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Vacationer demand
Circa 2016

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February 2007

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An expanding population
Ottawa Gatineau CMA
55-69 Group
Statistics Canada

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More affluent population
Average income - Ottawa/Gatineau CMA
55-69 Group - \$39,000
Québec - \$28,000

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More educated population
University education
Ottawa 30%
Gatineau 25%
Québec 19%

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Non-homogeneous population
1. The well-heeled (21%)
Satisfactory financial status
• Like to improve their appearance
• Health = Investment
• Very good eating habits
• Exercise to stay in shape
• Look for quality products

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2. The enthusiastic (27%)
• Finances ... not all that important
....Optimistic
• Very hedonistic
• Sensitive to the time factor
....Everything nearby

- Go to restaurants by choice or to save time
- Rather good dietary choices
- Exercise for pleasure

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3. The prudent (30%)

- Live in their homes the longest
- Work after retirement
- Financial security a preoccupation
- Physical health a preoccupation
- Look for discounts and products that last
- Poor health habits
- Overweight, a lot of smokers

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4. The jittery (21%)

- Pessimistic
-Financially
-In terms of their physical appearance
- Look for products that make them younger
-Mentally
-Physically
- Look for price/quality
- Feeling they have to improve their diet

50 + Communication Marketing,
May 2004

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Our target

The well-heeled and the enthusiastic

(48%)

- High discretionary income (rather well off)
- ..Cottage owners (2nd residence)
- Educated, mature and battle tested
- Demanding, they look for quality
- Active and healthy, want to remain young
- Interested in learning and having new experiences
- More utilitarian (short-term results)

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Circa 2016

What will be “IN” and “OUT”

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“OUT”

- Suffer a bit and save a lot!!!
- Take a number...!
- Can I help you dear?
- Tennis anyone??
- That's what's in style this year!!
- It may be not as good, but it's cheaper!!
- But that does have cholesterol in it?
- ... No pain, no gain!

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“IN”

What are they looking for?

1. A second user-friendly residence

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A. Minimizing the effort required:

- A ranch-style home of between 1200 and 1400 sq. ft.
- The fewer stairs the better
- Half-moon access/carport/2-door garage
- Enough rooms to receive grandchildren
- Wheeled carts under the counters
- D-shaped drawer and cupboard handles
- Drawer slides with ball-bearing travelers

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B. Reducing the range of movement

- Thermostats and switches no more than 48 inches from the floor
- Outlets no lower than 30 inches from the floor
- Carrousels in corner cupboards (Lazy Susans)
- Cupboard shelves on tracks

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C. Facilitating mobility and dealing with reduced mobility

- Master bedroom on ground floor

- Showers and bathtubs where bathers can sit down
 - Wider entrances
 - Lighter doors
 - Lever door handles
 - Grip-bars in bathrooms
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D. Supporting balance and coordination

- Better lighting
- Rugs secured to the floor
- Higher toilets
- Strategically placed handles on certain counters
- Higher chairs, beds, etc.

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“IN”

What are they looking for?

2. Cozy restaurants and a healthy diet

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- Menus posted outside
 - in 14 or 16-point type
 - Appropriate lighting at the entrance/exit
 - Steps of stairs wide enough to prevent stumbles
 - Tables that are not too confining
 - Comfortable chairs
 - A few sofa chairs or chairs at the entrance
 - Granny glasses and flashlights

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- Service that is fairly quick but respectful
 - Extensive menus
 - Large choice of healthy dishes
 - Copious, balanced portions
 - fibres, proteins, vegetables (twice as much for other age groups)
 - Seafood and fish on the menu please.
 - fresh, local products appreciated
 - Grain-fed chicken, wild young boar, guinea fowl, cheese
 - A few refined wines to show them you are thinking of them

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Emerging restaurants

.. Hybrid family-type in between fast food and fine cuisine;

Quick Casual (Darden chain of restaurants) www.darden.com

.... Café-Pastry shop type: such as Boston's Au Bon Pain for lunch, breakfast and especially grandchildren

www.aubonpain.com

.... Existing ethnic restaurants

- Italian and Greek: Francophones
- Chinese: Anglophones

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“IN”

What are they looking for?

3. Friendly retail establishments

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.... Product mix with a high quality/price ratio

.... Well lit businesses

- inside
- outside

.... Labels with legible print

.... Soft music and opaque countertops

.... A few strategically placed sofa chairs or chairs

.... Take more time with this segment

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.... Pressure and urgency do not go over well with mature persons

.... Show them you respect them

- Avoid calling them by their first names unless you know them very well

.... Do not make reference to the older person accompanying a younger person as “he” or “she” when speaking to the younger person – that is insulting!!!

.... Address them as experienced people, not as the elderly or seniors

- The word “mature” is more befitting.

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.... Select people of their age to sell to them.

.... Use healthy and active models from their group for your printed advertising

.... Promotional posters, devices or instruments

- 16- to 24-point type
- Leave some white background (free space)
- Shorter texts
- Avoid subtle and sophisticated colour arrangements

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.... The easiest contrasts to see and retain: black/white

.... Data base with e-mail addresses for this segment (cross-selling)

- They love receiving e-mail

.... A friendly experience will bring you another 10 customers

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“IN”

What are they after?

4. Healthy activities and leisure

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.... Linear parks

- Bicycles

.... Foot paths

- Ornithology

.... Gathering areas

- Large-sized chess game

- Tai-chi courses

- Body Boomers www.jingdan.com

- Fruit and juice bistros

.... Golf/canoeing/fishing ...

.... Intellectually stimulating games www.mindfit.be

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“IN”

What are they after?

5. Comfortable clothing

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.... That accommodate roundness

- Zoomers by designer Linden Hill

.... Mix & match clothing

- Pants, blouses, suitcoats

.... Light walking footwear and boots

.... Comfortable fabric that maintains its shape better

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.... Summer fashion

- Women

.... Longer blouses

.... Topcoats not too tight-fitting

.... Wide pants

- Men

.... Shirts and pants

.... Sweater and jeans

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To summarize

Our vacationers expect to be listened to and to deal with attitudes and behaviours that:

1. Recognize their status, their differences, their experience and their maturity

- Those in the 55-69 group are not oldtimers before their time
- They want control, choice and clarity

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2. Establish lasting one-on-one relationships

• Before

.... Information

.... Relevant and personalized offers

.... Direct Mail and E-mail

• During

.... An easy and respectful business relationship

• Easy purchases that are glitch-free and do not involve any bargaining

.... Want good merchandise, value and relive experiences of long ago

• After:

.... After-sales service and guarantees

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3. Make it easy to fit in:

• They like to be consulted in view of their experience

• Time for volunteer work and even for Municipal Council

• They are not there merely to pay taxes -

(nor “sons of...” or “strangers” or “tourists”)

• They want satisfactory socioeconomic relationships

• They want to feel at home.

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IF YOU DO IT...

THEY WILL COME!