

## **VACATION MOTIVATIONS OF SENIOR TOURISTS**

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**and**

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### **ABSTRACT**

*A high income per inhabitant and the increase in lifespan of populations in developed countries are generally admitted to be the main pillars of senior tourism. Admitting that the increase in lifespan is partly conditioned by social and environmental factors that are beneficial to human longevity, than if tourism is one such factor, it will contribute to a virtuous cycle of interaction between the self maintenance of this longevity and the development of senior tourism. Three clusters can be identified: convivialists, spiritualists and innovators, which differ significantly in social demography, holiday habits and in their reasons to come to Lisbon.*

### **AN AGEING POPULATION**

The ageing population in the European Union is essentially due to a reduction in the number of children and young people. Even though this indicator shows a slight increase, from 1.45 children per woman in 1999 to 1.47 in 2001, it is still far from the replacement level of 2.1. During the past 43 years, between 1960 and 2003, the European Union (EU) annually lost 8.9 per thousand of its youngsters (under 15 years old), and increased 10.8 per thousand in the number of elders (over 64 years old), as shown in table 1. There was only 10.6% elders in the total population in 1960, but this group represented 16.8% in 2000, which means they have grown for more than 50% in 43 years. The latest figures show that Italy, Sweden, Spain, Belgium, Germany and Portugal have the highest share of people aged 65 and over. Between 1960 and 2003, Portugal is one of the EU countries in which ageing is most significant, losing annually 14.3 per thousand youngsters and gaining 17.9 per thousand elders. Elders represented only 7.8% of total population in 1960, but this figure increased to 16.7% in 2003, while the percentage of youngsters in the population was only 15.8%. Since 2001, the number of elders has surpassed the number of youngsters.

**TABLE 1**  
**Proportion of Population by Age Classes**

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	1960			2003			aagr %		
	<15	15-64	>64	<15	15-64	>64	<15	15-64	>64
EU-15	24.4	65.0	10.6	16.6	66.6	16.8	-8.9	0.6	10.8
Belgium	23.4	64.6	11.9	17.4	65.5	17.1	-6.9	0.3	8.5
Denmark	25.5	64.0	10.5	18.8	66.4	14.8	-7.1	0.9	8.0
Germany	21.0	67.5	11.5	15.0	67.5	17.5	-7.8	0.0	9.8
Greece*	24.8	65.8	9.4	15.2	67.5	17.3	-12.2	0.6	15.4
Spain***	27.4	64.4	8.2	14.6	68.3	17.1	-14.9	1.4	17.7
France	26.2	62.0	11.6	18.7	65.0	16.3	-7.8	1.1	7.9
Ireland	30.9	58.1	11.1	21.0	67.9	11.1	-8.9	3.6	0.0
Italy**	24.7	66.0	9.2	14.4	67.4	18.2	-13.1	0.5	16.8
Luxembourg	21.4	67.9	10.8	18.8	67.2	14.0	-3.0	-0.2	6.1
Netherlands	30.0	61.0	9.0	18.6	67.7	13.7	-11.1	2.4	9.8
Austria	21.8	66.0	12.1	16.6	67.9	15.5	-6.3	0.7	5.8
Portugal	29.4	62.8	7.8	15.8	67.5	16.7	-14.3	1.7	17.9
Finland	30.7	62.1	7.2	17.8	66.9	15.3	-12.6	1.7	17.7
Sweden	22.7	65.7	11.6	18.0	64.8	17.2	-5.4	-0.3	9.2
United Kingdom**	23.3	64.9	11.7	18.9	65.5	15.6	-5.1	0.2	7.0
Iceland	34.9	58.8	8.1	22.9	65.4	11.7	-9.8	2.5	8.6
Norway	26.0	63.1	11.0	20.0	65.2	14.8	-6.1	0.8	6.9
Switzerland	24.1	65.7	10.2	16.9	67.6	15.5	-8.2	0.7	9.8

Source: Adapted from Eurostat 2005.

\* data refer to 2000. \*\* data refer to 2001. \*\*\* data refer to 2002

aagr: average annual growth rate%

*minimum Maximum*

Between 1960 and 2003, the relative weight of total population of EU countries changed significantly, with greatest increase in France (1.2%), in Spain (1%), and in Holland (0.6%), and greatest decreases in Germany (-1.3%), in the United Kingdom (-0.7%) and in Italy (-0.6%). During the same period, annual growth varied between a maximum of 8.5 per thousand in Luxemburg and a minimum of 2.9 per thousand in Belgium.

Population growth in the EU-15 has decreased during the 43-year period under analysis (1960-2003) mainly due to a reduction in natural growth (births minus deaths), which was 99% in the 60s and only 25% in 2000 and 2001. On the other hand, net migration (immigration minus emigration) grew from 1% to 75%. According to Eurostat (2003), since 1989, migratory fluxes have become the single most important factor in explaining the demographic evolution of the EU-15. Since 2000, about three quarters of total demographic growth is caused by net migration, which was 4.4 per thousand in 2002.

