

## **Over 50s 'Look Towards Foreign Adventures'**

*Older people are increasingly looking to travel, new research shows.*

November 28, 2007 (FPRC) - In a study released by Alliance & Leicester, more than 11 million consumers over the age of 50 are planning on going abroad more often over the next five to ten years. According to the financial services firm, more than half (54 per cent) of people in this age bracket have a desire to travel regularly and take in long-haul destinations. Meanwhile, some 22 per cent of respondents are looking to go on a "once in a lifetime" holiday experience within the next decade, with a low-cost loan providing one possible way of funding such an excursion. The survey also revealed that travel is seen as a bigger priority for the over-50s than getting fit or spending more time with family and friends.

In addition, findings from the financial services firm suggested that Australia and New Zealand are the most popular destination for over-50s, making up more than a quarter (26 per cent) of the demographic's votes. Visiting various European countries and United States accounted for 21 and nine per cent of consumers' travel "desires", with eight per cent of people wanting to see more of Britain. Africa, China and the Antarctic were also among the places that older people have stated they would like to visit.

Alliance & Leicester also pointed out that such travellers are looking to do adventurous activities during the course of their break. Some seven per cent of over-50s have their sights set on going scuba diving, with the same proportion planning to attend a music festival. One in ten, meanwhile, would like to go on a helicopter ride.

Commenting on the research, Emma Walkley, current account manager for Alliance & Leicester, stated that although older people are looking to go away more often, getting a sufficient travel insurance policy for adventure holidays could see consumers come under financial strain, which may impact upon the destination they will be able to go to or what activities they can afford to do. In addition, it may also cause difficulties in meeting spending commitments such as secured loans and credit card bills.

She said: "The desire of the over-50s to see more of the world is clear - this is not an age group that plans to sit back and enjoy a slower pace of life. Quite the opposite in fact, with long-haul destinations and a thirst for adventure firmly on the agenda. But whether you are travelling locally or further a field, having adequate protection is essential and unfortunately for people in this age group, this can come at an increased cost."

Meanwhile, those looking for a competitive way to meet the expense of travelling abroad, in addition to related expenditure such as insurance, may wish to take out a low rate loan. Such a loan could be particularly helpful as a recent study by moneysupermarket shows that the average British household going abroad in the search for some winter sun spends some 700 pounds on holiday extras such as souvenirs, transport to and from airports, getting photographs developed and guide books.

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