

TOURage

Every age is tour age

Questionnaire for local seniors on tourism: what are the needs of users in TOURAGE regions?

Zoltán BALOGH

head of unit, Unit of International Affairs

Észak-Alföld Regional Development Agency (Hungary)

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Regions”**

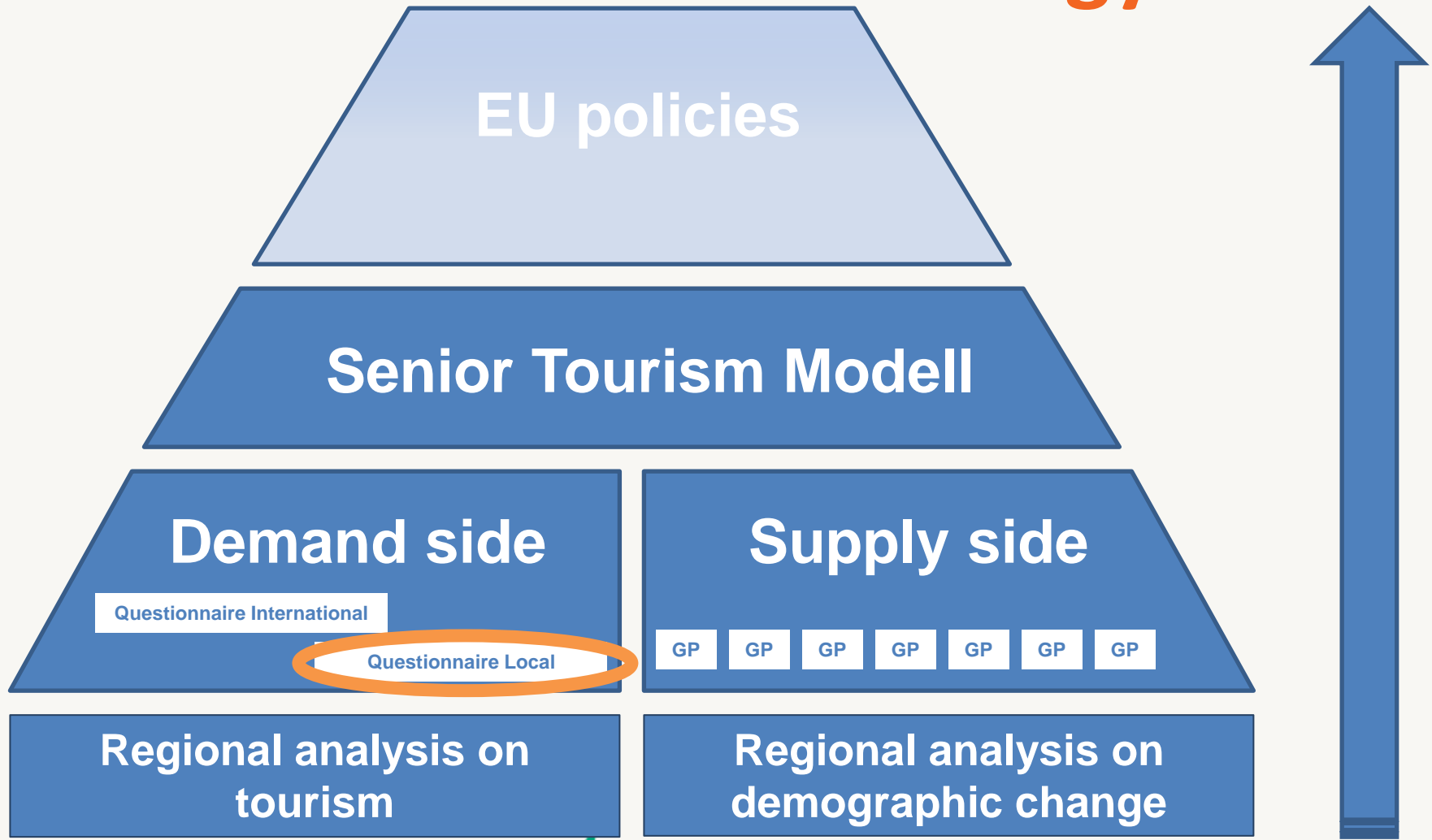
21st May 2013

Bulgaria, Burgas - Cultural Centre "Morsko Kazino", Seaside Garden



European Union
European Regional Development Fund

TOURAGE methodology



Collecting data

- Answers were collected between Autumn 2012 and Spring 2013 in TOURAGE partner regions
- 1372 questionnaires were analyzed
- Different level of answering for the the different type of questions



