

# age of majority

Powered by Insights from Revolution55

## Pandemic Effects **Travel**

### Post COVID-19 Travel

Adults 55+ are some of the biggest spenders on travel and tourism, with often more disposable income and leisure time to spare than younger consumers. For good reason they have often been the target of travel marketers' efforts.

However, COVID-19 has changed everything and the travel and tourism market needs to approach older adults in tandem with the changes happening around the world.

When will older adults be comfortable traveling next? What do they want when traveling to feel safe? These are big questions, which we have explored, among others, as part of our in-depth travel research study with our community of Active Aging consumers.

### Adults 55+ are still open to travel, but are being extremely cautious and preferential.

**Never traveling again:** A small minority - 12% - of adults 55+ do not see themselves traveling at all in the near future as a result of the pandemic.

**I may travel but things have changed:** just over 45% of respondents will be much more hesitant about traveling anywhere post-pandemic. Another 33% still want to travel, but will be more careful about choosing destinations that they believe are safer.

### Road trips are in, cruises are out!



**Let's go on a road trip:** 78% of respondents said they would find the idea of a road trip appealing once legislation is relaxed.



**No more cruising:** Previously one of the most popular methods of travel for adults 55+, only 14% of respondents would be comfortable getting back on a cruise ship for a vacation.



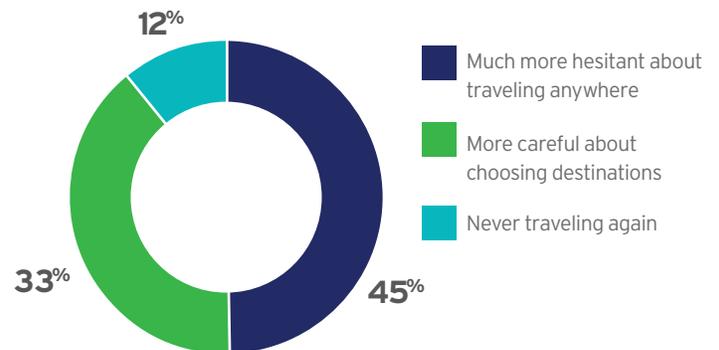
**The smaller, the better:** Group tours are still an attractive option for older adults - but the size of the tour group is extremely important. While nearly 28% of respondents would be willing to go on a small group tour, only 3% of respondents would be willing to go on a large group tour.

*Pandemic Effects is an eight-part series looking at the ways in which the COVID-19 pandemic will affect the lives and habits of adults 55+.*

### Survey methodology

An average of 400 U.S. and Canadian residents participated in eight online surveys fielded between June 10 and July 28, 2020. Respondents were all members of Revolution55, an online insights community of Age of Majority.

What is your overall comfort level with travel as a result of COVID-19?



### The backyard is the hottest new destination.



90%

**Within our own borders:** 90% of our community members said they would be comfortable traveling within The United States of America, once given the all-clear.

### Safety surcharge? Maybe!



52%

**The value of safety:** The jury is still out on this one. 52% of respondents said they would be willing to pay a premium price for extra safety precautions, while the remaining said they would not.

### Travel is still worth the investment.



72%

**Steady spending:** 72% of respondents stated that once it is deemed safe to do so, they would spend about the same amount on travel that they always have. Optimistically, 10% of respondents indicated that they plan on spending more than they ever have.

### Accommodating accommodations.

**Hotels are pretty comfortable:** Nearly half of respondents stated that they would feel "very comfortable" or "comfortable" staying in a hotel once it is deemed safe to do so.

**...But some things need to change:** Over 35% of respondents said they would prioritize accommodations that provide enhanced room and common area cleaning, while 24% of respondents said they would appreciate a flexible/no charge cancellation policy.

### Getting there is half the battle.

**The more space, the better:** Respondents were more receptive to traveling via a large airplane than via a smaller aircraft. As well, nearly 40% of respondents stated that the amount of space between passengers is their highest priority when it comes to transportation.



## So what?

It's definitely not all bad news for the travel industry with respect to older adults - rather, this unprecedented time represents a massive opportunity to re-gain the trust of Active Aging consumers.

The vast majority have a desire to get back to their regular travel activities, but the next few years may look a lot different than they anticipated. Adults 55+ still intend to spend money on leisure travel, they just have certain expectations when it comes to their safety. Perhaps the future of travel for older adults is more controlled and localized, but that doesn't mean it has to be any less adventurous.

  
**SUBSCRIBE**

Visit [ageofmajority.com](https://ageofmajority.com) to subscribe to our email list and receive all of the Pandemic Effects white papers, as well as our regular updates.

### About Age of Majority and Revolution55

Age of Majority is a strategic marketing consultancy that identifies, sizes and capitalizes on opportunities to deliver better products, services and experiences to Active Aging consumers. Powered by our highly engaged online community of Active Agers, Revolution55, we deliver actionable consumer insights and decisive recommendations that lead to executable solutions. Let us put our community to work for your brand or company.



#### Jeff Weiss

President and CEO  
(Chief Evangelist Officer)  
[jeff@ageofmajority.com](mailto:jeff@ageofmajority.com)

1.888.544.4561  
[www.ageofmajority.com](https://www.ageofmajority.com)