Senior citizen as a market segment for Swedish travel industry

MBA Programme 2012
Master Thesis for IY2542 V14
15th February 2015

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Abstract:

The senior tourism is getting more and more attention in many countries as the importance of this market segment becomes more evident. This is strengthened by political initiative/project, where generous financial aids are offered to develop promotion and communication activities to disseminate the transnational packages and raise awareness on the tourism offer for seniors (EU-Commission, 2013) could be interpreted as a possible under-served trend within tourism.

Purpose of Research: This report aims to give insight into how the senior tourism is defined and how it is served by the Swedish main stream travel companies. Further in this thesis the authors are trying to find an answer if the market segmentation where senior citizens would be defined as a specific market segment, would benefit the companies.

The authors want also to investigate the characteristics which may affect the perception of the particular market segment with

Research Question: Should the senior citizens be considered as a distinct market segment within Swedish travel industry?

Method: The main research material as collected in the literature and contemporary scientific articles. As the theory underpinned with scientific findings gave ground for a framework, the authors created a questionnaire addressing retired or near-to-retirement individuals in order to get better insight in the market. The present travel market was investigated to check how the aforementioned group was targeted and perceived. As a complement to our work we have taken part of a survey performed by Ving, Swedish holiday tour operator and present and examined their findings

Conclusions: Swedish senior citizens’ travel behavior, like their peers in western countries, are affected by number of travel and leisure constraints. Income, cognitive and subjective ages, family situation and the health can be mentioned as some of these constraints. There are also indications that the senior citizens can be characterized as a specific market segment but we did not find any need for such a definition. The lack of explicit focus on the group is originating in the fact that the group is appropriately targeted in the common offer of travel agencies. I.e. there is no need for changing the existing marketing and product portfolios to better serve the market, or to enter a new market. The senior citizens are satisfied with the existing offers and structure of travel industry.

Keywords: Senior citizens, travel, travel constraint, leisure constraint, market segmentation
Acknowledgments

We would like to thank the supervisor Dr. Mitchel for his guidance, and we wish to express our gratitude to Dr. Lindquist for his valuable inputs on the thesis.

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1. Introduction

Developed countries are facing today the arrival of a demographic ageing wave, which could initiate enormous opportunities for several industries (Dychtwald, 1997). According to Delphine Le Serre Corinne Chevalier (1998), the greatest proportion of ageing people is today located in Europe (around 15 per cent of the European population age 65 and over, in comparison to 14 per cent in Japan and 13 per cent in the USA (cited in United Nations, 2009).

Never before in Swedish history, so many people reaching retirement age at the same time. A direct result of the large number of people born in the 1940’s exiting from the labor market may have its root in increasing number of retirees. In 2006 the proportion of seniors over 65 years old was 17% and in 2020 the proportion expected to increase to 21% (Segerström, 2012). There are over 2 million senior citizens in Sweden with diversified ethnic background and financial situation. We think these facts and earlier statements require more examination, and also realizing the size and power of the elderly segment would be a starting point for any industry or market to understand the golden opportunities which lies within this segment, whether it is consumer market or tourism industry.
Using theoretical and empirical research and frameworks within tourism, travel constraint theory, leisure model and tourism market segmentations would help to examine how senior traveler’s market segment in Sweden is shaped and how and if it can be exploited.

1.1 Background

The increasing attention to the senior market segment is a worldwide phenomenon since seniors constitute a significant market segment (Jang, Bai, Hu and Wu, 2009). Understanding seniors’ travel motivations is a critical issue to travel marketers who compete for this market. One way of understanding the senior travel market in Sweden is by examining the available travel packages and how the travel companies position themselves in Swedish travel markets and how they target the elderly segment. By examining current offerings in the Swedish market, one might say there is a very limited tailored travel and leisure’s offerings toward senior citizens/travelers compared to other segments of the market e.g. families. Even though some of other offerings can cater for senior travelers as well, but still, the senior travelers are not the primary segment when promoting these packages and services.

The main questions which arose from this observation were; how the elderly travelers and the possible market segment is defined? And, if the elderly travelers segment in Sweden is big enough or profitable for leisure and travel service providers (travel companies). The lack of attention for this market segment in general was latter strengthened by political initiative/project started by European Commission. The project was ‘a call for proposal’ aiming "to facilitate transnational tourism flows of seniors within Europe in the low season" (EU-Commission, 2013). The background for this call for EU proposal was the aging society in Europe "Europe counts more than 128 million people aged between 55 and 80 years, representing about 25% of the total population" (Ortún, 2013). "Nevertheless the senior citizen despite being individuals who have leisure time, enjoy a better health, have a higher life expectancy and profit of a greater spending power than previous generations" (Ortún, 2013), are underrepresented as customers in the travel industry.

1.2 Problem discussion

Jang, Bai, Hu and Wu (2009) state that the travelers’ behavior can usually be predicted by their intention. Intention is sometimes considered more effective than behavior to comprehend the human mind. Jang, Bai, Hu and Wu (2009) further argues that the importance of measuring travelers’ intention to accurately examine what they are likely to do. Another significant factor that helps understand seniors’ travel is motivation as the key driving force behind travel behavior.

Kimm (2012) explains that the motive can be defined as “something that causes a person to act in a certain way, do a certain thing, etc.” (Dictionary.com), and motivation as “the reason or reasons behind one’s actions or behavior” (AskOxford.com). Constraint can be defined as “limitation or restriction” (Dictionary.com; AskOxford.com). When these definitions are joined, leisure activity participation constraint can be interpreted as a barrier factor against leisure activity
participation, or as a cause of frustration to participate in leisure activities such as traveling or
golfing. Kimm (2012) explains that in a broad sense, leisure activity participation constraints
would include a limitation/restriction on motives, and other factors such as personal or social
situations preventing one from participating in leisure activities.

Understanding travel constraint theory, the leisure constraint model and the market segmentation
approach can help the researchers to identify the senior market and try to understand different
sub-groups of senior travelers. What will make them travel and what they want when they travel.

1.3 Problem formulation and purpose

There are a number of researches regarding elderly travelers, but few studies in particular
interesting where the senior market has been targeted using these elements (Travel Constraint,
Leisure model and Market segmentation) in different countries and continents

Fleischer and Pizam (2002) conducted a study of senior travel market of Israel, where they found
among other things, that individuals at the age group of 55 and above take vacation depending on
their income and health status. But the length of vacation will change with the age cycle. When
the income constraint becomes effective, and if it is decreasing so is the number of vacation days.

Chen and Wu (2008) conducted a study of senior travel market of Taiwan and one of the
findings is delineation of four motivations for Taiwanese senior travelers; relaxation, novelty,
escape, and socialization - that are also frequently cited in previous studies (Fleischer and Pizam,
2002).

Hsu, Cai, Wong (2006) conducted their study of senior travel market of Beijing and Shanghai,
which they through a qualitative survey and review of motivation theories have proposed a
conceptual model of tourism motivation for China’s seniors. Eight propositions are developed
through examination of China’s social and cultural environments and the synthesis of aging
theories and extant literature on the motivation of seniors in developed countries

Andersson and Ericsson (2013) did a qualitative study with abductive\(^1\) approach on the Swedish
so-called Baby Boomers travel preferences, i.e. what they want to do on their vacations, what
makes them choose the destination and also how to communicate with them based on their need.
Their focus group and deep interviews showed that Swedish Baby Boomers participate in more
challenging activities on their trips than the previous generation thanks to a better health and
fitness. Baby Boomers are also demanding the same types of products previously they did, but
adapted to their current life-cycle placement as well as older age.

Andersson and Ericsson (2013) state that Swedish Baby Boomers prefer to explore new cultures
and environments, experience excitement as well as relaxation. The safety is a major concern and
factor when choosing the destination. The length of stay can vary from 3 days to 30 days based
on the activity they want to do at the destination. But the study states no other direct link

\(^1\). Alternated between empiricism and theory during the study as the subject felt wide in order to limit the study in
order to reach the aim
between other factors and the length of stay. Our believe is that the study is showing a clear push and pull model (explained later). After reviewing the political encouragement from EU regarding the senior travelers and also examining mentioned studies, we would like to focus on the following research questions:

**Primary Research Question (PRQ):** How the elderly segment is defined and how travel and Leisure theories affects the senior travel behavior. And to find out if the senior citizen is sustainable as a market segment for Swedish travel industry.

**Supporting Research Question (SRQ):** We would like to find out if affordable, tailored travel packages for citizens would make travelling more attractive. And if there were solutions with different price levels for long term travelling including permanent or semi-permanent residence on the travel destination. And which criteria must be fulfilled for travelers to take up this offer.

## 2. Theory

Literature study cannot confirm or discard the proposed hypotheses but can be used to provide an advisory framework guide further analysis. Our scope is to investigate seniors’ travel constraint and travel motivation as well as interrelationships between these two “realities”. Traveler behavior can be predicted by underlying motivations. Therefore, identifying the variables that influence seniors’ travel motivation allows travel marketers to effectively understand the motivations and better tailor tourism products and services for the senior market segment.

Several variables play crucial roles in the vacation behavior of seniors. Socioeconomic variables, including age, gender and economic status are example of such variables. But other factors like health status are also critical for seniors to be motivated and to participate in travel activities. In order to understand this, we need to look into travel motivation as well as travel constraints and how these affect the senior market.

We will first look into different travel and leisure constraints model, to understand what variables would have the most effect on seniors travel behavior. We would also need to look into market segmentation theory and try to understand how it works and how it would affect the definition of Senior Citizens Segment in Sweden.

### 2.1 The Leisure Constraint Model

The leisure constraint model is one of a number of theories that can be extended and related to travel choice behavior. The hierarchical leisure constraints models first presented more than two decades ago by Crawford and Godbey (1987) and Crawford, Jackson, and Godbey (1991). We will in this chapter discuss the constraint model and try to get an understanding.

“Leisure constraint can be used as a way of finding the driving force behind travel-decision process (Chen, Wu, 2010)” . According to Chen and Wu (2010), the leisure constraints can provide a conceptual framework that may help understand why individuals do not participate in specific tourism activities. Crawford and Godbey (1987) propose a model of the relationship of
leisure barriers, preference and participation of family leisure. They categorized constraints into three categories, according to the way that they will influence participation: Intrapersonal, Interpersonal, and Structural. To able to further discuss these barriers we need to get a better understanding of what these barriers are and how they are interrelated.

Crawford and Godbey (1987) further states that Intrapersonal barriers (Figure 1) involve individual psychological states and attributes which interact with leisure preferences rather than intervening between preferences and participation. Examples of such intrapersonal barriers include stress, depression, anxiety, religiosity, kin and non-kin reference group attitudes, prior socialization into specific leisure activities, perceived self-skill, and subjective evaluations of the appropriateness and availability of various leisure activities (Crawford and Godbey, 1987, p122).

![Figure 1, Crawford and Godbey's (1987) Intrapersonal constraints (figure taken from Kattiyapornpong and Miller, 2008)](image1)

With other words Intrapersonal barriers involve individual psychological attributes and states, which interact with leisure preferences rather than intervening between preferences and participation. Kattiyapornpong and Miller (2008) argue that these barriers are somewhat unstable and possibly temporal.

Interpersonal barriers (Figure 2, Crawford and Godbey’s (1987) interpersonal constraints) are the result of interpersonal interaction or the relationship between individuals' characteristics. These barriers are either the product of the intrapersonal barriers which accompany spouses into the marital relationship, thus affecting joint preference for specific leisure activities, or those barriers which arise as the result of spousal interaction. Barriers of this sort may interact with both preference for, and subsequent participation in, companionate leisure activities (Crawford and Godbey, 1987). Barriers of this sort may interact with both preference for and participation in leisure activities.

![Figure 2, Crawford and Godbey's (1987) interpersonal constraints (figure taken from Kattiyapornpong and Miller, 2008)](image2)

Structural barriers, Figure 3, Crawford and Godbey’s (1987) structural constraints represent constraints as they are commonly conceptualized, as intervening factors between leisure preference and participation. Examples of structural barriers include family life-cycle stage, family financial resources, season, climate, the scheduling of work time, availability of opportunity (and
knowledge of such availability), and reference group attitudes concerning the appropriateness of certain activities (Crawford and Godbey, 1987).

Crawford, Jackson, and Godbey’s (1991) argued that despite the new insight Crawford and Godbey’s (1987) models offered, they were conceptually disconnected (Crawford and Godbey’s, 1987, p-312) and failed to indicate the dynamic process of how people might negotiate a series of constraints and hence introduced a new model to confront this problem (Crawford and Godbey’s, 1987).

After viewing the original model (explained above), one would see that it was concerned with explaining and describing the relationship between leisure activity preferences and constraints and also subsequent leisure involvement such that constraints were seen as leading factors that related to both preferences and participation (i.e. Interpersonal), condition activity preferences (i.e. Intrapersonal), or to get involve in the preference participation relationship.

The 1991 hierarchical model extended the initial theory by linking the three constraints factors hierarchically, the factors being arrayed from most proximal (Intrapersonal) to most distal (Structural) (Crawford, Jackson, and Godbey, 1991).

Crawford, Jackson, and Godbey’s (1991) extended the existing leisure model illustrated by Crawford and Godbey (1987) to show how constraints affect choices among people who are already participating. Crawford, Jackson, and Godbey’s (1991) suggested that these constraints are rather aligned in a sequential manner and introduced a hierarchical model of constraint (Figure 4, Crawford et al.’s (1991) hierarchical model of leisure constraints). This model proposes three interrelated categories of leisure constraints (intrapersonal, interpersonal, and structural) that determine participation and also influence formation of leisure preferences. In this model, constraints are aligned in a sequential manner such that participation depends upon the successful confrontation of each constraint level in turn (Crawford, Jackson, and Godbey 1991).
Here is an example to illustrate the model Crawford, Jackson, and Godbey’s (1991) propose. Leila is a senior citizen with Iranian decent who has lived in Sweden most of her adult life. She is married to Ali who also originally come from Iran who also has lived most of his adult life in Sweden. Leila wants to take a yoga course but her husband, Ali, is an old fashion guy who does not believe that Iranian men, particularly in his age, should do yoga despite having lived in Europe for decades and is familiar with western culture. For Leila, this intrapersonal constraint was the most powerful deterrent to participation. In the absence of this intrapersonal constraint, Leila was then faced with the interpersonal constraint of finding someone who also wants to participate in a yoga class. But luckily she managed to overcome this obstacle by realizing that couples of her friends are also facing the same problem with their husbands. She managed to build a group with her friends with the same intrapersonal constraint to take a yoga course. The last problem was finding a suitable place yoga classes with right level suitable for her age, i.e. structural constraint. This constraint was removed when she find out that it is possible to arrange a custom yoga class if there is enough participants.

Constraints that affect older people’s leisure involvement are usually classified in two broad categories. These categories typically include societal (structural) and individual (personal) constraints (Rojek, Shaw and Veal, 2006). The individual constraint is later divided into intrapersonal and interpersonal (Crawford and Godbey, 1987). Additionally, other interpersonal constraints which can be mentioned are; social isolation, lack of a partner due to widowhood or divorce, loss of freedom due to caregiving responsibilities, and lack of independence and spontaneity in leisure (Rojek, Shaw and Veal, 2006).

After presenting and viewing three principal components of leisure constraints theory, it is clear that these models represent stages of theorizing that contributed in the way of thinking about leisure "barriers". Constraints theory has served as the platform for a significant body of research over the past two decades and, will give us guidelines for design of the questions needed for gathering data among senior citizens.

Several constrains must be examined, addressed and assessed in order to formulate the appropriate questions, which will provide data for hypotheses assessment. These models are focusing on the individual and the individual’s situation, which may or can affect their travelling patterns. The individuals have intra- and interpersonal as well as structural constrains. Knowledge of general constrain configuration can help to understand the relation between hypotheses and the survey findings.

### 2.2 Travel Constraints Theory

Chen and Wu (2008) states: “Unlike motivations that serve as energizers, constraints towards traveling function as filters for tourism demand, preventing the decision makers from engaging in travel even though the motivation may exist (Page and Hall, 2003). Leisure constraints can provide a conceptual framework that may help understand why individuals do not participate in specific tourism activities”, age can be mentioned as a most important travel constraint. It can be
argued that travel constraints are quite different from general leisure behavior in ways such as cost, duration and commitment (Kattiyapornpong and Miller, 2008).

A number of studies have conducted on constraints to travel behavior and several researchers have studied influences of constraints on activities participation. Kattiyapornpong and Miller (2008) found out that age, income, health and life stage have significant differential and interactive effects on travel behavior. It is further shown that socio-demographic variables act in different ways to constrain/free different types of travel behavior.

The mentioned constraints are the most common travel constraints, which are studied and discussed in this thesis since they are most relevant for elderly travelers. However age constraint behaves differently for elderly travelers than younger travelers. When it comes to age we must take into two considerations, one chronological age i.e. how many years the person actually has lived and subjective age also referred to as cognitive or self-perceived, i.e. the age the person actually experiences. Apparently, the gap between subjective/chronological age and chronological age increases as people grow older, so that progressively older people feel younger by a wider margin. Middle-aged adults place their self-perceived ages as anywhere between five and 15 years younger than their chronological ages, while more than half of adults aged over 60 feel, on average, between 16 and 17 years younger (Muller and O’Cass, 2001). Several studies have been conducted for consumers and it has been noticed that there is significant differences between, particularly older consumers’, consumers’ chronological age and their perceived age. For instance, very small proportions of consumers see themselves as belonging to their own age group, with a significantly high proportion belonging to an age group at least a decade younger (Edgar and Bunker, 2013).

Number of children, size of the city of origin and culture are other examples of travel constraint but not included in this thesis. Since theses constraints will either less effect on the elderly travelers or it makes the data collection process more difficult due to access to senior citizens with different ethnicity. Data collection will be explained more in Method section.

A very important possibility to consider is the fact that, the targeted group may be inhomogeneous i.e. containing subgroups are not evenly spread as we would like to consider senior citizen travelers segment. It is advantageous to be fully aware of the dynamic group characteristic changes. In a most extreme case it may be possible that the proposed market segment must be redefined to serve the market in best possible way. We will use the agile methodology and framework to handle changes and diversities in a more efficient way.

