

# **The Australian Seniors Series: Senior Travel Report 2022**

**July 2022**

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## About the report

*The Australian Seniors Travel Report 2022* forms part of the Australian Seniors Research Series. In its latest instalment, this study explores the feelings, concerns, and attitudes of Australia's over 50s around travelling and holidays. It also explores the impact of COVID-19 on the priorities of Australian seniors and their travel plans.

The report is compiled of research commissioned by Australian Seniors and conducted by CoreData between 14<sup>th</sup> and 16<sup>th</sup> May 2022. The research was conducted via a quantitative online survey, gathering 1,207 responses from Australians aged 50 and above.

The sample is representative of the general senior population of Australia in terms of age, gender, wealth, and state/territory.

### Important things to observe about the charts:

- *Footnotes directly underneath the charts (e.g., \*Respondents who have been on a cruise) mainly refer to the sampling involved per question. This is to differentiate who was asked that particular question in the survey.*
- *Charts without a specific note represent questions that were asked to all respondents.*
- *The types of questions asked are also noted. For instance, \*Multiple answers allowed' appears when the question called for more than one answer from the respondent.*
- *Some charts and figures may not be equal to 100% due to rounding differences. This is also true for summed up figures.*





## Key findings

# Key findings

## Taking a big holiday

- More than half of Australian seniors 59% took their last big holiday 3 or more years ago, with close to 1 in 6 (15%) taking their last big holiday within the last 1–2 years.
- The stereotypes seniors think they're breaking include preferences for physically undemanding holidays (40%) and travelling to places they're familiar with or can speak the language (38%).

## Holiday preferences

- The types of holidays taken by seniors are mostly self-driving holidays (31%) and beach holidays (28%).
- The preferred experiences for the next holiday are historical/cultural (40%) and food and wine (35%).
- The biggest motivations for travel during the holidays are a chance to relax (65%) and learning about the world (51%).

## Attitudes towards cruises

- More than a third (36%) stated they've been on a cruise and would go again, while 1 in 4 (25%) have never been cruising but would consider it.
- A large majority (90%) who would consider cruising see it as one of the most social forms of travelling, while more than half (54%) who wouldn't consider cruising disagree with the statement.

## Funding holidays

- Most (80%) agree holidays are getting more expensive.
- Close to 8 in 10 (79%) said they plan holidays with their budget firmly in mind.
- The three main ways seniors fund holidays are with savings (86%), spending the kids' inheritance (14%), and drawing down on super (10%).
- Almost 3 in 4 seniors (72%) don't worry about spending their children's inheritance when they go on holiday, and most (93%) feel they've earned the right to spend money freely when on holidays.

## Safety and insurance

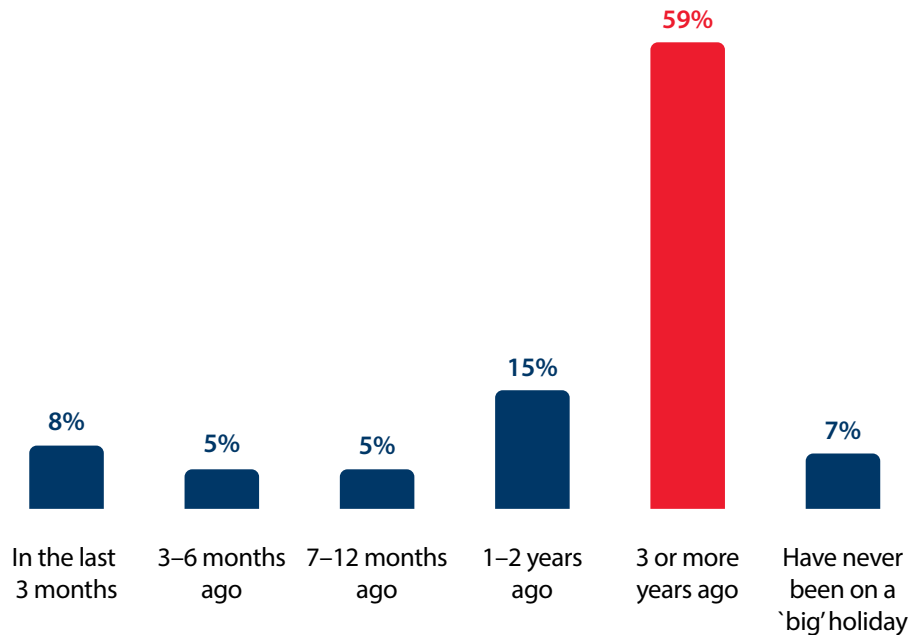
- The war in Ukraine stops around 3 in 4 (74%) from travelling to Eastern Europe, with the war on terrorism stopping people from going to Turkey and the Middle East (64%).
- The most considered health factors when travelling are being hospitalised (68%) and unexpected medical costs (65%).
- The main reasons for getting travel insurance are health cover (31%) and peace of mind (19%).
- Nearly all (90%) wouldn't consider travelling internationally without insurance.
- Almost 3 in 5 (58%) are more likely to get travel insurance now than 2020.



