



# 4 THINGS EVERY TRAVELER OVER 50 *should know*





## Does this sound familiar?

When you were in your 20s, travel was all about seeing and doing as much as possible. Comfort and luxury were not on the top of your list because you were on a tight budget, and you were focused on finding the cheapest options available.

Then, in your 30s and 40s, you were focused on work and/or family, so you didn't have much time or money for travel ... and the travel you were able to do was also focused on work and family.

Now, you've made it to your second half of life. You finally have the time and the money to travel, and you're ready to do it in a new way.

Except ... you're skeptical of the options that are available to you now.

I know I was when I started traveling in my later years.

I wanted to remain vital, curious and adventurous (albeit at a more mellow pace), but I wasn't sure if the world was willing to see me that way, too.

So, as a travel professional, I began searching for experiences that would meet my needs, as well as those of people like me. In the process, I have learned some key things that I want to share with you.

# 4 Things Every Traveler Over 50 Should Know

## 1. Escorted groups have come a long way.

If you're picturing herds of grumpy grey-haired people on big buses, I have fantastic news for you: those days are over.

Many, many travel suppliers have recognized the benefits of catering to the needs of the 50+ traveler. This means small groups, exclusive access to historic sites, skip-the-line privileges at busy attractions, and guides who are both extremely knowledgeable and passionate about the information they are sharing with you.

Not to mention, you'll get concierge-style service and you won't have to carry your bags!

Even Angela, my daughter and business partner, who has lived abroad and is a self-proclaimed off-the-beaten path travel snob, finds herself salivating over the numerous opportunities to have truly exceptional experiences as part of an escorted group.



## 2. You don't have to settle for mediocre.

You have put in the time, and now you have the time. It's your turn to enjoy the fruits of your labor. Be pampered. Feel rejuvenated.

You can visit unique locations with exotic vistas where the food is exquisite and the accommodations are luxurious.

Does your bucket list include an African safari or an expedition cruise to Antarctica? Maybe you've always wanted to visit Egypt, but you're not sure if you're up for the adventure.

Let me tell you, you'd be amazed by the truly mind-blowing experiences you can have — all while remaining not only completely safe but incredibly comfortable.





### 3. It's OK to go solo.

If you've found yourself divorced, widowed or simply with a partner who doesn't share your passion for travel, you have options. You have GREAT options.

River cruising is one of my favorites. The experience itself is amazing because you get to explore interesting parts of the world in style and comfort, and it's perfect for the 50+ solo traveler because many river cruise companies will waive or reduce the single supplement fee on some or all of their sailings. They also go above and beyond to make solo travelers feel welcome and supported, and even create opportunities for solo travelers to meet one another.

Escorted groups and customized private tours are also fantastic options. There really is so much to choose from — if you know where to look.

Lastly, in my experience, it can actually be easier to make new friends when you're traveling solo. There's something about sharing a travel experience with others that brings out people's natural curiosity and kindness. It can be very bonding, and the friendships you make could last long after your trip ends.



## 4. Slower is actually better.

Because your travel appetite has undoubtedly changed over the years, what appealed to you 20 years ago probably sounds like a nightmare now. If you're like me, just the thought of rushing around from place to place makes me tired.

It's not that you can't handle a faster pace, it's that you know it's much more enjoyable to take your time. After all, a slower pace is a richer pace, and allows time to create meaningful and enriching moments.

Imagine enjoying a traditional meal with a local family in their home, or taking the time to learn about age-old customs and techniques, from wine-making in Italy to weaving in Peru.

Today's travel suppliers understand the power of these experiences, so they take the time to build relationships with local people all over the world who are excited to share their culture with you.

At Travel That Matters, we can personally attest to the fact that there is an exciting world of opportunity out there for travelers over 50. If you want to stay vibrant, vital and curious, there is a travel adventure out there with your name on it, and we would love to help you find it.

If you'd like to learn more, please schedule a free travel consultation.

**Schedule now.**



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Travel Experts for the 50+ Traveler

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