

# Traveller Trends Observatory

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Understanding the end  
consumer (and traveller)

**Active Seniors**



# Overview

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## A breakdown of Amadeus Traveller Trend Observatory (ATTO)

|   |  |       |
|---|--|-------|
| — | The Traveller Trend Observatory        |       |
|   | • Why the traveller?                   | 4     |
|   | • What is ATTO?                        | 5     |
| — | 2013 Executive summary                 |       |
|   | • Why is the Active Senior important?  | 7     |
|   | • Executive summary                    | 8-10  |
| — | 2013 Research plan: Active Senior      |       |
|   | • The Active Senior traveller criteria | 12    |
|   | • Research overview                    | 13    |
| — | The results: Three key trends          |       |
|   | • Self actualisation                   | 15-16 |
|   | • Valuable legacy                      | 17-18 |
|   | • Trustworthy relationships            | 19-21 |
| — | The series continues                   |       |
|   | • Next stage of the project            | 23    |

# Traveller Trend Observatory

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Understanding why?



# Why the traveller?

Understanding the travel industry from start to finish

**In any industry, understanding how the work of an organisation affects every other aspect is imperative for success. In travel, one of these key components is the traveller. Whilst Amadeus does not directly work with the end consumer, to better serve it's customers, travel providers, Amadeus has a requirement to know exactly what the consumer wants.**



By understanding the consumers' needs, Amadeus can:

Provide all components in the travel chain:

- Better products
- More effective services
- More insightful consultation

Create even more value by supporting

- Cutting-edge innovation
- More in-depth research & development
- Forward thinking Ideas

Through taking the time to research and understand travellers, Amadeus aims to support and improve the overall travel eco-system to help shape the future of travel.

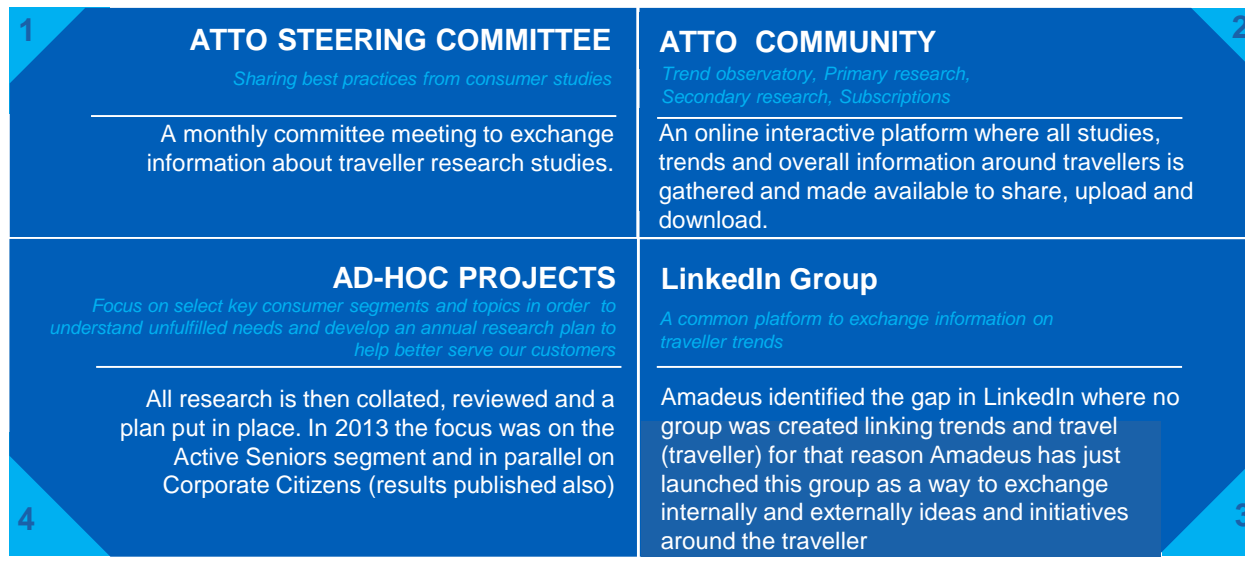
# What is ATTO?

