



Opportunities of the Silver Market for Rural  
Tourism – Seniors Go Rural  
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### Senior Tourism

- Short introduction to the NFE
- Silver Market: Facts and figures
- Silver Market: Target groups
  - Senior tourism

## An Introduction to the NFE - Mission

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The NFE is a charity that promotes quality of life for older persons in the Netherlands. The primary focus is on preventing isolation, reflected by the Forget-Me-Not Logo.

The NFE develops projects, services and campaigns that:

- Support social inclusion
- Promote healthy and active ageing
- Promote safety and security



# An introduction to NFE: Services and programs

The NFE develops projects, offers services and events to older people in the Netherlands.



ElderlyOmbudsman



Befriending  
program



Knit Together



Community Buses



OldStars



Events

## An introduction to NFE: Services and programs

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The NFE raises awareness and performs research on societal issues related to older people.



Senior Panel



Social isolation

Bullying in residential care

LGBT seniors



Safety campaigns

# An Introduction to the NFE - Events

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The department of events, organizes and re-sells a wide range of activities for older people.

- Dinners
- Summer days on the beach
- Day at the circus
- Concerts
- Theme parks
- Camping holidays



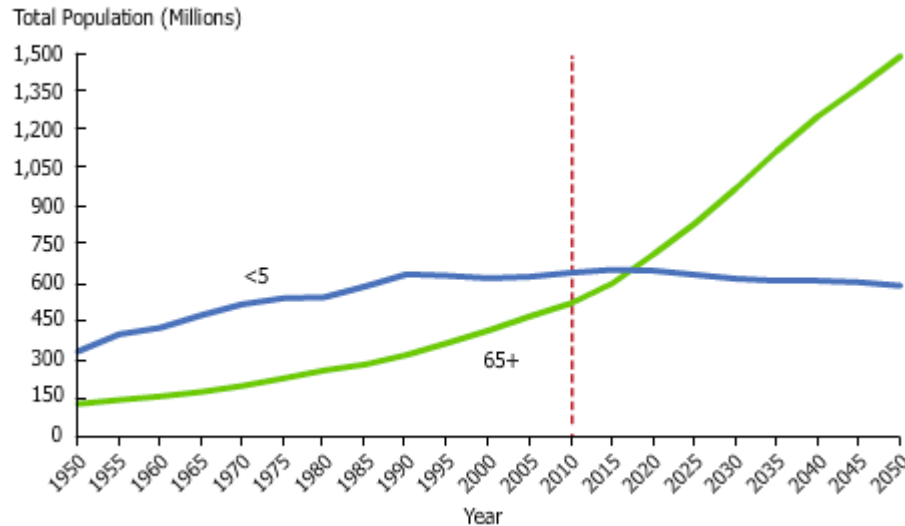
The events department is developing senior holidays in the Netherlands within the Seniors Go Rural Tourism (SENGOR) project. Part of the following results will be presented in this presentation.



# Facts and figures of the silver market: Europe

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## Global ageing worldwide



Source: Population Reference Bureau, 2013

## Europe: the oldest continent

- 743 million people
- Germany & Italy: 2nd and 3rd highest median ages in the world.
- By 2050: Bosnia and Herzegovina, Germany, Malta, Portugal, Serbia and Spain are all projected to have median ages of 50+