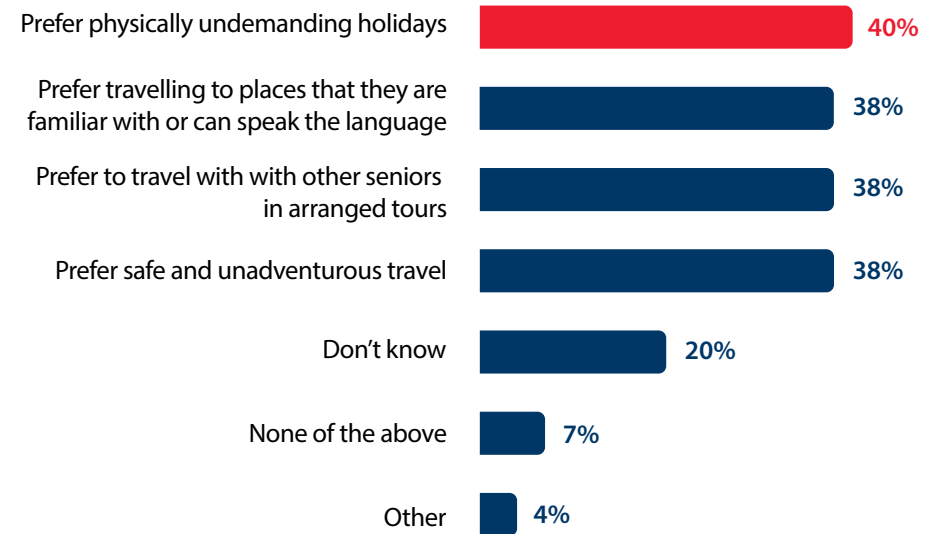
**Taking a big holiday**

# Vacations and challenging the status quo

How long ago was your last big holiday ('big' by your usual standards)?



What kind of holiday preference stereotypes do you think over 50s are breaking these days?



*\*Multiple answers allowed*

A majority of seniors (59%) took their last big holiday 3 or more years ago, while close to 1 in 6 (15%) went within the last 1-2 years. The stereotypes seniors think they're breaking include preferences for physically undemanding holidays (40%) and travelling to places they're familiar with or can speak the language (38%).

