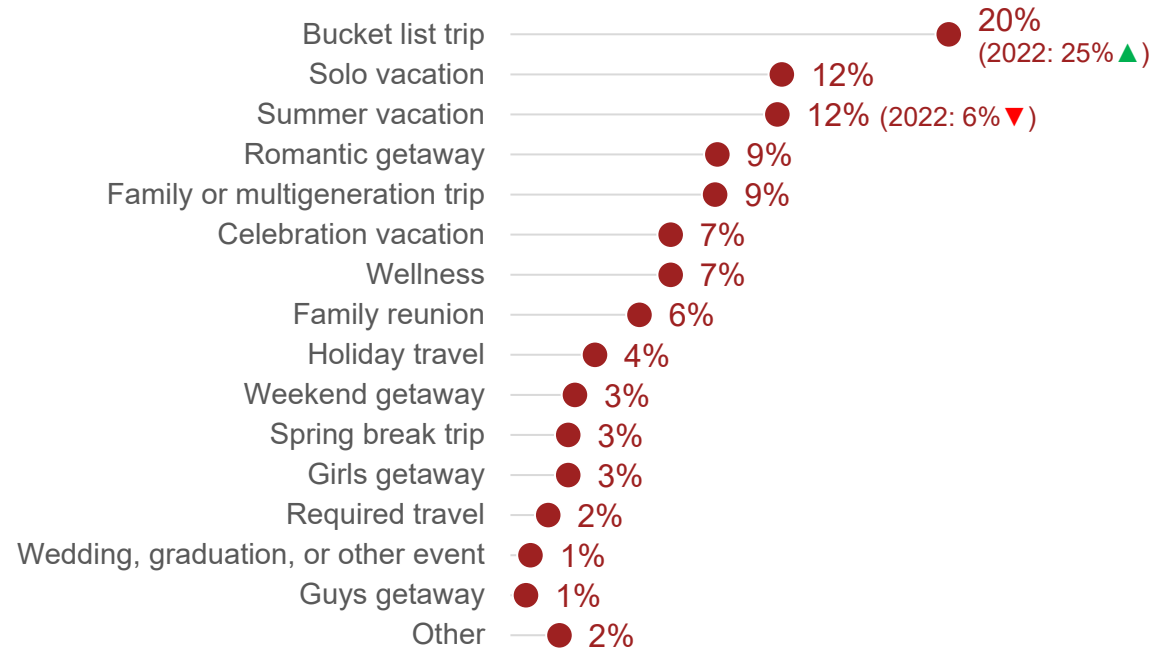
International travelers are traveling earlier in the year in 2023.

Bucket list travel declines some as summer vacation, spring break, and holiday travel all increase in intent.

Percent of **international trips** planned
By season



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



Base: 50+ international trips; total responses, up to 5 trips discussed. (n=664).

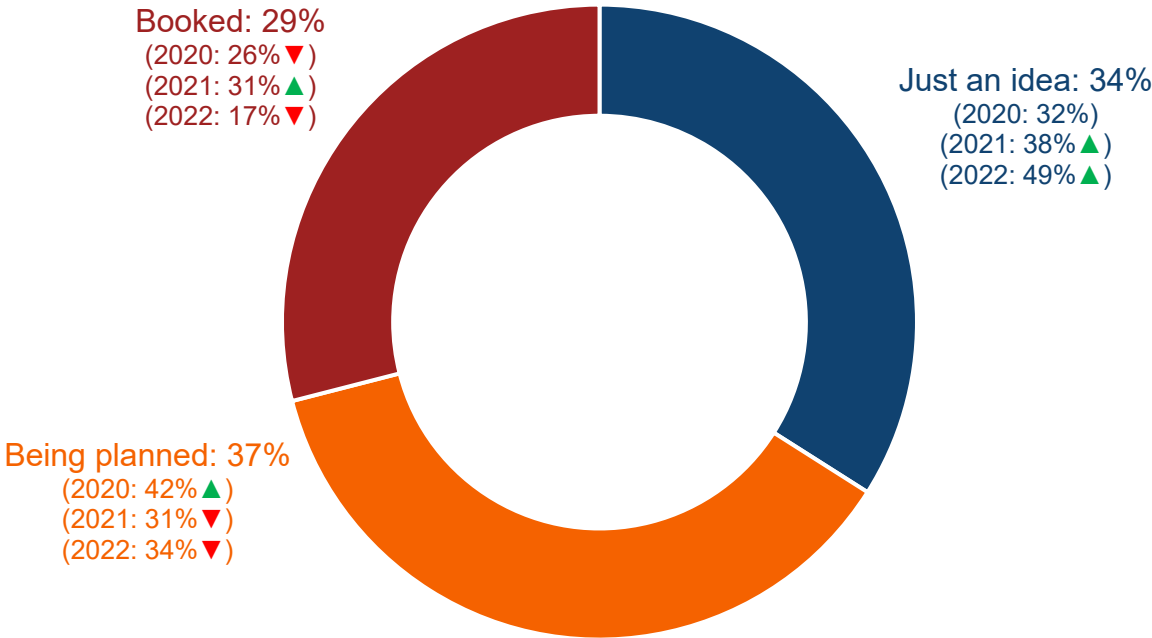
Q2b. Thinking about your upcoming international trips listed below, please indicate the time of year, or season, you plan to travel.