2.3 Push & Pull Travel Theory

There are other travel theories, which can explain how the factors such as travel constraint and travel motivation influence senior travelers. Push and Pull theory is often used to explain what motivates the travelers, what they want to do and what make them choose destination. This concept involves the theory that people travel because they are pushed and pulled to do so by

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2 http://glossary.tenrox.com/Agile-Methodology.htm
“forces”. (Baloglu and Uysal, 1996) mention that these forces (motivational factors) describe how individuals are pushed by motivational variables into making a travel decision and how they are pulled (attracted) by the destination area.

Baloglu and Uysal, (1996) also explains that most of the push factors which are origin related are intangible or intrinsic desires of the individual travelers such as the desire for escape, rest and relaxation, health and fitness, adventure, prestige, and social interaction. Pull factors are those that emerge as a result of the attractiveness of a destination as it is perceived by the traveler. They include tangible resources such as beaches, recreation facilities and historic resources as well as travelers’ perception and expectation such as novelty, benefit expectation and marketed image of the destination.

One question which may arise is, how push and pull factors are correlated? Boksberger et al. (2008) explains that as the push factors are also considered as socio psychological needs that predispose a person to travel, and pull factors are ones that attract the person to a specific destination after push motivation has been initiated. Push factors are internal to the person and establish the desire to travel, whereas pull factors are external to the individual and are aroused because of destination attractions.

So, how would the push and pull model position itself toward travel and leisure constraint? Is there any correlation between (push and pull) and (travel and leisure constraint)? Professor Abraham Pizam3 (part from our e-mail conversation with him) simply clarifies these questions in three steps.

First, what we want in leisure and tourism is highly associated with those activities that are attractive to us. For example, we would not want to skydive if we find this activity unattractive, but we would want to go fishing if this activity is to our liking. Thus in most cases the push and pull in hedonic activities are correlated positively.

Second, push and/or pull are not necessarily correlated to constraints. I would love to go on a suborbital flight as an amateur astronaut because I find this activity highly attractive and want to do it but my physical constraints would not permit this. In my case, despite the physical constraints, I still find it attractive and dream about doing it. Thus in my case the push/pull and constraints are not correlated.

Third, but for someone else, the constraints might modify the perception of attractiveness and desire to do the activity, and change it from positive to negative (i.e. since the person can’t do it anyway, the activity is no longer attractive and desirable to them). This modification or rationalization of attitudes is called Cognitive Dissonance, which refers to a situation involving conflicting attitudes, beliefs or behaviors (more: http://web.mst.edu/~psyworld/cognitive_dissonance.htm).

3 Abraham Pizam is Professor of Tourism Management in the School of Hospitality Management at the University of Central Florida. His research interests are in the area of tourism management and marketing.
2.4 Market Segmentation

“There’s a saying that you’re never too old to feel young”. As we mentioned earlier, there is a gap between actual age and the age people say they self-perceived, but also that the gap between reality and perception increases with age, i.e. the gap increases the older you get. So, what is the cut-off age when it comes to senior citizens? There are a couple of legal age limits, which allow seniors to start enjoying the benefits provided by the government in Sweden. Or even to have an early pension depending on the health condition of the person. The benefits may vary depending on the age of the retiree. But the in general, the pension age depends on gender and men have the longest pension cutoff age in Sweden (www.skatteverket.se).

Not all seniors have the same tourism motivation and preferences. Differences exist across genders, age categories, socio demographic characteristics, health status and numerous other factors (Fleischer and Pizam, 2001). With other words People are different; they have different needs and different references. These needs are not constant and may be changed over time and the way of living. The way of living are constantly changing, new technologies and possibilities will change current habits and even create new ones. Market segmentation is the strategic tool to account for non-uniformly among tourists by grouping them into market segments. Each market segment will include members similar to each other and dissimilar to members of other segments (Dolnicar, 2008). That’s why market segmentation can be used as a tool to identify the customer’s needs and its changing pattern.

If a segment wants to be useful, a number of requirements should be fulfilled. Examples of these requirements can be as size of segment (shall be sustainable), the segment shall be identifiable, and the segment shall be reachable (Dolnicar, 2008).

There are also many theories on how the tourism market segmentation can be approached. Tourism market segments can be derived in various and different ways. Main segmentation approaches can be classified as being either a priori (Mazanec, 2000) -- commonsense segmentation approaches (Dolnicar, 2004a), or a posteriori (post-hoc, data-driven) segmentation approaches (a posteriori, Mazanec, 2000; post-hoc, Wedel & Kamakura, 1998). But there are other approaches i.e. combinations of both where typically one commonsense segment is chosen and further split up into data-driven subgroups, and a sequence of two common sense segmentations (Dolnicar, 2004a). Figure 5, Dolnicar’s (2009) systematics of segmentation approaches shows how this segmentation can be done by using different approaches.
Posteriori (post-hoc, data-driven) segmentation deals with data after the experiment has concluded and looks for patterns that were not specified in advance. Posteriori segmentation method uses no pre-selection of respondents before segmentation study and groups of members are based on more than one characteristic. It is said that the groups of consumers based on posteriori segmentation, the segment does not exists it will be created. When conducting a posteriori segmentation, several criteria shall be taken into consideration, e.g. sample size, number of variables, and data format (Dolnicar, 2008b).

A priori market segmentation model is not derived from any customer data. Rather it is a model that is based on a widely known variable or classification scheme. Using the priori segmentation (commonsense segmentation) the segments will be defined. It deals with pre-determined criteria and people/consumers will be assigned based on certain criteria. This means that the base for segmentation prior needs to be set prior to analysis (e.g. demographic measures of consumers). A consumer-based priori segmentation model could be based on education, age, income or gender when conducting priori segmentation model for business products. The advantage of an a priori segmentation model is that it can be developed quickly and inexpensively. The main drawback is that a priori models are in general only marginally better than mass marketing.

### 2.5 Tourism Segmentation

Woodward and Seaton (2007) state in the ETC\(^4\) report that there were only 11.5 international trips per 100 population in the year 2000. While this figure has increased from 4.5 in 1970, it is anticipated to be still at 21 international trips generated by 100 population by 2020. Woodward and Seaton (2007) further state that segmentation will play a major in the identifying who the target people are, what products they are seeking and what is the best way to persuade them to come to the destination. These are all the parts of the segmentation process, which can vary from one method to other but it is obvious that every tourist is different from the other and they are  

\(^4\) European Travel Commission
attracted by different tourist destinations and likes to engage in different activities. There are different approaches to tourism segmentation and the subject is widely examined by different researchers. Covering all aspects would be an impossible task to cover in this thesis. Hence this thesis focus will only on some of these approaches made in this field, which also can be explained by travel theories explained earlier.

In order to do divide tourism into different segments we need to understand what tourism and tourism behavior are. As tourism paradigm is related to human beings and human nature, it is always a complex proposition to investigate why people travel and what they want to enjoy (Mohammad et al., 2010). Mohammad et al. (2010) further state that in major studies, it is generally accepted that push and pull motivations have been primarily utilized in studies of tourist behavior. The discoveries and issues undoubtedly play a useful role in attempting to understand a wide variety of needs and wants that can motivate and influence tourist behavior. Nevertheless, Yoon and Uysal (2005) argue that the results and effects of the motivation studies of tourist behavior require more than an understanding of their needs and wants.

Mohammad et al. (2010) states the concepts needs and motivations are interrelated. The existence of the former brings the latter. In other words, people may intend to take a trip to fulfill their physiological (food, climate and health) and psychological (adventure and relaxation) needs (as cited in Mayo & Jarvis, 1981). Therefore, the prime reasons encouraging individuals to take a vacation or participate in a tourist activity can be regarded as motivations. However, it is unlikely to expect someone to travel solely for the purpose of fulfilling their physiological and safety needs such as eating, sleeping and having a more secure environment. In addition, making good friendships and prestige could be other reasons for travelling to another country. People have different reasons for taking a vacation (as cited in Mayo and Jarvis, 1981) either in the same country or abroad, e.g., to see a different place, enjoy good weather, sea and beaches, escape from routine, have fun, satisfy educational, cultural or family needs and so on.

Cathy et al. (2009) believe that destination decisions are usually energized by several factors working together as travelers’ various motivations operate in tandem or combination as a multi-dimensional construct. Motivation is defined as a state of need or a condition that propels an individual to take a certain action that elicits satisfaction. Cathy et al. (2009) furthermore state, considering motivation can be affected by various objective (e.g., socio-demographic characteristics) and subjective (e.g., psychological propensities) factors, understanding seniors’ travel motivation in conjunction with objective (e.g., age, income) and subjective (e.g., feeling guilty) travel constraints could render important marketing cues and directions for destination marketers and tourism professionals (Huang & Tsai, 2003).

2.6 Elderly as a Segment (what to consider)

According to Moschis, Mathur and Lee (1997) there are two main factors which have contributed to the increasing attention toward the seniors. First, more people are living far longer lives than has ever been true in the history of mankind. And the second is the baby-boomers approaching retirement years.
The growth in the aging population is likely to affect businesses. Companies will have to understand the consumption needs of elderly segment people and how the older market responds to various marketing activities of the firm.

Moschis, Mathur and Lee (1997) further believe that many companies are aware of the elderly marketplace, but many of them are still not convinced that they should appeal to the older consumer market differently than they presently market to the general population. So, the questions would be who is an older consumer? One segment or many? To answer these questions we need to look into how the segment is traditionally been looked at.

Sudbury and Simcock, (2009) state that grouping all older consumers into one age-based category may result in marketers overlooking crucial segments of this important market, because as people age they become more dissimilar with respect to lifestyles, needs, and consumption habits. They also argue that early attempts to segment older consumers tended to be based on chronological age groupings. Another example is, segmenting older consumers by using the age of the housewife, but no differences between segments in terms of advertising responsiveness or deal proneness were found (as cited in McCann , 1974). Leventhal (1991) proposed segmenting older consumers on the basis of chronological age, and then took into consideration factors such as buying power, marital status, and health.

It is also worth mentioning that there is a gap between actual age and the age people say they self-perceived, but also the fact that the gap between reality and perception increases with age, i.e. the older you get the gap increases. Moschis, Mathur and Lee (1997) mentions that one would think that any age boundary used is not likely to produce a meaningful definition. Therefore, it often becomes necessary to use an arbitrary age, and even chronological definitions need to be placed in a proper perspective.

2.7 Hypothesis to be verified in the survey

Eisenhardt (1989) explains that development of theory is a central activity in organizational research. Traditionally, authors have developed theory by combining observations from previous literature, common sense, and experience. However, the tie to actual data has often been tenuous. She further argues that it is the intimate connection with empirical reality that permits the development of a testable, relevant, and valid theory.

This thesis is not only built on the observation on growing segment and the political attention senior citizens have received from EU. But it is also built upon studies such as Crawford, Jackson, and Godbey (1991), who grounded a model proposing three interrelated categories of leisure constraints (intrapersonal, interpersonal, and structural) that determine participation and also influence formation of leisure preferences. Several aspects of this process are discussed in the literature. But in order to be able to verify the proposed hypothesis (upcoming chapters), we decided to break down the thesis in several parts in order to be able to tie them to survey questions as well as making more clear and easy to follow. We will also review and discuss the surveys questions and how the will be used for verification of the hypothesis.
2.7.1 Hypothesis H1

Fleischer and Pizam (2002) found out that the individuals at the age group of 55 and above take vacation depending on their income and health status. But the length of vacation will change with the age cycle. When the income constraint becomes effective, and if it is decreasing, so is the number of vacation days. Kattiyapornpong and Miller (2008) also supports that income is one of the factors that has significant differential and interactive effects on travel behavior.

The first hypothesis of this thesis can be defined as:

*There is a correlation between income and the length and frequency of the travel.*

In order to examine this hypothesis we decided to split the hypothesis into three parts, where each part would contribute to see the effect of economy on the travel pattern. The evaluation parts are as follow:

- H1_1: Effect of economy on nr of travel in general regarding and its duration.
- H1_2: Effect of economy on nr travel to outside Europe regarding and its duration.
- H1_3: Effect of economy on nr of travels to Europe outside the usual holiday periods.

Based on the discussed literatures above, we believe the financial status, frequency of travel, length of travel, together with travel destination (both outside and inside Europe) would help us see the travel pattern and behavior of senior citizens. Hence, be able to validate the H1. That’s why we used financial status (q3), along with number of yearly vacations (q9, q13, and q14), duration of travels (q10 and q16) and destinations of travels (q13, q14 q15 and q16) in order to see how the financial status would affect the travel and leisure behavior. Chapter 10.1 describes how the answers are weighted against each other and how the sub-hypotheses are discussed based on the obtained data.

2.7.2 Hypothesis H2

Though there are many constraint preventing seniors from travelling or how they might travel, health factor has been one of the major facts that influences travel decision. Lee and Tideswell (2005) has identified the physical limitations as one of the factors that constrain seniors in their travel. Nyaupane el at. (2008) also argue that high cost, potential health problems, too much time spent to get to a destination and safety concerns are the four major perceived constraints which influences pleasure travel destination decisions. Thus we have formulated the second hypothesis of the thesis as:

*There is a correlation between age, health status and place of travel (destination, distance to travel, frequency).*

In order to examine this hypothesis we decided to split the thesis into 4 parts, where each part would examine the correlation of these variables. The evaluation parts are as follow:

- H2_1: Effect of age on travels to outside Europe and its length.
- H2_2: Effect of age on travels to Europe and when during the year.
As Nyaupane el at. (2008) discussed several travel constraints as health, distance to travel etc. influences destination decisions. We used the similar approach as in H1 but used the age parameter (q1) with destination of travels (q15), frequency of travels taken during the year (q9, q13 and q14) used with duration of travels (q10 and q16) together with health questions (q23 and q24) as input to validate H2. Chapter 10.2 describes how the answers are weighted against each other and how the sub-hypotheses are discussed based on the obtained data.

2.7.3 Hypothesis H3

Crawford, Jackson, and Godbey’s (1991) suggest a hierarchical model of constraint (Figure 4, Crawford et al.’s (1991) hierarchical model of leisure constraints). This model proposes three interrelated categories of leisure constraints (intrapersonal, interpersonal, and structural) that determine participation and also influence formation of leisure preferences.

‘Several studies have considered the influence of socio demographic characteristics, including life stage or age, on perception of constraints’ (Nyaupane el at., 2008). Nyaupane el at. (2008) also argues that senior population is not homogenous (cites in Fleischer & Pizam, 2002). In terms of travel constraints, retirement seniors were more like to be constrained by physical problems, lack of physical energy, travel companion, interest and transportation issue.

Thus the third hypothesis of this thesis is formulated as:

*There is a correlation between leisure constraint, travel motivation and demographic characteristics.*

We believe, this hypothesis is more general than other previous 2. Hence it requires to break down the hypothesis into more sub-hypotheses. In order to do so we decided to split the hypothesis into 7 parts, where each part would examine the correlation of different travel constraint with demographic data. These evaluation parts are as follow:

- **H3_1**: Effect of working status on expectation from vacation.
- **H3_2**: Effect of marital status on expectation from vacation.
- **H3_3**: Effect of education on expectation from vacation.
- **H3_4**: Effect of work status on planning the vacations.
- **H3_5**: Effect of spouse work status on how it affects the vacation planning.
- **H3_6**: Effect of marital status on the choice of taking vacation with other family members or friends.
- **H3_7**: Effect of level of travels on the choice of taking vacation with other family members or friends.

McGuire (1984) identified other constraints such as time factors (no time to travel, the need to work, tourism interrupting normal routine, and being too busy doing other things); approval (family and friends would not approve, feel guilty about going on trips, and afraid to make
mistake by going to a disappointing place). Barring this in mind we can see that there are several intra- and interpersonal constraints limiting the seniors as Crawford, Jackson, and Godbey’s (1991) suggested. Hence the questions are divided in both interpersonal and intrapersonal travel constraints group, where we look at work status (q5, q6), spouses work status and their effect on travel planning (q7 and q8), and time and availability of taking vacations (q20 and q20). Last but not least, purpose of vacation and activity level of vacations (q20 and q17) and preferences on traveling with other family members (q17 and q19) can also be considered to belong to these group of travel and leisure constraint group. We also look at the demographical parameters like education level (q4), marital status (q2) in combination with mentions travel constraints.

Chapter 10.3 describes how the questions are combined and how the answers are weighted against each other and also how the sub-hypotheses are discussed based on the obtained data.

2.7.4 Hypothesis H4

Tour packages are one of the options preferred by the senior citizen versus the non-senior, mainly for reasons of convenience, security and to have travel companions. There are many studies linking the package tour to people of advanced ages, using age as the sole criterion of segmentation (Bai et al., 1999). However, some of these studies (Bai et al., 2001; Javalgi et al., in Patterson 2006) have shown that age is only one of the variables that explain this behavior and there are other variables such as sex, income, employment status, and type of companion. In this sense, Javalgi et al. (Patterson 2006:146) found relationships between the type of trip chosen and the traveler’s employment status and income, among other factors; they suggested that retired senior citizens who depend on a retirement income prefer tour packages because these are cheaper, compared with senior citizens who are still active in the labor market and younger individuals. On the other hand, senior citizens also travel independently, especially younger ones who prefer to organize their trips themselves, Alén et al. (2012).

Wong and Lau (2006) findings revealed that most of the respondents preferred to travel with more than four people, and their companions were most likely to be their relatives. Friends were the second most important group, almost as important as families. Very few people traveled with colleagues. Reviewing these studies made the base for our last hypothesis, which is:

**Senior travelers would rather choose travel packages tailored for seniors than other main stream travel packages.**

In order to examine this hypothesis we decided to split the hypothesis into 3 parts, where each part would examine the correlation of these variables. The evaluation parts are as follow:

- **H4_1**: Effect of age on choice of travel package.
- **H4_2**: Effect of marital status on choice of travel program or package.
- **H4_3**: Effect of financial status on choice of travel program or package.

Based on the discussed literatures above, we believe using age constraint (q1) and travel package type (q18) and demographic information such marital status (q2) and financial status would be used as variables for validating H4. Chapter 10.4 describes how the questions are combined and how the answers are weighted against each other and also how the sub-hypotheses are discussed based on the obtained data.
2.7.5 Additional investigation: Cognitive Age vs. Chronological Age

Investigation of correlation between cognitive and chronological age was not originally a part of this thesis, however we found the cognitive age subject quite interesting and decided to take this as an additional hypothesis. As Muller and O'Cass (2001) argues middle-aged adults place their self-perceived ages as anywhere between five and 15 years younger than their chronological ages, while more than half of adults aged over 60 feel, on average, between 16 and 17 years younger. Statistical significance evaluation. We also see a number of studies conducted in this filed (Edgar and Bunker, 2013) where very small proportions of consumers see themselves as belonging to their own age group, with a significantly high proportion belonging to an age group at least a decade younger. Reviewing these studies made the base for our last hypothesis, which is:

*There is a correlation between cognitive and chronological age.*

After reviewing the mentioned literature we decided to existing questions, cognitive (q23) and chronological age (q1) to validate this hypothesis.

