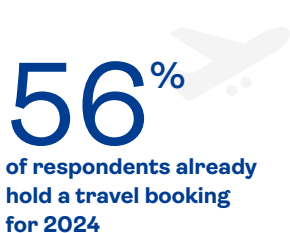


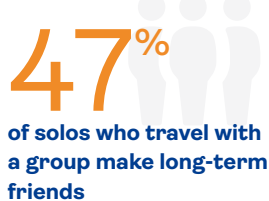
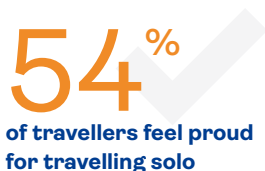
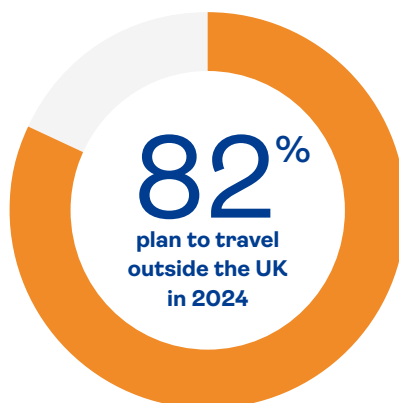
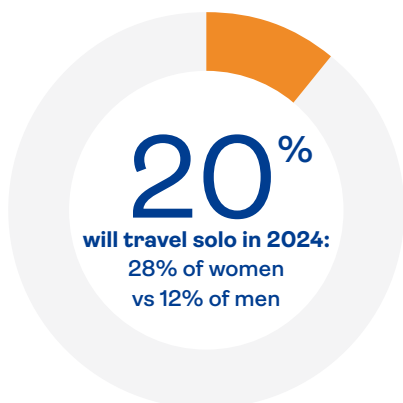
TRAVEL INSIGHTS FOR 2024

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



Solo travellers



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



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!)

*The Saga Travel Trends 2024 research was conducted in November 2023 with 2,823 Saga customers. Based on their responses a further in-depth survey was conducted with 467 solo travellers, including one-to-one interviews. The additional Saga/the Big Window retirement survey was conducted in March 2023 with 2,000 UK adults aged 50 and over.