



By 2050 the over 50s will be spending more on travel than all other age groups combined. So, what opportunities does this present for travel businesses?

It is estimated that the over 50s will make up 25% of the world's population by 2050, compared to just 10% in 2000. This represents two billion annual trips annually by a demographic enjoying a higher spending power than any other. Older travellers have been less affected financially by the pandemic and in a recent study 86% of the said they would spend more or the same on overseas travel in the next year.

Purchase drivers

Seniors travel not only because they have the time and money to do so, but to seek new experiences such as different cultures, meet friends and family who live far away, or simply to tick off items from a bucket list.

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important factor for the over 50s. Travel provides cognitive health benefits which stimulate the mind: seeing new places, learning new skills such as painting, yoga and cooking, all of which are highly valued by the over 50s. Whilst this group may not be as active as younger people, they also appreciate how a holiday can offer physical as well as psychological benefits.

A taste for adventure

A combination of relaxation and sightseeing holidays are some of the most sought-after types of holidays for seniors. Cruises which offer the opportunity to tick off items from a bucket list and wellbeing experiences remain very popular, such as The Nile luxury cruise from Aswan to Luxor passing through the Valley of the Kings and Thebes. [Silver Sea Cruises](#) has sightseeing itineraries to the Galapagos Islands and Antarctica, included in their expedition liners with all-inclusive drinks and dining, while [Noble Caledonia](#) offers exotic itineraries exploring Papua New Guinea, Patagonia and Tasmania. Adventure and activity holidays combine the thrill of adventure with physical wellbeing.

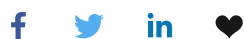
The young at heart seniors love these types of holidays, like walking the [Camino](#)

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adventurous activities that seniors love to do, like wine tasting in Italy, or bus tours of the Scottish Highlands, or gastro adventuring such as eating Florentine steak in Florence or wine tasting in Bordeaux. [Longevity Escapes](#), provide seniors with tailor made wellness and health packages that includes de-stressing and spa packages as well as yoga retreats.

The over 50s are already an important group for travel businesses, but their importance will grow over the next thirty years. Travel hubs, airports, travel retailers, agents and tour operators all need to understand what attracts seniors and how they can market and design their products to cater to the needs of this important market.

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