

# Senior Tourism and Accessible Tourism:



## OPPORTUNITIES AND CHALLENGES FOR THE TOURISM MARKET

**21-22 June 2018**

*National Centre for Public Administration & Local Government,  
Training Institute (INEP)*

*«Elderly friendly communities and cities»*



# *Trends of Global Population*

## Decrease

- Fertility
- Mortality



Population Aging

Change of Global Population 2015/2000: **+20%**

➤ Change of population over 65 years: **+44,5%**

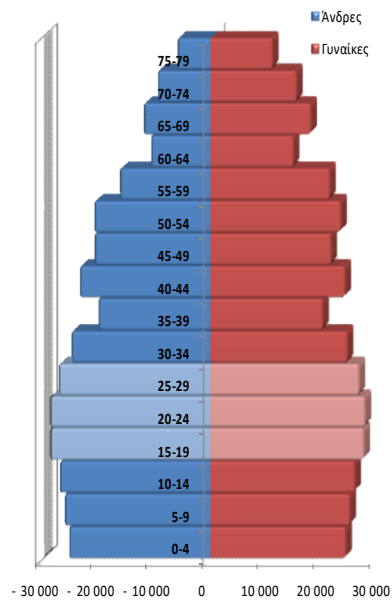
➤ Change of population up to 64 years: **+18,3%**

Global population share for 65+:

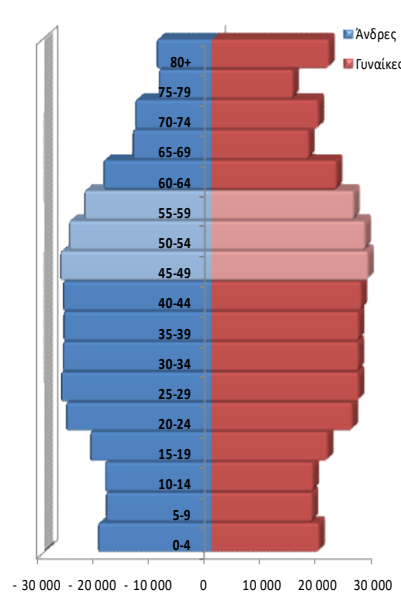
2000: **7,0%**

2015: **8,3%**

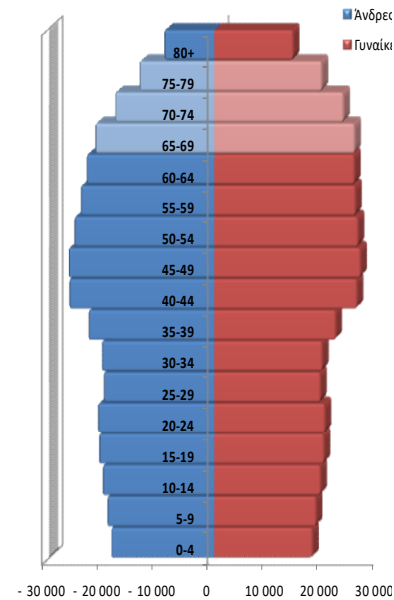
# Evolution of Europe's Population



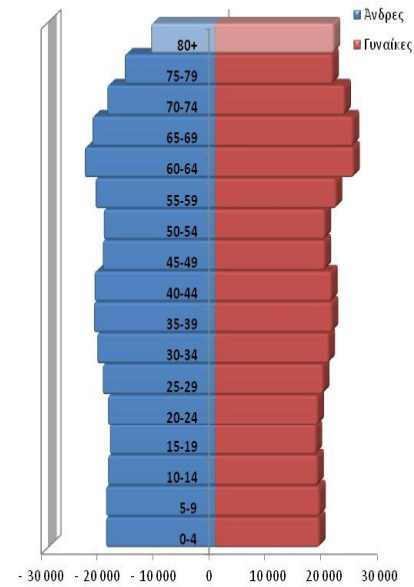
1980



2010



2030



2050

\* Male : blue, Female : red

# *Trends of European Tourism*

## **2006 – 2011**

- Increase of tourism for people 65+: **6%**
  - ❖ **29%** more trips
  - ❖ **23%** more nights spent
  - ❖ **33%** more tourism expenses

## **2011 - 2015**

- Travel abroad
  - ❖ Age group 65+: **+14%**
  - ❖ Age group 15+: **-3%**

### ➤ **Tourism 65+**

	<b>2011</b>	<b>2015</b>
❖ Vacation travel:	<b>15%</b>	<b>22%</b>
❖ Nights spent:	<b>18%</b>	<b>24%</b>
❖ Tourism expenses:	<b>15%</b>	<b>22%</b>
❖ Average expense per trip:		<b>937 €</b>

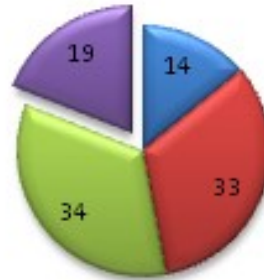
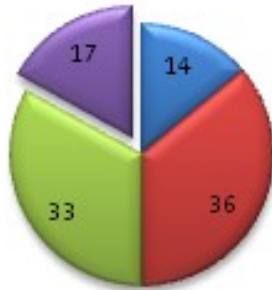
# EU-28: Tourism Data by Age Group (%)