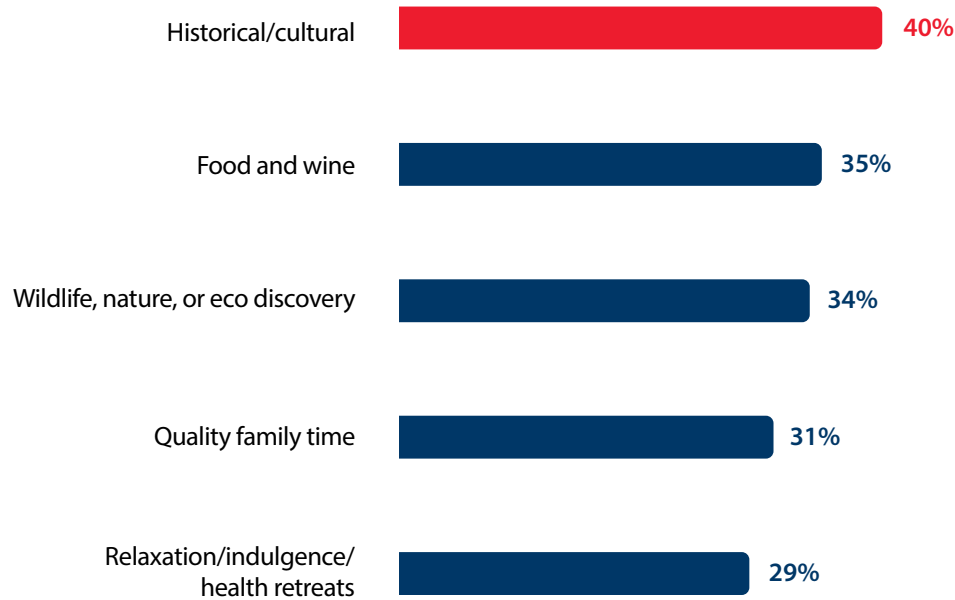


## **Holiday preferences**



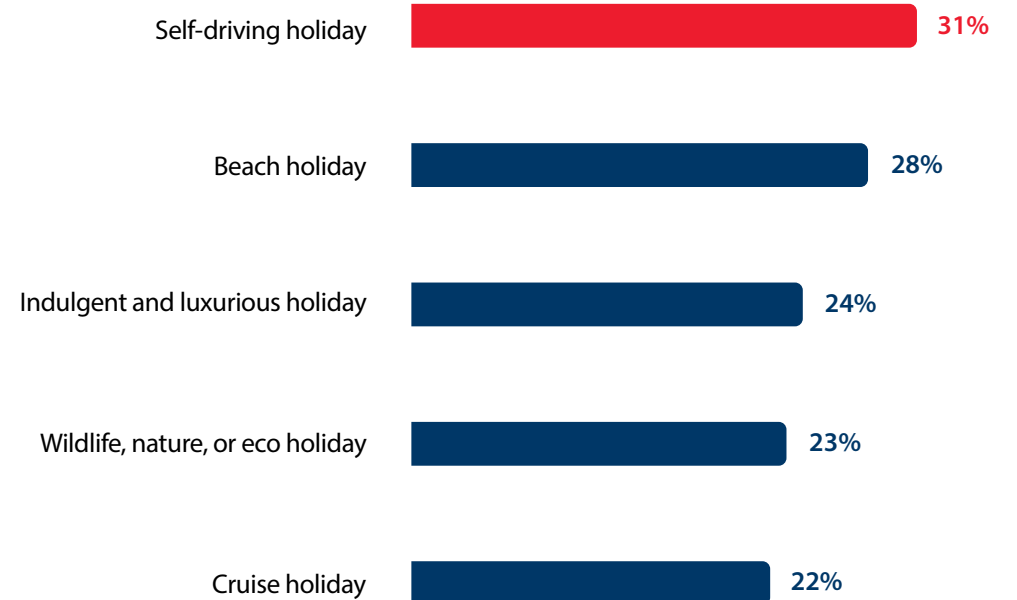
## Holiday types and preferences

What kind of experiences would you prefer on your next holiday?



\*Multiple answers allowed  
\*\*Top 5 responses

What type of holiday would you prefer for your next holiday?

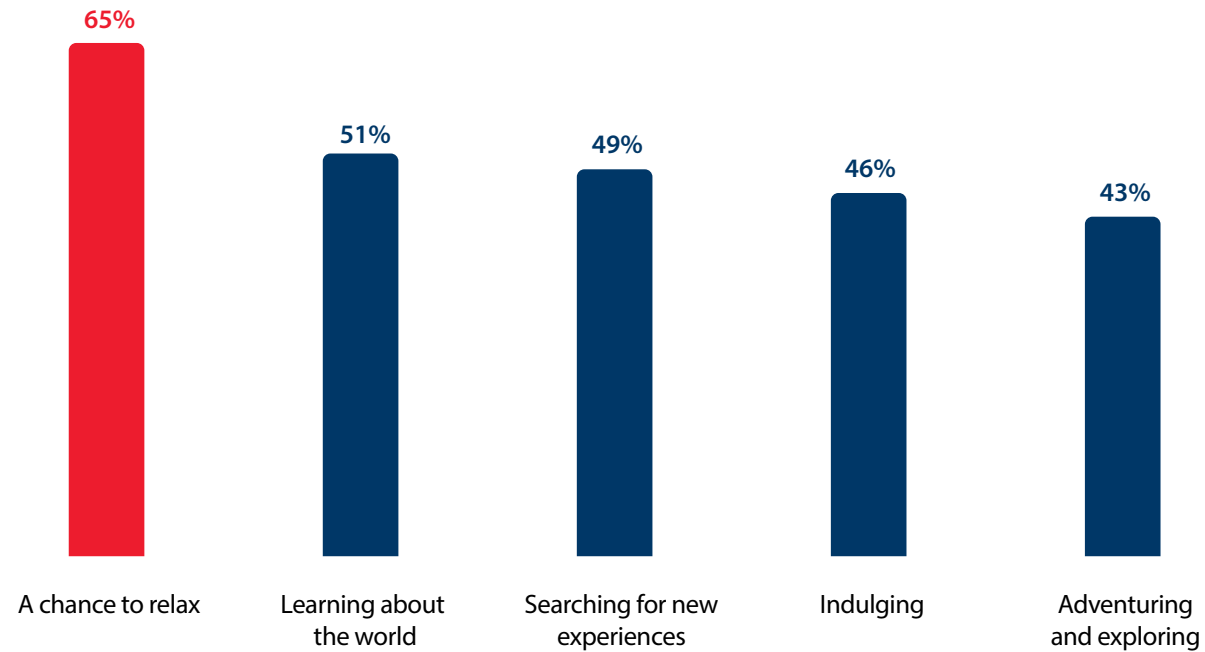


\*Multiple answers allowed  
\*\*Top 5 responses

The types of holidays taken by seniors are mostly self-driving holidays (31%) and beach holidays (28%). The preferred experiences for the next holiday are historical/cultural (40%) and food and wine (35%).