Eurostat projections for the year 2020 estimate that there will be a decrease in total population both in Italy and in Spain, whereas greatest increases will occur in Ireland, Luxemburg and in

Holland. Portugal will be close to the average values of EU-15, with a slight increase of 190,000 inhabitants by 2020 (Eurostat,2003).

#### WEALTH AND TOURISM

Tourist arrivals have increased widely all over the world since 1950, when the first statistics on this subject were compiled. The numbers revealed in *Market Tourism Trends of the World* Tourism Organization (WTO,2002: 14) show that tourism growth is strongly correlated with Gross Domestic Product (GDP) growth. When the world economic growth is over 4%, tourism increases more than 4%; but when GDP grows less then 2%, tourism has a much weaker development. As an example, we can see that when the Portuguese GDP reduced by 1.3%, inward internal tourism decreased by 4.2%.

There was an increase of 474,003 million international tourists world-wide between 1980 and 2002, corresponding to an annual growth of 4%. Most relevant figures world-wide between 1980 and 2002 correspond to the territories with greater dimension (area), and thus with greater capacity, such as the Russian Federation, Brazil, Poland and Turkey.

China underwent a strong economic growth during the last few years, increased over 33 million incoming tourists in the mentioned period. Only France, which has been able to keep its position as the number one world tourism destination, had an increase in the number of international tourists higher than that in China.

The US has been for the last 15 years the leader in terms of international tourism receipts and expenditures. However, according to WTO Barometer of January 2005 (WTO,2005), only in terms of international tourism expenditure, Germany (US\$ 64,689 million) surpassed the US (US\$ 56,613 million) in 2003.

In general, the wider sources of tourism are the richer countries and those that have strong currencies, good level of security, a climate which is scarce in sunny weather and has plenty of rain. The main tourism destinations, such as France and Southern Europe (Spain, Italy, Greece, Turkey and Portugal), with favourable climatic conditions, have to keep good safety indicators and some economic growth in order to maintain their attractiveness.

Table 2 represents the world inbound tourism, involving non-residents travelling in the given country.

**TABLE 2**  
**World Inbound Tourism**

International tourists arrivals (million) world quota (%)

Ranking		Countries	1980		2003		aagr
1980	2003		million	%	million	%	
1	1	France	30,100	10.52	75,048	9.87	4.05
2	2	Spain	22,388	7.83	51,830	6.82	3.72
3	3	USA	22,500	7.87	51,830	6.82	3.72
4	4	Italy	22,087	7.72	39,604	5.21	2.57
18	5	China	3,500	1.22	32,970	4.34	10.24
7	6	United Kingdom	v 12,420	4.34	24,715	3.25	3.04
5	7	Austria	13,879	4.85	19,078	2.51	1.39
8	8	Mexico	11,945	4.18	18,665	2.46	1.96
9	9	Germany	11,122	3.89	18,392	2.42	2.21
6	10	Canada	12,876	4.5	17,534	2.31	1.35
28	11	Hong Kong, China	v 1,748	0.61	15,537	2.04	9.96
16	12	Greece*	4,796	1.68	14,180	1.87	5.05
13	13	Poland	5,664	1.98	13,720	1.81	3.92
52	14	Turkey	0,921	0.32	13,341	1.76	<b>12.32</b>
21	15	Portugal	2,730	0.95	11,707	1.54	6.53
25	16	Malaysia	2,105	0.74	10,577	1.39	7.27
27	17	Thailand	1,859	0.65	10,082	1.33	7.63
20	18	Netherlands	2,784	0.97	9,181	1.21	5.32
-	19	Croatia	-	-	7,409	0.97	
55	20	South Africa	0,700	0.24	6,640	0.87	10.28
		top20	186,124	65.08	451,422	59.4	3.93
		World Inbound Tourism	285,997	100	760,000	100	4.34

Source: Adapted from World Tourism Organization Compendium and [Barometer](#)

\* data refer to 2002. v: visitors, aagr: average annual growth rate %

*minimum* **Maximum**

## SENIOR TOURISM IN PORTUGAL

An analysis of the number of tourists in Portugal shows the growing importance of elders in Portuguese internal tourism, which comprises inbound tourism (see Table 3) and domestic tourism involving residents of the given country travelling only within the country (see Table 4). The number of foreign tourists in Portugal of age over 60 has been growing continuously from 1979 to 1999, from 13.7% in the period 1979-85 to 18.7% in 1986-92 to 19% in 1993-99. In the

mentioned 21-year period, and for all countries, there has been a continuous increase in the number of elder tourists, which has been achieved by either permanent or episodic decreases in the numbers of younger tourists.

