



FIGURE 14.1

Population projections—2050. Sources: Statistics Canada and U.S. Census Bureau 2008. Statistics Canada. Review on February 27, 2012. Retrieved from <http://www.statcan.gc.ca/pub/91-520-x/91-520-x2010001-eng.pdf>.

Many baby boomers will want to travel with their children and grandchildren. Because so many families live far away from relatives and have so little common leisure time, vacations have already become family reunion time. In addition to more, longer-living grandparents, there are fewer children and grandchildren due to falling birth rates. As grandparents have more leisure time and parents lead increasingly complicated lives, a new phenomenon, called “grandtravel,” that finds grandparents and grandchildren traveling and holidaying together emerged and will continue to grow. According to the Travel Industry Association of America,⁴ 30% of U.S. leisure travelers who are grandparents have taken at least one vacation with their grandchildren. Cruises, timeshares, resorts, and extended-stay and all-suite hotels are well suited to meet the needs of extended family getaways. In addition, second homes will become more common as a form of accommodations at destinations as baby boomers retire and can afford seasonal homes or desire options for extended stays (remember Homeaway and VRBO from Chapter 7). Unlike in the past, retirees not only will flock to warm climates (snowbirds) but also will purchase in adults-only communities in other resort areas such as island destinations in the Caribbean, Hawaii, the Maldives, and Mediterranean; and the mountain regions in the U.S., France, and Germany. Many of these second-home communities will offer assisted-living services and local travel opportunities.