# Holiday motivations

Which of the following motivates you the most when considering travel?



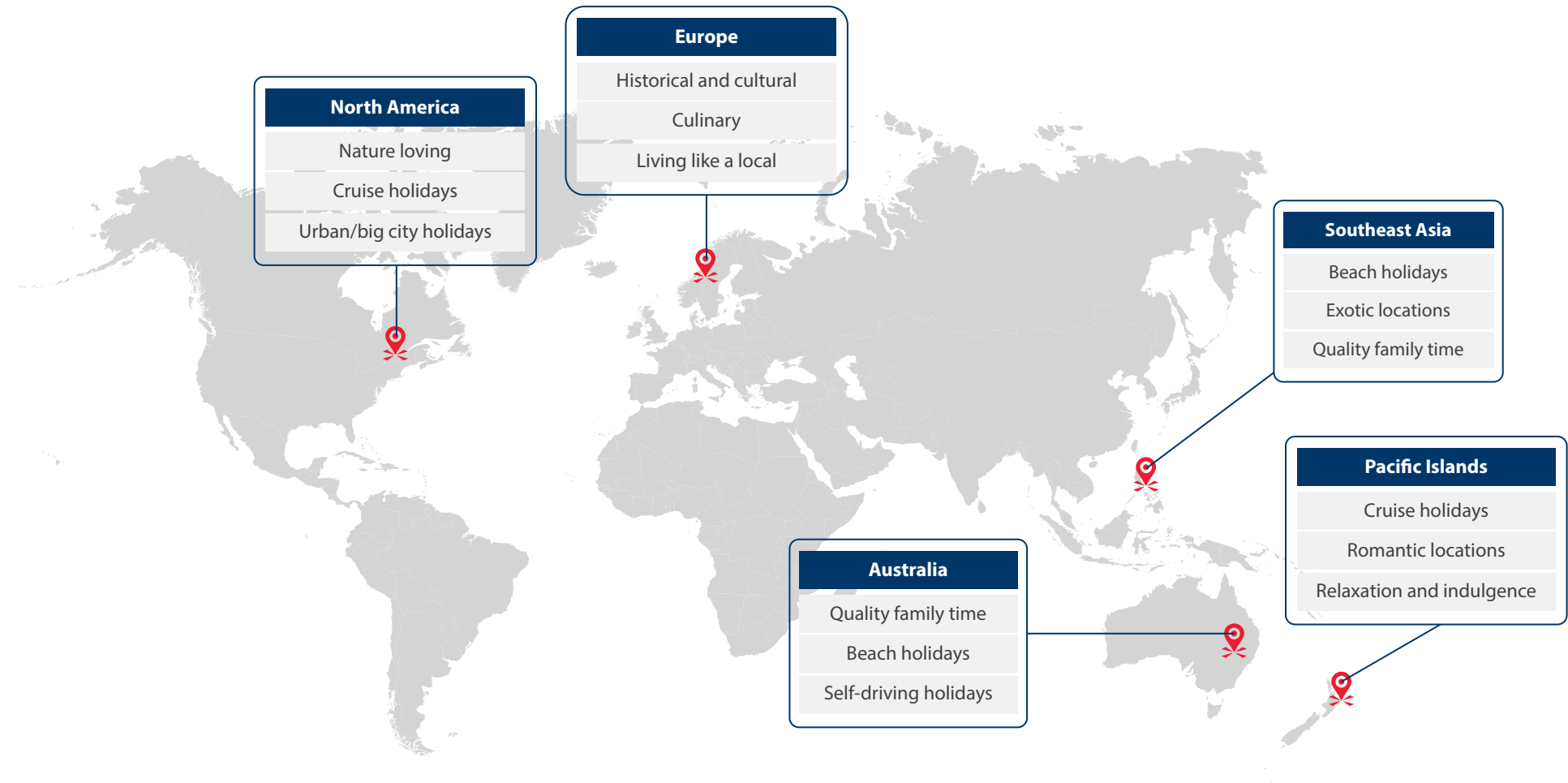
*\*Multiple answers allowed  
\*\*Top 5 responses*