2.8 Data Collection

There are many considerations when designing a questionnaire. We need to know the source of data, how the data is collected and which approach is used to build the questionnaire. In this section we will briefly go through these consideration for our questionnaire design, which we found relevant and helpful for carrying on the work in this thesis.

**Source of Data**

We need to separate what kind of data sources exists and how to use them. Saunders et al. (2009) separates two type of data (based on its availability) when a research is started. Primary data, is data newly collected for the purpose of the research on hand. Secondary data, is data that has been already collected for some other research purpose.

**Data Sampling Principles**

When designing a questionnaire, one needs to decide what kind of data sampling methods to use prior to data collection. There are different methods to sample data for any data collection purposes. The most common ones are:

- Probability sampling (also known as representative sampling).
- Convenience sampling (also known as grab or opportunity sampling)

Probability sampling (or representative sampling) is most commonly associated with survey-based research strategies where you need to make inferences from your sample about a population to answer your research question(s) or to meet ... objectives' (Saunders *et al*, 2009). 'A sample design is a definite plan for obtaining a sample from a given population' (Kothari, 2004). Probability sampling has the advantages of providing a high degree of representativeness but at the same time it may be time consuming, tedious and expensive to achieve.
Convenience sampling is a statistical method of drawing representative data by selecting people because of the ease of their volunteering or selecting units because of their availability or easy access. According to Marshall (1996) ‘this is the least rigorous technique, involving the selection of the most accessible subjects. It is the least costly to the researcher, in terms of time, effort and money, but may result in poor quality data and lacks intellectual credibility. There is an element of convenience sampling in many qualitative studies, but a more thoughtful approach to selection of a sample is usually justified’. Sousa et al. (2004) argues states that ‘convenience sampling may be biased because individuals who choose to participate in a study may not fully represent the population from which the sample has been drawn (cited in Burns & Grove, 1977; Cochran, 1977; Freedman, Pisani, & Purves, 1997). Because convenience samples use voluntary participation, this fact increases the probability of researchers to recruit those individuals who feel strongly about the issue in question and may favor certain outcomes (Moore, 2001). Thus, drawing conclusions about the population when convenience samples have been used may be problematic, but with certain statistical consideration, researchers can determine the representativeness of convenience samples, which can allow them to suggest careful statistical inference about the population’. It is also frequently used in research when probability sampling is not a feasible option. One of the main advantages of convenience sampling is the cost effectiveness.

3. Method

'All those methods which are used by the researcher during the course of studying his research problem are termed as research methods' (Kothari 2004). The reason for the research is finding answer or solution to the research question. The research methods can be, according to Kothari (2004) be divided in three groups:

1. Methods for acquiring data and information
2. Methods, most statistical, for establishing the connection between the obtained data and the unknown
3. Methods for evaluating the accuracy of the results obtained

3.1 Scientific research methodology

Research is 'any type of investigation that uncovers knowledge' (DePoy & Gitlin, 2011). Research can also be defined as 'multiple, systematic strategies to generate knowledge about human behavior, human experience, and human environments in which the thinking and action processes of the researcher are clearly specified so that they are logical, understandable, confirmable, and useful. (DePoy & Gitlin, 2011).

'The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet' (Kothari, 2004). Our research is aiming on discover a knowledge which may be absolutely obvious for the entrepreneurs but which we have a great difficulties to find in scientific literature described in accessible manner. Our purpose is to find out answers to our
scientific questions but it is very important to have in mind that whatever knowledge are going to discover it may change over time.

The first step in a research is defining the problem. The problem must be defined in a way ‘that it becomes susceptible to research’ (Kothari, 2004).

Studies can be exploratory, descriptive or may be conducted to test hypotheses. Our research is a hybrid as the primary target is to explore the nature of the phenomena described in the scientific question but is partially sufficiently descriptive to be advisory for managerial decision making, for those corporations which may be concerned by our research. 'An exploratory study is undertaken when not much is known about the situation at hand, or no information is available on how similar problems or research issues have been solved in the past' (Sekaran, 2003).

'A descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variables of interest in a situation' (Sekaran, 2003). In our research we make certain assumption about the group targeted for research in order to defined characteristics which may help to answer the scientific question. Once the characteristics become definitional describing tool for the group in question they actually become fundamental for future investigation.

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**Figure 6, Research process (Sekaran, 2003)**

The figure above presents a research process according to Sekaran, 2003. The author of this thesis find it proper but not all covering approach as a scientific question may split in different sub questions as well as be proper for report writing although not answered. The authors truly
believe that the research literature available is too much focused on the results instead of uncovering the truth whatever it may be.

We tried to make our research to contain the 10 essentials as defined by DePoy & Gitlin, 2011:

1. Identify a Philosophical Foundation *(This part stated with a hunch that a phenomenon* existed abroad but was not obvious in Sweden, a short Internet research made us believe that something is missing, either the phenomenon itself or an explanation to its absence)*

2. Frame a Research Problem *(As the absence of the phenomenon became more and more obvious to the authors a question whether it should exist in Sweden as well came up and was in an iterative redefined to a scientific question)*

3. Determine and Evaluate Supporting Knowledge *(Here we in early stage decided to watch in two directions. The first take part of the existing studies and findings. The second was to check which characteristics may be used for answering the scientific question with limited influence from previous findings)*

4. Identify a Theory Base and Evaluate Its Adequacy

5. Develop a Specific Question or Query

6. Select a Design Strategy

7. Set Study Boundaries

8. Obtain Information

9. Analyze Information and Draw Conclusions

10. Share and Use Research Knowledge

We think that we manage to implement all the essential in our work. Some of them required adaptation to this thesis and comments in cursive style are given in the brackets directly after the essential was presented.

3.2 Literature search as a research method

They are two reasons for literature research. The first one is to generate and refine research ideas as well as creating the necessary research framework. 'The second, often referred to as the critical review or critical literature review, is part of ... research project proper' (Saunders et al, 2009). The first part is covering the theory which may partially cover the research question. 'Theory is formally defined as a set of interrelated propositions that provide a framework for understanding or explaining phenomena' (DePoy & Gitlin, 2011).

'Qualitative research is often used to generate hypotheses and identify variables that should be included in quantitative approaches' (Malhorta & Birks 2006). In our case we created assumptions which related the theories (travel constrains) and the characteristics which can be used for market segment qualification.

The deductive approach in literature search is a part of the research work where the theories and ideas are identified for later usage to verify the obtained data. A theoretical or conceptual framework is to be developed in that process.
To find a connection between the research question and the contemporary knowledge a significant part is 'establishing what research has been published in your chosen area, and, if possible, to try to identify any other research that might currently be in progress' (Saunders et al., 2009).

The critical review must be more than merely an uncritical listing of previous research. That is, therefore important to understand the drivers as well as constrain of the particular author or authors. 'There is not a defined point in a qualitative study where data collection stops and the analysis begins. The one fades into the other as you naturally start to look for patterns and linking data' (Padowski & Sunding, 2014)

For making the critical review more transparent, it is important to describe the approach how the literature was chosen.

We have used both part, described above, but as our question is quite narrow and in our opinion is not sufficiently covered in the literature, we have chosen to review literature which is theoretically related to our research questions or it is presenting an obvious or subjective criteria which may help or at least influence the findings or their evaluation. It is very important to emphasize that our approach was to be as correct as possible in making the evaluation and judgment of finding, which was more important that giving an absolute answer to the questions. Both authors of the thesis realized, upon beginning, of this work that more questions would be raised than answering the main questions formulated in the thesis. 'The research question is framed broadly and represents a query from which more specific research questions and investigative approaches emerge in the course of learning about a particular phenomenon'(DePoy & Gitlin, 2011). The literature choice is influenced by this.

'The level of knowledge development and theoretical understanding of the topic will direct the researcher to the specific research question or query that represents the next logical step to build knowledge in the area (DePoy & Gitlin, 2011). The original plan was to base our answer to scientific question on previous research performed in countries with can be compared to Sweden. Nevertheless during the literature study phase we realized that this would not give a holistic answer. In order to improve the accuracy of our work we studied the possible characteristics of the target research group and complemented our research by a survey based on those findings.

What the authors of this thesis find particularly difficult is to keep the different work phases separated as they become more and more interconnected.

3.3 Survey Procedure & Data Collection

The design is originating from the literature search and the travel constrain framework which we chose to use as a group of characterization criteria. Based on Clark & Creswell, 2010 we want the reader to be able to:

- Identify and understand the participants and data collection of the survey performed for this thesis
- Understand qualitative data the authors collected in their studies.
- Understand the procedures that authors used to collect qualitative data in their studies.
- Recognize the issues that occurred during data collection in a qualitative study.
- Evaluate the quality of the sample and collected data in a qualitative research report.
- Understand the evaluation procedure.

To better understand the data collecting procedure and its objectives for practical reasons the survey process can be divided in four stages, based on Saunders et al, 2009 and Kothari, 2004:

1. Identifying a suitable sampling frame based on research question, The first step in developing any sample design is to clearly define the set of objects to be investigated, in our case senior citizen
2. Deciding on a suitable sample size. This refers to the number of items to be selected. The authors aimed at 200 questionnaires but ended up with 116 complete and correctly filled questionnaires. The number 200 may not be able to capture the holistic picture of trends in the society but ell provide indication of their existence
3. Select the most appropriate sampling technique and select the sample, a decision has to be taken concerning a sampling unit before selecting sample. Sampling unit may be a geographical one such as state, district, village, etc. This was the biggest challenge as we cannot access or use any established network tool for performing the questionnaire. The choice of sampling subject was random but geographically constrained to the Stockholm area. Authors had doubts how representative it may be but the robustness of collected data is giving an impression that the methodology was right.
4. Check that the sample is representative of the population, in our case we used statistical tools to evaluate if the characteristics observed are real within the investigated samples or solely originating from sampling error.

'Budgetary constraint: Cost considerations, from practical point of view, have a major impact upon decisions relating to not only the size of the sample but also to the type of sample. This fact can even lead to the use of a non-probability sample' (Kothari, 2004). The budgetary constrain is the main source of uncertainty regarding obtained results for this thesis.

We further discussed the two methods of sampling, convenience and Probability, in chapter 2. And after reviewing data collecting procedure and weighting these samplings methods, we concluded that convenience sampling is the most appropriate method for our data collection, since it will provide us data fast, inexpensive and manageable with current resources, and we believe that this is a more feasible data collection method considering the duration of this thesis. However we will handle the data appropriately and try to gather data from different part of population with different background, i.e. different churches within the same community and community senior centers (different demographic groups), and also senior centers with membership fee and other non-free activities. These would provide a more even weight on senior’s selection with different income, health and age variations.

3.3.1 Source of Data

There are two types of source data, primary and secondary as discussed in theory section. This thesis will used both of sources of data, where Primary data would be will data through questionnaire and by deploying a non-probability sampling method called convenience sampling (explained in theory chapter) to collect the data. The target of the data collection for our first is a
demographically representative sample of individuals to increase the generalizability of the findings, and also to be able to address the Primary and secondary Research Questions.

Secondary source of data is the information collected in form of interviews or other sources of data provided by major travel and tourism service providers such as Ving AB, Apollo AB and Fritidsresor AB, in Sweden. We will review the data and try to understand how they segment the travel market and how they consider the senior market. The data provided will first be evaluated if appropriate for our study and if yes, even partially, we are going to decide whether the collected data should be included in hypotheses process work or if it should have advisory function.

We also have used data provided by SCB (Statistic Sweden) in addition to primary and secondary data. Statistics Sweden is an administrative agency, where its main task is to supply customers with statistics for decision making, debate and research. These tasks are mainly assigned by the government and different agencies, but also customers in the private sector and among researchers (www.scb.se).

3.3.2 Ethics and other norms in research

Defining a research method must, according to Kothari (2004) be stated on postulates which can be stated:

1. It relies on empirical evidence;
2. It utilizes relevant concepts;
3. It is committed to only objective considerations;
4. It presupposes ethical neutrality, i.e., it aims at nothing but making only adequate and correct statements about population objects;
5. It results into probabilistic predictions;
6. Its methodology is made known to all concerned for critical scrutiny are for use in testing the conclusions through replication;
7. It aims at formulating most general axioms or what can be termed as scientific theories.

This study was pretty easy to be done with all the ethical considerations, although choosing sample object without consideration of the origin may be questionable as it could be performed unconsciously, for example only choosing individuals which are prejudiced to have good proficiency in Swedish.

Saunders (2009) states several basic ethical considerations and we want to present the once which have been most essential to us especially during the quantitative part of our research.

All the individuals asked to participate in the questionnaire were informed of the purpose and background of the study

The questionnaire as designed in such a way that nobody should feel discriminated or pushed to answered sensitive question - this can though vary between individuals.
In order to ensure proper results we designed a questionnaire in such a manner than not sincere or rushed answers should be discovered and sorted out of the evaluation. Please note that the design concept was not based on any literature concept and was the author’s ethic responsibly to ensure proper results in best possible way.

### 3.3.3 Design of Questionnaire

When designing a survey or questionnaire, one needs to consider its target audience and what information regarding the target audience are needed based on the goals of questionnaire or survey. Hence, it is important to include a number of demographic questions, including chronological age (in years), work status (working, housewife, retired), financial status, education and marital status (married, single, divorced/separated, and widowed), when one try to limit or define elderly segment. Sudbury and Simcock, (2009) argue that the elderly consumer segmentation should be based on the segment and product. But it is still important to go beyond basic demographic information (as cited in Moschis and Friend, 2008), such information is still useful from a practical marketing perspective.

Using priori method to perform a market segmentation would suggest what parameters it will be needed and which processes would be required. The priori method approach will serve as additional guideline for questionnaire design.

The questionnaire consists of two sections, one gathering the demographics of the senior travelers filling the survey and a main research section. The demographical information requested is limited to five key questions (of a total of 24 questions) that define the senior travelers: age, income, marital status, financial status and employment status. The information needed for dealing with primary and supporting research questions are extracted and validated from a series of questions, where a combination of them would address each hypothesis in the thesis. These questions are provided with multiple answers options, which is used to validate each hypothesis. The questionnaire is reviewed and approved by our instructor Dr. Mitchel at BTH.

The first thing to be covered by our survey is to find out more about the demographic picture (like: age, marital status and household situation i.e. living alone or with spouse or partner (not married), work status, educational level) of the elderly segment we are examining, then the preferences of travelling and where the preferences are coming from. Is there any correlation between the disposable funds and the choice? Is the choice related to the age or health? How does the preferences correspondence to spouse’s preferences? Is there any conflict? And why, if the answer is yes?

The next question would be the approach taken to analyze the gathered data. For this we would use MANOVA (Multivariate analysis of variance) and ANOVA (ANalysis OF VAriance). The main objective of MANOVA is to determine if the response variables are altered by the observer’s manipulation of the independent variables. It is used when there are two or more dependent variables. It helps to answer: 1) do changes in the independent variable(s) have significant effects on the dependent variables? 2) What are the interactions among the dependent variables? And 3) among the independent variables? For evaluation we use the demographic information we obtained in our questionnaire then we would like to find out if there is any
interest in senior targeted packages. If yes, what are they expected to be offered otherwise why they are not interested.

3.4 Validity and reliability

Our collected data is expected to represent the real situation in best possible way. The Design of the questionnaire, choice of sampling method as well as interpretation principles may affect the correctness of our result. Several tools are used to ensure proper research nomenclature.

3.4.1 Sampling group and data collection

The goal is to gather as many reliable answers as possible to questionnaire and be able to focus on the theoretical basis and proposed hypotheses made by this thesis.

During the data collection process we have explain the purpose of the survey to the participants and agreement to participate in the survey will be obtained before the survey was given. There were interviewers to provide assistance to respondents with difficulty in reading by filling in the questionnaire based on their opinions.

How random was the sampling?

The questionnaires were distributed to three churches within municipalities of Täby and Danderyd (in Stockholm state) and also 3 different senior centers at these two municipalities. A number of answers were also collected from people visiting Täby Shopping center.

Internal Consistency Check of the Questionnaire

Internal consistency reliability defines the consistency of the results delivered in a test, making sure that the different items/questions measuring the different constructs deliver consistent scores. In order to do so we decided to have a look at following questions:

1. Questions 5 and 6. If the answer to question 5 is ‘No’ then question 6 needed to be left blank.
2. Questions 9 and 10. If the answer to question 8 is ‘0’ then the answer to question 10 has to be ‘not relevant’.
3. Questions 15 & 16 (if answer 0 to question 15 then the answer to question has to be ‘Not relevant’)

After analyzing the completely filled surveys using these tests, 1 survey failed test nr 1, 3 failed test nr 2 and 3 failed test nr 3. After more analysis we found 2 of these surveys had been filled out randomly. All surveys not passing the tests were excluded from result and analysis.

Improvements during data collection:

We received many incomplete filled out surveys during the first couple of days of data collection. This resulted to exclude many answers. To remedy this we made specific changes like adding the text ‘turn the page’ at bottom of questionnaire, and changing the fonts and size to make it easier to read. We also received a lot of support from people in charge of churches and senior centers
to give right instruction to participants, when we were not present. This significantly reduced number of incomplete answers.

### 3.4.2 Statistics as a verification tool

'Without statistics, quantitative research is impossible. We need statistics to analyze data and to shape and refine our theories' (Healey 2009). One very important aspect is to ensure that the differences observed in different group are real and not only a result of sample error. If there is a difference of mean between the total community and a subgroup, the first explanation is that the difference really exist. 'The second explanation is called the null hypothesis (symbolized as H0, or H-sub-zero). It states that the observed difference between sample and community means was caused by mere random chance: There is no important difference'(Healey 2009).

For our needs we wanted to evaluate if the differences we have seen were real or not. If not evaluate a subgroup size and if the size was not sufficient in our subjective judgment we did not use the hypothesis/assumption proofing.

