



## Seniors go Rural 16<sup>th</sup> of March

# Research on seniors motivators and needs for Rural Tourism

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# Research

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**To what extent do the travel products established by the SENGOR partners connect with the travel factors and needs of older people?**

- Set up of the research method and survey
- Online and paper survey from December to January.
  - Analysis and cross referencing the data
    - Recommendations
    - Proposals for material

# Research

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# Rural Tourism and older people

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| Eco tourism          | Agro tourism           | Active tourism         |
|----------------------|------------------------|------------------------|
| Protection of nature | Activities at a farm   | Culture                |
| Sustainable          | Farm camping           | Gastronomy             |
| Culture              | Physical activities    | Burgundy               |
| Physical activities  | Nature and tranquility | Traditions and rituals |

# Rural Tourism and older people

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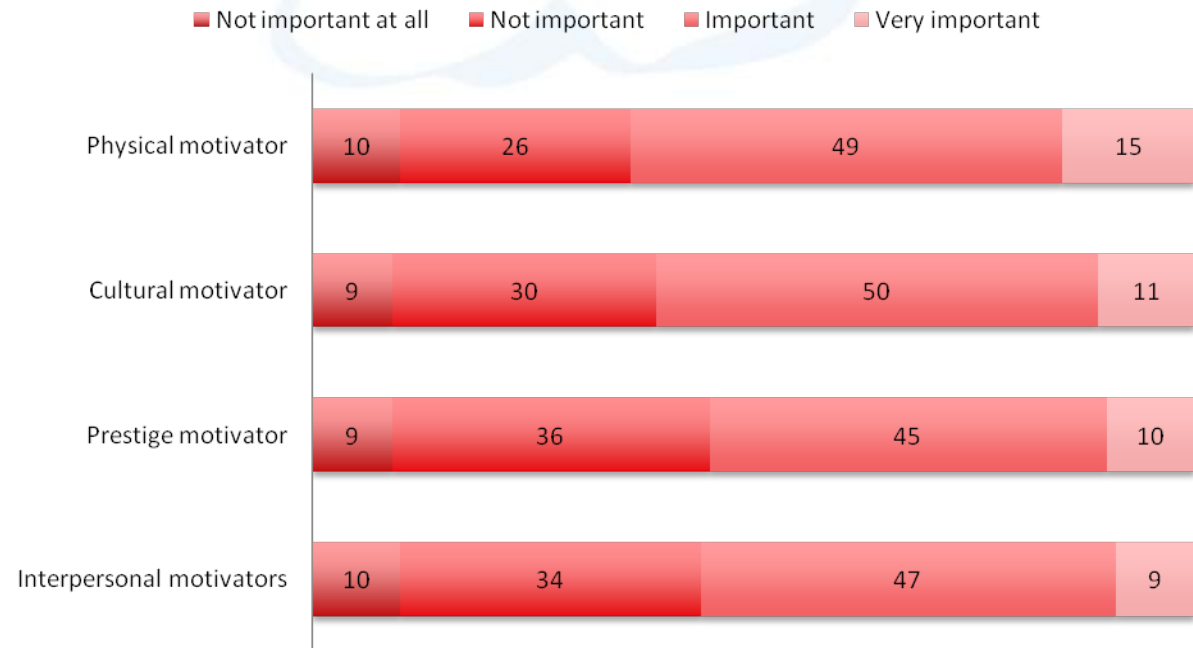


# Motives to book a rural trip

- **Four categories of motivators**

- Physical motivators (relaxation, sports, physical activities)
- Cultural motivators (culture, history, food and drink)
- Social motivators (get to know new people).
- Prestige motivators (status, luxury)

Women find all motivators more important than men.



# Motives to book a rural trip

- Physical motivators

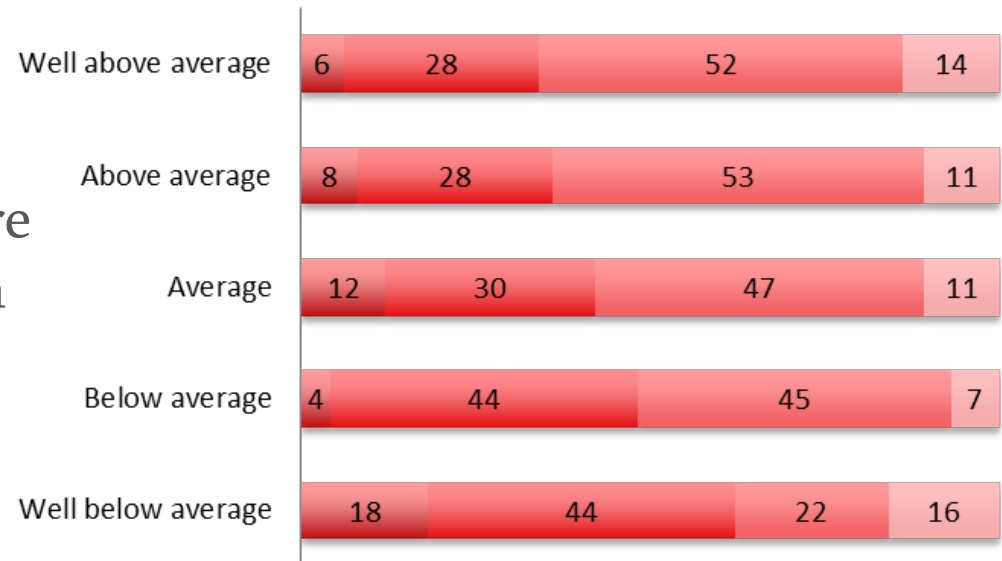
People without a walking aid find it more important than people with a walking aid (except for people with an electric wheelchair).

