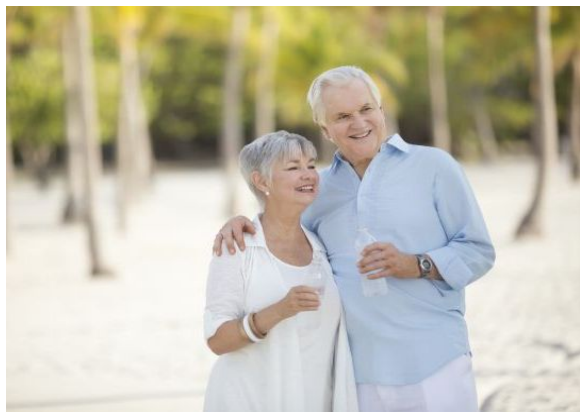


## Baby Boomers Travel - UK - July 2015

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"Baby Boomers have lived through all of the key changes that have taken place within the travel industry over the past few decades, through the early years and development of the package holiday industry, the birth of backpacking, the emergence of low cost air travel, online booking and the growth of independent travel, mobile technology, the staycation and so on."

- John Worthington, Senior Analyst

### This report looks at the following areas:

- Targeting Boomers requires a segmented approach
- How can travel brands engage with the health and well-being concerns of Boomers?

This report investigates the leisure travel behaviour and preferences of Baby Boomers, encompassing broader social, economic and travel market factors affecting this group, and detailed analysis of their holiday taking patterns, spending intentions, travel values, 'dream holidays' and travel attitudes. This is the first time Mintel has reported on this market.

This report encompasses holidays of at least one overnight stay in the UK and overseas. For the purposes of this report the Baby Boomer generation is defined as those born between 1946 and 1964; this generation has been further sub-divided into 'younger Baby Boomers' (born 1956-64) and 'older Baby Boomers' (born 1946-55).

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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