



Isle of Man Tourism Industry Day 2019



Travel trends for the over 50s



What is Silver Travel Advisor?

Website,
newsletters,
magazine,
Silver Travel
Awards

150,000
independent
reviews, tips, and
articles

100,000 members
+ 43,000
Facebook

Wide choice of
specialist holiday
partners

Free personal
advice service
Forum
& Training

Exclusive offers
and discounts for
Silver Travellers



Meet the Silver Travel Team



Debbie Marshall



Jennie Carr



Taki Sirianos



Gill Haynes



Lynn Scrivener



Alan Fairfax



Steve Newman



Carole Tidball



Jane Silk



Roger Bray



Gillian Thornton



Chrissy Nason



Steve Aldridge



Andrew Morris



Petra Shepherd



John Carter



Peter Godliman



Sally Dowling



What are we called?

- INDY
- OG
- ARSY
- YOLD
- SEENAGER
- WHIPS AND CHIPS



Who are the Silver Travellers?

- 23.6m – 43% of the population
- 80% of the nation's wealth
- 60% of the travel spend
- Living longer ... and longer
- 15-20 years of “good” retirement
- 75% feel 10 years younger than they are
- 40% say they are more adventurous
- The next generation will not be as wealthy



The changing lifespan – Lager, Aga, Saga, Gaga

70 YEAR LIFE

- 611,000 hours
- Three stage life
- Good health in the main
- Retirement at 60-65
- Company & state pension
- Three generations
- Stay closer to home

100 YEAR LIFE

- 873,000 hours
- Five stage life
- Health concerns
- Work until mid 80s
- Long-term financial planning – save 16%
- 4 or 5 generations
- Travel far & wide – adventurous!



Did you know?



The Blue Zones

- Ikaria, Greece.
- Okinawa, Japan
- Sardinia.
- Loma Linda, California
- Costa Rica

- And the Isle of Man?



Wealth matters

- 68% of over 55s are financially comfortable
- Top 50% have 90% of wealth
- Long careers, good pensions, many final salary
- Pension reforms, low interest rates
- Capital gains, downsizing & equity release
- 60% own their own home
- SKIERS – spending it while we can!



Work matters – know your nut

- Ageism in the workplace
- 1.8m over 50s are “olderpreneurs”
- Portfolio careers / phased retiring
- Grandparenting duties – hidden workforce
- The age of “giving back” – volunteering, donating, mentoring, creating a legacy
- Cashpackers – grown up gap years
- Unretirement – a new trend!



“He was forced to take early retirement”



Working into your 70s



- Bryony Hordern comes out of retirement to join Travel Counsellors, aged 70

“People are surprised I’m back, but I’m going to do it until I get bored.”



Health matters - a lot

- Heart disease
- Memory loss & dementia
- Diabetes
- Hearing loss & balance
- Creaking - hips & knees – from hip-hop to hip-op
- Mobility
- Eyesight
- Skin & teeth
- Ears & nose
- Hair – loss and gain
- Menopause
- Loss of libido!



Happiness matters most



And yet, why is ageing seen as a punishment?



- Anti-ageing
- Gravity defying
- Age-resistant
- Over the hill
- Past it
- No spring chicken
- Long in the tooth
- Doesn't look a day over...
- Amazing for his / her age



Is 70 the new 50? Is 80 the new 60?



Alison Steadman

- 72

“Life is for living and to be 70 now seems exciting to me. I’ve grown in confidence over the years and every day is precious.

Every day brings something new and challenging. Go for it!”



Is 90 the new 70?



