

A photograph of four hikers standing on a wooden boardwalk in a forest, looking up at a large, gnarled tree trunk. The hikers are wearing colorful jackets (red, green, blue) and hats. The forest is lush with green foliage. The text 'ROAD SCHOLAR PARTNERSHIPS' is overlaid on a red banner at the bottom left.

ROAD SCHOLAR[®] PARTNERSHIPS

Road Scholar at a Glance

Not-for-profit Road Scholar is the world leader in educational travel for older adults, serving more than 130,000 lifelong learners annually in over 100 countries, throughout the United States and at home.

Founded as Elderhostel in 1975, Road Scholar has served more than six million lifelong learners over the past 50 years. Our programs combine travel and education to provide experiential learning opportunities featuring an extraordinary range of topics, formats and locations.

For more information, please visit us at **roadscholar.org/about**.

ROAD SCHOLAR®



The Not-for-profit World Leader in Educational Travel.

1975

Founded as a not-for-profit organization

Then known as Elderhostel, the organization began on college campuses in New England 50 years ago.

30%

The average number of participants who are Solo Travelers

Of this group, 85% are women, 60% are married and still traveling solo.

130,000

Participants served per year

Road Scholar serves older adults from across North America.

4,000

Learning Adventures in over 100 countries and all seven continents.

Road Scholar hosts programs around the world and online.

72

The average age of a Road Scholar participant

Road Scholar programs are open to adults ages 50 and up.

6 Million

The number of participants who have traveled with Road Scholar since its founding.

ROAD SCHOLAR®

Road Scholar's Reach

Our community of active and interested participants is more than 700,000 strong. We communicate through a wide range of channels, including direct mail, email, search engine marketing, social media, influencer, radio and television messaging.

ROAD SCHOLAR®



35.4K
FOLLOWERS
ON INSTAGRAM

333K
FOLLOWERS
ON FACEBOOK

200+
ROAD SCHOLAR
AMBASSADORS

1 Million+
ACTIVE CONTACTS IN
OUR EMAIL DATABASE

160 Million
EMAILS SENT
EACH YEAR

2 Million+
HOUSEHOLDS
REACHED THROUGH
DIRECT MAIL

18K+
MONTHLY BLOG
READERS

Road Scholar's Audience

Road Scholars are no ordinary travelers. They are **lifelong learners** over the age of 50 from diverse cultural and professional backgrounds.

They are **students of the world** and the guests you hope to sit next to at a dinner party. They lead interesting lives because they're interested in everything.

Road Scholar attracts adults who are **open-minded and intellectually curious** — and these shared characteristics often create a quick and lasting bond among participants.

25%
RETIRED
EDUCATORS

53%
NETWORTH
\$1M+

70%
FEMALE
TRAVELERS

67%
BETWEEN
AGES 60-79

ROAD SCHOLAR®



Why Partner With Road Scholar?

Connect your organization with the world leader in educational travel for older adults.

- **100,000** participants each year
- Programs in **100+ countries**
- **500,000 nights** booked annually
- Exceptional satisfaction: **NPS 77**

ROAD SCHOLAR®



At Road Scholar, we're continually seeking meaningful partnerships that support our mission to inspire adults to learn, **discover and travel**. Whether you share our commitment to lifelong learning or offer resources that could help us broaden our reach, we'd love to connect. Together, we can inspire more adults to embark on their next great adventure.

LET'S CHAT ABOUT ROAD SCHOLAR'S...

- Solo Travel Programs
- Age Well Series
- Caregiver Grant
- Women's Only Programs
- Educator Legacy Award
- President's Journey by Private Plane

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ROAD SCHOLAR IS PROUD TO PARTNER WITH...

