



📷 Mostar, Bosnia & Herzegovina by Dennis Bunnik

THE BABY BOOMER TRAVELLER

2026 Trend Report

HOW AUSTRALIAN BABY BOOMERS ARE TRAVELLING IN 2026

Welcome to The Baby Boomer Traveller: 2026 Trend Report!

Think of this as your inside scoop on how Australia's Baby Boomers are exploring the world — where they're going, how they're booking, and the kinds of experiences that make their travels unforgettable.

Packed with data-driven insights, a few surprises and plenty of inspiration, this is your front-row seat to the trends shaping their adventures.

Follow us, let's take a closer look!

Dennis Bunnik, Joint-CEO

**"RETIREMENT DOESN'T
MEAN SLOWING DOWN—
BABY BOOMERS ARE SEEKING
IMMERSIVE, MEMORABLE
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OF THE TRENDS WE'RE
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FAR, WIDE AND OFTEN

While Australians overall plan an average of 0.72 international trips per year*, our survey of Australian Baby Boomers found they plan 1.3 trips per year — nearly twice the national average.

With their higher-than-average international travel and strong interest in cultural experiences, Baby Boomers are proving to be an active, engaged and experience-driven generation.

*(University of Sydney, 2021)

WHERE BABY BOOMERS ARE HEADING NEXT

Baby Boomers are on the move — and these five destinations are leading the way. Discover the places inspiring curiosity and unforgettable memories for this travel-obsessed generation.

1. JAPAN



3. EGYPT



4. SPAIN



2. ITALY



5. SRI LANKA





📷 Lake Bled, Slovenia by Dennis Bunnik

WOMEN DRIVING TRAVEL DECISIONS

When it comes to planning international trips, women are leading the charge, with almost 7 in 10 taking the lead role in booking — compared to just 3 in 10 men.



📷 Sacha Bunnik in the Sacred Valley, Peru



📷 Dennis Bunnik in Giza, Egypt

It turns out, Baby Boomers aren't just travelling — they're ticking off bucket-list dreams.

More than 96% of respondents said visiting a once-in-a-lifetime destination is their top motivation to travel.

BABY BOOMERS SEEKING 'OFF-THE- -BEATEN-TRACK' DESTINATIONS

Baby Boomers aren't just ticking off the usual tourist hotspots though — they're chasing destinations that feel truly special. Over 95% of respondents said they are interested in travelling to lesser-known, 'off-the-beaten-track' destinations.

This desire for unique experiences explains why bucket-list locations like Africa and South America are so appealing — they offer adventures away from the typical tourist crowds. In other words, Baby Boomers' thirst for once-in-a-lifetime experiences naturally leads them to hidden gems, remote regions and unique cultural encounters.



📷 Marion Bunnik in Shaba, Kenya



📷 Bukhara, Uzbekistan by Dennis Bunnik

BABY BOOMERS WANT CULTURE — AND THEY’LL PAY FOR IT

Cultural immersion is key for Baby Boomers. With 93% motivated by local culture and 84% willing to pay more for authentic, small group experiences, it’s clear that Baby Boomers prioritise depth, learning and connection over surface-level sightseeing.

TO PEAK SEASON — OR NOT?

The answer is clear: not! Our survey found that 6 in 10 Baby Boomers prefer to travel outside of peak periods, aiming to avoid big crowds, extreme weather and the stress that often comes with the busiest travel times. For many, this means a more relaxed, comfortable and memorable travel experience.



BABY BOOMERS AREN'T CHASING TRENDS

Travellers show a strong preference for history, wildlife and immersive local experiences...

With 75% rating history, 62% rating wildlife, and 59% rating immersive local experiences as 4–5 in appeal.

In contrast, wellness retreats and set-jetting trips are the least appealing, with just 15% and 11% of respondents giving them top ratings, respectively.

Wellness retreats and set-jetting may not appeal to Baby Boomers, but across the broader Australian market, they're trending strongly, with growing interest year on year**.

*(Global Wellness Institute, 2025) *(Expedia, 2025)



SUPPORTING AUSSIE TRAVEL IS A BIG DEAL

Baby Boomers love to support local.

Nearly 8 in 10 say choosing an Australian-owned travel company is highly appealing. Trust, familiarity and a sense of national pride clearly influence their booking decisions.





TOP ROADBLOCKS TO BUCKET-LIST TRAVEL IN 2026

1. Safety and Political Concerns
2. Cost and Budget
3. Weather and Climate Events

Almost 7 in 10 respondents suggested that safety and political concerns made them reconsider travelling in 2026.

Despite cost and budget considerations, **84% of respondents** indicated they are willing to pay for authentic travel experiences (page 8).

STRESS-FREE TRAVEL MATTERS

When it comes to organised tours, the top reason for choosing them is to save time and reduce stress, with 51% of travellers saying it's their main motivation.

"I love organised tours because they take all the stress out of planning every little thing. I can just relax and enjoy the trip without worrying about logistics."

Teresa Robertson, 68, travel enthusiast





BABY BOOMERS SEEK HUMAN CONNECTION IN THE RESEARCH AND BOOKING PHASE

Trust remains firmly with humans — 74% of respondents prefer traditional travel agents to AI, and just 1% say they trust AI/online recommendations more.

And when it comes to planning, nearly 1 in 2 Baby Boomers still choose to work with a real person, either through a travel agent or by booking directly with a tour company.



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To learn more about
The Baby Boomer Traveller: 2026 Trend Report,
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*The Let's Talk Travel survey was conducted online between 3–23 November 2025 among 1,000+ respondents aged 60–80. Results have a margin of error of ± 3 percentage points. Some respondents over 80 may also be included in the full survey results.