

THE NEW ENGLAND TRAVEL MARKET: GENERATIONAL TRAVEL PATTERNS, 1979 TO 1996

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Abstract: Generations of travelers who select New England as a primary destination are examined over time from the years of 1979 through 1996 and the analysis serves to update an earlier review of generational travel patterns of the region (Warnick, 1994). Changes in travel patterns are noted by overall adjusted annual change rates by demographic and geographic regions of residency. Generations, as defined by Strauss and Howe (1991), are then reviewed as the generation cohort ages over time during this 18 year period. New England was found to be an evolving market and it had rebounded from early decline trends of popularity in destination as noted in the 1994 study. Travel was up in the '90s across all age categories; however, generational trend patterns indicated that the 13th Generation and the older half of the Baby Boom Generation held only slightly higher participation rates in choosing New England as a primary destination over eight 10-year lag periods as each generation aged. Other generational participation rates declined at rates greater than the overall population during the same time periods. When the lag periods were examined, participation rates declined from 1984 through 1994 for each generation examined, but they were positive after the 1985 to 1995 lag period for each of the generations. Keywords: travel trends, New England destination travel, travel markets, generations, participation rates.

Introduction

During the last decade this author has extensively examined the New England travel market (Warnick, 1999; 1997a-c; 1995a-b; 1994; 1993a-c; 1992a-b; 1991; 1990; 1989). These studies have examined such concepts as overall travel trend patterns and rates of travel, geographic markets and the propensity to travel, target market regions for New England destinations, and outdoor recreation activity patterns and volume of participation of Northeast and New England destination travelers. In 1994, the domestic travel patterns to New England on demographic and geographic dimensions were examined and provided the first insights into generational travel patterns. Warnick has also examined generational travel patterns in several other studies (1994; 1993c; and 1995b).

The NERR 1994 study revealed the following major findings: 1) the choice of New England as a primary destination indicated that New England had become a mature destination choice among U.S. domestic travelers; 2) no gain or a declining popularity for New England as a travel destination among 18- to 24-year-olds; 3) the Baby

Boom generation appeared to offer potential; but the real question was whether they would come to New England in the '90s and beyond; 4) the decline in market demand for New England, put into question potential losses for activity pursuits such as skiing, hiking and other outdoor recreation activities; and 5) generational findings, although preliminary in nature due to limited long term data, suggested that as younger generations aged New England was less popular while only older generations held a stronger desire to visit New England as a primary destination as they aged.

The concept of generations was first advanced by Strauss and Howe (1991). It was been found to be a new way to examine trends and changes in participation patterns in both recreational activity pursuits and travel behavior (Warnick, 1994, 1993c, 1995b). It also becomes a way to provide some insights into the future as one examines the past and existing behavior of current generations. One can make some assumptions based on our current knowledge of existing generations. For example, the members of the Baby Boom generation are moving into the 55 and over age cohorts and we have traditionally marketed to this segment; but other segments are also becoming important. An older, but large segment of the population, the Baby Boomers, will, within this decade, begin to enter their pre-retirement and retirement years. In addition to being empty nesters and they should have more travel time and more diversity in travel choices as they age. Second, by reviewing age categories, generations and generational cycles in participation in travel over time, new patterns about travel behavior can be revealed. Third, Strauss and Howe (1991) developed the theory of the "cycle of generations" and they suggested by understanding these cycles and the generational characteristics insights into current and future behavior may be also appreciated. For example, the Silent Generation reaches a period of time in their life span where Strauss and Howe (1991) predict and document that they will become more "sensitive" as a generation while at the same time many of their grandchildren, members of the Millennial Generation are in a "protected" period of their life spans. Thus, intergenerational travel (grandparent and grandchild) travel or destination promotional activities may become an evolving trend. Thus, by tracking the generation or age group through the stages or process of aging is an improved and new way to predict future consumer trends is possible.

Purposes of Study

The purposes of this research paper are three-fold: 1) to examine domestic travel to New England during the '80s and through the mid-'90s within the context of generations; 2) to determine how participation rates in domestic travel within individual age categories changed over time (from 1979 through 1996); 3) to determine how participation rates in domestic travel of generations changed as these groups passed from one age category into the next (i.e., from 25 to 34 in 1980 to 35 to 44 in 1990)? Do lag periods of generational change indicate any different patterns of travel participation trends? Does a particular generation travel more or less as it ages and how do generations compare during similar period of their life spans (i.e., young adults or rising adult stages).