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.

After a year of hesitation toward international travel, booking and planning international trips are getting closer to prepandemic levels.

Percent of international trips planned
By phase

- Solo vacations, romantic getaways, and weekend getaways tend to fall into the “just an idea” phase more frequently than other types of trips.
- For those making plans, 82% have already chosen their destination.



Base: 50+ international trips; total responses, up to 5 trips discussed (n=664).

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=246)

Europe remains the most planned international destination, with Latin America/Caribbean ranked second.

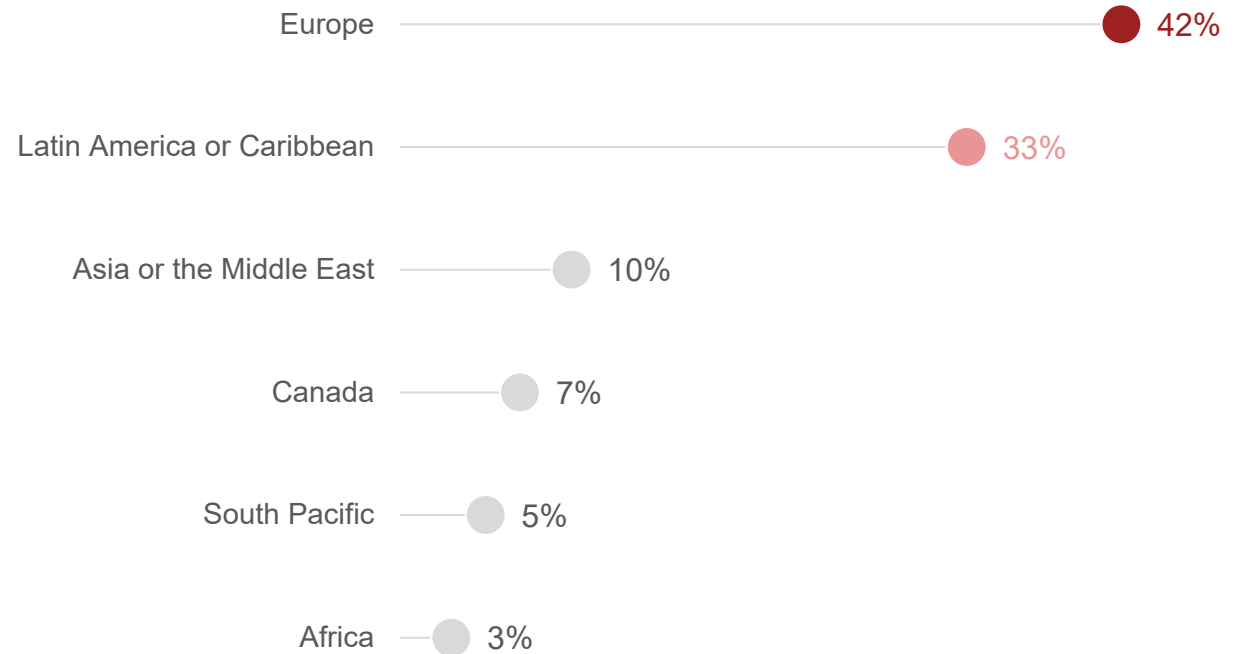
- In Europe, popular destinations are

- Italy (8%)
- Great Britain (7%)
- France (7%)
- Ireland (4%)
- Germany (3%)

- In Latin America/Caribbean, popular destinations are

- Mexico (12%)
- Bahamas (2%)
- Aruba (2%)

Percentage of planned international trips
By destination



Base: 50+s with international destination chosen; total responses, up to 5 trips discussed (n=346).

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.

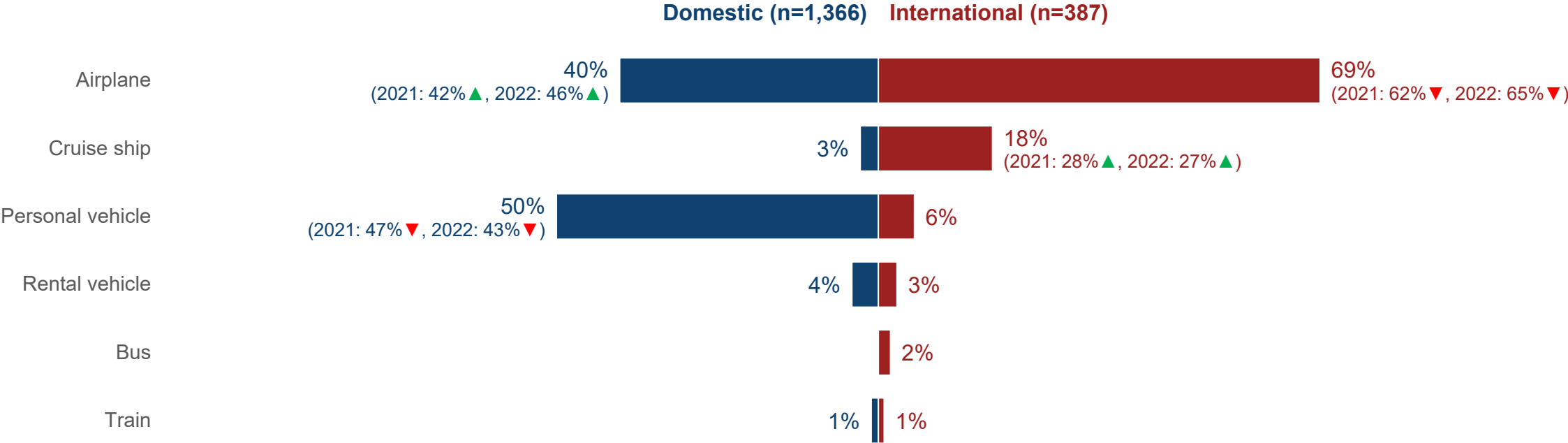


2023 TRANSPORTATION & ACCOMMODATIONS PREFERENCES

Among those who have chosen a destination, air travel remains the most popular for international destinations, while road trips are now more popular more than air travel for domestic destinations.