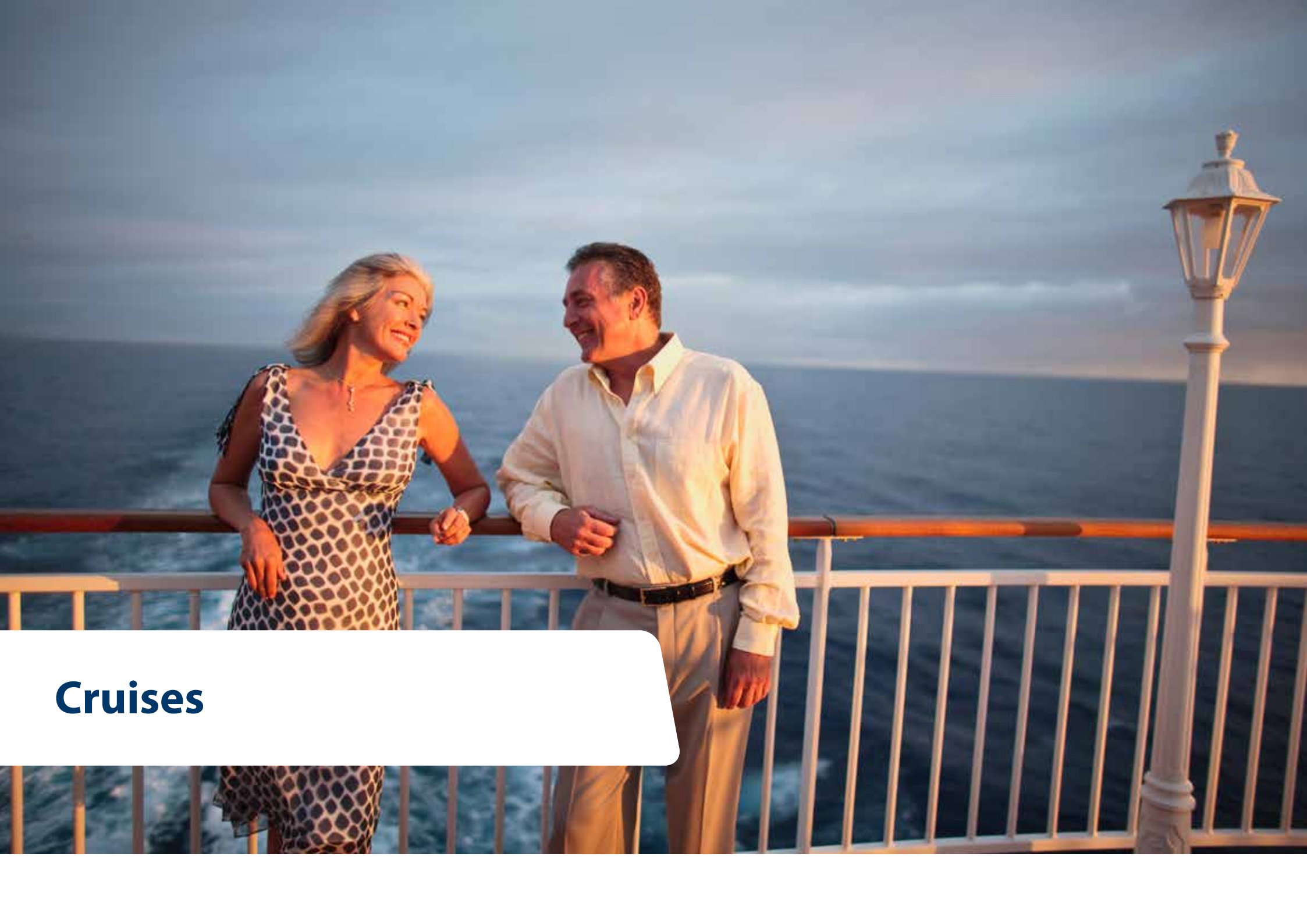
The biggest motivation to travel during the holidays are a chance to relax (65%) and learning about the world (51%).