Method

Data for this study was drawn from the Simmons Market Research Bureau's *Study of Media and Markets* (1979 through 1996). An average annual adjusted percentage change rate, two-point moving average and descriptive statistics were the basic statistics used to examine the data. Participation rates and generations served as the primary variables. Lag periods, covering ten-year spans, were also used to determine increases or declines in participation rates of New England destination travel as a generation aged. The generations and their birth years examined as defined by Straus and Howe (1991) included: G.I. Generation – born between 1904 & 1925, Silent Generation – born between 1926 & 1943; Baby Boom Generation – born between 1944 & 1960; and the 13th Generation – born between 1961 & 1982. Other generations, the Lost/Missionary Generations (born before 1904) – are passing on and were not statistically sufficient in numbers to be represented in the database. The Millennial Generation – the newest generation – born from 1982 to the present has not yet reach the adult age in 1996 to be represented in the data base. The theory of the "Cycle of Generations" (Strauss & Howe, 1991) indicated that each generation is type caste and takes on a personality cycle which is predicable. The types and personality cycles (with the level currently existing underlined here) include the following: 1) "Idealist" – the Baby Boom Generation which cycles through levels of indulged, narcissistic, moralistic, visionary; 2) "Reactive" – the Thirteenth or X Generation which cycles through levels of criticized, alienated, pragmatic, reclusive; 3) "Civic" – GI and Millennial Generations which cycle through the protected (Millennial), heroic, powerful, busy (GI); and 4) "Adaptive" – the Silent Generation which cycles through levels of suffocated, conformist, indecisive, and sensitive. Strauss and Howe indicate that the type and personality cycle are has repeated over the time, and are impacted by concepts such as social moments or significant changes in generational thinking. The Simmons data base includes data on travelers who pick New England as a primary destination and with 18 years of data, one can monitor who is going to New England and how has those markets have changed over time by generations.

Selected Findings

The participation rate of all adults selecting New England as a primary destination averaged 3.7% over the 18-year period. The adjusted annual change rate indicated 1.5% growth per year. This translates into gain on average of about 200,000 primary destination travelers per year. The peak years were 1995 and 1996 at 9.5 and 9.4 million destination travelers respectively. The year with the fewest destination travelers was 1991 when 4.2 million destination travelers selected New England as a primary destination but the down year rebounded in 1992. However, these summary statistics are misleading as dramatic gains were experienced in the economic recovery period of 1995-1996 when travel nearly doubled to New England as a primary destination. Prior to 1995, travel to New England appeared to generally decline overall with only slight or periodic positive changes.

The New England's demographic markets participation rates, which selected New England as a destination choice, changed positively for all six age cohorts and included the following results: 18- to 24-year-olds – grew by 2.6%; 25- to 34-year-olds – grew by 8.6%; 35- to 44-year-olds – grew by 3.7%; 45- to 54-year-olds – grew by 1.8%; 55- to 64-year-olds – grew by 6.5%; 65 and older – grew by 5.5%. Thus, the age group with the largest increase and from previous studies we recognize are also active outdoor participants are the 25- to 34-year-olds. The two oldest age categories also had large average annual increases. However, these patterns also reflected the large gains in the 1995-1996 period which offset the declines experienced in earlier years.

The New England's geographic markets, which selected New England as a primary destination choice, changed positively for all four major markets areas and included the following results: the Northeast market grew by 5.1%; the South grew by 3.4%; the Midwest grew by 5.6%; and the West grew by 11.5%. The composition of New England's geographic markets of primary destination travelers indicated the following changes that 1) the Northeast comprises 62.4% of New England's market (compared to 66% in 1994); 2) a larger portion of the New England travel market were now from more distant markets, particularly the Midwest which accounted for about 18% on average but has exceeded 20% of the market of New England destination travelers in the '90s.

When age categories were examined over time a different view of travel to New England was revealed. The overall changes of domestic travel within age categories indicated that the rate of growth appears more pronounced or dramatic in recent years for age categories under 35 years of age. Rates grew at a rate of 5+% per year. The rates of age groups over 35 also grew; but, the rates grew at a slightly slower rate of just under 3% percent per year or less for those 35 to 54 years of age. Age categories where New England destination grew the most in popularity was the 55 to 64 and older category (up 6.5% per year) and 25- to 34-year-olds (up 8.6% per year). However, the problem with these data changes are we are only looking at static age categories. Furthermore, the changes reflect an age category analysis where members of different generations pass through the age years. In addition, the data also were impacted by dramatic changes in the mid-'90s after a decade of almost continued decline. Thus, a need exists to look at generations as they move through time as an age cohort. (See Table 1.)