Fewer people 50-plus will be embarking on an international cruise (down 9 pct pts since last year).

Percent of trips by primary mode of transportation



Base: 50+ 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.

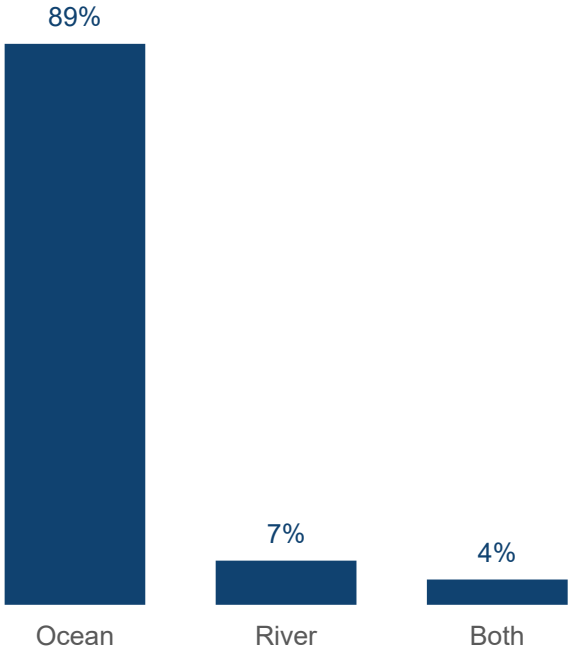
Though the incidence of travelers 50-plus anticipating a cruise in 2023 is down, there are still avid cruisers who enjoy the ease of seeing multiple places.

Average number of cruises ever taken
Among 50-plus travelers taking a cruise in 2023

14



Waterways expected to travel
Among travelers ages 50+ taking a cruise in 2023



Motivations for cruise ship travel
Among travelers ages 50+ taking a cruise in 2023



[QUESTIONS REINSTATED IN 2023]

Base: 2023 50+ Travelers who plan on taking a cruise in 2023 (n=78).

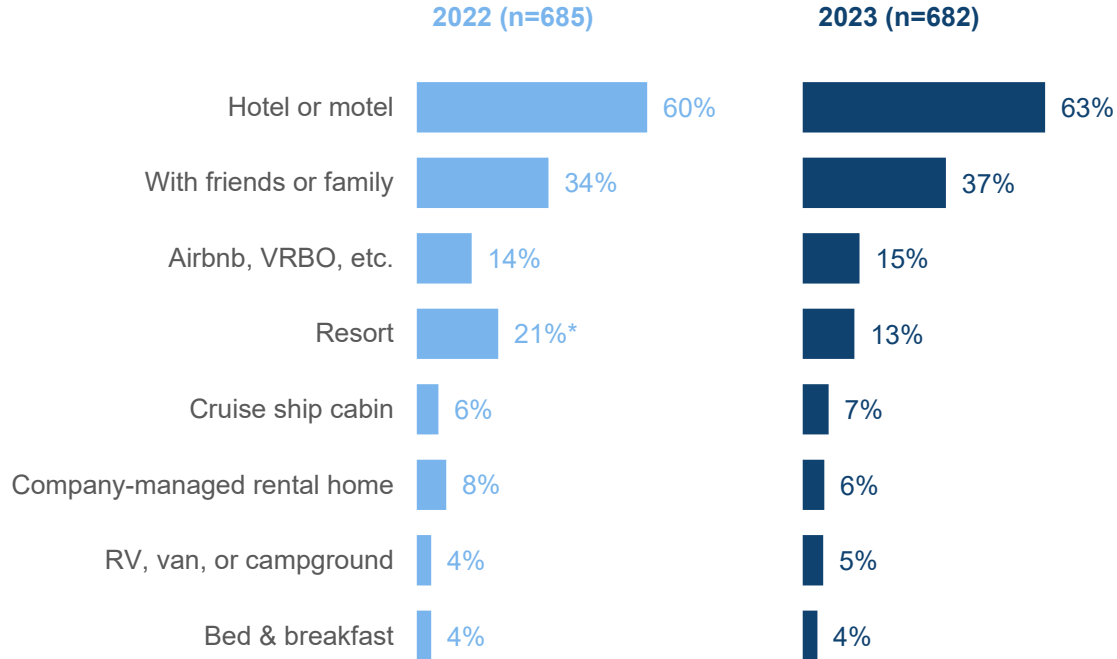
Q40. Earlier you mentioned that you plan to travel by cruise ship for one of more of your trips in 2023. How many cruises have you taken in the past?

