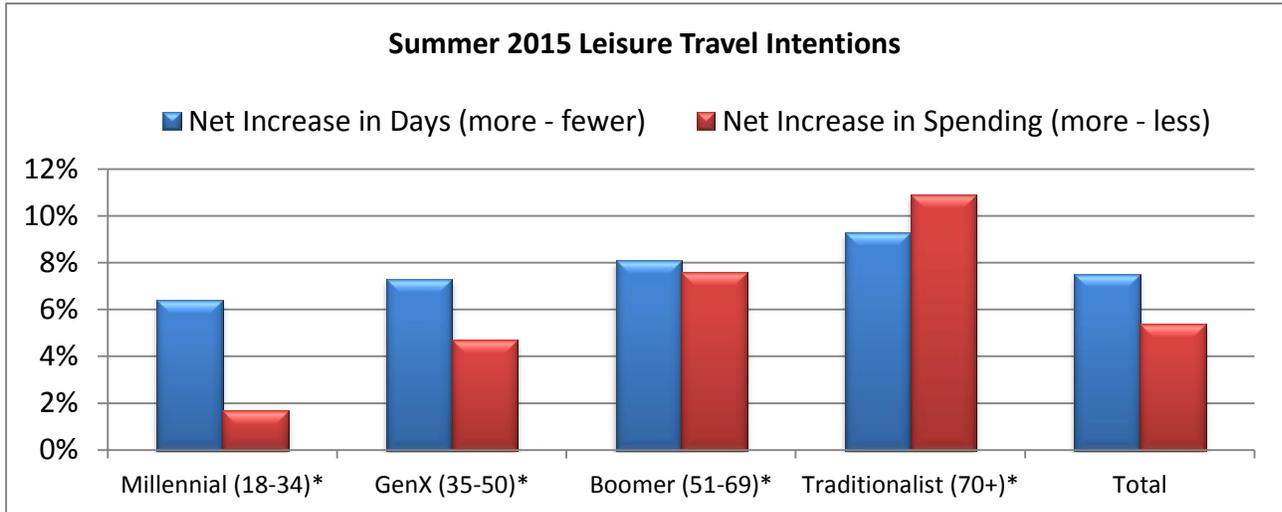




**Positive Outlook for Summer2015 Leisure Travel As Older Generations Lead the Charge**

McLean, VA, May 13, 2015 – All generations plan to travel and spend more on leisure travel this summer with Boomers and Traditionalists leading the charge according to a national survey by D.K. Shifflet & Associates. Boomers intend to increase leisure days traveled and spending at about the same rate (8%) while Traditionalists registered a 9% increase in leisure travel days and an over 10% increase in leisure travel spending. “Perhaps Traditionalists intend to make the most of their final years”, speculates Chris Klauda, Vice President at D.K. Shifflet & Associates.

Millennial and Gen X leisure travel intentions are also positive while their spending is somewhat muted, particularly Millennials. It is notable that the younger generations still intend to travel this summer but they may be frugal about it. Travel marketers are advised to show some restraint in increasing prices to avoid alienating these travelers of the future.



\*Age as of 2015 - the year Millennials comprise the entire 18-34 year old demographic

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

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*Results based on a representative sample of the U.S. population (n=8600) interviewed in April 2015 for winter travel intentions by D.K. Shifflet & Associates Ltd. DKSA is located in McLean, VA and has, for the last 28 years, provided the Industry’s most complete consumer based travel data on U.S. residents and their travel worldwide.*

Media Contact: Jim Caldwell | 703.536.0933 | [jcaldwell@dksa.com](mailto:jcaldwell@dksa.com) | [www.dksa.com](http://www.dksa.com)