European Union
European Regional Development Fund

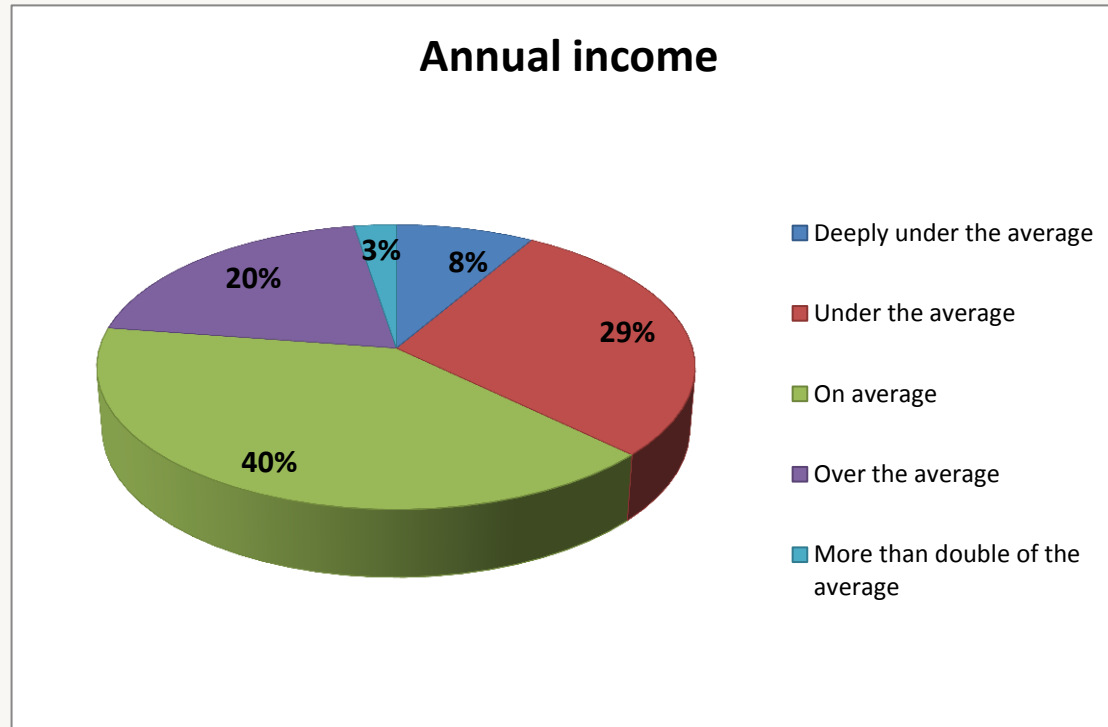
Collecting data

Region	Country	Number of filled questionnaires
North Karelia	Finland	183
Vidzeme	Latvia	177
Baltic Euroregion - Pomorskie	Poland	154
Podkarpackie	Poland	150
Presov	Slovakia	150
Szabolcs-Szatmár-Bereg	Hungary	129
Balaton	Hungary	150
Bourgas	Bulgaria	150
Granada	Spain	75
West Ireland	Ireland	129