Silver Travel Advisor Survey 2019

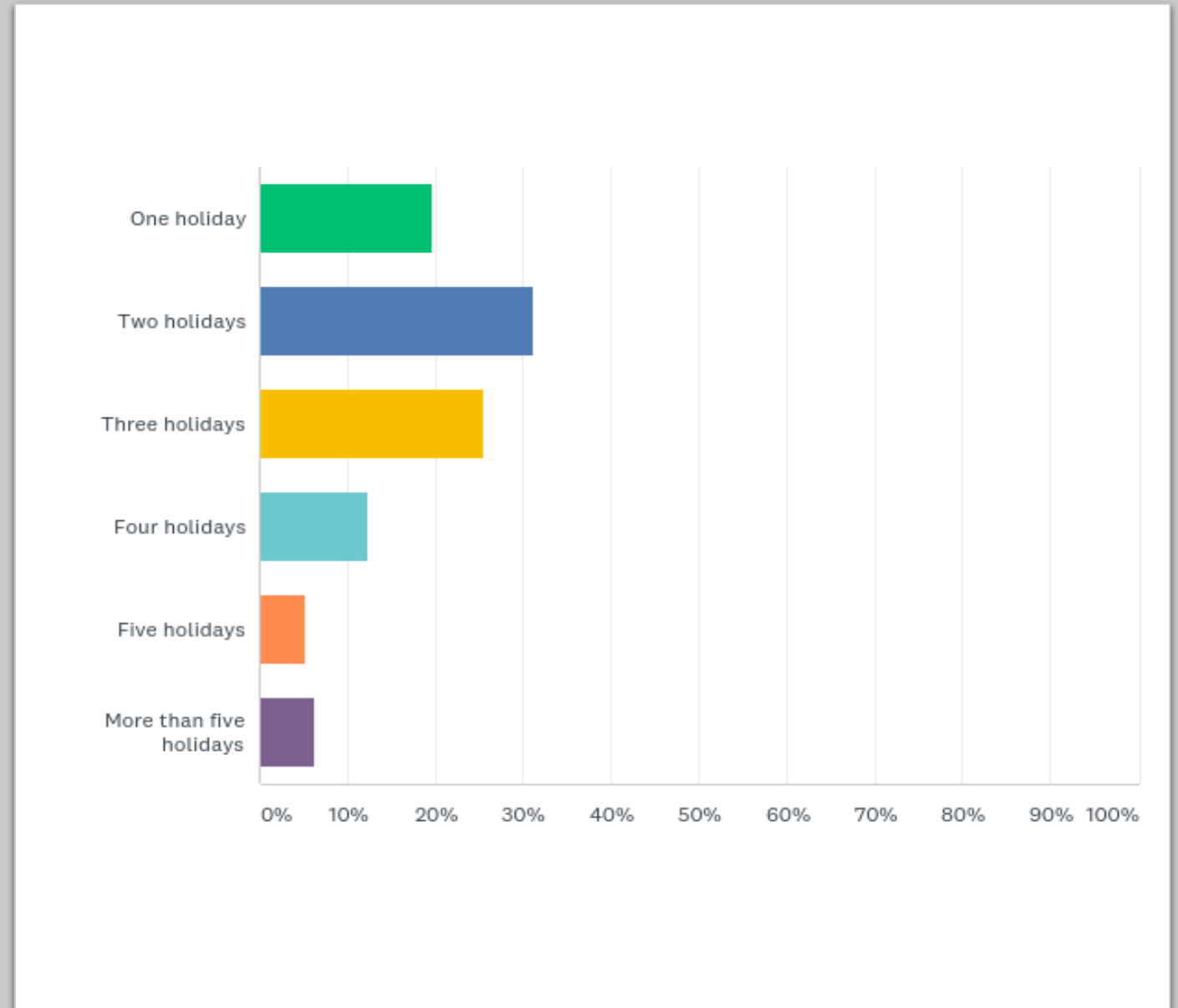
Total Responses: 1,177



How many holidays are you planning next year?

- 24% said 4 or more holidays
- 25% said 3 holidays
- 31% said 2 holidays
- 20% said 1 holiday