First, some observations about the changes in overall generational impacts. In 1979, Baby Boomers were 35 or under. By 1989, a watershed year, Baby Boomers were in the 25 - 34 and 35 - 44-year-old categories and a portion were moving into the 45 to 54-year-old categories. Within the 18 to 24-year-old category for example, domestic travel participation rates declined steadily from '79 through '91 and then began to rebound after 1991 and then more than doubled by the year 1996. Boomers were being replaced by the 13th Generation during this time period. The "Baby Bust" or "13th Generation" fully comprised the 18 - 24-year-old cohort after the year 1983. Overall, the

Table 1. New England Travel Market, 1979 to 1996

	1980	1982	1984	1985	1986	1988	1990	1992	1994	1995	1996	Decade Average	Adj. Annual Change Rate	Two-Point Moving Ave.
<i>New England Summary:</i>														
Adult Part. Rate	4.3%	4.2%	4.1%	3.5%	3.8%	3.0%	3.3%	2.9%	2.5%	5.0%	4.9%	3.6%	3.2%	1.5%
#New Eng. Trav. ('000)	6,814	6,772	6,889	5,960	6,581	5,324	5,903	5,307	4,727	9,467	9,395	6,285	4.4%	2.6%
<i>Age Cohorts:</i>														
	1980	1982	1984	1985	1986	1988	1990	1992	1994	1995	1996	Decade Average	Adj. Annual Change Rate	Two-Point Moving Ave.
Adult Overall Rate	4.3%	4.2%	4.1%	3.5%	3.8%	3.0%	3.3%	2.9%	2.5%	5.0%	4.9%	3.6%	3.3%	1.5%
18 to 24	3.3%	3.4%	3.0%	3.0%	2.8%	2.5%	1.9%	2.3%	2.0%	3.9%	4.2%	2.8%	2.6%	1.5%
25 to 34	5.8%	3.5%	4.0%	3.8%	4.4%	2.6%	3.5%	1.9%	2.1%	5.8%	5.5%	3.7%	8.6%	3.1%
35 to 44	5.2%	5.5%	5.3%	4.3%	4.3%	3.7%	4.5%	3.5%	3.0%	5.0%	5.4%	4.2%	3.7%	0.6%
45 to 54	5.1%	5.3%	5.0%	4.0%	3.9%	3.9%	3.9%	3.5%	3.6%	5.4%	5.1%	4.2%	1.8%	0.5%
55 to 64	3.5%	4.2%	4.7%	3.3%	4.6%	3.7%	2.5%	3.2%	2.6%	5.8%	5.6%	3.8%	6.5%	3.5%
65 and Older	2.3%	3.7%	2.7%	2.5%	3.0%	2.1%	2.6%	3.2%	1.8%	3.8%	3.2%	2.7%	5.5%	2.7%
<i>Target Region:</i>														
	1980	1982	1984	1985	1986	1988	1990	1992	1994	1995	1996	Decade Average	Adj. Annual Change Rate	Two-Point Moving Ave.
Northeast	14.3%	13.4%	13.1%	10.8%	11.5%	8.8%	10.2%	8.4%	5.7%	13.2%	14.3%	10.6%	5.1%	1.1%
South	1.8%	1.9%	1.6%	1.4%	1.5%	1.3%	1.4%	1.3%	1.4%	1.8%	2.0%	1.6%	3.4%	1.2%
Midwest	1.3%	1.5%	1.7%	1.8%	2.1%	1.7%	1.7%	1.2%	2.0%	3.0%	2.8%	1.8%	5.6%	4.9%
West	1.3%	1.3%	1.2%	1.0%	1.2%	1.3%	0.9%	1.9%	1.5%	3.9%	2.7%	1.6%	11.5%	8.4%
<i>Target Region Composition:</i>														
	1980	1982	1984	1985	1986	1988	1990	1992	1994	1995	1996	Decade Average	Adj. Annual Change Rate	Two-Point Moving Ave.
Northeast	72.9%	70.7%	70.5%	66.7%	65.6%	61.5%	66.3%	61.3%	47.0%	54.4%	58.7%	62.4%	-0.6%	-1.3%
South	10.6%	12.0%	9.9%	10.1%	9.7%	10.7%	10.2%	10.8%	13.1%	8.4%	9.4%	10.9%	2.3%	0.1%
Midwest	10.3%	11.6%	14.2%	17.6%	18.9%	19.3%	17.8%	14.4%	27.5%	20.9%	20.1%	17.9%	6.2%	4.6%
West	6.3%	5.7%	5.3%	5.6%	5.8%	8.5%	5.8%	13.5%	12.4%	16.3%	11.4%	8.7%	8.9%	6.1%
<i>Total Travel Destinations of Northeast Market ('000):</i>														
	1980	1982	1984	1985	1986	1988	1990	1992	1994	1995	1996	Decade Average	Adj. Annual Change Rate	Two-Point Moving Ave.
All Destinations	130,431	132,419	126,112	119,659	121,750	122,738	130,839	139,497	130,938	187,340	187,988	135,001	2.3%	2.2%
Northeast	25,426	21,642	28,141	24,064	22,931	23,877	21,780	19,585	21,019	34,822	34,908	24,270	2.7%	2.3%
New England	4,965	4,788	4,860	3,975	4,318	3,276	3,913	3,252	2,220	5,152	5,519	3,958	5.6%	1.8%
Mid-Atlantic	7,135	8,064	8,307	7,276	6,268	6,978	5,772	4,435	4,210	7,450	7,917	6,560	2.0%	1.2%
Other Regions	13,326	8,790	14,974	12,813	12,345	13,623	12,095	12,171	14,589	22,220	21,472	13,767	3.9%	3.4%
NE Share of All	3.8%	3.6%	3.9%	3.3%	3.5%	2.7%	3.0%	2.3%	1.7%	2.8%	2.9%	2.9%	1.4%	-1.0%
NE Share of NoEa	19.5%	22.1%	17.3%	16.5%	18.8%	13.7%	18.0%	16.6%	10.6%	14.8%	15.8%	16.3%	1.5%	-0.7%
Mid-Atl Share of NoEa	28.1%	37.3%	29.5%	30.2%	27.3%	29.2%	26.5%	22.6%	20.0%	21.4%	22.7%	27.2%	-0.4%	-0.9%

