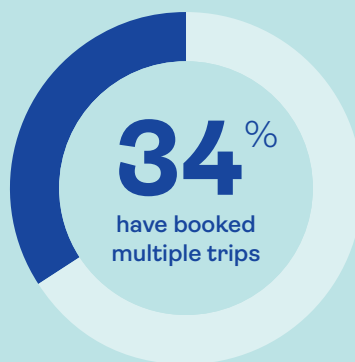
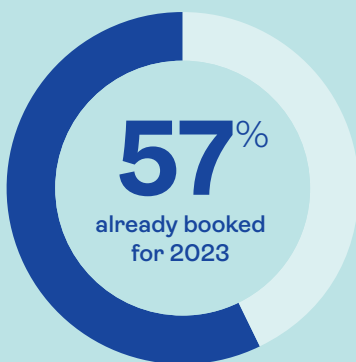


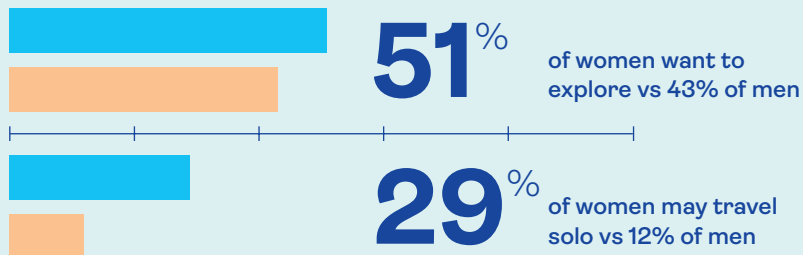
# TRAVEL INSIGHTS FOR 2023

A recent survey into Saga customers' holiday plans reveals an appetite for fantastic experiences, solo escapes, multiple holidays a year and some stark gender differences.

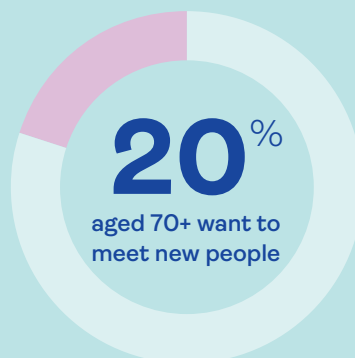
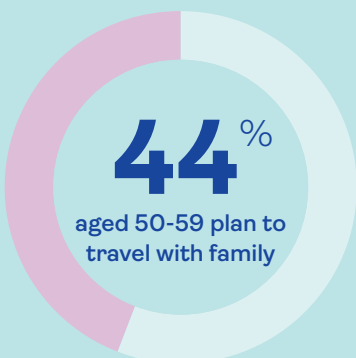
## OVER-50s LOOK FORWARD



## WOMEN OVER 50 ARE ADVENTUROUS



## PEOPLE MATTER, NOT JUST PLACES



## OVER 50s ARE CONFIDENT

55%  
say cost-of-living crisis doesn't affect travel budget

14%  
plan to spend more than £5,000 per person on their main 2023 holiday

## TOP 2023 LONG-HAUL DESTINATIONS

- 1 USA
- 2 CANADA
- 3 AUSTRALIA

other popular destinations include Japan, Costa Rica, India and the Antarctic.

The research was carried out in December 2022 with 2,835 customers responding to the online survey. This research was conducted via Saga's Experienced Voices online panel, which is made up of 12,000 customers who have previously holidayed with Saga or our sister-company Titan Travel