Background information

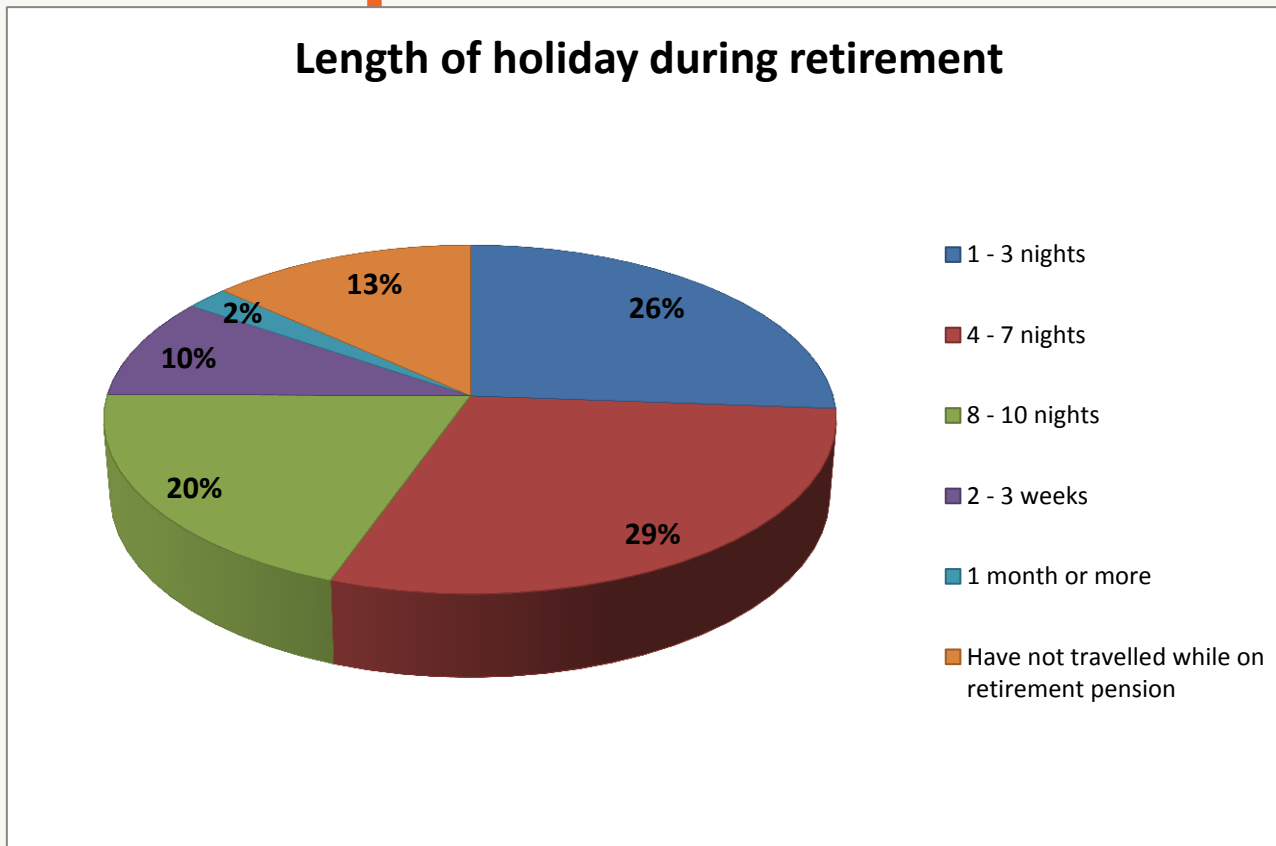
- 71% women
- Most of the respondents were married (51%), 27% widow/widower
- Balanced education level – 21% university degree, 16% elementary school
- More than quarter of pensioners asked are still working (10% full time, 11% part time)