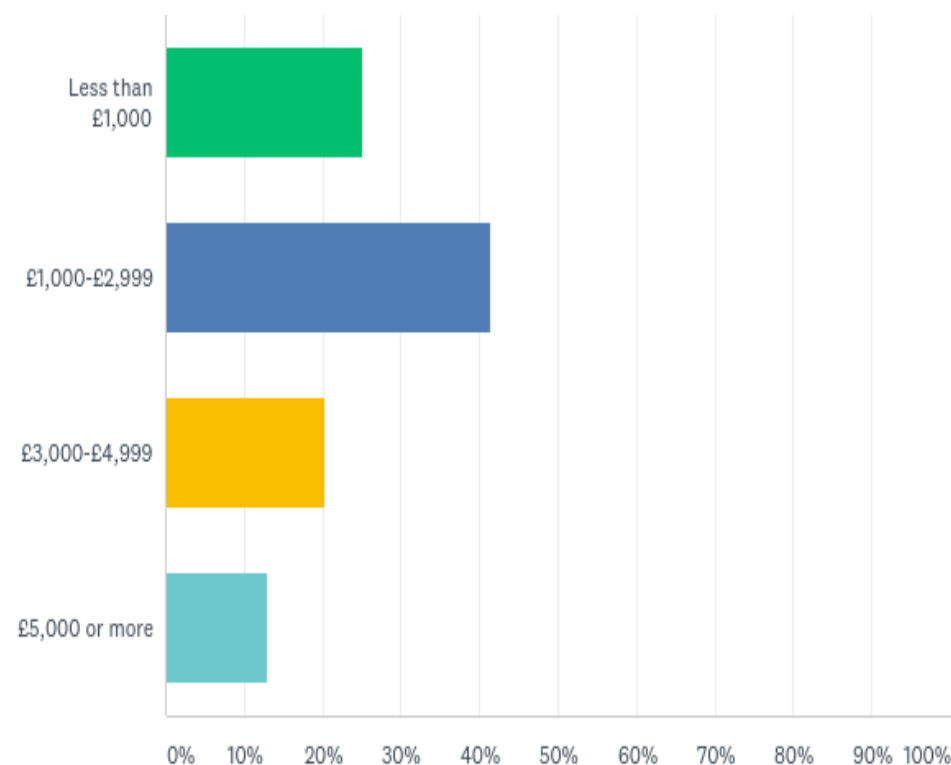
88% will take the same number or more compared to this year



How much do you spend on holidays each year?

- 13% spend more than £5,000
- 20% spend £3,000-£5,000
- 41% spend £1,000-£3,000
- 25% spend less than £1,000

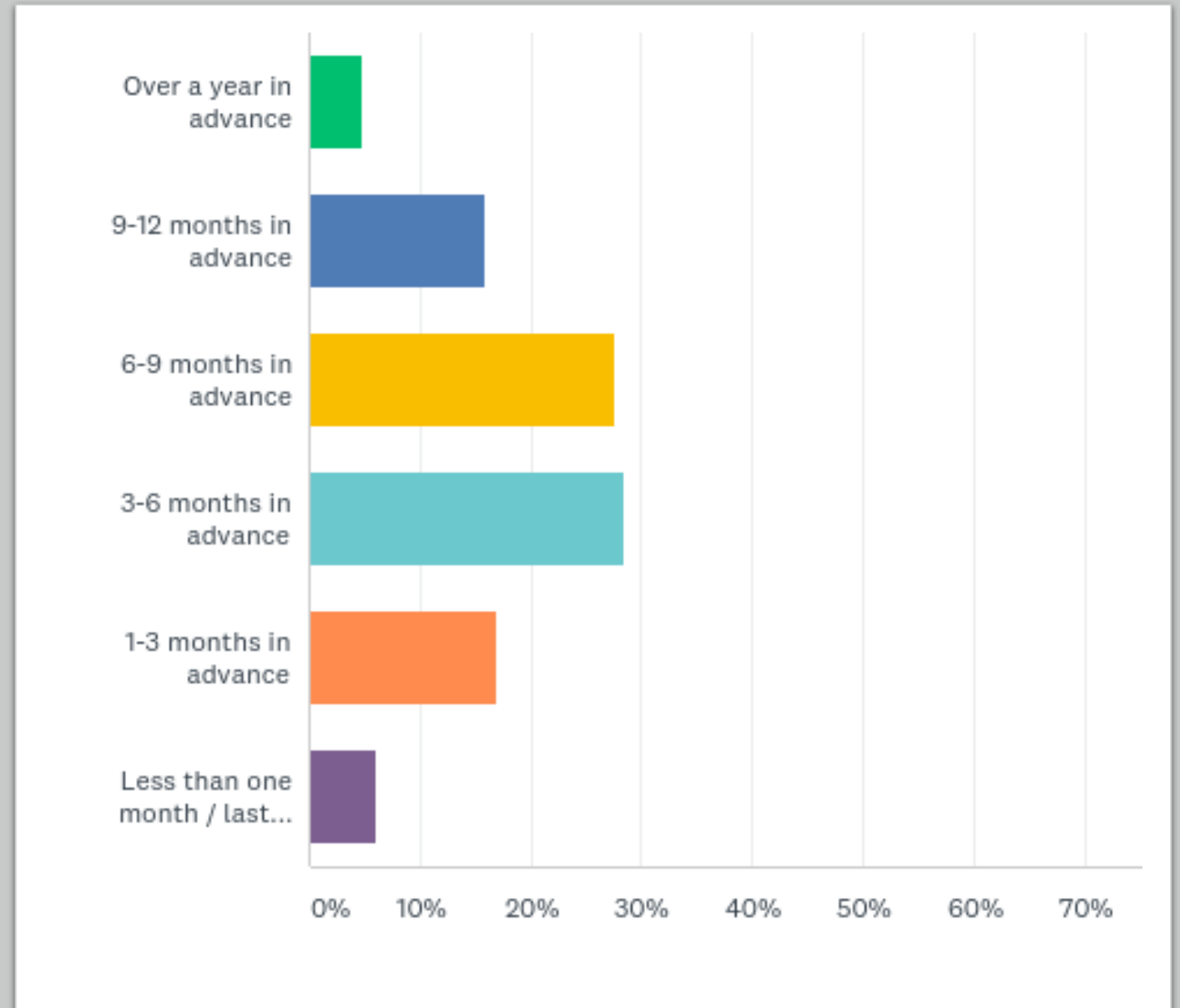
**Over 30% spending more than
£3,000 / year**



