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Data From Travel Insurance specialists Aneevo Reveals Over-65s Are Travelling – and Cruising – Further Than Ever This Winter

Brokers urged to highlight the importance of specialist travel insurance as long-haul and cruise trips surge among senior travellers.

New data from Aneevo, which provides travel insurance solutions to brokers across the UK, shows that travellers aged over 65 are heading further afield than ever this winter, with long-haul and multi-country holidays on the rise.

The findings, drawn from policies issued over the last 12 months but for departures between November and February, reveal a marked shift in travel behaviour among older holidaymakers – and a growing opportunity for brokers to support clients with the right level of cover.

Top Winter Destinations for Over-65s

While Spain and the Canary Islands remain the most popular choices overall, the data highlights increasing numbers of over-65s opting for Australia, Thailand, India, South Africa and New Zealand – showing strong confidence in long-haul travel.

“Today’s over-65s are redefining the traditional winter getaway,” said Lesley Maxwell, Head of Broker Development at Aneevo. “They’re exploring further, staying longer and seeking out new experiences – from the beaches of Australia to the temples of Thailand. It’s great news for the travel sector, but it also underlines the need for robust and tailored insurance cover.”

Cruises Driving Multi-Country Travel

The data also points to a rise in multi-destination holidays, such as itineraries combining Spain and Portugal or the Canary Islands and Portugal – many of which are cruise-based.

Cruises remain particularly popular among over-65s, offering the convenience of visiting multiple destinations without repeated flights or hotel changes.

“Cruise holidays represent a significant proportion of winter travel among older customers,” Maxwell added. “They offer a seamless experience but come with specific insurance considerations – from medical treatment at sea to missed port departures. That’s where brokers can add real value by ensuring their clients are protected with appropriate cruise extensions, medical and cancellation cover.”

Insurance Implications: Rising Costs and Wider Cover Needs

As travellers venture further afield, the cost of medical treatment abroad continues to rise – particularly in destinations such as the USA, where claims are often running into tens of thousands.

“We’re encouraging brokers to have proactive conversations with clients about cover limits, medical screening and cancellation protection,” said Maxwell. “Travel insurance isn’t just a box-tick – it’s a safeguard against unexpected medical expenses that can easily reach tens of thousands of pounds overseas.”

Aneevo’s broker partners have seen sustained growth in demand for travel policies that include higher medical and cancellation limits, cruise-specific features and support for pre-existing medical conditions – ensuring confidence for both clients and intermediaries.

Key Takeaways for Brokers

- Over-65s are travelling further and staying longer.
- Cruises are driving a rise in multi-country holidays.
- Medical costs abroad remain a critical risk area.
- Brokers play a vital role in guiding clients to fit-for-purpose cover.

About Aneevo

Aneevo provides market-leading travel insurance solutions to brokers across the UK. With access to specialist underwriters and a range of products covering single trip, annual multi-trip and cruise travel – including options for over-65s and clients with pre-existing medical conditions – Aneevo helps brokers deliver comprehensive protection and peace of mind to their customers.

Data based on analysis of 12 months data across the Just Insurance Agents Ltd group October 24–September 25.

Learn more at <https://www.aneevo.com>.

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