Q42. Thinking again about your specific cruise trips planned for 2023, what type of waterway will you be cruising for each? (n=105 Responses)

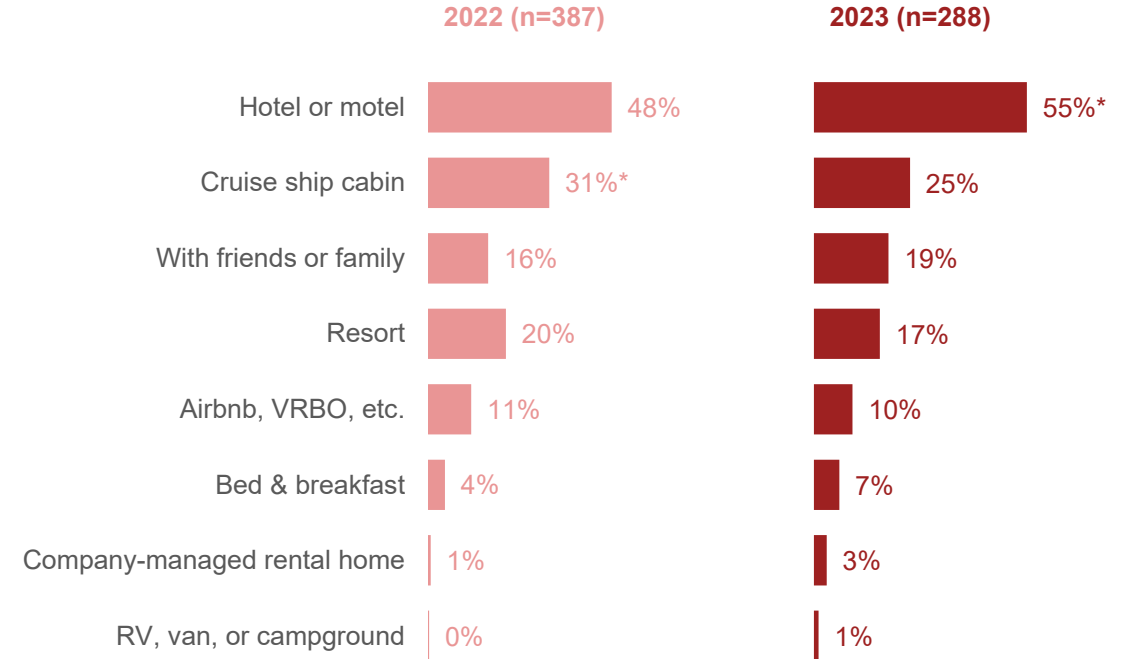
Domestic accommodations remain the same year over year, while some shifts in preferences arise among international travelers.

Hotel or motel mentions increase year over year among international travelers, while cruise accommodations decline.

Accommodation for **domestic** trips, 2022 vs. 2023
Among travelers ages 50+ with a chosen destination



Accommodation for **international** trips, 2022 vs. 2023
Among travelers ages 50+ with a chosen destination



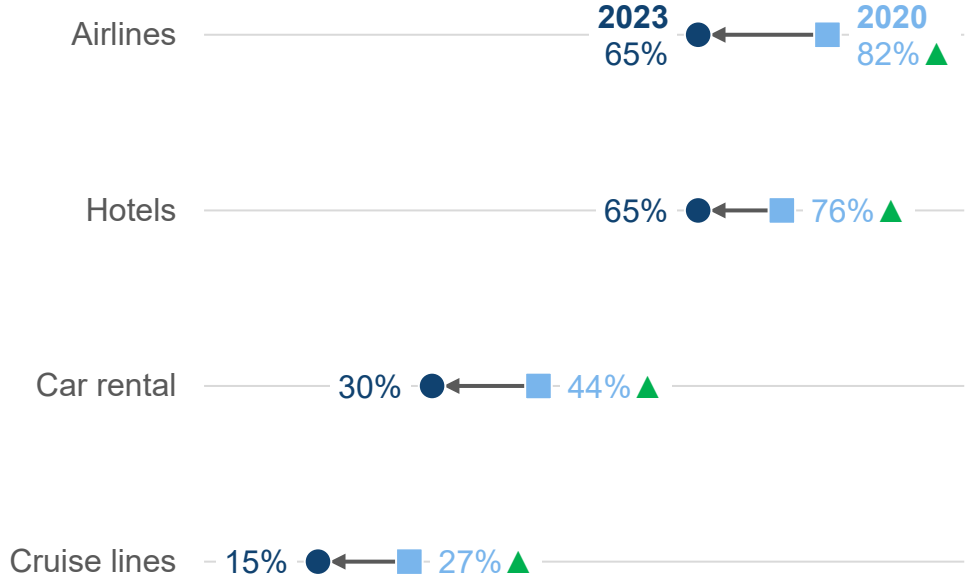
Base: 50+ with destination chosen for trip

Q3e/Q5e2: Which of the following best describes the type of accommodations you will be staying at on this trip?

