

# Isle of Man Workshop



# Not all over 50s are the same.....



The 50s  
Don't feel  
middle  
aged or  
old,  
sandwich  
generation



The 60s  
YOYOS  
– young old,  
healthy and  
wealthy  
“golden  
retirees”



The 70s still  
active but  
can bring  
challenges;  
health,  
insurance,  
mobility



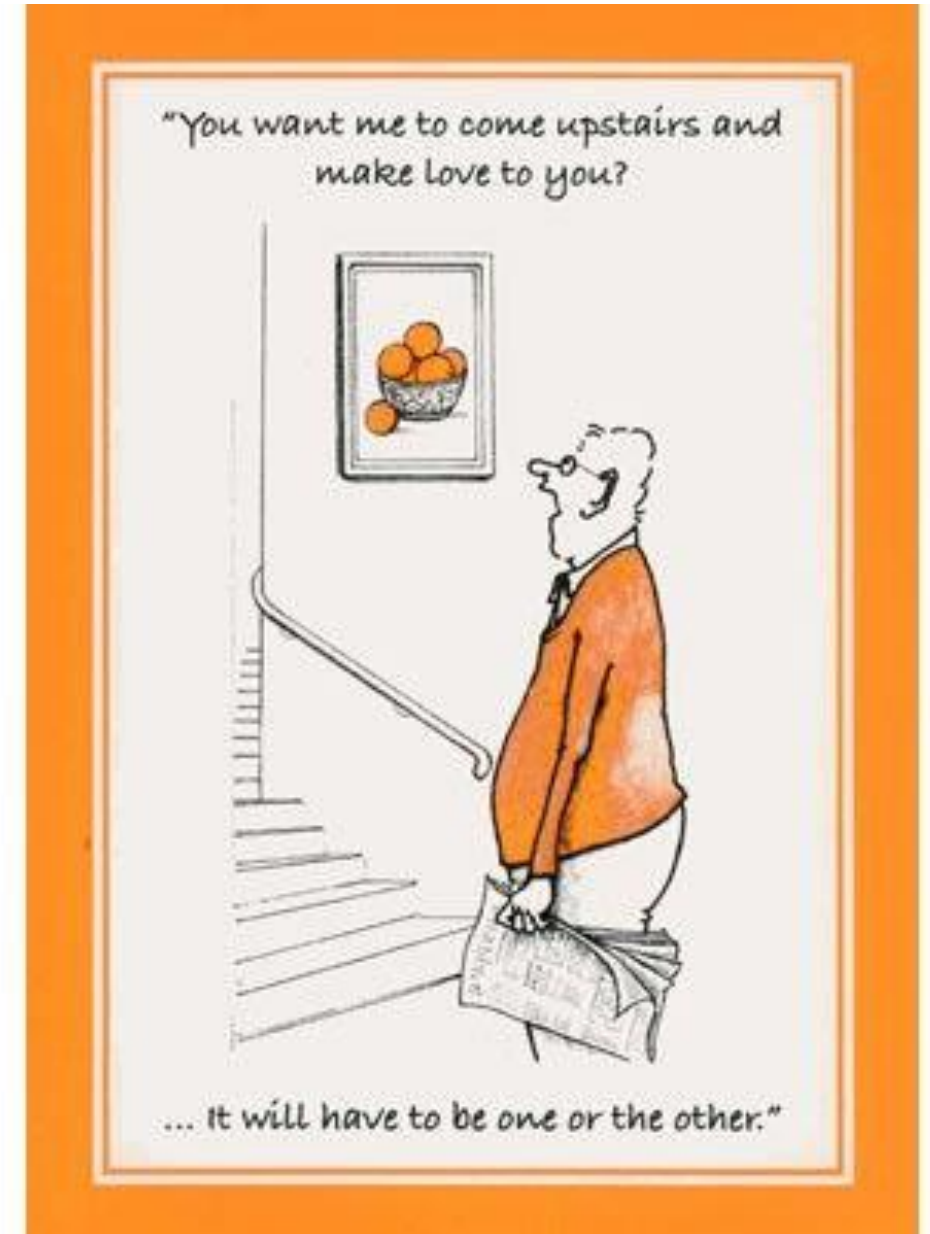
The 80s+  
slowing down -  
older old gradual  
decline,  
dependency and  
death

# 80 plus – a new market?

- An 80 year old today can be as fit as a 60 year old from the 1970s
- Huge opportunity for the travel industry

BUT

**Be aware of brain & body disconnect and manage unrealistic expectations**





# THE SANDWICH GENERATION – ME!

- **WORK:** Still need the money! No plans / hope of retiring for some time.
- **FAMILY:** Teenage children at home or university, Elderly parents and care requirements
- **MONEY:** Mortgages and debt
- **HEALTH:** Still good if a little weary
  
- **TRAVEL HABITS**
- Can be expensive! Skiing, adventure, villas
- Still taken in school holidays
- Supporting gap yahs!
- Occasional time away as a couple





# THRIVING EMPTY NESTERS STEVE & LINDA

**WORK:** Working into late 50s, early 60s

**FAMILY:** Kids left home; may have new grand parenting duties

**MONEY:** Own home and often retiring early with good pension

**HEALTH:** Still healthy & active

## TRAVEL HABITS:

- Long bucket lists - planned and actioned
- Luxuries and treats - entitlement
- Multiple holidays, short breaks
- Soft adventure 'while we still can' – expedition cruises, safaris



# GOLDEN RETIREES ALAN & PAT – “SKIERS”

- **WORK:** Retired, some volunteering
- **MONEY:** Final salary pension, no mortgage, good savings plans and ready to spend on travel
- **FAMILY:** Often grandparents
- **HEALTH:** Fair, slowing down a little
  
