Trending with Seniors

Understanding the Active Senior consumer traveler
Who is the Active Senior traveler?

Active Senior travelers range in age from 50-75 by 2020. Born between 1945 and 1970, these fit and active 50-plus adults have the time, good health and disposable income to travel frequently. Key needs include price, comfort and health.

Why the Active Senior traveler?

_ Huge potential _ - By 2020, the global population of adults age 65 and older will triple to 700 million, including one in six Americans. This generation is fitter, healthier and wealthier than any other.

_ Spending power _ - Higher life expectancy, quality of life, retirement, and greater disposable income give them significant freedom and spending power.

_ Travel planner friendly _ - Over-50s prefer travel experts who provide trusted advice and feedback over unverified sources.

- How do they want to spend their disposable income?
- What would make their life easier and hassle-free when traveling?
- What do they really need at the time of planning travel?

This report showcases key needs – both now and in the future – for the Active Senior traveler
Amadeus Active Senior research report

Active Seniors are about living life, with a desire to experience a legacy to leave behind. They want to share their energy and curiosity for exploration with family and friends, and achieve the ambitions they once put on hold – and are now ready to achieve.

More available time, disposable income and improved life quality are three important factors driving the rebirth of this important segment, expected to grow to 700 million by 2020.

Four key trends summarize their evolving needs

In-depth qualitative and quantitative research enabled Amadeus to develop insightful conclusions about what Active Seniors want, both now and in the future. Four key trends emerged for satisfying their consistently evolving needs:

- Challenging “old” assumptions
- Doing vs. owning
- Leaving a legacy
- Tapping technology

The impact of these trends presents an opportunity for travel providers to capitalize on this growing segment. It requires tailoring services and building trust through face-to-face interaction and the careful use of technology for inspiration.

“We have better health than the generation before us, allowing us to be active, go out, and travel. We have worked all our lives; now we want to profit and do as we feel.”

Active Senior traveler
Executive summary: 4 key trends

Amadeus developed insightful conclusions about Active Senior travelers’ needs and expectations. Four key trends summarize their evolving requirements.

Challenging “old” assumptions

“Don’t treat me like an ‘old’ person.”
Active Seniors are young at heart and do not consider themselves “old.” They finally feel they have the time, energy and funds to explore and do new things. Travel becomes more “experience driven,” as they seek to spend their time in more meaningful ways. One size does not fit all.

Doing vs. owning

“I want to discover the world – at my own pace.”
Active Seniors no longer measure what they have by the material goods they possess, rather by the experiences they have lived. They value “sight-doing” vs. sightseeing, being active, learning, discovering, and finding excitement in new experiences vs. owning new things.

Leaving a legacy

“I want to make a difference for my family.”
Active Seniors feel they are in a better economic position than their children, and want to share experiences that enrich the entire family. They seek out altruistic activities, and view “voluntourism” as a way to actively contribute to society.

Tapping technology

“I trust the human factor more than online reviews.”
In a world where technology seems to prevail, Active Seniors see technology as a means rather than an end. “Always on” technology is not acceptable to them; they appreciate human interaction, and value travel professionals who offer personalized service and convey a sense of trust and confidence.
Active Senior overview

What defines the Active Senior traveler?

- 50-plus years young
- Frequent travelers
- High spending power
- Equal men & women, 50% retired
- Variety of needs & expectations
- Choice is key

“I no longer have to rush off to work in the mornings. I can go to a concert, meet up with friends, and do things together: cooking, baking, traveling. Now I can simply do all the things that give me pleasure.”

Active Senior traveler
Trend #1 – Challenging “old” assumptions

Fulfilling a bucket list of dreams

_ Young at heart
Active Seniors consider themselves young at heart—not old and finished. They have the energy and time to execute goals and dreams they once postponed. Open-minded and creative, they want to learn new skills, do sports, experience new cultures, and enjoy active social lives.

_ No cookie cutter
Active Seniors don’t “fit the mold” of one particular profile or stereotype. They have different preferences, interests, health conditions and expectations. Their travel counselors must offer greater flexibility to accommodate their differing needs.