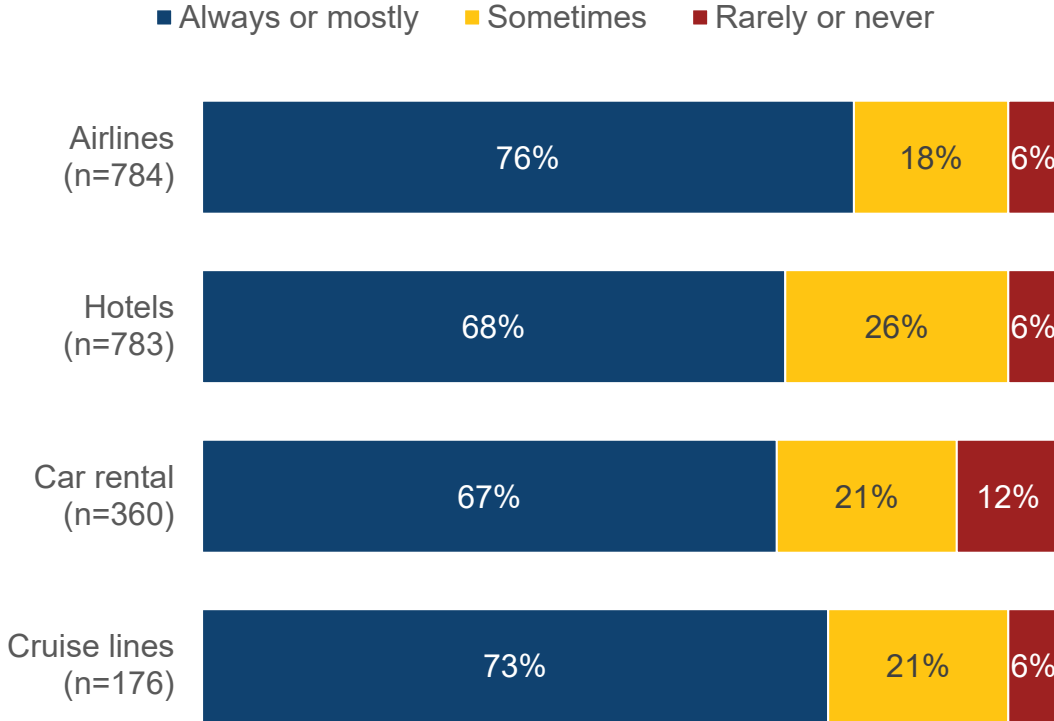
*Significant differences at the 95% confidence level

Though loyalty program memberships are down compared to 2020, commitment to using them remains strong.

Loyalty program membership rates, **2020** vs. **2023**
Among travelers ages 50+



Frequency of booking with loyalty programs, 2023
Among travelers ages 50+ with respective membership



[QUESTIONS REINSTATED IN 2023]

Base: 2023 50+ Travelers (n=1,200).

Q5h. Please indicate the types of travel related loyalty programs you are currently a member of. Select all that apply

Q5i. How often do you book with your travel loyalty program provider versus other options in the marketplace when making leisure travel arrangements?



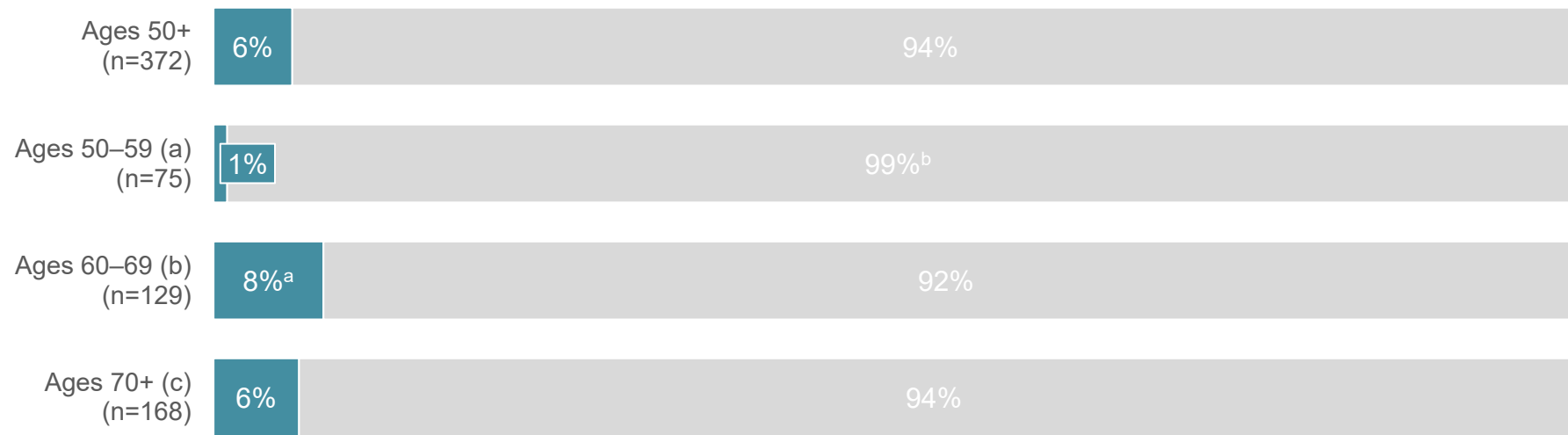
WHAT ABOUT THE NONTRAVELERS?

As seen in the past few years, nontravelers are not opposed to travel as few definitively expect zero leisure trips in 2023.

Most nontravelers remain unsure of whether they will travel for leisure in 2023 but do expect some required travel.

