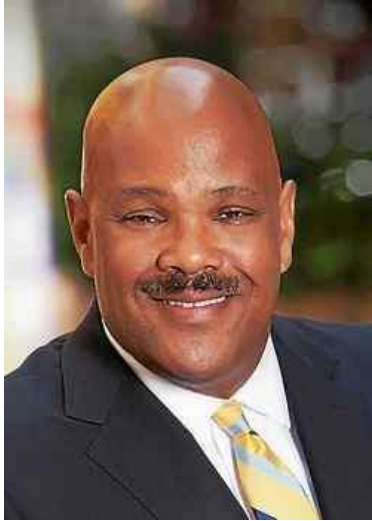


## Aubrey Lee Jr.: Leisure is more than a vacation for retirees – It’s a lifestyle

Tuesday, September 20, 2016



When thinking of retirement, we often associate it with nap times and tee times. However, according to a Merrill Lynch study conducted in partnership with Age Wave, today’s retirees show no plans of slowing down or staying put. With the baby boomer generation moving into retirement, the leisure travel economy is well positioned to grow tremendously—reaching a total of \$4.6 trillion over the next twenty years.

While many are looking ahead to travel and beachside vacations, today’s retirees are looking at leisure in a whole new way.

Retirees are rejecting “yesterday’s model of old age” and redefining leisure across every day and special occasion activities. Not just through weekend getaways or summer travel, but through transformative life experiences—helping cultivate overall health and emotional well-being—and transitioning from a structured work-oriented environment.

As retirees shift from a “workaholic” lifestyle and enter into the most “time affluent” stage of their lives—many focus on opportunities to find a new hobby, volunteer locally, plan the trip of a lifetime or spend quality time with family and friends. Seventy-two percent of retirees say they want to try new activities in leisure—compared to doing things they’ve already done.

In Michigan and the Great Lakes region, retirees primarily seek activities that improve their health in everyday leisure. Retirees in the Great Lakes region are also more likely to prioritize family connections with children and grandchildren, compared to all other regions across the country.

Leisure activities can become expensive, which is why retirees should consider building them into their long-term financial goals. As an example, over the past

twelve months, retirees in the Great Lakes region spent an average of \$3,100 on leisure activities—slightly below the national average of \$3,500.

Overall, while 86% of retirees nationally say it's easy to find inexpensive leisure activities to enjoy, many feel they can generally do more to plan ahead.

Ultimately, leisure activities in retirement, if well planned for, can present many opportunities to not only relax and potentially improve personal health through reduced stress, but also bring lifelong dreams to life.

*For more information on the Merrill Lynch Age Wave Study: "[Leisure in Retirement: Beyond the Bucket List](#)," contact Merrill Lynch Financial Advisor Aubrey Lee Jr. of the Merrill Lynch Novi office at 248-348-1098 or visit [www.ml.com](http://www.ml.com).*

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