_ Hobby holidays
With newfound interests, passions and social lives, Active Seniors seek senior-specific offers tailored around particular activities and hobbies. Examples: wellness vacations, learning/cultural holidays, “voluntourism” treks, and getaways based on special interests.

_ Travel partners who understand
The over-50s want travel experts who understand that one size does not fit all. These travel counselors must possess proven experience and the ability to recommend “off-the-beaten track” options that enable Active Seniors to experience the real culture of a destination.

“I believe in living life to the fullest right now. Travel is about growing, learning, doing, and returning home with something worth sharing.”
Active Senior traveler
Trend #2 – Doing vs. owning

**Seeking excitement through experiences rather than consumption**

_ Experiences vs. owning things
Active Seniors no longer measure what they have by the material goods they possess, rather by the experiences they have lived. They find “status” in doing vs. owning.

_ Time for discovery
They have the time and energy to research trips and execute goals and dreams once postponed. Open-minded and creative, they want to learn new skills, languages, foods and cultures.

_ “Sight-doing” vs. sightseeing
“Experiences lived” are more valuable than passive material consumption. They enjoy being active, learning, discovering, and finding excitement in the journey. Living experiences makes more sense than owning things.

_ Personalization
Active Seniors seek personal growth and exploration. Their social lives are rich through face-to-face interaction (offline vs. online). Travel counselors who provide the human touch will reach Active Seniors more successfully.
Trend #3 – Leaving a legacy

Making a difference in the world

_ Giving back is important_
Altruism and a desire “to make a difference” is strong among this segment. Activities such as volunteering, “voluntourism,” and working in the community become increasingly important.

_ Sharing, being together_
They value time and experiences spent with adult children and grandchildren – a legacy that goes well beyond “babysitting.” Active Seniors want to broaden family members’ experiences by sharing their dreams. Active Seniors and their travel planners should remember to stay mindful of differing interests of each family member.

_ Desire for authenticity_
Some Active Seniors want to immerse themselves in a destination and interact with locals, not just fellow tourists. They expect their travel planners to take care of the basics, yet also want flexible options, without everything being decided for them.

“I tell my children that if today should be my last, I can honestly say I have lived life properly. I enjoy myself and keep my body healthy. I live by my conscience and principles each day, aiming to give back through volunteer work.”
Active Senior traveler
Trend #4 – Tapping technology

Relationships, not transactions

_ Technology as a channel, not an end_
Many feel technology is intrusive and not always reliable. They commonly perceive the Internet, social media and mobile devices as a means rather than the end. They do not connect 24/7 unless a clear reason exists. Face-to-face, genuine connections are key; telephone is still a key communication channel.

_ Varying degrees of adoption_
With a wide range of attitudes about technology, some travelers are high-tech enthusiasts, while others demand technology created especially for older people.

_ No rush_
Active Seniors rely on traditional information sources, expert opinions and some user-generated content (UGC). They don’t want to feel rushed into making shopping decisions. They plan ahead to leverage good deals, and may make last-minute travel plans for group travel.

_ The human touch_
Active Seniors approach relationships with the human touch. Their travel planners should provide personalized proposals and use “high touch” communication. Online content must be simple, intuitive and inspire trust.

_ Customized (à la carte) approach_
Some Active Seniors book where they search; others use loyalty cards and apps. Most book offline so they can speak with someone in person. This varies, however, depending on what is being booked. Online is fine for familiar, cheaper, short-haul travel; offline is preferred for unknown or less familiar destinations.

_ Trustworthy experts_
Older travelers are open to online offers and inspiration, but gravitate toward trusted experts. For unknown destinations, they want to hear from experts who know the destination, possess strong communication skills, and are patient and attentive. Satisfied customers make great brand ambassadors.