**TABLE 3**  
**Portugal -% Foreign Tourists >= 60 Years Old**

	1979-1999				
	1979-85	1989-92	1993-99	var.	aagr
average	13.7	18.7	19.0	5.3	1.6
USA	29.4	39.9	26.6	-2.8	-0.5
France	16.2	29.9	20.4	4.2	1.2
United Kingdom	16.0	15.8	32.6	16.6	3.6
Austria	15.9	23.7	14.1	-1.8	-0.6
Sweden	15.8	18.0	19.4	3.6	1.0
Norway	15.1	18.1	21.6	6.5	1.8
Holland	14.7	15.8	18.8	4.1	1.2
Belgium	14.2	24.3	18.1	3.9	1.2
Denmark	14.1	10.0	22.9	8.8	2.5
Canada	14.0	34.2	22.6	8.6	2.4
Finland	11.8	7.6	21.7	9.9	3.1
Germany	11.3	12.5	21.6	10.3	3.3
Switzerland	10.8	18.0	10.8	0.0	0.0
Italy	10.5	16.7	14.0	3.5	1.4
Brazil	10.1	9.4	24.8	14.7	4.6
Japan	9.5	23.6	5.7	-3.8	-2.5
Spain	8.8	10.6	12.2	3.4	1.6
Ireland	8.4	10.0	13.5	5.1	2.4

Based on DGT's frontier inquiries from 1992 to 1999.

aagr: average annual growth rate %. var: variation %

*minimum* **Maximum**

**TABLE 4**  
**Portugal % Annual Holiday Spending >15 Years Old**

	1989-2003					
	1989	1999	2002	2003	var	aagr
Out of residence	20	49	51	52	32	7.1
In residence	12	22	19	14	22	1.1
total	32	71	70	66	34	5.3
< 35 years old	16	34	34	31	15	4.8
35-44 years old	7	14	14	11	4	3.3
45-54 years old	5	10	11	10	5	5.1
55-64 years old	2	8	8	9	7	<b>11.3</b>
> 64 years old	2	5	4	5	3	6.8

Adapted from *Ferias dos Portugueses em 1989.2002.2003 da DGT*

var: % of variation, aagr: average annual growth rate %

*minimum Maximum*

The high growth of residents' tourism in Portugal in the 1989-2003 period was essentially due to senior tourism, with an average annual growth rate of 11.3% in the 55-64 year- old group and 6.8% in older seniors.

### **TRAVEL BEHAVIOUR OF SENIOR TOURISTS**

In spite of having a growing importance on tourism (Lanquar,1993:21; Wheatcroft & Seekings, 1993:5), senior tourists, as defined by those older than 54, have received little attention in the past. This article aims at filling up part of this gap by examining the characteristics observed in senior tourists staying at Lisbon's hotels, according to their vacation motivations. The following hypotheses were assumed:

Hypothesis 1: The senior tourists are an heterogeneous group in terms of vacation motivations.

The segments differ significantly in terms of:

Hypothesis 2: a) Social demography

b) Vacation habits

### c) Motives for their travel to Lisbon

## **METHODOLOGY**

It was necessary to collect and compile data on this market segment due to the inexistence of official statistics with quinquennial data on the age of senior tourists, either by the Instituto Nacional de Estatística (INE) or by the Direcção Geral do Turismo (DGT).

Data were collected in hotels because they are, according to Silva (1992: 15), the type of lodging that makes a greater contribution to the tourism Gross Value Added. Additionally, Wheatcroft and Seekings (1993: 22), Cockerell (1993: 47), and Viant (1993: 54) have shown that over 60% of international senior tourists prefer hotels.

This study was conducted in Lisbon because it is a city with a significant growth rate. The Portuguese integration with the EEC, the Expo 98, and other international events offer the kind of tourism for which the country should be prepared for. Lisbon is the city where these events usually take place, and is also one of the places most appreciated by tourists in Portugal. It has about one-third of all Portuguese tourists, and is the Portuguese city with the greatest number of tourists all year round. These facts, and above all the significant growth that this city has gone through, have made it our choice to carry out this study.

The sample used in the field work in 1998/99 was defined based on the last available data with the names, nationalities, age, sex, date of arrival and departure of guests all year round in Lisbon's hotels. Due to the Schengen Treaty, these data refer to 1995, and comprised 20.7% of the hotels within the Lisbon municipality, with 81,953 guests of which 16,058 were seniors (19.6%). The criteria for selecting these hotels included two factors. Accessibility criteria: all the hotels listed in the Lisbon municipality with complete guest book records for the 12 months of the year. Representation criteria: all hotels listed identified both the main guest and the persons who accompanied him/her for both Portuguese guests and for foreigners.

The second stage involved administering a questionnaire written in five languages (Portuguese, English, Spanish, French and German). It was filled in by both national and foreign senior tourists who spent one or more nights in Lisbon hotels between March and May 1998 and in the same period of the following year. The choice of this three-month period coincides with the months of higher tourist demand and avoids distortion due to special events as was the case of EXPO 98.

The questionnaire included 31 questions which were based on a revision of international literature on senior tourism, and was divided in three parts: characterization of senior tourists, travelling habits, and stay in Lisbon. Four hundred and sixty five (465) useable questionnaires were received, which represented 11% of the total administered.

## **RESULT**

Hypothesis 1 was tested in two steps. The first step consisted of checking that the Likert scale (1 = not important, 2 = very little importance, 3 = little importance, 4 = important, 5 = very important) used to assess the holiday motivations fulfilled the properties of an evaluation scale.

This is a necessary condition to apply multivariate procedures in quantitative variables, (Pestana & Gageiro, 2003). The tests conducted included the Shapiro Wilk normality tests each item and the Levene test of homogeneity of variances. In the second step, factor analysis was used in order to examine the seniors' holiday underlying motives.