All the hypotheses/assumptions have been treated with ANOVA which is 'is designed to compare sample group means to determine whether a significant difference can be inferred in the population' (DePoy & Gitlin, 2011), and in the cases when more than one independent variable was used for statement (subdivision of assumption/hypothesis) evaluation we used MANOVA.

### 3.4.3 Statistical verification tools; ANOVA, MANOVA

In this section we will go through basics of MANOVA which is a statistical test procedure for comparing multivariate (population) means of several groups and ANOVA, which is a collection of statistical models used to analyze the differences between group means and their associated procedures. MANOVA is a generalized form of ANOVA, although, unlike univariate ANOVA, it uses the variance-covariance between variables in testing the statistical significance of the mean differences.

#### 3.4.3.1 ANOVA as a verification tool

ANOVA, ANalysis OF VAriance is a statistical technique used for parametric testing hypotheses by checking the equality of two or more population means by examining the variances of the samples.

ANOVA helps to determine whether there is differences between the samples are deriving from random error, or if there is systematic reason causing the difference between group means. ANOVA is based on comparing the variance between the data samples to variation within each particular group.
Basic assumption from ANOVA:

1. All population involved follow a normal distribution
2. All population has the same variance
3. The samples are not correlated, randomly selected

ANOVA is assuming normal distribution. If this is not a case ANOVA can no evaluate the quality of sample means.

The first step in ANOVA is to state null hypothesis, H0. The null hypothesis assumes that any kind of difference or significance you see in a set of data is due to chance.

The second step is to calculate appropriate statistics. For more information please see the appendix.

### 3.4.3.2 Manova in SPSS, result interpretation

We do not intend to present the total background of theory of Manova but we choose to present a quick overview about how to interpret the results from Manova performed in SPSS. The difference between Anova and Manova analyses is that the first has only one dependent variable and Manova has two or more dependent variables. The reason for Manova is to check for an effect of one or more independent variable on several dependent variables at the same time.

<table>
<thead>
<tr>
<th>Effect</th>
<th>Pillai's Trace</th>
<th>Wilks' Lambda</th>
<th>Hotelling's Trace</th>
<th>Roy's Largest Root</th>
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<td>1.107</td>
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<tr>
<td>$F$</td>
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<td>58.117</td>
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</tr>
<tr>
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<td>105,000</td>
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</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 1, Results from multivariate tests

These four numbers (pointed by arrow in table above) give us the significance for the four different multivariate tests. The results tell us if there is a significant effect of the independent variables on all of the dependent variables, considered as a group.

If all of them are significant with a value equal or lower than 0.05 then we can conclude that the independent variable has a considerable effect on the dependent variables.

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5 Source: [http://www.ucdenver.edu/academics/colleges/nursing/Documents/PDF/MANOVAHowTo.pdf](http://www.ucdenver.edu/academics/colleges/nursing/Documents/PDF/MANOVAHowTo.pdf)
The second part of the results section gives univariate tests for the effects of group belonging on each of the different dependent variables.

Table 2, Results from statistical significance evaluation

<table>
<thead>
<tr>
<th>Source</th>
<th>Dependent Variable</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
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<td>VAR000002</td>
<td>5,428</td>
<td>2</td>
<td>2,714</td>
<td>4,045</td>
<td>.02</td>
</tr>
<tr>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>

P-values (pointed to by arrow in table above) tell you that group membership had a significant effect on the results of the dependent variable. Note that those number are not a result from Manova. They are the results of three separate univariate Anova that are done as a step down analysis after Manova.

3.5 Market scan

To better understand the travel market segment regarding the elderly, we decided to make an Internet based investigation to check the market offer for senior citizen. "Tradition says that by the age of 50, a consumer has developed deeply entrenched buying preferences and brand loyalty that no amount of marketing can undo. Today’s marketers, however, are finding that tradition is wrong' (Ferrel & Hartline 2011). This is telling us that the marketing can be indirect as well as explicit and that we have to watch carefully if the offering is not hidden in the main stream marketing.

Following was done as the first step:

- Major tour operators was contacted per telephone and asked about how they target senior citizen
- The Internet available presentation about tour offer was checked and analyzed

As a second step we decided to call the companies again and asked for additional data regarding their research related, even vaguely to senior citizen market segment. For giving an optimal description to the term market research it is practical to 'subdivide marketing research into two areas: problem identification and problem-solving research' (Malhorta & Birks 2006). In our case there is a chance that the scientific question which we raised is not directly addressed by the operators but may be partially included as a part of performed market research. We assumed that obtaining results from this kind of research would be difficult.
To make our approach more real life like, we look at the market as we were managers in the tour operators and got a "hunch" about new unexploited market segment. 'A new marketing era, long overdue, was heralded in when social media emerged as a real game changer. Social media put customers back at the center of the organization and gave marketers a new set of tools to listen to them and to encourage them to engage with the brand. A golden opportunity has emerged' (Smith & Ze Zock, 2011). The direct marketing using social media cannot be examined and analyzed without pretending being somebody else and make the authors’ possible target when the senior citizen would be considered. The author think that this approach would be not ethical as well as maybe ineffective during the time devoted to thesis writing.

### 3.6 The significance of the research framework

The scientific framework is a set of scientific concepts and principles that are supplying the context for best available knowledge. The goal of having a research framework is to make conceptual distinctions, organize ideas as well as implementing constrains. The research framework is especially useful while undertaking empirical research. It is highly beneficial to summarize the ideas in the way that they help to achieve the purpose of the research or finding appropriate response to the research question.

The framework for this work was an interactive process where we under the work process discovered new inclinations regarding the research question and discovering its complexity. Another factor shaping the framework was the interaction with Blekinge Institute of Technology, supervising this work. The theory chapter as well the method chapter were design to give a sufficient background to understanding and carrying on the work on this thesis.

### 3.7 Method of analysis

In qualitative literature study the information obtained is numerical. Presenting findings from qualitative study requires, in our opinion, use of quotation in order to avoid any misconception. 'The cardinal principle of qualitative analysis is that causal relationships and theoretical statements be clearly emergent from and grounded in the phenomena studied. The theory emerges from the data; it is not imposed on the data' (Patton 1980). This resulted that we have decided to enhance our study to a set of characteristics, which may or may not have influence on the problem studied.

'Qualitative analysis is often less influenced than quantitative analysis by the biases and theoretical assumptions of the investigator' (Eysenck 2004). We would like to question this statement because the analysis will be affected by the choice of studied literature.

The quantitative study was checked for the tendencies and the variation within the group. There are two central elements to be checked within a group. The first is the general tendency and the second the dispersion within the group. The first, considering that our investigation may be in its
infancy, we found to be the most central and the statistical tools applied for ensuring the correctness of the result was focusing on this parameter.

3.8 Work map

In our research we have several times redefined the path and before arriving on the final structure an interactive process has taken place. We want to present the work process graphically to make the work progress more and faster accessible.

4. Empirical Findings

4.1 Data demographics

The results gathered through our questionnaire presented in coming section are subjected to a through statistical analysis as discussed in the methods section of thesis. In total 143 questionnaire responses were gathered, where only 116 of them were complete and passed the Internal Consistency Check discussed in previous chapter. Hence, the dataset is complete since no questionnaire with incomplete of invalid data has been included in the analysis.

The basic demographics of the respondents versus national averages are compared in the following two paragraphs.
Figure 8, Empirical findings from survey

Almost 50% of respondents are married and live with their partner, almost 30% are single which means that they are either divorced or never got married and rest of the respondents (27%) are either widow or widower.

Only 15% of the respondents are to be considered as young seniors, 47% as seniors and 39% as older seniors. Almost half (47%) of these population has a higher education and only 21% the basic level of education.

The most interesting thing is that only 12% have less satisfied with financial status and about 80% are not working at all. This is consistent with what we found out in previous chapter, where
they were characterized as *a segment with rising education level, relatively high disposable income and more disposal time.*

### 4.2 Survey Findings (Primary data)

Sometimes it will be easier to break down a hypothesis into different sub-hypothesis, in order to get a better understanding and also testing a hypothesis. In this thesis we decided to do so, where we have divided our main hypothesis into smaller ones.

#### 4.2.1 Hypothesis 1

From sub-hypothesis made for this hypothesis, we can see that just H1_1 shows a relatively low p-value (Table 22, Results from statistical significance evaluation for hypothesis H1), which indicates relative moderate evidence in favor of stating that there is a relation between the economy and travel pattern.

It seems that as soon as the economy allows the senior citizen (not constrained by other factors) travel more often and for longer periods. We believe statistical check proves that the findings have acceptable significance. We can see that the result can be interpreted, as if financial status has moderate effect on nr of vacations taken within or outside Europe, by looking at diagrams Diagram 4, Diagram 5, Diagram 6 and Diagram 7 for both sub-hypothesis H1_2 and H1_3. But surprising enough there is an indication that the time frame for these travels is not constraint only by general holiday periods. These diagrams show that seniors who consider their economy well, tend to stay longer than other groups, but the number of vacations with longer stay decreases no matter how the good economy is. This could be due to age or health constraints of the travelers. Other possible reason may also be that we allowed the individuals to evaluate their economy subjectively without giving any criteria.

#### 4.2.2 Hypothesis 2

From sub-hypothesis made for this hypothesis, we can see that only H2_2 and H2_4 showing a relatively low p-value (Table 23, Results from statistical significance evaluation for hypothesis II), where they indicate relative moderate evidence in favor of our assumption that there is a relation between age, travels within Europe and the period of vacations during the year. And also the self-perceived age is associated with travelling frequency, i.e. the older a person feels less frequent he/she will travel. We could also see from H2_2 that work status is imposing a time restrain and the traveling is most frequent during the first years after retirement. However no generalization can be made for the correlation of age and health. Diagram 14, more frequent doctor visits vs travelling frequency indicates that the self-perceived age is associated with travelling frequency and the older a person feel less frequent he/she travels.

We believe that H2_2 and H2_4 show a moderate evidence in support of hypothesis II. This could be interpreted that the correlation between age, health status and place of travel exists in some extent but the pattern is not good enough as a business opportunity indicator.
4.2.3 Hypothesis 3

From sub-hypothesis made for this hypothesis, we can see that H3_7 indicates a moderate evidence in favor of assumption that level of activity on vacation has an impact on the choice of traveling with other senior family members or friends. In addition H3_3 shows a weak evidence in favor of our assumption that education level has an impact on what to expect from vacation. (Table 24, Results from statistical significance evaluation for hypothesis H3).

This hypothesis consisted of 7 sub-hypothesis, where 2 of these are supporting H3. Examination of the result revealed a weak indication that Level of education has low presumption on travel preferences, however we see that level of activity on vacation has an impact on the choice of traveling with other senior family members. Even though the statistical significance did not supported the hypothesis we could see following indications from analyzing data and diagrams produced for this hypothesis.

- Diagram 15, working status versus what is important in vacation indicates that the most of the individuals participating in the survey watch other criteria than only the financial cost for the trip.
- Diagram 16, marital status versus what is important in vacation, indicates that the most of the individuals participating in the survey watch other criteria than only the financial cost for the trip.
- Diagram 20, effect of marital status on traveling with other senior family member or friends indicates a quite stable answer, where one third does not want to travel with other senior family members or friends and roughly a half wants to do it.

4.2.4 Hypothesis 4

Only H4_1 from sub-hypotheses for this hypothesis indicates strong evidence in favor of assumption that age will have an impact, if the senior travelers choose a tailored program (Table 25, results from statistical significance evaluation hypothesis H4). This could also support the idea that as soon as the retirement age is reached there is an interest for senior focused travel packages.

The indication that age has an impact if the senior travelers would choose a tailored program could also support the idea that as soon as the retirement age is reached, there is an interest for senior focused travel packages. When looking at data, Diagram 23, majority of seniors in both age brackets 64-74 and 75+ would choose or consider going on trips designed for senior citizen. Only criteria which is to be considered is that the interest arises after age of 65 and the ratio stays on relatively constant level.
4.2.5 Cognitive vs. Chronological Age Hypothesis

Statistical significance evaluation showed a solid p-value (Table 26, Results from statistical significance evaluation for cognitive vs. chronological age), which indicates strong evidence in favor of our assumption that there is a correlation between cognitive and chronological age.

Examining the result especially Diagram 26, Chronological vs. Cognitive age, also shows that majority of young seniors (55-64) feel much younger than they actually are, and as the chronological age increases the cognitive age will also increase. We also see that most of the people feel according to their age when chronological age is above 75, which can lead us to believe the older the seniors get less young they feel.

4.3 Travel company’s Questionnaire & Interview Findings (secondary data)

Ving AB, one of Swedish biggest holiday travel operator has provided us results from an Internet based questionnaire (attachment 1) performed during April 2013. They have also answered our questions about company’s strategy, thoughts and considerations regarding their senior customers via e-mail. In this section we will go through the result of the survey and then through the answers we received from VING AB.

4.3.1 Survey Questions Findings (Secondary Data)

In a mail from 8th of April 2014, the communication officer at Ving AB is giving following information about the panel:

"Travel Panel is a link, channel between interested in travel and holiday organizer Ving AB. It is an Internet based, independent, non-political panel that reflects opinions about leisure travel, holidays and other related issues. Taking part is voluntary and free of charge, and you can at any time leave the panel. The survey was conducted during April 2013. Choice is the so-called convenience sample and the answering choose themselves to participate though Internet based questionnaire."

The survey was answered by 1991 individuals in the 55-64 age groups and 902 people in the 65+ age group. The assessment of data will be done primary corresponding to the travel constrains and market segmentation approach which are the academic base of this work. The main focus of the assessment will be based on the priori segmentation as the data-driven assessment is not deriving from targeted offer.

The answers are provided as a summary and we will base our evaluation on the summaries provided. We cannot verify if the collected data is statistically correct for our study. The provided questionnaire result has disadvantage in not having access to raw data which will result in two flaws. The first one is that it is Internet based. There is a chance that there are groups not familiar with the information technology and the second flaw is that the questionnaire is targeting a group already travelling with Ving AB (and possibly other operators). Since we do not know the exact
drivers behind the survey, no final conclusions will be drawn from the results. But due to similarities with our target we are going to use the results provided by Ving AB as advisory.

The assessment is based on two assumptions, the first one that there is no ethical issue addressing marketing offer to senior citizen. The second assumption is that the market is underdeveloped and has bigger potential than assumed by marketeers in Sweden, once the travel and leisure constrains are considered and addressed.

Nevertheless every aspect of the questionnaire will be complementary examined though market opportunity angle. A subjective evaluation of the impact on general holiday travel industry of phenomena indicated in the questionnaire will also be included as creation of a new market segment will inevitably result in cannibalization. The final summary will be done based on the hypotheses we proposed. The conclusion will be whether the data is relevant for our hypotheses and if yes in which degree the proposed aspects are covered.

**Question 1:**

*How many trips are you undertaking every year?*

The numbers in Table 8, Result of question 1 of Ving's survey, are telling us that the wish to travel does not deteriorate after 64 but rather is quite stable. The slightly higher traveling frequency can originate from change structural constrains, as the working period ends and there is more available time. On other hand the relatively little changes may be a result of common situation, where one of the spouses is still working. This may become a structural constrain, which may as well be interpersonal constrain as the working spouse may still be affected by the work and have another preferences. It is not possible to get a clearer picture since there no data for 75+ groups to see if the stated interpersonal constraint exits.

Market segmentation should be based on a structural constrain regarding couples and should target people where both partners are retired.

**Question 2:**

*Are you travelling more often now than five years ago?*

Table 9, Result of question 2 of Ving's survey shows that as the structural constrains get less rigid and there is no time limitation and the travelling should become more frequent. The authors cannot draw any conclusion from the answers given to this question without a deeper investigation of the factors behind this trend.

**Question 3:**

*When during the year cycle you prefer to have you holiday?*

Table 10, Result of question 3 of Ving's survey does not show much difference as the answers for both age groups show, except:
1. Answers to the option 6 (winter (1-2w) + summer (3-4w)) which can be associated with traditional holiday period (option 1). This can interpreted as the seniors are less bound to traditional holiday season and can travel any time they want. Thus year cycle and work status (structural constraint) has less effect on when to take vacation. This is also aligned with answers from option 1. (See even answers from question 5 and 9).

2. Answer to option 7 (winter). A possible explanation is a sudden lower income (structural constraint) once one is not active on the job market, or probably enjoying the warm destination while enjoying low travel prices during off-season because of more disposal time, but the results are not conclusive.

**Question 4:**

*Have preferences regarding holiday period changed during the last years?*

Looking at Table 11, Result of question 4 of Ving’s survey, we will see that the preferences are apparently changing for significant percentage of the response group.

**Question 5:**

*For what reason you have changed your vacation periods?*

Table 12, Result of question 5 of Ving’s survey indicates that the change in preferences is completely changing once the individual is retired and the structural constrain created by regular work is no longer existing.

It is obvious that our habits will change, but the changes might not be that big. Different constraints will result in changing our way of doing things and never the less our travelling habits. Table 10, Result of question 3 of Ving’s survey does not give any conclusive image on when senior people would rather take their vacation. It only shows an increase on change toward winter period. But at the same time it also can clearly be seen from Table 11, Result of question 4 of Ving’s survey and Table 12, Result of question 5 of Ving’s survey, that the biggest reason the 64+ age group changes their travel period is being retiree and not actively working any longer.

As mentioned earlier the increased change toward winter vacation period may as well be a result of the interpersonal constrains as both spouses more free time. Structural constraint can also be a possible reason; where available cheaper off-season travels during winter, and the fact that retirees can travel whenever they want. Taking cheaper off-season travel could also be possibly explained by the fact older senior citizens has lower income, see Table 3, Average income (thousand SEK) for population in Sweden for citizens above 40 (www.scb.se).

We can also see that the becoming retiree may play a big role on why 55-64 age group changes their travel periods, but they still be restricted by the interpersonal constraint when one spouse is working and not being able to travel, and change the vacation time as the other spouse can.
**Question 6:**

*Do you spend more on leisure holiday travelling than five years ago?*

Table 13, Result of question 6 of Ving’s survey shows a clear identification of intrapersonal and interpersonal constrains. People spend more as they get close to retirement age despite income change, which can be interpreted that travelling is getting more important.