Background information



- Annual income of 40% of respondents is on average

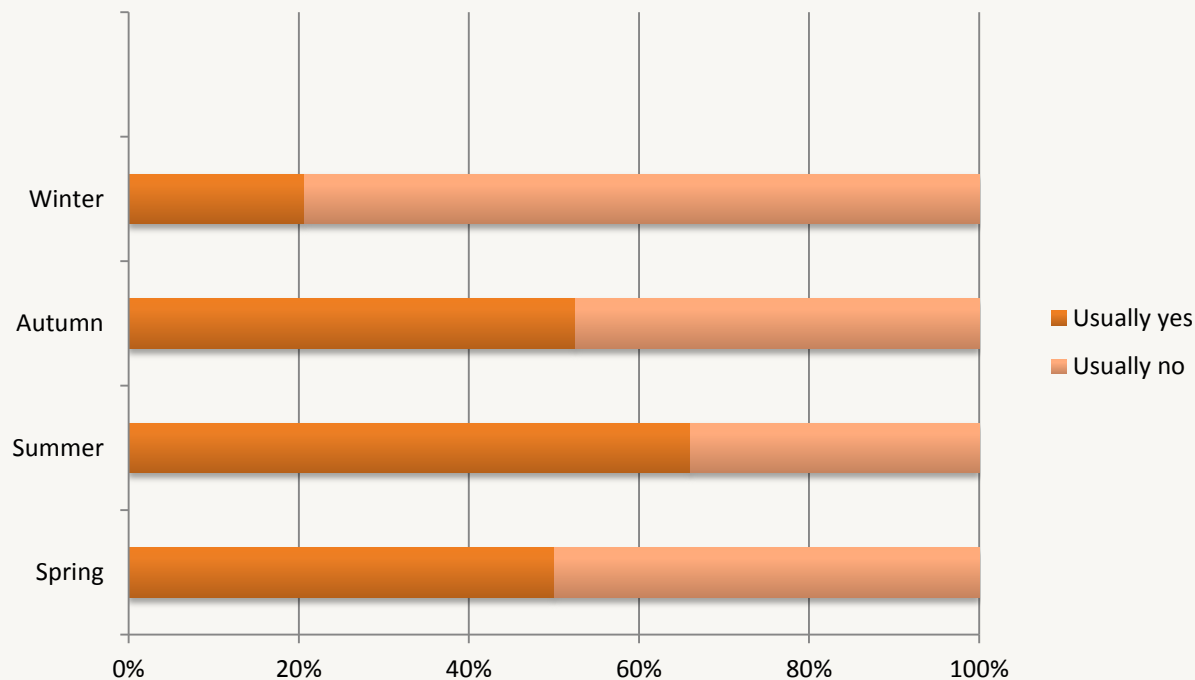
Travel patterns of seniors



- Every third senior prefer to travel abroad
- Average stay is 4-7 nights

Travel patterns of seniors

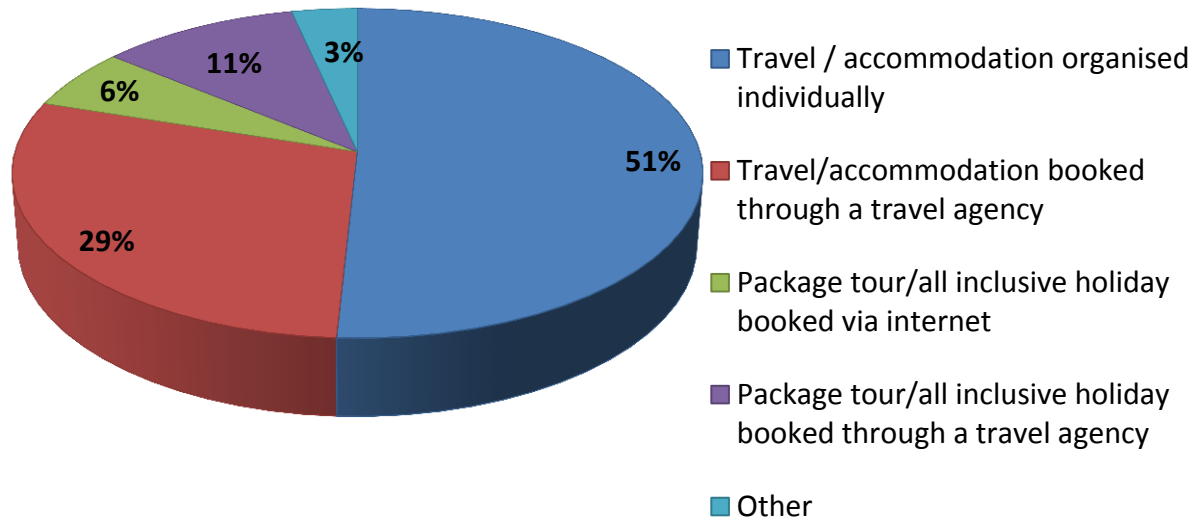
Season of senior tourism