## A simple overview of the initiative

- **The initiative originated with a clear goal: deploy a systematic research methodology to better understand the evolution of the travellers' behaviours and needs.**

A discussion forum (ATTO Steering Committee) and an interactive online platform (ATTO Internal Community) are available in Amadeus as ways to ensure that ATTO is the single entry point for research activities related to the end consumer and the traveller. In parallel to this, ATTO focuses on strategic segments and topics each year – which are referred to as Ad-hoc projects.

Below is the ATTO thought process, which ensures a continuous cycle of innovation.



# 2013 Executive Summary

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Our key learnings



# Why is the Active Senior Important?

2013 Focus: the Active Senior traveller

The growing 'grey market' has got the attention of many industries, as life expectancy, quality of life and the level of disposable income continue to develop. These factors have significantly improved their capacity to travel, making them a very attractive segment in both volume and spending power for those associated to the travel industry.

## — Why the Active Senior traveller?

Active Seniors consider travel as a means to achieve or fulfil their life goals. Their desire to explore coupled with the development of their physical and financial status had fuelled the demand for travel.

The Active Seniors are not just growing in numbers, but in fact a large percentage of high-income earners are over 65. In many of the developed countries, they are the ones who have the time and money to travel.

But how do they want to spend all this disposable income? What would make their life easier and hassle-free when travelling? What do they really need at the time of planning travel?

**This report showcases the main needs for the Active Senior traveller both now and in the future.**





# Executive Summary

## An overview of the 2013 TTO Ad Hoc Project: Active Seniors

**Active Seniors are about living life, with a desire to feel and experience the legacy that they want to leave behind. They want to share their curiosity and energy for exploration with their family and achieve many of their life's ambitions that they once may have forgotten.**

**The availability of time, disposable income and improvement in the quality of life are the force behind the rebirth of this generation – one that has grown at a pace of 122% between 1980's and 2012.**

### Travel on the life journey

The impact of these trends presents an opportunity for travel players to capitalise on this growing segment. It requires the tailoring of services and the building trust, through face to face interaction, combined with the careful use technology for inspiration.

### Research

To fully understand the Active Senior traveller, primary and secondary research was conducted over the year, covering markets across the US & Europe, with participants over the of age of 50 year olds.

”

*We have a better health than the generation before us; this allows us to be active, to go out, to visit and to travel. We have worked all our lives, now we want to profit and do as we feel*

Participant, FR



*An Active Senior traveller is defined as someone aged 50+. For a full definition of what is defined as "Active Senior" is please see page 12*



# Executive Summary

Self actualisation, valuable legacy & trustworthy relationships

**In-depth qualitative research has enabled Amadeus to develop insightful conclusions about Active Senior travellers' needs and expectations. The following three key themes were defined to understand these evolving needs:**

”

*For me, the 3rd act of life, is actually a development stage in life, a "rebirth"....*

**Jane Fonda**

## Self actualisation

Active Seniors are young at heart. They finally feel they have the time to explore and do new things, rather than just own new things. Travel becomes more 'experience driven', as Active Seniors seek to spend their time in more meaningful ways.

## Valuable legacy

This shift in attitude regarding material goods can also be seen in their attitude towards their family. Active Seniors want to leave their loved ones with more than just money and property. They want their legacy to be meaningful in values and experiences, for example by teaching or showing their family background, places and/or different cultures.