Factor analysis with varimax rotation was used to determine the dimensions underlying travelling motivations. A good sample adequacy was obtained (Kaiser-Meyer-Olkin's measure of sampling adequacy = 0.8). Four factors were extracted which explained 53.4% of data variation. These factors were valid, and showed good internal consistency (Cronbach's alphas > 0.8). All 19 items were kept, since they all had a relative weight greater than 0.4. Unanswered questions, which were less than 20% per item, were replaced by their averages. The correlation analysis which reveals the degree of homogeneity of the factors indicates that all items contribute to the same concept (inter-item correlations between 0.3 to 0.7). The travelling motivations considered important and very important are evaluated as a percentage, both as a whole for each factor and for each item.

The factor 'adventure/culture' was the one with greater relevance attributed by seniors, considered important or very important by 65.3%, followed by 'rest/family/friends' (53.2%), and by 'activity/hot weather' (40.9%), and finally by 'cold weather/religion' (20.2%).

Factor 1 (F1) comprised four dimensions related with cold and religion. The most important of these was 'being integrated in a group' (25.7%). Factor 2 (F2) had six dimensions related with adventure and culture. Within these, the most important were 'visit new places' (79.9%), 'experience new things' (71.9%) and 'improving culturally' (70.3%). Factor 3 (F3) comprised four dimensions related with 'rest/family/friends', the most important being 'resting/relaxing' (68.2%) and 'spending time with your family' (52.2 %). Factor 4 had six dimensions related with 'activity/hot weather', where 'running away from routine' (61.6%) was the most important one.

Even though escaping from a hot or cold climate was relevant for only a minority of the seniors, temperature was a distinctive feature among the reasons presented for coming on vacations. Not only did these two items belong to different factors (F1 and F4), they also had significant weights in each of them (0.66 and 0.53).

By comparing the importance of activities related with hot and cold weather, it became clear that the search of high temperatures is more important than low temperatures by 16.7% (= 31.5% - 14.8%), showing that high temperatures are more appealing than low temperatures for seniors' vacations.

High temperature activities are generally related with physical activities, and both are not regularly practiced by seniors, as shown in F4. Such results are similar to those observed in seniors in Portugal (INE,1999), where only 2.4% practice physical exercise regularly. If we include some lighter activities like riding a bicycle or walking, this percentage grows to 32.1% (41.8% for men and 24.4% for women). It is expected that in the future, the practice of physical activities among seniors will grow. According to Wheatcroft and Seekings (1993), European seniors generally feel younger than they really are.

'Being part of a group' is generally considered different from 'meeting people/interacting'. Not only these two concepts were included in different factors (F1 and F2), they were also relevant (relative weights of 0.57 and 0.54 respectively). In fact, seniors associate 'being part of a group' with religious matters, whilst 'meeting people/interacting' is associated with 'innovation' and 'culture'. When seniors want to 'meet people/interact' they look for unknown persons, but when they have health problems or are looking for rest, they prefer family and friends.

In order to test H2, a four-stage procedure was followed. In the first stage, a cluster analysis was used to group senior tourists according to the four factors (F1 to F4). Discriminant analysis was used in the second stage to confirm the results of the first, with 96.6% correct classifications. The



optimal solution was the formation of three clusters. Equality of dispersions between clusters and normality among the 14 items was obtained by applying the M Box test ( $p > 0.01$ ) and Kolmogorov-Smirnov test with Lilliefors' correction ( $p > 0.05$ ). Only five items ('searching for warm/cold weather activities', 'running away from heat/cold' and 'religious motives') had a moderately asymmetric positive distributions with leptokurtic bias, meaning that the discriminant analysis can be performed. The Wilk's Lambda test and the eigenvalues greater than one confirmed the existence of three clusters, designated as 'convivialists', 'spiritualists', and 'innovators'.

In the third stage, the dimensions underlying the reasons to come to Lisbon were explored by factor analysis with varimax rotation on the evaluation scale. A good sample adequacy was obtained (Kaiser-Meyer-Olkin's test for sampling adequacy = 0.8). Three valid factors extracted explain 50.4 % of data variation. These showed good internal consistencies (Cronbach's alphas  $> 0.7$ ). All the 18 items were kept, since their relative weights were higher than 0.4. The non answers, which represented less than 20% per item, were replaced by their respective averages. Factor 6 was the one with greater relevance, considered 'important' or 'very important' by 60.8% of seniors. It comprised five dimensions related with 'comfort/safety', with special emphasis on 'hospitality' (73%), 'good lodging' (67%) and 'good food' (63%).

Factor 7 was considered 'important' or 'very important' by 52.1% of seniors. Seven dimensions related with 'culture/environment' were mentioned, the most important being 'beautiful scenery' (71.3%) and 'cultural attractions' (67.9%).