- Seniors prefer to travel in season as well, lack of interest in winter time

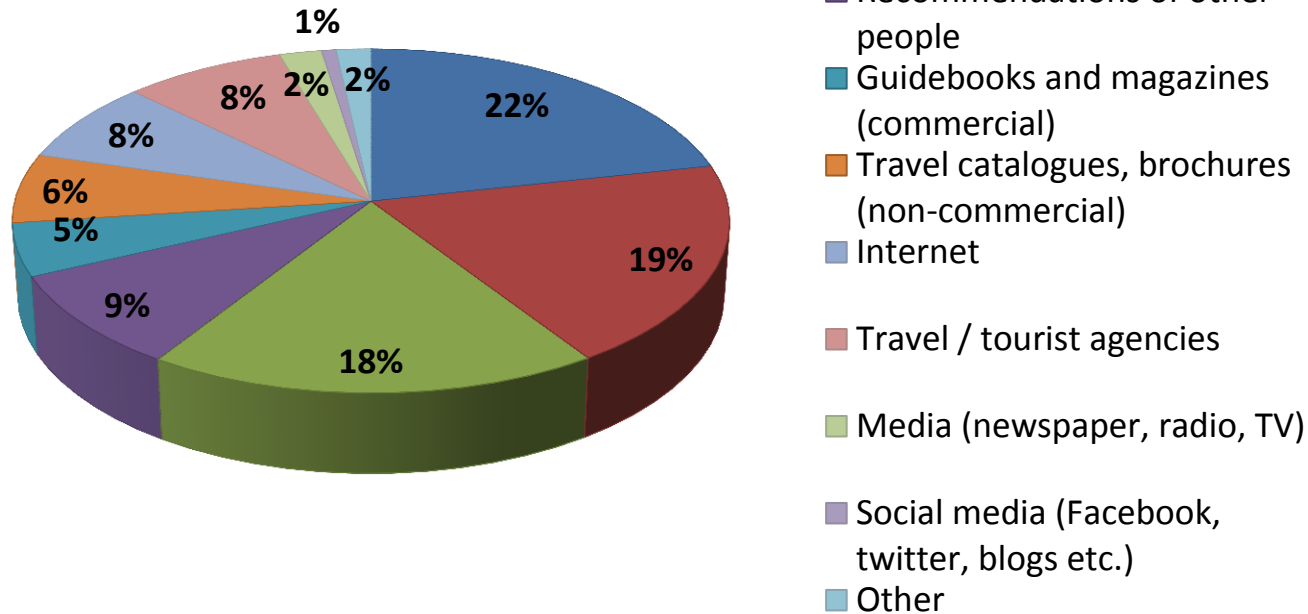
Travel patterns of seniors

Organisation of holiday trips during retirement



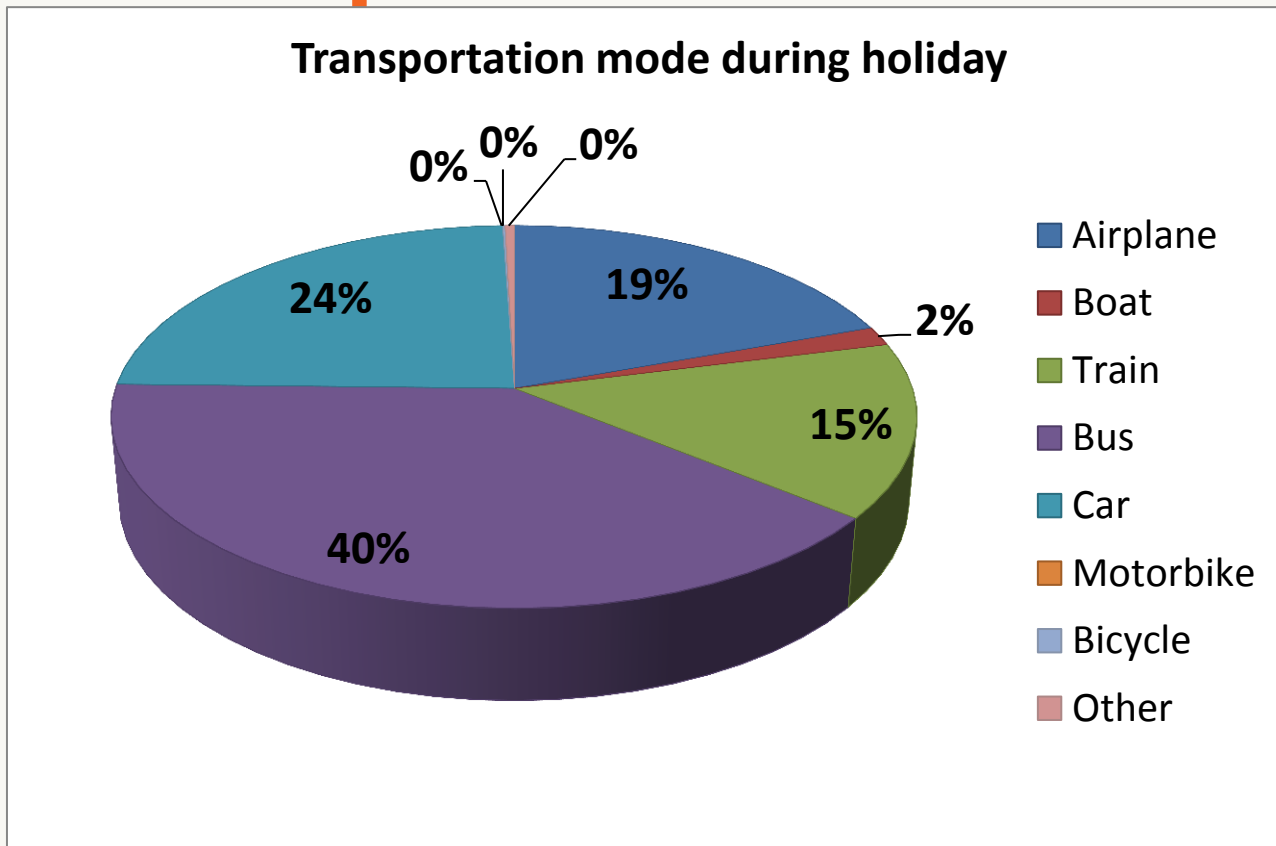
- Most of the seniors prefer to organise their travel individually