How far in advance do you book?

- Over 20% book more than 9 months in advance
- 28% book 6-9 months in advance
- Only 6% book less than one month in advance

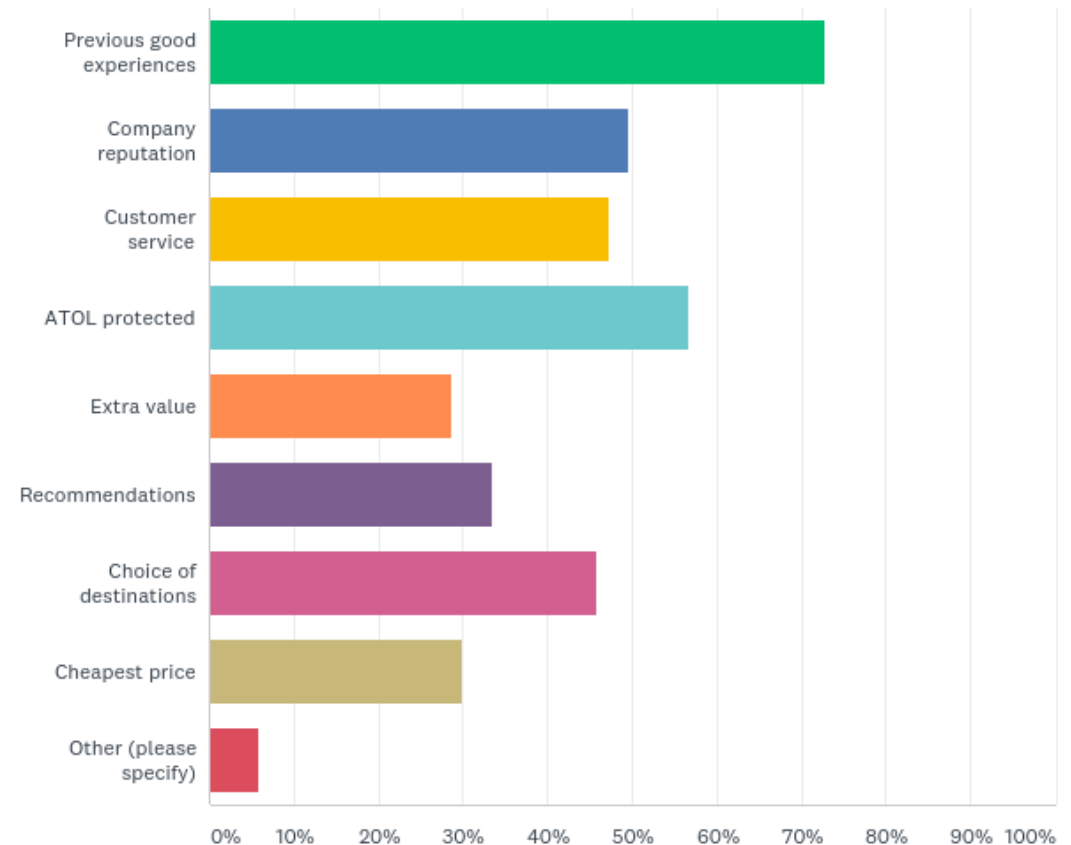
Trend compared to last year is towards booking earlier