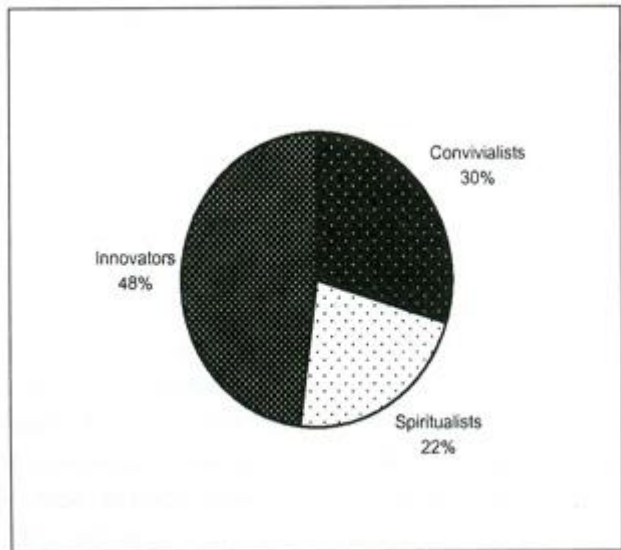
Factor 5 was the least relevant (16.2%), and included six dimensions related with 'entertainment/religion/health'. Among these, 'watching special events' (23.4%), 'shopping' (17.4%) and 'being near hospitals' (15.1%) were the most popular.

In the fourth stage, in order to test H2, clusters were characterized according to the holiday motives with an analysis of adjusted standardized residuals with a modulus greater than 1.96 for  $p = 0.05$ , to all items in the questionnaire. Statistically significant differences were noted with an asterisk (\*) in Table 5 (in the appendix) in order to enhance the values above and below the expected value. Percentages refer to the classification as 'important' or 'very important' attributed to both each item and each factor. The weight of the factors of travel motives and travelling to Lisbon by cluster are represented in Table 5.

### **DESCRIPTION OF THE THREE CLUSTERS**

'Convivialists' were the majority of the senior tourists (47.9%), followed by 29.7% 'innovators' and 22,4% 'spiritualists' (see Figure 1).

**FIGURE 1**  
**Senior Clusters**



The interpretation of the previous data (Table 5) shows that:

- Convivialists are the ones that most enjoy factors like 'adventure/culture' and 'rest/family/friends' as underlying motives to go on holiday, Just like the innovators, they do not value the factor 'cold weather/religion'. They are the only ones to give a major importance to 'fulfilment of old wishes' and the ones that most enjoy being with other people, regardless of being unknown, family or friends. They look for rest, relaxation and cultural enrichment and 'experiencing new things'. This is the segment that pays least attention to physical exercise, temperature (cold/hot) and religion. They generally prefer short stays, most often of two days. Usage of rent-a- car is low. They are the ones that make the most use of information collected in the last visit and make less use of travel agencies and magazines and newspapers.
- Spiritualists are the ones that most value all dimensions of the factor 'cold weather/religion', and the factor 'entertainment/religion/health'. They are the ones that give most importance to belonging to a group, religious motives, health care and watching special events. They are particularly interested in contacting with nature, being close to hospitals and shopping. Frequenting clubs, discos and casinos is more relevant in this group. They are the ones that least use the two-star hotels, and stay for longer periods, particularly five-day periods. They take fewer vacations and spend less, both in their stay and in shopping. They use travel agencies more than others, they are more pessimistic when evaluating their own health and, like the convivialists, use rent-a-car less than others. This cluster has a higher proportion of elders and includes seniors with lower income. It has a higher proportion of people living in houses with two or three rooms.
- Innovators are the ones that give least importance to any factors except for 'adventure/culture' and 'activity/hot weather', where they have an average position. They give a lot of importance to 'visiting new places', 'living/experiencing new adventures' and 'running away from the cold'. They give very little importance to 'meeting people/interacting', 'fulfilment of old wishes' and 'guided tours'. They are the least interested in all dimensions related with 'cold weather/religion' and 'rest/family/friends', even though 'rest/relaxing' is considered important or very important by

56% of the seniors. This segment has the higher vacation frequency, has a higher proportion of two-star hotel users and a smaller proportion of five-star hotel users. Innovators prefer travelling with their families and rarely travel alone. This is the segment that spends most on their stay and the one that least uses the information from their last visit. They generally do not use their own car and have a higher proportion of rent-a-car users. They have higher proportions of men, of inactive population, of married, of those that live together with their consorts, of high income, of those who possess houses with greater number of rooms and those that make the most optimistic evaluation of their own health. They have a small representation among Portuguese and rarely live in rented houses.

Spiritualists possess the smaller incomes, have a greater proportion of occasional holiday takers and have more health concerns. Innovators, on the other hand, have higher incomes, have a higher percentage of people that take holidays every year and have less health concerns. These results are consistent with those of Wheatcroft and Seekings (1993), who came to the conclusion that lack of health and low incomes are the main reasons to stop traveling.

Even though spiritualists have on average lower incomes, they are rare in two-star hotels and are the only ones that prefer long-term stays, whilst innovators, who have higher incomes, are in greater proportion in two-star hotels and in smaller proportion in five-star hotels.