Information sources for deciding on travel plans



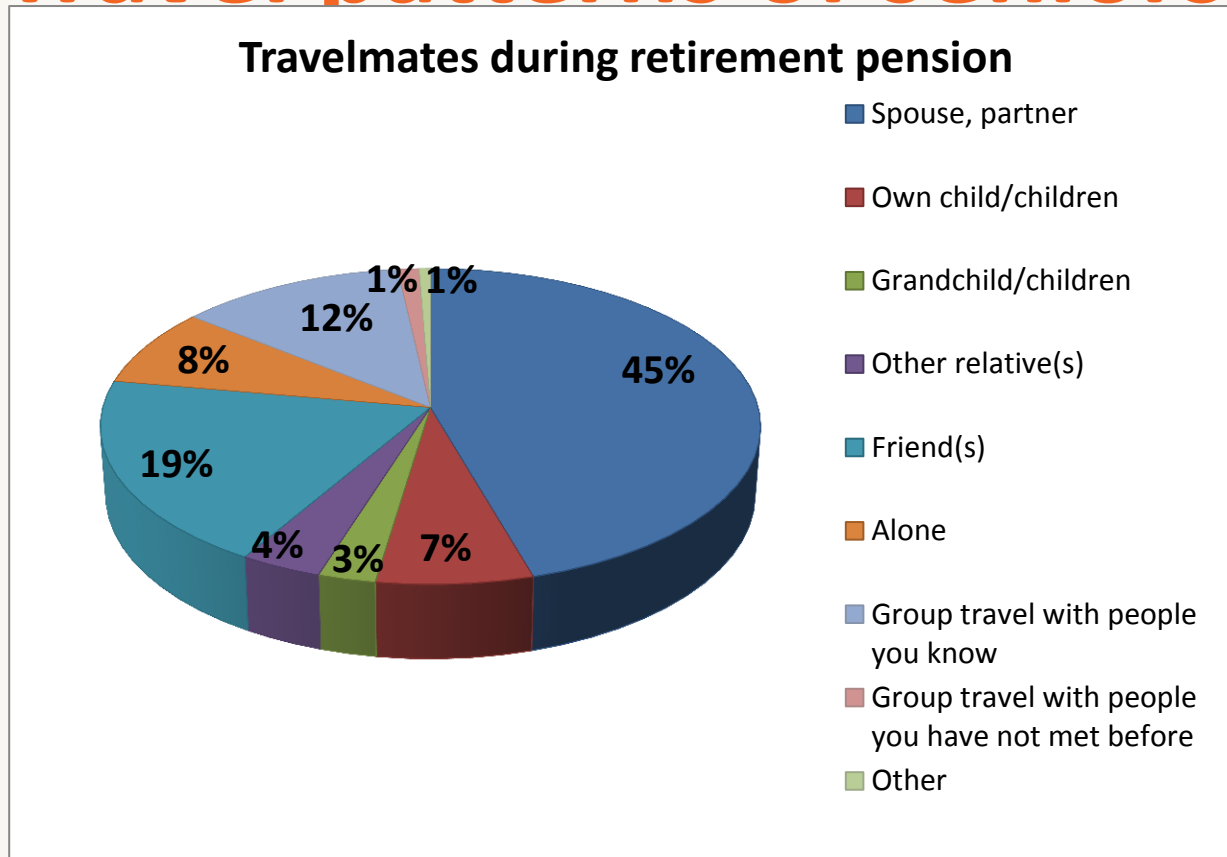
- Personal experiences, family and friends are important sources of information

Travel patterns of seniors



- Bus is the most common mode of transport of seniors (40%)