Source: Simmons Market Research Bureau. 1979 to 1996. Study of Media and Markets. Vol. P-4, Travel. New York, New York.

NOTE: Years 1979, 1981, 1983, 1987, 1991, and 1993 are not shown due to space limitations; however, data are included in statistical analysis.

Use summary statistics (average, annual change rate, moving average) with caution.

entire population participation rates for the selection of New England as a primary destination were off by "0.7%" after each of the eight 10-year lag periods from 1979 through 1996.

Second, "Silent Generation" members were largely in the 35 to 54 age categories from 1979 through 1983; then moved ahead into 45 to 64-year-old groups. Their domestic travel behavior participation rate to New England declined from 1979 - 1983 in the 35 to 44 age category. In 1979, the New England travel participation rate was 5.4% and it declined to 3.6% in 1983. The older half of the "Silent Generation," age 45 to 54, experienced a decline in New England travel participation from 5.2% in 1979 to 3.9% in 1996 and after all of the 10 year lags were examined the average decline change was an overall decline of "-1.0%". With only a few years of data available, the travel tendencies of the 13th Generation actually grew as they aged from 18 to 24 and then later as they moved to the 25 to 34-year-old segment of their life span. Rates nearly doubled from 1985 to 1995 and 1986 to 1996.

Third, the "Baby Boom Generation" held the most stable New England travel participation rate over the decades when the other generations were examined. However, the oldest of the Baby Boomers showed signs of increased participation rates. These rates grew from 4% to over 5% after a decade of aging. The Silent Generation for the decade lags of 1979 to 1984 generally found their rates declining; however, these rates changed the least in 1986 to 1996 lag periods and less decline was noted in the older portion of this generation.

Fourth, the 1989 and 1995 years were watershed years when noted directional changes occurred in nearly all of the age category participation rates. These findings represent a positive note for the domestic travel industry in New England. In particular, the participation rates have appeared to have rebounded in the mid-'90s; particularly in the 1995-1996 years. Will these changes and growth trends be maintained? However, a word of caution must be observed because participation rates only indicate what percent the overall population and individual members of age categories participate and not how frequently they participate. (See Table 2.)