Number of trips anticipated in 2023
Among 2023 nontravelers

■ Zero ■ Don't know



61% of nontravelers 50-plus anticipate some obligatory travel in 2023 (e.g., business travel)

Travel is defined as taking at least one leisure trip at least 50 miles from home for 2 or more nights in the next year

Base: 2023 50+ Nontravelers

S11: How many personal trips do you anticipate, or hope to take, next year in the calendar year 2023?

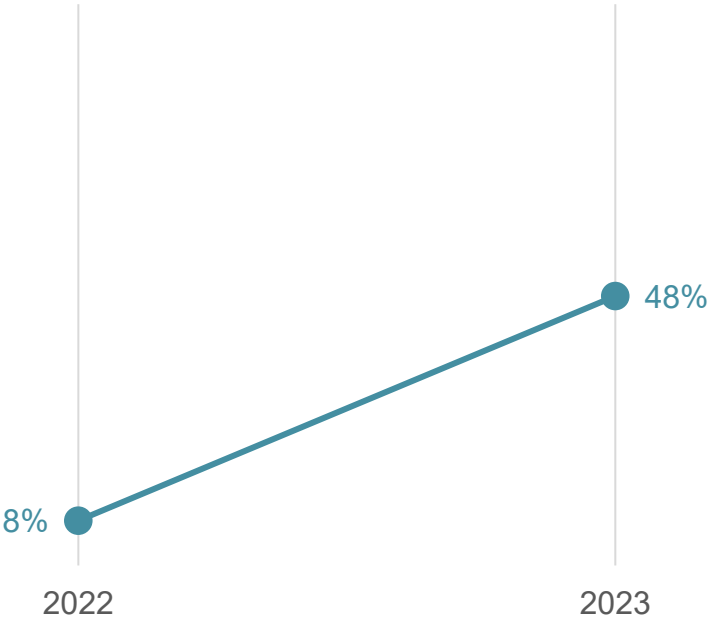
NTQ11. In 2023, which of the following required trips, if any, do you anticipate taking?

Letters denote significant differences between generations at the 95% confidence level

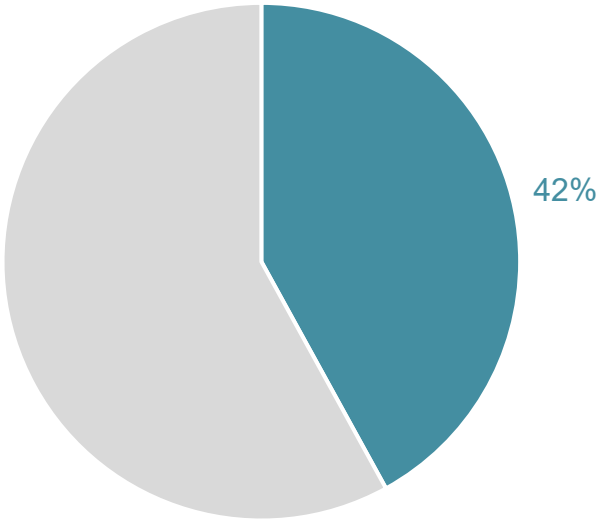
Almost half of nontravelers expect to resume personal travel in 2024 and staycations appear to be losing momentum.

More (an increase of 40 pct pts) nontravelers expect to restart traveling in 2024 than a year ago. Fewer took a staycation in 2022 (42%) than those who were planning one (71%).

Nontravelers who plan to travel in the following year
Among 2022 and 2023 nontravelers ages 50+



Percent who took a staycation in 2022
Among 2023 nontravelers ages 50+



Travel is defined as taking at least one leisure trip at least 50 miles from home for 2 or more nights in the next year

Base: 2023 50+ Nontravelers, 2022 50+ Nontravelers

NTQ2c. Did you engage in a staycation this past year (2022), where you focused on local area for entertainment and things to do, and/or purposely took a few days to just relax at home?