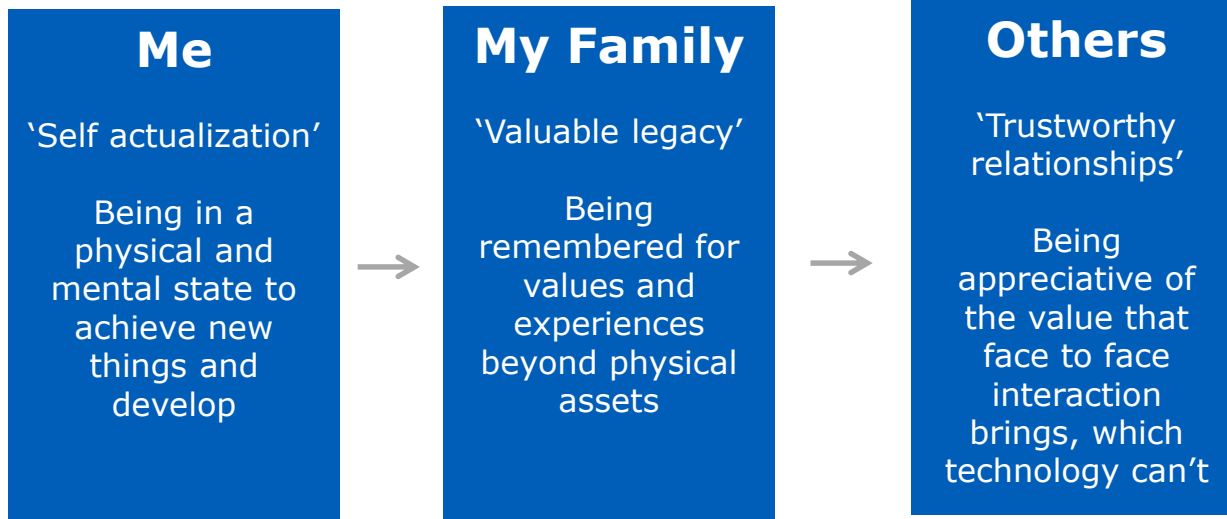
## Trustworthy relationships

In a world where technology seems to prevail, Active Seniors see technology as a mean and not as an end, they are still fond of human interaction. Prescribers, experts and sales people play a key role in this segment and still trust them to support and consult.

# Executive Summary

## A journey of life

The themes we explore in our project are a reflection of key relationships in the lives of Active Seniors. Starting with themselves, they see travel as an influencer to the way that they see their own success and development, going onto being a contributor to the legacy that they leave behind to their family. All of this they believe is dependent on the trust that they place in a travel advisor/consultant.



”

*I prefer to speak with someone. Online definitely works But it is not the same, it is not as comfortable as sitting and talking. When you speak with someone you can get a feel of their knowledge whereas you can't if it is not face to face. You can get a certain level of assurance with a voice conversation.*

Participant, UK

# 2013 Research Plan

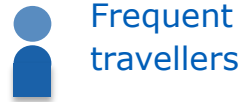
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Active Senior



# The Active Senior Traveller Criteria

What defines an Active Senior Traveller?



- Made up equally of men and women, 50% of the group were also already retired.



Interestingly, with this group we found it difficult to really bring it down to one single profile, so whilst this information will give you a snapshot into the group we are discussing its worth keeping in mind choice is key, and for this group travel will have to cover a variety of needs and expectations.

”

*We, retired people, never have any spare time.*

Participant, DE

# Research overview

How the research was conducted from start to finish

2013

| Q1                                | Q2              | Q3              | Q4                  |
|-----------------------------------|-----------------|-----------------|---------------------|
| 1. Trend analysis & desk research |                 |                 |                     |
|                                   | 2. Focus groups |                 |                     |
|                                   |                 | 3. Presentation |                     |
|                                   |                 |                 | 4. Amadeus workshop |

| 1 Trend analysis & Desk research  | 2 Focus groups  | 3 Presentation  | 4 Amadeus insight workshop  |
|---|---|---|---|
| <p>Analysing consumer trends in the area of retail and technology and their Implications to the world of travel.</p> <p>ATTO Steering Committee feedback.</p> | <p>32 people from 4 countries.</p> <p><i>France, Germany, UK and USA.</i></p> <p>Recruiting people from different countries ensured a broad representation was researched.</p> <p>ATTO Steering Committee feedback.</p> | <p>Country specific information and global trends were analysed in order to define key insights around the topic and their corresponding dissemination of results.</p> <p>ATTO Steering Committee feedback.</p> | <p>Amadeus participants from different departments were exposed to the key findings from the Active Seniors TTO Research Plan (trends, desk research &amp; focus groups) to derive business opportunities.</p> <p>ATTO Steering Committee feedback.</p> |