**Question 7:**

*Why do you spend more on travelling than before?*

This question is indicating a need of over-winning the structural financial constrain, which is equal to more price-adjusted offerings. Another indication of market opportunity is than the older seniors rather stay longer periods once they reach their destination than travel more often. This is also consistent with Table 7, Ving’s bookings and other travel information for travelers 55+, where they stay longer and spend more money on their travels.

**Question 8:**

*How are you financing your travels?*

Working status has an impact on financing the vacations/travels. While still working more saving is done and saving means are less used. Table 15, Result of question 8 of Ving's survey indicates a possibility that senior citizens travelling is constrained by financial means, saved while actively working during earlier period. The older senior citizens are less concerned with saving and structure constraint (less influential) since they have started using their savings.

**Question 9:**

*How important is it for you to have one or more sun holidays during a year?*

Table 16, Result of question 9 of Ving’s survey Around 80 percent express that they consider the sun holiday as important or very important when they possibly not working actively any longer.

**Question 10:**

*Your favorite destinations (max 3 per answers for each participant)*?
Table 17, Result of question 10 of Ving's survey shows that the given destinations are almost equally preferred and there are not much different between these two senior groups. However Canary Islands have historically more mind share among Swedish seniors as one of the Swedes' favorite destinations. One other possible reason would be the possibility of how the Canary Islands are generally promoted as one of the best destinations for senior citizens for whole Europe.

**Question 11:**

Table 18, Result of question 11 (part 1) of Ving's survey and Table 19, Result of question 11 (part 2) of Ving's survey shows that over 80 per cent consider holiday abroad as important or very important for both senior groups (55-64 and 64+).

**Question 12:**

Assume a winning 500 000 Euro on lottery how would you spend money? (3 alternatives are selected)

A logical conclusion of the result obtained from Table 20, Result of question 12 of Ving's survey, is that desire to travel and spending time in more climate friendly zones are restrained by finance.

### 4.3.2 Interview Questions

Ving AB answered (through their communication officer) the following question through mail regarding senior citizens. VING AB has also provided us with more detailed information on their bookings and sales figures in order to able us to examine these data in more details.

Questions: What do you think of senior citizens market? Do you see senior citizens as a segment?

Answers: No, we don’t consider them as a separate segment. Historically we consider two travelers segments, travelers with and without children. We have other package/products, such as, Sunprime hotels, where the elderly can enjoy their stay among with couples without any children. But we also see more demand or trend as you may say it for packages like 'generation vacation', (grandparents travel with their children and grandchildren). Outcome of survey made (answered by 6700 members of travel panel) recently showed that 5 of 10 Swedes have been on a generation vacation.

One of the findings from the ‘Vacation Report’ (Ving AB, 2012), is that the elderly travelers (65+) are expected to grow by 60% until 2040 and population consist of 30% elderly. They also believe that the elderly travelers will play a major role in future since they enjoy better economic situation.

From the data presented in Table 7, Ving’s bookings and other travel information for travelers 55+ (Appendix II) we can see that the travelers 55-64 is The slightly less frequent traveling and also staying shorter can originate from structural constrains as the working period is still active and therefore less free time available. It also shows they spend less money on vacation package,
looking again at Table 3, Average income (thousand SEK) for population in Sweden for citizens above 40 (www.scb.se), we can see that the income difference between 55-64 and 65-69 groups is not much. However the 65+ group enjoy lower tax brackets than 55-64 group and it can explain why 65+ spend more money. This also could be favorable for our first hypothesis where we stated that there is a correlation between income and the length of the travel.

For proper targeting the group by common sense criterion, the targeting must be based in evaluation of the leisure constrains. As we find it fit to use market approach we summarize findings:

- Traveling is important for senior citizen
- The increasing age is followed by longer holiday period
- Canary Island as the only non-European EU area are preferred by older citizen
- The contemporary income may not be the main travelling financing source
- The senior citizen travel during off-peak periods
- If the senior citizen could afford living abroad, every forth would like to do so

4.4 General offers

As mentioned in the Method chapter, we made an Internet based investigation to check the market offer for senior citizen. The aim of this search was to find out more about general offers and to get indications if the marketing is indirectly as well as explicit toward senior.

Using search engines did produce many hits in different forums, blogs and websites, where senior travels are discussed or mentioned but we found very few search result with specific travel offers for seniors. These findings were mostly bus travel operators (small companies like Ryssbybygdens Buss AB) having small part of their portfolio especially designed for senior citizens. And also travel activities arranged by local PRO (The Swedish National Pensioners’ Organization) or SPRF (Swedish Pensioners’ Association) local offices, which are promoted and available only to their members.

Further examination of other results showed that several sites are informing senior citizens about the "best" travel destination, or offering membership, which gives reduction in prices for regular travel packages for seniors.

One interesting finding was Grand Tours AB which offers several travel destinations to seniors. The company is owned by PRO (The Swedish National Pensioners’ Organization) and it is promoted as complementary services PRO offers toward their 400 000 members. Further investigations showed that the company had a turnover of average 2.8 million Swedish crowns and has only 5 employees. We find this quite strange despite PRO’s 400 000 members or possible customers. In an e-mail respond, PRO presented some data for us from the survey they did in 2011 where 340 000 of their members participated. One of relevant information in this data was the average income of the PRO members (65+ and those who participated). The average income for whole group was 166 000 SEK, where female members had an average income of 140 000 SEK and male members had an average income of 205 000 SEK. Looking at the average of
income nationwide (see chapter 3.4 and Table 1, Average income (thousand SEK) for population in Sweden for citizens above 40 (www.scb.se) and especially for seniors above 55, we will see that the average income of PRO members are quite low compared to average of income for seniors nationwide. This can be a possible explanation for low turnover of the Grand Tours AB.

The second part of market scan was to choose most relevant travel and leisure companies and review their offerings in their websites. We choose the following travel providers which are the biggest in Sweden in terms of revenue and number of employees (www.allabolag.se) and their specialties on the destination countries.

Further examination of these information gave us no clear picture on how senior/elderly travelers are targeted and clear strategy for the segment. One finding/observation was the picture of elderly people in the company’s websites but without mentioning any specific information on what they do specifically offer for elderly travelers.

5. Analysis

5.1 Literature search

The content of the thesis fairly illustrate the knowledge the authors obtained from countless scientific articles. The most of scientists agree that the senior can be characterized in a way that they create a new market segment with its own specific properties. The demographic factors, especially income are the top factors influencing consumption patterns. The problem in all the studies that they despite having a great scientific value, do not provide an ultimate question why to make the market segmentation, only general instructions. Their main focus is on accessibility to the market in order to offer the existing portfolio. This is in contradiction with our work which was initially aimed to be a base for greater offering to elderly citizens. The relatively humble tailoring of product and service portfolio are making the author wondering if the drivers behind targeting should not be looked into. Any market operation must be done in order to obtain ratability on investment thought correct activities. The ambiguous signals in the research are splitting the drivers in two directions. The first which the authors’ original view is to adjust the offering in order to serve the segment better = probably increase the probability. As many of travel concepts are unexplored in Sweden, the market investigation cannot foresee the market reaction for a possible introduction. A second reason for implementing a market segmentation where the older population is sub defined, is to find proper communication channels for marketing the existing portfolio.’ The senior market segment is large, affluent, and growing and will no doubt continue to present sellers with strong and profitable opportunities to differentiate their offerings to provide this vital segment with products and services targeted to its unique requirements' (Branchit 2010)

Our entire investigation although being purely academic with no connection to any tour operator is based on an assumption that our conclusion are based on one fundamental basis; is there any financial sustainability in the market for this segment?

Researcher do recognize the senior as a possible market segment. There are suggestions of portfolio adaptation to fit the specific needs of the segment but there is also another suggestion
made by Mochnis (2007), having targeting seniors in mind: 'Before implementing a proposed strategy ask yourself, your staff or consultants how the effectiveness of the strategy is going to be determined. A strategy is effective when the incremental benefits outweigh its costs.' At the same time there is a suggestion that tailored strategies may give better result than general not diversified marketing and product offer.

This leads us into the thought that the portfolio may be developed gradually without labeling the target group. This is already present today in travel industry as there are offers of long term holidays and these offers are surely not targeting full time working individuals.

### 5.2 Senior Segment Analysis

As discussed earlier in the theory part of thesis, a priori market segmentation model -- commonsense segmentation approaches (Dolnicar, 2004a), is not derived from any customer data. Priori segmentation deals with pre-determined criteria and the member of segment will be assigned based on certain criteria (e.g. demographic measures of consumers).

Thesis’s ‘Theory and Literature Review’ chapter argues that travel motivation can be affected by various objective (e.g., socio-demographic characteristics) and subjective (e.g., psychological propensities) Cathy el at., 2009. Hence a consumer-based priori segmentation model could be based on education, age, income or gender when conducting priori segmentation model for business products.

Dolnicar (2008a) describes the commonsense segmentation (Priori segmentation) into four steps (Figure 9, Dolnicar (2008a) step by step common sense segmentation).

| Step 1: **Selection** of the segmentation criterion  
| (e.g. age, gender, $ spent, country of origin) |
| Step 2: **Grouping** respondents into segments by assigning each respondent to the respective segment |
| Step 3: **Profiling** of segments by identifying in which personal characteristics segments differ significantly |
| Step 4: **Managerial assessment** of the usefulness of the market segments (and formulation of targeted marketing activities). |

Figure 9, Dolnicar (2008a) step by step common sense segmentation

The thesis has applied the priori segmentation due to its simplicity and because of limitation on data which would be acquired. We will find out how the elderly segment looks like and how it can be defined. Dolnicar (2008a) gives a four step framework in identifying a segment and we used this framework to analyze current and future senior citizens.
Step 1: Criterion selection: we have decided to select the Swedish senior citizens (55+), which are around 2.2 million (www.scb.se), roughly 23% of Sweden’s population of around 9.65 million.

Step 2: Grouping, we have decided to group the Swedish senior citizens (55+) into different age groups. Sub-groups are: 55-64 (1.14 million) age group, as young senior citizens. 65 -74 (1.08 million) age group as senior citizens, and 75+ (0.833 million) age group as older senior citizens. As the final grouping, we are looking into outbound travelers of the group, i.e. the part of outbound travelers of the Swedish senior citizens from age 55 and higher. According to Ving.se, which control 30% of the travel and leisure market (according to ving.se), they sold 598089 travels during 2013 and 181727 of these travel packages were booked by people 55+ (87697 bookings for 55-64, and 77571 booked by persons between 65 and 74 and 75+ made 16459 bookings). The number of travel packages sold by Ving AB does not represent the actual total number of travel packages sold to these groups in Sweden, but it will provide an indication of the size of the segment.

Step 3: Profiling, members of the segment have relatively more disposable time and are more flexible when it comes to travel. The group has generally more disposable income compared to other groups Table 3, Average income (thousand SEK) for population in Sweden for citizens above 40 (www.scb.se).

Due to taxation rules in Sweden (www.skatteverket.se) and also under assumption that they don’t have children staying at home, fewer loans (e.g. study loan and home mortgage) and also they are enjoying senior discounts.

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Tax year 2009</th>
<th>Tax Year 2010</th>
<th>Tax year 2011</th>
<th>Tax year 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>40-44</td>
<td>287.3</td>
<td>295.3</td>
<td>305.6</td>
<td>315.7</td>
</tr>
<tr>
<td>45-49</td>
<td>287.4</td>
<td>296.3</td>
<td>307.5</td>
<td>319</td>
</tr>
<tr>
<td>50-54</td>
<td>285.5</td>
<td>292.4</td>
<td>301.6</td>
<td>311</td>
</tr>
<tr>
<td>55-59</td>
<td>281.1</td>
<td>287.8</td>
<td>296.3</td>
<td>305.2</td>
</tr>
<tr>
<td>60-64</td>
<td>267.8</td>
<td>272.6</td>
<td>280</td>
<td>289.7</td>
</tr>
<tr>
<td>65-69</td>
<td>213.5</td>
<td>215.5</td>
<td>216.9</td>
<td>226.2</td>
</tr>
<tr>
<td>70-74</td>
<td>180.2</td>
<td>177.3</td>
<td>174.8</td>
<td>182.2</td>
</tr>
</tbody>
</table>

Table 3, Average income (thousand SEK) for population in Sweden for citizens above 40 (www.scb.se)

It is also interesting to notice that the level of education is also rising for this segment as indicated in Table 4, Education level of current and future senior citizens part I (www.scb.se) and Table 5, Education level of current and future senior citizens part II (www.scb.se). This may not be surprising when looking at the population in general, but it signals that the senior citizens would not have the same behavior in future. Fleischer el.at (2002) stated that education distinguished between those groups who travel and those who do not.
Step 4: Managerial assessment, looking at the data for this segment (Swedish senior citizens 55+)

we see a segment with rising segment member, rising education level, relatively high disposable income and more disposal time, hence qualifying as a segment which can be targeted.

5.3 Market investigation and its signals

The lack of focusing on older travelers is very obvious by the most established travel providers in Sweden. There is a focus on families with children but no inclination to subdivide the customer group into seniors and not seniors. There is a number of smaller tour providers, where there is an explicit focus on older audience but the size/revenue is not of a size which makes any of them to a nationwide player. Although a growing senior population, the Swedish travel providers do not recognize them as specific market segment. There are two possible explanations. The first one
that the operators missed the growing market opportunities and did not implement adjustment to the product portfolio to keep up with the dynamic market situation. And the second which our study is presenting strong indications (in our opinion) that there are no substantial differences between the senior and mainstream travelers, which can be addressed in a way that the revenues of the travel providers can be increased substantially. The market response is well corresponding to our findings.

5.3.1 Targeting the senior

"There are opinions that the best way to do is 'targeting through interest and income rather than age which...is no longer a definer'" (Miles, 2008). Another issue is that the segmentation was proposed by the researchers for two reasons, the first for tailoring the product portfolio and second to ensure proper communication channels. The authors want to question the latter as today the most seniors have adapted to new information age and the normal channels are probably perfectly sufficient. "There appears to be no consensus on the characteristics that define one as an “older person.”" (Mochnis 2007). We cannot find sufficient and convincing proof that the elder population should be targeted differently from the rest of society. This may have been a case when Internet was a new medium but that is no longer valid. "The affluent elderly must be understood as a unique segment of the population. They are probably the most experienced and demanding consumers around" (Urman & Dwight, 1985). It is not easy to find comprehensive research result about adapting the targeting strategy to be more adequate to attract elder part of society. "A comprehensive marketing program encompasses a wide array of marketing decisions in the areas of product design, pricing, promotion and distribution" (Moschis, et al., 1997). A lot of travelling is today based on charter principle. There is a completely satisfactory working array of Internet services providing possibilities to book the trip. This solution is easy and well working and provides as reasonably diversified offer. An indirect proof of this is that the "Last Minute" trips are more expensive today that before and that there is a problem to find real bargains. The authors attended several trip out off main season and senior citizen are overrepresented which is confirming that the channels are satisfactory. "The elderly might be targeted with a variety of new products and service opportunities for marketers" (Branchik, 2010). The question is if the senior are differentiating from the main stream. "Marketers who contemplate targeting the older population must often decide whether they should treat all consumers over a certain age as one segment, or whether to assume that older consumers are heterogeneous and further subdivide the mature consumer market" (Moschis, et al., 1997). The real question is if the age can be used as a denominator for market segmentation at all or if the travel industry should find empirical product portfolio optimization model in order to maximize the profit.
5.4 Questionnaire results (Primary Data)
This section will align the results presented in the previous chapter with the problem formulation, and discuss the findings from this research.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Attributes to investigate</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td><strong>Correlation between income, the length and frequency of the travel.</strong></td>
<td></td>
</tr>
<tr>
<td>H1_1</td>
<td>Effect of economy on nr of travel in general regarding and its duration</td>
<td>In favor</td>
</tr>
<tr>
<td>H1_2</td>
<td>Effect of economy on nr travel to outside Europe regarding and its duration.</td>
<td>Not in favor</td>
</tr>
<tr>
<td>H1_3</td>
<td>Effect of on nr of travels to Europe outside the usual holiday periods</td>
<td>Not in favor</td>
</tr>
</tbody>
</table>

| H2         | **Correlation between age, health status and place of travel**                           |             |
| H2_1       | Effect of age on travels to outside Europe and its length                                 | Not in favor|
| H2_2       | Effect of age on travels to Europe and when during the year                               | In favor    |
| H2_3       | Effect of health, age and travel frequency                                              | Not in favor|
| H2_4       | Relation between cognitive age and nr of vacations                                       | In favor    |

| H3         | **Correlation between leisure constraint, travel motivation and demographic characteristics** |             |
| H3_1       | Effect of working status on expectation from vacation                                    | Not in favor|
| H3_2       | Effect of marital status on expectation from vacation                                     | Not in favor|
| H3_3       | Effect of education on expectation from vacation                                          | In favor    |
Table 6, Summary of all hypotheses and sub-hypotheses result shows which part of the hypothesis is supported, then the next task would be to analyze the result in depth and make it possible to see if any correlation exists between the previous study and the obtain result from this thesis in conclusion chapter.

**Hypothesis H1,**

The result shows that only sub-hypothesis, H1-1, is supported by our result when looking at significance parameters. H1_1 indicates that the travel frequency and travel period length are directly dependent on the financial situation of an individual is partially confirmed. This also is line with what Fleischer and Pizam (2002) found in their study, regarding the economy and how it constraints the seniors travel. This is also confirmed by Kattiyapornpong and Miller (2008) study, who are arguing that the income is one of the factors that has significant differential and interactive effects on travel behaviors when it comes to elderly travelers. If the economy constraints the seniors travel behaviors then it is also in line with Crawford, Jackson, and Godbey’s (1991) explanation of effect of intrapersonal barrier in leisure constraint model.

There are an overall indications for correlation between income and travel frequency but as for evaluation of whole H1, we can say that the statistical evaluation is not confirming their correctness. Therefore, we believe that there is a support for hypothesis in the analysis but the results do not support any generalization. Structural barriers represent constraints and are
conceptualized as intervening factors between leisure preference and participation (Crawford and Godbey, 1987).

**Hypothesis H2,**

Since statistical analysis shows only H2_2 and H2_4 supports the hypothesis. The diagrams Diagram 10 and (H2_2), shows that the number of travels tend to decrease when the travelers enter a higher age bracket.

