# TRAVEL INSIGHTS FOR 2024

Solo holidays, digital savviness and a future as nomadic workers

- Saga's 2024 travel trends research shows over-50s should not be under-estimated

### 2024 travel plans

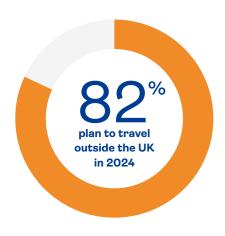
56% of respondents already hold a travel booking for 2024

39%
plan to travel more than previous years

71% want to go to new places and explore local culture

#### Solo travellers





54% of travellers feel proud for travelling solo

of solos who travel with a group make long-term friends

11% form a romantic relationship

48<sup>%</sup> of females

30% of males

are saying they'd rather travel now, than wait for someone to come with them and feeling 'if not now, then when?

## Tech-savvy travellers



25% engage with social r

engage with social media, online travel influencers and digital advertising



61%

say Wi-Fi access is important as 51% will be keeping in touch with home and 22% will be posting photos on social media

### Active retirement

By 2027 15-million people will be in 'active retirement' leading to more older people working nomadically (it's not just for millennials!)