## Tourists

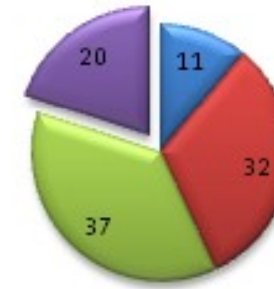
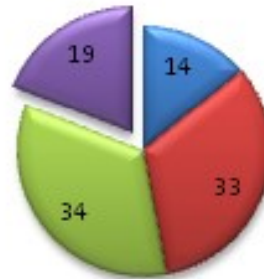
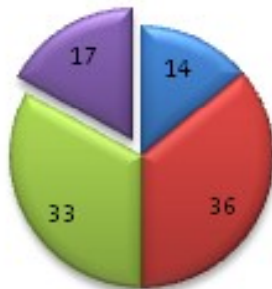
## Leisure travel

## Tourist Expenses

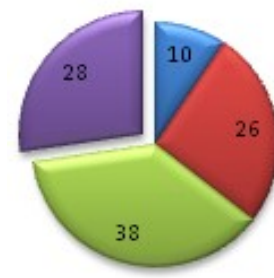
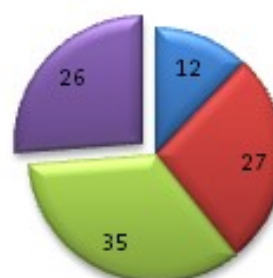
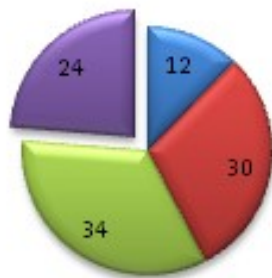
**2011**



**2030**



**2050**



# *Elderly Friendly Destination*

## Totally accessible services

- Accessible entry points (airports, ports, highways)
- Accessible and reliable means of public transport
- Organized transfer stations
- Frequent public transport network
- Accessible Health System
- Wide insurance coverage and international collaborations
- Quality in mobile communication networks
- Gentle exercise services
- Possibility of issuing tickets online
- Services for people who need special diet
- Conscious and trained staff in order to fill the special needs of the elderly

## Accessible and friendly structured environment

- Large number of pedestrian areas appropriate for people with physical disabilities
- Frequent pedestrian crossings with correct marking and audio warning
- Accessible public buildings
- Accessible museums and monuments
- High accessibility in commercial premises
- Accessible accommodation
- Rooms with services for people with special needs and seniors
- Public toilets
- Better lighting
- Marked areas for short rest

## Accessible natural environment

- Accessible beaches (passageways, marking, locker rooms)
- Accessible natural attractions (national parks, riverside and lakeside routes)
- Accessible routes in countryside
- Frequent areas for short rest
- Appropriate marking

## Accessible and accurate information

- Update the accessibility of each attraction or accommodation
- Public transport itineraries with exact approach time to each station
- Early announcement of artistic events programs
- Comprehensible and legible signs
- Special information site for seniors
- Site for services provided for people with mobility problems, vision problems, hearing problems, etc.
- Site with information on services for patients with incurable diseases and those who need special diets

## *Conclusions of RIT's field survey on Seniors Tourism in Greek hotels*

- Most of the clients in Greek hotels are people over 55 years old. In high demand period the weighted average percentage of those clients is estimated by hoteliers equal to 34%, while the corresponding percentage for clients under 30 years old is around 29%.
- The difference becomes wider in low demand period, confirming the theoretical model which shows that people in older age groups (55+) travel more often in low demand periods. Thus, the percentage of tourists 55+ in low demand periods is 46% , while the percentage of younger people (<30) is around 17%.
- Greek hotels are just interested in more clients and are not particularly concerned about their demographic characteristics.
- Hotels located in islands wish to attract more clients of older age aiming to address seasonality.

## *Benefits from the development of tourism for seniors in Greek hotels*

- They can reduce seasonality as tourists of this age group prefer to travel in low-demand periods.
- They can improve their revenues as these clients, despite the economic crisis, have higher income compared to the population average and they stay longer in the selected accommodation.
- They can improve their infrastructure, enrich and upgrade the provided services, as these people are very selective, and thus improve their competitiveness.



## *Benefits from the development of tourism for seniors in specific destinations*

- Contribute to local economy, due to their greater purchasing power.
- Create incentives for the state in order to improve and upgrade general and special infrastructure for better access of these tourists.
- Contribute to the maintenance and promotion of museums and archeological sites of the destination, since tourists 65+ are particularly interested in the cultural history of the destination they visit.
- Strengthen special forms of tourism, such as religious, health-wellness tourism, medical tourism, theme parks and places of cultural interest in general, as these forms of tourism are not much affected by climate conditions.
- Development of a new type of tourism: winter tourism with multiple benefits for the host destinations.

## *Ways of attracting senior tourists*

*In addition to the actions mentioned above, attracting more tourists from the over 65 years old age group should be targeted with the appropriate tourism marketing, both on the part of tourism companies and the state .*

The managers of the tourism companies should aim with their advertising messages:

- to inform and assist in the proper trip preparation
- to facilitate the potential tourist to make the right choices suitable to his/her characteristics
- to ensure that the special needs of this client group are satisfied in order to remain competitive

## *Ways of attracting senior tourists*

The advertising messages of the state in order to make a destination attractive, must convey the feeling that:

- they are offered freedom of choice
- they can have full control of the situation
- the destination is friendly to people of their age
- they can enjoy their vacation with safety and with no surprises

In conclusion, the planning and targeting in order to attract the most dynamically growing part of the world population must happen soon and be complete, as to take full advantage of baby boomers' generation, which between 2015 and 2035 will be the golden age for senior tourists