

Analysis of the Best Ager Market for the Tourism Industry



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Reviews

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(Jody Veum)

ANALYSIS OF THE BEST AGER MARKET FOR THE TOURISM INDUSTRY

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GRIN Verlag. Paperback. Book Condition: New. Paperback. 36 pages. Dimensions: 8.2in. x 5.8in. x 0.4in. Scholarly Research Paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, Fontys University of Applied Sciences Venlo, language: English, abstract: This report deals with the analysis of the Best Ager market for the tourism industry. It first presents the several segmentation methods in the theoretical part and defines the term Best Ager. Then proposals for segmenting the Best Ager market are given. The best methods are developed by the two agencies Grey and TNS Emnid. They use methods which combine lifestyle variables with demographic variables which is most suitable for segmenting the Best Ager market. A tour operator can either stick to these proposals or segment the market with primary research data on itself if it has the necessary financial resources to do so. After the proposals for segmenting the Best Ager market, the travel market is analysed. First the general trends are mentioned and then the trends for the Best Ager are analysed to investigate if the Best Ager market has a potential for the tourism industry in the future. Additionally the demographic development in Germany and the financial situation of the Best Ager is analysed to display if the market will grow in the future and if the Best Ager have the income and assets to afford traveling in the future. The Best Ager market will increase in the future due to decreasing birth rates and longer life expectancies. The financial situation at the moment is quite promising because the pensions are still high and the inherited money is likely to increase in the future due to savings of the past generations. The Best Ager today like to travel and an...

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