Except for the innovators in the 70-74 age group, there is always a decrease in traveling with ageing in all clusters. This result is supported by the work of Wheatcroft and Seekings (1993: 27). The demographic evolution and the predominance of men in senior tourism suggest that women are an important market niche to be conquered by the tourism industry. Regardless of the cluster they belong, the majority of senior tourists have at least university degree, which confirms the results of Harssell (1994) on the positive correlation between education level and the pleasure of traveling. The fact that most senior tourists plan their trips about five months beforehand shows some involvement in the choice of the destination and it means that they do not buy on impulse. The increase in the number of elders that live alone can be contrasted with

the small number of senior tourists in Lisbon that live on the same conditions to reveal a potential market niche that can be explored for tourism purposes.

## CONCLUSIONS AND IMPLICATIONS FOR TOURISM

### Limitations

The main limitation of this work is that 1995 was the last year that hotels were obliged to fill in the guest book record containing information about the name, age, sex and date of stay, which was used as a basis for this investigation on senior tourists. During this year, 19.6% of tourists in Lisbon's hotels were over 54 years old. It is most likely that this ratio has increased, for two reasons: (1) the growth in the number of seniors in the main senior tourist emitting countries to Portugal, which had 13.7% senior tourists with over 59 years of age in 1979/85 and 19% in 1993/99, and (2) the increase in the number of Portuguese senior tourists - 4 % in 1989 with over 54 years of age and 13 % in 1999.

Since 2000 changes were introduced into the inquiries made by the Portuguese Authorities, so that 1999 was the last year with available data about age. However, this investigation remains relevant nowadays and shows the great importance of seniors in the tourism market, due not only to demographic ageing (Table 1) but also due to high income per capita of the main countries

which contribute to the growth of outbound tourism as reflected in the increase of international tourism (Table 2). Outbound tourism involves residents of one country travelling in another country.

#### Implications

Even though elders usually show a will to travel, little is known about who they are, why they travel, how they travel and what they prefer during their trips. This work is a contribution to a better understanding of these issues. In particular, it focuses on the reasons why Lisbon was the chosen destination of these senior tourists and the criteria that influenced their choices.

The characteristics of tourists with more than 54 years old suggest that they are an heterogeneous group regarding their holiday motivations. The growth of this segment and the big availability of time and income make it an excellent target for the tourism industry (Fogel et al.,1981).

The conclusions of this work sustain those of Shoemaker (1989), who pointed out that the senior tourism market is an heterogeneous one and can be segmented in smaller groups based on their motivations to travel. They also support the work of Camden and Kennedy (1991), and that of Lieux & Weaver (1994), who came to the conclusion that the groups of travellers differ in the travelling motivations' underlying factors. However, the present work is a more complete one, for it combines the mentioned procedures and adds new variables that proved to be significant for cluster definition. This has enabled a better characterization of senior tourists regarding social demography, holiday habits and stay in Lisbon.

It can be concluded that senior tourists can be segmented according to their needs and motivations, which is an important conclusion for marketing specialists to design their programmes for these markets, instead of producing programs for all seniors in general. The promotional campaigns should not be focused on the attractions offered in the destination, but rather the destination should be designed and promoted in such a way as to satisfy the psychological necessities of senior tourists. Instead of classifying destinations according to climate, culture or distance, these should be promoted according to the characteristics of convivialists, spiritualists and innovators.

This article lays the foundation for the design of marketing strategies to promote seniors' leisure trips. As an example, the convivialists are those who most enjoy being with other people, regardless they are strangers, family or friends, enjoy rest and relaxation and adventure/culture. The marketing programs designed for this group should include topics like family meetings, meeting friends, seeing new places, educational weekends, social interaction, showing that people living far apart could meet together in the same place. Based on the importance convivialists give to food and lodging, another program could be focused on physical and gastronomic patrimony, with thematic meals taking place in historical places.

Considering the importance given by spiritualists to religious matters and health, they would enjoy programs with peregrinations and visits to cult places. These should include healthcare support, with nurses and doctors.

Innovators give a lot of importance to visiting new places. According to this, marketing programs should emphasize everything unfamiliar and exotic about the destination. This group is the most inclined to fly and drive programs, and most easily attracted by promotions made by transport companies, like air transport companies and rent a car. They are also the ones that most like written information.

Even though the current investigation is an important contribution to the knowledge of senior tourism in Portugal, this theme could be investigated in greater depth, by analyzing a larger territory to include regions of intense touristic activity and comparing, on one hand, senior with

non senior tourists and, on the other hand, tourist seniors with non tourist seniors. That would enable a better characterization of senior tourism in our country.

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**APPENDIX 1**  
**TABLE 5**  
**Senior Clusters' Characterization (1/4)**

