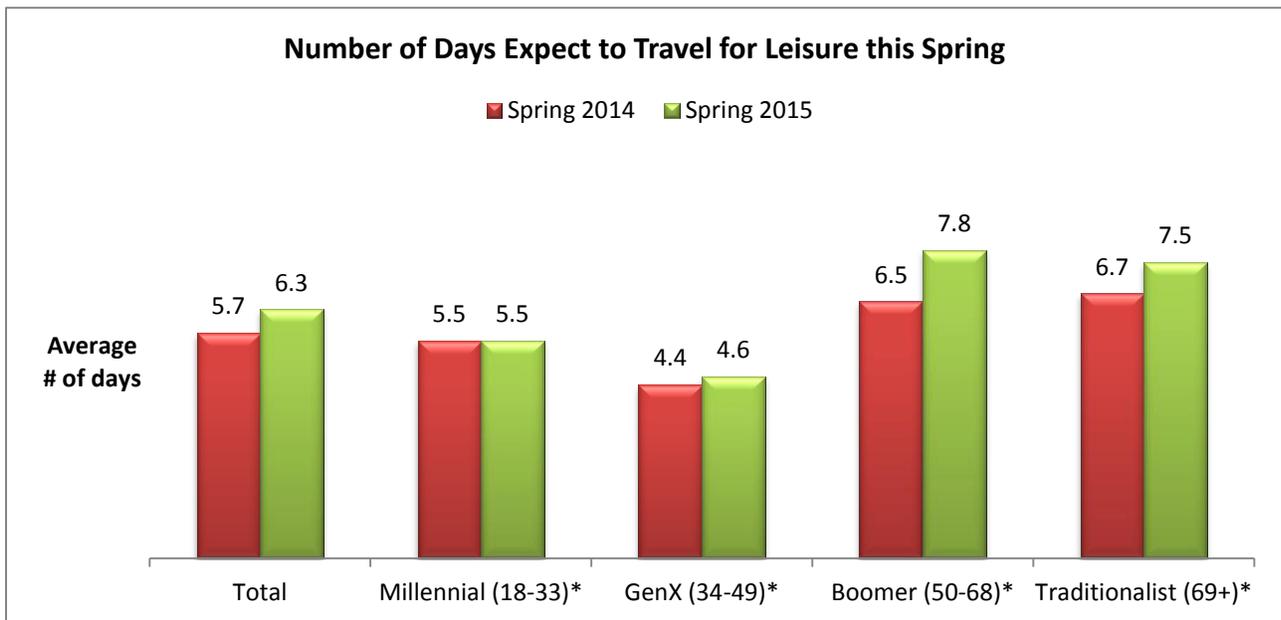


Positive Outlook for Spring Leisure Travel Driven by Older Generations *(and a challenging winter)*

McLean, VA, March 4, 2015 – Boomers and Traditionalists are breaking out this spring as these older travelers drive the overall increase in springtime leisure travel compared to last year. Younger travelers maintain the same leisure trips as before, with Gen X and Millennial travel remaining relatively unchanged according to a national survey by D.K. Shifflet & Associates. Boomer leisure travel has increased for the past two springs. Several things factor into this boom in travel among Boomers: an improving economy, pent up demand due to a difficult winter weather-wise, and life stage changes as more Boomers approach retirement and perhaps have fewer financial obligations, freeing up their time and money.

“While many marketers are focused on the Millennial traveler, it is important to remember the value of the Boomer and their capacity for travel. The largest group of spring leisure travelers (37%) are Boomers”, notes Chris Klauda, Vice President at D.K. Shifflet & Associates. “Along with the economy (and sometimes the weather), life stage plays a big role.” Millennial travel intentions are unchanged as the economic reality is setting in and they cannot afford to travel more than they have already or as increasing employment makes greater demands on their availability to travel. Gen X is in fairly restrictive circumstances as they enter prime employment years and bear more costs associated with raising a family, so additional travel is not always an option for this middle ground generation.



* Age as of 2015

D. K. Shifflet & Associates has been producing quarterly travel intention reports to help marketers anticipate and plan for fluctuations in travel demand and spending since 2012. Summer 2015 intentions will be available in May, 2015.

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Results based on a representative sample of the U.S. population (n=8406) interviewed in January 2015 by D.K. Shifflet & Associates Ltd. DKSA is located in McLean, VA and has, for the last 27 years, provided the Industry’s most complete consumer based travel data on U.S. residents and their travel worldwide.