_ Peace of mind_
Active Seniors value price, comfort and health. Mobility issues and declining senses (hearing, vision) may necessitate special services. Provide attentive after-sales support to answer questions and anticipate problems that may occur during the travel experience.
Creating the ideal Active Senior offer

**FOUR PHASES OF TRAVEL MANAGEMENT**

<table>
<thead>
<tr>
<th>SEARCH &amp; PLANNING</th>
<th>BOOKING PHASE</th>
<th>IN TRANSIT &amp; DESTINATION</th>
<th>POST-TRIP</th>
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</table>

**Provide combination of online / offline features that let Active Seniors be as involved or uninvolved as they wish.**

- Personal preferences
- Problem solving
- Support
- Service
- Solutions
- Value
- Information
- Flexibility
- No hassle
- Professionalism
- Easy payment
- Take time to know who they are and what they want
Appealing to the Active Senior

**How travel planners can attract this consumer group**

**Value**
Offer products and services that deliver true value

**Service**
Provide consistently good service, beginning to end

**Information**
Create user-generated content (UGC) from credible reviewers and sources

**Professionalism**
Appeal to their sense of trust with reliable, proven, secure offers

**Flexibility**
Give them ample planning time. “Buy now” offers turn them off

**Solutions**
Deliver true knowledge and expertise. Fix problems through live human contact throughout the entire travel cycle

**Support**
Offer the human touch (telephone, live chat, group travel, etc.)

**No hassle**
Make the experience easy, seamless, secure, easy to complain or return; easy to see / touch (i.e. video)

**Easy payment**
Accept cash or credit card; offer secure payment options
Active Senior travel cycle needs

How to serve them in each phase

<table>
<thead>
<tr>
<th>SEARCHING &amp; PLANNING</th>
<th>BOOKING PHASE</th>
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<tbody>
<tr>
<td><em>Human touch</em> - Personalized services, tailored itineraries, 24/7 help desks, troubleshooting</td>
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<tr>
<td><em>Information</em> - Authentic, credible content that can be verified online and offline</td>
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<tr>
<td><em>DIY approach to planning</em> - Involve them in the process; provide ample planning time</td>
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<tr>
<td><em>Personal expertise</em> - Your own, plus advice from others who have taken the same trip – combine with online reviews</td>
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<tr>
<td><em>Smaller group tours</em> - Offer authentic, unique options. Suggest intimate local experiences (i.e. small café dining rather than large restaurants) and form small groups to build new relationships</td>
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</tr>
<tr>
<td><em>Personalized counsel</em> - Provide essential advice and customized recommendations; use trusted third party providers and partners</td>
<td></td>
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<tr>
<td><em>Airport transfers</em> - Provide direct links to airport transfer services; offer simple, easy payment packages and options</td>
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<tr>
<td><em>Follow up</em> - Touch base using personalized communication to create feelings of loyalty and trust</td>
<td></td>
</tr>
<tr>
<td><em>Offer on-site payment</em> - Enable travelers to present credit cards at brick and mortar site. The more expensive the trip, the more likely Active Seniors will want to pay in person. (They do not want to risk data theft)</td>
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</tbody>
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## Active Senior travel cycle needs

### How to serve them in each phase

**IN TRANSIT & AT DESTINATION**

- **Provide 24-hour concierge service** for unforeseen events, with easy navigation. Ensure their comfort, health and safety. Provide toll-free calling, live chats and apps.

- **Split large groups** into smaller sub-groups to bond travelers and enable them to feel closer to the local lifestyle.

- **Offer door-to-door services and comfort options**, including comfortable beds, pillows and specialized menus.

- **Offer tours with built-in flexibility** that enable Active Seniors to travel at their own pace.

**POST-TRIP**

- **Offer scheduled meet-ups offline** where satisfied customers offer prospects their points of view on great trips.

- **Create a Facebook page** accessible to all who traveled – and other invitees – to post photos, videos and comments. Make plans to gather again in their hometown or on a future trip.

- **Deliver the human touch** when soliciting customer feedback.