What motivates you when choosing a travel company to book with?

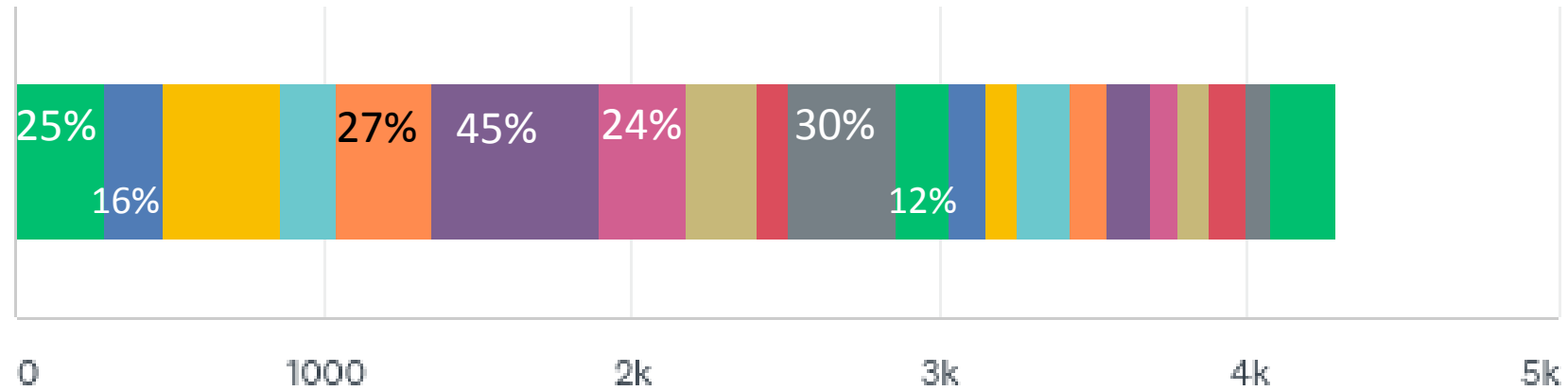
- Past good experience, company reputation & customer service are key
- Financial protection is very important
- Price is less important

Silver Travellers are loyal – look after them and they will become your greatest advocates!



What kind of holiday do you enjoy?

Please tick up to three preferences



- Ocean cruises
 River cruises
 Beach holidays
- Escorted coach tours
 All-inclusive holidays
 City breaks
- Cultural holidays
 Lakes and mountains
 Rail tours
- UK-based holidays
 Country house hotels in the UK
 B&B in the UK
- Camping & caravanning in the UK
 Luxury holidays
- Adventure holidays (e.g. safari)
 Activities (e.g. walking, cycling)
- Special interest holidays (e.g. gardening, history, art)
 Spa breaks
- Christmas markets
 Festive breaks
 Staying with family and friends