- Cultural motivators

People with a higher income are more motivated by cultural interests.

People without a walking aid are more motivated by culture than people with a walking aid.

■ Not important at all ■ Not important ■ Important ■ Very important





# Rural Tourism and older people

- **Social Motivator**

Main determinant is the marital status.

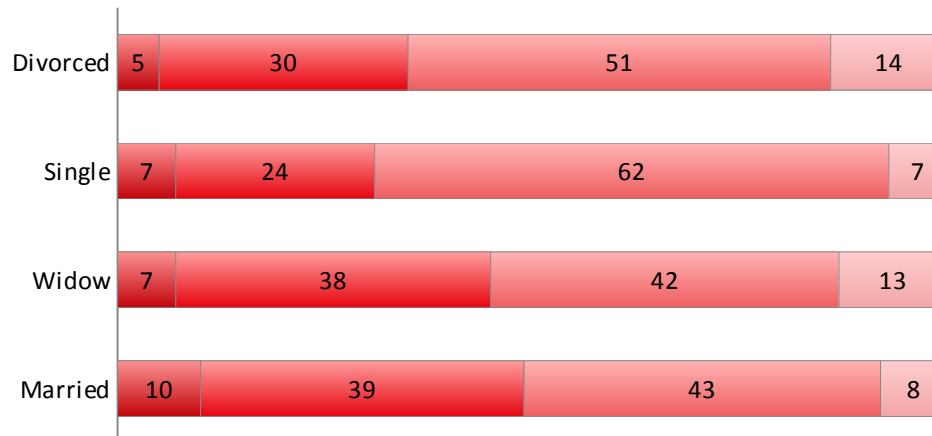
■ Not important at all ■ Not important ■ Important ■ Very important



- **Prestige Motivator**

Main determinant is the marital status.

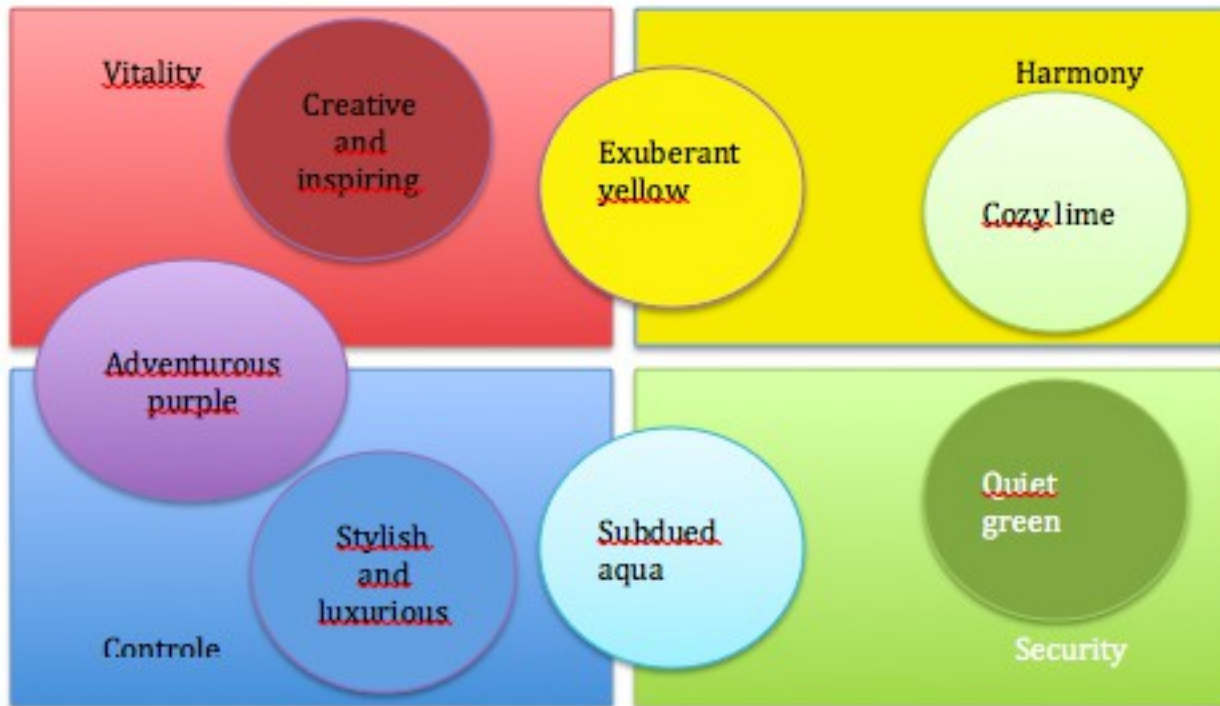
■ Not important at all ■ Not important  
■ Important ■ Very important



