

# The Over-55 Traveller - UK - October 2019

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## This report looks at the following areas:

- Pre-retirement is a key time for travel planning
- Holidays will increasingly be used to combat social isolation
- Specialist over-55 travel shops
- Longevity breaks
- Retro holidays



“The space between the kids leaving home and the onset of ‘old age’ is widening. For those with the resources to enjoy it this is a golden time for travel. Competition for the silver pound is set to be intense. Digital research and online booking are becoming the norm amongst this group, but the trusted advice of their well-travelled peers is paramount.”

– John Worthington, Senior Analyst

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## COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

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## COMPANIES AND BRANDS

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