The mantra of Silver Travellers

- Security
- Certainty
- Safety
- Service



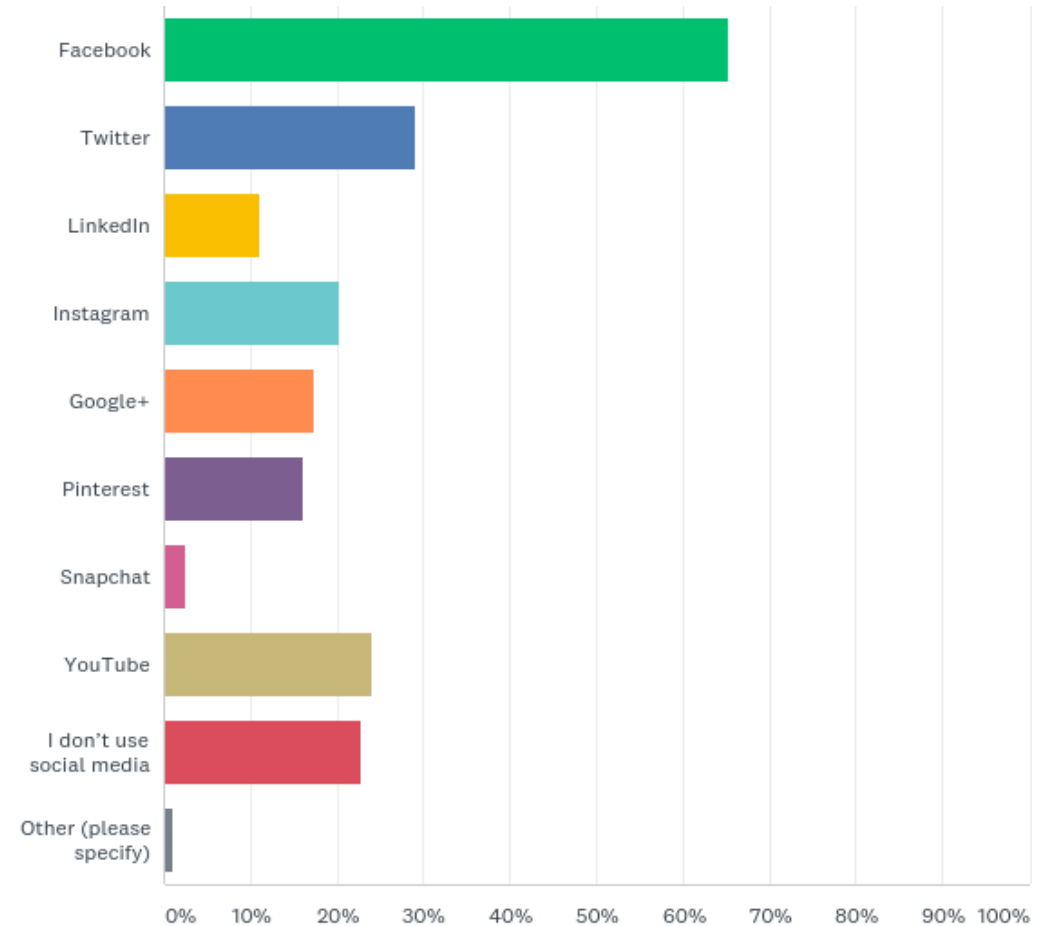
If you need accessible facilities when you travel, what are the greatest challenges for you (tick as many as appropriate)



Which social media do you use?

- Facebook dominates with 65% usage
- Twitter with almost 30%
- Youtube 24%
- Instagram 20%

