

The age of adventure

How the older generation of today are rewriting the rules on travel after 65



Co-op Insurance media report



Ellis German, Head of Travel at Co-op Insurance said:

"At Co-op Insurance, we believe that there should be no age limit on adventure and our research shows that those at retirement age are clearly very much young at heart."

"Retirement can be the perfect time to tick off those travel bucket list items and whether it's hiking through the Dolomites or snowmobiling in Lapland, clearly a significant number of over 65s are taking on those once in a lifetime adventure holidays."

"We're also seeing more and more taking out policy add-ons for exciting adventures, which further indicates that retirees are increasingly seeking thrills on their holidays, as well as a relaxing break."



Ellis German,
Head of Travel,
Co-op Insurance



"We're therefore reminding those aged 65 and over that they can still get the cover that they need for any kind of holiday, from scuba diving and snowboarding to simply a relaxing beach getaway."

The older generation are re-writing the rules...

when it comes to post-retirement travel, with many seeking adventure and thrills from their holidays, rather than a relaxing getaway.

9%



Almost a tenth (9%) of those aged 65 and over in the UK have enjoyed a holiday involving hazardous activities or winter sports since they turned 60.

Nearly a fifth (18%) of those aged 65 and over would like to go on a holiday involving hazardous activities or winter sports.



72%



More than seven in 10 (72%) believe that their generation are more active and adventurous than previous generations were when they reached retirement age.

Three-tenths (29%) want to visit the Great Barrier Reef.



The most popular adventure holiday activities among the over 65s are hiking, scuba diving and mountain trekking, followed by skiing or snowboarding and horse riding. In addition, some respondents stated that their holiday had even involved marathon running and exploring Antarctica.

67%

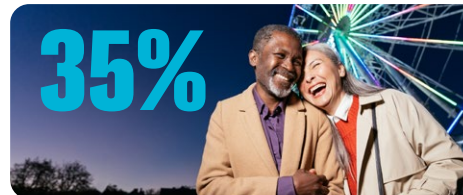


Over two-thirds (67%) of those aged 65 and over say that they regret not travelling more in their younger years

A quarter (25%) would like to drive the US' famous Route 66



35%



More than a third (35%) of over 65s prioritise spending on holidays over children and grandchildren

Case study - Brenda's hiking holidays

73-year-old Brenda Read-Brown from Worcestershire has always enjoyed an adventure holiday. Her first hiking holiday was back in 1992 in the Greek islands, which gave her the bug for such trips, and she has subsequently conquered summits such as Kilimanjaro in 1997, walked up and down the Grand Canyon twice and hiked the Himalayas two years ago just after she'd turned 70.



Recently, Brenda took out hazardous activity cover when she went on a self-guided tour of the Dolomites with her partner. The iconic northern Italian mountains were somewhere she'd never been before, but it proved to be a truly amazing experience.

Brenda explained: "Obviously, it's hard work hiking through the mountains but the sense of accomplishment you get at the end of a day's walking is fantastic and the views of the northern Italian countryside you can enjoy along the way certainly keep you going. I'd encourage anyone who enjoys hiking to try the Dolomites, it's well worth going to."



With large climbs and high altitudes, hiking is a physically demanding activity but for Brenda, the sense of achievement she gets from reaching a summit is extremely rewarding.

Brenda said: "It's no doubt a challenge but it's also a remarkable and incredibly fulfilling experience and it's nice to put your feet up after a long day walking and climbing!"

Meanwhile, Brenda also has ambitions to visit a number of destinations on her bucket list in the coming years.

She said: "New Zealand has been a bucket list destination for many years and my partner and I are planning to visit in the next year or so. I'd love to see Antarctica but it's very expensive."

"Costa Rica is another destination on my bucket list and as someone who enjoys high ropes courses such as Go Ape, the opportunity to do it there would be incredible."

Brenda also believes that her generation is far more adventurous than previous generations at a similar age and feels that they are the first to embrace being active and physically fit beyond retirement.



"As a generation we're the first, I feel, to throw off the shackles of age and we're far more adventurous than those who came before."

Adventure activities and bucket lists

TOP 10 ADVENTURE ACTIVITIES AMONG OVER 65S

1. Hiking
2. Scuba diving
3. Mountain trekking
4. Skiing/snowboarding
5. Horse riding
6. Sailing
7. Surfing
8. Mountain biking
9. Rock climbing
10. Swimming with sharks

TOP 10 BUCKET LIST DESTINATIONS



TOP 10 BUCKET LIST EXPERIENCES



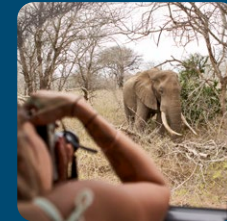
Watching the Northern Lights in Iceland



Cruise through the Norwegian Fjords



Drive Route 66



Go on a Safari



Swimming with dolphins



Hot air balloon ride over Morocco



Scuba diving in the Maldives



Bungee jumping in the Grand Canyon



Snowboarding



Skydiving

Case study - Bernadette's winter Sports thrills

67-year-old Bernadette Duncan from Fife has long enjoyed skiing and other winter sport activities. She particularly loves the thrill, excitement and sense of adventure that being at snow-capped summits brings.

Earlier this year, she took out winter sports cover on her travel policy when she visited Lapland as part of her sister's 70th birthday celebrations and was able to enjoy the rather unique winter sport of Ski-Dooing, a type of snowmobiling, and reindeer sleighing.

She explained: "Visiting Lapland and enjoying these activities, some of which were pretty new to me, was a thrilling experience and certainly got the adrenaline going! It was also a really enriching cultural experience as we were able to get a sense of life in the far north of Finland and see how they contend with such challenging conditions."



When it comes to skiing and other winter sports, Bernadette finds real joy from being in the mountains.

She explained: "I absolutely love being up in the mountains where the air is clean and fresh – for me there's no feeling quite like it. I always come away from these holidays feeling uplifted."

Her passion for winter sports is part of a wider zest for adventure and taking on new experiences.

"I've also learned to scuba dive at 55, which is something I've continued to enjoy over the last few years, through which I've also been able to swim with sharks and manta-rays. This was an extraordinary experience and one I'd like to do more of in the future."

Sadly, Bernadette's husband passed away last year but she is now determined to make sure that she takes on as many experiences as she can and embrace adventure.



She explained: "I'm off to Arizona next month with friends, which will be a completely new experience."

"One of my bucket list destinations would be New Zealand as it looks like a spectacular place. I'd also love to visit to the islands of Indonesia, perhaps on a little cruise ship."

"Also, whilst I've visited central America, I'd still love to visit South America, particularly Chile and, naturally given my love of being in the mountains, the Patagonia region."

"There's a heck of a lot of life left in us once we retire and it's about grabbing every opportunity with both hands."