- **Follow up** by phone or schedule an in-person meeting to discuss the trip and identify areas of improvement. This step will go a long way toward generating loyalty and repeat business.
How technology will enable senior travel in the future

**SHORT TO MEDIUM TERM**

**BOOKING STAGE**
- **Personalized itineraries**
  Offer seats with more legroom for long hauls, and standard seats to save costs on short hauls
- **Dynamic visualization**
  Guided imagery technology enables travelers to view appropriate seats before booking. Provide reading material or in-flight entertainment to help them experience the destination before arriving

**CHECK-IN STAGE**
- **Radio frequency identification (RFID) baggage tracking**
  RFID facilitates bag tracking, helping physically challenged travelers struggle less with luggage

**SECURITY & DEPARTURE LOUNGE EXPERIENCE**
- **Health-sensing technologies**
  Wearable in-flight sensing technologies monitor heart rates or anxiety levels. In response, elements of the internal environment are altered to reduce stress points and address health issues

**LONG TERM**

**BOOKING STAGE**
- **Digital memories management**
  Storage and indexing technology allows them to recall / show what they experienced in the past, offering the choice to repeat past experiences

**IN-FLIGHT STAGE**
- **Seating re-configuration**
  New technology reconfigures in-flight seating arrangements by assessing passengers’ mobility and space requirements as they board the aircraft

**SECURITY & DEPARTURE LOUNGE EXPERIENCE**
- **Airport navigation**
  Provide access to dedicated waiting areas following digital identification
- **Personalized healthcare services**
  “Med-centers” at airports provide access to tailored healthcare and medication based on biometric information in chip-embedded passports
# Attitudes: Active Seniors vs. Next Gens

<table>
<thead>
<tr>
<th>ACTIVE SENIORS</th>
<th>NEXT GENS</th>
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<tbody>
<tr>
<td><strong>ATTITUDE TOWARD LIFE</strong></td>
<td><strong>“I want worthwhile experiences.”</strong></td>
</tr>
<tr>
<td>_ Bucket list</td>
<td>_ Expanded horizons</td>
</tr>
<tr>
<td>_ Second youth</td>
<td>_ Experience everything</td>
</tr>
<tr>
<td>_ Experiential focus</td>
<td>_ Anything new is worth it</td>
</tr>
<tr>
<td>_ Something new</td>
<td>_ Crave experience</td>
</tr>
<tr>
<td><strong>SOCIAL NETWORKS</strong></td>
<td><strong>“A tool to get something.”</strong></td>
</tr>
<tr>
<td>_ Integrate social networks in purchase process; must prove the usefulness</td>
<td>_ Integrate social networks in purchase process; we facilitate it</td>
</tr>
<tr>
<td><strong>ONLINE / OFFLINE RELATION</strong></td>
<td><strong>“Online is a reflection of offline.”</strong></td>
</tr>
<tr>
<td>_ People are the true experts</td>
<td>_ Both sides have the same status and equal credibility</td>
</tr>
<tr>
<td>_ Online does not replace human factor</td>
<td>_ UGC empowers expertise</td>
</tr>
<tr>
<td>_ Provide human support and backup</td>
<td>_ Give me the tools; I’ll do the rest</td>
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</tbody>
</table>
## Social media: Active Seniors vs. Next Gens

<table>
<thead>
<tr>
<th>ACTIVE SENIORS</th>
<th>NEXT GENs</th>
</tr>
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<tbody>
<tr>
<td>_ Online occasionally (Facebook)</td>
<td>_ Always online on numerous social networks</td>
</tr>
<tr>
<td>_ “One to one” communications (messages)</td>
<td>_ “One to all” communications (posts)</td>
</tr>
<tr>
<td>_ Meet old friends and connect with family</td>
<td>_ Show off their life with friends &amp; make new friends</td>
</tr>
<tr>
<td>_ Quantity of friends irrelevant</td>
<td>_ Quantity of friends matters</td>
</tr>
<tr>
<td>_ Post only a few relevant things</td>
<td>_ Whatever they do is “news”</td>
</tr>
<tr>
<td>_ Privacy concerns</td>
<td>_ They talk about privacy, yet don’t really worry about it</td>
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</tbody>
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### How travel planners must respond

- **Selling the trip** - Vary the degree of directness. Next Gens are very comfortable with any sell; Active Seniors respond best if you establish a relationship first.

- **Be genuine** - Active Seniors are less likely to respond to requests to “like” a company whose purpose is purely commercial. A company may ask customers to “like” them once they have established a personal connection. Don’t expect Active Seniors to ask their Facebook friends to “like” your brand.
Let’s **shape the future** of travel

As your travel technology partner, Amadeus is committed to solutions that shape a more sustainable, connected and personalized travel experience for you and your customers.