The H2 was based on the study Lee and Tideswell (2005) conducted where they identified the physical limitations as one of the factors that constrain seniors in their travel. However only H2_2 and H2_4 were in favor of this hypothesis. From our secondary data analysis we could also see that there is a correlation between age, health status and place of travel (destination, distance to travel), which also are partially exposed by reviewing Table 10 and Table 16. The result of these questions reveal that the seniors (64+) travel more often and 75% of seniors think that it is important or very important to have one or more sun holidays during a year. It is apparent that sunny weather is more relevant as a determinant of travel decision. This might also be due to the fact that when entering a certain age bracket, the push and pull factors will get dominant in choosing the destination and the type of travel rather than travel and leisure constraints. As Baloglu and Uysal, (1996) argue, rest, relaxation, health, fitness, adventure, and social interaction are such push factors. And in combination with pull factors such as beaches, recreation facilities and historic resources, could play a strong role in choosing type of travel and destination. However, in general, the only conclusion we can draw from the sub-hypothesis is that age has an effect on the travels within Europe and its duration. This also confirms the study conducted by Lee and Tideswell (2005) where the heath/physical limitation constrains the senior.

We could also see that the there is a correlation between cognitive age and nr of vacations seniors take and the cognitive age vs chronological age (chapter 4.2.2). Ian Patterson (2002) describes the new-ages seniors as a group with cognitive age 12 years younger than chronical age and in his survey he found that the new-age seniors travel more and spend more days on vacations than the traditional seniors.

**Hypothesis H3,**

We believe H3 is rejected (in general), where only sub-hypothesis H3_7 is in favor and H3_3 shows a weak evidence in favor of the assumption. These sub-hypotheses would indicate the there is an effect of educations on expectation from vacations, and taking vacations with other family members. This is in line with what the interview with VING suggested where the travel company has launched generation trips, where the grandparents are traveling with their children and grandchildren. Shoemaker (1989) also suggest that on the basis of tourism motivation for elderly, the market can be segmented into three clusters: “family travelers”, “active resters”, and “older set”. The first cluster used pleasure tourism as a way to spend time with their immediate families.
Hypothesis H4,

This hypothesis consisted of 3 sub-hypothesis where only 1 of these are supporting H4. H4 is partly rejected and we can only see that the age has an impact on choice if travel package. The question, whether or not senior travelers would rather choose travel packages tailored for seniors could not be answered, since there is no obvious tailored travel package. But, Vacation Report by Ving AB mentions that 5 of 10 Swedes have been on a generation vacation. The ‘generation vacation’ is indicating a new trend which could actually play a favorable role in supporting our hypothesis, where we believe that senior travelers would rather choose travel packages tailored for seniors than other main stream travel packages. The VING questionnaire shows that further market segmentation is not necessary.

Cognitive vs Chronological Age Hypothesis,

As mentioned earlier p-value indicates strong evidence in favor of our assumption that there is a correlation between cognitive and chronological age. This outcome is also in line with what Ian Patterson (2002) discovered in their study where new-ages seniors are a group with cognitive age 12 years younger than chronical age. And what Muller and O’Cass (2001) presented in their study where middle-aged adults put their subjective ages as anywhere between five and 15 years younger than their chronological ages, while more than half of adults aged over 60 feel, on average, between 16 and 17 years younger.

6. Conclusions

The idea for this thesis came from an impression of very immerse focus on travel services abroad toward seniors and very little attention to the group in Sweden even though the segment is growing. We believed that the senior travelers segment in Sweden has gotten a little attention as the rest of travel segment receives in the travel. In order to understand this segment and how it is targeted by the market we did a market scan, chapter 3.5, an interview with one of Sweden’s biggest travel company and also conducted our own survey to be able to address our 4 hypotheses) based on similar studies done abroad and the survey (secondary data) already done by one of biggest travel companies in Sweden toward its senior customers. The data were later analyzed in chapter 5.

One of conclusion we can draw for Swedish senior citizens is that they can be seen as a segment with rising education level, relatively high disposable income and more disposal time, hence qualifying as a segment which can be targeted. This could eventually change the picture of future senior citizens as different constraints will have more effect on their travel behavior. How these constraints are dependent and aligned and how these effect the travel behavior is illustrated by Crawford, Jackson, and Godbey’s (1991), where we also can see, in some extend, in Swedish senior citizens. Income can be mentioned as one of the examples of such constraint, which is discussed by Fleischer and Pizam (2002) and Kattiyapornpong and Miller (2008), discussed in H1. And the age and health which have effect on the travels destinations (e.g. within or outside
Europe) and its duration, which we discussed in H2 and study Lee and Tideswell (2005). Last but not least the correlation between cognitive ages compared to chronological age, which may make you think that people will more or less behave in the same way when entering different age and life-cycle.

Looking at the ‘Analyze’ chapter we could only find support for 6 out of total 17 sub-hypotheses. We could also see that none of hypothesis were completely confirmed. One may state, in general, that Swedish senior citizens (not surprisingly) are no different from their peers in other western countries, where leisure and travel constraints will influence their travel habit. However it was one outcome from this thesis, which we could not observe directly in other studies. The outcome was the fact that trend for seniors traveling with their families and friends are more tangible than in other studies. This was partially observed in our survey, and as VING did when conducting their survey and presenting their sales figures. Do we see new market opportunities? Or simply a coincident. Hopefully more future studies will reveal and cast some light on this issue.

However, the purpose of these hypothesis were to be able to answer our primary and supporting research questions (PRQ and SRQ, stated earlier in Problem formulation and purpose chapter). As far as PRQ concerns, we could see that that financial status has an impact on travel behaviors as well as cognitive age when it comes to nr of vacations seniors take.

Regarding our SRQ we could see that age has an impact on choice if travel package and they do enjoy tailored travel packages such as generation travel packages. But we could also see from secondary data that they tend to take these type of travel packages more, but we could not see that the tailored travel packages have any impact on destinations even though they do enjoy sunny destinations.

**Market segment:**

Looking at the chapter 3.5 ‘Market Scan’, we see that there no clear picture on how senior/elderly travelers are targeted and clear strategy, and also no clear communication toward seniors when it comes to travel and leisure offerings. One possible reason for this might be due to the way the travel and leisure companies are communicating toward this segment. Sundling (2003) believes that 97-98% of all marketing targets young segment despite the increasing elderly segment (50+) with good economy. Sundling (2003) further believes that the underlying factor is that brand owners do not want to be associated with seniors despite that knowledge of what reality is. This is also in line with our observation where most effort to target senior customers are made by including images of the seniors in the web-sites, TV commercials and travel descriptions instead of mentioning senior customers. This assumption is later strengthened by the interview we did with one of Sweden’s major travel companies. This lead us to draw the obvious conclusion that seniors citizens are not considered as a market segment itself, and are not address the segment by general products available from companies. This is also outspoken by the interviewed travel company.

"Age has long been a frequently used basis for market segmentation' (Holbrook & Schindler, 1996) and there are a strong recommendation thought the scientific literature that the elderly should be treated as a separate customer segment. Anyway the focus in the study has been on general
segmentation issues but there are very limited suggestions, especially in by us examining leisure travel area, how to tailor the product portfolio to better suit the target group. 'The truth is, demographics are fine as a starting point, but there is a need to hone in on specific groups within the wider market' (Miles, 2008). In many cases the elderly market is perfectly served by the existing market offer and a segmentation is possible but without a plan to adapt the offer not profitable. There is a need to examine a group's specific need but only if one's products can be adapted for the need in a profitable and desirable way.

'From the historical background provided above, four key historical drivers emerge that had significant impact on the growing significance of the senior market. The first of these drivers is industrialization and its associated urbanization. Seniors, abandoned by children leaving for opportunities in cities, now had more independence to make their own consumption decisions. The second key driver was increasing longevity resulting from improved hygiene and medical care, mandated through a variety of federal laws and regulations affecting industries such as food processing and pharmaceuticals' (Branchik, 2010). The trend over the last decades was that the senior citizens joined more independence a continued to live their own lives following habits developed though the life time. If this is applicable for the travelling habits the senior part of population will prefer to follow old pattern rather than discovering the new offer when they are the specific target

The only reasonable conclusion we can draw after all the theoretical and practical studies and the work done in this thesis is that, there is no need to address the market segment considering senior and retired citizens as a group and even a smaller need of subdivision within the group. This means that the services available on the market will fulfill satisfactory the needs of the senior travelers.

We can, in general terms, based on our empirical findings and analyze state that the senior citizen segment is sustainable as a market segment for Swedish travel industry, where they are a segment with rising education level, relatively high disposable income and more disposal time. However there is no need for changing the existing marketing and product portfolios to better serve the existing market, or to enter a new market. The senior citizens are satisfied with the existing offers and structure of travel industry. Despite missing an explicit focus on the older travelers we assumed that the Internet changed the industry and some adaptation are already applied. These conclusion can of course be further investigated and analyzed to get a wider understanding.

6.1 The Possible Infirmity and Limitation

Research needs careful planning and can easily be wrong. This thesis is no exception, our first uncertainty is about the applicability of the published literature which we have studied. One of the biggest trends we have observed that the "happy ending" article are dominant, and there is very few articles, where the hypotheses turned out to be wrong and the entire research approach was proven to be wrong in its foundations. Another aspect worrying us is that there is a
possibility of publication bias because it is much easier to get your work accepted if the research is following the main stream.

Other limitations of this thesis also need to be recognized. The representativeness of the answers is a limitation, which we needed to deal with. The duration and the budget of the thesis did not allow us to perform the investigation on a wider scale, and to ensure the statistically correctness of the answers.

The questionnaire was designed to give most objective outcome but the evaluation of the term objective may have been influenced by the authors perception, which in turn may have been affected by external stimuli and during the life time where the array of values were establish and now governing the everyday life. The questionnaire would have been designed differently, if it was done today (lessons learned). This is raising the question, if a questionnaire design should be an iterative process where the final design will be based on several performed pre-studies on the same area. We would have been much happier, if we had the opportunity to perform several iterations.

The issue of the correctness of evaluation tools is next topic to be discussed. We believe that the evaluation should be a process, which is to be fine-tuned in the same way as the questionnaire itself.

6.2 Additional reflection based on "fingerspitzengefühl"

All the research we have done is showing that the travel market is mature and the senior citizen segment, despite lacking an explicit focus, is well served by the general market offer. There are indications that there would be an interest of special senior travel offering but the market is telling otherwise. The tour operator owned by Retired Senior organization is receiving a very little attention and has annual turnover about much below half a million Euro. The literature is encouraging stronger focus on retired people and proposing a development of tailored solutions but we do not find evidence that this actually would result in better general revenue or increased return of investment (for investors), and if this is not the case we do not see a reason for performing a market operation.

Our survey is indicating a possible interest of new product portfolio but other parts, which are not explicitly expressing the investigated issue, are not giving the same indication. The authors are surprised over the findings and are still despite the found facts convinced that the market for senior travelling is a great market opportunity waiting to be explored.

According to our study there is no need to subdivide the market and let the senior citizen be a segment by its own. The request of the group is similar or nearly same as other presumptive market segments.

But there is another side of the problem. The senior travel market is apparently flourishing in other countries as winter time the Canary Island are populated with elderly people. Are majority of senior Swedes that different? Is there no interest of being in warmer places during the cold months in Sweden? The only true answer is we don't know. We can conclude that there is no
obvious request of the services from the customer but Henry Ford concluded: "If I’d asked people what they wanted, they would have said a faster horse", it is all about ability to create a market.

Is really a market response a reliable source for enhancing product portfolio? The quotation of Henry Ford is giving a clue what responses we can get from an audience which is not familiar with a product or service in the questioned. The right approach would maybe be, to understand why they would like to have a faster horse and if not possible which substitute would be proper and be accepted by the market. The problem is that 'what someone thinks they want, and will say they want because it seems sensible and reasonable, may conflict with what really matters to their unconscious mind when the moment in question arises (Graves 2010). This means that whatever findings we may have done, the ultimate answer can only be found in market introduction. Our suggestion is that the foreign offerings should be checked and roughly investigated. An introduction should be based on gradual implementation rather than offensive market penetration. The project should from the beginning bear its own cost and have a possibility to be terminated at any time without devastating consequences for the tour operator.

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8. Appendix I, Questions in questionnaire

*Within parentheses corresponded hypotheses*

1. Which age category do you belong? (2)
   - 55-64
   - 65-74
   - 75+

2. Marital Status? (2)
   - Married/Partner
   - Widow / Widower
   - Single

3. How do you consider you financial status? (3)
   - Rather not answer
   - Less satisfied
   - Good
   - Pretty good
   - Excellent

4. What is the level of your education? (3)
   - Mandatory school education
   - High school
   - College or higher

5. Are you still actively working? (1, 3)
   - Yes
   - Part time
   - No

6. If you answered yes to question 5, does this affect your abroad travel plans? (Otherwise go to question 6) (1, 3)
   - Yes
   - No
   - Some

7. Does your spouse still actively working? (1, 3)
   - Single
   - Yes
   - Part time
   - No

8. Does your spouse/partner /companion work status affect your abroad travel plans? (1, 3)
   - I am single
   - Yes
   - No
   - Don’t know

9. How many times a year are you on vacation? (1)
   - 0
   - 1-2 times
   - 3-4 times
   - More

10. How long (usually) do you stay when you are vacation? (1)
    - Not relevant
    - Weekend
    - 1 week
    - 2 weeks
    - 3 weeks or more

11. Would you like to live in warmer climates during parts of the year, if you had the opportunity? (2)
12. How many of your vacations are to warmer destination? (2)

13. How often have you had a vacation in Europe (outside Scandinavia) during the last 3 years? (2)

14. How often do you travel (outside Scandinavia) annually outside the usual holiday periods? (3)

15. How often have you had a holiday outside Europe (Asia, Africa, South, North America etc.) during the last 3 years? (Canary Islands are considered to be a part of Europe)? (2)

16. How long on average have vacations outside Europe have been? (3)

17. Do you consider traveling with other retired family members or friends? (3)

18. Would you be interested in a travel program tailored to seniors if the price level was right? (4)

19. Have you been on vacation with your children and grandchildren in the last few 3 years? (3)

20. What is important to you when you go on vacation? (More alternative possible)

21. Do you still have the same level of activity (long walks, shopping, etc.) when you are on holiday as you did 2 years ago?

22. Where do you find information about your trips and vacation?
23. How young/old do you feel? (2)

- Won’t say
- 55-59
- 60-64
- 65-69
- 70-74
- 75+

24. Do you see your doctor more often than two years ago? (2)

- Won’t say
- Yes
- Maybe/don’t know
- No

9. Appendix II, Secondary data information

All the major travel companies (Ving AB, Apollo, Fritidsresor, Solresor and even online travel resellers: momondo.se, resia.se and Mr. Jet) were contacted. All the mentioned companies chose not to provide us any information or talk to us except Ving AB, where they briefly answered our questions through e-mails and references to current travel rapport made by Ving, and also provided us with actual result of survey which members of Ving’s travel panel (55-64 and 65+) had answered, in order to make it easier for us to look into different part of data and be able to draw our conclusions. Ving AB is one of the biggest companies within travel leisure in Sweden and they estimate their market share to be 30%.

Ving AB answered (through the communication officer) to following question through mail regarding senior citizens:

Questions: What do you think of senior citizens market? Do you see senior citizens as a segment?

Answers: No, we don’t consider them as a separate segment. Historically we consider two travelers segments, travelers with and without children. We have other package/products, such as, Sunprime hotels, where the elderly can enjoy their stay among with couples without any children. But we also see more demand or trend as you may say it for packages like ‘generation vacation’, (grandparents travel with their children and grandchildren).

Ving AB has also provided us with some sales figures from 2013 or 55+ travelers segment. Ving AB had under 2013 sold totally 598089 bookings, where the travelers 55+ stands for 181727 bookings and hence around 30% of the total bookings for 2013. Table below shows how the number of bookings, average cost of each booking and average duration of the stay among 55+ customers.
<table>
<thead>
<tr>
<th>Age</th>
<th>Number of bookings</th>
<th>Spend on each booking</th>
<th>Duration of stay for each booking</th>
<th>Percentage of total sold bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>55-64</td>
<td>87697</td>
<td>17785</td>
<td>8,996</td>
<td>14.7%</td>
</tr>
<tr>
<td>64-74</td>
<td>77571</td>
<td>17897</td>
<td>10.7</td>
<td>13%</td>
</tr>
<tr>
<td>75+</td>
<td>16459</td>
<td>19147</td>
<td>13.7</td>
<td>2.75%</td>
</tr>
</tbody>
</table>

Table 7, Ving’s bookings and other travel information for travelers 55+

**Question 1:**

How many trips are you undertaking every year?

<table>
<thead>
<tr>
<th></th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>1</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>2</td>
<td>43%</td>
<td>46%</td>
</tr>
<tr>
<td>3</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>4 or more</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Table 8, Result of question 1 of Ving’s survey

**Question 2:**

Are you travelling more often now than five years ago?

<table>
<thead>
<tr>
<th></th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>62%</td>
<td>54%</td>
</tr>
<tr>
<td>Less</td>
<td>19%</td>
<td>28%</td>
</tr>
<tr>
<td>Don't know</td>
<td>19%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Table 9, Result of question 2 of Ving’s survey

**Question 3:**

When during the year cycle you prefer to have you holiday?

<table>
<thead>
<tr>
<th></th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional holiday period</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>During summer when children are free</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>During school based free periods</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Early summer</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Late Summer</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Winter (1-2w) + Summer (3-4w)</td>
<td>29%</td>
<td>13%</td>
</tr>
<tr>
<td>Winter</td>
<td>20%</td>
<td>38%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Table 10, Result of question 3 of Ving’s survey
3. During off-season because of more disposal time, but the results are not conclusive.

**Question 4:**
Have preferences regarding holiday period changed during the last years?

<table>
<thead>
<tr>
<th></th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>No</td>
<td>58%</td>
<td>57%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Table 11, Result of question 4 of Ving’s survey*

**Question 5:**
For what reason you have changed your vacation periods?

<table>
<thead>
<tr>
<th>Reason</th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjustment to school holiday</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Work affecting holiday periods</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>I prefer to spread the holiday</td>
<td>16%</td>
<td>0%</td>
</tr>
<tr>
<td>I travel abroad several times a year</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>I am retired, travel when I want</td>
<td>48%</td>
<td>93%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Table 12, Result of question 5 of Ving’s survey*

**Question 6:**
Do you spend more on leisure holiday travelling than five years ago?

<table>
<thead>
<tr>
<th></th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>64%</td>
<td>61%</td>
</tr>
<tr>
<td>No</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

*Table 13, Result of question 6 of Ving’s survey*

**Question 7:**
Why do you spend more on travelling than before?

<table>
<thead>
<tr>
<th>Reason</th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can afford to travel more</td>
<td>46%</td>
<td>34%</td>
</tr>
<tr>
<td>I have higher demands</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>I have get family which makes it more expensive to travel</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>I am away longer periods</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>I travel to more distant places</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Table 14, Result of question 7 of Ving’s survey*
**Question 8:**

How are you financing your travels?