# The results: 3 key trends

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Active Senior



# Self Actualisation

## Fulfilling a bucket list of dreams

**Active Seniors refuse to be stereotyped. They still believe anything is possible, and are going to make the most of their time. Curious, open-minded and active, these over 50s see travel as a life enriching experience.**

### — Time for discovery

This generation feel that they have both the energy and time to make true goals and dreams that they've had to postpone until now. They are curious, open minded, sporting, creative and proactive, they want to learn new things, skills, languages, food, culture. Many seek to master, achieve self-actualization and self-fulfilment.

### — Sightseeing vs. sightdoing

They now have the time to explore and do new things: experiences lived are much more valuable rather than just the passive consumption of goods. Living experiences make more sense to them than owning things.

### — Breaking the stereotype

They refuse to be stereotyped as a single Active Senior profile, they all have different preferences, interests and expectations as consumers. Therefore, a greater degree of flexibility is required in order to accommodate to their different needs.



”

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

**Participant, DE**



# Self Actualisation

What does this mean for travel?



## — Beyond the package holiday

Travel is seen as the ideal way to channel this hunger to learn and experience new things. However, as there are many different types of Active Seniors, travel needs to be flexible and accommodate to the different comfort needs.

These include travel arrangements and travel conditions, where lodging and activities at the destination need to be tailored to each Active Senior profile. In many cases, they are looking for a premium and flexible service that differentiates them from the “herd”.

## — Hobby holidays

With newly found interests, passions and a social life, the over 50s seek to relate travel to their new interests and hobbies. They look for senior specific offers, which are tailored around particular activities, which for example may include wellness vacations, scuba diving or cooking – all of which have become a growing area of interest.

## — Fulfilling experiences

The over 50s want experts, with real experience, who can recommend things off the beaten track where they can experience the real culture of a place. They want advice and feedback from people they know they can trust rather than unverified unknown sources, such as online reviews.

”

*I believe in living life to the fullest right now. Travel is about growing, learning, doing and returning home with something worth sharing*

Participant, DE

# Valuable Legacy

## A new age of responsibility

**Legacy is a top priority for Active Seniors; more than just money or property. Their focus has shifted from what they leave behind to what they can teach their loved ones. Active Seniors dedicate their time and effort to being with their family and giving them something really meaningful.**

### — Make a difference

Altruistic motivations and a general desire to “make a difference” are much stronger. Active Seniors want to strengthen their family ties and leave a valuable legacy to their society and loved ones. They have the time, patience and generosity to give something back. Activities such as volunteering and work in the community grow in importance.

### — Owning vs. experiencing

The way that status is defined has evolved from “owning” to include more non-tangible assets. Specifically for Active Seniors this mean that they are far more interested on leaving a legacy filled with experiences and knowledge over real estate or money.

### — Sharing, being together

They value very much the time and experiences they gain with their grown up children and subsequent grandchildren. Whilst they continue to learn and grow themselves, they also want to broaden the eyes of their family, sharing the fulfilment of their dreams with them. Opportunities that allow them to keep in touch with their families are well received, specifically activities that support bonding are desired. However they should always be considerate of the differing interests that each member of the family may have.



”

*I tell my children that I have always lived like this, so that I can look myself in the mirror. And if today should be my last, I can simply say that I have lived life properly.*

*I enjoy myself and keep my body healthy too. I do that by living by my conscience each day, my principles, trying to give back a bit. Hence some of the voluntary work I do.*

**Participant, DE**

# Valuable Legacy

What does this mean for travel?