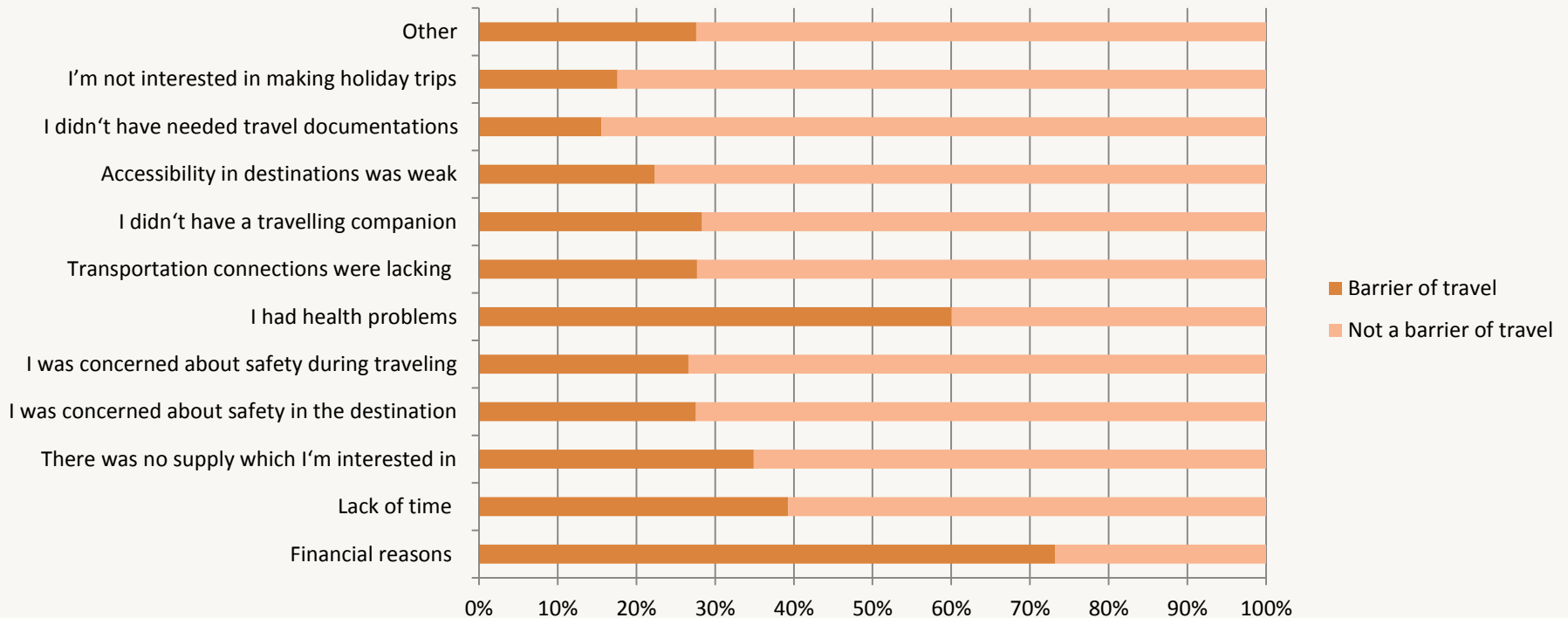
Travel patterns of seniors



- Besides the spouse/partner, the friends are the most common travelmates, important to know the people travelling with

Motivation and needs

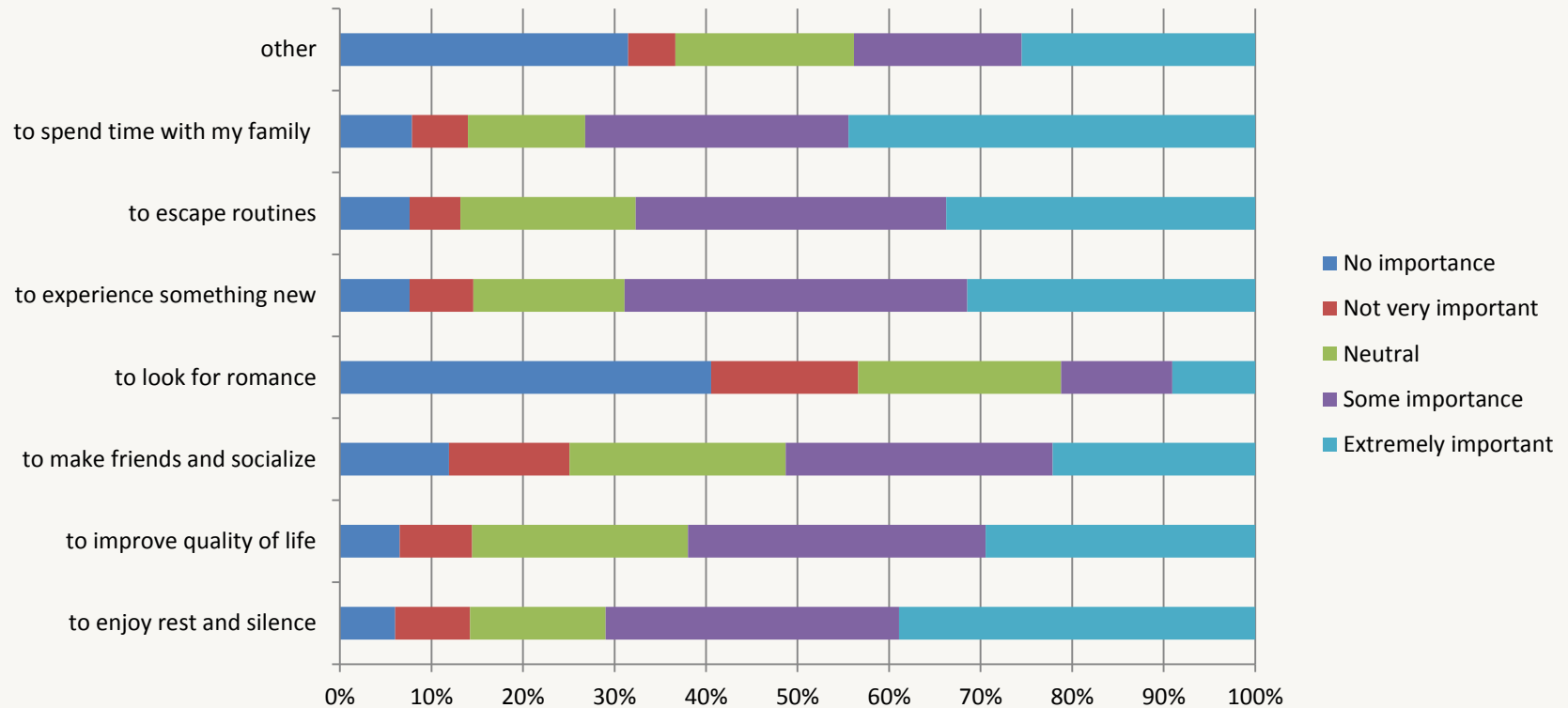
Reasons of not travelling during retirement pension