The generation change data can also be compared by generations. For example, the depth and wealth of the data now allows us to compare the young life stage of Baby Boomers to the 13th Generation. In the mid-'90s, the rates for the 13th Generation were higher than for the Baby Boomers a decade earlier when they were at the same life span stages. (See Table 3.)

When the transition of generational participation rates were examined by domestic travel to New England, one may examine the data by the pure change or examine it within the context of overall population change in participation from one decade to the next. Within the context of eight periods examined here (1979 to 1986 and 1989 to 1996), decade lag changes could be tracked by participation rates of age categories and generations. Although there was growth over time; the rates were not as high as they were after a decade of

aging and transition for most generations tracked here with the exception of the 13th Generation. Travel to New England overall, was up 3.2% on average; however, significant gains were most noteworthy in the mid-'90s. The Baby Boom Generation's participation rate in New England destination travel actually declined after a decade of change with the exception of the oldest Boomers. The older half of the Baby Boom Generation (those aged 35 to 44 in the mid-'80s), had participation rates which actually increased slightly. For example, the 35 to 44 rates in 1986 were 4.3% and in 1996 the rates were 5.1% after a decade of aging. No real patterns of change can be read into the changes in the GI Generation's travel patterns. Limitations of the data do show through here. For example, the decades of travel data here are not all purely of one complete generation, as each generation spans more than 10 years and over time, the age category will change in composition of generations.

Conclusions

Over time and a replication of previous research with more data, reveals new and different changes. New England is an evolving or a rebounding market destination choice. After a downturn in the early '90s, the New England destination choice has rebounded and contributed to an overall growth trend in destination choice. The size of the market is up, the Northeast market rebounded in participation choice and more distant markets are also selecting New England as a primary destination. Furthermore, nearly all age categories have rebounded in participation.

The value of examining generations as suggested by Strauss and Howe (1991) does provide a new and somewhat different look of travel behavior as generations are examined and their participation over time changes as they age. New questions are raised after examining these data. For example:

1. Why is New England not growing as rapidly as we might expect in popularity with the current young adults? Rates are up significantly in the mid-'90s; but will they last? Why are the most active travelers isolated within two separate age segments (25- to 34-year-olds and 55- to 64-year-olds)? Is the popularity of the Millennial Generation simply a short-term event?
2. The Baby Boomers still appear to a potentially strong future market. Will they continue to travel more as they age and will they continue to travel to New England?
3. The best news appears to be the rebirth in interest of traveling to New England among the youngest adults, those 18 to 24. The 13th Generation is coming to New England and rates are increasing in their travel choices of New England even as they age.

More data is still needed and it would be even better if the data were available by actual individual birth year and by volume of travel instead of simple number of destination travelers. Individual and regional travel destination businesses and attractions would do well to monitor the behavior of their markets over time. This would reveal changes in patterns of interest and overall choice behavior as each individual generation ages and makes new life cycle choices and plans in the future.

Table 2. Generational Changes in New England Domestic Travel Participation Rates: 1979 to 1989 through 1986 to 1996

Generation, Age Category and Year	1980	1990	Change	1982	1992	Change	1984	1994	Change	1985	1995	Change	1986	1996	Change	Ave. Decade Change Rate
<i>13th Generation</i>																
18- to 24-year-olds (83-86)							3.0%			3.0%			2.8%			
>25- to 34-year-olds (93-96)								2.1%	-0.9%		5.8%	2.8%		5.5%	2.7%	0.8%
<i>Baby Boom Generation</i>																
18- to 24-year-olds (79-86)	3.3%			3.4%												
>25- to 34-year-olds (89-96)		3.5%	0.2%		2.3%	-1.1%										-1.1%
25- to 34-year-olds (79-86)	5.8%			3.5%			4.5%									
>35- to 44-year-olds (89-96)		4.5%	-1.3%		3.5%	0.0%		3.0%	-1.5%							-1.2%
35- to 44-year-olds (79-86)							5.3%			4.3%			4.3%			
>45- to 54-year-olds (89-96)								3.6%	-1.7%		5.4%	1.1%		5.1%	0.8%	0.1%
<i>Silent Generation</i>																
35- to 44-year-olds (79-86)	5.2%			5.5%												
>45- to 54-year-olds (89-96)		3.9%	-1.3%		3.5%	-2.0%										-1.6%
45- to 54-year-olds (79-86)	5.1%			5.3%			5.0%			4.0%			3.9%			
>55- to 64-year-olds (89-96)		2.5%	-2.6%		3.2%	-2.1%		2.6%	-2.4%		5.8%	1.8%		5.6%	1.7%	-1.0%
<i>G.I. Generation *</i>																
55- to 64-year-olds (79-86)	3.5%			4.2%			4.7%			3.3%						
>65 and over (89-96)		2.6%	-0.9%		3.2%	-1.0%		1.8%	-2.9%		3.8%	0.5%				-1.3%
<i>Overall Population Travel Rate</i>																
Early Rate	4.3%			4.2%			4.1%			3.5%			3.8%			
> One Decade Later Rate		3.3%	-1.0%		2.9%	-1.3%		2.5%	-1.6%		5.0%	1.5%		4.9%	1.1%	-0.7%