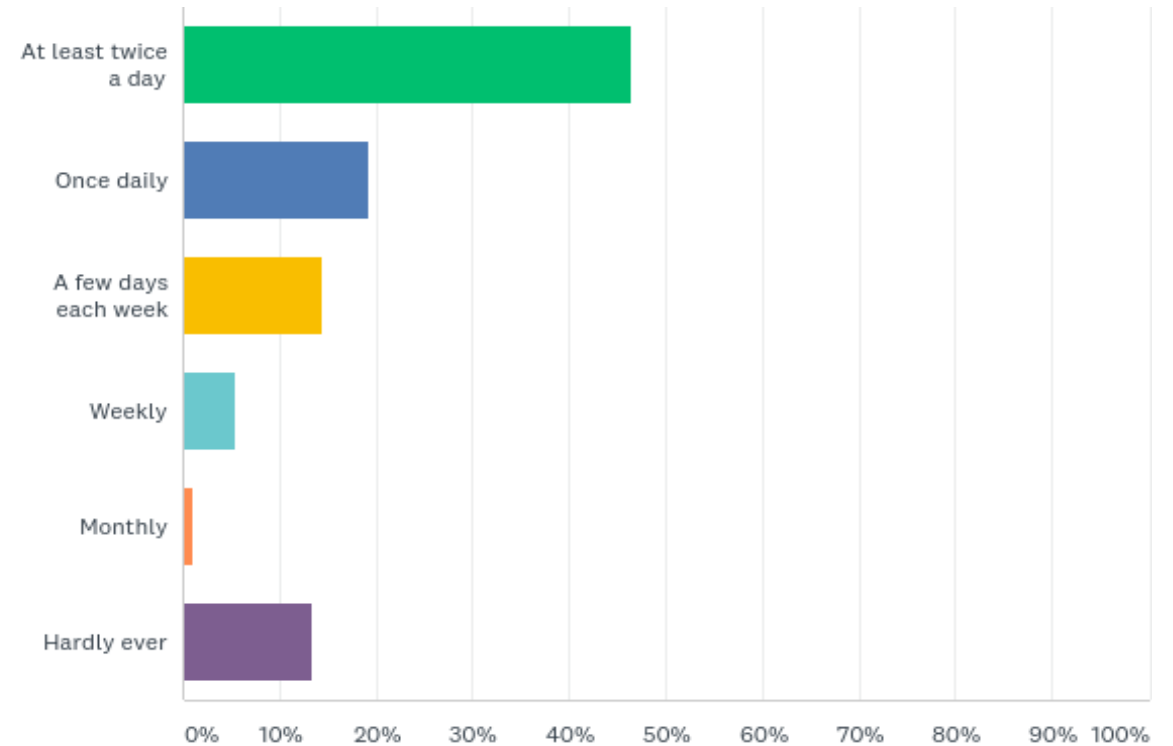
77% of over 65s are now online and the growth of social media is rapid. Instagram is one to watch.



How frequently do you use social media?

- 46% at least twice daily
- 19% once daily
- 14% several times each week

65% of over 50s have at least three digital devices



Getting down with The Oldies...

- ATD
- WTV
- BTW
- FWIW
- IMHO
- LMDO



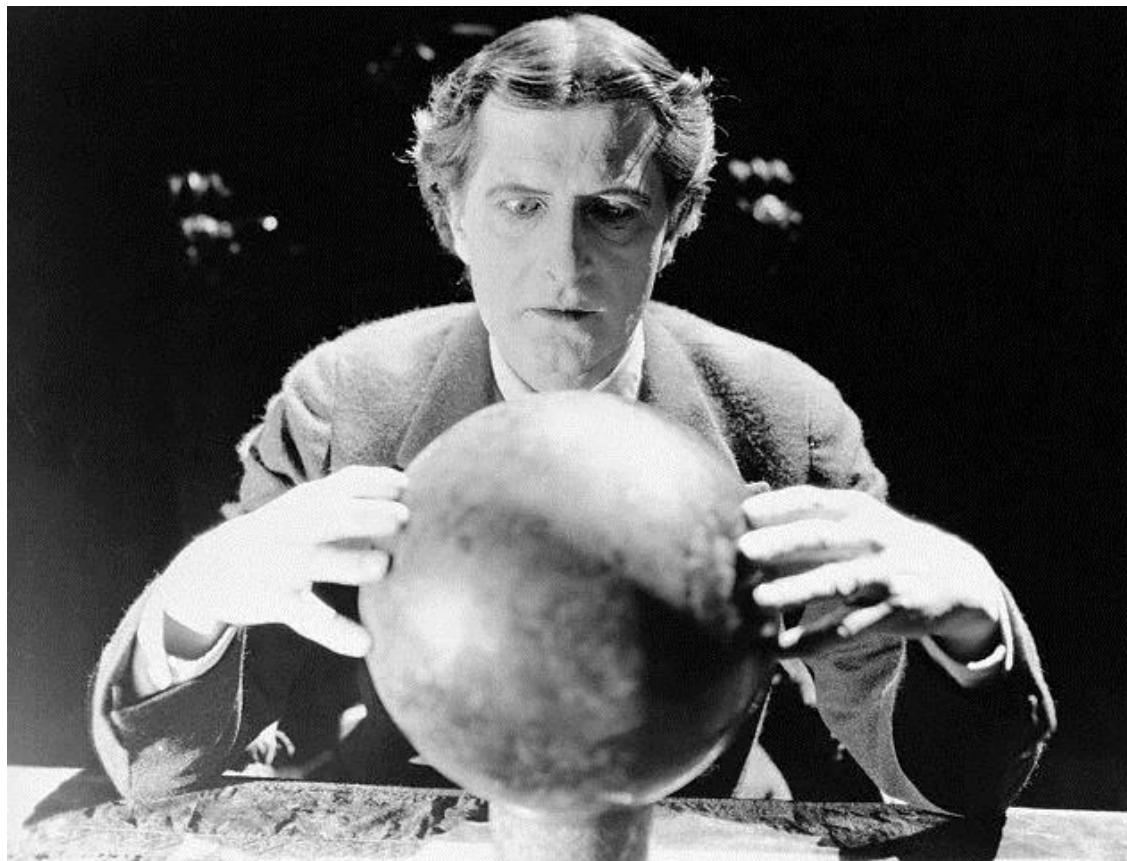
Not all silvers are surfers...

