



Travel preferences of Gen X and Baby Boomers defy the stereotypes, with a strong sense of wanderlust and taste for adventure

When it comes to booking a holiday, a passion for variety and adventure is on the cards for Gen X and Baby Boomers. Defying stereotypes, these generations are seeking diverse travel experiences, proving that age is no barrier to adventure or wanderlust.

A new research programme – **GenVoices.co.uk**¹ – from **retirement specialist** and **GenXpert Just Group** reveals Gen X (born between 1965-1980) and Baby Boomers (born 1946-1964), have similar travel tastes. They embrace new experiences and value practicality and convenience in their travel choices.

- **Passion for travel and relaxing**

Four-in-10 (43%) of Gen X describe themselves as passionate about travelling, with a similar proportion (37%) of Boomers saying the same. For Gen X, life can be a constant juggle of caring for both children and elderly parents, which explains why 48% of this group primarily choose a holiday for relaxation.

- **Adopting local cultures and languages**

Nearly two-thirds of GenX (61%) and Boomers (63%) said they try to learn about the local culture and language basics before travelling, highlighting a strong desire for immersive and authentic travel experiences that go beyond the tourist hotspots.

- **Destination tick-list**

The research also revealed less than a quarter of Gen X and Boomers visit the same place on holiday every time, demonstrating a strong preference for new experiences and opportunity to go off the beaten track. More than a quarter (27%) of Boomers state this as a preference – challenging the common misperception of older people being set in their travel ways.

- **Beyond the pool**

While 47% of Boomers say they prefer to relax on holiday, only 16% say they want to spend their whole time eating, drinking and lying in the sun, highlighting a desire for variety of activities whilst they're away.

- **Beautiful Blighty**

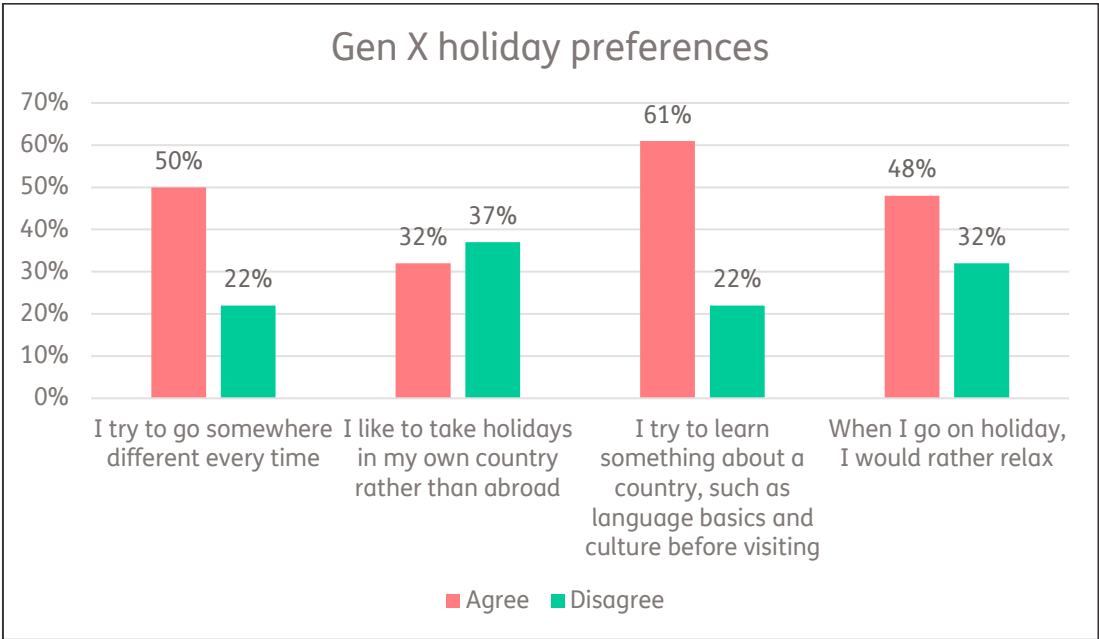
With the recent spell of unseasonably warm weather in the UK, summer getaways may be shifting closer to home for many. A significant number of Gen X (32%) and Baby Boomers (35%) now say they prefer to holiday within the UK. This trend is echoed in ABTA's latest Destinations to Watch research², which reveals that over half (53%) of people are planning a UK-based trip in the coming months.