**Desired destinations and experiences**

# Desired experiences around the world

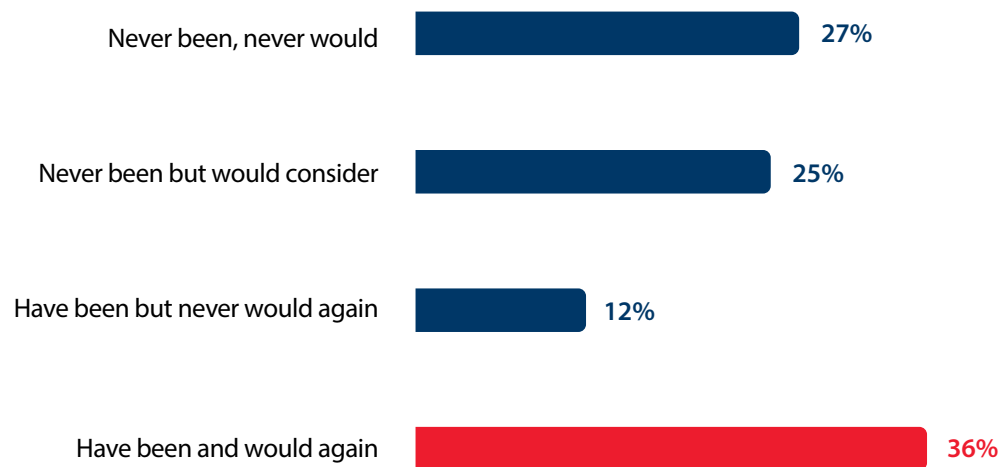




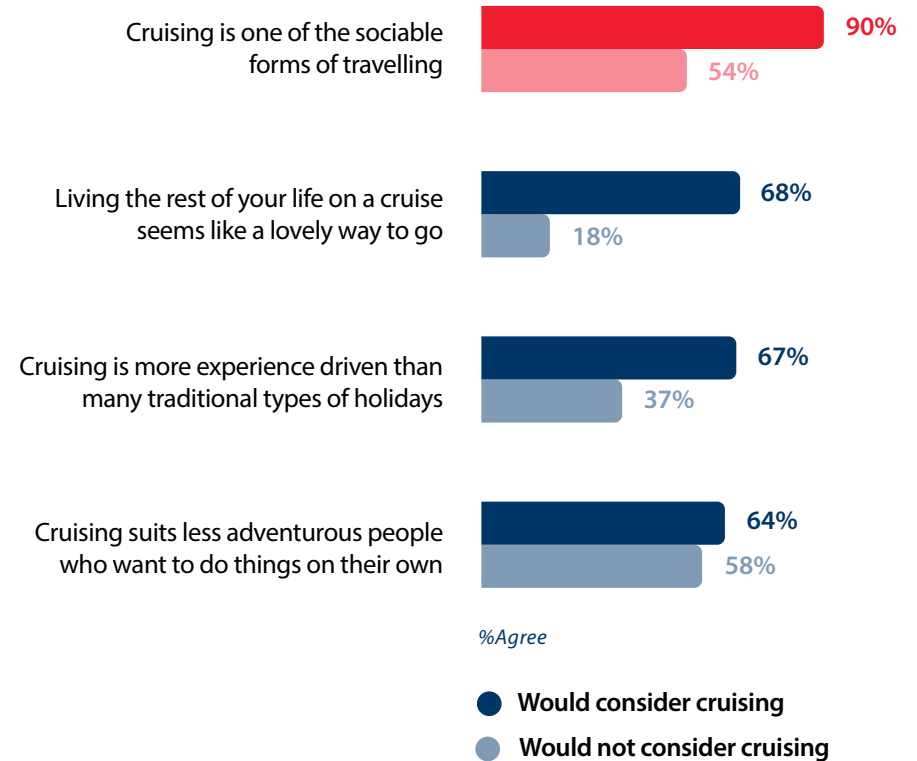
## Cruises

# Attitudes towards cruises

## Have you ever been or would you consider going on a cruise?



## How much do you agree with the following statements around cruises?



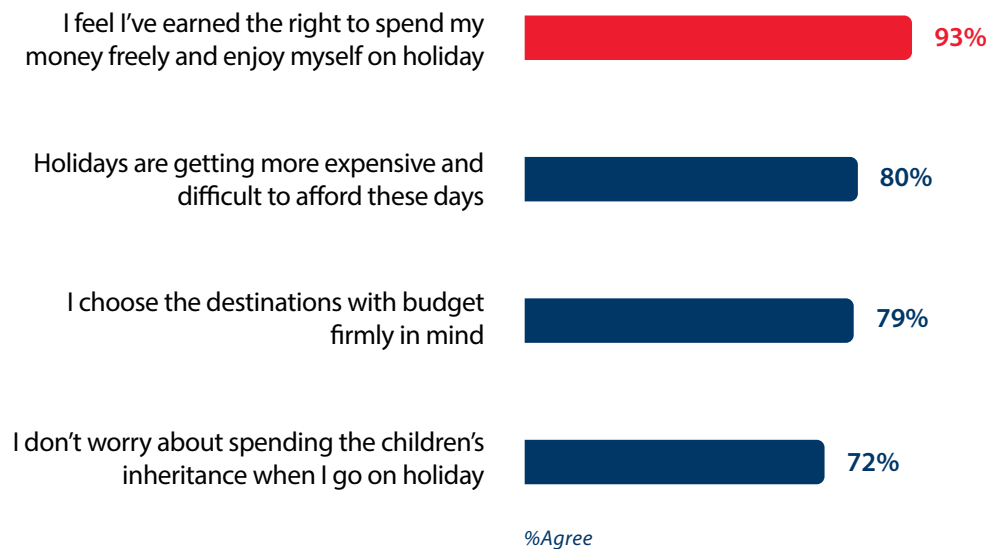
More than a third (36%) stated they've been on a cruise and would go again, while 1 in 4 (25%) have never been cruising but would consider it. Most (90%) who would consider cruising see it as one of the most social forms of travelling, while more than half (54%) who wouldn't consider cruising disagree with the statement.



