

Senior Citizens and Holidays

This report provides insight into the travel behaviour of senior citizens living in the Netherlands. The current travel behaviour is covered, as is the potential for different holiday types, destinations and providers. This report also covers the needs and preferences of this target group.

Increasingly important segment



Senior citizens take more holidays than the average Dutch person and tend to spend more money while on holiday as well. This population segment is growing in size, making it an increasingly interesting target group for the tourism industry.

If you would like to gain a better understanding of this group's travel behaviour, order the report 'Senior Citizens and Holidays'. This report contains detailed information about the travel behaviour of senior citizens and makes a distinction between the following age categories:

- 55 to 65 (mostly working)
- 65 to 75 (mostly retired)
- 75+ (higher demand for care)

We examine both current travel behaviour and the potential for different holiday types, destinations and providers. How do travel behaviours change as senior citizens age? And how important is this segment to the travel industry, both now and in the future?

The information is based on the large-scale continuous research on holiday making (*ContinuVakantieOnderzoek*), which investigates the travel behaviour of Dutch citizens.

Costs and plans



Senior Citizens and Holidays

€2,250

The above price does not include VAT. The first half will be invoiced after the order has been placed and the second half will be invoiced after the results have been published.

The report will be published in March 2017.

Travel behaviour of senior citizens



The report provides insight into:

- Current market size
- Expected market size in 2030
- Current travel behaviour (destinations, departure periods, duration, booking types, holiday types, accommodations, activities, travel companions, holiday budgets)
- Potential holiday type (all-inclusive holidays, cycling holidays, walking holidays, cruises and city trips)
- Considerations regarding provinces and destinations
- Preferences for holiday providers (hotel and bungalow chains)
- Healthcare needs and requirements while on holiday

Contact



If you have any questions, please feel free to contact us. Our reports can be ordered by e-mail.

+31 (0)70 370 52 04

info@nbtcnipo.nl

www.nbtcnipo.nl

About NBTC-NIPO Research

NBTC-NIPO Research is a full-service research company in the field of holiday, recreation and business travel. The market leader in demand-oriented research in this sector, we know what is happening.

Our knowledge and research possibilities will support you with the challenges you face.