# Facts and figures of the silver market: The Netherlands

## Ageing in the Netherlands

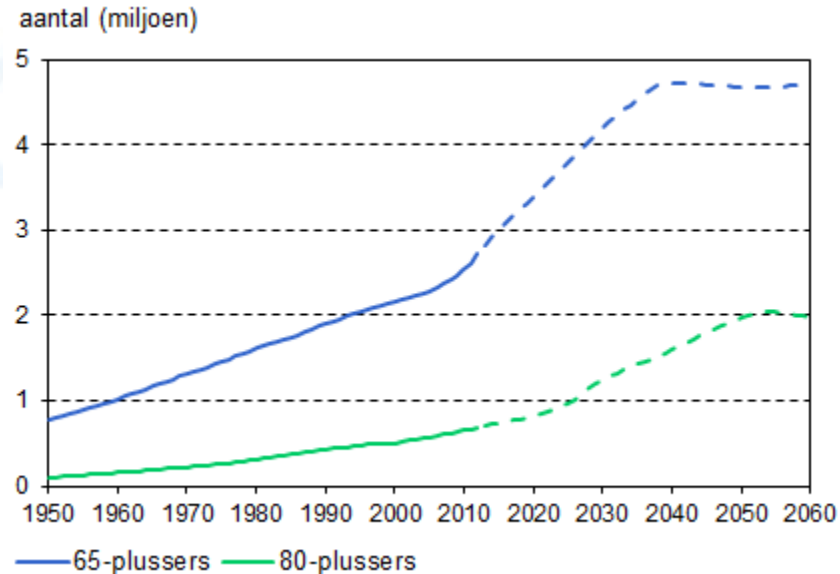
A total number of 16,5 million people

- 65+ = 3,3 million ( 20%)
- 80+ = 675.000 (25% of the total amount 65+)

Expected in 2040: 17,8 million people

- 65+ = 4,7 million (26,5%)
- 80+ = 1,8 million (40% of the total amount 65+)

65% of the total amount 75+ is single



Source: Nationaal Kompas Volksgezondheid



## Facts and figures of the silver market: The Netherlands

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In the Netherlands: a total number of 6 million 50+ people

- 2 billion € consumer spending by 50+ (50% of the total)

BUT: only 10% of the marketing is targeted on 50+

AND: When targeted it is only for the age-related products

- Consumer spending (50+): living, care, beauty and cosmetics, fashion, technology, travel



## The Silver Market: Target groups

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Target the market based on cognitive age.

Young seniors



Active seniors



Old seniors



# The Silver Market: Target groups

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## Seniors: a sexy target group



- Avoid stereotyping and ageism: change your attitude against the aged
- Realize the ageing society and change products in order to reach older people.
- Show how you can meet their needs 'What's in it for them?'

# The Silver Market: Target groups

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## Older people

- Ageing is a chance: Old is the new Young
- Better health & life expectancy
- Higher educational level
- Better financial situation
- More leisure time
- Willing to keep working and stay active
- Increasingly experienced in travelling abroad
- Active people in different roles (individual versus familiar)
- Self-reliant and headstrong
- Willing and able to organize their individual travel program

## Senior tourism

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### Survey among seniors by NFE (2012)

- 50+ people went on holiday 2-3 times per year  
They spent a total of 6 billion on traveling (2 billion more than younger people)
- 43% of 65+ Dutch go on holiday
- 50% of the 75+ would still like to go on holiday, but have specific needs that make it more difficult to go abroad
- Main destinations in Europe are Germany, Luxembourg, France, Spain and England

## Senior Tourism

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People aged 60+ are different from mainstream (younger) tourists and can have specific needs:

- Access to health and medical care
- Physical impairments (mobility, fine motor skills, sensory properties, strength and endurance)
- Different cultural perceptions & values
- Language skills
- Most people are not aware of current offers that fit their needs

# Senior Tourism

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- General rural destinations are popular amongst older age groups
- Older people plan their trip with more time (the longer, the further ahead)
  - Sources of inspiration: internet, papers, magazines, radio, television, fairs and experiences from others
- Usual length of holiday is 7 nights
- Company: alone, spouse or travel companions through arranged travels
- Transport: mostly bus or car
- Reason: rest, silence and escape routines
- Considerations: nature, safeness, historical sites, quality of services and transportation connections
- Enjoyments: interaction, new friendships, scenery, food, walks, cycling, laughter
- Barriers: financial, health and travel alone



# Senior Tourism

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## Active seniors

- Quality of the accommodation
- Quality of services
- Good price
- Accessibility (steep stairs, no elevator),
- Transportation connections (shuttle service)
- Positive single tourist approach (equal basis).
- Address (potential) health problems



## Old seniors

### Additional aspects to take into account:

- Transport
- Companion
- Care support
- Diet



This group will mostly enjoy the scenery, will not be very active and stay closer to the accommodations (make sure there's entertainment)

## Senior Tourism: Senior expectations and needs

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People are happier as they get older  
Having more freedom & continuing their  
primary interests (activities like shopping,  
traveling, entertaining and socializing)



# Contact

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