



# New York State Tourism Industry Association

TAP INTO AARP MEMBERS TO BUILD YOUR BUSINESS



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# 50+ IS YOUR MARKET

Delivers the Travelers that NYSTIA Seeks

50+ adults account for:



of all adults who own a motorcycle



AARP Members

- 2.2 million AARP members **own a motorcycle**—and they're



more likely than nonmembers to own one

- 2.8 million AARP members **visited New York** in the past year—that's



of all 50+ adults



Adults 50+ spent

**\$68.6 billion**

on domestic travel in the past year—  
accounting for **46% of all domestic travel expenditures**

Through AARP Media, your brand has access  
to travelers who spent **nearly half (48%) of these  
travel dollars**— that's

**\$32.8 billion**

AARP is the **only** organization focused **solely**  
on this demographic

AARP Media is **your brand's surest way**  
to reach these prospects

Through us, you can **dominate a market**  
that's essential to your success

# AARP Media Delivers Your Best Domestic Travel Prospects

AARP members have

**50% higher**

median net worth than non-members 50+....  
that means **more money to spend**  
on travel

They're also

**53% more likely**

to **take a domestic vacation,**  
and

**46% more likely**

to be **frequent domestic travelers**  
(3+ trips per year)



# AARP Members – The Best Travel Prospects



	AARP Member Reach	% Cov. of 50+ Market	AARP Member 50+ Index
<b>Big Spenders</b>			
Spent \$5,000+ on domestic vacations	1.8 million	55%	180
Spent 7+ nights away on vacation	10.5 million	45%	148
Took 3+ domestic vacation trips	9.5 million	40%	131
Plan to take domestic vacation	21.2 million	36%	117
<b>Driving Vacations</b>			
Took a driving vacation	15.8 million	42%	139
<b>Influentials</b>			
Travel Influentials	3.8 million	51%	169

# AARP Members Enjoy Activities Your Domestic Destination Offers



	AARP Member Advantage	AARP Member 50+ Index	Non- Member 50+ Index
<b>Domestic Vacation Activities</b>			
Health retreat/spa	<b>+207%</b>	206	67
Fine dining	<b>+119</b>	171	78
Shopping	<b>+81%</b>	152	84
Sightseeing	<b>+80%</b>	151	84
Visit national parks	<b>+79%</b>	150	84
Beach	<b>+69%</b>	145	86
Golf	<b>+51</b>	134	89
<b>Arts &amp; Culture Enthusiasts</b>			
Attend live theater	<b>+99%</b>	161	81
Frequent art galleries	<b>+99%</b>	161	81
Attend dance performances	<b>+84%</b>	153	83
Visit museums	<b>+80%</b>	151	84
Attend live music performances	<b>+74%</b>	148	85

# AARP Members – Financially Fit, Eager to Travel



- **14.3 million** AARP members have a net worth of **\$500K+** — accounting for 40% of \$500K net worth 50+ adults
- **19 million** plan to take a domestic vacation this year
- **17.9 million** will **pay more for high quality** hotel accommodations — accounting for 1/3 of 50+ adults who will do so
- **74%** **buy based on quality**, not price
- **67%** **often recommend** vacations to others



# AARP Members – Travel Alone & With Family

## Get-Up-and-Go Travelers

**Empty nesters enjoy their free time!**

Financially secure, they pamper themselves  
last-minute travel is one of those rewards

- **65%** of AARP members took an “**empty nester**” **vacation** last year, traveling with their partner, friends or solo — and they’re **47%** more likely than non-members to do so
- **2 in 3** are value-seekers, interested in last-minute travel specials that are available because of their get-up-and-go lifestyles

## Multi-Generational Travelers

The top travel motivator for Boomers is spending time with family (**57%**) — so it’s no surprise that multigen travel continues to dominate the travel market

- **61%** of AARP members took a **multi-generational vacation** — accounting for 39% of 50+ adults who took one
- AARP members are **43%** more likely than nonmembers to take a multi-gen trip



# AARP Members – Key Off-Season, Shoulder Season Travelers



With older children away from home, 50+ adults no longer have to restrict vacation time to coincide with school schedules

- **50+** accounts for the largest % of travelers during the school year, when it's challenging for parents to take children out of school — an opportunity for your travel brand

	<u>% Travelers Oct-June</u>
<b>Adults 50+</b>	<b>44%</b>
Adults 18-34	29%

- **59%** of AARP members travel between October-June — and they're 48% more likely than non-members to do so



# AARP THE MAGAZINE

# AARP The Magazine

Mass Reach, Travel Lovers

America's

# #1 most-read

magazine



70+  
10.5 million rate base



60-69  
7.75 million rate base



50-59  
4.75 million rate base

**Circulation: 23 million**

- Life stage editions reflect differing travel preferences
  - 50-59 – active, adventurous
  - 60-69 – empty nester
  - 70+ – retired, health issues
- Among highest reader engagement in industry history
- Health, finance, **travel** are key content pillars