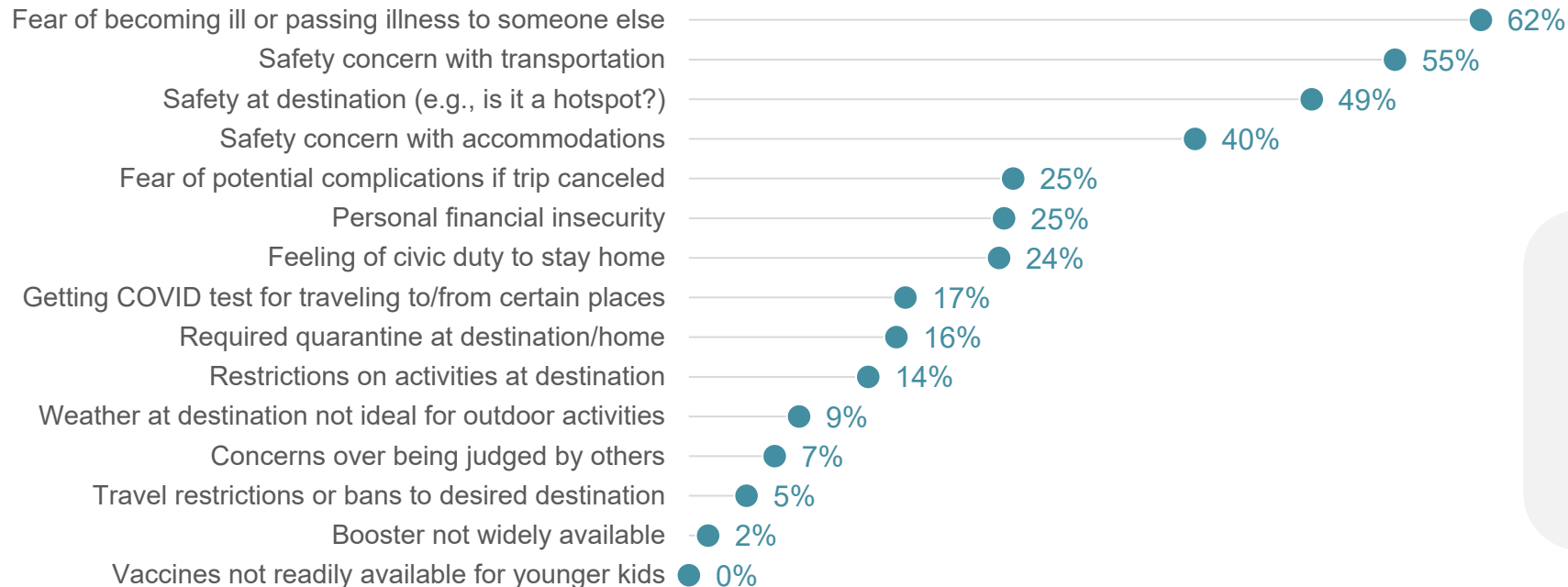
NTQ12a. When do you anticipate you will resume personal travel?

Letters denote significant differences between generations at the 95% confidence level

This year money edges out COVID as the primary travel barrier for 50-plus nontravelers.

Possible inconveniences due to COVID (e.g., restrictions) continue to rank lower in their concerns, but over half of nontravelers cite money as the barrier.

Travel concerns among nontravelers ages 50+ in 2023
Among those for whom COVID-19 is a barrier



Top barriers to travel:
 #1 Money (58%)
 #2 COVID (20%)
 #3 Personal Health (18%)

Base: 2023 50+ Nontravelers (n=372), COVID is a barrier (n=73).

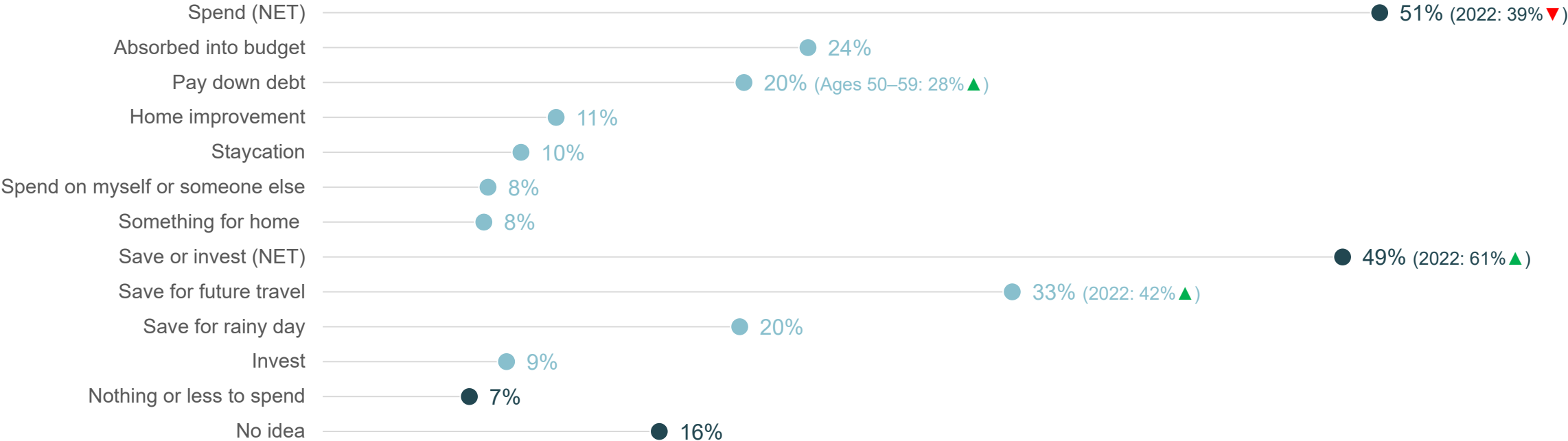
NTQ4. Now, please think about 2023. What are the primary reasons you are not planning to take any personal, non-business trips in 2023? Select all that apply.

NTQ5: You mentioned COVID-19 is a travel barrier for you. What specific COVID-19 concerns do you have?

Different than last year, the money saved by not traveling is as likely to be used for household bills and debt as it is to be saved.

Saving for future travel is down from 42% in 2022 to 33% in 2023.

Plans for travel dollars saved in 2023
 Among 2023 nontravelers ages 50+ who travelled in 2022



Base: 2023 50+ Nontravelers Who Took Trips in 2022 (n=321).
 NTQ8: Since you might expect to spend less on travel in 2023 than last year, what might you do with the dollars you save on travel?