* The generation change of the GI Generation is report for consistency only; this generation's domestic travel participation rates are confounded by the presence of two other older generations (those 85+).

Source: Simmons Market Research Bureau. 1979-1996. Study of Media and Markets, Vol. P-4. Travel.

Note: Lag periods 1979 & 1989, 1981 & 1991, 1983 & 1993 are not shown due to space limitations; however, data are included in statistical analysis.

Table 3. Generational Diagonal in Domestic Travel Behavior in New England

Year----->>>> Life Stage and Age Cohort <i>Elder</i> 65 and Older Travel Part. Rate	-----The Early '80s-----								-----The Early '90s-----							
	1979	1980	1981	1982	1983	1984	1985	1986	1989	1990	1991	1992	1993	1994	1995	1996
	Lost/GI 3.1%	Lost/GI 2.3%	Lost/GI 3.0%	Lost/GI 3.7%	Lost/GI 2.4%	Lost/GI 2.7%	Lost/GI 2.5%	Lost/GI 3.0%	GI 2.3%	GI 2.6%	GI 2.0%	GI 3.2%	GI 2.5%	GI 1.8%	GI 3.8%	GI 3.2%
<i>Midlife</i> 55 to 64 Travel Part. Rate	GI 4.2%	GI 3.5%	GI 3.9%	GI 4.2%	GI 3.4%	GI 4.7%	GI 3.3%	GI 4.6%	Silent 4.0%	Silent 2.5%	Silent 3.2%	Silent 3.2%	Silent 3.0%	Silent 2.6%	Silent 5.8%	Silent 5.6%
45 to 54 Travel Part. Rate	Silent 5.2%	Silent 5.2%	Silent 5.2%	Silent 5.3%	Silent 4.0%	Silent 5.0%	Silent 4.0%	Silent 3.9%	Silent 2.9%	Silent 3.9%	Silent 3.0%	Silent 3.5%	Silent 3.9%	Silent 3.6%	Silent 5.4%	Silent 5.1%
<i>Rising Adult</i> 35 to 44 Travel Part. Rate	Silent 5.4%	Silent 5.2%	Silent 5.4%	Silent 5.5%	Silent 3.6%	Silent 5.3%	Silent 4.3%	Silent 4.3%	Boom 3.1%	Boom 4.5%	Boom 2.6%	Boom 3.5%	Boom 3.4%	Boom 3.0%	Boom 5.0%	Boom 5.4%
25 to 34 Travel Part. Rate	Boom 4.5%	Boom 5.8%	Boom 4.7%	Boom 3.5%	Boom 4.5%	Boom 4.0%	Boom 3.8%	Boom 4.4%	Boom 2.7%	Boom 3.5%	Boom 1.9%	Boom 1.9%	Boom 2.5%	Boom 2.1%	Boom 5.8%	Boom 5.5%
<i>Youth</i> 18 to 24 Travel Part. Rate	Boom 4.6%	Boom 3.3%	Boom 3.4%	Boom 3.4%	Boom 3.9%	Boom 3.0%	Boom 3.0%	Boom 2.8%	13th 1.8%	13th 1.9%	13th 1.6%	13th 2.3%	13th 1.9%	13th 2.0%	13th 3.9%	13th 4.2%

Source: Simmons Market Research Bureau. (1979 through 1996).

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