# AARP The Magazine Reaches Hard-to-Find Prospects



**88%**

of  
AARP The Magazine  
readers  
do not read  
competing magazines



# AARP The Magazine Travel Content

Every Version, Every Issue



- Original content written exclusively for adults experiencing this life stage
- National travel coverage 3Xs/year
  - **Feb/Mar**– Wave Season! Cruising on Any Budget
  - **Apr/May**– Budget Travel 50s, 60, 70s
  - **Oct/Nov**– Ancestry Travel: In Search of Your Roots



# NYSTIA Co-op Page 2018

AARP The Magazine Oct/Nov 2018 50 to 59 Edition / Mid-Atlantic Region

**BRANDAMP BY AARP** PHOTO: NEW YORK STATE TOURISM

**TRAVEL**



### Find What You Love

Expand your horizons with a New York State of mind

Diversity defines New York State. From cultural hotspots to storybook villages, and from sparkling Atlantic waters to the majestic **Catskill Mountains**, there's something for everyone. Hike, bike, swim, stroll and experience unique places like **Bethel Woods Center for the Arts**, an ode to the '50s on the original Woodstock site. Discover what **NYGetawayDeals.com** has to offer and pack your bags for fun.

Historic architecture and culture abound in the **Capital-Saratoga** area. Tour the New York State Capitol building, a marvel of late 19th century grandeur. Visit the oldest and largest State Museum in the country where fascinating exhibits range from art to anthropology. And don't miss the thrill of a live horse race in **Saratoga**.

"Put me in, Coach!" Fans of America's favorite game will go nuts for the National Baseball Hall of Fame and Museum, but there's so much more to love in **Coopers-town**. Follow its perfect village streets to The Farmers' Museum to experience 19th century rural and village life firsthand.

Cruise the waters of New York and beyond with **Blount Small Ships**. Go where the "big ships can't" to discover the incomparable beauty of the islands of New England, coastal Maine and the Great Lakes. You'll feel like a local in port and like family on board.

The **Finger Lakes** are gorges—and wineries, dramatic waterfalls, stunning scenery too! Start your visit at **Finger Lakes Visitors Connection** in Canandaigua (a.k.a., one of the most affordable places to live in America). You'll find all you need to map out vineyard tours, golf outings, biking and hiking trails and foodie fun too.

Plan your visit at [iLoveNY.com](http://iLoveNY.com)

### IT'S ALL IN NEW YORK

- 1 Forever Wild Land** Together Adirondack and Catskill Park make up a natural world of over **6 million acres of protected mountains, valleys and pristine forests.**
- 2 State Parks** New York is the perfect place to get outdoors, with **180 state parks**, from the shores of Long Island to the roaring falls of Niagara.
- 3 Renowned Wines** Move over Napa! New York boasts **400 wineries** and produces 12 million cases of wine annually, from Rieslings to Cabernet Sauvignon.

**Find What You Love** — OF NEW YORK STATE —

Plan your trip at [iLoveNY.com](http://iLoveNY.com) or with the I LOVE NY app

**I ♥ NY.**  
[iLoveNY.com](http://iLoveNY.com)

<p><b>THE CATSKILLS</b></p> <p>ULTIMATE WOODS CENTER FOR TRAILS</p>  <p>Time spent together is time well spent.</p> <p>Feel the history. Make new memories. Leave transformed.</p> <p><b>Bethel Woods CENTER FOR THE ARTS</b> 1958 2018</p> <p><a href="http://bethelwoods.org">bethelwoods.org</a></p>	<p><b>CENTRAL NEW YORK</b></p> <p>"The America's Most Perfect Village"</p>  <p>Win <b>YOUR GETAWAY</b> today!</p> <p><b>COOPERSTOWN GETAWAY</b></p> <p><a href="http://cooperstowngetaway.com">cooperstowngetaway.com</a> <a href="http://bethelwoods.org">bethelwoods.org</a></p>	<p><b>NEW YORK STATE</b></p> <p><b>BLOUNT</b> SMALL SHIP ADVENTURES</p> <p><b>CRUISE AMERICA</b></p> <p>New England Islands, Coast of Maine, Great Lakes, Erie Canal &amp; more!</p>  <p>Call for a FREE cruise catalog <b>1-888-271-9932</b> or visit <a href="http://blountadventure.com">blountadventure.com</a></p>
<p><b>NEW YORK STATE</b></p> <p>Indulge in the delights of a New York getaway!</p>  <p><a href="http://NYGetawayDeals.com">NYGetawayDeals.com</a></p>	<p><b>FINGER LAKES</b></p> <p>Canandaigua, New York was recently named one of <b>10 Most Affordable Places to Live in America</b>*</p>  <p>To Visit is Priceless</p> <p>Plan your visit today Visit <a href="http://FingerLakes.com/Stay">FingerLakes.com/Stay</a> 1-877-556-6888</p> <p><a href="http://FingerLakes.com">FingerLakes.com</a></p>	<p><b>CAPITAL-SARATOGA</b></p> <p><b>AMAZING</b></p>  <p><b>ALBANY</b> I ♥ NY</p>

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# You're in Good Company

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