- **TRAVEL HABITS**
- Many holidays, short breaks, worldwide
- Big budgets - £20k a year not uncommon
- Cruises galore, Escorted tours, City breaks
- Enjoy being looked after, reassurance
- Holiday homes overseas





# MULTI-GENERATIONAL THE TAYLORS

- **WORK** – Retirement, working and in education – different for each generation
  - **MONEY** – Grandparents in charge
  - **FAMILY** – 3 or 4 generations, silver splitters & blended families
  - **HEALTH** – generally good but taking into account needs of older generation
- 
- **TRAVEL HABITS**
  - Big holidays, big birthdays & big celebrations – Golden Weddings, Christmas - Unique experiences to create memories and legacies
  - Short breaks / UK breaks
  - Private tours & personal service





# Single by circumstance ELEANOR

- **WORK** – may never have worked
- **MONEY** – inheritance, pension, insurance
- **FAMILY** – support network
- **HEALTH** – still good, confidence is the issue
  
- **TRAVEL HABITS**
- Single rooms / cabins essential
- Like-minded people
- Communal areas, dance partners
- Gentle hand-holding





# SILVER SPLITTERS FEMALE ADVENTURESS CHRISSY

- **WORK** - still working or early retirement
  - **MONEY** – often high disposable income
  - **FAMILY** – freedom from many ties
  - **HEALTH** - post menopause, looking good and wanting to make the most of life. 20 good years ahead!
- 
- Rise of the SAG, the SEC....
- 
- **TRAVEL HABITS**
  - Self development and learning holidays
  - Completely independent holidays – it's ok to be alone
  - Singles group holidays
  - Therapy, holistic holidays
  - Looking for love!





# HAPPY HOME BIRDS DAWN & LARRY

- **WORK** – mainly retired
  - **MONEY** – careful
  - **FAMILY** - very important
  - **HEALTH** – may cause restrictions
- 
- **TRAVEL HABITS**
  - UK breaks
  - Coach tours, festivals, caravan parks, camper vans
  - Turkey & tinsel
  - Take their pets
  - Family holidays





# ELDERLY & LESS MOBILE JACKIE

- **WORK** – pension and benefits
  - **MONEY** – many are affluent and keen to travel & be looked after; others very budget conscious
  - **FAMILY** - mixed
  - **HEALTH** - 50% of registered disabled are over 65 – often active in spirit. 42% of pensioners have a disability
- 
- **TRAVEL HABITS**
  - Accessible holidays
  - Electric bikes
  - Gentle holidays
  - Cruises
  - Care assisted holidays
  - Car hire & Travel insurance challenges





# HIDDEN DISABILITIES & ILLNESSES

- Dementia affects 850,000 people in the UK
- Will be 1.14m by 2025, and 2m by 2050
- Deafness
- Cataracts & glaucoma
- Parkinson's disease
- Rheumatoid arthritis
- High blood pressure
- Cancer





# Selling to older customers



- Employ older people who empathise
- Speak slowly, listen carefully – slower processing time
- Ask lots of questions
- Consider memory loss – repeat
- Positive & honest adult tone of voice – never patronise
- Key is trust, integrity, no nonsense
- Appropriate humour is fine!

# Marketing to older customers

- Nothing less than a size 12 font
- Clear visuals
- Ease of navigation
- Avoid blue/green, red/orange combinations
- Present facts clearly and give plenty of detail
- Care with style, spelling and grammar
- Use interesting photos of real older people
- Print & traditional media still popular





# Bland and boring



# Authentic and real





# Times are changing!



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PURPOSE LED CAMPAIGN  
TO STAND AGAINST THE AGE OLD STEREOTYPE OF  
THE 'PERFECT FIT'

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IN THEIR UNDERARM CHOICE'S

AMOUNGST THESE WOMEN WE ARE ALSO CASTING  
WOMEN IN THEIR 70'S/80'S/90'S  
WHO ARE PROUD OF THEIR WRINKLES  
AND COMFORTABLE IN THEIR SKIN

PLEASE GET IN CONTACT IF YOU ARE INTERESTED  
OR KNOW SOMEBODY WHO MIGHT BE INTERESTED

EMAIL - STARKCASTINGCOMMERCIALS@GMAIL.COM  
PICTURE / CONTACT NUMBER / SOCIALS / AGE  
SHORT BIO ABOUT YOURSELF

NO ACTORS OR MODELS!!! JUST REAL WOMEN!!!

ONE DAY FILMING IN LONDON W/C 11TH MARCH  
CASTING EITHER 26TH/27TH/28TH FEBRUARY

DEADLINE TUESDAY 19TH FEBRUARY

[WWW.STARKCASTING.COM](http://WWW.STARKCASTING.COM)

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# Social media - don't patronise!



- Save on your all too precious puffs with Stannah!
- Save your feet for the things that matter!
- A stairlift is there to keep you safe - and provide a little bit of entertainment!
- Who's ready for the weekend? Kick back and relax!

# Social media

- Friendly photo
- Relevant text
- Engaging invitation
- Range of ages
- Clear message
- 4,500 people reached, 80 engagements in 24 hours!





# Top Tips for reaching silver travellers

- Be inclusive – age neutral
- Have a clear proposition with visual clarity
- Avoid youthful imagery
- Avoid stereotypes & caricatures
- Avoid depressing images
- Use real people, real stories
- Seek engagement
- Provide in-depth information
- Use multiple channels
- **NEVER PATRONISE!**

## Tea & Tours with Nigel