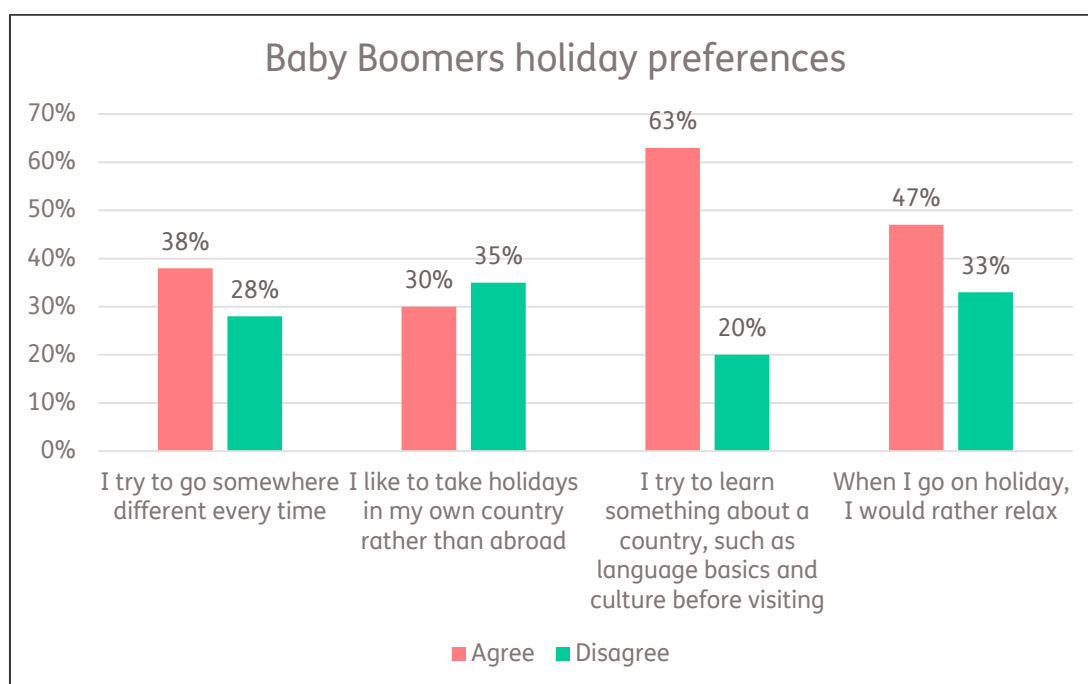
Stephen Lowe, group communications director at the retirement specialist, Just Group, said: “With the summer holidays appearing on the horizon, Gen Xers and Boomers will be starting to kick their plans into gear for a getaway as the weather warms up.

“Travel and a taste for adventure are often associated with young people or a ‘gap year’ but our research shows age is no barrier to exploring. It paints a picture of two generations with their sense of wanderlust very much alive and kicking, with the findings challenging the common misconception that adventure and curiosity is only for the young.

“Where Gen Xers and Boomers do vary from younger generations, is the impact their domestic responsibilities have on their travel plans. For Gen Xers in particular, who are often balancing multiple responsibilities – from careers to caring roles – it’s perhaps no surprise that convenience plays a key role in their travel choices; even if they still have a strong appetite for new experiences and variety.

“We started the GenVoices research programme to uncover the rich and varied lives of people drawn from Gen X and Baby Boomer cohorts. What we have discovered has confirmed our suspicions that these generations are no ‘pipe and slippers’ brigade. As they deepen or move closer to living their lives after full time work has ended, they’re determined to stay active, keep learning and generally do retirement differently. As a society we may have to reset our ideas to keep up with them!”





Enquiries

Media

Stephen Lowe, Group Communications Director

Lucy Grubb, Head of Media & PR

Vanessa Newland, Group PR Manager

Telephone: +44 (0) 1737 827 301
press.office@wearejust.co.uk

Temple Bar Advisory

Alex Child-Villiers
Sam Livingstone
Alistair de Kare-Silver
Juliette Packard

Telephone: +44 (0) 20 7183 1190

Notes to Editors:

1 – Just Group, from Just Group’s wider GenVoices programme a survey conducted by Opinium of more than 3,000 Gen X adults (born between 1965 and 1980) providing a comprehensive understanding of the lived experiences and attitudes of this generation. Please visit www.GenVoices.co.uk for further information.

2 – ABTA: Destinations to Watch 2025, from Association of British Travel Agents. The data featured is from ABTA’s Holiday Habits research and report 2024-25. [Destinations to Watch 25 final.pdf](#)

About Just

Just (Just Group plc) is a FTSE-listed specialist UK financial services company.

A leader in the individual retirement income, care and defined benefit de-risking markets, Just has been trusted to manage more than £27 billion of customers’ retirement savings and has helped customers release over £7 billion from their properties.

Just provides the following wide range of products, advice and professional services to individual customers, financial intermediaries, corporate clients and pension scheme trustees:

Marketed Products

- De-risking solutions for pension scheme trustees who want to remove the financial uncertainty of operating defined benefit pension schemes;
- Individually underwritten retirement income products delivering a guaranteed income for life;
- Long term care plans that provide those people moving into residential care with peace of mind by knowing a regular payment will be made to the care provider for the rest of their life;
- Lifetime mortgages for people who want to safely release some of the value from their home.

Professional services

- Regulated financial advice and guidance services for individuals wanting help in using their pension savings and/or releasing some of the value from their home; and
- A range of business services tailored for our corporate clients, ranging from consultancy and software development to fully outsourced customer service delivery and marketing services.

The companies within Just Group are authorised and regulated in the United Kingdom by the Financial Conduct Authority and / or the Prudential Regulation Authority.

The information contained in this press release is intended solely for journalists and should not be relied upon by private investors or any other persons to make financial decisions.

Just Group plc is registered in England and Wales with company number 08568957. Its registered office is at Enterprise House, Bancroft Road, Reigate, Surrey, RH2 7RP. Just is a trading name used by Just Group plc and its group companies. For information about Just Group plc and its group companies visit www.justgroupplc.co.uk or www.wearejust.co.uk. Please contact us if you would like this document in an alternative format.



www.justgroupplc.co.uk



@wearejust_pr