Internet usage declines with age

- 65% of over 75s do not use the internet
- 33% of ages 65-74 do not use the internet
- 65+ are “narrow” users – less confident, less skilled, less likely to click through or share data
- Traditional media still has an important role – print, direct mail, door-drop, radio, TV



Looking to the future



Travel & holiday trends

- UK holidays
- Multi-generational holidays
- Solo holidays
- Accessible holidays – hotels, coach touring, cruising
- Gentle / soft adventure holidays
- E-biking – 62% of e-bikes are sold to over 55s
- Care-assisted holidays



The future for those living with dementia & hidden disabilities

- Dementia Adventure holidays – winner of the Silver-i Award in 2018
- Tesco - dementia friendly checkouts
- Thomas Cook training to deal with hearing impaired customers

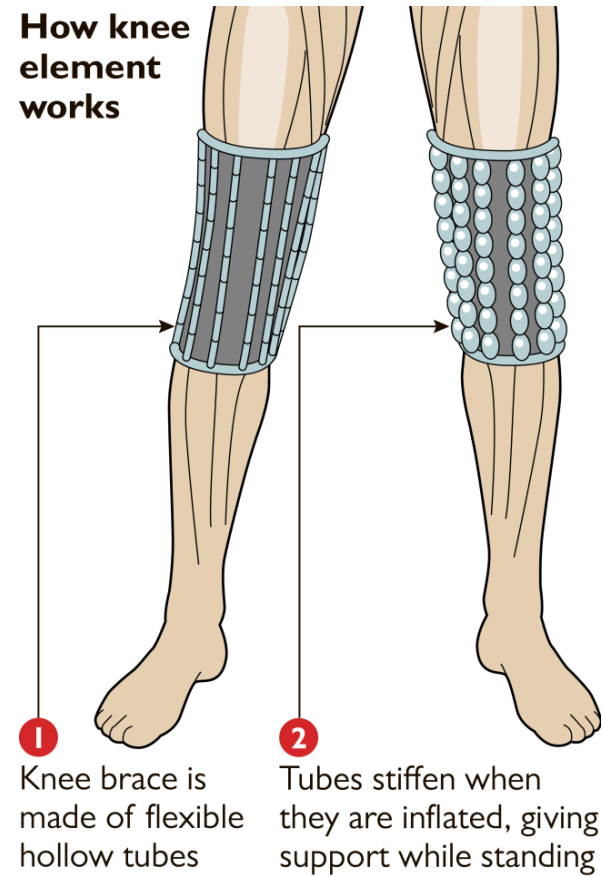


The future with Artificial Intelligence

- Princess Cruises Ocean Medallion
- Staterooms unlock when you come within a certain distance,
- Hands free check-in
- Facial recognition
- No room keys
- Smart air-conditioning
- Barmen know your favourite drink
- Security staff can verify identity



The future with Smart Trousers



The future with augmented reality

- Robot carers
- Robot companions
- Virtual holidays



A future where age is a privilege

- **Ageless**
- **Timeless**
- **At any age....**



