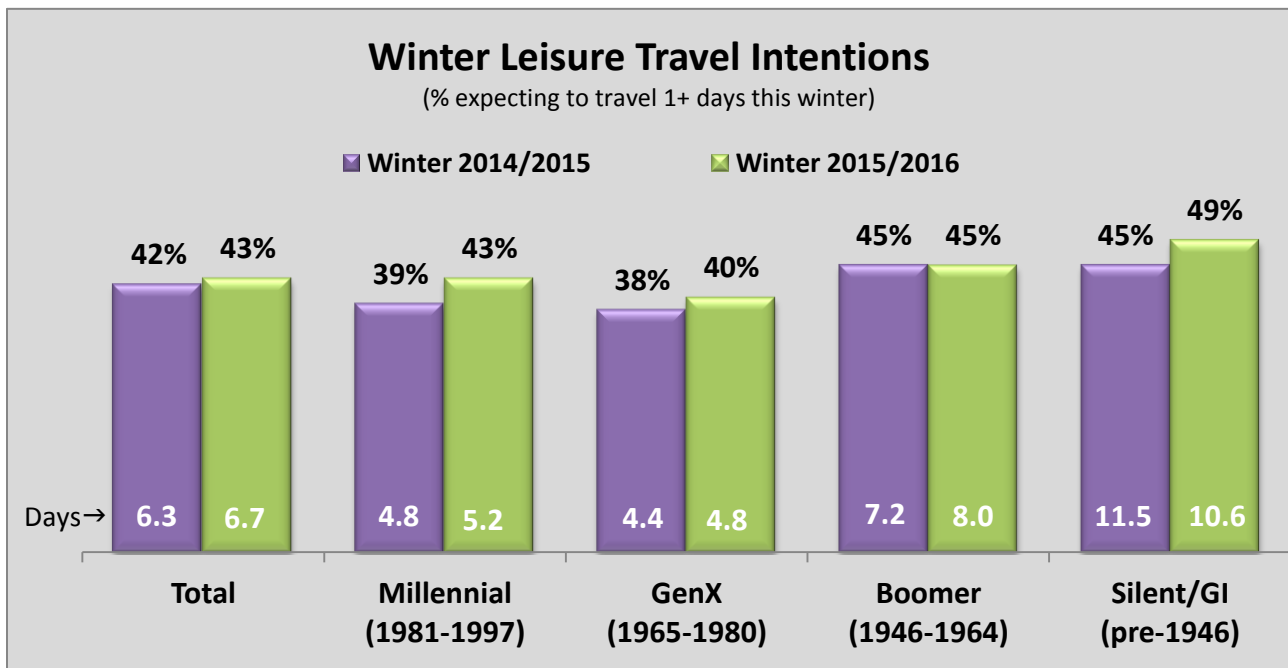




Leisure Travel Expected to Increase this Winter

McLean, VA, November 17, 2015 – Leisure Travel is expected to increase across all generations this winter as compared to last year except for Boomers which is expected to remain unchanged. The percentage of Boomers intending to travel for leisure this winter has remained virtually unchanged for the past three years, however the average number of days Boomers expect to travel has steadily increased. In fact, excluding Silent/GI’s the number of days travelers from all generations expect to travel this winter has increased over last winter’s expectations.

“Of particular note is the increase in intent to travel among Millennials and the Silent/GI generations; the generations with the least amount of disposable income. Perhaps this is due to lower gas prices or a general feeling that the economy has stabilized,” notes Cheryl Schutz, Vice President at D.K. Shifflet & Associates. “Or perhaps it is because Millennials over the age of 26 account for the majority of travel among this group, thus they are more likely to be employed and to have disposable income than their younger counterparts. In addition, people are living longer and people are staying healthy, allowing them to enjoy travel as they always have.”



D. K. Shifflet & Associates produces quarterly travel intention reports to help marketers anticipate and plan for fluctuations in travel demand and spending. Spring 2016 intentions will be available in February.

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Results based on a representative sample of the U.S. population (n=8117) interviewed in October 2015 for winter travel intentions by D.K. Shifflet & Associates Ltd. DKSA is located in McLean, VA and has since 1981, provided the Industry’s most complete consumer based travel data on U.S. residents and their travel worldwide.