APPENDIX: METHODOLOGIES

Traveler Methodology

- A 15-minute online survey was conducted among males and females, age 18 and older, 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.
- Respondents were further identified as having used an online travel site within the past two years and having an intent to travel for personal pleasure (nonbusiness travel) in 2023.
- The survey was fielded November 10 – December 5, 2022.
- A total of 2,000 surveys were completed; final unweighted counts are detailed in the table to the right.
- Final data have been weighted to represent a U.S. traveler, as defined in the screener, by age cohort.

Traveler Total Completes	2,000
Gender	
Male	1,112
Female	888
Nonbinary	0
Age	
18–49	800
50–59	400
60–69	401
70+	399
Ethnicity	
Hispanic/Latino	318
Caucasian	1,401
Black/African American	187
Asian	65
Native American	6
Other	22
Region	
Northeast	330
Midwest	482
South	646
West	542

Traveler Counts by Age Cohort

- The focus of this analysis is on adults 50-plus who intend to travel in 2023.
- Counts by age cohorts shown here are weighted.

	50+	50-59	60-69	70+
Total (Unweighted)	1,200	400	401	399
Gender				
Male	678	226	230	222
Female	522	174	171	177
Race/Ethnicity				
Hispanic/Latino	110	47	28	35
Caucasian	963	285	335	345
Black/African American	76	42	27	6
Asian	33	19	6	7
Native American	3	1	0	2
Other	15	6	4	3
Region				
Northeast	180	60	67	52
Midwest	342	141	109	90
South	335	93	108	135
West	343	105	116	123



50-plus Traveler Profile

- The profile of the 50-plus traveler does not differ dramatically based on their travel destination.
- That said, significantly more men than women are planning to travel both internationally and domestically in 2023.
- In addition, as seen in the past, Caucasians are more likely to only travel domestically than nonwhites, and Hispanic/Latino travelers are more likely to travel internationally than domestically.

Audience profiles are very similar
2015–2023

	International Only Traveler (a)	Domestic Only Traveler (b)	World Traveler (c)
<i>Base:</i>	65	743	392
Members	29%	27%	32%
Nonmembers	71%	73%	68%
Gender			
Male	60%	54%	61% ^b
Female	41%	46% ^c	39%
Age			
50-59	32%	35%	32%
60-69	26%	33%	35%
70+	42%	31%	33%
Ethnicity			
Hispanic/Latino	19% ^{bc}	8%	9%
Caucasian	71%	82% ^a	80%
Black/African American	7%	6%	6%
Asian American/Other	3%	3%	6%
Income			
Average	\$88,000	\$80,000	\$98,000 ^b
Marital Status			
Single/Never married	14%	13%	10%
Married/Living together	60%	64%	76% ^{ab}
Separated/Divorced	20% ^c	16% ^c	9%
Widowed	7%	7%	5%

Letters denote a significant difference between travel segments

Nontraveler Methodology

- After being identified in the Travel Trends survey as a historic traveler,* respondents who reported no plans for personal (nonbusiness) travel in 2023 were identified as nontravelers.
- A “click balancing” sampling approach was used to ensure a general U.S. population was brought into the screener, allowing a representative portion of nontravelers to be identified and sent down an alternate path within the survey (10 minutes).
- The survey was fielded November 10 – December 5, 2022.
- A total of 500 surveys were completed; final unweighted counts are detailed in the table to the right.
- Final data have been weighted to represent a U.S. nontraveler, as defined in the screener, by age cohort.

Nontraveler Total Completes		500
Gender		
Male		170
Female		328
Prefer not to answer		2
Age		
18–49		128
50–59		75
60–69		129
70+		168
Ethnicity		
Hispanic/Latino		52
Caucasian		376
Black/African American		38
Asian		22
Native American		2
Other		10
Region		
Northeast		71
Midwest		119
South		182
West		128

** Historic Traveler is one who has traditionally traveled at least once in the past 2 years, have used online travel tools, and does not terminate at the industry screen..*

- Different than in 2022, both travelers and nontravelers in the survey are weighted back to their representation in the U.S. population based on the findings in the screener. Therefore, this year, some demographic differences in the two segments can be seen.
- Travelers are more likely than nontravelers to be non-AARP members, male, ages 50–59, non-Hispanic white, and believe it is safe to travel after the COVID lockdown.



	50+ Travelers	50+ Nontravelers
Base:	1,200	372
Members	29%	35%*
Nonmembers	71%*	65%
Gender		
Male	57%*	47%
Female	44%	53%*
Age		
50-59	34%*	25%
60-69	34%	36%
70+	33%	38%
Ethnicity		
Hispanic	9%	6%
Caucasian	80%*	75%
Black/African American	6%	9%*
Asian American/Other	4%	10%*
Income		
Average	\$86,000	\$78,000
How Safe is it to Travel		
Somewhat/Extremely safe	81%*	64%
Not sure	13%	22%*
Somewhat/Extremely unsafe	6%	14%*
Vaccination Status		
Fully vaccinated	85%*	79%
Political Ideology		
Conservative	41%	36%
Moderate	32%	36%
Liberal	25%	24%

* denotes significant differences between segments at the 95% confidence level

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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Interloq provides innovative market research solutions to help brands, marketers and business leaders collect and harness the power of data to drive fast insights and decisions about their business. Nimble and efficient, we do things quickly without the drag of sizeable unneeded bureaucracy. Our primary consultants have been conducting market research for over two decades while always remaining on the pulse of modern technology to inform our research methods.

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