<table>
<thead>
<tr>
<th></th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own savings</td>
<td>64%</td>
<td>74%</td>
</tr>
<tr>
<td>Credit card</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Take a loan</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Saving during the year</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>Saving on other things</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Table 15, Result of question 8 of Ving’s survey

**Question 9:**

How important is it for you to have one or more sun holidays during a year?

<table>
<thead>
<tr>
<th></th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>42%</td>
<td>28%</td>
</tr>
<tr>
<td>Important</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>Not important</td>
<td>13%</td>
<td>24%</td>
</tr>
<tr>
<td>I don't know</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Table 16, Result of question 9 of Ving’s survey

**Question 10:**

Your favorite destinations (max 3 per answers for each participant)?

<table>
<thead>
<tr>
<th></th>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>Mallorca</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>Crete</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>Rhodos</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Tunisia</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Cyprus</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Croatia</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Small Greek Islands</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>Canary Islands</td>
<td>30%</td>
<td>41%</td>
</tr>
<tr>
<td>Other</td>
<td>22%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Table 17, Result of question 10 of Ving’s survey
**Question 11:**

Important for you: (1-4 where 1=not important and 4 very important

<table>
<thead>
<tr>
<th>55-64 groups:</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday abroad</td>
<td>2%</td>
<td>9%</td>
<td>36%</td>
<td>53%</td>
</tr>
<tr>
<td>House, leisure house repair</td>
<td>18%</td>
<td>32%</td>
<td>38%</td>
<td>12%</td>
</tr>
<tr>
<td>Buying new car</td>
<td>46%</td>
<td>38%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>New kitchen bathroom</td>
<td>46%</td>
<td>38%</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Buying electronics</td>
<td>36%</td>
<td>44%</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>Buying furniture</td>
<td>38%</td>
<td>49%</td>
<td>12%</td>
<td>1%</td>
</tr>
<tr>
<td>New &quot;white goods&quot;</td>
<td>44%</td>
<td>41%</td>
<td>13%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Table 18, Result of question 11 (part 1) of Ving’s survey*

<table>
<thead>
<tr>
<th>64+</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday abroad</td>
<td>4%</td>
<td>16%</td>
<td>42%</td>
<td>38%</td>
</tr>
<tr>
<td>House, leisure house repair</td>
<td>25%</td>
<td>34%</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>Buying new car</td>
<td>52%</td>
<td>34%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>New kitchen bathroom</td>
<td>56%</td>
<td>30%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Buying electronics</td>
<td>36%</td>
<td>44%</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>Buying furniture</td>
<td>50%</td>
<td>42%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>New &quot;white goods&quot;</td>
<td>48%</td>
<td>37%</td>
<td>13%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Table 19, Result of question 11 (part 2) of Ving’s survey*

**Question 12:**

Assume a winning 500 000 Euro on lottery how would you spend money? (3 alternatives are selected)

<table>
<thead>
<tr>
<th>55-64</th>
<th>64+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making my dream trip</td>
<td>35%</td>
</tr>
<tr>
<td>Travel more abroad</td>
<td>61%</td>
</tr>
<tr>
<td>Live abroad during a period</td>
<td>31%</td>
</tr>
<tr>
<td>Pay back loans</td>
<td>35%</td>
</tr>
<tr>
<td>Change living place</td>
<td>1%</td>
</tr>
<tr>
<td>Repair or upgrade living place</td>
<td>19%</td>
</tr>
<tr>
<td>Buy a new car</td>
<td>18%</td>
</tr>
<tr>
<td>Buy a holiday cottage, boat or camper</td>
<td>7%</td>
</tr>
<tr>
<td>Invest in saving funds</td>
<td>32%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Table 20, Result of question 12 of Ving’s survey*
Appendix III

Anova Statistics

Total Sum of Squares (SST) = \( \sum_{i=1}^{r} \sum_{j=1}^{c} (X_{ij} - X_{\text{grand mean}}) \), where \( X_{ij} \) is the \( i \)th sample in \( j \)th column.

Treatment Sum of Squares (SSTR) = \( \sum \sum r_j (X_{j,\text{mean}} - X_{\text{grand mean}})^2 \), where \( r_j \) is the number of rows in the \( j \)th treatment and \( X_{j,\text{mean}} \) is the mean of the \( j \)th treatment.

Error Sum of Squares (SSE) = \( \sum \sum (X_{ij} - X_{j,\text{mean}})^2 \)

Total Mean Squares (MST) = \( \frac{SST}{N-1} \), where \( N \) is the total number of observation.

Mean Square Treatment (MSTR) = \( \frac{SSTR}{c-1} \), where \( c \) is the number of columns in the data table.

Mean Square Error (MSE) = \( \frac{SSE}{N-c} \)

And finally we calculate \( F = \frac{MSTR}{MSE} \)

Next step is to obtain critical value, FCV, which has \( df1 \) and \( df2 \) degrees of freedom, where \( df1 \) is the numerator degrees of freedom equal to \( c-1 \) and \( df2 \) is the denominator degrees of freedom equal to \( N-c \).

<table>
<thead>
<tr>
<th>df1</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>7</th>
<th>10</th>
<th>15</th>
<th>20</th>
<th>30</th>
<th>60</th>
<th>120</th>
<th>500</th>
<th>1000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>161</td>
<td>200</td>
<td>216</td>
<td>225</td>
<td>230</td>
<td>237</td>
<td>242</td>
<td>246</td>
<td>248</td>
<td>250</td>
<td>252</td>
<td>253</td>
<td>254</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>18,5</td>
<td>19,0</td>
<td>19,2</td>
<td>19,2</td>
<td>19,3</td>
<td>19,4</td>
<td>19,4</td>
<td>19,4</td>
<td>19,5</td>
<td>19,5</td>
<td>19,5</td>
<td>19,5</td>
<td>19,5</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>10,1</td>
<td>9,55</td>
<td>9,28</td>
<td>9,12</td>
<td>9,01</td>
<td>8,89</td>
<td>8,79</td>
<td>8,70</td>
<td>8,66</td>
<td>8,62</td>
<td>8,57</td>
<td>8,55</td>
<td>8,53</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>7,71</td>
<td>6,94</td>
<td>6,59</td>
<td>6,39</td>
<td>6,26</td>
<td>6,09</td>
<td>5,96</td>
<td>5,86</td>
<td>5,80</td>
<td>5,75</td>
<td>5,69</td>
<td>5,66</td>
<td>5,64</td>
<td>5,63</td>
</tr>
<tr>
<td>5</td>
<td>6,61</td>
<td>5,79</td>
<td>5,41</td>
<td>5,19</td>
<td>5,05</td>
<td>4,88</td>
<td>4,74</td>
<td>4,62</td>
<td>4,56</td>
<td>4,50</td>
<td>4,43</td>
<td>4,40</td>
<td>4,37</td>
<td>4,37</td>
</tr>
<tr>
<td>7</td>
<td>5,59</td>
<td>4,74</td>
<td>4,35</td>
<td>4,12</td>
<td>3,97</td>
<td>3,79</td>
<td>3,64</td>
<td>3,51</td>
<td>3,44</td>
<td>3,38</td>
<td>3,30</td>
<td>3,27</td>
<td>3,24</td>
<td>3,23</td>
</tr>
<tr>
<td>10</td>
<td>4,96</td>
<td>4,10</td>
<td>3,71</td>
<td>3,48</td>
<td>3,33</td>
<td>3,14</td>
<td>2,98</td>
<td>2,85</td>
<td>2,77</td>
<td>2,70</td>
<td>2,62</td>
<td>2,58</td>
<td>2,55</td>
<td>2,54</td>
</tr>
<tr>
<td>15</td>
<td>4,54</td>
<td>3,68</td>
<td>3,29</td>
<td>3,06</td>
<td>2,90</td>
<td>2,71</td>
<td>2,54</td>
<td>2,40</td>
<td>2,33</td>
<td>2,25</td>
<td>2,16</td>
<td>2,11</td>
<td>2,08</td>
<td>2,07</td>
</tr>
<tr>
<td>20</td>
<td>4,35</td>
<td>3,49</td>
<td>3,10</td>
<td>2,87</td>
<td>2,71</td>
<td>2,51</td>
<td>2,35</td>
<td>2,20</td>
<td>2,12</td>
<td>2,04</td>
<td>1,95</td>
<td>1,90</td>
<td>1,86</td>
<td>1,85</td>
</tr>
<tr>
<td>30</td>
<td>4,17</td>
<td>3,32</td>
<td>2,92</td>
<td>2,69</td>
<td>2,53</td>
<td>2,33</td>
<td>2,16</td>
<td>2,01</td>
<td>1,93</td>
<td>1,84</td>
<td>1,74</td>
<td>1,68</td>
<td>1,64</td>
<td>1,63</td>
</tr>
<tr>
<td>60</td>
<td>4,00</td>
<td>3,15</td>
<td>2,76</td>
<td>2,53</td>
<td>2,37</td>
<td>2,17</td>
<td>1,99</td>
<td>1,84</td>
<td>1,75</td>
<td>1,65</td>
<td>1,53</td>
<td>1,47</td>
<td>1,41</td>
<td>1,40</td>
</tr>
<tr>
<td>120</td>
<td>3,92</td>
<td>3,07</td>
<td>2,68</td>
<td>2,45</td>
<td>2,29</td>
<td>2,09</td>
<td>1,91</td>
<td>1,75</td>
<td>1,66</td>
<td>1,55</td>
<td>1,43</td>
<td>1,35</td>
<td>1,28</td>
<td>1,27</td>
</tr>
<tr>
<td>500</td>
<td>3,86</td>
<td>3,01</td>
<td>2,62</td>
<td>2,39</td>
<td>2,23</td>
<td>2,03</td>
<td>1,85</td>
<td>1,69</td>
<td>1,59</td>
<td>1,48</td>
<td>1,35</td>
<td>1,26</td>
<td>1,16</td>
<td>1,14</td>
</tr>
<tr>
<td>1000</td>
<td>3,85</td>
<td>3,00</td>
<td>2,61</td>
<td>2,38</td>
<td>2,22</td>
<td>2,02</td>
<td>1,84</td>
<td>1,68</td>
<td>1,58</td>
<td>1,47</td>
<td>1,33</td>
<td>1,24</td>
<td>1,13</td>
<td>1,11</td>
</tr>
</tbody>
</table>

Table 21, F Distribution critical values for \( \alpha = 0.05 \)

Decision rule is based on a comparison between F observed and F critical. If the F observe exceeds F critical the null hypothesis which states that the observed groups are same within statistical error is to be rejected.
Interpretation is that if $F_{\text{observed}} = F_{\text{critical}}$ then we have 95% that there is no difference between the subject groups.
10. Appendix IV, Survey Analysis

10.1 Hypothesis H1

Below is the statistical significance variation for all sub-hypothesis for H1. The independent and independent(s) variables are listed separately for each sub-hypothesis in upcoming sections.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1_1</td>
<td>VAR002: 5.428</td>
<td>2</td>
<td>2.714</td>
<td>4.045</td>
<td>0.020</td>
</tr>
<tr>
<td></td>
<td>VAR003: 22.060</td>
<td>2</td>
<td>11.030</td>
<td>7.146</td>
<td>0.001</td>
</tr>
<tr>
<td>H1_2</td>
<td>VAR002: 1.703</td>
<td>2</td>
<td>0.852</td>
<td>2.674</td>
<td>0.074</td>
</tr>
<tr>
<td></td>
<td>VAR003: 2.634</td>
<td>2</td>
<td>1.317</td>
<td>1.412</td>
<td>0.249</td>
</tr>
<tr>
<td>H1_3</td>
<td>VAR005: 3.612</td>
<td>2</td>
<td>1.806</td>
<td>2.854</td>
<td>0.062</td>
</tr>
<tr>
<td></td>
<td>VAR006: 0.995</td>
<td>2</td>
<td>0.498</td>
<td>0.871</td>
<td>0.422</td>
</tr>
</tbody>
</table>

Table 22, Results from statistical significance evaluation for hypothesis H1

Evaluation H1_1

We in this part examine relation between economy and travel pattern since we believe there is link between them. This evaluation part consists of independent variable (answers from survey question 3) and two dependent variables (answers from survey questions 9 and 10).

Independent variable (q3)
Survey question: How do you consider you financial status?
- ind_q3_1: Consider financial status: Less Satisfied, group A
- ind_q3_2: Consider financial status: Pretty Good, group B
- ind_q3_3: Consider financial status: Good, group B
- ind_q3_4: Consider financial status: Excellent, group C
Not included in evaluation: Consider financial status: Rather not answer:

Dependent variable (q9)
Survey question: How many times a year are you on vacation?
- dep_q9_1: Has been on holiday 0 times, weighting 0
- dep_q9_2: Has been on holiday 1-2 times, weighting 1
- dep_q9_3: Has been on holiday 3-4 times, weighting 2
- dep_q9_4: Has been on holiday more than 4 times, weighting 3
Dependent variable (q10)
Survey question: How long (usually) do you stay when you are vacation?
- `dep_q10_1`: Usually stay at vacation, weighting 0
- `dep_q10_2`: Usually stay at vacation: weekend, weighting 1
- `dep_q10_3`: Usually stay at vacation: 1 week, weighting 2
- `dep_q10_4`: Usually stay at vacation: 2 weeks, weighting 3
- `dep_q10_5`: Usually stay at vacation: 3 weeks or more, weighting 4

An individual is evaluating his or hers own economy in a subjective way. Having 4 step evaluation ladder is on one hand not sufficient but on the other already open for own interpretations. The two middle steps were created to capture the insecurities but the real qualification we want to make is: A - poor, B - normal and C - rich. We would like to have a broader base to make a more accurate analysis.

Diagram 1, effect of financial status on traveling to nr of vacation taken during a year

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>64%</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>21%</td>
<td>53%</td>
<td>19%</td>
</tr>
<tr>
<td>3</td>
<td>14%</td>
<td>50%</td>
<td>29%</td>
</tr>
<tr>
<td>4</td>
<td>0%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Diagram 2, effect of financial status on traveling to length of travel taken during a year

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>64%</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>7%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>3</td>
<td>14%</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>4</td>
<td>14%</td>
<td>27%</td>
<td>43%</td>
</tr>
<tr>
<td>5</td>
<td>0%</td>
<td>12%</td>
<td>7%</td>
</tr>
</tbody>
</table>
For capturing the interaction between frequency and length we introduce new variables (Mean A, Mean B and Mean C) which are a product of multiplication of q9 and q10. Drawing these values in a graph shows that seniors would travel more often and to further destinations if their economy allow but only to a limited extend.

Diagram 3, the means of product variable for each income group

<table>
<thead>
<tr>
<th>A mean</th>
<th>B mean</th>
<th>C mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.142857143</td>
<td>3.037037037</td>
<td>3.428571429</td>
</tr>
</tbody>
</table>

Evaluation H1_2

In this part we will investigate how the economy reflects on travels outside Sweden and especially outside Europe. Since the travels outside Europe would be more costly hence it would reflect the economy and how travels in general would be affected. The part consists of one dependent variable (answers from survey question 3) and two dependent variable (answers from survey questions 15 and 16).

Independent variable (q3)
Survey question: How do you consider you financial status?
- ind_q3_1. Consider financial status: Less Satisfied, group A
- ind_q3_2. Consider financial status: Pretty Good, group B
- ind_q3_3. Consider financial status: Good, group B
- ind_q3_4. Consider financial status: Excellent, group C

Note: Not included in evaluation: Consider financial status: Rather not answer
Note: see 0 for more detail on grouping the answers

Dependent variable (q15)
Survey question: How often have you had a holiday outside Europe (Asia, Africa, South, North America etc.) during the last 3 years?
- dep_q15_1. Has been outside Europe last 3 years 0 times, weighting 0
- dep_q15_2. Has been outside Europe last 3 years 1-3 times, weighting 1
- dep_q15_4. Has been outside Europe last 3 years more than 3 times, weighting 3

**Dependent variable (q16)**

**Survey question:** How long on average have vacations outside Europe have been?

- dep_q16_1. Usually stayed outside Europe: not relevant, weighting 0
- dep_q16_2. Usually stayed outside Europe: 3-8 days, weighting 1
- dep_q16_3. Usually stayed outside Europe: 9-15 days, weighting 2
- dep_q16_4. Usually stayed outside Europe: longer, weighting 3

![Diagram 4, travels outside Europe](image)

![Diagram 5, travel frequency outside Europe](image)
Evaluation H1_3

In this part we look again at relation between the economy and travels within Europe. Again independent variable is answers from survey question 3, and two dependent variables which are answers from questions 13 and 14.