- Financial reasons and health problems

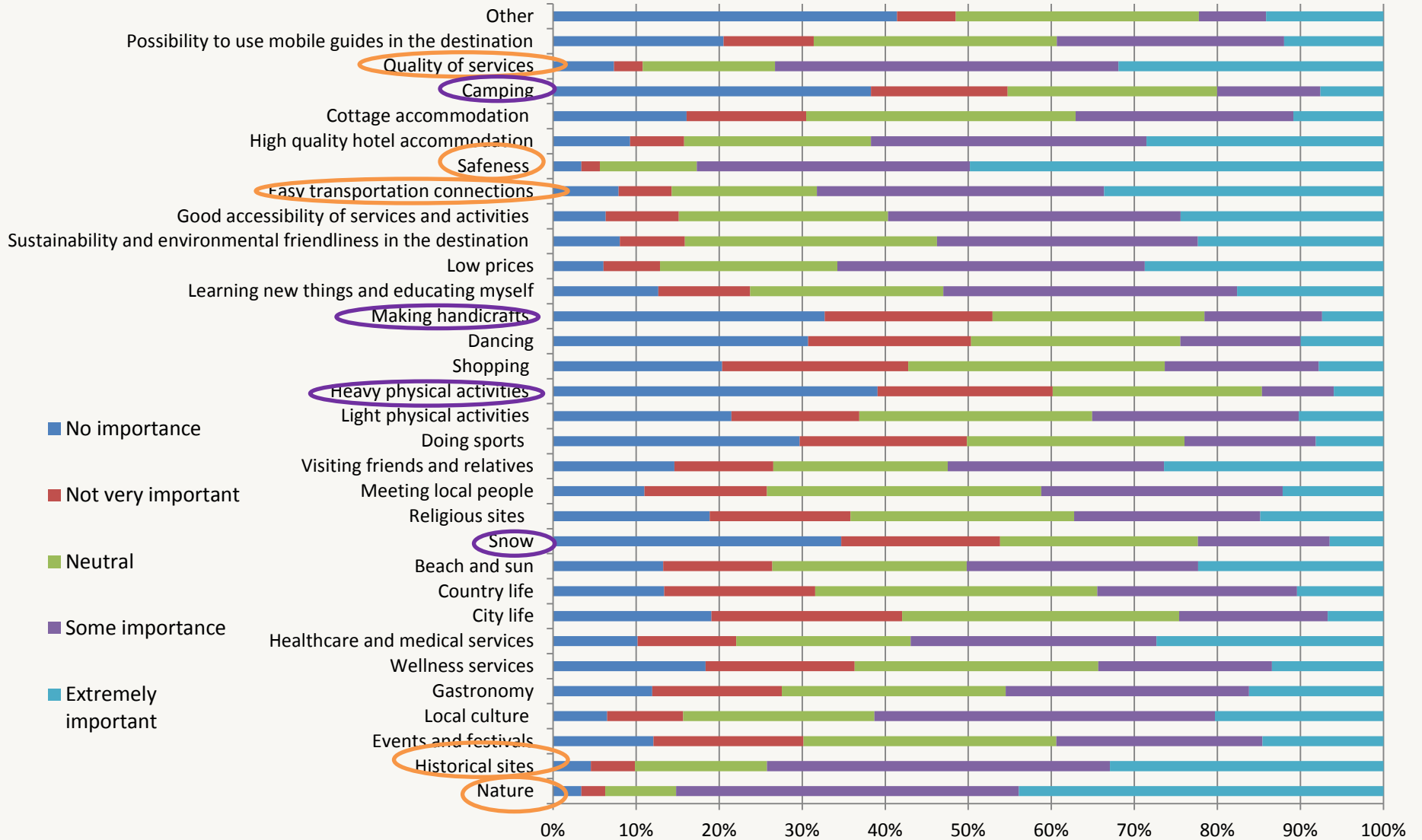
Motivation and needs

Holiday motivations



- Family is a major factor, and also to have rest and escape daily routines, experiencing new

Attraction to choose a destination





Zoltán BALOGH
head of unit
Unit of International Affairs

Észak-Alföld Regional Development Agency Non-profit Limited Company

Address: 4025 Debrecen (HU)

31 Széchenyi str.

Tel: +36 52 502-799

Mob: +36 30 826-4683

Fax: +36 52 524-770

E-mail: zoltan.balogh@eszakalfold.hu

Web: www.eszakalfold.hu



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European Regional Development Fund