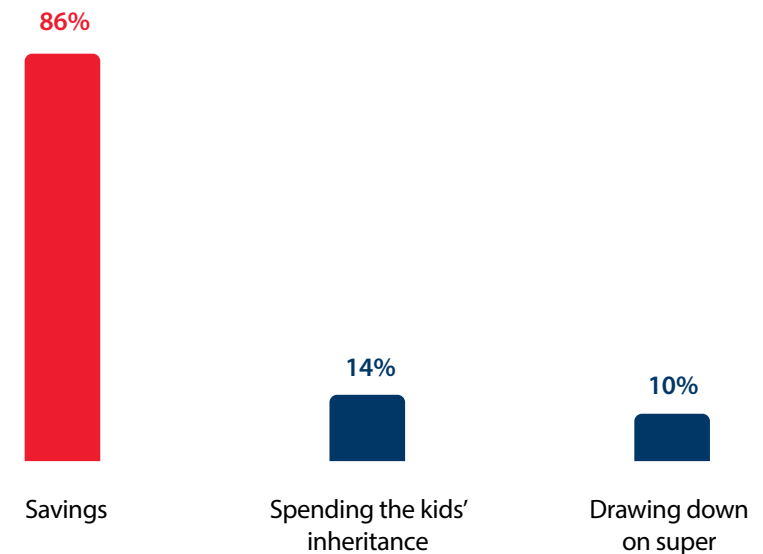
**Funding holidays**

# Budgeting for holidays

How much do you agree with the following statements about affordability of travelling post COVID-19?



How do you tend to fund your holidays?



*\*Top 3 responses*

Most seniors (80%) agree that holidays are getting more expensive, and a similar amount (79%) agree that they choose their destinations with budget in mind. The three main ways seniors fund holidays are with savings (86%), spending the kids' inheritance (14%), and drawing down on super (10%). Almost 3 in 4 (72%) don't worry about spending their children's inheritance when they go on holiday, and nearly all (93%) feel that they've earned the right to spend their money freely when on holidays.