# Needs of older people

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## Brand Strategy Research Model



# The needs of older people

**Adventurous purple:** learn or discover something new, looking for a special experience

- 253 people
- 50% spends more than 750€ on a trip
- Duration 10+ days
- Transport: own transport, followed by airplane and tourbus.
- Accommodation: simple hotel, apartment, B&B – including breakfast
- Entertainment: local products, workshops, cultural site
- Travel with partner



# Needs of older people

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The **red world** (creative and inspiring):  
adventure, culture and sportsmanship

- 348 people
- Duration for a holiday: 7-10 days
- Transport: own transport
- Accommodation: hotel, apartment, B&B – including breakfast
- Entertainment: historic sites, events, local products
- Spend more than 500€ on a holiday.
- Travel most often with their partner.

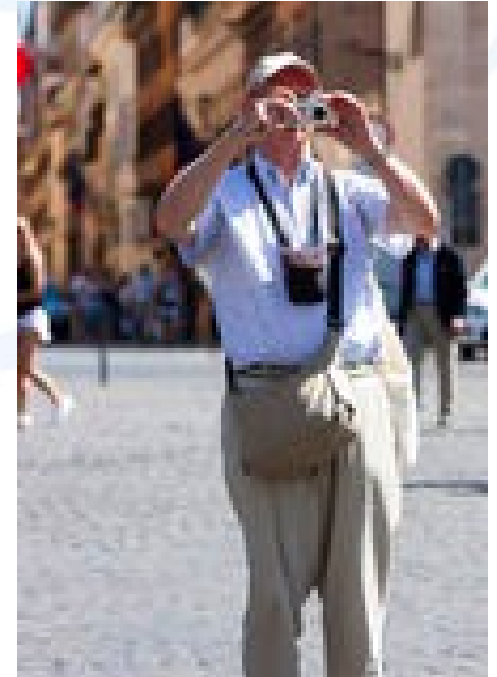


# The needs of older people

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**Modest aqua:** hobbies and interests, culture, tranquility.

- 318 people
- 67% spends more than 500€ on a trip.
- Duration: 10+ days
- Transport: own transport
- Accommodation: hotel, B&B, camping on a farm-including breakfast
- Entertainment: historic/cultural sites & physical activities



# The needs of older people

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**Exuberant yellow:** active, sportive, campgrounds

107 people

High budget. More than 50% spends more than 750€.

Duration: 10+ days

Transport: own transport

Accommodation: hotel, apartment, B&B – including breakfast

Entertainment: historic and cultural sites, events





# The needs of older people

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The **yellow world (cosy lime)**: social contacts, getting a tan

- 96 people
- Duration: 7 days
- Transport: own transport
- They have a small budget, 60% spends max 500€. 12% can't afford to travel.
- Accommodation: hotel, apartment, B&B – including breakfast
- Entertainment: historic and cultural sites, events
- More people that live alone.



# The needs of older people

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The **green world** (quiet green): Safety and tranquility

- 71 people
- Duration: 7 days
- Transport: tour bus to the destination. Own car.
- Travel with a tourist guide.
- Prefer Dutch speaking staff.
- Accommodation: hotel, apartment, B&B – including breakfast
- Entertainment: historic and cultural sites, events
- 25% spends 250-500€
- 25% spends 500-750€
- 115 can't afford to travel





# Needs of older people

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The **blue world** (stylish and luxurious): tranquillity and relaxation in luxurious setting

- 31 people
- Duration: 8-10 days
- Transport: airplane to the destination. Own transport/taxi during the trip
- Accommodation: chic hotel, castle, spa-resort – including breakfast and dinner
- Entertainment: historic and cultural sites, events
- 75% spends more than 500€ a week.
- Travel with partner.



# Comparison

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## Comparison of the SENGOR products and the needs of Dutch older people.

- The offered products are in most products too short (at least 7 days).
- Older people prefer to reach the destination by their own car, instead of the plane. Maybe an offer with a rental car is possible in some cases.
- There is little need for special accommodations and a lot of luxury. Simple hotels, apartments and B&B that include breakfast and/or dinner are most popular.
- Wheelchair accessibility is not a big factor for older people that are not in a wheelchair.
- Language is not an issue (except for the yellow world).

# Comparison

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## Comparison of the SENGOR products and the needs of Dutch older people.

- There is a huge need for visiting cultural and historical attractions
- There is only a partial offer for people from the yellow world ( to get a tan and make social contacts, trips for singles).
- There is only a partial offer for people from the exuberant yellow (camping site).
- There is only a partial offer for people from the green world (safety and coach bus with a travelguide).

# Conclusion

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- The main motivators for a rural trip are formed by physical and cultural motives.
- Although rural tourism is a foreign term and the whole scope is not known by older people in the Netherlands, there is a demand for it.

## Contact

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