## — **Multigenerational & customized Travel**

Travel represents a great opportunity to bring different generations of a family together, building a rich heritage of experiences and special moments. Travel providers should approach this business opportunity in a consultative and flexible manner, taking into account the different needs and expectations of the different family members.

## — **Authenticity desired.... To some extent**

Some active seniors want to immerse themselves in a place and and interact with locals, not just with fellow tourists. For them spontaneity and experiencing the unexpected all add to the thrill.

Most want the established travel plans to take care of the basics, but would prefer advice on what their options are depending on how they are feeling on a given day, rather than everything being decided for them. As helpful as it is to be told "don't miss...", they also want to know "what to do if..." and "stay away from..."

”

*I don't think you can research authenticity, you have to be there and ask people in the area, hotel staff, waiters, etc*

**Participant, UK**

# Trustworthy Relationships

## Relationships not transactions

Even tech loving Active Seniors feel that efficient tools are a mean, not an end. When extending this view to the world around them, they express a desire to avoid dehumanization of society, they are fond of human interaction. Prescribers, experts and sales consultants play a key role in this segment that still trust them and rely on them for support.

### — Technology as a channel and not an end

They feel that technology can be sometimes be intrusive and not always reliable. Amongst Active Seniors, there are different degrees of technology expertise and clear differences across different countries. However, in general, there is a common perception in terms of technology, internet, social media, and mobile devices as a mean and not as an end. They don't see the need to always be connected unless there is clear reason. Technology helps them to stay in contact with friends and family, especially with grandchildren. Face-to-face, genuine connections are key, phone is still the main communication channel.

### — No rush

They are informed consumers and take the best purchasing decision based on the information collected, they use traditional sources of information, expert opinions and to some extent user generated content. They have more disposable time, so they don't want to feel pressured in taking shopping decisions.



”

*I don't think you should ignore technology. You keep up or get left behind. But you don't necessarily need the latest iPhone.*

Participant, US

”

*I do not participate very actively on Facebook but it is very useful to see what is going on, especially amongst the younger generation. You can follow where your children are travelling up to what they are doing.*

Participant, UK

# Trustworthy Relationships



## What does this mean for travel?

### — **A customized (à la carte) approach**

Some Active Seniors book where they search, others seek out alternatives based on loyalty cards, and others even book on apps. Most prefer to book offline, where they can speak to someone in person. However, this varies depending on what is being booked. Online is fine for familiar, less expensive, short-haul type of travel but offline is the preferred choice for unknown or less familiar destinations.

### — **Individual trust from experts**

Older travellers are open to the multitude of offers and inspiration online, but more importantly they trust the support from an expert. Especially for unknown destinations they would rather hear from people that know the destination well, so that they can tailor recommendations to their specific needs. These experts should also have stronger communication skills, be attentive and patient. Satisfied customers can become reliable ambassadors to their peers.

### — **Peace of mind**

They want to have the reassurance of a personal contact acting as a guarantee. This ensures a proper after sales support in case they have questions or something goes wrong during the travel.

”

*We have done research either through the internet or travel brochures. We have worked out what we want to do, the Salient points, and then we have approached one particular company. They will put it all together for you and arrange all your pick-ups and guides, and you've got one phone call to one head office if there is a problem. A customised itinerary.*

Participant, UK

amadeus

# The series continues

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With new questions for  
travellers



# The next stage of the ATTO Project

Looking into strategic customer segments and topics

**The journey to understanding the traveller continues this year, as we develop our insights by monitoring emerging consumer trends.**

This year we will see new challenges that the industry will have to face and overcome. And, as an industry leader, we as Amadeus want to ensure that we remain at the forefront of new developments through innovation.

We will continue to learn and pre-empt information about all customer segments, driving forward research and new ideas for the foreseeable future. You can stay connected with each of our developments through our [web](#) or the Amadeus Blog.

You should also look out for our report on the findings of our study for NextGen traveller.





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## Thank you

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