	Cluster 1 Convivialists <b>(n = 223)</b>		Cluster 2 Spiritualists <b>(n= 104)</b>		Cluster 3 Innovators <b>(n = 138)</b>	
	%	weight	%	weight	%	weight
<b>Factor 1: Cold / religion 20.2%</b>	19.5		41.6		9.0	
Looking for cold weather activities	6.3*		39.3*		5.9*	
Religious motives	8.5*		43.8*		2.5*	
Being part of a group	36.2*	-0.16	42.3*	1.33	1.7*	- 0.74
Running away from excessive heat	13.3*		40.5*		12.4*	
<b>Factor 2: Adventure/culture 65.3%</b>	75.8		51.8		64.0	
Experience new things	85.5*		46.3*		71.5	
Living/experiencing new adventures	62.9		48.4*		60.9*	
Meeting people/Interacting	70.7*		56.5		27.9*	
Visiting new places	86.3*	0.34	51.2*	- 0.37	90.2*	- 0.27
Fulfilment of old wishes	60.6*		41.7		26.8*	
Improving culturally	80.1*		61.4		62.1*	
<b>Factor 3: Rest/family/friends 53.2%</b>	69.0		56.1		39.5	
Resting/relaxing	80.4*		58.3		56.1*	
Spending time with your family	71.9*		50.7		28.9*	
Health caring	43.6*	0.54	56*	-0.12	16.4*	- 0.78
Spending time with friends	68.6*		58.8*		7.4*	
<b>Factor 4: Activity/hot weather 40.9%</b>	40.7		43.2		41.8	
Searching for warm weather activities	28.8		36.1		31.1	
Running away from cold	22.1*		28.6		45.9*	
Developing physical activities	14*	-0.34	36.4*	0.15	15.1	0.04
Running away from routine	64.4		58.1		58.6	
Watch special events	21.8		44.6*		23	
<b>Factor 5: Entertainment/religion/health 16.2%</b>	16.1		26.9		10.7	
<b>Sports</b>	7.5	- 0.07	22.9*	0.83	2.9*	- 0.5
<b>Clubs / Discos/Casinos/Entertainment sites</b>	9.1		22.2*		5.6*	

<b>Dealing with religious matters</b>	7.5		26.1*		1.9*	
<b>Being near hospitals</b>	13.8		30*		5.1*	
<b>Watching special events</b>	25.2		31.1		15.1*	
<b>Shopping</b>	16		26.8*		13.1	
<b>Factor 6: Comfort/Safety 60.8%</b>	65.7		56.9		54.4	
<b>Good lodging</b>	74.5*		67.1		54.1*	
<b>Good food</b>	68.6*	0.1	56.4	- 0.05	58.2	- 0.12
<b>Hospitality</b>	76.3*		64.8		69.1	
<b>Reasonable prices</b>	52.9		46.6		42.7	
<b>Safe place to visit</b>	42.4		39.1		31.4	
<b>Factor 7: Culture/environment 52.1%</b>	53.5		52.3		49.7	
<b>Cultural attractions</b>	70.7		58		68.2	
<b>Guided tours</b>	45.1		46.3		30.6*	
<b>It's the capital of the country</b>	45.9	0.02	47.4	0.01	37.1	- 0.04
<b>Contact with nature</b>	33.6		48.6*		34.3	
<b>Beautiful scenery</b>	74.5		62.7		70	
<b>Runing away from routine</b>	32.8		35.8		36.8	
<b>Exciting ambiance</b>	26.2		26.5		23.6	

**TABLE 5**  
**Senior Clusters' Characterization (2/4)**

Seniors' characteristics	Cluster 1	Cluster 2	Cluster 3
	Convivialists	Spiritualists	Innovators
	47.96 %	22.37 %	29.68 %
<b>Age groups</b>			
55-59	33.7	30.9	34.4
60-64	27.6	26.8	26.7
65-69	18.6	22.7	13
70-74	11.1	12.4	19.1*
>74	9	7.2	6.9
<b>Sex</b>			
Men	62.3	61.8	73.7*
Woman	37.7	38.2	26.3
<b>Duration of stay</b>			
One day	15.5	16.3	18.2
Two days	25.7*	13*	19
Three days	18.9	17.4	19.7
Four days	17	19.6	15.3
Five days	5.3*	15.2	9.5
Six days	4.9	5.4	6.6
Seven days	5.3	5.4	5.1
More than seven days	7.8	7.6	6.6
<b>Country of residence</b>			
Portugal	17	21.6	8.9*
Spain	9.9	5.9	6,7
	15.2	19.6	20



USA	4.5*	1	1.5
Brazil	4	2	5.9
Canada	13.5	12.7	11.1
United Kingdom	3.1	6.9	5.9
France	14.8	17.6	22.2
Germany	17.9	12.7	17.8
Other countries			
<b>Marital status</b>			
Single	5.8	3,9	1.4
Married	72.6	69.9	80,4*
Divorced	7.6	11.7	8
Widow	13.9	14.6	9.4
Other	0	0	0.7
<b>Net annual income</b>			
< 4.988 €	6.7	4.5	2.4
4.989- 12.465€	11.3	14.8	8,7
12.466-19.946 €	15.5	15.9	8.7
19.947-27.429 €	11.3	18.2	11.8
27.430-34.911€	11.3	15.9	12.6
34.912-42.393€	8.8	13.6	13.4
42.394-49.875€	11.3	9.1	5.5
> 49.876€	23.7	8*	37*

**TABLE 5**  
**Senior Clusters' Characterization (3/4)**

<b>Seniors' characteristics</b>	<b>Cluster 1 Convivialists</b>	<b>Cluster 2 Spiritualists</b>	<b>Cluster 3 Innovators</b>
	<b>47.96 %</b>	<b>22.37%</b>	<b>29.68 %</b>
<b>Hotel category</b>			
Two star	5.8	1.9*	10.9"
Three star	37.2	47.1	35.5
Four star	40,8	35.6	44.9
Five star	16,1	15.4	8.7*
<b>Profession</b>			
Management and senior business	30,9	27.9	28,7
Industry and trade employees	10,5	11.5	2.9*
Employers and agricultural producers	5.9	3.8	5.1