Independent variable q3
Survey question: How do you consider you financial status?
- ind_q3_1. Consider financial status: Less Satisfied, group A
- ind_q3_2. Consider financial status: Pretty Good, group B
- ind_q3_3. Consider financial status: Good, group B
- ind_q3_4. Consider financial status: Excellent, group C

Not included in evaluation: Consider financial status: Rather not answer

Dependent variable (q13)
Survey question: How often have you had a vacation in Europe (outside Scandinavia) during the last 3 years?
- dep_q13_1. Has been within Europe last 3 years: 0 times, weighting 0
- dep_q13_2. Has been within Europe last 3 years: 1-3 times, weighting 1
- dep_q13_2. Has been within Europe last 3 years: 4-6 times, weighting 2
- dep_q13_4. Has been within Europe last 3 years: more than 6 times, weighting 3

Dependent variable (q14)
Survey question: How often do you travel (outside Scandinavia) annually outside the usual holiday periods?
- dep_q14_1. Annually outside holiday period: 0 times, weighting 0
- dep_q14_2. Annually outside holiday period: 1-2 times, weighting 1
- dep_q14_3. Annually outside holiday period: 3-4 times, weighting 2
- dep_q14_4. Annually outside holiday period: more than 4 times, weighting 3
10.2 Hypothesis H2
Below is the statistical significance variation for all sub-hypothesis for H2. The independent and independent(s) variables are listed separately for each sub-hypothesis in upcoming sections.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Type III Sumo f Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2_1</td>
<td>VAR002: 0.828</td>
<td>2</td>
<td>0.414</td>
<td>1.407</td>
<td>0.250</td>
</tr>
<tr>
<td></td>
<td>VAR003: 2.800</td>
<td>2</td>
<td>1.400</td>
<td>1.580</td>
<td>0.211</td>
</tr>
<tr>
<td>H2_2</td>
<td>VAR002:</td>
<td>5.008</td>
<td>2</td>
<td>2.504</td>
<td>4.210</td>
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<td>------</td>
<td>---------</td>
<td>-------</td>
<td>----</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td></td>
<td>VAR003:</td>
<td>4.608</td>
<td>2</td>
<td>2.304</td>
<td>4.305</td>
</tr>
<tr>
<td>H2_3</td>
<td>VAR002:</td>
<td>87.068</td>
<td>2</td>
<td>43.534</td>
<td>0.952</td>
</tr>
<tr>
<td></td>
<td>VAR003:</td>
<td>3.379</td>
<td>2</td>
<td>1.689</td>
<td>2.537</td>
</tr>
<tr>
<td>H2_4</td>
<td>VAR001:</td>
<td>10.088</td>
<td>6</td>
<td>1.681</td>
<td>2.611</td>
</tr>
</tbody>
</table>

Table 23, Results from statistical significance evaluation for hypothesis H2

**Evaluation H2_1**

In this part we will look at relation between age and travels outside Europe and its duration. We use age as independent variable and travel to outside Europe and its length as independent variable in order to see the correlation of age with long distance travels.

**Independent variable (q1)**
Survey question: Which age category do you belong?
- ind_q1_1. Belong to age category: 55-64
- ind_q1_2. Belong to age category: 65-74
- ind_q1_3. Belong to age category: 75+

**Dependent variable (q15)**
Survey question: How often have you had a holiday outside Europe (Asia, Africa, South, North America etc.) during the last 3 years?
- dep_q15_1. Has been outside Europe last 3 years: 0 times, weighting 0
- dep_q15_2. Has been outside Europe last 3 years: 1-2 times, weighting 1
- dep_q15_3. Has been outside Europe last 3 years: 3-4 times, weighting 2
- dep_q15_4. Has been outside Europe last 3 years: more than 4 times, weighting 3

**Dependent variable (q16)**
Survey question: How long on average have vacations outside Europe have been?
- dep_q16_1. Usually stayed outside Europe: not relevant, weighting 0
- dep_q16_2. Usually stayed outside Europe: 3-8 days, weighting 1
- dep_q16_3. Usually stayed outside Europe: 9-15 days, weighting 2
- dep_q16_4. Usually stayed outside Europe: longer, weighting 3
Evaluation Part H2_2

In this part we will look at relation between age and travels within Europe and the period vacations are taken. We use age as independent variable and travel to Europe and nr of annual holidays outside holiday period as independent variable in order to see the correlation of age with long distance travels.

Independent variable (q1)
Survey question: Which age category do you belong?
• ind_q1_1. Belong to age category: 55-64
• ind_q1_2. Belong to age category: 65-74
• ind_q1_3. Belong to age category: 75+

Dependent variable (q13)
Survey question: How often have you had a vacation in Europe (outside Scandinavia) during the last 3 years?
• dep_q13_1. Has been within Europe last 3 years: 0 times, weighting 0
• dep_q13_2. Has been within Europe last 3 years: 1-3 times, weighting 1
• dep_q13_3. Has been within Europe last 3 years: 4-6 times, weighting 2
• dep_q13_4. Has been within Europe last 3 years: more than 6 times, weighting 3

Dependent variable (q14)
Survey question: How often do you travel (outside Scandinavia) annually outside the usual holiday periods?
• dep_q14_1. Annually outside holiday period: 0 times, weighting 0
• dep_q14_2. Annually outside holiday period: 1-2 times, weighting 1
• dep_q14_3. Annually outside holiday period: 3-4 times, weighting 2
• dep_q14_4. Annually outside holiday period: more than 4 times, weighting 3

Diagram 10, Frequency of travels to Europe
Evaluation H2_3

This part will look into the possibility of a relation between health versus age and nr of vacations during the year in general.

Independent variable (q24)
Survey question: Do you see your doctor more often than two years ago?

- ind_q24_1. Won't say
- ind_q24_2. Yes
- ind_q24_3. Maybe/don't know
- ind_q24_4. No

Independent variable (q1)
Survey question: Which age category do you belong?

- dep_q1_1. Belong to age category: 55-64
- dep_q1_2. Belong to age category: 65-74
- dep_q1_3. Belong to age category: 75+

Dependent variable q9
Survey question: How many times a year are you on vacation?

- dep_q9_1. On vacation times a year: 0, weighting 0
- dep_q9_2. On vacation times a year: 1-2, weighting 1
- dep_q9_3. On vacation times a year: 3-4, weighting 2
- dep_q9_4. On vacation times a year: more than 4, weighting 3
Evaluation H2.4

In this part we will look at relation between cognitive age and nr of vacations during the year. We use cognitive age (q23) as independent variable and nr of vacations during the year (q9) as independent variable in order to see the correlation of cognitive age with nr of vacations.
Independent variable (q23)
Survey question: How young/old do you feel?
- ind_q23_1. Feel like: Won't say/No answer
- ind_q23_2. Feel like:< 55
- ind_q23_3. Feel like: 55-59
- ind_q23_4. Feel like: 60-64
- ind_q23_5. Feel like: 65-69
- ind_q23_6. Feel like: 70-74
- ind_q23_7. Feel like: 75+

Dependent variable (q9)
Survey question: How many times a year are you on vacation?
- dep_q9_1. On vacation times a year: 0, weighting 0
- dep_q9_2. On vacation times a year: 1-2, weighting 1
- dep_q9_3. On vacation times a year: 3-4, weighting 2
- dep_q9_4. On vacation times a year: more than 4, weighting 3

Correlation between age, health status and place of travel

Diagram 14, more frequent doctor visits vs travelling frequency
10.3 Hypothesis H3

Below is the statistical significance variation for all sub-hypothesis for H3. The independent and independent(s) variables are listed separately for each sub-hypothesis in upcoming sections.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>H3_1</td>
<td>VAR001: 0.100</td>
<td>2</td>
<td>0.050</td>
<td>0.144</td>
<td>0.866</td>
</tr>
<tr>
<td>H3_2</td>
<td>VAR001: 0.091</td>
<td>1</td>
<td>0.091</td>
<td>0.263</td>
<td>0.609</td>
</tr>
<tr>
<td>H3_3</td>
<td>VAR001: 1.620</td>
<td>2</td>
<td>0.810</td>
<td>2.426</td>
<td>0.093</td>
</tr>
<tr>
<td>H3_4</td>
<td>VAR001: 1.00</td>
<td>2</td>
<td>0.500</td>
<td>2.423</td>
<td>0.113</td>
</tr>
<tr>
<td>H3_5</td>
<td>VAR001: 0.113</td>
<td>1</td>
<td>0.113</td>
<td>0.450</td>
<td>0.512</td>
</tr>
<tr>
<td>H3_6</td>
<td>VAR001: 0.000</td>
<td>1</td>
<td>0.000</td>
<td>0.000</td>
<td>0.988</td>
</tr>
<tr>
<td>H3_7</td>
<td>VAR001: 13.318</td>
<td>3</td>
<td>4.439</td>
<td>3.016</td>
<td>0.033</td>
</tr>
</tbody>
</table>

Table 24, Results from statistical significance evaluation for hypothesis H3

Evaluation H3_1

In this section we will see if working status has an impact on what to expect from vacation. It would be interesting to see if working senior still have the same mind set as the ones who are not working. Independent variable is answers from survey question 5, and dependent variable which is answers from questions 20.

Independent variable (q5)
Survey question: Are you still actively working?
- ind_q5_1. Still actively working: Yes
- ind_q5_2. Still actively working: Part time
- ind_q5_3. Still actively working: No

Dependent variable (q20)
Survey question: What is important to you when you go on vacation?
- dep_q20_1. Expect from holiday: Culture, weighting 1
- dep_q20_2. Expect from holiday: Value for money, weighting 0
- dep_q20_3. Expect from holiday: Pleasure, weighting 1
- dep_q20_4. Expect from holiday: Adventure, weighting 1
Evaluation H3_2

In this section we will see if marital status has an impact on what to expect from vacation. It would be interesting to see if marital can influence would influence the choice the type of vacation. Independent variable is answers from survey question 2, and dependent variable which is answers from questions 20.

Independent variable (q2)
Survey question: Marital Status?
- ind_q2_1. Marital status: Married or living in relationship
- ind_q2_2. Marital status: Widowed or single

Dependent variable (q20)
Survey question: What is important to you when you go on vacation?
- dep_q20_1. Expect from holiday: Value for money, weighting 0
- dep_q20_2. Expect from holiday: Value for money in combination with others, weighting 1
- dep_q20_3. Expect from holiday: Pleasure, culture, adventure, weighting 2
Evaluation H3_3

In this section we will see if education level has an impact on what to expect from vacation. It would be interesting to see if education level has would influence the choice the type of vacation. Independent variable is answers from survey question 4, and dependent variable which is answers from questions 20.

Independent variable (q4)
What is the level of your education?
- ind_q4_1. Education level: Primary
- ind_q4_2. Education level: Secondary
- ind_q4_3. Education level: Tertiary

Dependent variable (q20)
What is important to you when you go on vacation?
- dep_q20_1. Expect from holiday: Culture, weighting 1
- dep_q20_2. Expect from holiday: Value for money, weighting 0
- dep_q20_3. Expect from holiday: Pleasure, weighting 1
- dep_q20_4. Expect from holiday: Adventure, weighting 1
Evaluation Part H3_4

In this section we will see if working status has an impact on travel planning for seniors. Independent variable is answers from survey question 5, and dependent variable which is answers from questions 20.

Independent variable (q5)
Survey question: Do you still actively working?
- ind_q5_1. Still actively working: Yes
- ind_q5_2. Still actively working: Part time
- ind_q5_3. Still actively working: No

Dependent variable (q6)
Survey question: If you answered yes to question 5, does this affect your abroad travel plans?
- dep_q6_1. The work affecting travel plans: Yes, weighting 2
- dep_q6_2. The work affecting travel plans: No, weighting 0
- dep_q6_3. The work affecting travel plans: Some, weighting 1
- dep_q6_4. The work affecting travel plans: N/A

*Only working individuals considered
Evaluation H3.5

In this section we will see if working status of spouse has an impact on travel planning for seniors. Independent variable is answers from survey question 7, and dependent variable which is answers from questions 20.

Independent variable (q7)
Survey question: Does your spouse still actively working?
- ind_q7_1. Spouse actively working: Single, not considered
- ind_q7_2. Spouse actively working: Yes
- ind_q7_3. Spouse actively working: Part time
- ind_q7_4. Spouse actively working: No

Dependent variable (q8)
Survey question: Does your spouse/partner/companion work status affect your abroad travel plans?
- dep_q8_1. Spouse's work affecting travel plans: Single, weighting: not considered
- dep_q8_2. Spouse's work affecting travel plans: Yes, weighting 1
- dep_q8_3. Spouse's work affecting travel plans: No, weighting 0
- dep_q8_4. Spouse's work affecting travel plans: Don't know, weighting 0

*Only working individuals considered
Evaluation Part H3_5

In this section we will see if marital status has an impact on the choice of taking vacation with other family members or friends who also are retired. Independent variable is answers from survey question 2, and dependent variable which is answers from questions 17.

Independent variable (q2)
Survey question: Marital Status?
- ind_q2_1. Marital status: Married or living in relationship
- ind_q2_2. Marital status: Widowed or single

Dependent variable (q17)
Survey question: Do you consider traveling with other retired family members or friends?
- dep_q17_1. Yes, weighting 3
- dep_q17_2. Maybe, weighting 2
- dep_q17_3. No, weighting 0
- dep_q17_4. Don't know, weighting 1
Evaluation Part H3_6

In this section we will see if financial status has an impact on travel planning with their children and their grandchildren. Independent variable is answers from survey question 7, and dependent variable which is answers from questions 20.

**Independent variable (q3)**
Survey question: How do you consider you financial status?
- ind_q3_1. Consider financial status: Less Satisfied, weighting 0
- ind_q3_2. Consider financial status: Pretty Good, weighting 1
- ind_q3_3. Consider financial status: Good, weighting 1
- ind_q3_4. Consider financial status: Excellent weighting 1
*Not included in evaluation: Consider financial status: Rather not answer

**Dependent variable (q19)**
Survey question: Have you been on vacation with your children and grandchildren in the last few 3 years?
- dep_q19_1. Yes, weighting 2
- dep_q19_2. No, weighting 1
- dep_q19_3. No but wish to, weighting 3
- dep_q19_4. Don't want 0
Evaluation H3_7

In this section we will see if level of activity on vacation has an impact on the choice of traveling with other senior family members or friends. Independent variable is answers from survey question 21, and dependent variable which is answers from questions 17.

**Independent variable (q21)**
Survey question: Still have the same level of activity (long walks, shopping, etc.) when you are on holiday as you did 2 years ago?
- ind_q21_1. Yes
- ind_q21_2. No
- ind_q21_3. Do more, not considered because only few answers
- ind_q21_4. Don't know

**Dependent variable q17**
Survey question: Do you consider traveling with other retired family members or friends?
- dep_q17_1. Yes, weighting 3
- dep_q17_2. Maybe, weighting 2
- dep_q17_3. No, weighting 0
- dep_q17_4. Don't know, weighting 1

Diagram 21, financial effect on traveling with children and grandchildren

<table>
<thead>
<tr>
<th></th>
<th>Don't want</th>
<th>No</th>
<th>Yes</th>
<th>No but wish to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not good</td>
<td>0%</td>
<td>57%</td>
<td>29%</td>
<td>14%</td>
</tr>
<tr>
<td>OK or better</td>
<td>2%</td>
<td>47%</td>
<td>46%</td>
<td>4%</td>
</tr>
</tbody>
</table>
10.4 Hypothesis H4

Below is the statistical significance variation for all sub-hypothesis for H4. The independent and independent(s) variables are listed separately for each sub-hypothesis in upcoming sections.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Type III Sumo f Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>H4_1</td>
<td>VAR001:</td>
<td>2</td>
<td>24.665</td>
<td>21.885</td>
<td>0.000</td>
</tr>
<tr>
<td>H4_2</td>
<td>VAR001:</td>
<td>1</td>
<td>1.716</td>
<td>1.120</td>
<td>0.292</td>
</tr>
<tr>
<td>H4_3</td>
<td>VAR001:</td>
<td>1</td>
<td>1.524</td>
<td>0.951</td>
<td>0.332</td>
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</tbody>
</table>

Table 25, results from statistical significance evaluation hypothesis H4

Evaluation Part H4_1

In this section we will see if age has an impact if the senior travelers would choose a tailored program if the price is right. Independent variable is answers from survey question 1, and dependent variable which is answers from questions 18.

Independent variable (q1)
Survey question: Which age category do you belong?
- ind_q1_1. Belong to age category: 55-64
- ind_q1_2. Belong to age category: 65-74
- ind_q1_3. Belong to age category: 75+

Dependent variable q18
Survey question: Would you be interested in a travel program tailored to seniors if the price level was right?

- dep_q18_1. Yes, weighting 3
- dep_q18_2. Maybe, weighting 2
- dep_q18_3. No, weighting 0
- dep_q18_4. Don't know, weighting 1

Diagram 23, effect of age on choosing tailored senior travel package

Evaluation Part H4_2

In this section we will see if marital status has an impact if the senior travelers were to choose a tailored program, if the price is right. Independent variable is answers from survey question 2, and dependent variable which is answers from questions 18.

Independent variables (q2)
Survey question: Marital Status?
- ind_q2_1. Marital status: Married or living in relationship
- ind_q2_2. Marital status: Widowed or single

Dependent variable (q18)
Survey question: Would you be interested in a travel program tailored to seniors if the price level was right?

- dep_q18_1. Yes, weighting 3
- dep_q18_2. Maybe, weighting 2
- dep_q18_3. No, weighting 0
- dep_q18_4. Don't know, weighting 1
Evaluation Part H4_3

In this section we will see if financial status has an impact if the senior travelers would choose a tailored program if the price is right. Independent variable is answers from survey question 3, and dependent variable which is answers from questions 18.

Independent variable q3
Survey question: How do you consider you financial status?
- ind_q3_1. Consider financial status: Less Satisfied
- ind_q3_2. Consider financial status: Pretty Good
- ind_q3_3. Consider financial status: Good
- ind_q3_4. Consider financial status: Excellent

Not included in evaluation: Consider financial status: Rather not answer

Dependent variable (q18)
Survey question: Would you be interested in a travel program tailored to seniors if the price level was right?
- dep_q18_1. Yes, weighting 3
- dep_q18_2. Maybe, weighting 2
- dep_q18_3. No, weighting 0
- dep_q18_4. Don't know, weighting 1
Investigation: Cognitive vs. Chronological Age

We need to have a look at question 1 (chronological age) vs question 23 (cognitive age), in order to see if there is a difference between cognitive and chronological age,

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Type III Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>VAR003:</td>
<td>2933</td>
<td>2</td>
<td>1466</td>
<td>26</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Table 26, Results from statistical significance evaluation for cognitive vs. chronological age

Independent variable (q1)
Survey question: Which age category do you belong?
- ind_q1_1. Belong to age category: 55-64
- ind_q1_2. Belong to age category: 65-74
- ind_q1_3. Belong to age category: 75+

Independent variable (q23)
Survey question: How young/old do you feel?
- dep_q23_2. Feel like :< 55, weighting 1
- dep_q23_3. Feel like: 55-59, weighting 2
- dep_q23_4. Feel like: 60-64, weighting 3
- dep_q23_5. Feel like: 65-69, weighting 4
- dep_q23_6. Feel like: 70-74, weighting 5
- dep_q23_7. Feel like: 75+, weighting 6

Not included in evaluation: Feel like: Won't say/No answer

Diagram 26, Chronological vs. Cognitive age