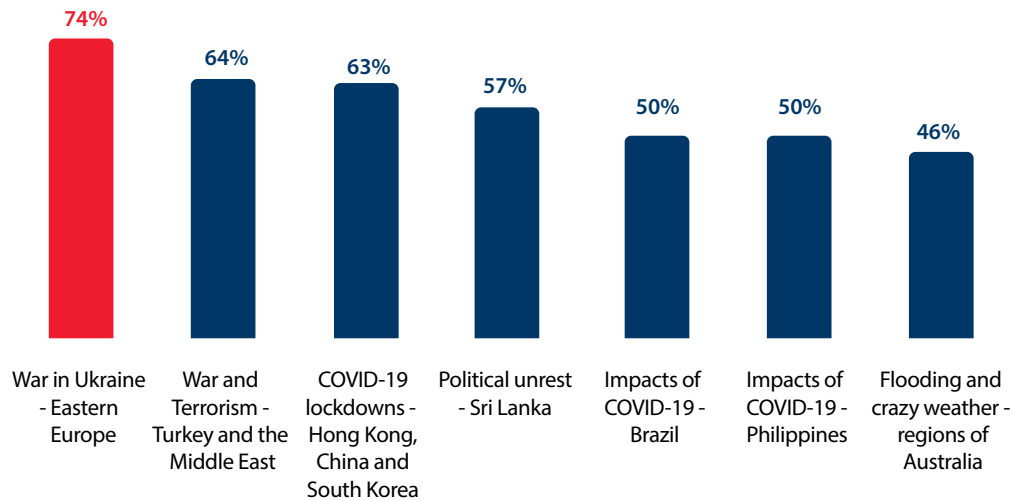




## **Safety and insurance**

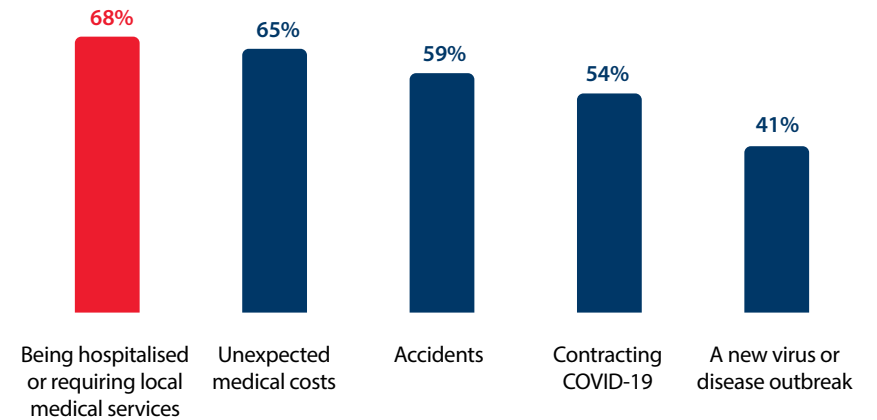
# Concerns around travelling

Do any of the following world events deter you from visiting the following places?



*\*Multiple answers allowed*

Which health factors do you worry about the most when travelling?

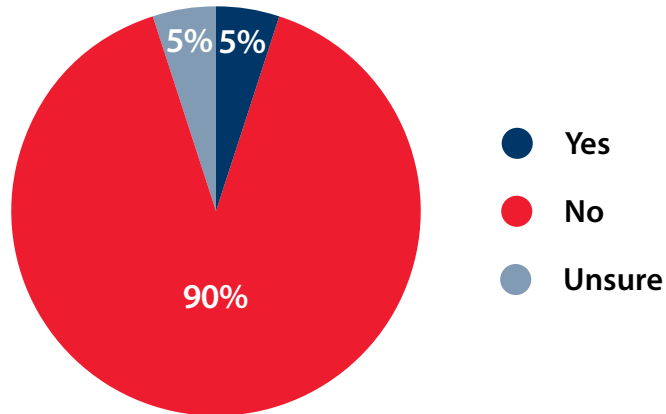


*\*Multiple answers allowed  
\*Top 5 responses*

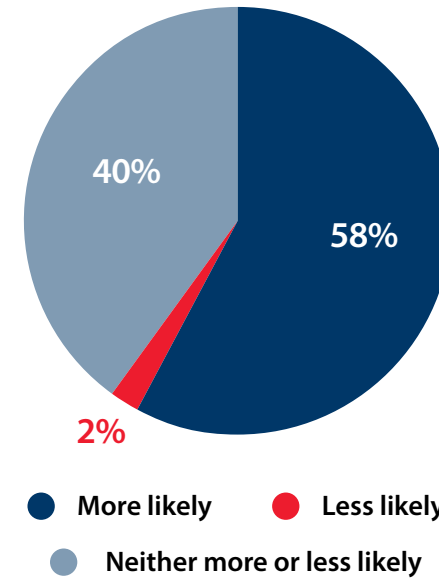
The war in Ukraine stops nearly 3 in 4 (74%) from travelling to Eastern Europe, with the war on terrorism stopping people from going to Turkey and the Middle East (64%). The most considered health factors when travelling are being hospitalised (68%) and unexpected medical costs (65%).

# Travel insurance

Would you ever consider travelling internationally without insurance?



Are you more or less likely to get travel insurance (or more cover) now than before 2020?



What are your greatest reasons for getting travel insurance?



\*Top 3 ranked

The main reasons for getting travel insurance are health cover (31%) and peace of mind (19%). Most seniors (90%) wouldn't consider travelling internationally without insurance. Almost 3 in 5 (58%) are more likely to get travel insurance now than 2020.



**More of the Australian Seniors Series coming soon...**

#### **About Australian Seniors**

Australian Seniors launched in 1998 to meet the needs of the often-ignored over 50s market. Since then, we've helped countless Australians protect the most important things in life — whether it's their family's future, valuable assets, or even their long-planned retirement.

We strive to be different through the diverse offering of our life, funeral, car, home & contents, landlords, pet, and travel insurance products by carefully selecting underwriters that share our vision of providing insurance that's simple, easy to understand, and cost-effective. That's why our policies have helped everyone from hard-working over 50s to self-funded retirees take control of the things that matter most.