Driving Factors for Tourism

The emerging market of the elderly
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The future senior

- In 2020 40% of Dutch population is 50 years of older
- Higher welfare level
- Healthy
- Increasing car dependency
- Much unknown:
  - Housing location?
  - How will they spend their time?
  - Behavioral change?
- The senior goes on vacation, but where and how?
Research into the future market of senior tourism

• **Background**
  - Dutch tourism industry is not prepared on specific needs of senior tourism
  - What kind of services/products should be offered
  - Netherlands Board of Tourism asked TNO to investigate the potential of the elderly tourist niche market

• **Use of several existing surveys**
• **We used the TOERMODEL forecasts expenditures of foreign and Dutch tourists for the NL**
• **Econometric model**
• **Study was performed in 2000**
Characteristics of the European senior (55+) on vacation

- Several times a year
  - Age group 55-59: 2.4 holiday trip a year
  - Age group > 75 years: 1.3 times a year
- International trips: 0.45 per year
- Journey time on average 10.4 days (average 12.4)
- in July, August, September and in spring
- 60% travels with partner
- Pre-booking
- Two-third sleeps in middle and high-class hotels
- On average same spending (€2000 per holiday)
25% of all holiday trips are international trips. 5 countries (Germany, UK, France, Belgium, and the Netherlands) account for 71% of all international holiday travel.
The market within the Netherlands

- Dutch Seniors account for 10 million holidays per year, appr two-third were taken in the NL
- Growing market:
  - Since 1987 onwards strong growth
  - Growth of national trips stronger than international trips
  - Total market grows with 36% (1996-2005)
- Share of foreign seniors on Dutch market is 19% and rising (21% in 2005)
Number of foreign senior citizens visiting the Netherlands in 1996 & expected growth to 2005:
How to prepare (or make use of) this emerging market

- The senior tourist doesn’t exist. Four phases:
  - Phase 1: No children on the holiday
  - Phase 2: Retiring turns the time factor on its head
  - Phase 3: Sickness and ill health become a limiting factor
  - Phase 4: Loss of partner influences travel behavior

- Seniors do not want to be seen as old and different to younger tourists

- For the tourism industry the senior market offers great opportunities
Conclusions & Challenges

- Tourism demand of the future has to deal with the needs of the elderly.
- Senior market is the fastest growing market within tourism (more volume & more buying power)
- Social challenges:
  - How to stimulate sustainable behavior?
  - Impact on transport flows??
    - Increasing car use on long distance
    - Competition air, rail car