Manual and agricultural workers	0.5	1.9	0
<b>Non manual workers, office jobs</b>	4.5	7.7	10.3
<b>Housewives</b>	2.3*	4.8	7.4*
<b>Retired/pensioners</b>	44.5	41.3	44.1
<b>Other non active population</b>	0.9	1	1.5
<b>Place of living</b>			
<b>Rented house</b>	11.9	17,6*	6.6*
<b>House of your own not totally paid</b>	17.9	16.7	18.2
<b>House of your own totally paid</b>	56,9	54-9	59,1
<b>House of relatives</b>	13,3	10,8	16.1
<b>Number of rooms</b>			
<b>Two</b>	3.6	1.4	4.2
<b>Three</b>	7.7	20.3*	9.3
<b>Four</b>	22.6	20.3	12.7*
<b>Five</b>	17.4	12,2	14.4
<b>Six</b>	11.8	14.9	19.5
<b>Seven</b>	7.7	13.5	8.5
<b>Eight</b>	1.3	9.5	11.9
<b>Nine</b>	4.6*	1.4	0.8
<b>Ten</b>	6.7	4.1	12.7*
<b>Lives</b>			
<b>Alone</b>	20.1	14.1	16.7
<b>With mother/father</b>	0.9	2	0.8
<b>With others</b>	10.3	7.1	5.3
<b>With husband/wife</b>	43.9*	50.5	56.8*
<b>With sons/daughters</b>	20.6	19.2	18.9
<b>With grandsons/granddaughters</b>	4.2	7.1	1.5
<b>Health self evaluation</b>			
<b>Very poor</b>	0.5	0	0
<b>Poor</b>	2.8	2.9	0.7
<b>Fair</b>	17.5	25*	11,7*
<b>Good</b>	50.2	53.8	56.9
<b>Very good</b>	29	18.3*	30.7

**TABLE 5**  
**Senior Clusters' Characterization (4/4)**

<b>Seniors' characteristics</b>	<b>Cluster 1 Convivialists</b>	<b>Cluster 2 Spiritualists</b>	<b>Cluster 3 Innovators</b>
	<b>47.96 %</b>	<b>22.37 %</b>	<b>29.68 %</b>
<b>Vacation frequency</b>			
No vacations	8.5	19.6*	6.9
Occasionally	14.1	26.8*	9.9*
Every year	77.4	53.6*	83.2*
<b>Who do you travel with</b>			
<b>Alone</b>	24	23.4	14.6*
<b>Family</b>	48.8	46.8	60.6*
<b>Others</b>	20.7	23.4	18.2
<b>Family and others</b>	6.5	6.4	6.6
<b>Advanced reservation</b>			
<b>No reservation</b>	6.2	8.4	4.5
<b>Less than two days</b>	8.1	7.4	8.2
<b>From two to eight days</b>	11.9	11.6	9
<b>From nine to fourteen days</b>	9.5	11.6	10.4
<b>From fifteen to thirty days</b>	21.9	21.1	18.7
<b>From one to five months</b>	35.2	34.6	42.5
<b>From six to one year</b>	6.7	5.3	6
<b>More than one year</b>	0.5	0	0.7
<b>Amount spent per person on stay</b>			
< 249€	21.4	20.9	10.1*
250 - 499€	29.6	38.4*	20.9*
500 - 998€	21.9	22.1	26.4
> 999€	27	18.6*	42.6*
<b>Amount spent on gifts/souvenirs</b>			
<b>Zero</b>	19.4	25.6	22.3
<b>Less than 50€</b>	30.8	38.9	30
<b>Between 50 and 150€</b>	31.3	27.8	32.3
<b>More than 150€</b>	18.4	7.8*	15.4
<b>Type of information</b>			
<b>Previous visit</b>	30.5*	28.8	17.4*
<b>Radio/TV</b>	7.2	11.5	12.3
<b>Relatives / friends / acquaintances</b>	27.8	32.7	34.1
<b>Newspapers / magazines</b>	19.7"	25	33.3*
<b>Others</b>	15.2	9.7*	23.8*

<b>Trip organization</b>			
<b>Self organized</b>	42.8	32.7	38.2
<b>Travel agency</b>	41.9"	57.1 *	52.2
<b>By an organization</b>	9.8	7.1	9.6
<b>Transport means</b>			
<b>Own Car</b>	20.7	22	9.6*
<b>Bus</b>	28.6	28	27.2
<b>Train</b>	9.2	9	8.8
<b>Plane</b>	57.1	53	68.4*
<b>Rent a car</b>	5.8*	2.9*	18.1"
<b>Stay evaluation</b>			
<b>Not satisfied</b>	1	3.3	3.9
<b>Reasonably satisfied</b>	10.4	17.6	15.4
<b>Satisfied</b>	46.8	45.1	50
<b>Very pleased</b>	41.8*	34.1	30.8